



**JUNE 2004**

**Sponsored By:**

**NEW ORLEANS EAST**  
**Economic Development Foundation**



**Master Planning Consultant:**



• Environmental Consulting  
• Zoning/Planning  
• Land Use Law



# **OFFICIAL NEW ORLEANS EAST RENAISSANCE PLAN OF JUNE 2004**

Adopted by the New Orleans City Planning Commission  
June 8, 2004

Sponsored by:  
The New Orleans East Economic Development Foundation  
[www.noedf.org](http://www.noedf.org)  
504/240-2250

Master Planning Consultant:  
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# **New Orleans East Renaissance Plan summary**

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## **SUMMARY**

On September 13, 1994, the City Planning Commission adopted the Local Renaissance District Administration Policy. This framework enables residents to take a more active role in the city planning process with regard to revitalizing their neighborhoods. Details of the framework include the Planning Commission staff, working with all neighborhood groups, drafting a Strategic Neighborhood Renaissance Plan, which would then be considered for adoption by the City Council and the City Planning Commission. Such a Strategic Plan would be instrumental in setting up a Local Renaissance District. With residents as major stakeholders, such plans would be more practical and relevant in dealing with neighborhood problems. The City Council's role would be limited to the adoption of the plan, the enforcement of any regulatory adjustments to the plan, and in assisting the residents in monitoring the plan.

Later, on April 15, 1999, the New Orleans East Economic Development Foundation (NOEEDF) and the New Orleans East Business Association (NOEBA) requested the initiation of a Local Renaissance District for New Orleans East, specifically Planning Districts 9, 10 and 11. The New Orleans East Renaissance Plan is a comprehensive, strategic framework for future development decisions that attracts new projects, maximizes present and future capital improvement resources, balances growth, economic development and the quality of life of its citizens and that is soundly grounded in a democratic, broad-based system that allows all citizens to participate and to be represented throughout the process.

Following the request for the initiation of a Local Renaissance District, the Plan for the District began to be formed. The New Orleans East Renaissance Plan was developed using information gathered from an intense citizen participation process through a series of public meetings and interviews with community stakeholders and key leaders. Neighborhood groups such as homeowners associations and faith-based groups also provided vital information for developing the Plan that adequately addresses neighborhood issues and, in turn, represents the concerns and future vision of the citizens of New Orleans East<sup>1</sup>.

The New Orleans East Renaissance Plan is committed to long-term consistency with the New Century New Orleans Master Plan and all of its completed elements. This commitment has been a major tenet of the New Orleans East Renaissance Plan from its inception. This pledge to continued coordination will be a key element in the long-term effectiveness of both planning processes. Appendix B shows a partial list of resources and existing plans that have been reviewed, analyzed, and made a part of this process.

Moreover, the New Orleans East Renaissance Plan is committed to consistency with the future elements of the New Century New Orleans Master Plan. As new elements of the New Century New Orleans Master Plan are considered and adopted, the New Orleans East Renaissance Plan will serve both as a database and a planning touchstone for the process. A balanced planning flow based on mutual consistency will be the standard for consensus approval of all future elements. Working with the Monitoring Committee of the New Orleans East Renaissance Plan, this process will become the standard approach for balancing the plans.

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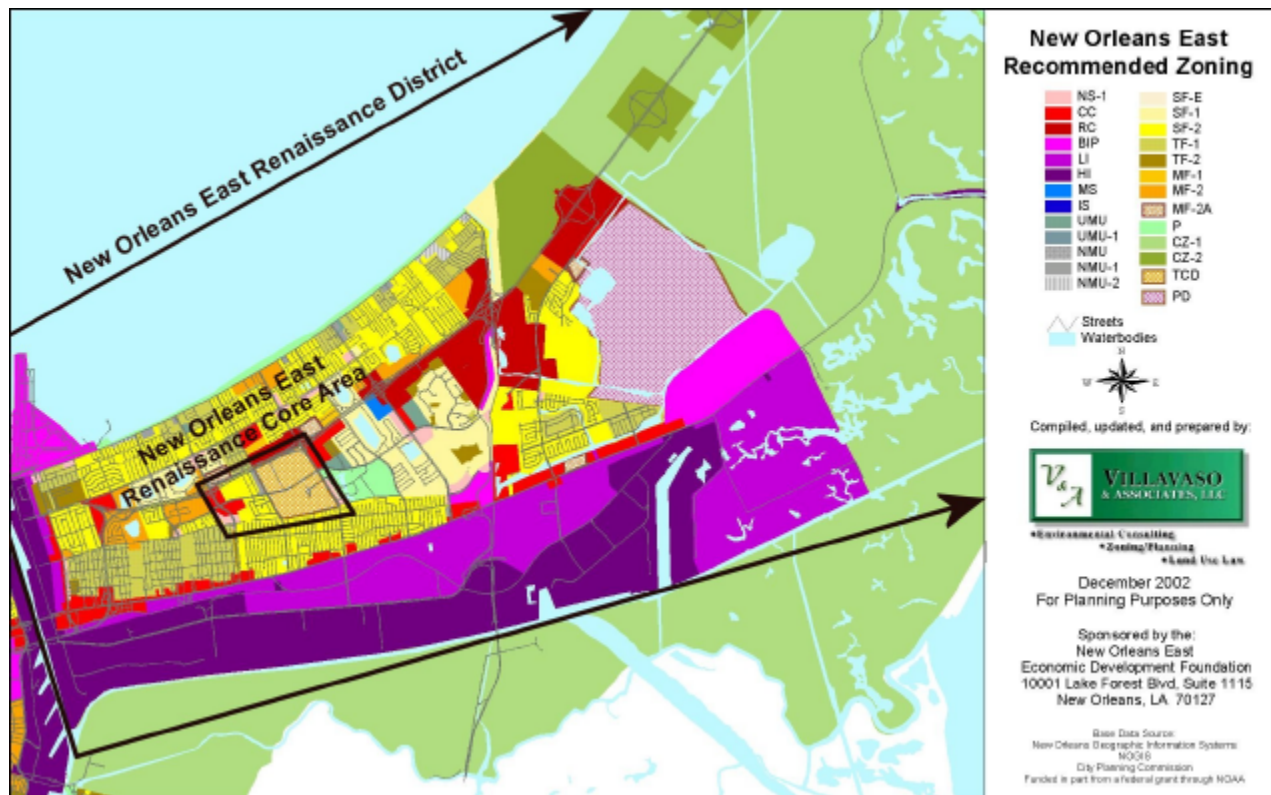
<sup>1</sup> See Appendix A for a complete list of Public Meetings, Key Leaders, Stakeholders, and other participant groups



## New Orleans East Renaissance Plan summary

In addition, the New Orleans East Renaissance Plan Monitoring Committee shall be formed that will oversee the implementation and effectiveness of the New Orleans East Renaissance Plan. The Monitoring Committee will consist of representative members from the following groups: the New Orleans City Planning Commission, representatives from the New Orleans City Council, the New Orleans East Economic Development Foundation, the New Orleans East Neighborhood Organization, and the Committee for a Better New Orleans. Other groups will be added as needed by the committee.

Finally, the New Orleans East Renaissance Plan designates a core area with redevelopment opportunities, bounded by I-10, Read Boulevard, Dwyer Road, and Crowder Boulevard as the Strategic Local Renaissance District, where concentrated implementation efforts will commence. The Plan further recognizes the boundaries of the entire New Orleans East Renaissance District where simultaneous efforts, monitoring, and maintenance of consistency will continue in accordance with the Plan (see exhibit following).



The following bullet points are key area trends and planning factors that were identified during the information gathering phase:

- New Orleans East has continued to gain in population in recent decades, growing at a pace equivalent to the statewide rates for Louisiana. The area added nearly 6,000 residents between 1990 and 2000, while Orleans Parish lost nearly 34,000 persons.
- Water is a defining characteristic of the area, a source of recreation and basic life support, and also a periodic public safety risk in the form of flooding.



## **New Orleans East Renaissance Plan summary**

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- As of the 2000 U.S. Census, New Orleans East had 96,363 residents; all of Orleans Parish had 484,674 residents.
- New Orleans East contains nearly 20 percent of the population of Orleans Parish, but consists of approximately 67 percent of the land in Orleans Parish.
- If New Orleans East were a city, it would be Louisiana's fifth largest in terms of population.
- The area's growth, while consistently positive, can vary widely in line with regional and state economic fortunes, such as the booming economy of the 1970s versus the bust era of the 1980s and the recovery of the late 1990s.
- The median age within New Orleans East is lower at 31.2 years, than Orleans Parish at 33.1 years, and Louisiana at 34.0.
- The number of persons in retirement age is decreasing in the East and increasing in the Parish (reflecting the "youthening" of New Orleans East); the percentage of persons age 65 and older remains lower than at the statewide level.
- As of the 2000 Census, African-Americans accounted for just over 80 percent of the population in New Orleans East. The White population was nearly fifteen percent, Asians represented six percent of the population, and other racial categories represented a very small percentage of the population. The White population declined slightly in the East over the last decade while much of the East's overall growth was in the African-American community.
- The area economy has become more diversified with strong components in the healthcare, tourism, gaming, service, and military sectors as well as continuing activity in shipping and port operations.
- Regional employment has been stable in recent years, with a current Orleans Parish unemployment rate in the four to five percent range. Orleans Parish had a 2000 labor force of 213,819 people, of which 25.7 percent were employed in the educational, health and social services industries and 15.3 percent were engaged in service jobs.
- In 2000, New Orleans East businesses employed 30,891 people, with an annual payroll of \$857,505,000.
- Retail trade and healthcare services dominates the business establishments in New Orleans East and consists of 35.5 percent of all businesses in the New Orleans East Zip Code areas. Retail trade includes all of the individual stores and shops contained in malls and freestanding. Accommodation, food and other services account for 18.2 percent of all businesses in the East.
- Current residential vacancy rate for New Orleans East is 6.53 percent, while the City of New Orleans has a vacancy rate of over 12.5 percent. In 1990, New Orleans East experienced a



## **New Orleans East Renaissance Plan summary**

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vacancy rate of 13.5% in residential units, while the City of New Orleans had a 16.6% vacancy rate for the same time period.

- Current unit count for Section 8 distribution, including both project based and Housing Choice Voucher programs, in New Orleans East is approximately 3,400 units total, almost 40 percent of all Section 8 housing for the entire City of New Orleans.
- Housing indicators suggest a strong family-oriented community, with more than 60 percent of residences having family households. Average household size in New Orleans East is 2.83 persons and slightly lower in the City of New Orleans at 2.48.
- In the past two years, new single family residential development has included 138 new homes at McKendall Estates, 88 new homes under development at Fairway Estates, 54 homes at Crowder Oaks, 30 new homes at Bullard Park, and 84 homes planned for Eastover.
- New Orleans East has a complex and extensive flood plain and wetlands area that must be factored into nearly all development and infrastructure investment decisions. Wetlands permitting remains an important issue for any new development in the East, and especially for the NOBID area.

New Orleans East comprises a dynamic, growing area with a proud past and a future filled with the promise of continued growth. It is a land of opportunity that has evolved from its French roots into a destination for recreation, and tourism. It is also an area that continues to be defined by the major physical features and characters of its location in Orleans Parish. These and other traits forge the foundation of the physical, social and economic character of New Orleans East. They make the East unique. Understanding this allows area residents and leaders to better envision the strengths and weaknesses of the community, as well as the steps necessary to seek out and achieve the goals and vision for tomorrow. Creation of the New Orleans East Renaissance Plan establishes the link between the past, present, and a well-planned future.

The unique characteristics of New Orleans East provide great opportunity for growth. Generating growth that will benefit the community can be accomplished through planning practices such as smart growth. Smart growth encourages a balance between progressive development and quality of life. It focuses on restoring a sense of place and livability to existing suburban areas. Much attention is given to the town center as a public place of activity and aesthetic value for which the community feels pride. Pedestrian friendly environments and open spaces are regarded as assets. The mixture of land uses, including residential and commercial, is also considered a component of a vibrant community.

Establishing a vision of community values is an important facet of smart growth. The New Orleans East community must set standards for re-development and future development. Foundation should be laid for which the community defines its neighborhoods, transportation choices, built environments and structures, and local economic development. With this re-development in New Orleans East come new opportunities, both economic and social.





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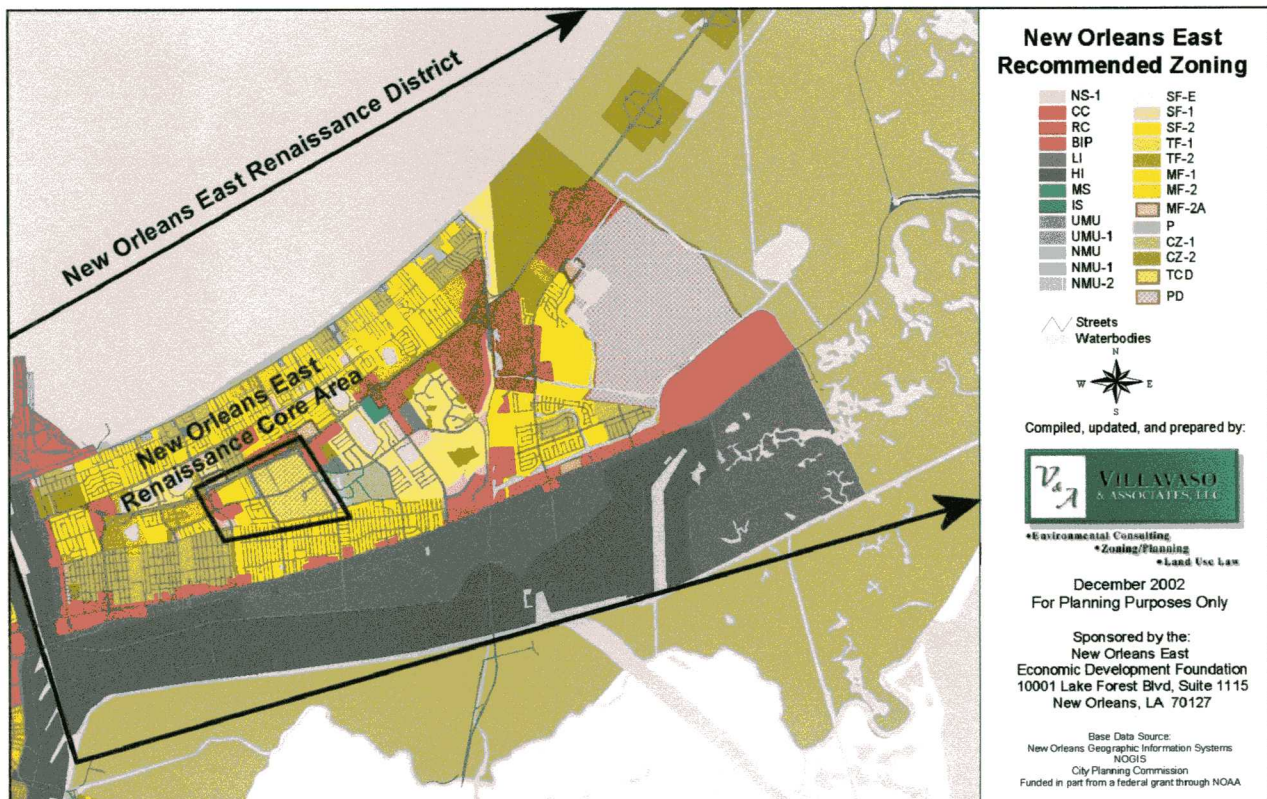


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# NEW ORLEANS EAST RENAISSANCE PLAN COMMUNITY PROFILE

## COMMUNITY PROFILE

Located in the eastern section of the City of New Orleans and Orleans Parish in Southeastern Louisiana, New Orleans East is self-described. Containing 65% of the City's land, New Orleans East has been considered the only logical growth corridor of the City. New Orleans East, considered a man-made island, is often described as being strategically located within the geographic parameters of the Industrial Canal, the Mississippi River Gulf Outlet (Intracoastal Waterway), and the eastern boundary of Lake Pontchartrain. Were New Orleans East to be a city, it would be Louisiana's 5<sup>th</sup> largest and as a parish, it would be Louisiana's 13<sup>th</sup> largest in terms of population. While having a distinct identity apart from the rest of New Orleans, New Orleans East is the spine of the New Orleans industrial economy as well as being known as a major recreational resource for the city.



A peninsula made an island, geographically, New Orleans East is that portion of New Orleans to the east of Industrial Canal, bounded by Lake Pontchartrain to the north and the Mississippi River Gulf Outlet to the south. Positioned in a prime waterway area, New Orleans East use as a port area is limited except to operations alongside the Industrial Canal and the Intracoastal Waterway. New Orleans East has been isolated from the rest of the City of New Orleans by the Industrial Canal and has taken on a geographic identity of its own. New Orleans East can be seen as a self sufficient and separate portion of New Orleans, containing all of the industrial and business districts a small city needs to survive with slightly less than one-fifth of the population of New Orleans, but with two-thirds of the land.



# NEW ORLEANS EAST RENAISSANCE PLAN

## COMMUNITY PROFILE

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New Orleans East contains the major industrial corridor for New Orleans, the New Orleans Business and Industrial District (NOBID) heading eastward down Chef Menteur. NOBID is a large special taxing district that stretches eastward from the Industrial Canal to the remote eastern marshes of Orleans Parish. Major employers such as Lockheed Martin, Folgers Coffee and numerous barge/trucking/transfer companies continue to bolster the need for industrial property in order to create and support this major job-base of the City.

The central business district for New Orleans East has been described as that area situated around the I-10 and Read Boulevard interchange. From Lake Forest Boulevard and Chef Menteur Highway, traversing Read to the east, and crossing over to Andover completes the commercial corridor for New Orleans East. With the commercial areas as a buffer for the industrial areas, residential uses have developed radiating out from the commercial areas to the lakefront and to Bayou Sauvage.

### *Cultural History and Geography*

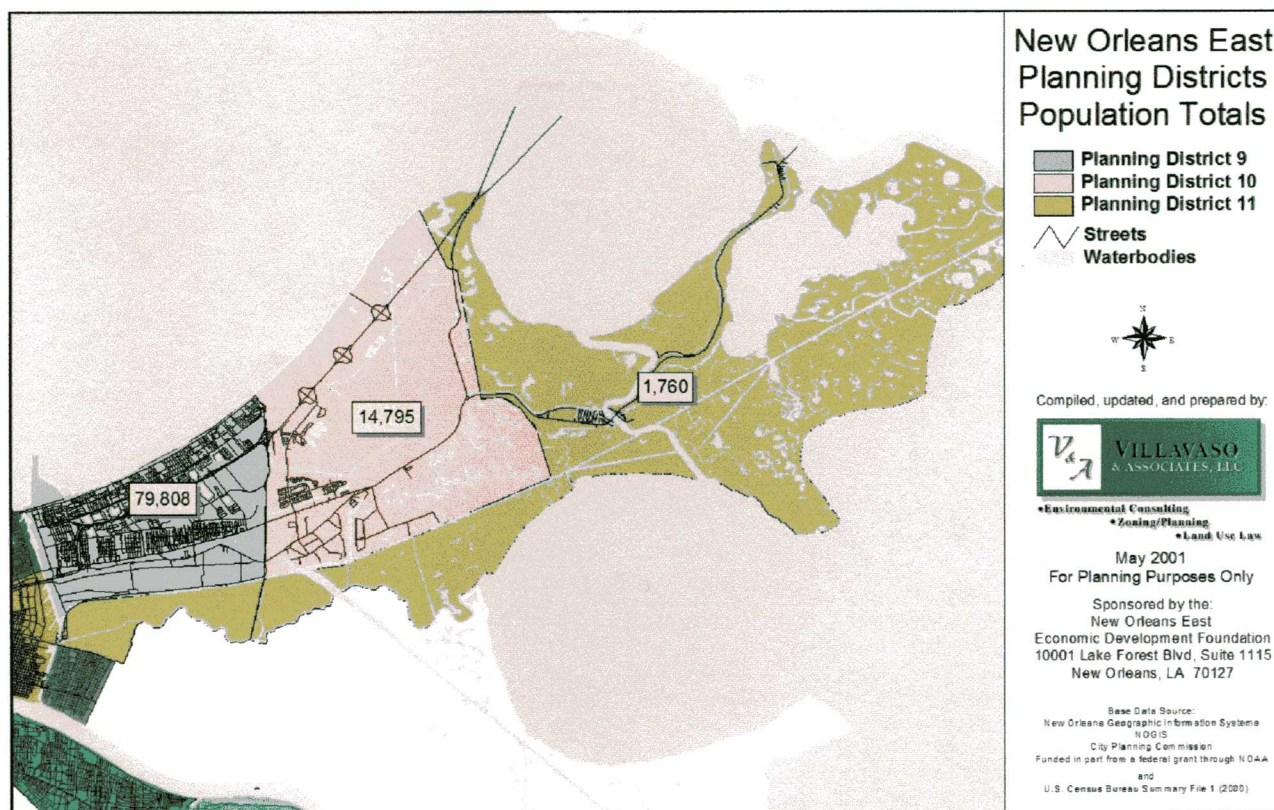
Not only is New Orleans East rich in the expanse of public recreational and natural areas and in future development sites, it is also among the most stable areas in the city. New Orleans East has not experienced a population decline as has the city, and has exhibited growth from 1980 to 2000. Nonetheless, New Orleans East has experienced some areas of residential or commercial decline and, since several of these areas are along the I-10 corridor and highly visible, the passing visual impression is more negative than statistics and the actual development activities indicate.

New Orleans East covers approximately 77,374 acres. Geographically, New Orleans East is well positioned around the major transportation corridor of I-10. The I-10 interstate runs east west through New Orleans East and is heavily traveled. The I-510 interstate runs north south and serves as an access route to the industrial areas of the East as well as to St. Bernard Parish. This transportation infrastructure is of great importance to the future growth of New Orleans East and Orleans Parish. New Orleans East's central location offers the possibility of a wide range of new businesses and industries including warehousing, material distribution centers, corporate regional headquarters, and major retail corporations. Other businesses invariably are created to support large employers and these provide an even greater growth potential. Successful measured growth in New Orleans East and Orleans Parish can, in part, be achieved by the acquisition of such businesses.

During the development of the 1999 City of New Orleans Land Use Plan, the City was divided into thirteen planning districts. The Planning Districts of Nine, Ten and Eleven encompass the area known as New Orleans East. The boundaries of these Districts are the Industrial Canal on the West, Lake Pontchartrain on the North, the Orleans/St. Bernard parish line on the south and the Orleans/St. Tammany Parish line on the East. District Nine is bounded by the Industrial Canal on the west, Lake Pontchartrain to the north, Paris Road to the east, and the Intracoastal Waterway to the south. District Ten is bounded by Paris Road on the west, Lake Pontchartrain to the north, the levee protection system on the west, and the Intracoastal Waterway to the south. District Eleven is an irregularly shaped district that contains the remainder of New Orleans East outside of the levee protection system. St. Tammany Parish bounds it on the east, the southeast by Lake Borgne, and the south by St. Bernard Parish. A finger-shaped parcel (Viavant) extends below Districts Nine and Ten to the south of the Intracoastal Waterway.



# NEW ORLEANS EAST RENAISSANCE PLAN COMMUNITY PROFILE



## In the Beginning ... New Orleans East's Roots

The area we call New Orleans East saw its origins as part of a land tract given to the Chevalier Gilbert Antoine de Maxent in 1763 by the French King Louis XV. The Fauborg de Montluzin was the first neighborhood to develop from this tract and was located in the proximity of Paris Road, extending to Chef Menteur. However, for much of the 19<sup>th</sup> century, the area lay dormant, its settlers prey to marshy ground and swamp mosquitoes.

The active development into New Orleans East began with the formation of the New Orleans Lakeshore Land Company in 1910. Residences were first constructed along the Lake at Hayne Boulevard and along Chef Menteur. At this time, New Orleans East (or Gentilly East as it was then known) was seen as a distant suburb of New Orleans. However, with the completion in 1923 of the Industrial Canal, New Orleans East was further separated from the rest of the city and began to establish its own identity.

New Orleans East's identity is tied to the trends of development for the area. The history of development in New Orleans East is closely related to the natural land elevations, the ability to fill lots, and transportation accessibility. The highest areas tend to be along the Gentilly/Chef Menteur Ridge with gentle declines on either side reaching elevations below sea level. As a result of this topography, the earliest urbanization occurred along Downman Road and Chef Menteur Highway (U.S. 90), which was the primary roadway linking New Orleans to the Mississippi Gulf Coast via St. Tammany Parish. Highway commercial was the primary land use. In addition, fishing camps on stilts were constructed along Haynes Boulevard in configurations that resulted in an area that is best characterized as semi-rural.



## NEW ORLEANS EAST RENAISSANCE PLAN COMMUNITY PROFILE

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The original construction of linear canals for drainage in the 1920s allowed much of the land in the center of District Nine to be used for farming while the water table was being lowered in preparation for future development. Two major development periods occurred to change this district from a semi-rural status to a significant urbanized area of the City. In the 1950s and early 1960s, substantial numbers of dwellings-both doubles and single-family detached-were built in the Pines Village Subdivision and the general area bounded by Dwyer Road, Downman Road, Chef Menteur Highway, and Read Boulevard, with additional single-family structures extending eastward to near Bullard Avenue.

The next major construction period began to a limited extent in 1968, but more fully after 1971, on land bounded by Morrison Road, Paris Road, Lamb Canal and Dwyer Road and owned by Lake Forest, Inc. Full-scale development ensued in conjunction with a land use plan approved by the City Planning Commission in 1966. This construction program and concurrent public expenditures for streets, parks, school, and sewerage and drainage was the largest single factor to change the land use profile in the District, as well as to make this area a significant growth area for the future development of the Metropolitan area. This land use plan was re-evaluated in 1972 by the City Planning Commission when it began to appear that significant deviations in the amount of commercial usage were occurring in actual development. Certain revisions were made, primarily in the areas east of Bullard Avenue between Interstate 10 and Chef Menteur Highway, to accommodate a better balance of commercial usage as well as to more accurately project the needs for schools and playgrounds. At the same time most land areas between Dwyer Road and Chef Menteur Highway west of Bullard Avenue were continuing infill with residential projects.

The area continued to grow from 1975 to 1985. New subdivisions were developed at a rapid pace in District Nine north of I-10. Supporting these new residential areas to the north, the older neighborhood south of the interstate enjoyed 100% occupancy, infill projects for vacant lots and rising property values. During this period major commercial centers developed and prospered at Read and I-10 (The Plaza), Crowder and I-10 and Morrison and I-10, along with major health care facilities at Read Road and at Bullard Avenue and I-10. Throughout the planning district, on Lake Forest Boulevard, Morrison Road, Chef Menteur Highway and major corridors between Morrison Road and Bullard Avenue, commercial and institutional uses prospered to support the strong single-family residential base. Also during this period major recreation facilities were opened at Joe Brown Park at Read Road and the 65-acre Louisiana Nature and Science Center on Lake Forest Boulevard.

Planning District Ten had been projected to continue the land use patterns established in District Nine. Early Land Use Plans and zoning patterns followed a scheme of large tracts of single-family development supported by different levels of commercial activity with corridors of dense multi-family units along the Interstate highway system. However, these development plans were significantly changed after multiple attempts to develop this area as a single, major planned community. One such plan, known as the Pontchartrain New Town-In Town Plan, was supported by a major federal housing plan to build new towns near established cities. Federal funding did not continue for these projects and was followed by two privately financed attempts to build a new community under the New Town planning concept. These two projects were called Orlandia and New Orleans East. In both plans a new element of land use was expanded and made integral to the planning success of these projects. This new element was job-based land uses in the form of business parks, light industrial developments and heavy industrial developments.



# NEW ORLEANS EAST RENAISSANCE PLAN

## COMMUNITY PROFILE

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The projects, however, did not proceed as planned because of under-financing and the ultimate economic slowdown related to the slump in the oil industry. In the case of the New Orleans East development plan, a few single-family units, two multi-family developments and significant infrastructure was built in the area of Michoud Boulevard and Interstate 10. Eventually developed as Village de L'Est, the subdivision would become home to thousands of Vietnamese immigrants during the 1970s and 1980s. To the south of Village de L'Est, the Gentilly Road Industrial Park was developed and the NASA Michoud Assembly Facility and Proctor & Gamble's Folgers Coffee Facility were built on the north shore of the Intracoastal Waterway.

1975 to 1985 was a period of limited development in Planning District Eleven. The traditional development pattern of building on the high ground located along U.S. Highways 90 and 11 continued with some infill development along these corridors. With new water-oriented subdivisions becoming more popular, the residential project along U. S. 90 at Chef Pass known as Venetian Isles prospered and future sections were planned for development. However, by 1985 the economic slowdown caused new growth to taper off.

Several commercial centers in District Nine that lost major tenants after the oil industry slowdown are poised for redevelopment. These include the Plaza at I-10 and Read Road, and smaller centers at Bullard and Morrison Road and others along Morrison. New development occurred in the Eastover area near one of the major golf courses in the region. Planning Districts Ten and Eleven experienced a major transformation of land use during this period with the creation of the Bayou Sauvage Wildlife Refuge. Designated as a national urban wildlife preservation asset by the U.S. Department of the Interior, about 30,000 acres of land previously planned for development is now preserved in its natural state for education and natural preservation programs.

Major areas of land south of Chef Menteur Highway as well as East of I-510 remain viable growth areas as evidenced by Six Flags New Orleans (a major theme park/mixed use development), a planned racetrack, and several other proposals planned for these areas. During this period, large areas of light industrial supported job-related land use and heavy industrial properties and a self imposed industrial development tax. These areas have continued to develop and provide economic development opportunities for the entire City.

### ***A Demographic Profile of New Orleans East***

The population of New Orleans East is one that is steadily growing and diversifying in a number of ways. However, it remains safe to say that within both New Orleans East and Orleans Parish, the population is predominantly African-American, likely to be middle income, and more likely to be employed in the healthcare and service industry.

### **A Note on Available Data**

It should be noted that this Area Profile was prepared following Census 2000. Release of Summary File 3 (SF3) by the Bureau of the Census provided information regarding economic data, age, sex, population, households, families, and race. Economic data is also derived from the Zip Code Business Pattern and dates to 2000. Area employment data used in the preparation of this profile comes from the U.S. Department of Labor, U.S Census Bureau, and University of New Orleans Real Estate Market Data Center. Unless otherwise noted, real estate data comes from the U.S. Census



# NEW ORLEANS EAST RENAISSANCE PLAN COMMUNITY PROFILE

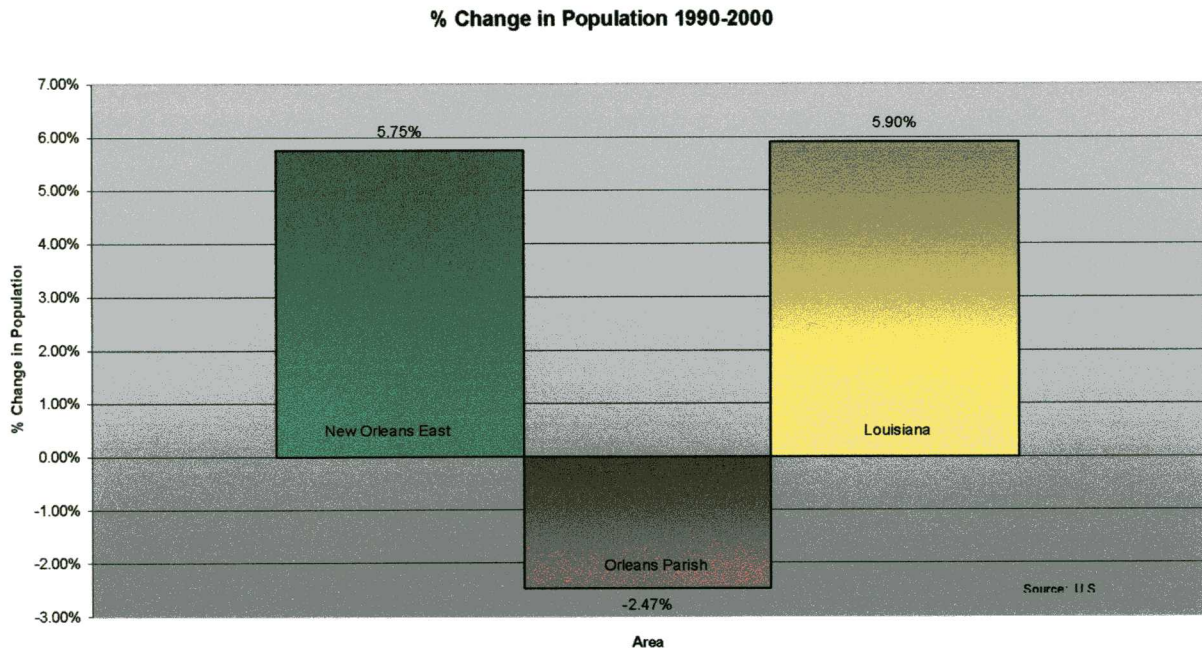
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Bureau and UNO-REMDC. Data developed by UNO-REMDC is issued yearly and is considered to be very reliable.

It is always difficult to gain an accurate picture of local or regional data due to the various time lags in gathering, collating, and dissemination. It is therefore advisable that the New Orleans East Economic Development Foundation revisits and expands upon these figures as more recent data becomes available to ensure the information is accurate and appropriate.

## Population Change

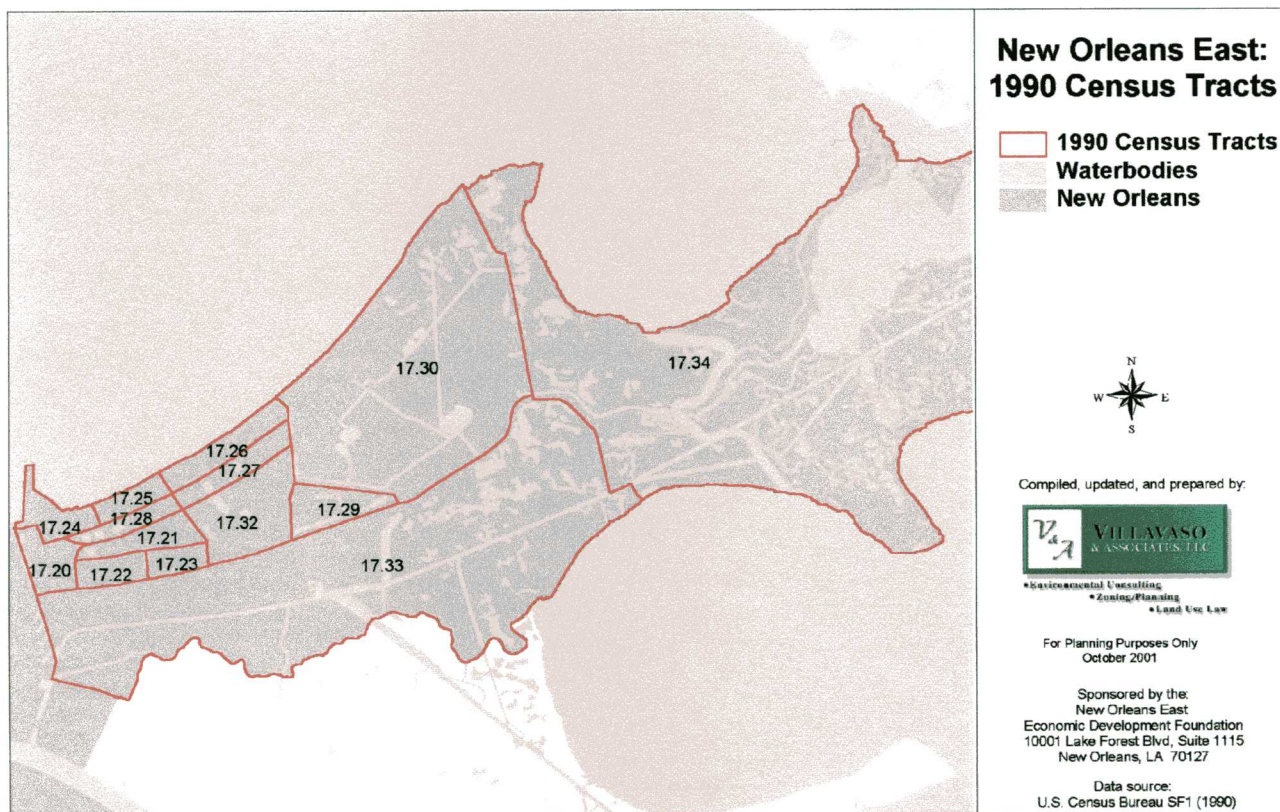
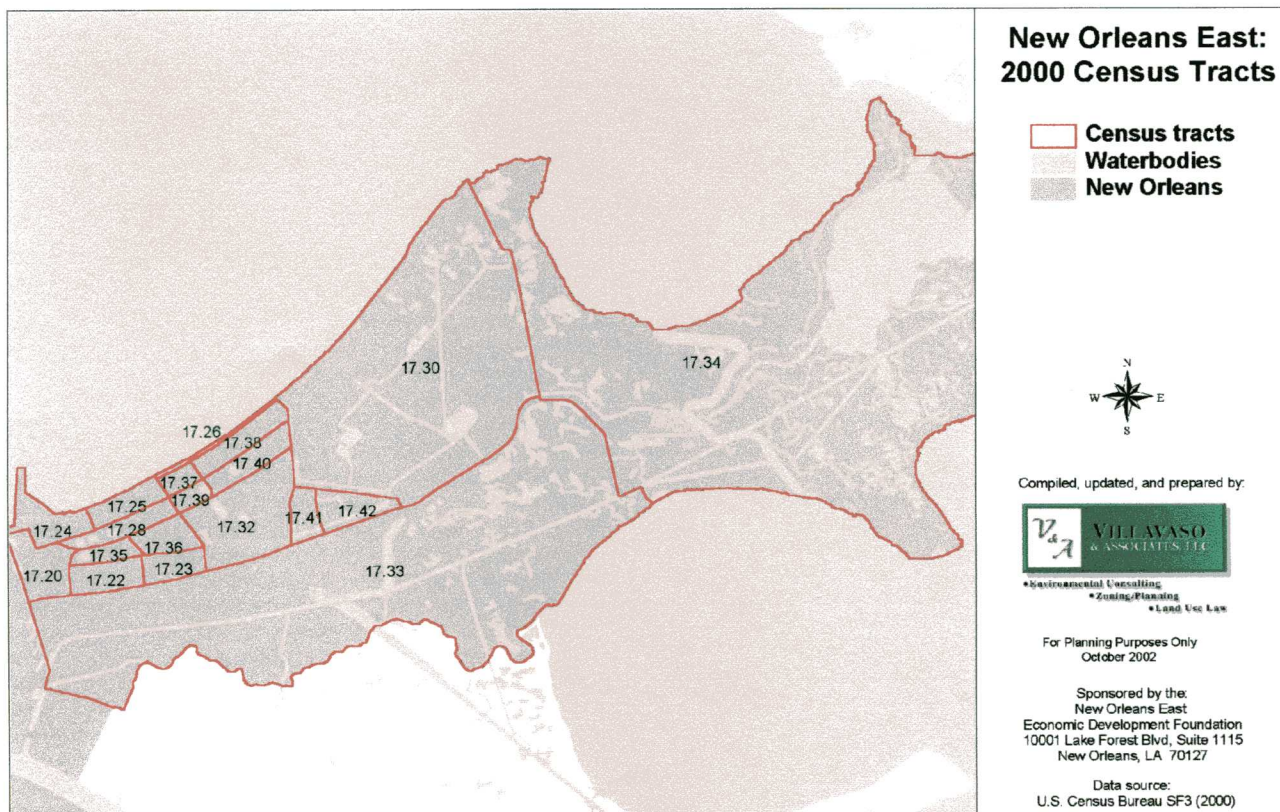
The population of New Orleans East is on the rise. From 1990 to 2000, the total population increased by 5.75%, from 91,120 residents to 96,363 residents, for a gain of 5,243 residents. The City of New Orleans itself experienced a population decline of 2.5% from 496,938 residents to 484,674 residents. New Orleans East accounts for 19.8 % of the population of the city of New Orleans. Perhaps the most revealing attribute of the composition of the New Orleans East population can be seen in comparison with New Orleans. New Orleans has been losing population since 1960, when it was at a high of 627,525.



Census tracts reveal the most accurate concentrations of population in New Orleans East. Census tracts show that the majority of the population is centered around the commercial districts of New Orleans East as well as in the residential areas on the Lakefront.



# NEW ORLEANS EAST RENAISSANCE PLAN COMMUNITY PROFILE





# NEW ORLEANS EAST RENAISSANCE PLAN

## COMMUNITY PROFILE

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The rise in population of the New Orleans East area saw the Census tracts representing New Orleans East increase from 14 to 19 from 1990 to 2000. Several tract ID numbers were lost as larger population areas were subdivided for ease of Census surveys.

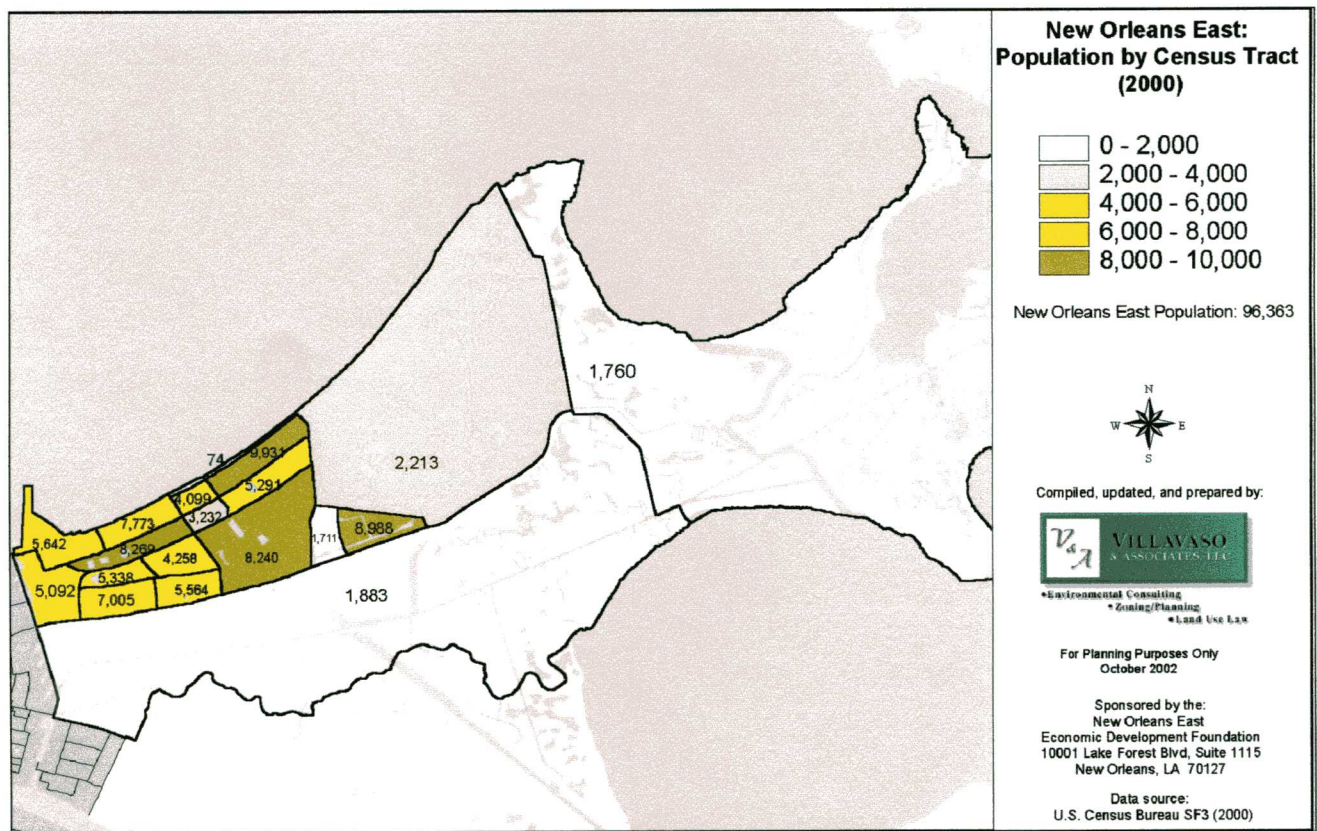
<b>Census 2000 TRACT ID</b>	<b>2000 Total Population</b>	<b>Census 1990 TRACT ID</b>	<b>1990 Total Population</b>
17.20	5092	17.20	5032
		17.21*	9029
17.22	7005	17.22	7808
17.23	5564	17.23	5181
17.24	5642	17.24	5695
17.25	7773	17.25	7628
17.26	74	17.26	12695
		17.27*	8034
17.28	8269	17.28	6898
		17.29*	10607
17.30	2213	17.30	1432
17.32	8240	17.32	7518
17.33	1883	17.33	1908
17.34*	1760	17.34	1655
17.35	5338		
17.36	4258		
17.37	4099		
17.38*	9931		
17.39*	3232		
17.40*	5291		
17.41*	1711		
17.42*	8988		
<b>Total</b>	<b>96363</b>	<b>Total</b>	<b>91120</b>

\* Denotes Census ID Tract new or unique to that Census

New Orleans East, unlike Orleans Parish, has enjoyed an unbroken trend of population increase over the last several decades. New Orleans East has grown at a faster pace than New Orleans in each of the last three decennial censuses. The 1980 census reflected a booming economy, particularly in the petroleum industry. The 1990 census, however, took place during a profound recession that lasted for a full ten years. The recession hit the petroleum and agriculture sectors simultaneously, and the effects were felt across most areas of the regional economy. The state did not pull out of the recession until late 1994. Most sources attribute the rise from this recession to the advent of casino boat gaming, rising oil prices, and a demand for Louisiana-made products. The 2000 census illustrates this expansion.



# NEW ORLEANS EAST RENAISSANCE PLAN COMMUNITY PROFILE



## Age

Age in New Orleans East is largely non-reflective of trends throughout the State of Louisiana, and includes a general “youthening” of the population. Within Orleans Parish, the median age is at 33.1 years. At the same time, the median age within New Orleans East is at 31.2 years. Females make up the majority of the population, at 54.13% and surpass the males in population in all age categories from age 20 and over.

<b>New Orleans East: Age by Gender (2000)</b>					
<b>Total population:</b>	96,363				
<b>Male:</b>	44,197	45.87%	<b>Female:</b>	52,166	54.13%
Under 5 years	3,882	4.03%	Under 5 years	3,640	3.78%
5 to 9 years	4,422	4.59%	5 to 9 years	4,233	4.39%
10 to 14 years	4,365	4.53%	10 to 14 years	4,253	4.41%
15 to 19 years	4,131	4.29%	15 to 19 years	4,198	4.36%
20 to 24 years	3,211	3.33%	20 to 24 years	4,104	4.26%
25 to 34 years	5,789	6.01%	25 to 34 years	7,488	7.77%
35 to 44 years	6,061	6.29%	35 to 44 years	7,932	8.23%
45 to 54 years	5,889	6.11%	45 to 54 years	7,603	7.89%
55 to 59 years	1,964	2.04%	55 to 59 years	2,229	2.31%
60 to 64 years	1,289	1.34%	60 to 64 years	1,627	1.69%



## NEW ORLEANS EAST RENAISSANCE PLAN COMMUNITY PROFILE

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65 to 74 years	1,942	2.02%	65 to 74 years	2,489	2.58%
75 to 84 years	1,024	1.06%	75 to 84 years	1,669	1.73%
85 years and over	228	0.24%	85 years and over	701	0.73%
Data source: U.S. Census Bureau					

The City lays claim to an under 18 population of 26.7 percent of the total population, but in New Orleans East, it is 31.06 percent. As New Orleans East's population rose 5.75 percent from 1990 to 2000, the number of children under 18 also rose. In fact, the under 18 population increased 6.14 percent from 28,204 to 29,935. The under 18 population in New Orleans East makes up a higher percentage of the total population in New Orleans East in 2000 than it did in 1990.

NEW ORLEANS EAST	1980	1990	2000
Under 18 population	25,796	28,204	29,935
% Population under 18	33.48%	30.95%	31.06%
% Change in Under 18 Population		9.33%	6.14%

With this continued rise in population of the under 18 population comes concerns with continued school overcrowding in New Orleans East. New Orleans Public Schools (NOPS) currently has 14 schools operating in New Orleans East. As part of the "Rebuilding Our Schools Program," NOPS noted in its October 2000 newsletter that the key new construction needs include three (3) new elementary schools, two (2) new middle schools, one (1) new high school, as well as a new stadium in New Orleans East.

Simultaneously, the number of persons of 65 years of age and older decreased 12.3 percent in the Parish to 56,653 persons from 64,658 persons. In New Orleans East, the number of persons in the same category dropped slightly (2.75 percent) to 8,015 persons from 8,242 persons. The number of persons of retirement age may be decreasing, and the percentage of persons 65 years and older remains lower than throughout the State of Louisiana. The number of persons in New Orleans East in nursing homes is 956, slightly less than one percent of the total population.

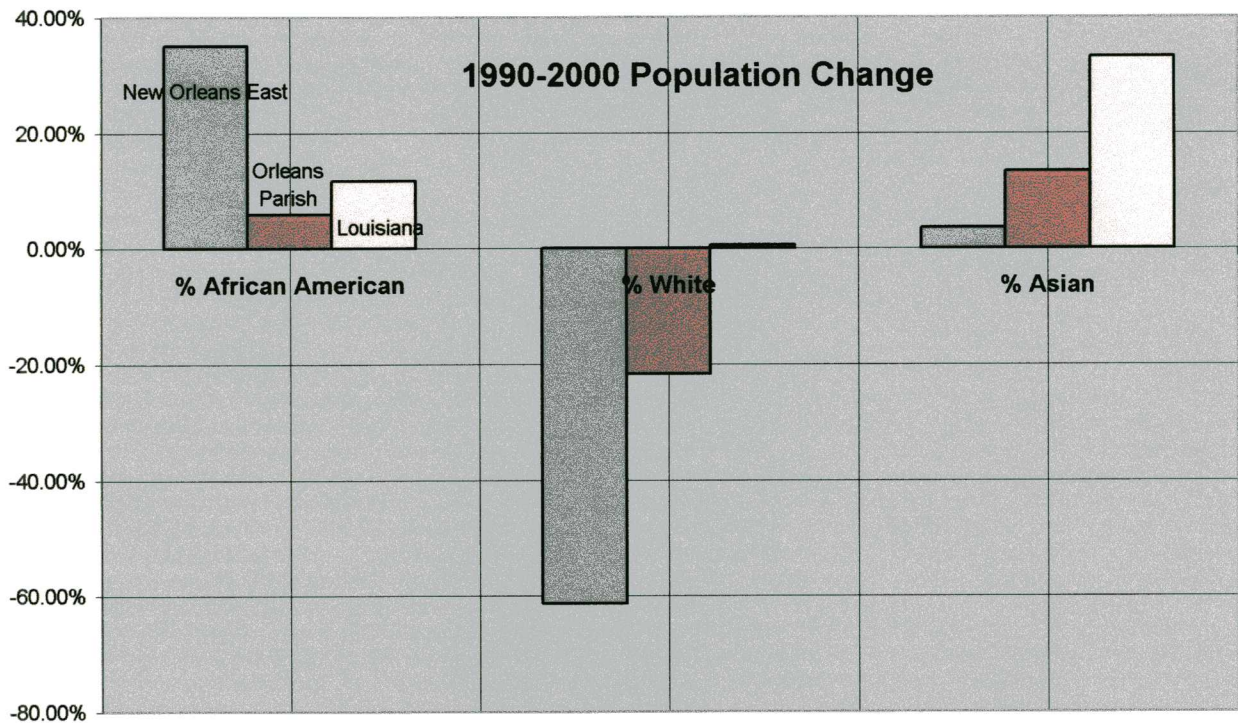
### Race

The in terms of population, the three largest racial categories in New Orleans East are African-American, White, and Asian. Over the course of the past decade, the African-American population grew slightly in Orleans Parish and increased more significantly in New Orleans East. From the period of 1990 to 2000, the New Orleans East African-American population gained over 20,000 person, while the White population lost nearly 16,500. The Asian population in the East posted a gain of over 200 residents.



# NEW ORLEANS EAST RENAISSANCE PLAN COMMUNITY PROFILE

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Other categories of race continue to grow slowly. Hispanics are becoming a more significant percentage of the local population. However, in 2000, Hispanics accounted for less than two percent of the population in the East. It is worth noting that, while Hispanics and Asians comprise a small portion of the overall population, they represent a significant amount of growth during the period between 1990 and 2000.



# NEW ORLEANS EAST RENAISSANCE PLAN COMMUNITY PROFILE

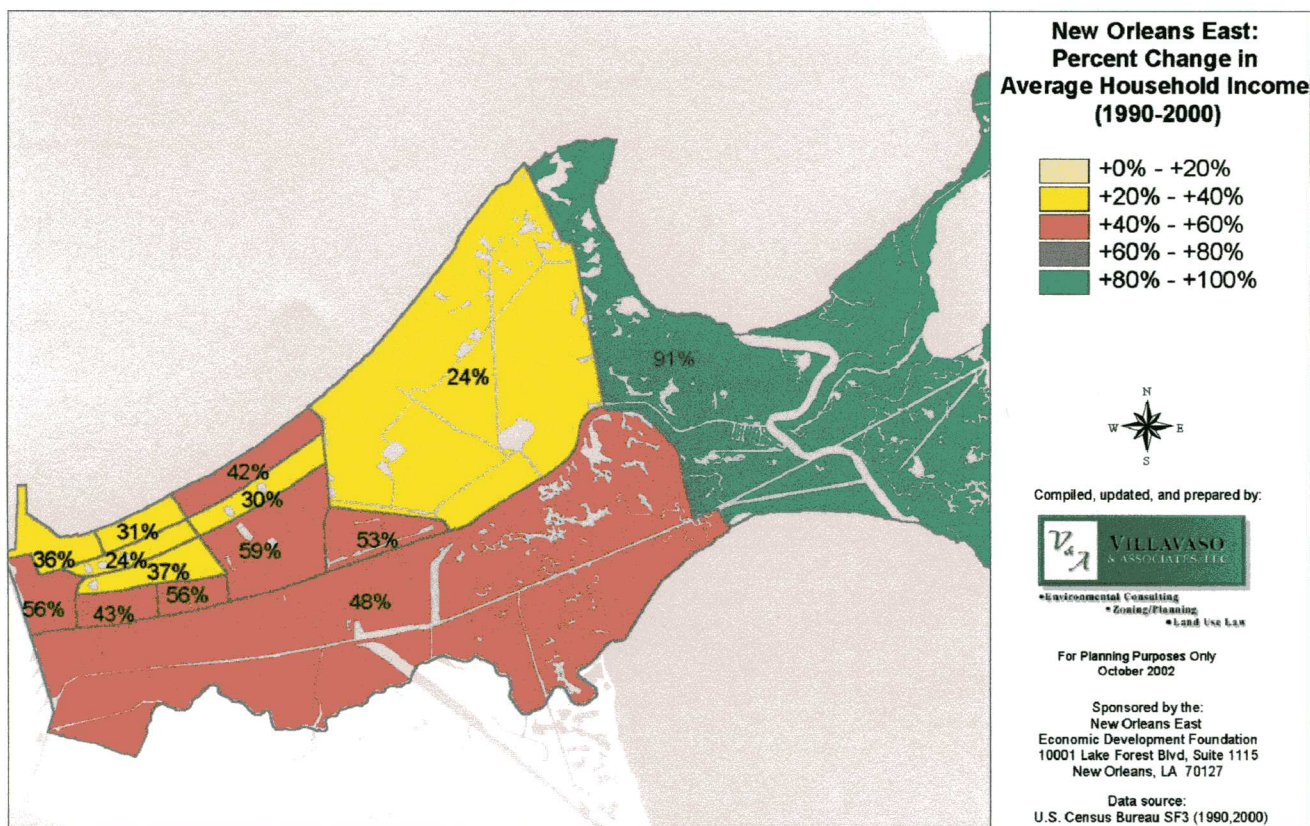
New Orleans East: Population (race) by Census Tract, 2000									
TRACT ID	Total Population	White	African American	Native American	Asian	Hawaiian /Pacific Islander	Other Race	2 or More Races	Hispanic
17.20	5092	510	4469	21	13	0	28	51	53
17.22	7005	325	6561	3	5	0	32	79	92
17.23	5564	951	4490	10	45	0	32	36	132
17.28	8269	498	7501	8	101	0	41	120	106
17.32	8240	1407	6075	30	566	0	39	123	113
17.33	1883	294	1456	2	63	0	46	22	82
17.35	5338	108	5133	11	20	0	8	58	74
17.36	4258	96	4099	4	19	0	15	25	46
17.37	4099	598	3403	6	12	0	16	64	60
17.38	9931	586	9136	11	52	0	50	96	131
17.39	3232	158	2976	3	43	1	15	36	49
17.40	5291	215	4829	2	130	0	64	51	135
17.41	1711	139	1103	0	419	0	8	42	35
17.42	8988	233	4347	7	4220	0	34	147	205
17.34	1760	1676	36	0	38	0	3	7	18
17.24	5642	1243	4270	6	25	1	33	64	94
17.25	7773	1212	6305	10	44	2	44	156	135
17.26	74	29	44	1	0	0	0	0	0
17.30	2213	132	1858	5	163	1	27	27	64
<b>TOTAL S</b>	<b>96363</b>	<b>10410</b>	<b>78091</b>	<b>140</b>	<b>5978</b>	<b>5</b>	<b>535</b>	<b>1204</b>	<b>1624</b>
Data Source: U.S. Census Bureau									

## Income

Income has increased for all areas of New Orleans East. From 1990 to 2000, in Orleans Parish, per capita income increased 34.1 percent, from \$11,372 to \$17,258. This number remains slightly higher than the State's per capita income, which sits at \$16,063, an increase of 37.1 percent for the same time period. New Orleans East has experienced an average household income increase ranging from 24 to 91 percent.



# NEW ORLEANS EAST RENAISSANCE PLAN COMMUNITY PROFILE

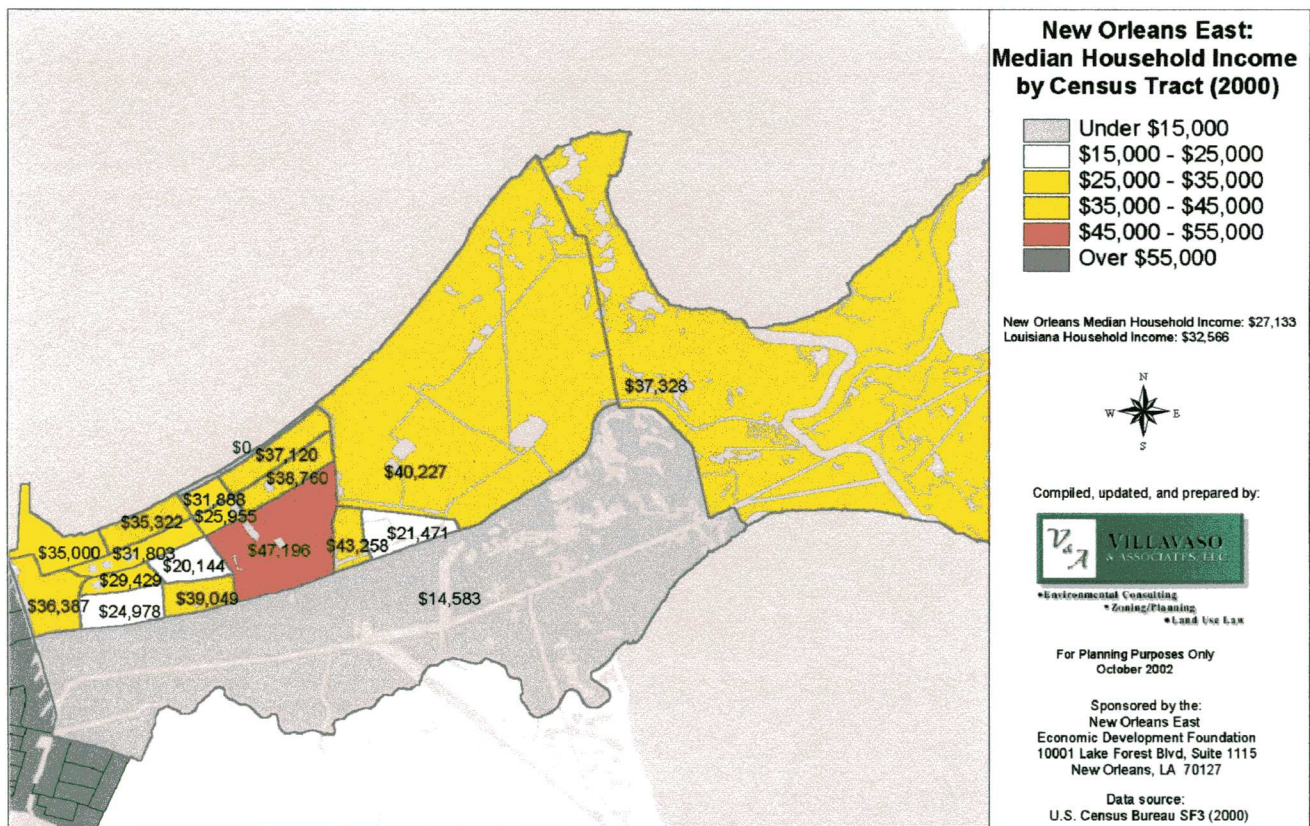


While per capita income is higher for Orleans Parish, median household income is higher for the state of Louisiana. Orleans Parish saw a rise in median household income from the period of 1990 to 2000 of 31.9% to put it at \$27,133. Louisiana saw an increase of median household income of 32.6 percent, to put it at \$32,566.

Given the economic data available from the Census Bureau, it is not possible to derive a true “median” income for New Orleans East. However, thirteen of New Orleans East’s nineteen Census Tracts sport a 2000 median household income greater than the median household income for New Orleans East.



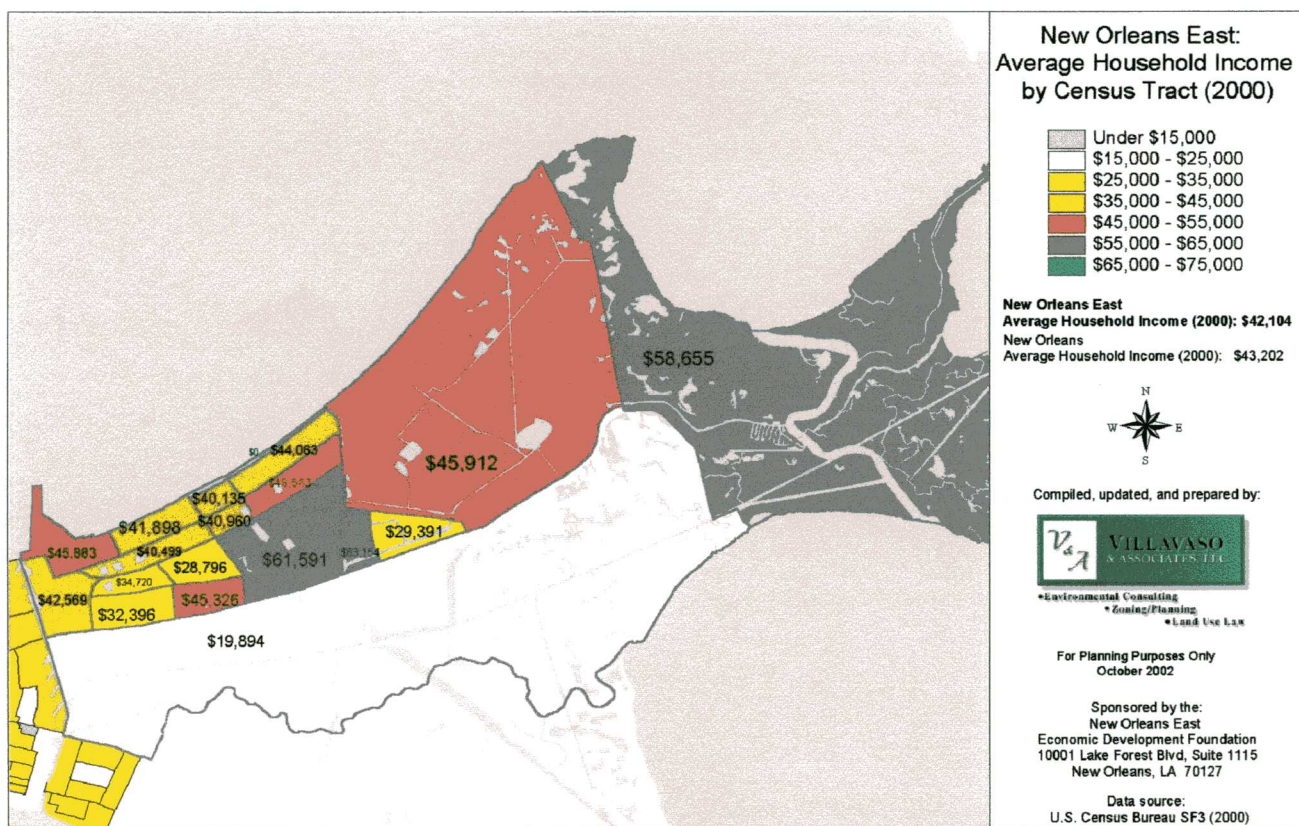
# NEW ORLEANS EAST RENAISSANCE PLAN COMMUNITY PROFILE



Using the aggregate income number for total income by census tract in New Orleans East and dividing that number by the total number of households in each tract can produce an “Average Household Income” for 2000 derived for New Orleans East and the City of New Orleans. Using this number, New Orleans East has an average household income of \$42,104. The City of New Orleans has a slightly higher number at \$43,202.



# NEW ORLEANS EAST RENAISSANCE PLAN COMMUNITY PROFILE



However, through examination of detailed data from 1990 and available data from 2000, it is clear that the East is largely middle income. Statistics indicate that the percentage of the population earning between \$17,500 and \$75,000 in New Orleans East was nearly equal to the state as a whole. While this may seem like a fairly broad category, it serves to sufficiently indicate that those persons that could be considered low or high income are fewer in the New Orleans East area.

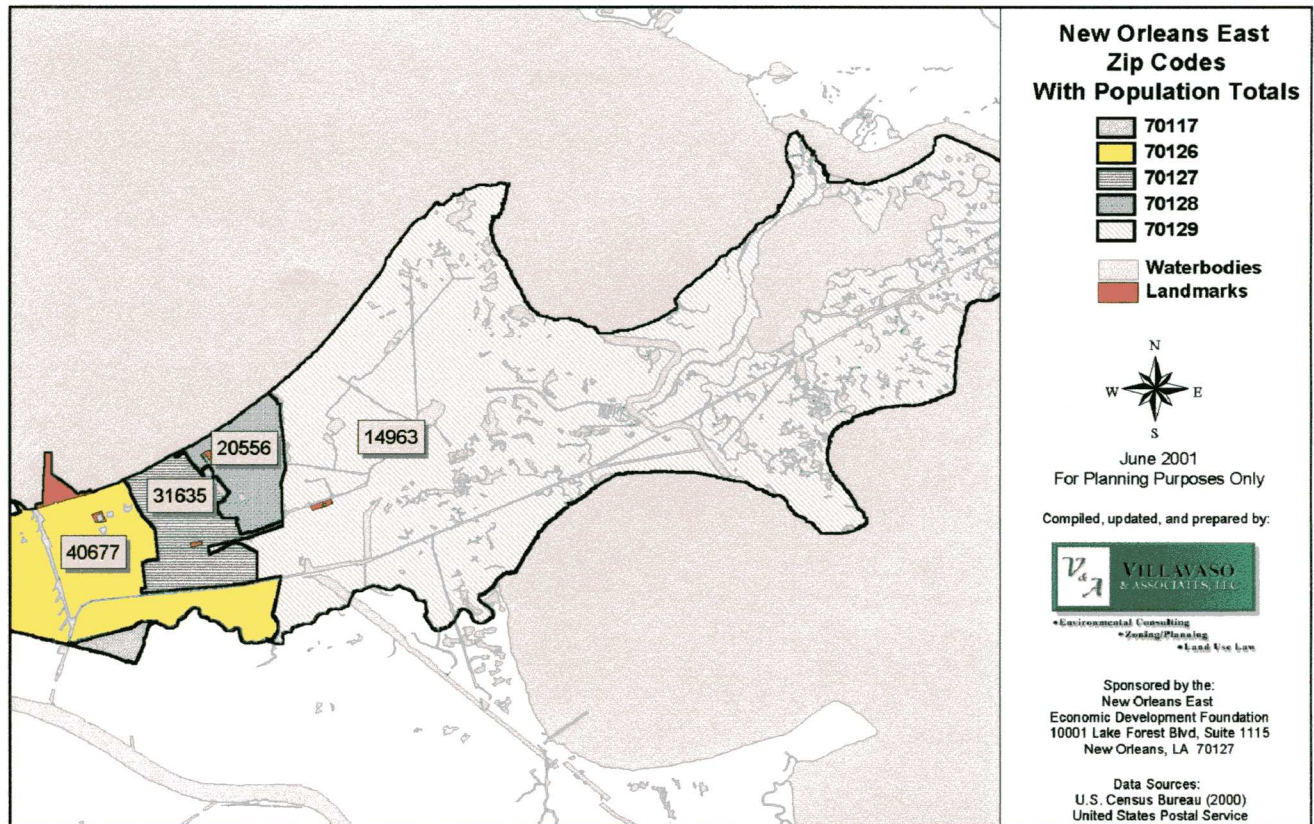
## Employment

The nation had historically low unemployment rates from 1999 through spring of 2001 followed by the start of the recession. The Louisiana unemployment rate started to rise in the fall of 2000, almost a year sooner. The recession began impacting Louisiana sooner because export foreign trade of the U.S. began to slowdown, which is a major part of the Louisiana ports. Louisiana oil/gas drilling activity onshore began to fall because deepwater offshore and foreign exploration became more attractive.

New Orleans East forms a portion of the New Orleans Metropolitan Statistical Area (MSA). In Orleans Parish alone, the work force in 2000 consisted of 213,819 people. Of these, 49,315 were in the educational, health and social services and 33,346 were in the arts, entertainment, recreation, accommodation and food services. The latter are engaged in the service sector of the economy. The most recent employment data by type of establishment is that of the 1999 U.S. Census Bureau Zip Code Business Patterns. The Zip Codes of 70126, 70127, 70128 and 70129 represent the New Orleans East area, with 70126 also including areas west of the Industrial Canal (see illustration).



# NEW ORLEANS EAST RENAISSANCE PLAN COMMUNITY PROFILE



The New Orleans East Zip Codes show an average annual employee salary for those individuals employed in these zip codes of \$28,273, 4% higher than the median household income for New Orleans. The area containing 70129 consists of NOBID, with its technologically based employers such as healthcare services, Lockheed-Martin, and Folgers Coffee, can account for the higher wages paid to employees.

<b>New Orleans East Zip Code Business Patterns (2000): North American Industry Classification System (NAICS)</b>					
<b>Zip Code</b>	<b>70126</b>	<b>70127</b>	<b>70128</b>	<b>70129</b>	<b>Total</b>
Total Establishments	484	565	155	198	1,402
Number of Employees	9,060	10,462	3,605	7,202	30,329
Annual Payroll	\$218,578,000	\$267,820,000	\$80,341,000	\$290,766,000	\$857,505,000
Average Annual Employee Salary	\$24,126	\$25,599	\$22,286	\$40,373	\$28,273

Data Source: U.S. Census Bureau

Retail trade and healthcare services dominates the business establishments in New Orleans East and consists of 35.5 percent of all businesses in the New Orleans East Zip Code areas. Retail trade includes all of the individual stores and shops contained in malls and freestanding. Accommodation, food and other services account for 18.2 percent of all businesses in the East.



# NEW ORLEANS EAST RENAISSANCE PLAN COMMUNITY PROFILE

NAICS ID 2000	Industry Code Description	70126	70127	70128	70129	2000 Totals
11	Forestry	0	0	1	1	2
21	Mining	0	0	0	1	1
22	Utilities	3	0	0	2	5
23	Construction	34	19	9	8	70
31	Manufacturing	20	8	2	19	49
42	Wholesale trade	26	16	5	24	71
44	Retail trade	82	119	21	29	251
48	Transportation & warehousing	33	12	10	19	74
51	Information	3	8	0	6	17
52	Finance & insurance	23	54	6	12	95
53	Real estate & rental & leasing	25	36	7	6	74
54	Professional, scientific & technical services	14	25	9	13	61
55	Management of companies & enterprises	5	4	1	1	11
56	Admin, support, waste mgt, remediation services	24	19	8	5	56
61	Educational services	10	7	5	1	23
62	Health care and social assistance	57	128	37	10	232
71	Arts, entertainment & recreation	5	6	3	6	20
72	Accommodation & food services	50	49	16	21	136
81	Other services (except public administration)	65	45	11	9	130
95	Auxiliaries (except corporate, subsidiary)	1	1	0	1	3
99	Unclassified establishments	4	9	4	4	21
	<b>Total Establishments</b>	<b>484</b>	<b>565</b>	<b>155</b>	<b>198</b>	<b>1402</b>
Data Source: U.S. Census Bureau						

The largest employers in New Orleans East continue to be Bally's Casino, Folgers Coffee, Lockheed Martin, Six Flags New Orleans, and Pendleton Methodist Memorial Hospital.

## Commercial activity

New Orleans East does contain several prominent vacant lots and structures: the vacant lot across at Downman and Dwyer, the vacant lots at Lake Forest and Mayo and the shopping center at Bullard and Morrison. Add to this the fact that its major shopping center, the Plaza, has been losing both small and anchor store size tenants.

Store vacancy estimates at the Plaza run at approximately 25%. However, this number is based on store units, not square footage. The Plaza contains many, small specialty shops, but shoppers appear to be driving to Metairie and Kenner to do their shopping. The Grand Theater at the Plaza is an effort



# NEW ORLEANS EAST RENAISSANCE PLAN

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to bring shoppers back to the Plaza. The Grand obtained a HUD Section 108 Loan Guarantee funding for the construction of the now open theater.

Industrial businesses appear to be on the rise. The new electrical grid allowed for the expansion of Proctor & Gamble's Folgers Coffee. Crescent Crown Distributing will take over the 80-acre property that once housed a MacFrugal's warehouse in New Orleans East and turn the development into a beer distribution center. According to Crescent Crown officials, the relocation project includes construction of a 225,000 square foot office, warehouse and distribution facility at the eastern half of the MacFrugal's site in New Orleans East.

The MacFrugal's site has been vacant since receiving severe damage from a major fire in 1996. The 10-month construction project begins fall 2003. In addition, NOBID has committed to work with the Louisiana Department of Transportation and Development to clean up overgrown roadways, overpasses and underpasses near the MacFrugal's site and to work with the Port of New Orleans and the city's Department of Public Works to repair a nearby port-owned roadway that would provide greater access to the site.

New Orleans East is home to many economic revitalization programs, development districts and enterprise zones, and is ripe for redevelopment and revitalization. In 2002, Six Flags, the world's largest regional theme park company and new owner and operator of beleaguered Jazzland Theme Park, announced a new name, new rides, new themes, and a renewed commitment to bringing world-class family entertainment to the New Orleans region. Construction has begun on the newly named Six Flags New Orleans, which will feature over \$20 million in capital improvements, including two new roller coasters, for the 2003 season.

The Port of New Orleans has entered into agreements with New Orleans Cold Storage and Warehouse Company (NOCS) for the development and operation of an on-dock cold storage facility at the port's previously vacant Jourdan Road Terminal. NOCS is a New Orleans-based company involved with the handling and storage of refrigerated cargo -- both inbound and outbound. NOCS has operations in New Orleans; Houston, Texas; and Charleston, South Carolina. NOCS operates three cold storage facilities in New Orleans: Nashville Avenue, Alvar Street and Airline Drive. NOCS will lease Jourdan Road Terminal and 6-acre marshalling yard and develop on-dock cold storage facilities (30 year primary term, with two 10-year options).

### **Housing**

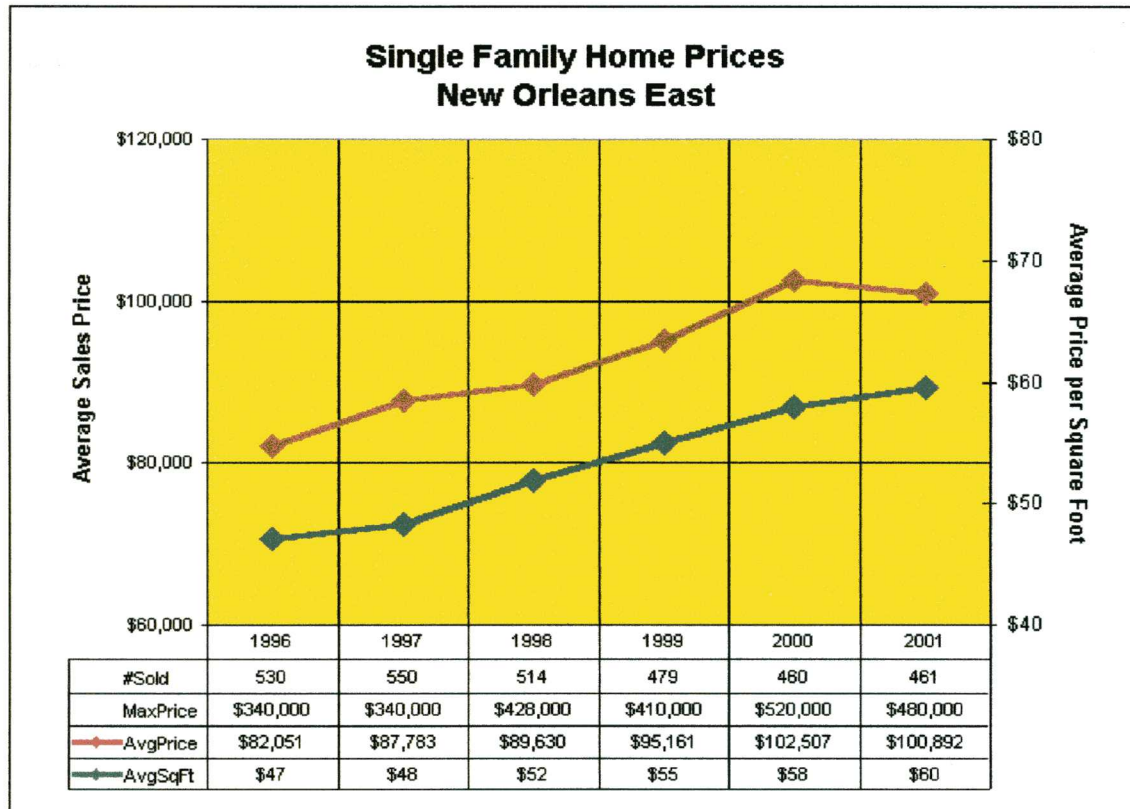
New Orleans East has very stable, but slowly expanding housing markets. Owner occupied residences are 54.6 percent in New Orleans East and 46.5 percent in Orleans Parish. Vacancy rates are lower in New Orleans East at 6.5 percent, compared to 12.5 percent in the Parish. Total housing units in New Orleans East number 35,861, with 2,344 of these being vacant. Seasonal vacancies account for 207 of these vacancies. In 1990, New Orleans East experienced a vacancy rate of 13.5% in residential units, while the City of New Orleans had a 16.6% vacancy rate for the same time period. In both the East and Parish, family households comprise 95 percent of all residences.

Combining rapid declines in mortgage rates with a slowing economy produced a real estate housing market with rising prices and slow rising sales unit volume from 2000. Average sales price for the



## NEW ORLEANS EAST RENAISSANCE PLAN COMMUNITY PROFILE

New Orleans metro area was \$145,300. Unit volume rose by 3.7% to near 11,300. For New Orleans East, sales unit volume remained virtually unchanged, but average housing price suffered a slight drop, while the average cost per square foot rose slightly.



*Metropolitan Council of Realtors/Keller-Williams*

January 2003 is the most recent numbers for Residential Building Permits Issued to date for the City of New Orleans. As of January 2003, Single-Family dwelling permits number 42 and two family number two, for a total of 46 dwelling units.

As shown in the table below, the City of New Orleans has undergone a fluctuating cycle in the amount of new residential building permits issued for the City in the previous five years. In the past two years, new single-family residential development in the East has included 138 new homes at McKendall Estates, 88 new homes under development at Fairway Estates, 54 homes at Crowder Oaks, 30 new homes at Bullard Park, and 84 homes planned for Eastover.

Several programs are in place to renovate and revamp multi-family dwellings. The Impact Neighborhood Strategy, from the Mayor's Office of the Division of Housing and Neighborhood Development, promotes rehabilitation projects in cluster areas, bringing together public and private resources. The Multifamily Property Disposition Reform Act of 1994 authorizes the secretary of HUD to sell mortgage and properties owned by HUD in a specialized auction or on a negotiated basis.



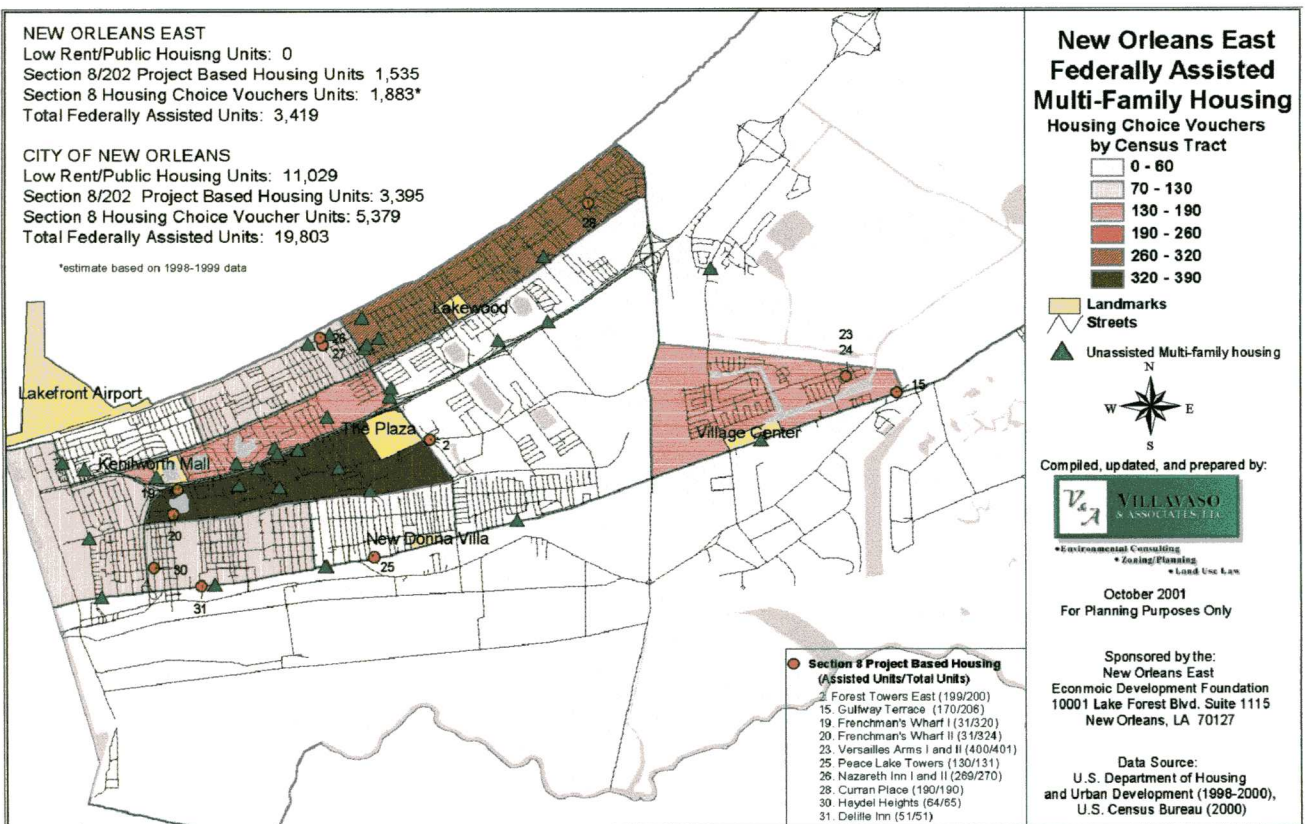
# NEW ORLEANS EAST RENAISSANCE PLAN COMMUNITY PROFILE

**Residential Building Permits: City of New Orleans (1998-2002)**

Dwelling Type	1998		1999		2000		2001		2002	
	Buildings	Units	Buildings	Units	Buildings	Units	Buildings	Units	Buildings	Units
Single Family	324	324	369	369	348	348	455	455	449	449
Two-Family	4	8	21	42	51	102	0	0	18	36
Multi-Family	1	3	13	740	8	229	20	172	4	22
<b>Total</b>	<b>329</b>	<b>335</b>	<b>403</b>	<b>1151</b>	<b>407</b>	<b>679</b>	<b>475</b>	<b>627</b>	<b>471</b>	<b>507</b>

Data Source: U.S. Census Bureau

In May 1995, the City of New Orleans obtained the conveying of the following apartment complexes to the City of New Orleans via New Orleans Redevelopment Authority: Greentree, Shelly Arms, Huntington Park and Oakbrook Village. With a combination of private financing, low income housing tax credits and credit enhancements, Hidden Lake, Gaslight Square, Willowbrook, the Palms, Huntington Park Georgetown, Windsor Village have all gone through various levels of renovation. Oakbrook Village has been demolished and is scheduled to be redeveloped as a single-family community of homeowners.



The gradual demolition of public housing units (Desire, St. Thomas, Imperial Drive, CJ Peete) is shifting thousands of families to scattered housing sites with Section 8 vouchers. Current unit count for Section 8 distribution, including both project based and Housing Choice Voucher



## NEW ORLEANS EAST RENAISSANCE PLAN COMMUNITY PROFILE

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programs, in New Orleans East is approximately 3400 units total. Although less than ten percent of the current total housing stock is inhabited by persons receiving HUD Section 8 subsidies through projected based units or through the Housing Choice Voucher program, New Orleans East houses approximately 40% of the Section 8 Housing program participants in New Orleans.

### **Future Population Growth**

The outlook for Orleans Parish and New Orleans East continues to be uncertain. It offers significant challenges. New Orleans East has had a level of growth of 19.10% from 1980 to 1990, and 5.75% from 1990 to 2000. U.S. Census Bureau estimates for July 2001 reveal a loss of 8,182 (1.7%) for Orleans Parish. The population of the parish is expected to decline, and many of the areas available for new housing and urban development intrude upon the natural and aesthetic ecosystem of the area. Tourism-oriented industries, may significantly suffer during economic downturns. Medical establishments, Six Flags New Orleans, Bayou Sauvage, and NOBID will likely continue to play a key role in the East. With a current moratorium in place for multi-family housing, housing development, other than in already permitted developments, is virtually stagnant.

It will therefore be important for the New Orleans East Economic Development Foundation to monitor population and economic growth on an ongoing basis to account for both short- and long-term shifts that will influence growth and development in New Orleans East and the larger region.



## **NEW ORLEANS EAST'S ENVIRONMENTAL SETTING**

As an initial step in developing the New Orleans East Renaissance Plan, various aspects of New Orleans East's natural setting and environmental resources were inventoried. This information is important to understand potential constraints to urban development. In addition, areas and features are identified which merit special consideration or preservation as New Orleans East's population changes and development transforms a wider area of the East.



Satellite Imagery courtesy NASA January 2002

Located in the eastern section of the City of New Orleans and Orleans Parish in Southeastern Louisiana, New Orleans East is self-described. A peninsula made an island, geographically, New Orleans East is that portion of New Orleans to the east of Industrial Canal, bounded by Lake Pontchartrain to the north and the Mississippi River Gulf Outlet to the south.

No other area of the city has as much acreage devoted to natural and recreational use as that encompassed by the 137 acre Joe W. Brown Memorial Park; the adjacent Louisiana Nature and Science Center, a 65 acre natural park area and major science and environmental teaching facility; and the U.S. Department of Interior's national urban wildlife refuge known as the Bayou Sauvage Wildlife Refuge. This natural wetland area of over 20,000 acres is located in the eastern end of the planning districts. The numerous lakes, canals, wetlands and lagoons in the refuge provide fish and wildlife habitat as well as recreational opportunities, but even more importantly, the wetlands provide protection for New Orleans from storm surges caused by hurricanes and tropical storms.

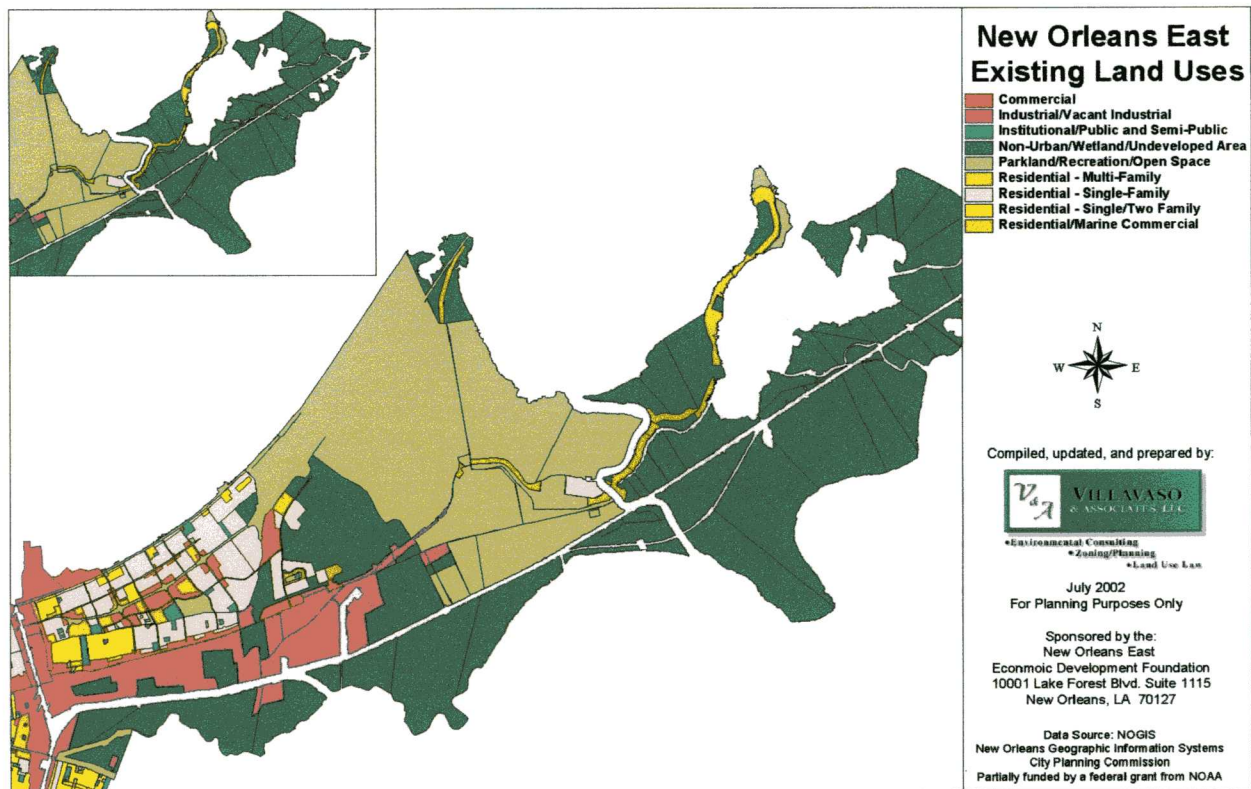


# NEW ORLEANS EAST RENAISSANCE PLAN

## ENVIRONMENTAL SETTING

### LAND USE

Positioned in a prime waterway area, New Orleans East use as a port area is limited except to operations alongside the Industrial Canal and the Intracoastal Waterway. New Orleans East has been isolated from the rest of the City of New Orleans by the Industrial Canal and has taken on a geographic identity of its own. New Orleans East can be seen as a self sufficient and separate portion of New Orleans, containing all of the industrial and business districts a small city needs to survive with slightly less than one-fifth of the population of New Orleans, but with two-thirds of the land. New Orleans East contains 66 percent of the land in Orleans Parish, with almost 50 percent being Wetland or Parkland areas. Containing 5,012 acres of residential land use, New Orleans East consists of over 37 percent of the residential single-family acreage in Orleans Parish.



New Orleans East contains the major industrial corridor for New Orleans, the New Orleans Business and Industrial District (NOBID) heading eastward down Chef Menteur. The central business district for New Orleans East has been described as that area situated around the I-10 and Read Boulevard interchange. From Lake Forest Boulevard and Chef Menteur Highway, traversing Read to the east, and crossing over to Andover completes the commercial corridor for New Orleans East. With the commercial areas as a buffer for the industrial areas, residential has developed radiating out from the commercial areas to the lakefront and to Bayou Sauvage.



# NEW ORLEANS EAST RENAISSANCE PLAN ENVIRONMENTAL SETTING

New Orleans East Land Use Comparison	Planning District 9 Acreage	Planning District 10 Acreage	Planning District 11 Acreage	New Orleans East Total Acreage	New Orleans East land use as a percentage of the total of New Orleans	City of New Orleans Totals
Residential-Single Family	4,207	597	207	5,012	37%	13,573
Residential-Single/Two Family	1,041	13	0	1,053	8%	12,694
Residential-Multifamily	538	197	0	735	37%	1,974
Residential-Marine	0	26	1,345	1,370	100%	1,370
Commercial	1,078	708	0	1,786	37%	4,852
Industrial	898	5,317	0	6,215	66%	9,349
Institutional	328	8	0	336	9%	3,759
Wetland	209	13,807	24,313	38,328	98%	39,255
Parkland	939	14,549	6,745	22,233	77%	29,053
<b>Total</b>	<b>9,237</b>	<b>35,221</b>	<b>32,611</b>	<b>77,069</b>	<b>66%</b>	<b>116,176</b>

**Data Source: City of New Orleans**

## Topography

About 3,000 years ago, conditions were ripe for the formation of the Mississippi River Delta. Over time, sediments carried into the Gulf of Mexico by river water were laid down until they appeared above the water level, thus forming new land or were sufficiently shallow to support marsh vegetation. As more land developed, the river chose new routes to the Gulf by cutting new channels where there was less resistance. As these successive routes aged, the river sought new pathways. In this step-by-step fashion, a large deltaic region developed.

About 2,000 years ago, the River flowed to the east where it began to build the Cocodrie Delta, essentially over the majority of the present Lake Pontchartrain bed and the area occupied by New Orleans East. Gradually, the loss of grade and increase in friction once again caused the river to find a weak point well above Baton Rouge. A crevasse occurred and the river again changed its course.

The Industrial Canal, Lake Pontchartrain, and its associated waterways, and lakes dominate New Orleans East. Most of the area lies at or below sea level. The Mississippi River has provided



# NEW ORLEANS EAST RENAISSANCE PLAN

## ENVIRONMENTAL SETTING

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the soil that made the eastern portion of the parish an ideal area for growing sugarcane and other commercial crops.



U.S.G.S. 1:24,000 (1998)

The river's flood plain provides a flat surface that is ideal for both residential development and outdoor recreation opportunities. The elevation of New Orleans East is within a few feet of sea level. The highest natural areas are those along Chef Menteur Highway. Much of the East is wet and marshy.

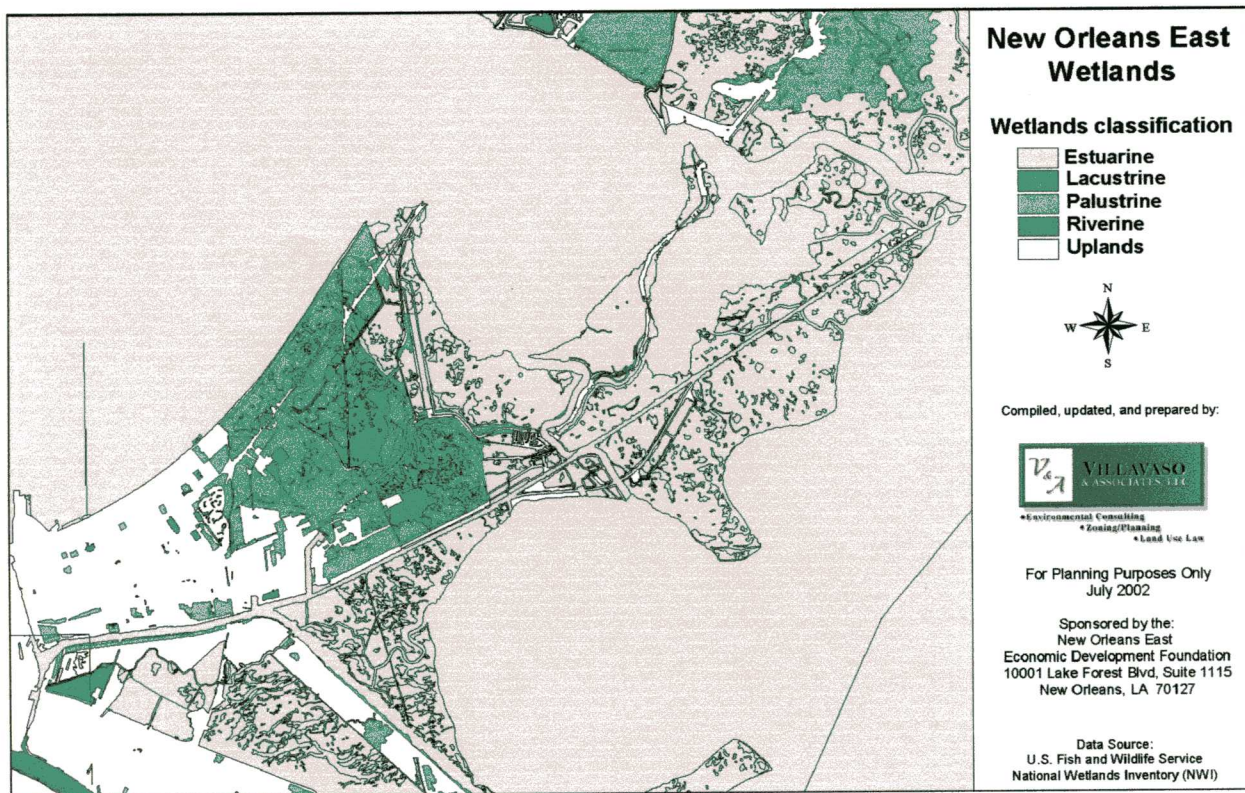
### **Wetlands**

Wetlands are lands where saturation with water is the dominant factor determining the nature of soil development and the types of plant and animal communities living in the soil and on its surface. Marine and estuarine wetlands are associated with the ocean and include coastal wetlands, such as tidal marshes. Lacustrine wetlands are associated with lakes, while riverine wetlands are found along rivers and streams. Palustrine wetlands may be isolated or connected wet areas and include marshes, swamps, and bogs.



# NEW ORLEANS EAST RENAISSANCE PLAN

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The federal regulations implementing Section 404 of the Clean Water Act define wetlands as:

*Those areas that are inundated or saturated by surface or ground water (hydrology) at a frequency and duration sufficient to support, and that under normal circumstances do support, a prevalence of vegetation (hydrophytes) typically adapted for life in saturated soil conditions (hydric soils). Wetlands generally include swamps, marshes, bogs, and similar areas (40 CFR 232.2(r)).*

Jurisdictional wetlands -- those that are regulated by the U.S. Army Corps of Engineers (Corps) under Section 404 -- must exhibit all three characteristics: hydrology, hydrophytes, and hydric soils (US ACOE 1987). It is important to understand that some areas that function as wetlands ecologically, but exhibit only one or two of the three characteristics, do not currently qualify as Corps jurisdictional wetlands and thus activities in these wetlands are not regulated under the Section 404 program.

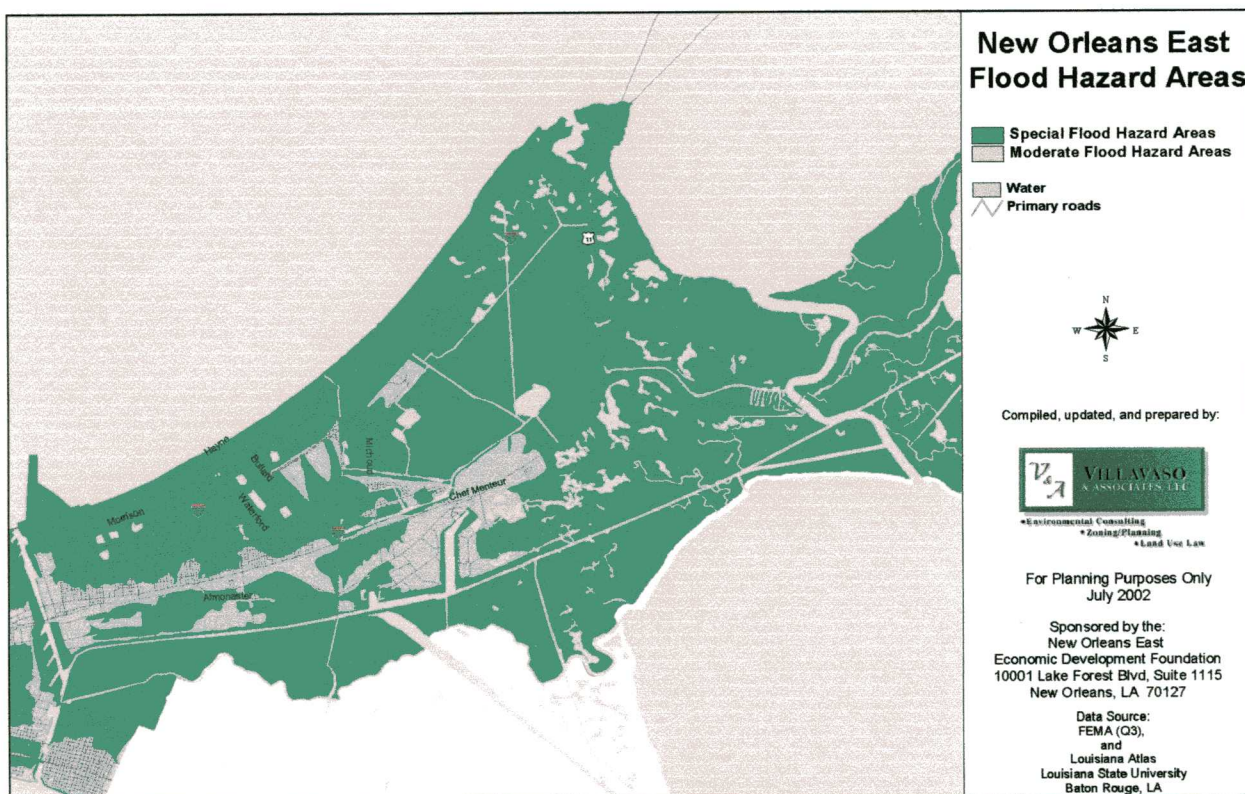
As much of the land that makes up the East can be classified as wetlands, wetlands are a matter of significant importance to New Orleans East. The uplands (or non-wetlands) sections of the East are predominantly reclaimed marshland. The uplands consist primarily of the developed areas of New Orleans East. The delineation of wetlands in the New Orleans East region has effectively limited new development. The area adjacent to the Intracoastal Waterway contains much of New Orleans Business and Industrial District (NOBID). NOBID faces growth restrictions with the current delineation of wetlands in its boundaries.

### Flooding



## NEW ORLEANS EAST RENAISSANCE PLAN ENVIRONMENTAL SETTING

Lake Pontchartrain and the Mississippi River have created a vast flood plain in southeast Louisiana. The highest land in this low area is occupied by the natural levees, which are generally found adjacent to Chef Menteur Highway. The areas of early settlement of New Orleans East were located on these levees. Large flood-prone areas lie to the north and south of these natural levees and usually behind, or east of them. Until recent decades, these swampy lands were unused. The area to the south of I-10 and the east of I-510 of New Orleans East is of particular interest to land developers and bears the closest examination for future growth opportunities and concerns.



As most of New Orleans lies at or below sea level, most rainwater is pumped into the Mississippi River. The three (3) drainage-pumping stations in New Orleans East pump rainwater into the Lake Pontchartrain Intracoastal Waterway and the Industrial Canal. The natural levee area along Chef Menteur Highway and the manmade levees along the Lakefront and U.S. 11 serve to protect the area from storm surges. However in times of extensive rains, the flat tablelands naturally hold water and the levees can create a saucer effect in holding the rainwater until the pumps can catch up with quantity. In 1998, Hurricane Georges caused extensive damage to the homes along the lakefront and the Lake Catherine neighborhood due to storm surges. Both areas are located outside the levee protection system.

Roadway widening and improvements to I-10, Crowder and Read Boulevards continue to be made by the Louisiana State Department of Transportation and Development in recognition of the commuting trends and traffic growth. However, easing of traffic congestion and delays will only make the area more attractive for further development.



As new subdivision developments are created, flooding will continue to be a major issue. This is an indirect consequence to the new neighborhoods since drainage problems within the subdivisions are satisfied on a point-by-point basis. The flooding problems become apparent outside the subdivisions. The bayous and ancient channel remnants must remain open and in some cases be dredged. As new development occurs, the increased number of foundation slabs and more street and parking surfaces reduces the amount of open land that can soak up rainfall and hold excess water until it can be drained away.

### **Geology**

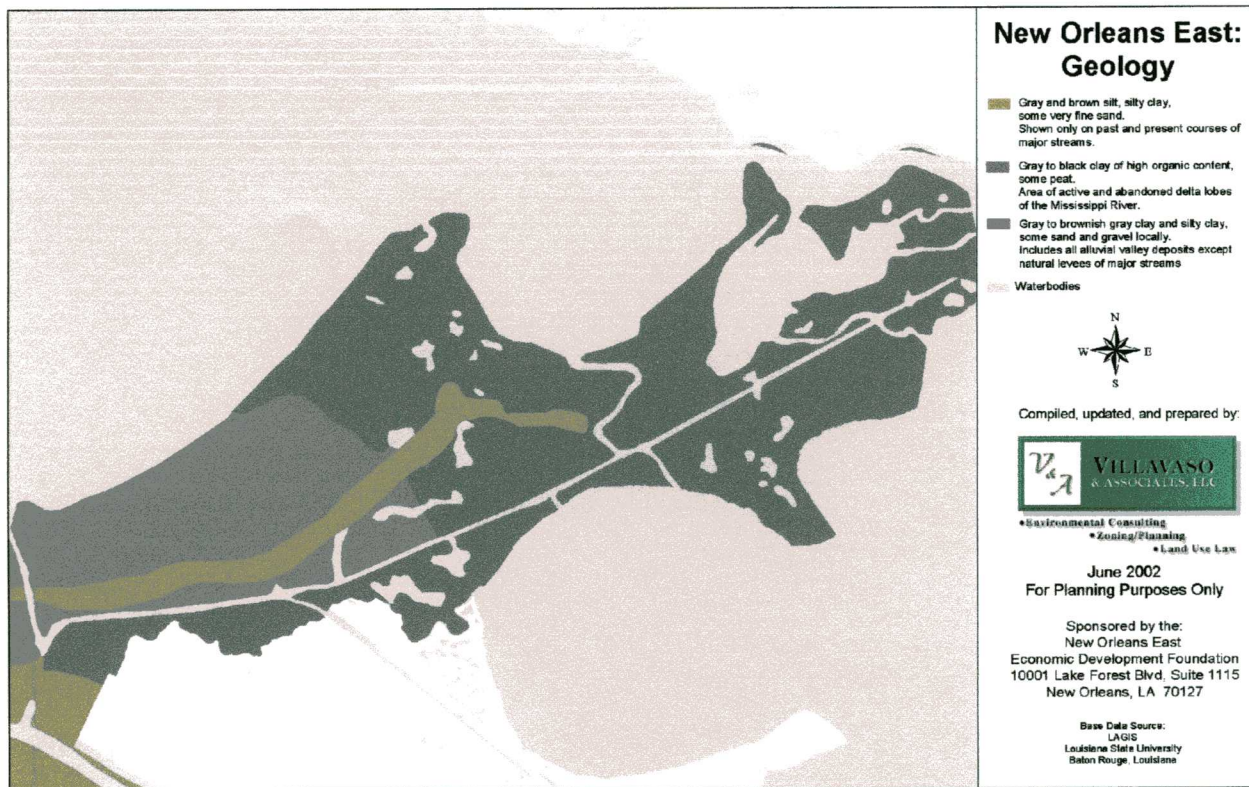
The geology of New Orleans East is varied and is very similar to that of Orleans Parish. The Mississippi River has carved paths through much southeast Louisiana, and as such, has left its mark in the deposition of soils and clays in New Orleans East. The flow of the Mississippi has ensured that no rock or stone formations are in abundance in the East, just clay, sand and silty deposits. The soils and saline quality are predominantly silt and clays, reflecting the passage of the Mississippi through this area in the past as well as the proximity of Lake Pontchartrain in the present.

The predominantly built areas of New Orleans East are located on the alluvium plain of the East, which consists of silt and silty clay. The natural levees are sometimes almost unidentifiable low swells in the land created by countless floods and the vast deposits of sand they leave behind. The levees accommodated the first inhabited areas of what would become New Orleans East. The levees were not prone to flooding, even in the worst recorded high-water years.

The rest of New Orleans East consists of the delta plain, now a saline marsh due to the proximity of the Gulf of Mexico estuary, Lake Pontchartrain. The delta plain area consists of active and abandoned delta lobes of the Mississippi River. Portions of the saline marsh form the basis for the Bayou Sauvage National Wildlife Refuge, as well as encompassing the majority of the wetland areas in Orleans Parish. Because much of the alluvium portions of the East are in effect drained marshland, there has been some serious subsidence problems.



# NEW ORLEANS EAST RENAISSANCE PLAN ENVIRONMENTAL SETTING



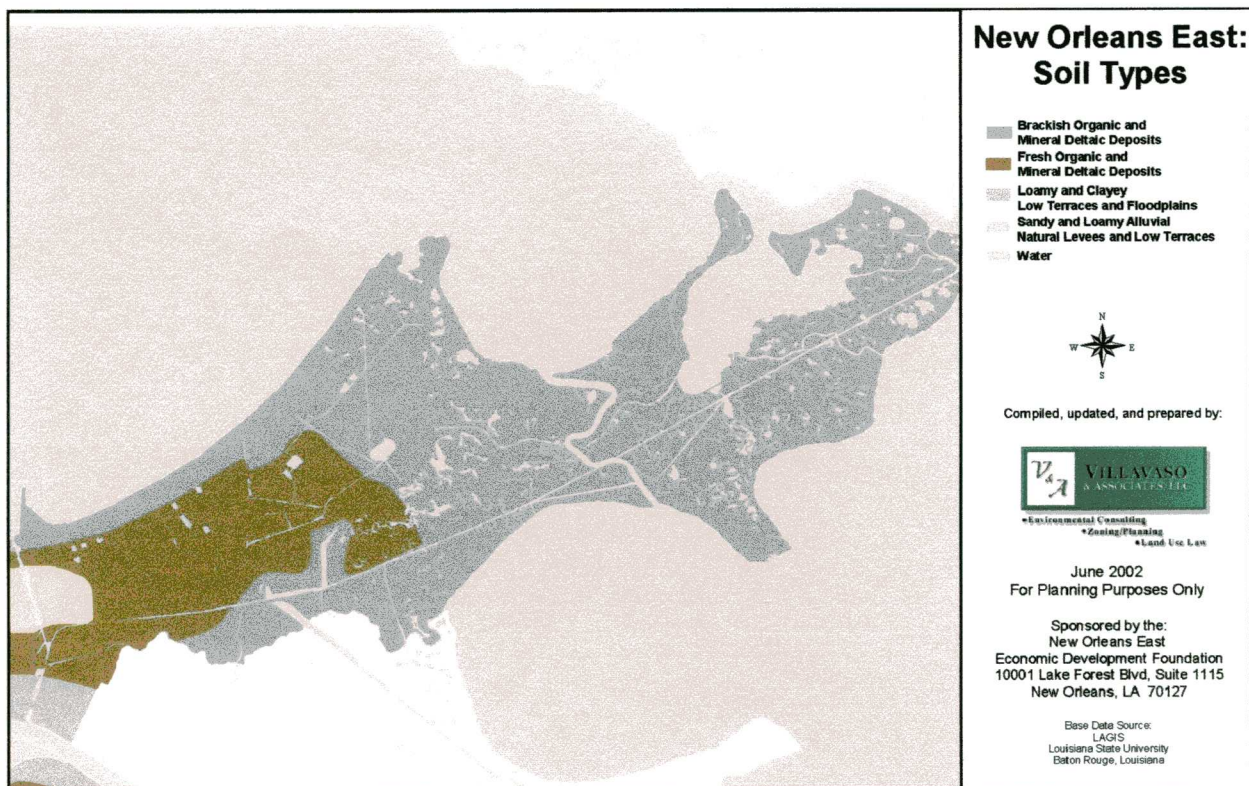
## Soils

As the Mississippi River flooded and scoured its delta over the millennia, it left the clay and silt on its way to the Gulf of Mexico. In the flood plain it deposited the organic silts brought down from the northern states. The relatively flat clay deposits in the flood plain provide the core of the urban area in New Orleans East. This portion of the parish is composed of back swamps and natural levees. Much of the former swampy land was converted to agriculture in the 1800s and today is either unused or is urbanized.



# NEW ORLEANS EAST RENAISSANCE PLAN

## ENVIRONMENTAL SETTING



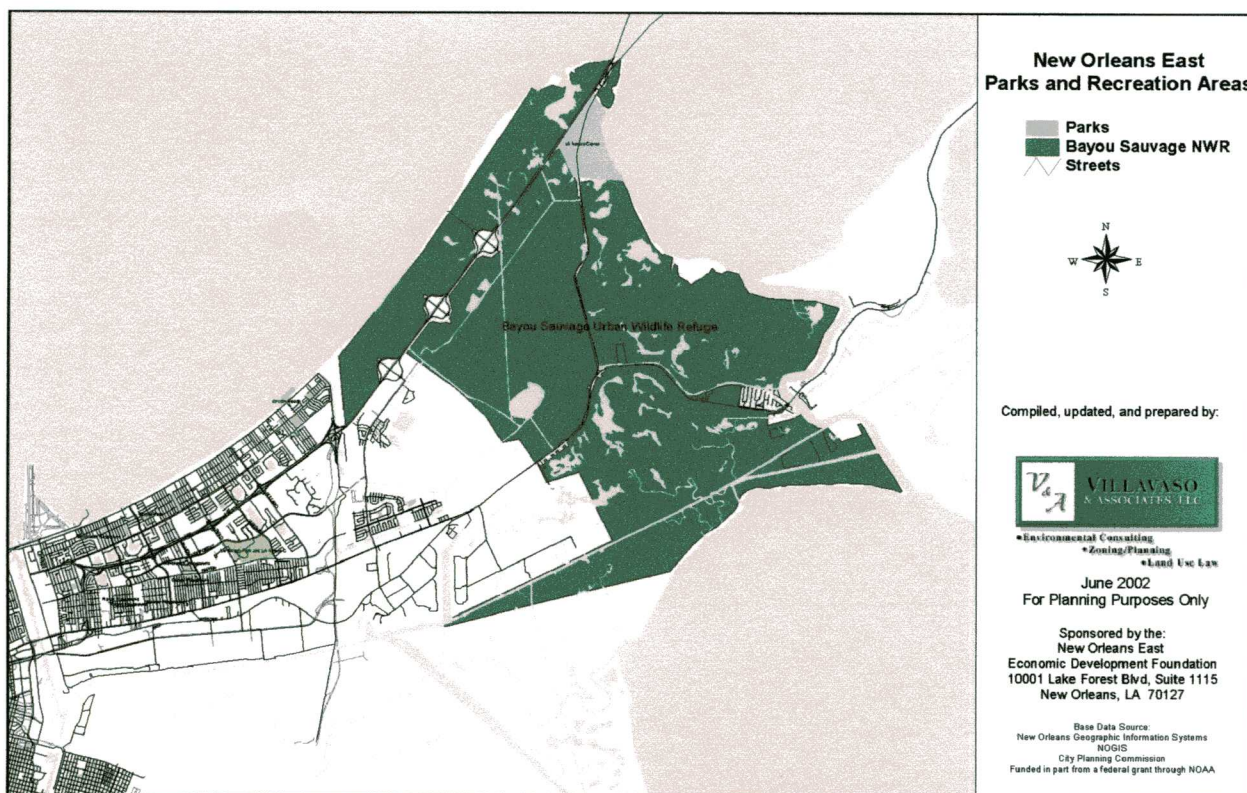
### Wildlife Management Areas

New Orleans East is the home of a National Wildlife Refuge (NWF), Bayou Sauvage. Bayou Sauvage National Wildlife Refuge's location in east Orleans Parish places it entirely within the corporate limits of the City of New Orleans at only eighteen miles east of the central business district.

Signed into law on November 10, 1986, by President Ronald Reagan, the legislation mandated the Secretary of the Interior to initially acquire 19,000 acres of land within a four-year period and to complete a master plan for the refuge's operation within two years. By mid 1990, the refuge's operation had acquired fee title to 18,397 acres with an additional 3,928 acres under management lease from The Conservation Fund and 445 acres from the City of New Orleans.



# NEW ORLEANS EAST RENAISSANCE PLAN ENVIRONMENTAL SETTING



Bayou Sauvage's Environmental Impact Statement and Master Plan allow for the above-mentioned 22,770 acres, as well as an anticipated acquisition of a parcel containing the Big Oak Island archeological site and a potential 6,900-acre addition through donations and purchases from willing sellers.

## Oil and Gas Wells

Oil and gas exploration began in southeast Louisiana shortly after 1910. Several oil and gas fields have been discovered in Orleans Parish, and there are also an extraordinary number of "wildcat" wells. These are wells not associated with an established field. There are two fields in and near the New Orleans East area, located in the eastern most section. These are the Unknown Pass Gas Field and the Fort Pike Gas Field.

## Historic and Cultural Resources

Native Americans have lived in southeast Louisiana for thousands of years. The Tchefuncte peoples lived in the area containing New Orleans East almost 2,500 years ago. The mound builders have shown their presence in the East by the site mounds at Big Oak and Little Oak Islands. Archeological excavations were conducted at Little Woods and Big Oak Island during the WPA days by Louisiana State University, and between 1972 and 1985 by the University of New Orleans. The sites were placed on the National Register of Historic Places in 1971.



Fort's Macomb and Pike are on US-90 between New Orleans and the Mississippi state line. These two forts were constructed in the early 1800s to serve as a defense for the navigational channels leading into New Orleans. Both were built to defend New Orleans, but neither saw battle, even through the Civil War.

Built from 1819-1826, Fort Pike was manned sporadically in the years that followed. In the 1830's, it was used as a staging area during the Seminole Wars, and again during the Mexican War in the 1840's. By 1861, it was in the command of a solitary force of one Sergeant, who was persuaded to surrender the fort to the State of Louisiana, without firing a shot. The Union troops re-took the fort after the capture of New Orleans, but not before the retreating Confederate soldiers destroyed the guns, and burned the wooden structures. The union forces used it as a training facility, where freed slaves were trained in heavy artillery, before moving on to battle in other areas of the country.

Fort Macomb, approximately 10 miles west of Fort Pike, is not accessible to the public. Fort Macomb has fallen into disrepair in recent years, but the Louisiana Office of State Parks has preserved Fort Pike as a state historic site that is open daily. Fort Pike was placed on the National Register of Historic Places in 1972, with Fort Macomb being added in 1978.

Across from Fort Pike, prior to the Civil War, the Rigolets Lighthouse was built to facilitate ships passing between Lake Pontchartrain and Lake Borgne. It is a square building, on pilings, that held a lantern that was centered on its hipped roof. Built in 1855, it has the distinction of being the only lighthouse whose keeper was killed during the Civil War. This particular keeper was found shot to death after just his second night on the job. The lighthouse was deactivated in 1945, and is now privately owned. In 1998 the New Orleans Historic District Landmarks Commission declared it "worthy of our recognition and protection."

The Lafon Plantation existed near and on what is now the Michoud Assembly Facility, off of Chef Menteur Highway. By the early 1800s, the property was owned by architect/engineer Bartholomey Lafon, whose maps of the waters surrounding the tract were used by General Andrew Jackson in defeating the British in the Battle of New Orleans in 1815.

Later, the land was acquired by French transplant Antoine Michoud, the son of Napoleon's Administrator of Domains, who moved to the city in 1827. Michoud operated a sugar cane plantation and refinery on the site until his death in 1863. His heirs continued operating the refinery and kept the original St. Maxent estate intact into the 20th century. Two brick smokestacks from the original refinery still stand before the Michoud facility.

All of these historic sites have the potential for containing research possibilities for urban archaeologists. Each development or encroachment should have a cultural resources survey conducted. This survey must be performed by a registered professional archaeologist and should be performed in accordance with Section 106 of the National Historic Preservation Act.

### **Lakefront Airport**

One of the most important concerns for future redevelopment for New Orleans East is the noise factor generated by aircraft of New Orleans Lakefront Airport (Lakefront Airport). Lakefront



Airport, which is owned and operated by the Board of Commissioners of the Orleans Levee District (the Levee Board), is a general aviation airport designated as a reliever airport to Louis Armstrong International Airport. Lakefront Airport has currently undergone a privatization of its management. In general, the 1996 Airport Master Plan forecasts more commercial traffic into Lakefront Airport, primarily through gambling charters, and increased flight training instruction. However, this forecast has not been met due to factors including increased fuel prices and lack of gambling traffic.

Some area residents have complained about the noise of the planes' engines, and the long-range concern is urban development and infrastructure encroachment on Lakefront's flight path. Ongoing urban growth and the direction and nature of this development relative to the airport grounds and influence areas will require both New Orleans officials and residents to be ever more keenly aware of impacts from – and to – operations in New Orleans East's local air space. These impacts can involve noise and vibration, the height and bulk of buildings and other tall structures/towers, and the location and density of residential population or other special populations (schools, hospitals, etc.). These issues are addressed in the section entitled Transportation.



## **VISION AND STRATEGY**

On September 13, 1994, the City Planning Commission adopted the Local Renaissance District Administration Policy. This framework enables residents to take a more active role in the city planning process with regard to revitalizing their neighborhoods. Details of the framework include the Planning Commission staff, working with all neighborhood groups, drafting a Strategic Neighborhood Renaissance Plan, which would then be considered for adoption by the City Council and the City Planning Commission. With residents as major stakeholders, such plans would be more practical and relevant in dealing with neighborhood problems. The City Council's role would be limited to the adoption of the plan, the enforcement of any regulatory adjustments to the plan, and in assisting the residents in monitoring the plan.

The New Orleans East Strategic Renaissance Plan is an innovative step into the 21st Century for New Orleans East and the City of New Orleans. The Plan, though broad in nature, is intended to be a comprehensive, strategic framework for future development decisions that attracts new projects, maximizes present and future capital improvement resources, balances growth, economic development and the quality of life of its citizens and that is soundly grounded in a democratic, broad-based system that allows all citizens to participate and to be represented throughout the process. The plan serves as an overall guide for future growth and development while allowing flexibility in its ability to respond to new ideas and direction as the region progresses and the partnerships between the New Orleans East, the City of New Orleans, and the Regional Planning Commission of Jefferson, Orleans, Plaquemines, St. Bernard, and St. Tammany Parishes (RPC) and other interested parties flourish.

To establish this positive framework for growth, the plan must first create a sense of overall vision. Vision represents the point from which the planning process begins. The vision offers a unique image of the future based on the community's core values, building upon its strengths, and overcoming any obstacles. Vision is the recognizable point in the planning process at which the community ceases to examine existing conditions and begins to look forward to the future.

### **Determining Vision**

The Visioning Process was the first and most important step to be taken when embarking on a Renaissance Plan for any neighborhood or area. The Visioning Process is important as this is the opportunity for New Orleans East residents, stakeholders and community leaders have the opportunity to voice their opinions on what they think is best for New Orleans East. A series of meetings with key leaders and stakeholders, one on one, was held to begin and further the Visioning Process for the New Orleans East Renaissance Plan. These meetings were held to get a feeling for what works and what doesn't work in daily life and work in New Orleans East. Questions asked during these meetings included:

- What issues face New Orleans East today?
- What are your greatest concerns about the future of New Orleans East?
- Without thinking about what is possible, but rather what is desirable, describe the future of New Orleans East?



In the course of the interviews with the key leaders and the stakeholders during the One-on One Visioning Process for the New Orleans East Renaissance Plan, several items appeared to be of common interest or concern, and were consistently repeated, both the good and the “bad”.

**Assets to Life in New Orleans East**

Assets are those amenities of living within the New Orleans East Area that positively impact quality of life. They are items that are appreciated or cherished by the local community and warrant ongoing maintenance or enhancement.

*Sense of Community and Community Values*

- Strong work ethic
- Number and quality of churches
- “Connected” citizens that care
- Low racial tension
- Proud community with a sense of identity
- Neighborhood sense of place and ownership
- Broad base of volunteers
- Diversity
- Family oriented

*Environment and location*

- Lakes with fishing and recreation opportunities
- Climate
- Golf courses
- Bayou Sauvage
- Tourism destination-Six Flags, etc.

*Economic Opportunity*

- Available land
- Availability of industrial parks
- Tax incentives

*Trade and Transportation Amenities*

- Transportation corridors, including I-10, I-510, Dwyer Road, Bullard Avenue, Read Boulevard, Crowder Boulevard and Morrison Road
- Port of New Orleans-Jordan Street Terminal
- Lakefront Airport

*Facilities and Services*

- Medical facilities
- Law enforcement
- Expanded electrical facilities in NOBID

**Challenges to Life in New Orleans East**



Challenges represent real or perceived issues that negatively impact New Orleans East. It is important to realize both real and perceived issues and develop the capacity to address each appropriately. Too, challenges should be viewed as additional opportunities for the area. They represent the chance to show positive results in implanting the Renaissance Plan.

*Sense of Community and Community Values*

- Irresponsible landlords
- Lack of strong Neighborhood Associations
- Lack of central core “town center” area
- Abundance of on-premise signage
- High percentage of crimes (perception based)
- Illegal dumping, especially along Michoud Boulevard and NOBID

*Environment and location*

- Waterway impact
- Poor drainage and topography
- Significant environmental issues, including brownfields

*Economic Opportunity*

- Minimal business development
- Lack of high caliber retail
- High number of commercial retail vacancies
- Difficulty providing and maintaining higher paying jobs and employees
- Lack of family restaurants

*Trade and Transportation Amenities*

- Poor street lighting, particularly along Michoud Boulevard
- Limited pedestrian facilities, including sidewalks, street furniture and amenities
- Limited public transit choices
- Significant traffic congestion with a large number of accidents and few alternate routes

*Facilities and Services*

- Lack of family entertainment activity areas
- Lack of parks, soccer fields and practice fields
- Substandard schools
- Law enforcement visible presence
- Emergency service response times

*Growth and Housing*

- Substandard multi-family housing
- High number of federally assisted housing types
- Lack of quality, affordable housing
- Blight and lack of maintenance for local structures
- Poor housing compatibility and value



### **Envisioning the Future for New Orleans East**

Through assets and challenges, numerous public meetings and significant data collection, a series of desires and aspirations for the future emerge that represent the essence of the vision for New Orleans East. Assembled information indicates that stakeholders seek a future for New Orleans East that includes:

- ❑ A development pattern that will create a “downtown” for eastern New Orleans.
- ❑ Enhanced economic activity and opportunities, particularly for business development.
- ❑ Improved area residential living
- ❑ An increased quality of life for all residents.
- ❑ A New Orleans East that is clean and safe.
- ❑ Partnerships between New Orleans East, New Orleans and regional government agencies.
- ❑ Rebuilding the East’s image to that of a thriving and safe community.

### **Vision and Strategies**

The vision for the New Orleans East Strategic Renaissance Plan is designed to set focus on the broad picture that stakeholders view as the future. Similarly, a vision statement can be applied to each element of the Plan to act as a guide for strategies and planning objectives. The identification of vision and strategies provides a basis for decision-making during both development and implementation of the Renaissance Plan

### **Land Use**

***New Orleans East shall be a community of balanced and responsible growth that protects its resources and promotes sensible development.***

- ❑ Promote efficient, long-term growth within New Orleans East and outside of sensitive development areas.
- ❑ Achieve a balanced, diverse and dynamic pattern of land uses that preserves and enhances the character of New Orleans East.
- ❑ Utilize, revitalize and maintain the urban areas of New Orleans East in a manner that represents dynamic character and strengthens economic capacity.
- ❑ Develop new areas with an appreciation for sensitive environments, long-term quality of life, economic efficiency, and community character.
- ❑ Develop and implement a series of policies, regulations, processes and incentives that consistently represent the vision of the community and the character of the area.

### **Environment**

***New Orleans East shall protect its valuable natural resources and minimize any impacts existing and new development will have on the environment.***

- ❑ Encourage preservation and sensitive utilization of floodplains, and wetlands.
- ❑ Provide for the conservation of natural areas.
- ❑ Mitigate and redevelop brownfields sites located in the East.



- ❑ Minimize the impact of solid waste landfills and construction and demolition debris landfills located in the East.

#### **Economic Development**

***New Orleans East shall be a thriving economic and industrial hub for the City of New Orleans with a quality skilled workforce while exploring other economic development opportunities for expanded employment and revenue base.***

- ❑ Support and work with existing businesses and property owners to ensure the continued viability of New Orleans East's commercial and industrial areas and other existing retail development.
- ❑ Identify areas suitable for redevelopment, particularly along New Orleans East's major entrance corridors, and develop specific strategies on a site-by-site basis to encourage such redevelopment.
- ❑ Create a Town Center for New Orleans East.
- ❑ Identify areas suitable for new economic development, with an emphasis on long-term planning opportunities for restaurants, corporate headquarters, technology, research, and development facilities.
- ❑ Strengthen New Orleans East's viability as a destination within the region.

#### **Parks, Recreation, and Open Space**

***New Orleans East shall have an abundance of quality parks and open spaces that are interconnected by a pedestrian network and protects the area's natural features.***

- ❑ Provide a diverse blend of parks, recreation and open space areas throughout the East and the City.
- ❑ Encourage the preservation of open space to reflect the unique resources of New Orleans East's natural environment and to enhance the community's livability, aesthetic quality, and natural beauty.
- ❑ Expand and enhance youth and recreation programs to meet the current and future needs of the East and the City.
- ❑ Promote lake activities and programs such that all persons have equal access and opportunity to enjoy the recreational value of local water resources.
- ❑ Continue the parks and recreation area improvement program, including maintenance, renovation and/or redevelopment of existing and new public parks and facilities.
- ❑ Develop an on- and off-street network of pedestrian and bicycle ways, nature trails and linear linkages to Bayou Sauvage NWR and throughout New Orleans East.
- ❑ Establish cooperative agreements and coordinated efforts with other governmental jurisdictions, educational bodies, and private sector entities.
- ❑ Identify dedicated funding sources for the acquisition, development, operation and maintenance of parks and recreation areas, facilities, programs and activities.

#### **Transportation**

***New Orleans East shall have strong transportation linkages that are attractive to business, residents and visitors while also providing adequate and safe access to neighborhoods and other area amenities.***



- ❑ Improve mobility through key thoroughfare improvements, new construction and enhancing the existing street infrastructure.
- ❑ Enhance and improve New Orleans East's major entrance corridors.
- ❑ Continue to advocate beautification and enhancement of major thoroughfares.
- ❑ Promote pedestrian and bicycle pathways as a viable alternative to automobile traffic, particularly one that is tied to a public transportation system.
- ❑ Create an airport dedicated zoning classification for Lakefront Airport
- ❑ Investigate opportunities for rapid, affordable transit between New Orleans East, Louis Armstrong International Airport, and the New Orleans Central Business District (CBD).
- ❑ Coordinate with state, regional, and city agencies to plan for current and future transportation needs of the area.

#### **Utilities and Infrastructure**

***New Orleans East will have a quality, cost effective and environmentally responsible infrastructure system designed in coordination with desired growth patterns.***

- ❑ Provide safe, reliable utility services to adequately meet present and future residential, commercial and industrial demands.
- ❑ Develop a comprehensive flood and storm water management program to eliminate or mitigate localized flooding, storm water quality issues, and levee erosion.
- ❑ Provide environmentally sensitive, high quality service level, utility systems to adequately support future land use and development planning.
- ❑ Revitalize all aging and failing utilities infrastructure.

#### **Housing**

***New Orleans East will provide a variety of housing to area residents in a manner that protects sensitive areas, holds all housing to the same high standards, creates dynamic neighborhoods, promotes affordability, and appreciates rural and urban character.***

- Ensure that a variety of housing options are available to new and current residents of New Orleans East that are affordable at all income levels.
- Ensure that New Orleans East sustains only its fair share of multi-family and subsidized housings units.
- Develop a new zoning classification for planned multiple family housing developments, to ensure optimally facilitated infrastructure and standards, and apply it to justified sites in New Orleans East.
- Maintain a high standard for existing neighborhoods, including ongoing maintenance, neighborhood revitalization, community leadership and development of amenities.
- Maintain an attractive, quality housing stock that promotes New Orleans East as a community with pride.
- Preserve flood prone areas and other natural resources to the extent practicable through use of alternative development techniques, and design residential areas to minimize flooding problems and create amenities.
- Encourage the creation of a unified homeowner/neighborhood association representing the interests of all residents in New Orleans East.



**Facilities & Education**

*New Orleans East will be known for coordination of resources and quality facilities to meet and exceed area educational needs.*

- ❑ Expand staffing and facilities as needed to meet and maintain high standards for law enforcement in the East.
- ❑ Provide for facility maintenance and development, staff enhancement and equipment acquisition needed to meet the long-term fire protection needs of New Orleans East.
- ❑ Support the Orleans Parish School Board and other education institutions in providing quality education opportunities, including school facilities that are adequate to handle current enrollment and increasing enrollment projections.

**Safety and Clean-up**

*New Orleans East will be known for its coordination of highly regarded services to meet and exceed the areas health, safety and welfare needs.*

- ❑ Increase public perception of safety in all areas of New Orleans East.
- ❑ Decrease litter and illegal dumping in New Orleans East.
- ❑ Continue working with businesses and schools to assist cleanup and beautification.

**Achieving the Community Vision**

As the foundation of the planning process, the vision represents the starting point for both preparing for the future and for successful plan implementation.



## **LAND USE**

New Orleans East is also considered a man-made island, and is often described as being strategically located within the geographic parameters of the Industrial Canal, the Mississippi River Gulf Outlet (Intracoastal Waterway), and the eastern boundary of Lake Pontchartrain. Positioned in a prime waterway area, New Orleans East use as a port area is limited except to operations alongside the Industrial Canal and the Intracoastal Waterway. New Orleans East has been isolated from the rest of the City of New Orleans by the Industrial Canal and has taken on a geographic identity of its own. New Orleans East can be seen as a self sufficient and separate portion of New Orleans, containing all of the industrial and business districts a small city needs to survive with slightly less than one-fifth of the population of New Orleans, but with two-thirds of the land.

New Orleans East has been considered the logical growth corridor of the City. New Orleans East contains 66 percent of the land in Orleans Parish, with almost 50 percent being Wetland or Parkland areas. Containing 5,012 acres (over seven square miles) of residential land use, New Orleans East consists of over 37 percent of the residential single-family acreage in Orleans Parish. At 734 acres, New Orleans East consists of over 37 percent of the residential multi-family acreage in Orleans Parish.

New Orleans East contains the major industrial corridor for New Orleans, the New Orleans Business and Industrial District (NOBID) heading eastward down Chef Menteur. At 6,215 acres, New Orleans East consists of over 66 percent of the industrial acreage in Orleans Parish.

The central business district for New Orleans East has been described as that area situated around the I-10 and Read Boulevard interchange. At 1,786 acres, New Orleans East consists of 37 percent of the commercial acreage in Orleans Parish. With the commercial areas as a buffer for the industrial areas, residential has developed radiating out from the commercial areas to the lakefront and to Bayou Sauvage.

A unique mix of circumstances impacts land use in New Orleans East and the City of New Orleans. Major features such as Lake Pontchartrain, waterways and floodplains, extensive rail systems and Lakefront Airport add amenities but likewise prohibit growth in a traditional pattern of development. Natural areas abound within New Orleans East and, when combined with the presence of Six Flags New Orleans and casinos in New Orleans East, make the area a potential destination for a variety of forms of entertainment. Growth in New Orleans East is a complex issue, but a necessary one as the community begins to expand into sensitive areas and as families from New Orleans realize that New Orleans East is an exciting place to call home. The future arrangement of land use requires examining past growth patterns and current physical characteristics in terms of the types, scale, density and location of residential, commercial, and industrial and other public and private land use types.



# NEW ORLEANS EAST RENAISSANCE PLAN LAND USE

New Orleans East Land Use Comparison	Planning District 9 Acreage	Planning District 10 Acreage	Planning District 11 Acreage	New Orleans East Total Acreage	New Orleans East land use as a percentage of the total of New Orleans	City of New Orleans Totals
Residential-Single Family	4,207	597	207	5,012	37%	13,573
Residential-Single/Two Family	1,041	13	0	1,053	8%	12,694
Residential-Multifamily	538	197	0	735	37%	1,974
Residential-Marine	0	26	1,345	1,370	100%	1,370
Commercial	1,078	708	0	1,786	37%	4,852
Industrial	898	5,317	0	6,215	66%	9,349
Institutional	328	8	0	336	9%	3,759
Wetland	209	13,807	24,313	38,328	98%	39,255
Parkland	939	14,549	6,745	22,233	77%	29,053
<b>Total</b>	<b>9,237</b>	<b>35,221</b>	<b>32,611</b>	<b>77,069</b>	<b>66%</b>	<b>116,176</b>

**Data Source:** City of New Orleans

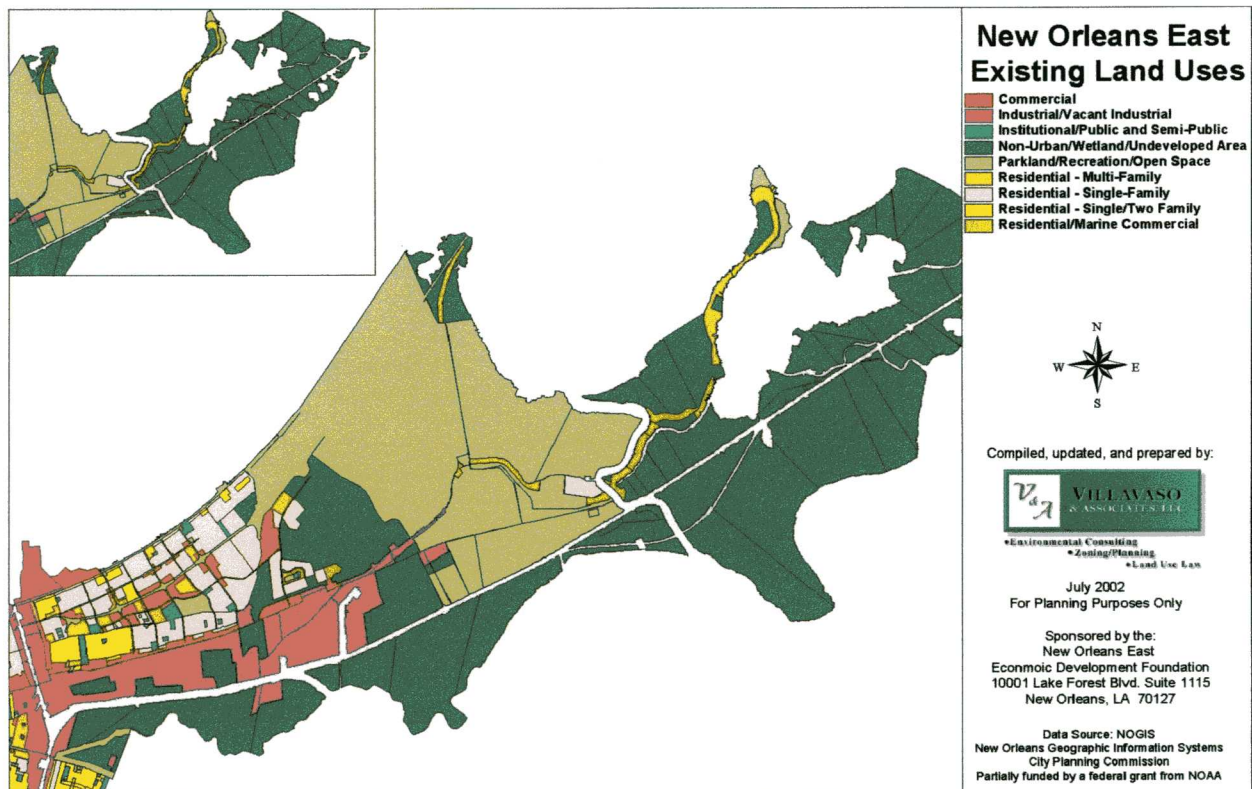
## Key Land Use Issues

Analysis of existing conditions, prior reports, land use trends, and public input gathered throughout the visioning process, has revealed a number of issues that significantly impact land use in New Orleans East.

**Growth potential and development constraints** – There is no question that growth must be allowed to occur in New Orleans East. Development in the New Orleans East Area has historically occurred in a unique pattern to avoid sensitive or less desirable areas. However, as optimal development areas become fewer, growth decisions become more complex. Development is currently encroaching upon flood prone areas, raising concerns for safety, stormwater management, and preservation of natural resources. The same rail service that provides economic opportunity to the New Orleans East area equally creates traffic and quality of life issues that hinder urban revitalization and expansion efforts.



# NEW ORLEANS EAST RENAISSANCE PLAN LAND USE



**Effective, well-balanced pattern of land uses** – As previously mentioned, successful land use development involves appropriate pattern and quantity of land uses to permit development in the manner most beneficial to New Orleans East. For example, the appropriate amount of land must be set aside for a variety of housing types. Equally important is the placement of land uses, particularly in proximity to each other. Public input during the public participation process indicated a number of instances of land use incompatibility, particularly within New Orleans East where land uses are more likely to be mixed, but not always in a highly desirable manner. Other areas have segmented land uses into distinctly separate areas, such as residential subdivisions, with very little thought to the importance of an appropriately integrated pattern of land uses, including adequate parks, natural areas, daily commercial resources and public facilities.

**Utilization and enhancement of currently developed areas** –Significant development potential continues to exist in areas already developed. Community revitalization efforts, infill development, and enhanced development of existing areas not only maximizes efficient use of resources, it ensures that development of sensitive or rural areas is managed. New Orleans East residents have indicated the need to take advantage of previously developed areas. Despite the current lack of definition or strong investment in the area, some see it as an opportunity for revitalization, particularly considering its proximity to local amenities.

**Responsible new development** – Vacant land, both that which is outside of sensitive areas and that which is within, is a limited commodity. To reduce concerns such as flooding, stormwater management, incompatible land development, and substandard development, new growth should be completed in a manner that enhances quality of life and simultaneously maximizes use of the site.



**Appropriate Implementation** – New Orleans East includes an extensive area comprised of many differing character traits. New Orleans East is largely urban with a mix of historic, grid pattern development as well as modern development comprised of strip commercial and subdivision residential activity. New Orleans East is a mix of suburban and rural development that includes significant subdivision development among rural activity. One of the greatest challenges of New Orleans East is development of a series of planning policies and functions that accurately addresses the unique needs of each of these different character areas.

**Appropriate Zoning**-There are a number of different zoning classifications within New Orleans East, from single family residential to heavy industrial. A zoning ordinance guides growth and development in a community, specifying where and under what circumstances different uses of land can occur. It is the principal tool by which a community implements its aspirations for future development and redevelopment.

### **Strategies and Planning Objectives**

The strategies and planning objectives respond directly to the issues raised by citizens who participated in the community meetings conducted as part of the planning process. They also reflect the observations discovered through extended analysis of the various land uses throughout New Orleans East. Land Use strategies include:

- **Promote efficient, long-term growth within New Orleans East and outside of sensitive development areas.**
- **Achieve a balanced, diverse and dynamic pattern of land uses that preserves and enhances the character of New Orleans East.**
- **Utilize, revitalize and maintain the urban areas of New Orleans East in a manner that represents dynamic character and strengthens economic capacity.**
- **Develop new areas with an appreciation for sensitive environments, long-term quality of life, economic efficiency, and community character.**
- **Develop and implement a series of policies, regulations, processes and incentives that consistently represent the vision of the community and the character of the area.**
- **Develop and implement suitable zoning classifications in New Orleans East and throughout New Orleans.**

### **Growth Potential and Development Constraints**

New Orleans East has sufficient acreage of vacant and underdeveloped land to encompass all anticipated future development through the next two decades. However, much of that vacant land is located in flood prone areas or wetlands. Likewise, much of the remainder of New Orleans East also includes development constraints. Areas with few development constraints are confined to a limited number of areas that incidentally include quality access and an opportunity for responsible, new development.



# NEW ORLEANS EAST RENAISSANCE PLAN LAND USE



## **Promote efficient, long-term growth within New Orleans East and outside of sensitive development areas.**

- Establish boundaries for areas that are available for intense development activity compared to those areas that require sensitive development as a result of floodplains and wetlands.
- Encourage development of “urban villages” in areas with minimal development constraints that will allow for the daily needs of area residents, yet still depend upon the commercial core of New Orleans East for specialty services.

## **Effective, Well Balanced Pattern of Land Uses**

The balance of land use in New Orleans East and City of New Orleans is complex. Despite the presence of the major influence of New Orleans and the Central Business District, New Orleans East must continue to seek balance in available land uses. More, existing land uses must be appropriately assembled to maximize efficiency and improve area quality of life.

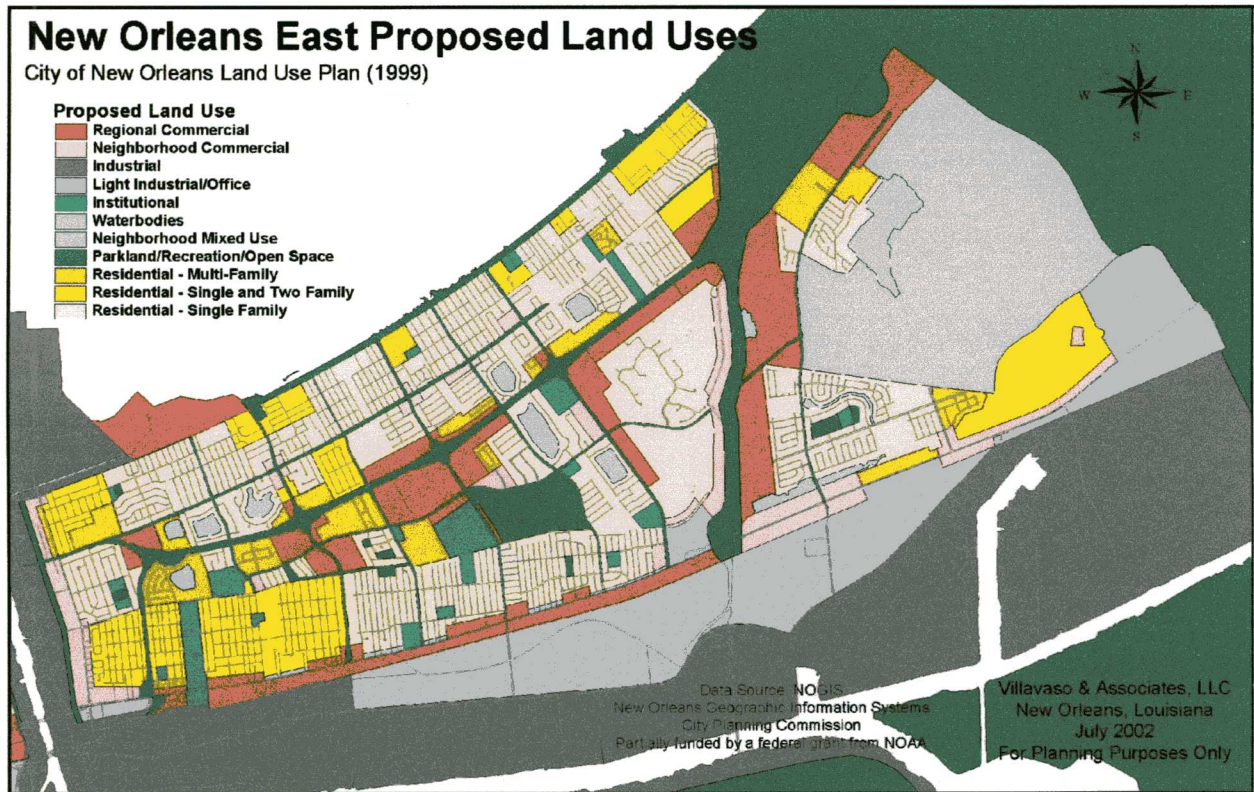
## **Achieve a balanced, diverse and dynamic pattern of land uses that preserves and enhances the character of New Orleans East.**

- Provide a mix of different land use types in suitable locations, densities and patterns consistent with the goals and objectives established in this plan.
- Encourage the development of compatible land uses, avoiding mixtures of incompatible uses in close proximity to each other.
- Encourage the creation of districts that include a recognizable identity and clustered development of compatible land uses, such as a gaming district, an arena district, an industrial district, or downtown.



## NEW ORLEANS EAST RENAISSANCE PLAN LAND USE

- Encourage property development along Hayne Boulevard to take advantage of natural beauty and location of Lake Pontchartrain.



### Utilization and Enhancement of Currently Developed Areas

Sites that offer opportunities for development within the urbanized area often carry real or perceived barriers. To many, a site that is not fully developed is perceived as somehow flawed or otherwise difficult to market. Residential infill sites, for example, may be desirable places for development; however, it is less cost effective to develop scattered site infill than to create a new subdivision. Numerous opportunities for infill activity and reinvestment exist within the urban areas of New Orleans East. Residents have indicated the desire for a strong downtown core encompassed by well-maintained, high quality neighborhoods. New Orleans East neighborhoods already have a sense of identity and many are well maintained. Several others simply require reinvestment in infrastructure and repair programs to once again meet the expectations of area residents.

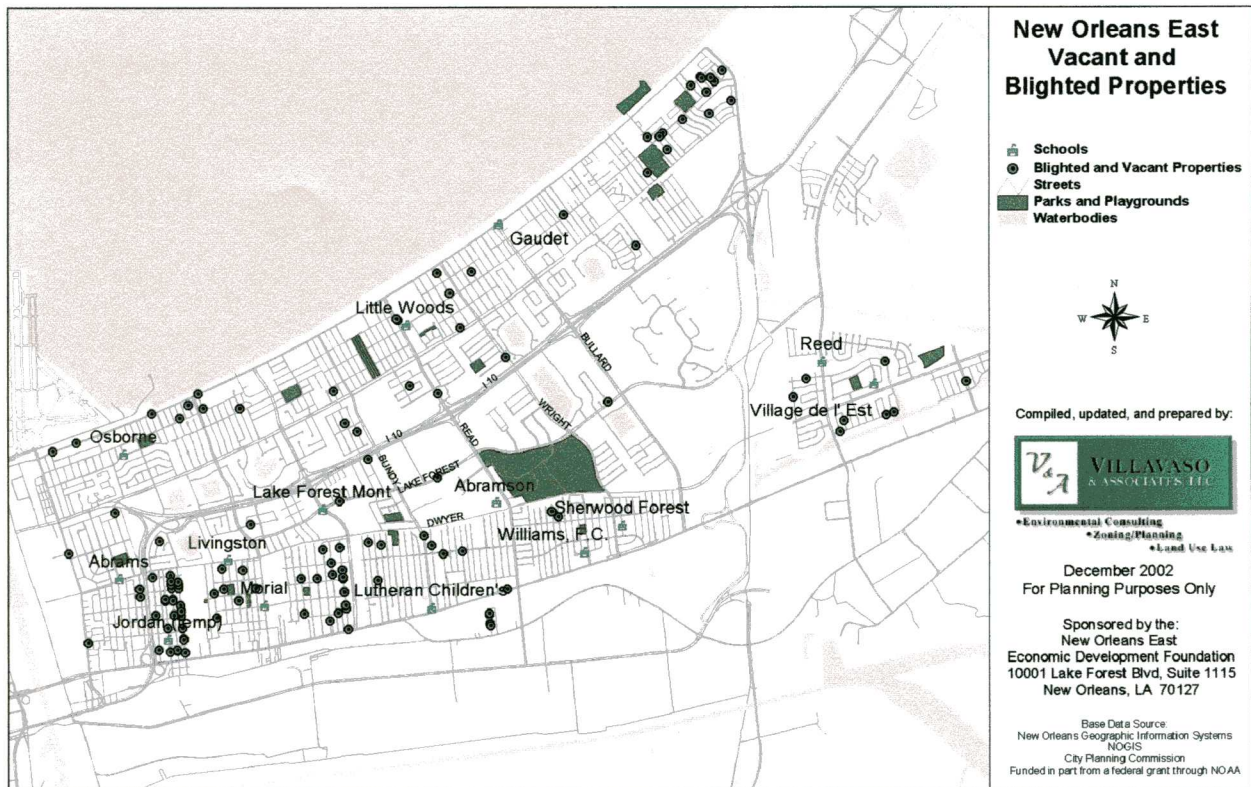
**Utilize, revitalize and maintain the urban areas of New Orleans East in a manner that represents dynamic character and strengthens economic capacity.**

- Utilize the area surrounding major amenities to spur quality, dynamic economic development, including the The Plaza Mall, the medical facilities, and proposed New Orleans professional basketball team, the Hornets, practice facility.
- Enhance existing neighborhoods, subdivisions and commercial areas that are “at risk” of decline such as the commercial corridor along Read and Lake Forest Boulevards.



# NEW ORLEANS EAST RENAISSANCE PLAN LAND USE

- Encourage infill development within the existing urbanized area, including demolition or rehabilitation of substandard structures and underdeveloped property.



## Responsible New Development

A community can grow sensibly by balancing economic development and environmental protection, focusing new development where public services and utilities are already available, actively supporting redevelopment of older areas and vacant buildings, valuing its traditional downtown and vibrant mixed-use areas, maintaining an efficient street network and infrastructure systems, providing convenient neighborhood shopping and attractive parks, and ensuring pedestrian-friendly commercial districts and walking connections between neighborhoods, parks and schools. Through effective land use planning and urban design, a community fulfills its paramount responsibility to promote the public health, safety and welfare while also providing predictability in the development process.

## Develop new areas with an appreciation for sensitive environments, long-term quality of life, economic efficiency, and community character.

- Coordinate the location, type and density of land use activity with utilities and transportation planning to ensure desired development outcomes.
- Minimize the distance required to travel to reach daily destinations such as work, recreation and home.
- Incorporate green space and public uses into new development.
- Maintain quality and character as hallmarks of development in New Orleans East.



**Appropriate Implementation**

One sign of a quality plan is that it has the capacity to galvanize residents and local leaders under a single vision. Because of the different missions of the various jurisdictions involved in implementing a plan such as the New Orleans East Renaissance Plan, development of a single vision can be a difficult task. Once discovered, however, it allows all parties to administer, enforce and implement in a cohesive manner. Many residents cited concern over the lack of intergovernmental cooperation by the various parties involved in implementing the community's vision, including the City of New Orleans and the Orleans Parish School Board. Communication is easier when all sides are acting with the same overall mission.

**Develop and implement a series of policies, regulations, processes and incentives that consistently represent the vision of the community and the character of the area.**

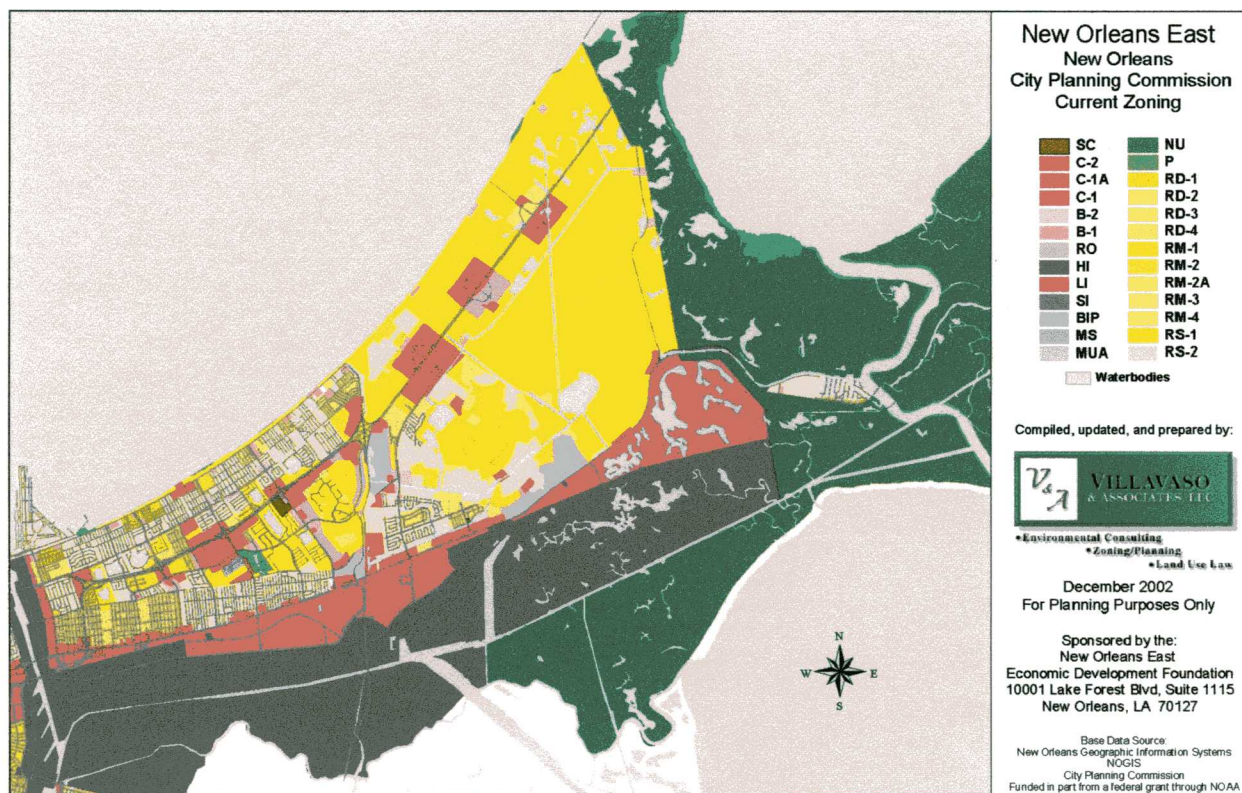
- Develop means of coordination between interested and impacted parties.
- Ensure that the Renaissance Plan continues to incorporate the needs and character of all areas of the community.
- The New Orleans East Economic Development Foundation (NOEEDF) should ensure public meetings are held in even numbered years to review, comment, and update the New Orleans East Renaissance Plan as needed.



## ZONING

Because of its fundamental importance to a community's future, a modern zoning ordinance should be understandable and usable by ordinary citizens. Currently, the Comprehensive Zoning Ordinance (CZO) for the City of New Orleans is undergoing a revision. The first public review draft of the "Year 2001 Comprehensive Zoning Ordinance" came out in March of 2001, with the subsequent revised draft issued November of 2002. The Revised CZO is the ordinance that empowers citizens to participate in the planning and government in New Orleans, and in that way represents a large step toward realizing the goals first articulated in *New Century New Orleans*. What this effectively does is change the zoning for every piece of property in New Orleans East.

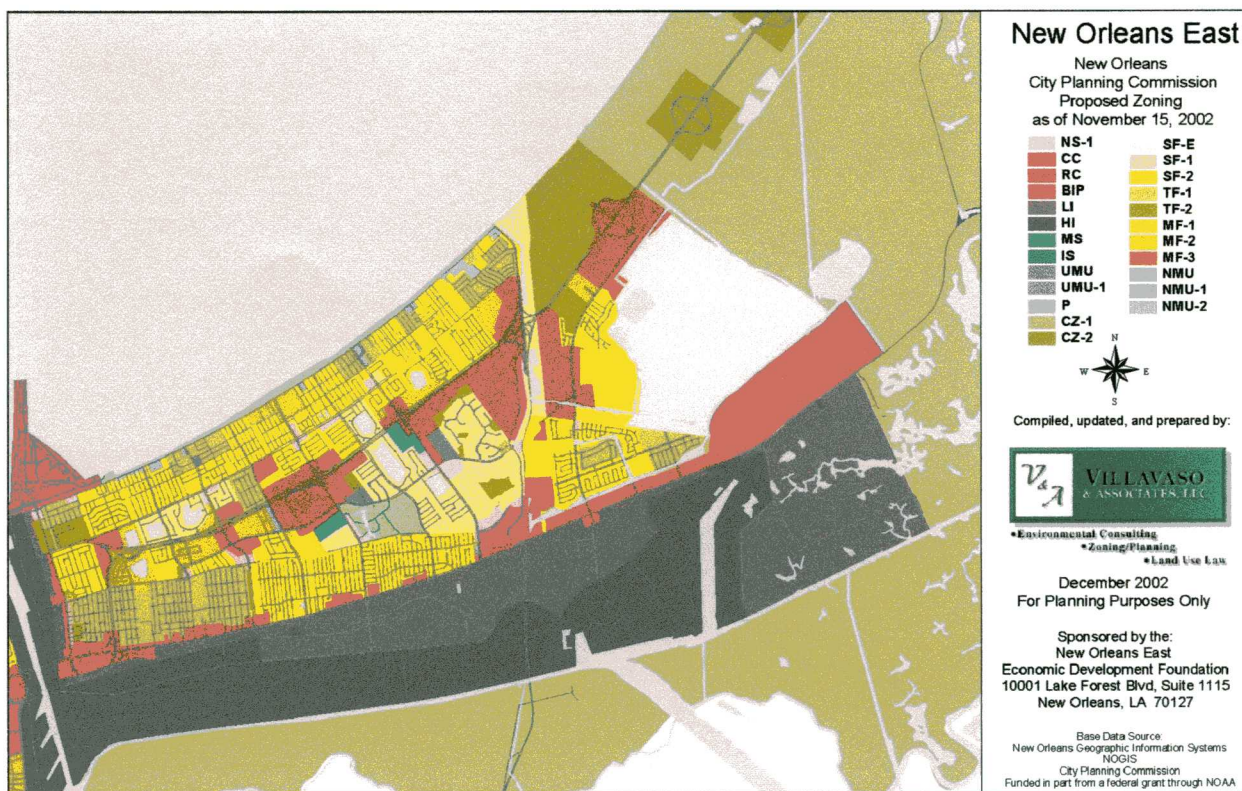
The New Orleans City Council and the New Orleans City Planning Commission, as of June 2003, have not yet approved the "Year 2001 Comprehensive Zoning Ordinance" (revised November 2002) and accompanying maps. As the proposed zoning changes for New Orleans East, text as well as map, are still in draft format, it is uncertain as to what the final version of the zoning map for New Orleans East will look like and what will be affected.



The following recommendations are proposed for the current and the proposed zoning ordinances, in order to implement the Vision of the Renaissance Plan, and to make zoning a tool that will strengthen New Orleans East's assets, guide development, and encourage positive change in the future. Zoning issues addressed by the residents of New Orleans East are primarily focused on the Proposed Zoning, as zoned by the Year 2001 Comprehensive Zoning Ordinance and accompanying maps. All zoning recommendations made in this chapter are based on the proposed Year 2001 Comprehensive Zoning Ordinance (issued November 2002).



# NEW ORLEANS EAST RENAISSANCE PLAN LAND USE



While a majority of the proposed changes are in line with existing zoning districts, residents have brought up the issue of compatibility with existing uses as well as coordination with the 1999 Land Use Plan. In particular, the need for a more intense Planned Development classification overlay for several large vacant parcels in New Orleans East, a Town Center overlay district surrounding the Plaza area, and a medium density, designed based multi-family district to strengthen and compliment the stock of multi-family housing in New Orleans East are major recommendations of the citizen participation process of the New Orleans East Renaissance Plan.

The purpose on the Planned Unit Development (PUD) is to encourage flexibility in the development of land, creative design, more orderly development and to promote and preserve the scenic features of the site. PUD's shall be properly located with respect to interstate, major highways and major arterial streets as to not create major shifts of traffic generation to intermediate collectors and/or minor streets. The linkage between land use mixes and transportation modes is the key to the success of any planned development tool.

## **Develop and implement proper zoning classifications for parcels in New Orleans East and throughout New Orleans.**

- Create a Planned Development (PD) zoning overlay to be applied to vacant and economic challenged parcels over 20 acres.
- Create a multi-family design development district (MF-2A) to replace all MF-3 districts in New Orleans East to provide for density balance, better design control and code enforcement.



- Create a Town Center District (TCD) to apply to the areas bounded by I-10, Crowder Boulevard, Bundy Road, Dwyer Road, and centered on Lake Forest Boulevard and Read Road.
- Create a dedicated aviation zoning classification for Lakefront Airport.

The proposed zoning districts for New Orleans East should entail much, if not all, of the following descriptions and requirements.

#### **PD-PLANNED DEVELOPMENT OVERLAY ZONE**

##### *Purpose and Intent.*

To encourage a creative and more efficient approach to the use of land and to provide for greater flexibility in the design of integrated developments than otherwise possible through strict application of zoning regulations. The PD-Planned Development Overlay Zone is established in order to provide for the commercial and service needs of both residents and the motoring public by providing for multiple uses within a unified development that is attractively designed and exceptionally functional. Several objectives will be met within the overlay district; these objectives include: flexibility and creativity in design; a balance of land use pressures and transportation modal choices; preservation of natural or cultural features; efficient layout of roads and service drives; efficient use of utilities; effective storm water management; coordination of architectural styles; and adequate provisions for public safety.

The purpose of the PD-Planned Development Overlay Zone is to create a superior living environment through a unified development plan that employs design ingenuity. The PD-Planned Development Overlay Zone is intending to implement the goals of the 1999 New Orleans Land Use Plan by protecting adjoining uses from adverse effects of large-scale developments, encouraging certain mixed use developments, and promoting the conservation of environmental resources. PD-Planned Development Overlay Zone is characterized by more intense large-scale development on areas over 20 acres in size. The PD-Planned Development Overlay Zone is an overlay district in which specially tailored regulations supplement the regulations of the base residential, mixed use or commercial district. The PD overlay may be combined with any base commercial district or mixed-use district.

##### *Permitted Uses in the PD Overlay*

Land and /or buildings in this district may be used for the following uses only:

- (A). Any use permitted by right in the NMU, UMU and CC mixed use and commercial zones
- (B). MF-2A multi-family residential
- (C). Any other use, which, in the opinion of the Planning Commission, advances the objectives of the PD Overlay and enhances the overall character of the PD Overlay.

##### *Required finding*

The Planning Commission must find that any proposed development plan containing any modification in or deviations from the standards required in the underlying zone will result in:

- (A). An improved project which is consistent with the regulations and provisions of the 1999 Land Use Plan,
- (B). Meets the standards and criteria indicated.

#### **Development Requirements**



# NEW ORLEANS EAST RENAISSANCE PLAN

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### *Development Standards.*

The PD Overlay shall not be established unless the following standards have been met.

- (A). *General Review Criteria.* The proposed development shall conform with the approval standards stated in Section 12.5.3 and to recognized principles of urban design, land use planning, and landscape architecture. Conditions may be imposed regarding the layout, circulation, and performance of the proposed development. To achieve such purposes, the City may require that appropriate deed restrictions be filed, which are enforceable by the City of New Orleans for a period of up to twenty (20) years from the date of filing.

### *Minimum District Area.*

The minimum area for a planned development overlay district shall be as follows:

- (A). Five (5) acres, either contiguous or separated by a street, exclusive of the area of any dedicated streets or alleys
- (B). The minimum area requirements of this section shall not be waived or varied, except that the City Council may allow development on a smaller site if the project provides twice the required minimum open space, and all other standards applicable to waivers pursuant to Section 12.10 are met.

### *Lot Width and Setbacks*

The lot width, building setbacks, and public and private road frontage requirements shall be determined by the Planning Commission in its review of the PD site plan. In determining the appropriate requirements, the Planning Commission shall take into account:

- (A). The nature of existing and future land uses adjacent to and near the site
- (B). The number, type, and size of buildings proposed for the site
- (C). Location of natural and cultural features on the site
- (D). Topography of the site
- (E). Provision of public utilities to the site
- (F). Requirements for adequate fire, police, and emergency vehicle access
- (G). The objectives of the PD Overlay contained herein.

### *Building Height, Size, Placement and Appearance*

- (A). Any site proposed for development within a PD Overlay shall be designed and developed with buildings and structures which are architecturally compatible with each other and with nearby existing buildings. Such buildings shall be constructed to have a low profile and to minimize a massive box like appearance. Varied architectural building features are encouraged to create a more pleasing appearance.
- (B). The proposed development shall conform with the approval standards stated in Section 12.5.3 and to recognized principles of urban design, land use planning, and landscape architecture. Conditions may be imposed regarding the layout, circulation, and performance of the proposed development. To achieve such purposes, the City may require that appropriate deed restrictions be filed, which are enforceable by the City of New Orleans for a period of up to twenty (20) years from the date of filing.
- (C). Buildings shall be located and designed so they do not detract from the existing view along roadways. Every effort shall be made to avoid citing the rears of buildings toward existing roadways.
- (D). Buildings shall not exceed forty (40) feet in height.
- (E). Buildings shall not exceed 50,000 square feet in gross floor area. In certain situations, the Planning Commission may allow buildings greater than 50,000 square feet in gross floor



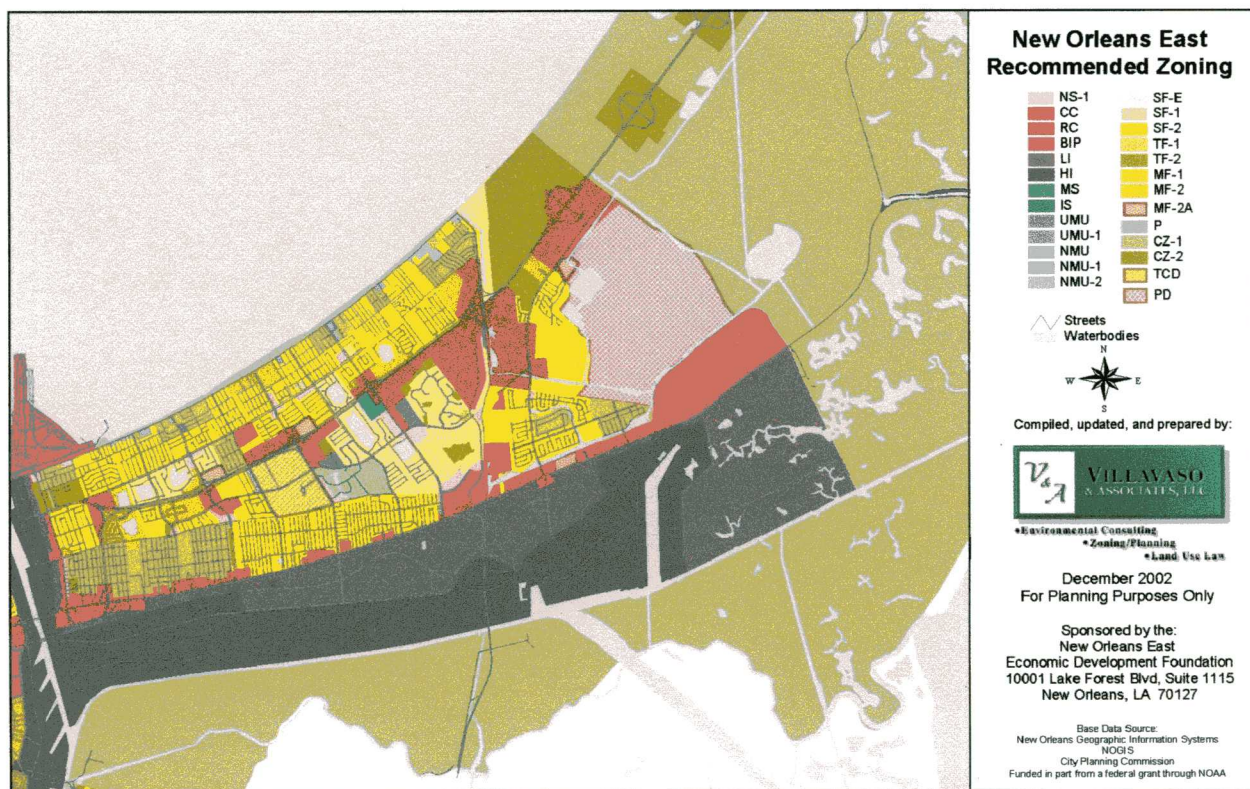
# NEW ORLEANS EAST RENAISSANCE PLAN LAND USE

area. In making this determination, the Planning Commission shall consider the following criteria:

1. The proposed nature and intensity of use(s) for the building
2. The location and arrangement of all buildings within the PD Overlay
3. The types, number, and sizes of all buildings proposed within the PD Overlay
4. The security and fire safety provisions for the proposed building.

## *Sidewalks*

Sidewalks shall be required within a PD Overlay in accordance with the requirements of Section 12.5 herein. In addition, the Planning Commission may require additional sidewalks within a PD Overlay in order to improve pedestrian access to buildings and protect pedestrian safety throughout the development.



## **MF-2A PLANNED MULTIPLE RESIDENCE DISTRICT**

### *Purpose and Intent.*

The purpose of the MF-2A Planned Multiple Residence District is to provide for a variety of medium density multi-family development which will be compatible with surrounding uses by means of submitted and approved development plans. The MF-2A District is intended to encourage infill and new development of moderate sized multi-family structures that are compatible with single-family and two-family residential area and with nearby business areas. The MF-2A district is intended to replace all MF-3 classifications in New Orleans East in order to balance existing residential densities.

### *Permitted Uses in the MF-2A District.*



# NEW ORLEANS EAST RENAISSANCE PLAN

## LAND USE

Multiple family dwellings, attached and clustered family dwelling units.

### Development Requirements

*Density, Area, Building, and Yard Regulations.*

- (A). No building shall exceed three (3) stories or forty feet in height.
- (B). For the purpose of computing yard requirements and or setback requirements, a group of multiple-family buildings shall require setbacks for each individual building.
- (C). The setbacks shall be as follows, unless approved otherwise in the sketch plan or final development plan:
  - 1. Front yards: Minimum twenty (20) feet as measured from the edge of roadway pavement to building line.
  - 2. Rear yard: Minimum of twenty (20) feet as measured from edge of roadway pavement, property line, etc. to building line
  - 3. Side Yards: Minimum of five (5) feet as measured from edge of roadway pavement to building line, or should the roadway be a public street, the building line shall be not less than fifty (50) feet from the enter of the right-of-way.
  - 4. Additional dimensional standards are located in the table below.

Districts and Dwelling Units	Min. Lot Area Per Dwelling Unit (sq. ft.)	Min. Lot Width (ft.)	Min. Lot Depth (ft.)	Max Height (ft.)	Min Side Yard/Corner Yard (ft.)	Min. Rear Yard (ft.)	Max. Lot Coverage (%)
MF-2A (Two Family)	1,800	100	100	40	5/10	20	70%
MF-2A (3-4 DU)	1,600	100	100	40	5/10	20	70%
MF-2A (5-8 DU)	1,400	100	100	40	5/10	20	70%
MF-2A (9-16 DU)	1,200	100	100	40	5/10	20	70%

- (D). The minimum project area is five (5) acres, and is prohibited for twenty (20) acres or more. Projects of twenty (20) acres or more are to be processed as a Residential Planned Community (RPC) District or other applicable zoning district.
- (E). The minimum distance between buildings shall be 20 feet.
- (F). Twenty (20) per cent of the land developed in any planned development project shall be reserved for common open space recreational facilities for the residents or users of the area being developed. Open space shall not consist of parking lots, buildings or drives.
- (G). Every lot or tract of land shall have a minimum of one hundred (100) feet of width at the building line.
- (H). Maximum density to be sixteen (16) units/gross acre.

### Design Standards



**NEW ORLEANS EAST RENAISSANCE PLAN  
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- (A). Entries from the street should be clearly marked with canopies, architectural elements, ornamental lighting, or landscaping.
- (B). Entries from parking lots should be subordinate to those related to the street.
- (C). Clear pedestrian paths separate from parking areas shall connect building entrances to sidewalks.
- (D). Townhouses and multi-family buildings shall utilize half flight-up front entries off the street, giving privacy as well as a view of the street and sidewalk. An entry raised two and one-half (2.5) feet above the grade shall be considered sufficient to meet this requirement. In units where the grade is a minimum of two and one-half (2.5) feet above the adjacent parking, sidewalk or other common areas, the half flight-up entry requirement shall be deemed to have been met. The Director of Planning may waive this requirement if half flight-up entries are not feasible or desirable in a given design, such as in senior housing, or where disabled access is required.
- (E). Building facades shall be articulated with architectural elements that break up long blank walls, add visual interest, and enhance the character of the neighborhood. Vertical articulation shall occur at intervals of no more than forty (40) feet. Three (3) or more of the following methods of articulation shall be used such that the combination of features project a residential character:
  - 1. Providing a balcony, bay window, porch, patio, deck, or clearly defined entry for each interval.
  - 2. Providing, a lighting fixture, trellis, prominent ornamental tree or other landscape feature within each interval.
  - 3. Providing architectural features such as setbacks, indentations, overhangs, projections, cornices, bays, canopies, or awnings. Building modulations shall be a minimum of two (2) feet in depth and two (2) feet in width. The sum of the modulation depth and modulation width shall be no less than eight (8) feet.
  - 4. Use of material variations such as contrasting colors, brick or metal banding, or textural changes.
  - 5. Artwork or building ornamentation.
  - 6. A variety of modulations and articulations shall be employed. No more than four (4) consecutive uniform modulations shall be used. Buildings greater than one hundred sixty (160) feet in length shall provide a prominent central feature among the modulations.
- (F). Windows shall provide relief, detail and variation on the facade through the use of significant trim and architectural styling that lends human scale to the facade. A minimum of two (2) of the following requirements for windows shall be met:
  - 1. Window shall be accented with a drip cap, sill, and trim. The drip cap shall be a minimum of three (3) inches in height and one (1) inch in depth; sills shall be a minimum of three (3) inches in width. Trim shall be a minimum of two (2) inches in width and one (1) inch in depth;
  - 2. Windows shall be accented through use of multiple panes;
  - 3. Windows shall be vertically oriented with a height one and one-half (1-1/2) to two (2) times the width;
  - 4. Windows shall be accented through the use of contrasting trim color, window boxes, or other detailing.



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- (G). Front facades incorporating a variation in building setback shall include within the setback such architectural elements as covered or recessed building entries, plazas or courtyards, or seating and planting areas.
- (H). Roof lines shall be varied through two (2) or more of the following methods. The maximum roof length without a variation shall be forty (40) feet.
  - 1. Dormers: A projection from a sloping roof that contains a window.
  - 2. Roof Line with Architectural Focal Point: A prominent rooftop feature such as a peak, tower, gable, dome, barrel vault or roof line trellis structure.
  - 3. Roof Line Variation: The roof line articulated through a variation or step in roof height or detail, such as:
  - 4. Projecting Cornice: Roof line articulated through a variation or step in cornice height or detail. Cornices must be located at or near the top of the wall or parapet.
  - 5. Articulated Parapet: Roof line parapets shall incorporate angled, curved or stepped detail elements.
  - 6. Pitched Roof or Full Mansard: A roof with angled edges, with or without a defined ridgeline and extended eaves.
  - 7. Terraced Roof: A roof line incorporating setbacks for balconies, roof gardens, or patios.
- (I). “Blank walls” (building facade sections without windows or doors) greater than twenty (20) feet in length shall not be allowed along facades facing streets or public open space areas.
- (J). Sections of “blank walls” greater than twenty (20) feet in length along other facades shall be avoided, but if necessary due to privacy or other design considerations, shall be treated in one (1) of the following manners:
  - 1. Install vertical trellis in front of the wall with climbing vines or other plant materials over at least seventy percent (70%) of the blank wall surface that is at the ground level, and over at least thirty (30) percent of the remainder of the blank wall surface;
  - 2. Provide a decorative masonry pattern, or other architectural feature as approved by the Director of Planning and Community Development, over at least seventy percent (70%) of the blank wall surface that is at the ground level, and over at least thirty percent (30%) of the remainder of the blank wall surface; and/or
  - 3. Employ small setbacks, projections, indentations, or intervals of material change to break up the wall’s surface.
  - 4. In no case shall sections of blank walls forty (40) feet or more in length be allowed.
- (K). Building rooftops shall be designed to effectively screen mechanical equipment from street-level view through one (1) or more of the following methods:
  - 1. A concealing roof line;
  - 2. A terraced facade;
  - 3. A screening wall or grillwork directly surrounding the equipment; or
  - 4. Sufficient setback from the facade edge to be concealed from ground-level view.

**TOWN CENTER ZONING DISTRICT: TCD-1**



*Purpose and Intent:*

This District is intended to promote the development and redevelopment of land within the Town Center Area to insure the future growth and vitality of the area. This District is also intended to encourage the development of a mixture of high-intensity land uses where appropriate and where such uses add to the visual image and sense of place of New Orleans East's Town Center. The purpose of the TCD-1 district is to provide for general retailing, entertainment, institutional uses services, and medium-density residential uses. It is the intent of this district to allow residences, professional offices, and commercial uses as a major component of the Town Center area and to provide additional employment, service, institutional, recreational, and residential opportunities.

It is also the purpose of this district to encourage pedestrian linkages and core connectivity between residential neighborhoods and the business, cultural, and entertainment core of the Town Center. The intent of this district is to insure that higher- intensity land uses are appropriate for the fulfillment of the purpose of the Town Center district as a primary focal point. At the same time, the Town Center district is created to serve residents, businesses, employees, and visitors and to ensure that the identity and the visual image of the centrality of the New Orleans East Town Center will be maintained and enhanced.

The Town Center Area is established within the area bounded by I-10, Crowder Boulevard, Bundy Road, Dwyer Road, and centered on Lake Forest Boulevard and Read Road, and on property adjoining or within three hundred feet (300') of the rights-of-way bounding this area in the furtherance of the stated purpose and intent of this district. If this three hundred-foot (300') distance puts at least one-half (1/2) of a property within the Town Center Area, the entire property shall be within the Town Center Area.

*Permitted Uses in the TCD-1 District:*

- (A). Commercial and residential uses, provided that all activities are conducted entirely within enclosed buildings with no outside storage or display, except where specified.
- (B). Intensive, pedestrian-oriented uses with all activities conducted within an enclosed building with no outside storage or display, except as provided.
  - 1. Commercial, recreation and entertainment establishments.
  - 2. Cultural and civic halls and galleries, auditoriums, and arenas.
  - 3. General and specialty retailing with incidental assembly and storage of merchandise when clearly subordinate to the primary use.
  - 4. Studios for the practice of fine arts.
  - 5. Personal and household services such as clothing alteration, shoe repair, beauty salons, barber and hair styling shops, self-service laundries, dry cleaning shops, furniture and small appliance repair, and copying shops.
  - 6. Restaurants, bars, and cocktail lounges.
  - 7. Banks and financial institutions, excluding drive- through window and remote teller facilities.
  - 8. Offices.
  - 9. Medical offices, including physical therapy, massage, and chiropractic treatment.
  - 10. Hotels, motels, and resorts.
  - 11. Commercial parking garages.
  - 12. Day care centers.



# NEW ORLEANS EAST RENAISSANCE PLAN

## LAND USE

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13. Vocational schools except industrial trade schools, such as welding or metal fabrication and similar industrial arts.
14. Residential uses as allowed in and in compliance with the MF-2A district.
15. Churches.
16. Wedding or reception centers.
17. Transportation Centers (Mass transit and other public transportation centers)
18. Uses similar to those listed above as determined by the Zoning Administrator.

### **Development Requirements**

#### *Density, Area, Building, and Yard Regulations.*

- (A). Minimum lot area and yard setbacks will vary according to the type of development, the proposed use, and the size, scope, and density of the project.
- (B). Maximum residential densities and building heights are subject to approval by the City Planning Commission.

#### *Landscaping and Screening Regulations.*

- (A). Landscape materials shall be used to enhance street right-of-way and building frontages by the following:
  1. Front yards: Minimum twenty (20) feet as measured from the edge of roadway pavement to building line.
  2. Rear yard: Minimum of thirty-five (35) feet as measured from edge of roadway pavement, property line, etc. to building line
  3. Side Yards: Minimum of twelve (12) feet as measured from edge of roadway pavement to building line, or should the roadway be a public street, the building line shall be not less than fifty (50) from the enter of the right-of-way.
- (B). All landscape designs, materials, quantities, and maintenance shall conform to Article 9 of the Proposed CZO and Article 15 of the current CZO unless specified by a landscape design plan or specific redevelopment plan adopted by the City Council.

#### *Parking Regulations.*

- (A). Covered multi-level parking structures are encouraged; open surface parking shall be discouraged
- (B). All parking area and structure designs and off-site parking accommodations are subject to approval by the City Planning Commission.
- (C). Surface level parking spaces shall not exceed ten percent (10%) of the total number of spaces required for the development.

### **Existing and Proposed Plans**

#### **The 1999 Land Use Plan for the City of New Orleans**

The 1999 Land Use Plan for the City of New Orleans outlines a structure for the city's development potential for the next thirty years. It indicates a desired development pattern expected to support and encourage the city's future growth toward a community, which is livable for all residents.

#### **Recommendations and Solutions Presented in the 1999 Land Use Plan**

- Promotion of residential integrity and residential balances;
- Concentration of neighborhood and regional commercial corridors;



## **NEW ORLEANS EAST RENAISSANCE PLAN LAND USE**

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- Implementation of mixed use categories, meeting the special needs of unique areas of the city;
- Reduction of non-conforming uses;
- Centralization of industrial land uses;
- Increase of green space and recreational opportunities, especially along the Mississippi River; create development standards that require landscaping, particularly along residential areas and public right-of-ways;
- Create a mechanism to organize neighborhood participation in future land use decisions.



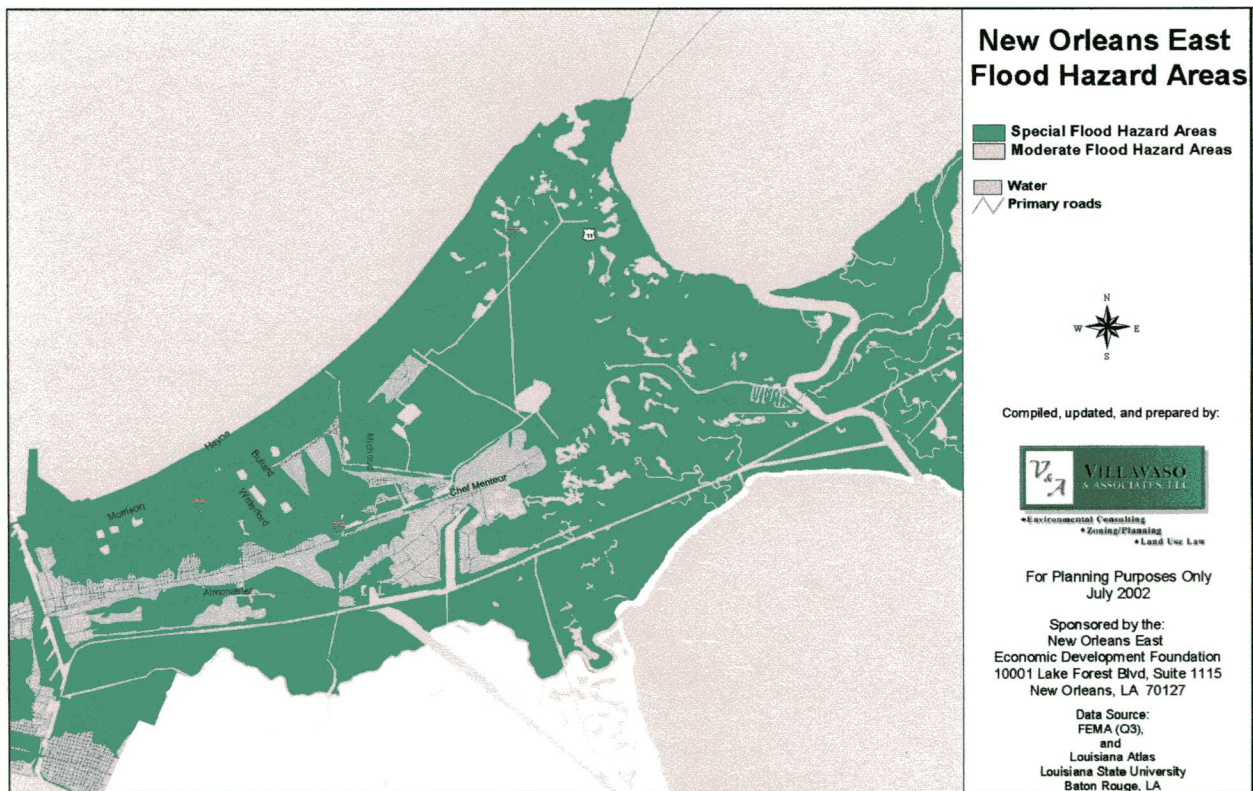
## ENVIRONMENT

Neighborhoods throughout New Orleans East are facing many issues associated with sustained growth. As more people move to the area to benefit from the economy and the high quality of the natural environment, more stress is placed on environmental resources. The fragile environment, which characterizes New Orleans East, is a critical asset that must be preserved and protected. It is the framework within which growth and development may be permitted to take place. There remains inextricable links between the long-term health of the natural environment, the economy, and community livability. Human activities are interrelated with natural ecosystems and that local actions can have global implications.

When considering the future growth of New Orleans East and the needs of its citizens, protecting and enhancing environmental quality is a top issue. How New Orleans East chooses to grow could have drastic impacts on the surrounding environment in terms of its sustainability.

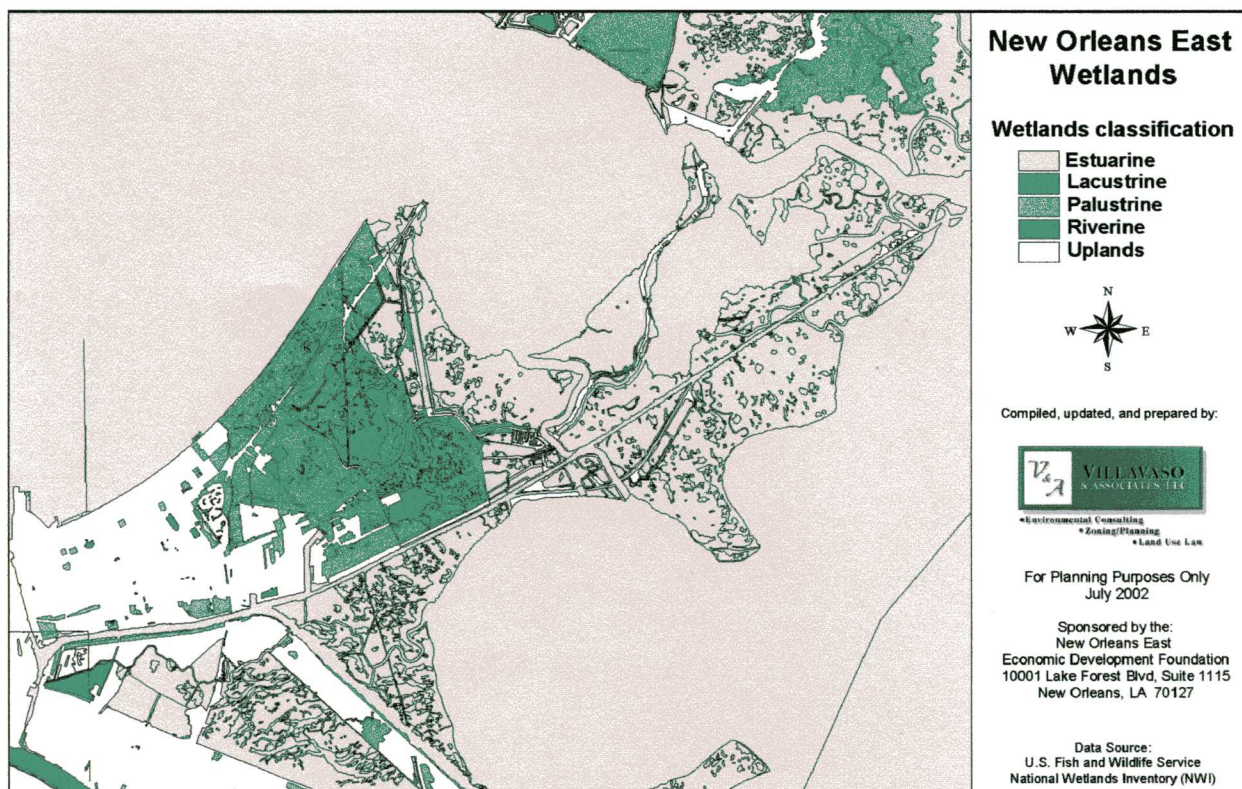
### Key Environmental Issues

New Orleans East has a complex and extensive flood plain and wetlands area that must be factored into nearly all development and infrastructure investment decisions. Wetlands permitting remains an important issue for any new development in the East, and especially for the NOBID area. In addition, New Orleans East has several developments considered to be “undesirable” at best.





# NEW ORLEANS EAST RENAISSANCE PLAN ENVIRONMENT



New Orleans East's reputation as an industrial center for the City of New Orleans has hurt its own development. As an industrial center, it has been home to some industrial businesses now defunct, leaving brownfields in their wake. And New Orleans East has become home to several landfills. The now closed Gentilly Landfill operated as a sanitary landfill, before the days of liners. Leachate and runoff from old landfills are real problems to the neighboring Bayou Sauvage Wildlife Refuge. New Orleans East also contains a Composting Facility, a Construction and Demolition Debris Landfill, and a waste transfer station. All of these solid waste operations were or are permitted in industrial zoning districts.

**Sensible development.** Many New Orleans East residents cited the need and value of protecting, conserving and enhancing these assets. Modern subdivision design and, worse, strip lot development, provide very little protection to sensitive areas. Houses, in many cases, have simply been elevated above the flood line. The result is a housing development that is surrounded by water during flood events. While many of these areas are most suitable for agriculture use or as natural areas, development pressure will likely mean that development in sensitive areas will continue. Changes to development patterns may allow development to continue in a manner that is coordinated with the sensitive nature of certain site.

**Natural Resource Conservation.** New Orleans East is rich with natural resources. While these areas are sensitive to urban development, they offer opportunities to fulfill other community objectives such as environmental conservation and sound resource management. Throughout the public involvement process there were multiple comments regarding a desire for more green space and an increased value on the area's natural resources. Efforts to merge environmental

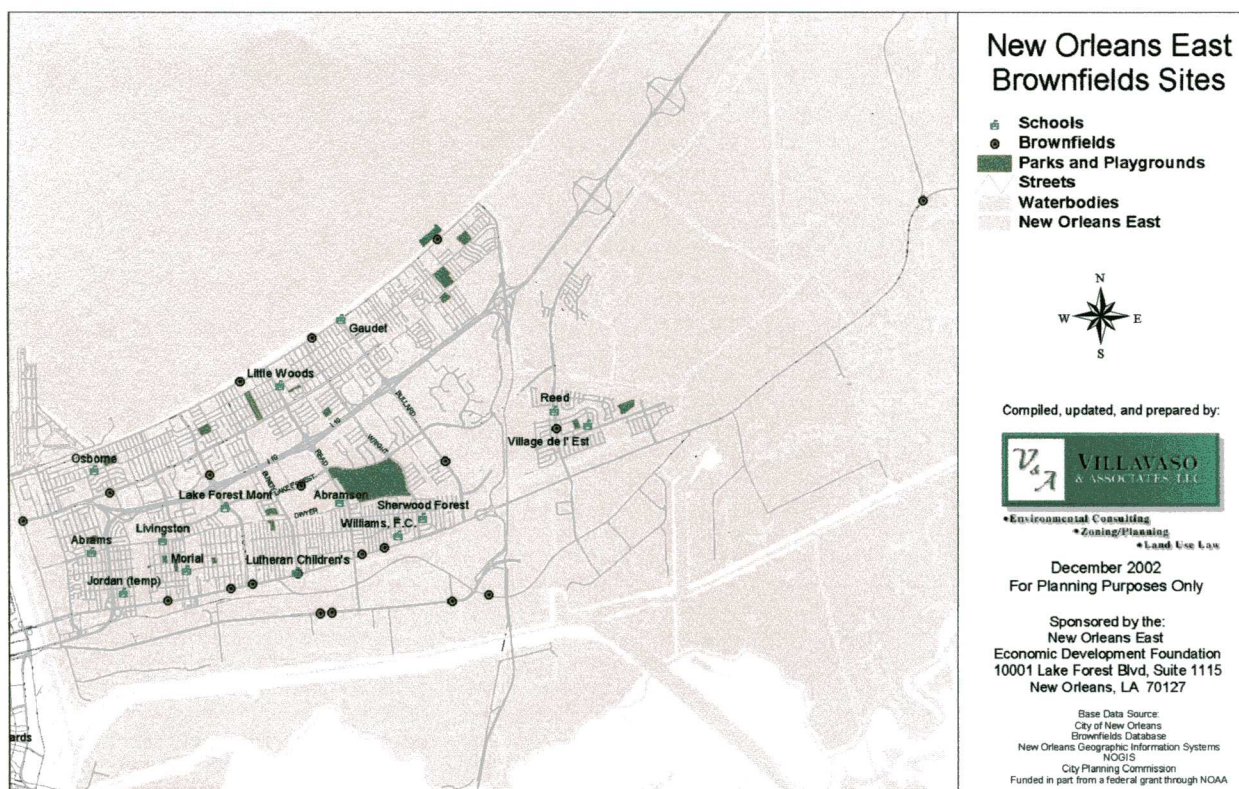


# NEW ORLEANS EAST RENAISSANCE PLAN

## ENVIRONMENT

conservation and adequate provision of parks and open space into the development process will result in responsible land management and use.

**Brownfields.** According to the City of New Orleans' Mayor's Office of Environmental Affairs, New Orleans East contains 18 brownfields sites. From auto repair sites, to iron works, to marine warehouses, these sites are located in adjacent to a variety of land uses.



**Landfills.** New Orleans East's landfills, while providing a valuable economic resource, add to New Orleans East's reputation for trash and litter. New Orleans East is currently home to two Construction and Demolition Debris (C&D) landfills, one composting facility, one solid waste pickup/transfer station, two closed landfills, one proposed C&D landfill on the site of one of the closed landfills, and several informal and illegal dumps along Almonaster. As the City and New Orleans East continues to grow, development is encroaching on these sensitive environmental areas.

### Strategies and Planning Objectives

*New Orleans East shall protect its valuable natural resources and minimize any impacts existing and new development will have on the environment.*

The summary of strategies below and subsequent presentation of planning objectives for the environment correspond directly to the key issues developed through the visioning process.



- **Encourage preservation and sensitive utilization of floodplains, and wetlands.**
- **Provide for the conservation of natural areas.**
- **Mitigate and redevelop brownfields sites located in the East.**
- **Minimize the impact of solid waste landfills and construction and demolition debris landfills located in the East.**

#### **Conservation and Enhancement of Natural Areas**

One of New Orleans East's greatest assets is its natural setting. Along Lake Pontchartrain, the Mississippi River Gulf Outlet, Bayou Sauvage, and a multitude of bayou tributaries are pockets of untouched, natural habitat worthy of preserving through conservation easements and other methods, that result in a number of identifiable benefits, including improved water quality, increased flood storage capacity, increased open space, and natural buffers between land uses. On the other hand, unfettered development in these areas not only destroys a potential economic and natural resource for the area, but also increases the risk of flooded homes and increased storm water issues.

#### **Encourage preservation and sensitive utilization of floodplains and wetlands.**

- Utilize floodplain, wetlands, and stormwater detention edifices as natural trail systems and a series of recreation areas that form linkages and focal points within the community.
- Limit development in areas with significant floodplain and wetlands to development types that are considerate of natural resource conservation.
- Encourage continued use of floodplains for agricultural purposes and other limited impact uses.
- Develop programs aimed at acquiring floodplain and wetlands for purposes of preservation of natural resources and the rural character of New Orleans East

#### **Natural Resource Conservation**

At the heart of New Orleans East, the region possesses a significant inventory of valuable habitat to a variety of animal and plant species. This can serve as a mitigation bank for appropriate areas requiring Section 404 permitting and mitigation. Encroachment on these environments by urban development can have devastating effects.

Through innovative land planning and sound resource management, these areas can be preserved and effectively integrated into subdivisions without compromising private interests. Likewise, restoration of natural areas such as wetlands and forests on open parcels of urban parkland or blighted urban lands can become a catalyst for positive redevelopment and additional tax base enhancement. Including conservation land in the public park system provides space for extensive, dispersed recreation use while protecting the natural function that the natural resources serve, such as flood storage or erosion control.

#### **Promote the conservation of natural resources through parks and recreation land acquisition and open space preservation.**

- Encourage the conservation of environmentally sensitive areas, i.e. wildlife habitats, historic and cultural sites, and areas with topographic conditions or severe soil



limitations, and encourage conservation through development incentives, regulations and policies adopted by the City of New Orleans.

### **Brownfields Redevelopment**

As with any urban area, New Orleans East contains its share of brownfields. As available land is becoming scarce in New Orleans, infill development and redevelopment are attractive options to developers and the community as a whole.

#### **Mitigate and redevelop brownfields sites located in the East.**

- Work with city agencies to seek funding sources to cleanup and redevelop brownfields.
- Work with citizen groups to determine the best reuse for existing sites.
- Attract developers by offering incentives for brownfields reuse.

### **Landfill Mitigation**

New Orleans East possesses several waste facilities, the only waste facilities in operation with the City of New Orleans. As New Orleans East develops and grows, these industrial remnants could have a devastating impact on future growth.

#### **Minimize the impact of solid waste landfills and construction and demolition debris landfills located in the East.**

- Work with the City of New Orleans to proscribe any further landfill expansions and any new waste facilities.
- Seek federal and state funding to clean up and reuse closed sites.

### **Wetlands**

As much of the land that makes up the East can be classified as wetlands, wetlands are a matter of significant importance to New Orleans East. The uplands (or non-wetlands) sections of the East are predominantly reclaimed marshland. The uplands consist primarily of the developed areas of New Orleans East. The delineation of wetlands in the New Orleans East region has effectively limited new development. The area adjacent to the Intracoastal Waterway contains much of New Orleans Business and Industrial District (NOBID). NOBID faces growth restrictions with the current delineation of wetlands in its boundaries.

Section 404 of the Clean Water Act establishes a program to regulate the discharge of dredged and fills material into waters of the United States, including wetlands. Activities in waters of the United States that are regulated under this program include fills for development, water resource projects (such as dams and levees), infrastructure development (such as highways and airports), and conversion of wetlands to uplands for farming and forestry.

### **Flood zones**

Lake Pontchartrain and the Mississippi River have created a vast floodplain in southeast Louisiana. The highest land in this low area is occupied by the natural levees, which are generally found adjacent to Chef Menteur Highway. The areas of early settlement of New Orleans East were located on these levees. Large flood-prone areas lie to the north and south of these natural levees and usually behind, or east of them. Until recent decades, these swampy



lands were unused. The area to the south of I-10 and the east of I-510 of New Orleans East is of particular interest to land developers and bears the closest examination for future growth opportunities and concerns.

As new subdivision developments are created, flooding will continue to be a major issue. This is an indirect consequence to the new neighborhoods since drainage problems within the subdivisions are satisfied on a point-by-point basis. The flooding problems become apparent outside the subdivisions. The bayous and ancient channel remnants must remain open and in some cases be dredged. As new development occurs, the increased number of foundation slabs and more street and parking surfaces reduces the amount of open land that can soak up rainfall and hold excess water until it can be drained away.

### **Brownfields**

The U.S. Environmental Protection Agency (EPA) defines brownfields as “real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminants.” New development on these “brownfields” sites is made difficult by real or perceived environmental contamination. Through the Economic Redevelopment Initiative, EPA helps states, tribes, communities, and other organizations to:

- Assess existing sites
- Prevent further contamination
- Safely clean up sites, and
- Design plans to re-use them.

EPA has provided over \$250 million in brownfields funding to states, tribes and local governments for pilot projects, assessing the potential for additional projects, and towards funding voluntary cleanup programs.

### **Landfills**

Although source reduction, reuse, recycling, and composting can divert large portions of municipal solid waste (MSW) from disposal, some waste still must be placed in landfills. Modern landfills are well-engineered facilities that are located, designed, operated, monitored, closed, cared for after closure, cleaned up when necessary, and financed to insure compliance with federal regulations. The federal regulations were established to protect human health and the environment. In addition, these new landfills can collect potentially harmful landfill gas emissions and convert the gas into energy.



### ECONOMIC DEVELOPMENT

Were New Orleans East to be a city, it would be Louisiana's 5<sup>th</sup> largest and as a parish, it would be Louisiana's 13<sup>th</sup> largest in terms of population. While having a distinct identity apart from the rest of New Orleans, New Orleans East is the spine of the New Orleans industrial economy as well as being known as a major recreational resource for the city.

New Orleans East is home to many economic revitalization programs, development districts and enterprise zones, and is ripe for redevelopment and revitalization. In 2002, Six Flags, the world's largest regional theme park company and new owner and operator of beleaguered Jazzland Theme Park, announced a new name, new rides, new themes, and a renewed commitment to bringing world-class family entertainment to the New Orleans region. Construction on the newly named Six Flags New Orleans, has included over \$20 million in capital improvements, including two new roller coasters, for the 2003 season.



In 2003, the Board of Commissioners of the Port of New entered into agreements with New Orleans Cold Storage and Warehouse Company (NOCS) for the development and operation of an on-dock cold storage facility at the port's Jourdan Road Terminal, previously without an operator. NOCS is a New Orleans-based company involved with the handling and storage of refrigerated cargo -- both inbound and outbound. NOCS has operations in New Orleans; Houston, Texas; and Charleston, South Carolina. NOCS operates three cold storage facilities in New Orleans -- Nashville Avenue, Alvar Street and Airline Drive. NOCS will lease Jourdan Road Terminal and 6-acre marshalling yard and develop on-dock cold storage facilities (30 year primary term, with two 10-year options).



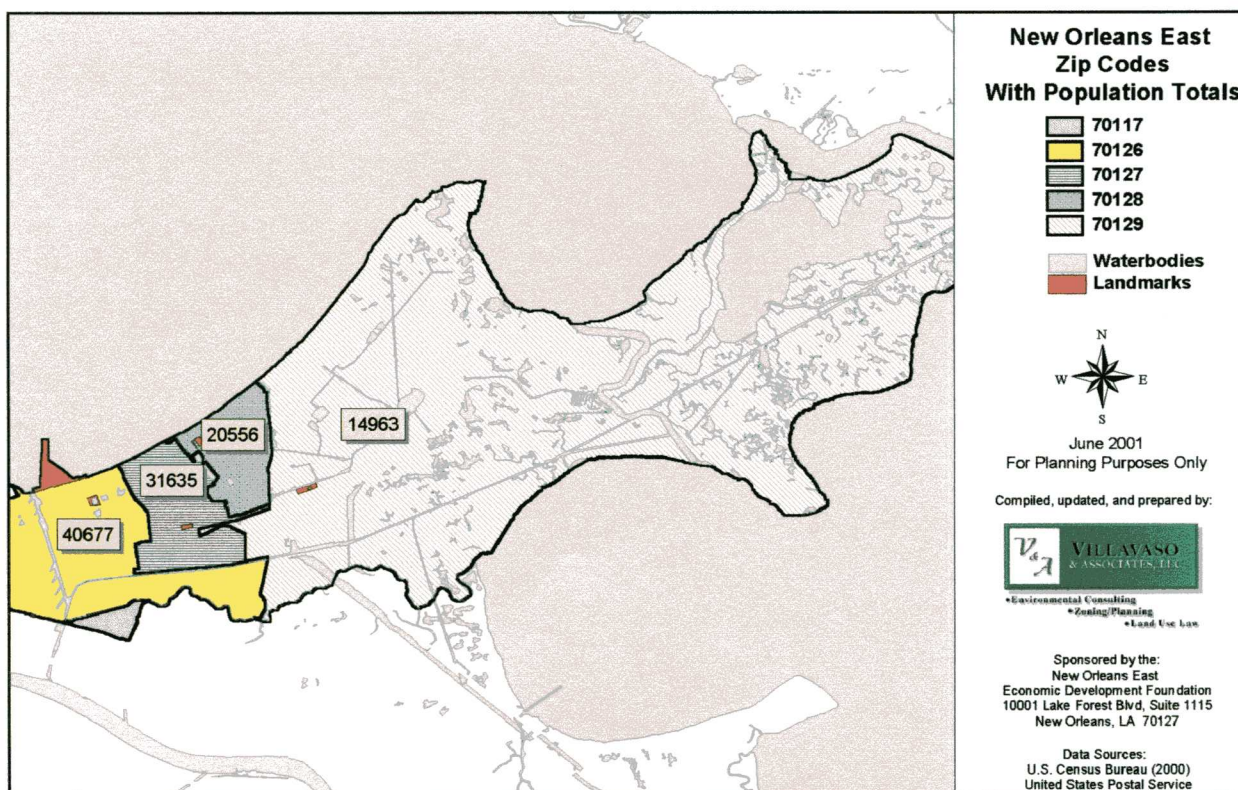
# NEW ORLEANS EAST RENAISSANCE PLAN

## ECONOMIC DEVELOPMENT

Economic policy should be an "umbrella" under which the ultimate future land use program for New Orleans East is structured. The economic development goals place a major priority on the continued recognition and enhancement of New Orleans East's industrial employment, recreation and residential base.

Retail trade and healthcare services dominate the business establishments in New Orleans East and consist of 35.5 percent of all businesses in the New Orleans East Zip Code areas. Retail trade includes all of the individual stores and shops contained in malls and freestanding centers. Accommodation, food and other services account for 18.2 percent of all businesses in New Orleans East.

New Orleans East forms a portion of the New Orleans Metropolitan Statistical Area (MSA). In Orleans Parish alone, the work force in 2000 consisted of 213,819 people. Of these, 49,315 were in the educational, health and social services and 33,346 were in the arts, entertainment, recreation, accommodation and food services. The latter are engaged in the service sector of the economy. The most recent employment data by type of establishment is that of the 2000 U.S. Census Bureau Zip Code Business Patterns. The Zip Codes of 70126, 70127, 70128 and 70129 represent the New Orleans East area, with 70126 also including areas west of the Industrial Canal (see illustration).



The New Orleans East Zip Codes show an average annual employee salary for those individuals employed in these zip codes of \$28,273, 4% higher than the 2000 median household income of \$27,133 for New Orleans. The area containing 70129 consists of NOBID, with its



## NEW ORLEANS EAST RENAISSANCE PLAN ECONOMIC DEVELOPMENT

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technologically based employers such as healthcare services, Lockheed-Martin, and Folgers Coffee, can account for the higher wages paid to employees.

New Orleans East Zip Code Business Patterns (2000): North American Industry Classification System (NAICS)					
Zip Code	70126	70127	70128	70129	Total
Total Establishments	484	565	155	198	1,402
Number of Employees	9,060	10,462	3,605	7,202	30,329
Annual Payroll	\$218,578,000	\$267,820,000	\$80,341,000	\$290,766,000	\$857,505,000
Average Annual Employee Salary	\$24,126	\$25,599	\$22,286	\$40,373	\$28,273

Data Source: U.S. Census Bureau

### Key Economic Issues

New Orleans East has many incentive programs and key business location to make it a thriving economic center, but in the course of the Visioning Process of the Renaissance Plan, business leaders, residents, and other stakeholders noted several key issues.

**Perception of Crime.** Perception is a problem affecting many facets of development in New Orleans East, in particular, the perception of crime. As mentioned in other sections, New Orleans East's crime rate is steadily decreasing, but this seems to be an issue most consumers and developers do not know about. Shopper security and safety affect many shoppers willingness to take their business to the Plaza. Conversely, businesses are hesitant to relocate to an area deemed unsafe.

**Vacant and Deteriorated Property.** Unit count from the City of New Orleans shows New Orleans East to have over 130 vacant and blighted properties. New Orleans East does contain several visible prominent vacant lots and structures: the vacant lot at Downman and Dwyer, the vacant lots at Lake Forest and Mayo, and the shopping center at Bullard and Morrison. Add to this the fact that its major shopping center, the Plaza, has been losing both small and anchor store size tenants.

Store vacancy estimates at the Plaza run at approximately 25%. However, this number is based on store units, not square footage. The Plaza contains many, small specialty shops, but shoppers appear to be driving to Metairie and Kenner to do their shopping. The Grand Theater at the Plaza is an effort to bring shoppers back to the Plaza. The Grand obtained a HUD Section 108 Loan Guarantee funding for the construction of the theater.

**Lack of Town Center.** New Orleans East has no true core or central area. New Orleans East contains 96,363 residents; all of Orleans Parish had 462,000 residents. Were New Orleans East a town, it would be Louisiana's 5<sup>th</sup> largest. As it is, New Orleans East is a community within the City of New Orleans with no definable center of commerce, nor a center where residents and visitors could congregate.

**Lack of Key Establishments.** Businesses want to expand in and relocate to areas where their needs are met. Many business deals are made over breakfast, lunch, and dinner. New Orleans



# NEW ORLEANS EAST RENAISSANCE PLAN

## ECONOMIC DEVELOPMENT

East has a considerable lack of restaurants. An analysis of the U.S. Census Bureau's North American Industry Classification System (NAICS) codes located within the zip codes comprising New Orleans East reveal New Orleans East is home to 127 accommodation and food services. Food services, including fast food, ice cream stands, and sit down restaurants, make up 91 establishments in New Orleans East. For comparison purposes, the Greater New Orleans Area is home to more than 2,400 restaurants, with New Orleans itself home to almost 1,000 restaurants. New Orleans East, with two-thirds the land and one-fifth the population, has less than one-tenth the eating establishments of New Orleans.

NAICS ID 2000	Industry Code Description	70126	70127	70128	70129	2000 Totals
11	Forestry	0	0	1	1	2
21	Mining	0	0	0	1	1
22	Utilities	3	0	0	2	5
23	Construction	34	19	9	8	70
31	Manufacturing	20	8	2	19	49
42	Wholesale trade	26	16	5	24	71
44	Retail trade	82	119	21	29	251
48	Transportation & warehousing	33	12	10	19	74
51	Information	3	8	0	6	17
52	Finance & insurance	23	54	6	12	95
53	Real estate & rental & leasing	25	36	7	6	74
54	Professional, scientific & technical services	14	25	9	13	61
55	Management of companies & enterprises	5	4	1	1	11
56	Admin, support, waste mgt, remediation services	24	19	8	5	56
61	Educational services	10	7	5	1	23
62	Health care and social assistance	57	128	37	10	232
71	Arts, entertainment & recreation	5	6	3	6	20
72	Accommodation & food services	50	49	16	21	136
81	Other services (except public administration)	65	45	11	9	130
95	Auxiliaries (except corporate, subsidiary)	1	1	0	1	3
99	Unclassified establishments	4	9	4	4	21
	<b>Total Establishments</b>	<b>484</b>	<b>565</b>	<b>155</b>	<b>198</b>	<b>1402</b>

Data Source: U.S. Census Bureau

### Economic Development Strategies and Planning Objectives

Economic development depends on continuous public and private sector investment that promotes economic activity and ensures that New Orleans East does not become economically isolated from the rest of the region. However, development should be consistent with New Orleans East's built environment to ensure that it enhances community character and sense of place.



*New Orleans East shall be a thriving economic and industrial hub for the City of New Orleans with a quality skilled workforce while exploring other economic development opportunities for expanded employment and revenue base.*

The strategies and planning objectives respond directly to the issues raised by citizens who participated in the community meetings conducted as part of the planning process. They also reflect the observations discovered through extended analysis of the various economic entities and plans throughout New Orleans East. Economic strategies include:

- ❑ Support and work with existing businesses and property owners to ensure the continued viability of New Orleans East's commercial and industrial areas and other existing retail development.
- ❑ Identify areas suitable for redevelopment, particularly along New Orleans East's major entrance corridors, and develop specific strategies on a site-by-site basis to encourage such redevelopment.
- ❑ Create a Town Center for New Orleans East.
- ❑ Identify areas suitable for new economic development, with an emphasis on long-term planning opportunities for restaurants, corporate headquarters, technology, research and development facilities.
- ❑ Strengthen New Orleans East's viability as a destination within the region.

#### **Existing Development**

New Orleans is home to many unique establishments that in themselves can singularly draw people to New Orleans East. Healthcare facilities, NOBID, Bayou Sauvage, Six Flags New Orleans, and Bally's Casino are key economic draws for New Orleans East.

**Support and work with existing businesses and property owners to ensure the continued viability of the New Orleans East's commercial and industrial areas and other existing retail development.**

- Encourage future growth and development of the New Orleans Business and Industrial District (NOBID).
- Promote efforts to recognize Six Flags New Orleans as a nationally acclaimed amusement park.

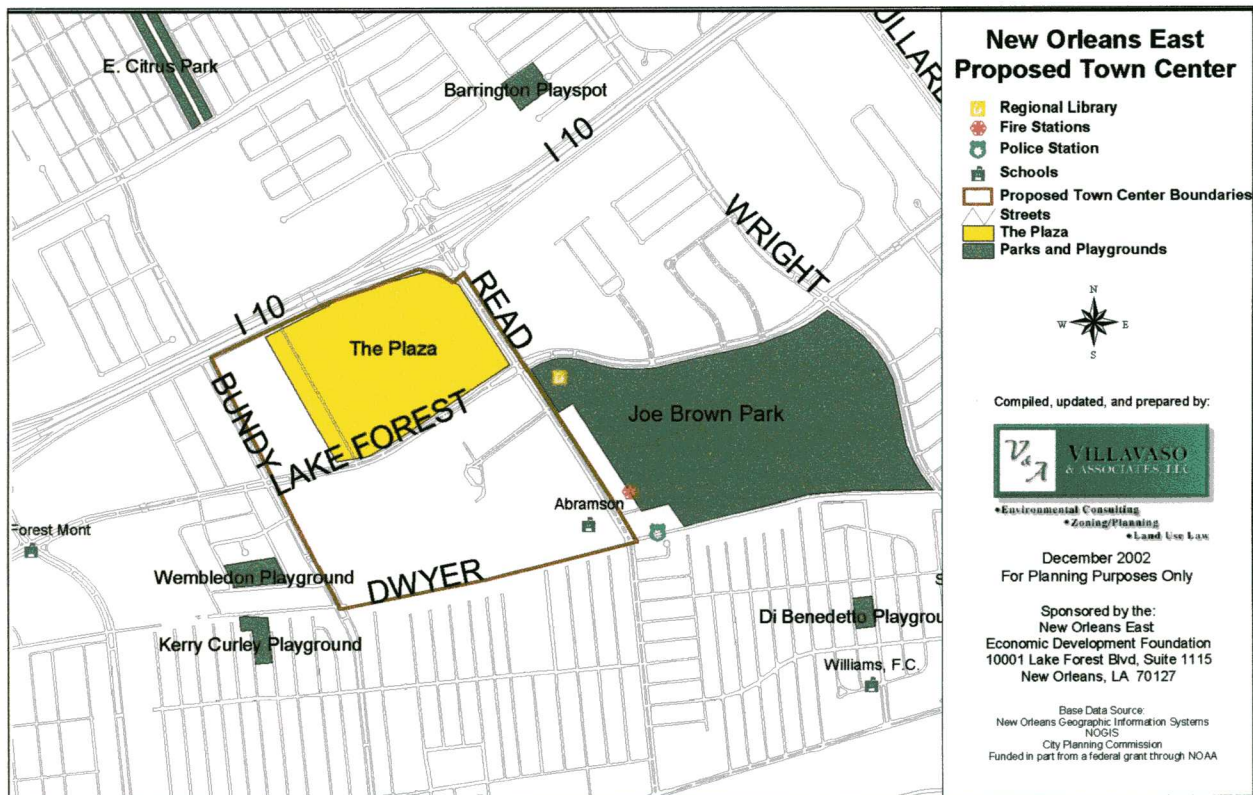
#### **Redevelopment**

New Orleans East has numerous vacant and blighted parcels. Building and parcel redevelopment serve to not only create a better-looking New Orleans East, but also to increase the tax and revenue base for the area, all the while using existing infrastructure.









#### **Create a Town Center for New Orleans East.**

- Work with City agencies to develop a mixed use/town center zoning classification (Town Center District-TCD) for the area bounded by I-10, Crowder Boulevard, Bundy Road, Dwyer Road, and centered on Lake Forest Boulevard and Read Road, including infrastructure needs, connectivity and land use mixes.
- Incorporate Joe Brown Park into the town center identity by developing a unifying theme for the area.
- Improve streetscapes with street furniture and lighting aimed at pedestrian traffic.

#### **New Development Opportunities**

New Orleans East is the logical growth corridor for the City of New Orleans. It contains the majority of vacant land within City limits. Economic health for an area can be measured in the amount and type of new businesses it establishes as well as an increasing residential population.

**Identify areas suitable for new economic development, with an emphasis on long-term planning opportunities for restaurants, corporate headquarters and research and development facilities.**

- Work with the city and regional agencies to identify developable areas suitable for developing needed city facilities, including schools and stadiums.
- Look for ways to bring family restaurants into New Orleans East.

#### **Reinforce a Positive Image**



New Orleans East needs to be better marketed to the businesses and residents of the area. A positive image campaign for the East would serve to negate negative perceptions about New Orleans East.

**Strengthen New Orleans East's viability as a destination within the region.**

- Introduce (and re-introduce) New Orleans East to the region's residents.
- Expand the menu of things to see and do within New Orleans East.
- Increase the knowledge of New Orleans East visitors take home with them.



## **PARKS, RECREATION, AND OPEN SPACE**

No other area of the city has as much acreage devoted to natural and recreational use as that encompassed by the 137 acre Joe W. Brown Memorial Park; the adjacent Louisiana Nature and Science Center, a 65 acre natural park area and major science and environmental teaching facility; and the U.S. Department of Interior's 22,000 acre national urban wildlife refuge known as the Bayou Sauvage National Wildlife Refuge. With 22,233 acres of parkland for 96,363 residents, New Orleans East actually has  $\frac{1}{4}$  of an acre of parkland per resident.

Bayou Sauvage's location in New Orleans East places it entirely within the corporate limits of the City of New Orleans and only eighteen miles east of the central business district. The numerous lakes, canals, wetlands and lagoons in the refuge provide fish and wildlife habitat as well as recreational opportunities, but even more importantly, the wetlands provide protection for New Orleans from storm surges caused by hurricanes and tropical storms.

The quality of life in New Orleans East is increased by having a balanced system of open lands, natural areas, recreation spaces, and parks, including trails and urban streetscapes. Residents have stated that important natural areas should continue to be preserved and protected. The acquisition and management of land and water is necessary to preserve, protect, and enhance important natural areas.

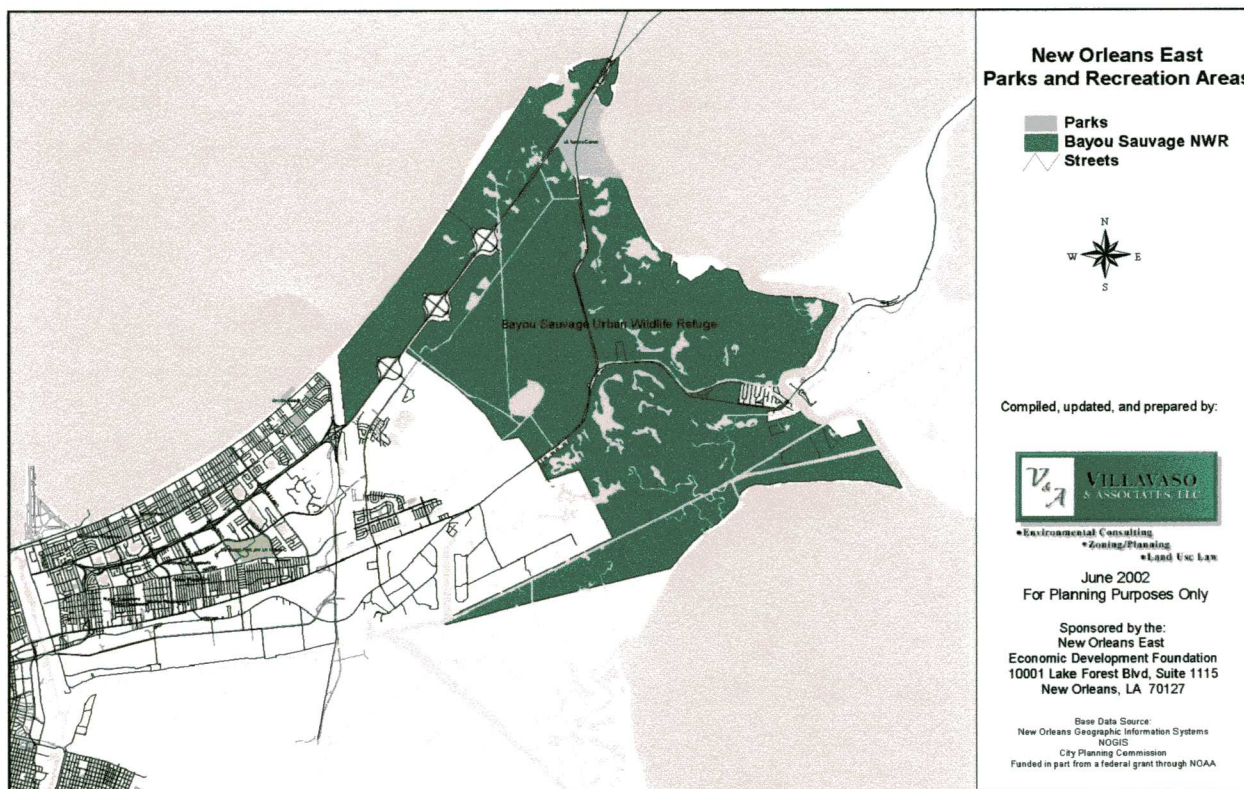
A comprehensive and integrated system of parks and recreation opportunities that responds to the needs and values of the residents is an essential part of a quality living environment. A well planned, managed, and funded system of parks and public open spaces will help the City and Parish:

- Attract and sustain quality development;
- Contribute to improved community health;
- Enhance the enjoyment and quality of life of residents and visitors;
- Provide a variety of active and passive recreational activities for all persons; and,
- Preserve and enhance the quality and integrity of the natural environment.

The parks and recreation system and natural environment also are an attraction for visitors, which contribute to local tourism and economic development. The purpose of the Parks, Recreation and Open Space section of the Renaissance Plan is to evaluate the environmental resources of the planning area to ensure long-term conservation and protection of the unique and valued environmental attributes of New Orleans East.



# NEW ORLEANS EAST RENAISSANCE PLAN PARKS, RECREATION, AND OPEN SPACE



## Key Parks and Recreation Issues

Public participation was instrumental in the process of preparing the plan for future parks, and recreational facilities. The input of local stakeholders was used to understand the needs and desires for enhancement of the existing facilities as well as planned future improvements. The public comments, combined with the input of local stakeholders, and members of the Advisory Committee resulted in the following key issues:

**Parks and Recreation Opportunities.** To support the stated desires of community residents, as articulated in the community meetings, recreation and open space opportunities should be convenient and readily accessible to all persons in the East. This is accomplished through development of a balanced and evenly distributed park system that provides active and passive recreation for young children and mature adults, for all levels of income, and for all races and ethnic backgrounds.

**Connections and Linkages.** A “system” of parks and recreation areas is not complete without linear linkages between facilities and connections to neighborhoods, schools and other public use facilities. While the areas along rivers, streams and bayous are subject to flooding and undesirable for development, they are ideal as pedestrian linkages and bike trails between parks and other community attractions. Use of excess rights-of-way along streets, alleys and railroads; utility and drainage easements; and shoulders and wide travel lanes on arterial roadways each offer the benefit of linkages between facilities. Connecting public parks and green areas creates an interconnected system of public spaces that are highly desirable in New Orleans East.



**Creating Partnerships.** Aging infrastructure, changing demographics, and increased demand for recreation programs and facilities have strained the limited resources of local governments and other public entities. Intergovernmental agreements and public-private partnerships create opportunities to use tax-dollars wisely, utilize land efficiently, and conserve precious environmental resources. Joint acquisition, development and ongoing maintenance of public spaces leverages additional resources. Collaboration and coordination among agencies is of mutual benefit for all.

**Adequate Funding.** Unfortunately, the funding for parks and recreation is often a lesser priority in comparison to water, wastewater and drainage facilities and safety sensitive services such as fire and police protection. However, parks and public open areas are equally important forms of public infrastructure. While funding for the primary public facilities and services demand sufficient funding to avoid failing conditions, the dollars available for parks and recreation are less certain. Identifying a dedicated funding source and effectively leveraging state and federal grant funds is important to developing and sustaining an adequate parks and recreation system.

### **Parks and Open Space Strategies and Planning Objectives**

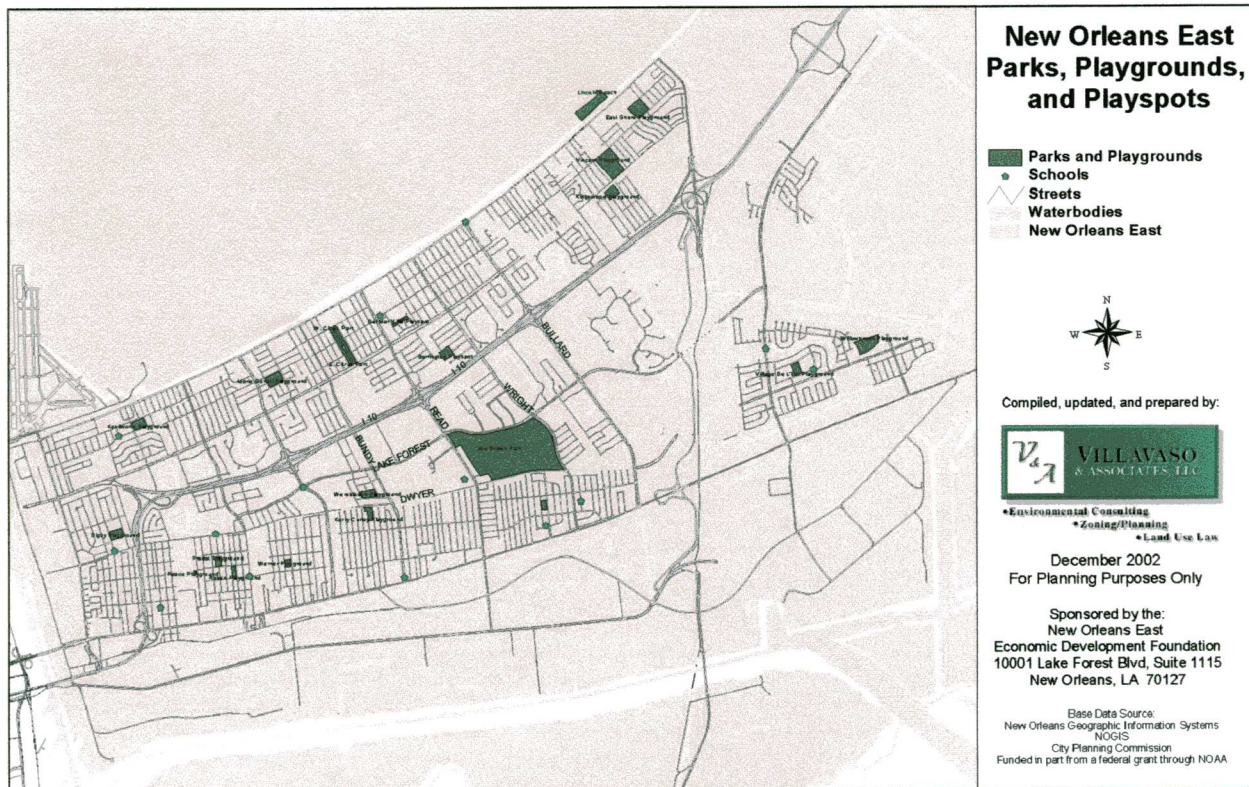
*New Orleans East shall have an abundance of quality parks and open spaces that are interconnected by a pedestrian network and protects the area's natural features.*

The following strategies and planning objectives were developed to incorporate the views and values of the citizens who participated in the community meeting series conducted as part of the renaissance planning process. An overview of the parks and recreation strategies is as follows:

- **Provide a diverse blend of parks, recreation and open space areas throughout New Orleans East.**
- **Encourage the preservation of open space to reflect the unique resources of New Orleans East's natural environment and to enhance the community's livability, aesthetic quality, and natural beauty.**
- **Expand and enhance youth and recreation programs to meet the current and future needs of New Orleans East.**
- **Promote lake activities and programs such that all persons have equal access and opportunity to enjoy the recreational value of local water resources.**
- **Continue the parks and recreation area improvement program, including maintenance, renovation and/or redevelopment of existing and new public parks and facilities.**
- **Develop an on- and off-street network of pedestrian and bicycle ways, nature trails and linear linkages to Bayou Sauvage NWR and throughout New Orleans East**
- **Establish cooperative agreements and coordinated efforts with other governmental jurisdictions, educational bodies, and private sector entities.**
- **Identify dedicated funding sources for the acquisition, development, operation and maintenance of parks and recreation areas, facilities, programs and activities.**



# NEW ORLEANS EAST RENAISSANCE PLAN PARKS, RECREATION, AND OPEN SPACE



## Parks and Recreation Opportunities

During the community meetings, area residents expressed their desire for a well-distributed system of parks and recreation areas. A balance of playspots (pocket parks), neighborhood playgrounds and parks, community playfields, parks and greenbelts and open areas will improve accessibility to families throughout the City and New Orleans East. The value of an adequate park system is in its ability to meet the individual needs of all persons.

## Provide a diverse blend of parks, recreation and open space areas throughout New Orleans East.

- Accommodate the current and future needs of New Orleans East's residents and visitors by providing evenly distributed small playspots, neighborhood play areas and large community parks linked to identified neighborhoods and connected to other infrastructure.

## Encourage the preservation of open space to reflect the unique resources of New Orleans East's natural environment and to enhance the community's livability, aesthetic quality, and natural beauty.

- Create an attractive living and "green" living environment by preserving open space within neighborhoods, along roadways and natural corridors and key character areas throughout New Orleans East.

## Expand and enhance youth and recreation programs to meet the current and future needs of New Orleans East.



- Provide for the recreation and education of youth throughout the City and Parish planning area.
- Expand after school and social service programs for the youth of New Orleans East.

**Promote water activities and programs such that all persons have equal access and opportunity to enjoy the recreational value of local water resources.**

- Capture the value and natural assets of the area by improving visibility and enhancing public access to the Lake Pontchartrain, Lincoln Beach and other water resources.
- Promote the cleanup and redevelopment efforts for Lincoln Beach to return it to a key recreational area for New Orleans East.

**Continue New Orleans Recreation Department (NORD)'s area improvement program, including maintenance, renovation and/or redevelopment of existing and new public parks and facilities.**

- Sustain the quality condition and attractive appearance of public areas and facilities with an aggressive maintenance program.
- Encourage the Booster Club Programs involving parental involvement at playgrounds.
- Ensure all children in all areas of New Orleans East have access to playground facilities without having to cross major thoroughfares.

**Connections and Linkages**

An interconnected system of bicycle and pedestrian facilities serve as a form of transportation, as well as recreation and exercise, and have an added benefit as an alternative mode of transportation. Through the community meetings, residents of New Orleans East expressed a desire for a system of nature trails and bike lanes/routes that connect the area's parks, schools, neighborhoods and public buildings. Trails and linkages allow for relatively uninterrupted pedestrian movement to and through the park system and protect users from busy development areas and associated vehicular traffic.

**Develop an on- and off-street network of pedestrian and bicycle ways to Bayou Sauvage and throughout New Orleans East.**

- To improve access to and throughout the park system, provide an interconnected system of paths, trails, lanes, and routes that are multipurpose, accessible, convenient, and connect to residential neighborhoods, parks, schools, workplaces, major open spaces, and other destinations.
- Coordinate bike way planning and linkages with the Regional Planning Commission of Jefferson, Orleans, Plaquemines, St. Bernard, and St. Tammany Parishes' (RPC) Regional Bike Plan.

**Creating Partnerships**

A systems approach to regional parks and recreation planning requires collaboration, communication and coordination among all vested entities and interested parties. Through agreements created between governmental and other public agencies as well as partnerships between the public and private sectors, the parks and recreation system benefits in its quality and affordability. Joint acquisition, construction, ongoing operation and maintenance allow efficient use of public dollars while ensuring that facilities are coordinated and connected.



**Establish cooperative agreements and coordinated efforts with other governmental jurisdictions, educational bodies, and private sector entities.**

- Form mutually beneficial partnerships with and among the public and private sectors, including the City of New Orleans, RPC, Bayou Sauvage NWR, State of Louisiana, Department of Natural Resources (DNR), and Louisiana Department of Transportation and Development (LDOD) to expand and improve the provision of services and facilities.

**Adequate Funding**

As a result of fiscal constraints experienced by local governments over the course of the last two decades, communities and regions have changed their approach to financing infrastructure for new development. Local governments now look to the private sector to share in the costs of public facilities proportionally equal to the demand placed on these types of facilities by new development. Also, pay-as-you go local financing approaches are used to spread the cost of facilities over many years rather than imposing an up-front cost on developers and homeowners. The use of state and federal grants and reimbursements are highly competitive, but allow local governments to leverage their dollars efficiently.

**Identify dedicated funding sources for the acquisition, development, operation and maintenance of parks and recreation areas, facilities, programs and activities.**

- Provide for an adequate, “first class” parks and recreation system by providing adequate resources, funding and attention.
- Implement a comprehensive parks and recreation needs assessment for New Orleans East area to identify deficiencies and improvement needs of the existing system and future needs, which will determine the level of financial commitment needed to develop and sustain an adequate parks and recreation system.
- Coordinate Park and Open Space planning in accordance with the Open Space Element of the City of New Orleans Master Plan.

**Existing Parks and Recreation Facilities**

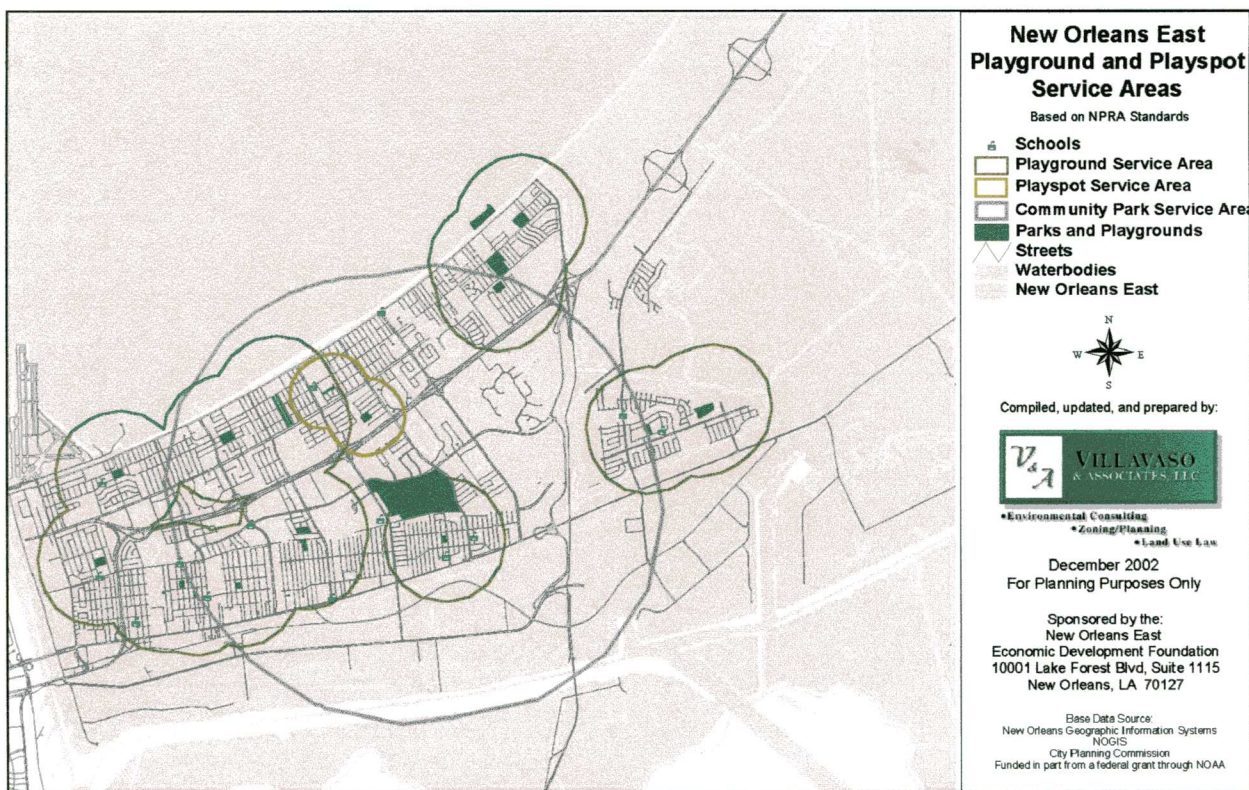
As a component of this element, an evaluation was conducted of the existing parks and recreation system and the future needs to accommodate the projected future growth within the planning area. New Orleans East is served by a system of parks and facilities that provide opportunity for a broad range of recreational activities for residents and visitors. However, the majority of the existing playground facilities are predominately located within the western half of New Orleans East. Bayou Sauvage contributes to the total acreage of open space and park facilities, but is not included since it is not within the inventory of City or Parish owned public facilities. New Orleans Geographic Information Systems (NOGIS) and the New Orleans Recreation District (NORD) identify the inventory of parks and recreation areas and public open space within New Orleans East.

**Lincoln Beach-**The site of the historic amusement park of the same name, Lincoln Beach is a rare wooded area and sandy beach off Haynes Boulevard. The complex will soon undergo a seven million-dollar restoration by the City of New Orleans with the ultimate goal of reopening the site to the public by improving the ecology of Lake Pontchartrain and restoring the waters of



Lincoln Beach for swimming and fishing. The 17-acre complex now houses crumbling swimming pools, buildings, and other debris.

Lincoln Beach's Supplemental Environmental Program (SEP), as it is called, consists of several components: the planting of submersed aquatic vegetation (SAV) in waters bordering the east and west sides of the old Lincoln Beach site, the construction and preservation of emergent wetland areas to help protect the SAV, and the establishment of an arboretum in the upland wooded areas of the project site and participation with the Lake Pontchartrain Basin Foundation, Tulane University and the EPA in the development of the Water Quality Predictive Model.



## Park Classification System

In 1996, the National Recreation and Park Association (NRPA) published the Recreation, Park and Open Space Standards and Guidelines to establish nationally applicable criteria for the provision of parks and recreation facilities and open space. These standards serve as a guide for parks and recreation planning, but do not replace reasonable judgment or specific local needs.

**Playspots** are intended for active recreational use of immediate property owners such as in apartment complexes and planned communities. There are no specific criteria to guide development of playspots although they should have recreation facilities and park improvements available to meet the identified needs of the immediate development. Playspots are small neighborhood spot parks that range in size from one-quarter acre to three-quarters acre. They are



designed to serve a single purpose for park users who live or work in the immediate vicinity. Due to high maintenance costs and low utilization, playspots are generally developed very selectively. They are sometimes used in densely populated areas where land is scarce. Playspots serve less than a 1/4 mile radius. New Orleans Recreation District (NORD) manages two playspots in New Orleans East: Barrington and Del Mar Villa.

**Neighborhood playgrounds** are generally one or two lots or leftover parcels of land that are centrally located within a neighborhood. Common improvements include playground equipment; open play areas, benches, picnic tables, water fountains and other active recreation equipment suitable for the specific site. Playgrounds should be located within a 1/2 mile walking distance. NORD currently manages 15 playgrounds in New Orleans East ranging in size from 1.5 to 17 acres.

**Neighborhood parks** should have facilities and improvements to accommodate use by neighborhoods within 1/2 to one mile of the park. Neighborhood parks are generally designed for unsupervised, unorganized recreation activities. They vary in size from one-half to five acres and serve an area of an approximately one-mile radius. Facilities typically found in a neighborhood park include a children's playground, picnic areas, trails, open grass areas for passive use, outdoor basketball courts and multi-use sport fields for soccer, youth baseball. On-site parking and permanent restrooms are ordinarily not provided. NORD currently manages 2 neighborhood parks in New Orleans East, totaling nine acres.

**Community parks** are to provide active and passive recreation for citizens generally within thirty minutes of the facility. The purpose of a community park is to provide opportunities for active and structured recreation, such as organized sports, as well as for individual and family activities. Sport fields are usually a primary feature. Other facilities may include group picnic areas, covered play areas, informal playfields, walking paths, community gardens, skate facilities, and support facilities such as on-site parking and permanent restrooms. The service area is several neighborhoods, or a radius of approximately one to two miles. The size may range from six to over 50 acres. New Orleans East has one community park at this time, Joe Brown Park. Joe Brown Park, at 137 acres, serves the entire community of New Orleans East.

**Regional Parks** are recreational areas that serve an entire community and may draw users from surrounding areas. They are usually large and can accommodate several hundred users at one event. Typically, they include one specific use or feature that makes them unique. New Orleans East does not have any regional parks at this time.

**Urban green space or open space areas** include reserved public lands dedicated as public open space. These lands are generally owned by the local government or dedicated through private instrument as a development reserve. These areas are generally undeveloped and used for informal activities. They also serve as flood collection areas during major storm events. Other examples of open space areas include easements for drainage basins, excess rights-of-way, greenways and street esplanades.

**Natural Resource Areas** are undeveloped land preserved for its environmental benefit. Natural resource lands often include wetlands, steep hillsides, stream corridors, rare plants, and wildlife



habitat. Recreation uses are generally secondary to protecting the resource. Bayou Sauvage National Wildlife Refuge, at over 22,000 acres, is the largest urban wildlife refuge in the United States.

**Linear Parks** are developed lands that follow corridors such as abandoned railroad rights-of-way, canals, power lines, and other elongated features. This type of park usually contains trails, landscaped areas, viewpoints, and seating areas. Linear parks have been gaining popularity over the last decade. They can provide the means to re-use existing easements that are no longer needed for rail lines. They can provide connections between parks, residential areas, and other uses. Multi-purpose trails provide recreational opportunities for walkers, bicyclists, and skaters. They can serve as commuting routes for alternative modes, decreasing energy consumption and pollution. Depending on their location, they can also act as wildlife corridors.

NORD currently manages no linear parks in New Orleans East. However, it will be involved in a regional partnership to develop and maintain bike trails through the Regional Planning Commission (RPC) Regional Bike Path.

#### **State and Federal Assistance**

State and federal grants-in-aid are available to finance a large number of programs. The cost of funding parks may be borne completely by grant funds, or a typical requirement is a local share. Programs such as federal revenue sharing and Community Development Block Grants (CDBG) have given local governments more freedom on how they spend their grant money. Some of the programs currently available include:

**Community Development Block Grant (CDBG)** – The use of CDBG funds may be used on projects, which benefit persons with low and moderate incomes. Funding is available on an 80/20 cost share basis.

**Federal Land and Water Conservation Fund** - This fund is co-administered by the National Park Service and the Louisiana Department of Culture, Recreation and Tourism. Funds are available to provide planning, land acquisition and development assistance for "outdoor recreation." This is a 50-50 matching grant program administered through the state.

**Urban Park and Recreation Recovery (UPARR)** – This program was established to provide matching grants and technical assistance to economically distressed urban communities providing direct Federal assistance for rehabilitation of critically needed recreation facilities. It is designed to encourage systematic local planning and commitment to continuing operation and maintenance of recreation programs, sites, and facilities. Per the National Park Service website, three types of grants have been available through the UPARR program - Rehabilitation, Innovation, and Planning. Rehabilitation grants provide capital funding to renovate or redesign existing close-to-home recreation facilities. Innovation grants usually involve more modest amounts of funding aimed at supporting specific activities that either increase recreation programs or improve the efficiency of the local government to operate existing programs. Planning grants provided funds for the development of a Recovery Action Program plan.

**Rivers, Trails and Conservation Assistance Program (RTCA)** -



This program is available for planning assistance and technical assistance on projects emphasizing environmental protection, open space accessibility and construction. This program is available to qualified private organizations and local governments. Public involvement is a requirement of this program.

**Transportation Equity Act for the Twenty-first Century (TEA-21)**

- This program provides funding for transportation-related bicycle and pedestrian facilities. There is a Surface Transportation Program (STP) category, which allows cities and parishes the option of using bridge and road funds for providing bicycle and pedestrian facilities. Enhancements can include bicycle and pedestrian facilities, rail corridor preservation, scenic and environmental transportation opportunities and improvements to historical transportation sites. Funds from this program could be used to establish corridor linkages between neighborhoods and park and recreational areas.

**Federal Lands Highway Funds** - This program provides funds for bicycle and pedestrian transportation facilities in conjunction with trails, roads, highways and parkways. The primary intent of this program is to assist in the construction of transportation facilities. This is a 100 percent federal share program. The use of this fund would primarily be for the acquisition of right-of-way and development of trail linkages connecting residential neighborhoods with the public parks system.

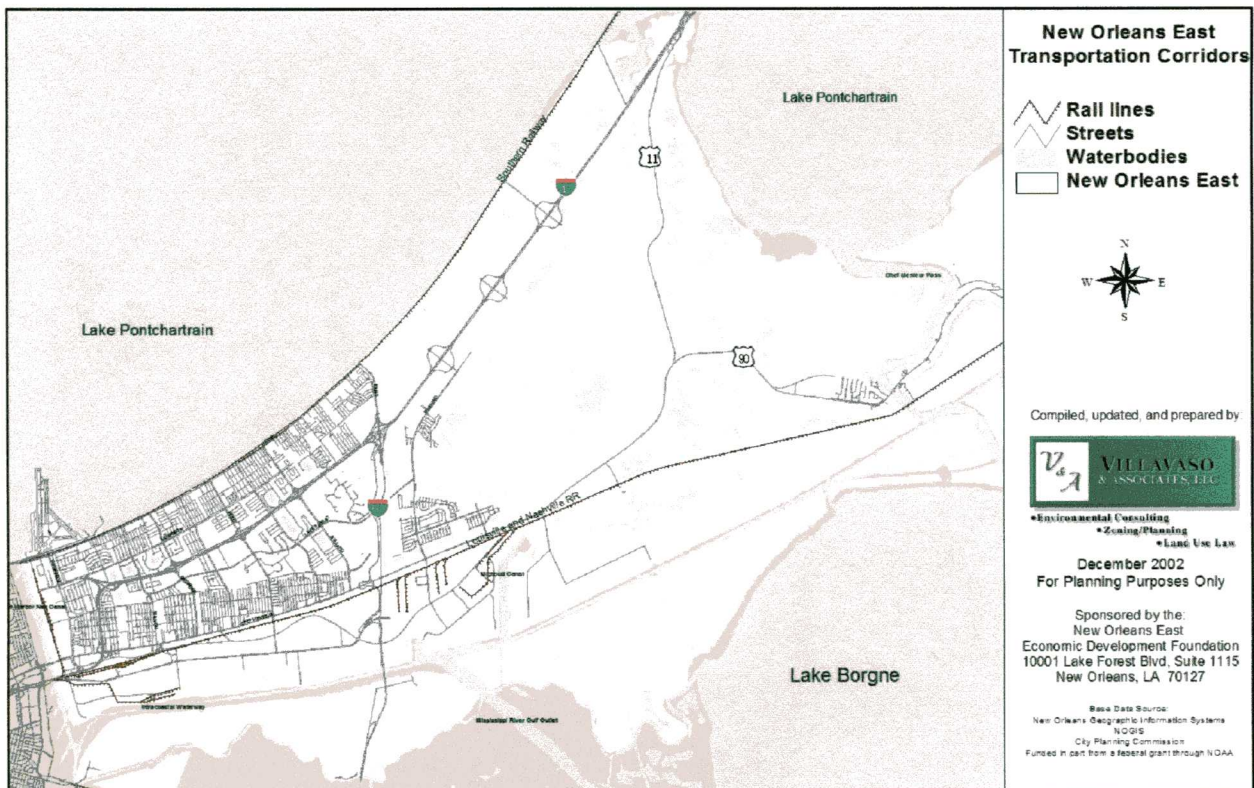


# NEW ORLEANS EAST RENAISSANCE PLAN TRANSPORTATION

## TRANSPORTATION

Transportation is far more than the mechanics of getting people in and out of New Orleans East. Streets and sidewalks comprise the bulk of all urban public space, so the appearance of roads in New Orleans East determines the look and feel of the area. For too long, New Orleans East's has looked and felt neglected. As the transportation projects, now in various stages of construction, design and planning, are completed, they will change the look and feel of New Orleans East dramatically. Transportation is also vital for economic development. Transit links and adequate parking are essential for employment and core development.

Geographically, New Orleans East is well positioned around the major transportation corridor of I-10. The I-10 interstate runs east west through New Orleans East and is heavily traveled. The I-510 interstate runs north south and serves as an access route to the industrial areas of the East as well as to St. Bernard Parish. This transportation infrastructure is of great importance to the future growth of New Orleans East and Orleans Parish. New Orleans East's central location offers the possibility of a wide range of new businesses and industries including warehousing, material distribution centers, corporate regional headquarters, and major retail corporations. Other businesses invariably are created to support large employers and these provide an even greater growth potential. Successful measured growth in New Orleans East and Orleans Parish can, in part, be obtained by the acquisition of such businesses.



## Transportation Issues



In conjunction with the Advisory Committee as well as the input received from dozens of citizens who participated in a community meeting series, there were a number of key transportation issues identified, including the following:

**Enhancement of Areawide Mobility.** Transportation mobility is the economic lifeblood of an urban area. New Orleans East forms a major transportation hub serviced by Interstates 10, 510, and 610, and U.S. Highway 11. New Orleans East's placement within the regional and national picture is of significant importance to New Orleans East and the City of New Orleans. As improvements occur throughout New Orleans East, the transportation system must be adjusted to add or widen streets, provide turn lanes, improve intersections, and manage new trip generators.

**Entrance Corridors.** The perception of the community character and image of the New Orleans East is largely influenced by the impressions one gains while traveling through the outlying community and into the City along one or more of its major entrance corridors. The importance of these entrances has led New Orleans East to examine how these particular corridors could be protected and enhanced so that they reflect citizens' aspirations about improving the design, appearance and image of New Orleans East. The corridors addressed are:

- Read Boulevard
- Crowder Boulevard
- Bullard Avenue
- Morrison Road
- I-510
- I-10
- Chef Menteur Boulevard

Each of the corridors was selected because of its importance as an entrance to New Orleans East. Each connects directly or indirectly with the core area, contributes significantly to the visual character of the community and serves the "Gateway to New Orleans."

**Pedestrian infrastructure.** Among the various issues regarding transportation, the most often cited concern was the need to address pedestrian infrastructure in New Orleans East. The vast majority of trips that occur throughout New Orleans East are by single occupant vehicles due to the sprawling development patterns and because the transportation system is not well equipped to handle walking as an alternative to driving. Many neighborhoods have incorporated sidewalks, however, they lack continuity and connectivity within and between neighborhoods and commercial districts.

**Public Transportation.** In tandem with walkability is the need to have an effective and comprehensive public transportation system that can allow users to reach a destination without a vehicle. While this method will not replace the automobile as the standard and preferred means of travel, the availability of public transportation and pedestrian friendly neighborhoods can play a significant role in achieving efficiency in the transportation system. RTA provides routes through New Orleans East, however, the service area is limited and coverage is not designed to compete with automobiles as an alternative means of transportation. Residents have suggested



incorporation of light rail for commuters and expanding bus transportation through a diversified fleet of small and medium size buses.

**Airport Growth.** Lakefront Airport, located on the shores of Lake Pontchartrain and jutting into the Lake itself is a concern for the citizens of New Orleans East. Lakefront Airport has the facilities and equipment to handle commercial aviation on a scheduled or charter basis. Ground support and aircraft support equipment can handle aircraft up to a B-757. Facilities include a terminal building with efficient ground transportation and gate access. FAA approved and certified passenger screening equipment is available. Specific issues with the airport include noise, traffic and airport expansion. Airport Management has expressed at several public meetings ideas to expand and develop airport property. Current zoning of the airport is Industrial, and the new CZO proposed zoning is Business Industrial Park-BIP, with an airport zoning overlay. Residents of New Orleans East are concerned that this zoning could open the way for industrial intensive development on airport property adjacent to residential uses.

**Multimodal Transportation.** The transportation of people, goods, materials, and services is best achieved through a variety of transportation alternatives. In New Orleans East, the transportation system not only includes streets, but also rail service, waterborne traffic through the Industrial Canal and the Intracoastal Waterway, and air travel through the Lakefront Airport. Each of these nodes generates traffic that can impact the capacity of the existing network of streets and rail lines.

#### **Transportation Strategies and Planning Objectives**

*New Orleans East shall have strong transportation linkages that are attractive to business, residents and visitors while also providing adequate and safe access to neighborhoods and other area amenities.*

The summary of strategies below and subsequent presentation of objectives for transportation correspond directly to the key issues developed through the planning process.

- ❑ **Improve mobility through key thoroughfare improvements, new construction and enhancing the existing street infrastructure.**
- ❑ **Enhance and improve New Orleans East's major entrance corridors**
- ❑ **Promote pedestrian and bicycle pathways as a viable alternative to automobile traffic, particularly one that is tied to a public transportation system.**
- ❑ **Create an airport dedicated zoning classification for Lakefront Airport.**
- ❑ **Investigate opportunities for rapid, affordable transit between New Orleans East, Louis Armstrong International Airport, and the New Orleans Central Business District (CBD).**

#### **Efficient Street System**

The goal of developing an efficient street system, consisting of a few major thoroughfares designed to carry the majority of traffic, has been an essential element of planning for New Orleans East. An added benefit of efficient handling of traffic on major thoroughfares is the ability to free local streets from the objectionable aspects of heavy traffic.



**Improve mobility through key thoroughfare improvements, new construction and enhancing the existing street infrastructure.**

- Coordinate with the Louisiana Department of Transportation and Development (LA DOTD), Regional Planning Commission of Jefferson, Orleans, Plaquemines, St. Bernard, and St. Tammany Parishes (RPC), and the City of New Orleans to anticipate and implement pending transportation system improvements.
- Provide sufficient interconnection between neighborhoods and other areas to ensure appropriate emergency response times and to encourage enhanced interaction between areas.
- Coordinate with RPC to ensure the extension of a service road linking I-10 at Michoud Boulevard to Six Flags New Orleans to I-510 is promoted and included in all future area transportation plans.

**Entrance Corridors**

Each corridor connects directly or indirectly with the core area, contributes significantly to the visual character of the community and serves as a "gateway" to New Orleans. The "Gateway to New Orleans/Gateway to Louisiana" project being managed by the Regional Planning Commission (RPC) is a landscaping replacement, maintenance, and revitalization plan for the 5-mile stretch of Interstate 10 from Paris Road to Dwyer Road in New Orleans East. The corridor is the first urban edge of the city encountered by visitors traveling from the east and serves as a façade of the East to passersby.

**Enhance and improve New Orleans East's major entrance corridors.**

- Upgrade corridor roadway capacities without harming the surrounding environment, including view sheds and streetscapes.
- Encourage tree plantings along entrance corridors.
- Assist local merchants and businesses to provide adequate access to their establishments along these corridors.
- Work with regional and state agencies to ensure projects meet the goals of the area.

**Pedestrian Infrastructure**

The key components to creating a walkable environment include ensuring that pedestrians paths are available, and convenient; the distance between destinations is relatively short; the duration of the walk is entertaining and comfortable; and that other forms of transportation are available for traveling longer distances. Pedestrian routes are generally linked to sidewalk and trail systems. Those neighborhoods that include such systems rarely ensure that they are connected to surrounding systems. **Adding sidewalks and pedestrian features such as benches and more lighting would help to promote the town center concept in The Plaza area.**

**Promote pedestrian and bicycle pathways as a viable alternative to automobile traffic, particularly when tied to a public transportation system.**

- Pursue development of a community wide bicycle and trail network that links neighborhoods with other destinations, including, schools, parks, the riverfront, entertainment areas and commercial opportunities.
- Improve subdivision design to promote an efficient and enjoyable pedestrian experience.



- Maintain and expand the existing system of sidewalks and bikeways in New Orleans East.
- Coordinate with other area agencies recreation and open space plans.
- Provide adequate fencing to protect motorists and pedestrians.
- Provide adequate bus shelters with benches.

### **Lakefront Airport**

Lakefront Airport, located on Lake Pontchartrain, is a privately managed facility, owned by the Orleans Levee Board. Lakefront Airport offers limited commercial passenger or freight services but predominantly offer facilities for owners of private and business aircraft. To prevent any future uses and development that are not compatible with nearby residential uses, Lakefront Airport needs to be base-zoned an airport.

### **Improve the zoning classification for Lakefront Airport**

- Work with City Planning Commission to create a dedicated Airport Zoning Classification for Lakefront Airport that is not an overlay.

### **Mass Transit**

Mass transit is necessary to give a workforce access to jobs. Transit use nationally has soared over the past five years, growing nearly twice as fast as driving. Dozens of cities are responding to this demand by lining up for federal funds to build or expand bus and train networks. A comprehensive approach needs to be developed to serve the mass transit demands of the New Orleans East in coordination with the City of New Orleans, St. Tammany Parish, and the Gulf Coast.

### **Investigate opportunities for rapid, affordable transit between New Orleans East, Louis Armstrong International Airport, and the New Orleans Central Business District (CBD).**

- Coordinate with state, regional, and city agencies to plan for and implement current and future mass transit needs of the area.

### **Other Transportation Systems and Plans**

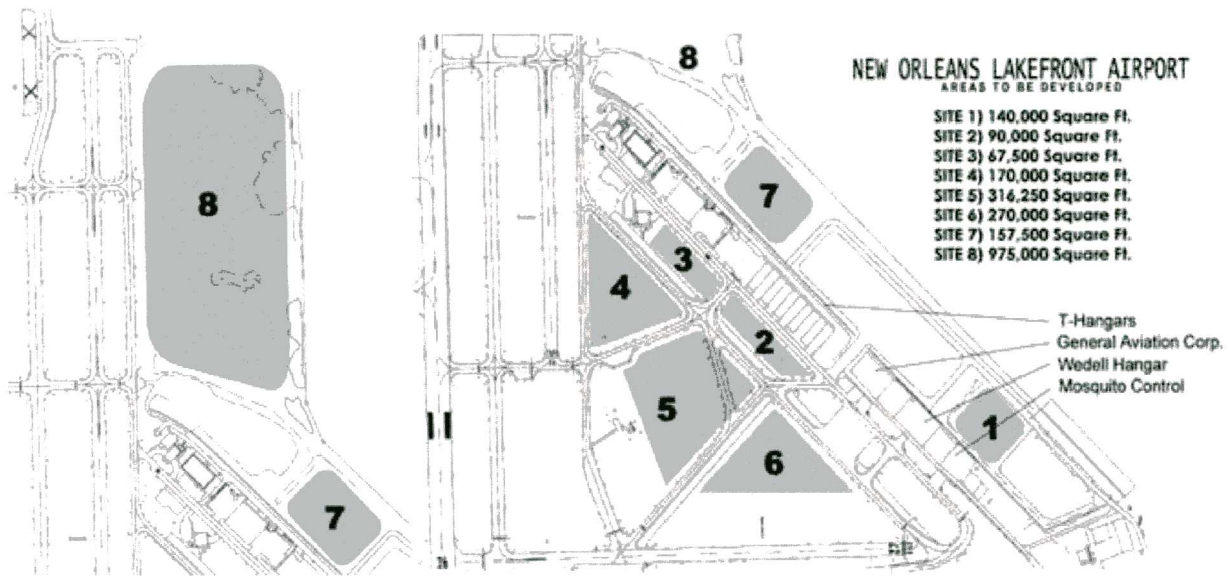
Highways and streets are not the only conduits of transportation in New Orleans East, even though they are given the major emphasis in this Plan. Bicycle facilities and pedestrian facilities are also important and viable modes of travel within the New Orleans East, while waterways, air, and rail provide alternative regional passenger and freight travel service.

### **Airport Plans**

At Lakefront Airport, over 50 acres of airport property are open for development. According to Lakefront Airport's website ([www.lakefrontairport.com](http://www.lakefrontairport.com)), eight sites at Lakefront Airport are available for immediate development. The southern portion of Site 8 meets the FAA height and obstruction clearance limits for a hotel. Sites 1 through 6 (24 acres) would require minimum preparation and are dedicated to aviation use. Site 8 (over 22 acres) is available for aviation or non-aviation use.



# NEW ORLEANS EAST RENAISSANCE PLAN TRANSPORTATION



## **Bikeways**

The Bayou Sauvage Bike path provides an important role in the overall transportation system as bikeways are connected into a comprehensive system. Pedestrian facilities are also important, and adequate sidewalks should be required for new development while gaps in the existing system are eliminated.

The 1998 Louisiana Statewide Bicycle and Pedestrian Master Plan outlines bicycle route classifications. While few streets in New Orleans currently meet these criteria. These classifications are based mainly on three criteria: traffic speed, traffic volume, and width available to bicyclists. These criteria do not include pavement condition, which can be a huge impediment to bicyclists in New Orleans, as well as a safety hazard. Potholes and other pavement problems can force bicyclists to swerve unexpectedly, or force them to ride in the center or left side of a lane. Any street that is used by bicyclists and/or meets the criteria to be designated a bicycle route should receive priority for pavement condition repairs and improvements.

## **Rail lines**

New Orleans East contains several busy rail lines important to the transfer of goods to and from the Port of New Orleans. The Chesapeake Seaboard Railroad (CSX), along the northern border, has an intermodal facility and switching yard near the western boundaries of the New Orleans Business & Industrial District.

## **Waterways**

New Orleans East, through the Intracoastal Waterway and the Industrial Canal, links water traffic from Lake Pontchartrain and the Gulf of Mexico to the Port of New Orleans and the Mississippi River. The U.S. Army Corps of Engineers has begun construction in earnest of the \$603-million replacement of the navigation lock on the Industrial Canal in New Orleans. The new lock will be 1,200 feet long and 110 feet wide. Today's lock was opened to vessels in 1921



and measures 640- by 75-feet. The two construction sites flank the site where the new lock will be built. The sites are between the Lower 9<sup>th</sup> Ward and St. Claude communities, in the ¾-mile of canal between North Claiborne and Florida avenues. All work will be done within the floodwalls.

**Transportation Improvement Program**

The Transportation Improvement Program (TIP) consists of a priority list of projects, which are being advanced toward construction over the 2003-2005 year period. Projects found in the TIP have evolved through the transportation planning process and are contained in the region's long-range Metropolitan Transportation Plan. The TIP is a product of consensus building process carried out jointly by the RPC and the Louisiana Department of Transportation and Development.

**The Metropolitan Transportation Plan**

The Year 2025 Metropolitan Transportation Plan for the New Orleans Area is the 20-year forecast of transportation improvements and projected funding in the Metropolitan Planning Organization urbanized area. It incorporates policy considerations and related long term impacts. Discussions with parish officials and planning departments encompass land use changes, population growth and density patterns, and commercial and residential zoning questions. Projects planned for New Orleans East include:

- **Lake Forest Boulevard Widening.** Lake Forest Boulevard is a minor east west arterial in New Orleans East traveling south of and parallel to Interstate 10. This widening project is to expand the easternmost section of the Roadway from two to four lanes. The widening would extend from the Lake Forest interchange with Interstate 510 on the west to Michoud Boulevard on the east, a section of about ¾ of a mile. The extension of Lake Forest Boulevard eliminates a bottleneck between the four-lane section of Michoud Blvd. and the I-510 providing continuous four-lane access from Chef Menteur Highway to I-510. In addition it is anticipated that traffic demand in the area will increase with the nearby redevelopment of Six Flags New Orleans.

**Year 2020 Long Range Transportation Plan New Orleans Region**

The Long Range Plan is a 20-year forecast of transportation improvements and projected funding in the Metropolitan Planning Organization urbanized area. It incorporates policy considerations and related long term impacts. All regionally significant projects are identified in the plan regardless of their funding sources.



## **UTILITIES AND INFRASTRUCTURE**

Infrastructure, especially drainage, sewerage, and electricity, seems to be an ongoing concern. Many individuals feel that the sewer and water systems are outdated and are badly in need of repairs and/or replacement. Business leaders expressed concern over power outages and insufficient power to meet manufacturing and production demands.

Public utilities and infrastructure includes all electrical, wastewater, potable water, and storm water systems. The extension of utility services into future growth areas determines whether or not quality, sustainable growth can occur in these areas. More, upgrades of utilities in developed areas assure that the required level of service will be maintained as further development and infill occurs. The expansion of electrical, potable water, wastewater, and storm water facilities is necessary to support the desired economic potential of New Orleans East and to meet the increased utility demand of a growing industrial economy. To encourage quality growth, the utility systems must meet certain requirements. There should be a reliable, safe and adequate supply source of treatable water.

Adequate drainage and flood protection should be afforded to all developed areas to avoid disaster and to maintain accessibility. Sewer collection systems should be capable of delivering wastewater discharges from household, commercial and industrial connection points to the wastewater treatment facility with minimum storm water inflow and groundwater infiltration and no risk for environmental contamination. Electrical systems should be adequate to meet residential as well as commercial needs. All gaps, breaks or other defects in the sewer system, which allow the wastewater stream to have potential contact with the potable water or storm water drainage systems, should be eliminated to protect public health and the environment.

### **Utilities, Flooding and Stormwater Drainage Issues**

As determined from comments obtained during an interview process with City and Parish officials and utility department supervisory personnel, along with responses from citizens during two series of public meetings, major issues have been summarized into broad categories. Each issue is addressed through goals, objectives, actions and the Future Water System Plan.

**Electrical Supply-** The growth of NOBID has been hampered by supply shortages of electrical power. With the advent of 24/7 business operations, industries need a steady and reliable source of power to conduct operations. The Folgers Coffee Plant's expansion was only made possible by a public-private partnership for the construction of a new electrical power substation. Power for Folgers and other commercial users in NOBID can pull power directly from Entergy's high transmission lines. Plant expansion was not feasible prior to a stable source of power being found.

**Water Supply –** Surrounded by water, availability is not an issue for the residents of New Orleans East. Most potable water in New Orleans East is provided by the Mississippi River. Source security, availability and conservation are the primary issues concerning the general public with regard to the water supply for New Orleans East. In light of recent acts of terrorism and the general fear of assault on the nation's infrastructure, there is a concern for protection of the surface water supply and the delivery system from malicious contamination or vandalism.



**Sewer Collection, Treatment and Disposal** - Rehabilitation, repair and replacement of nonfunctioning, outdated, and inefficient equipment systems is vital to the health of the residents. Infiltration of groundwater and inflow of surface water runoff into the sanitary sewer collection system introduces additional flows that the treatment plant must process.

**Storm water and Flood Management** - City of New Orleans receives an abundance of rainwater, over sixty inches, most every year. While ample rainfall and water is needed for many recreational activities, it can be a problem for residential, commercial and industrial land uses with inadequate drainage systems that are located within flood prone areas and below sea level. The three (3) drainage-pumping stations in New Orleans East pump rainwater into the Lake Pontchartrain Intracoastal Waterway and the Industrial Canal. Flooding and poor drainage of land are deterrents to land development.

**Failing or Aging Infrastructure** - New Orleans East and City of New Orleans have utility systems and structures in place that are old, dilapidated and have outlasted their useful life expectancy. These systems are in various stages of deterioration from corrosion brought on by freeze cycles, chemical corrosion, acid attack, weather exposure or physical damage. Some systems are simply outdated and need to be replaced with newer technology for cost efficiency and regulatory compliance. There are several water distribution mains and neighborhood water distribution sub-systems, which require excessive maintenance and need to be completely replaced.

#### **Utilities Strategies and Planning Objectives**

The strategies and planning objectives respond directly to the issues raised by citizens who participated in the community meetings conducted as part of the planning process as well as members of New Orleans East and Parish staff. Utilities and infrastructure goals include:

#### **Utilities and Infrastructure Strategies and Planning Objectives**

*New Orleans East will have a quality, cost effective and environmentally responsible infrastructure system designed in coordination with desired growth patterns.*

- ❑ **Provide safe, reliable utility services to adequately meet present and future residential, commercial and industrial demands.**
- ❑ **Develop a comprehensive flood and storm water management program to eliminate or mitigate floodplain and localized flooding, storm water quality issues, and levee erosion.**
- ❑ **Provide environmentally sensitive, high quality service level, utility systems to adequately support future land use and development planning.**
- ❑ **Revitalize all aging and failing utilities infrastructure.**

**Provide safe, reliable utility services to adequately meet present and future residential, commercial and industrial demands.**

- **Replace and upgrade sewer collection system components as necessary to improve flow capacity, minimize septic conditions and reduce operating/maintenance costs where overloading and poor flow characteristics dictate overall efficiency.**



- Increase wastewater treatment plant capacity and upgrade treatment technology to satisfy increased future flows and more stringent discharge regulations.
- Provide a constant source of power to industries, businesses, and resident alike.

**Develop a comprehensive flood and storm water management program to eliminate or mitigate floodplain and localized flooding, storm water quality issues, and bank erosion within the master plan study area.**

- Develop a comprehensive program to analyze, select, prioritize, and implement solutions to flooding and other related drainage problems identified in New Orleans East

**Provide environmentally sensitive, high quality service level utility systems to adequately support future land use and development planning.**

- Extend and upgrade existing utilities within New Orleans East area to adequately serve projected residential and commercial growth and infill development for the next twenty years.
- Provide utility services that attract potential commerce and industry to preferred zones and proposed facility locations that are compatible with land use plans. Upgrade existing utility infrastructure to overcome problems of system overloading from increased demand.

**Revitalize all aging and failing utilities infrastructure.**

- Protect and preserve existing equipment, piping systems and structures to extend the useful life span where cost effective.
- Replace aging sections of the water distribution system and sewer collection system to reduce high frequency maintenance and repairs.

## **Current Programs**

### **Levee Maintenance**

Levee maintenance by the Corps of Engineers is a key to floodwater and storm surge management issues. The Hurricane Levee Maintenance program is an ongoing program for the New Orleans area. The main purpose of this program is to ensure the levees remain in good condition and at optimal height. Maintenance usually consists of replacing soil that has been lost or eroded away. Hurricane Protection Levee Number 27, located on the western side of Chef Menteur Pass, serves New Orleans East.

### **Sewer and Water**

The New Orleans Sewerage and Water Board controls operations of the sewer and water systems in New Orleans East. The Sewer System Evaluation and Rehabilitation Program (SSERP) is the \$200 million program designed to upgrade the aging sewer collection systems in New Orleans, consisting of underground pipes and main, lift stations and sewage pumping station. The SSERP program has been included as one of the major terms of a consent decree the Sewerage and Water Board signed with the U.S. Environmental Protection Agency. Under the plan, New Orleans East has been divided into 10 sewerage districts. According to the New Orleans



Sewerage and Water Board, work in each district is being done or will be done in three phases- study and testing, evaluation and repair, and construction.

Study and testing includes flow monitoring, dye tests, videotaping and sonar. The tests are designed to identify inflow and infiltration (I&I) and to locate problems in New Orleans East. The results of the tests will be carefully studied and evaluated and then recommendations of repairs or replacements will be made. The Sewerage and Water Board states that testing is scheduled to begin in the spring of 2003 for SSERP in New Orleans East. Repairs for this program are not scheduled to begin until January 2007 for New Orleans East.



## **HOUSING**

One of the goals of this Renaissance Plan is to provide opportunities to meet local housing needs within the context of the Vision for New Orleans East. As in most urban communities, large pockets of high density, multifamily housing are counterbalanced by a number of affluent single-family neighborhoods. While high-income residents are drawn to the region for its open space, the non-specialized employment demands for low income wage earners within the City places pressure on both the local and regional housing markets to provide for low and moderate cost housing.

New Orleans East has very stable, but slowly expanding housing markets. Owner occupied residences are 54.6 percent in New Orleans East and 46.5 percent in Orleans Parish. Vacancy rates are lower in New Orleans East at 6.5 percent, compared to 12.5 percent in the Parish. Total housing units in New Orleans East number 35,861, with 2,344 of these being vacant. Seasonal vacancies account for 207 of these vacancies. In 1990, New Orleans East experienced a vacancy rate of 13.5% in residential units, while the City of New Orleans had a 16.6% vacancy rate for the same time period. In both the East and Parish, family households comprise 95 percent of all residences.

City of New Orleans has undergone a fluctuating cycle in the amount of new residential building permits issued for the City in the previous five years. In the past two years, new single-family residential development in the East has included 138 new homes at McKendall Estates, 88 new homes under development at Fairway Estates, 54 homes at Crowder Oaks, 30 new homes at Bullard Park, and 84 homes planned for Eastover.

The primary objective of this Housing section is to bring the distribution of New Orleans East's housing (by housing type) more closely in line with regional housing type and housing distribution relationships. A corollary to this objective is to limit housing expansion in those unit types where current levels are disproportionately high. The later affirms the realization that New Orleans East now contains more than its "fair share" of the region's multifamily, high-density housing.

Common to the residents of New Orleans East throughout the Visioning Process were the following housing needs:

- Safe, habitable and affordable housing.
- Mix of housing types distributed evenly throughout New Orleans East.
- Logical design and placement of housing.
- Preservation of existing housing.
- Timely review of planned development by the New Orleans Sewer and Water Board.

The presence of an adequate, available housing stock is imperative to meet the needs of low, moderate, middle and upper income households. Market conditions will determine the quantity and price of new residential units as well as resale and rental housing. Beyond livability and economic development concerns, local government also has an interest in the sustainability of new residential construction and the condition of the existing housing stock since market and



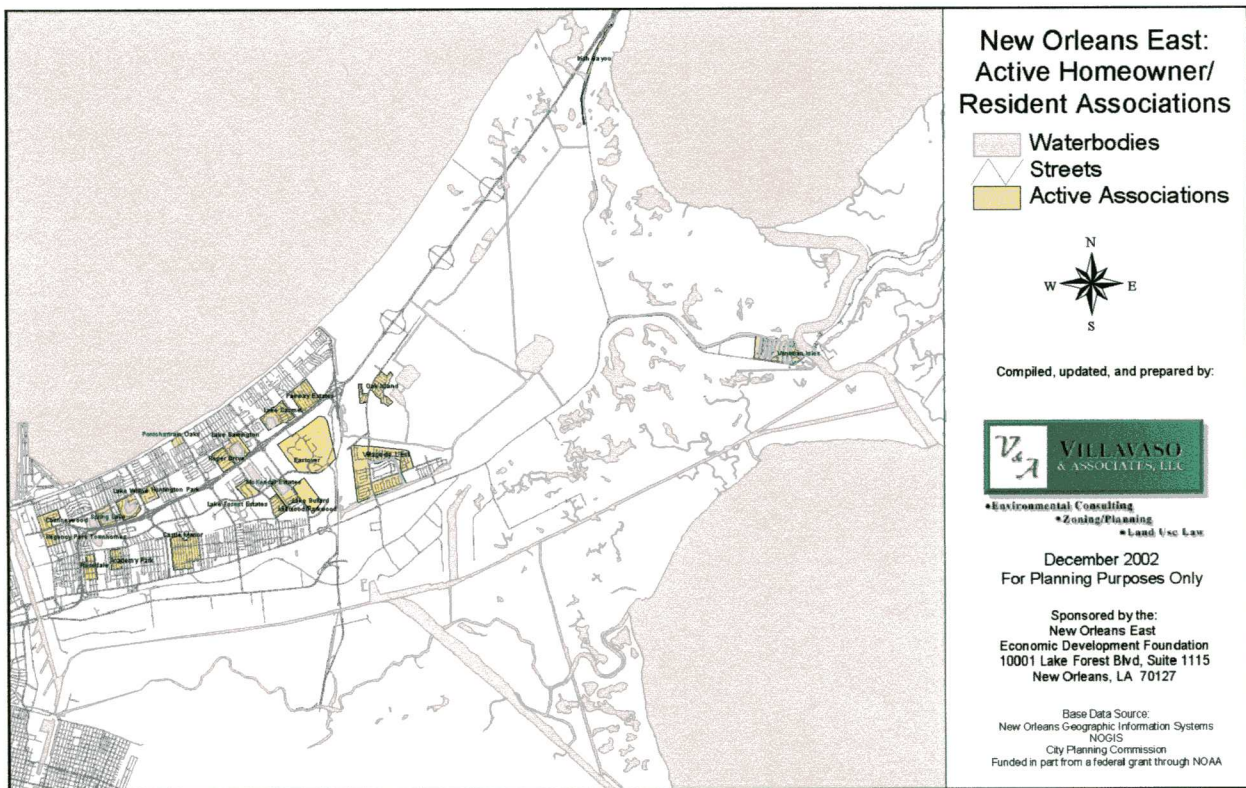
# NEW ORLEANS EAST RENAISSANCE PLAN HOUSING

assessed values directly impact the tax base and resulting revenue potential. Areas that are in need of revitalization and redevelopment should be the target of public and private funding and assistance efforts to preserve existing neighborhoods and prevent future decay and deterioration.

## Key Housing and Neighborhood Issues

Residents in New Orleans East wish to enjoy the privileges of quality housing and the positive impact that well designed neighborhoods can have on the image and attitude of the community. Issues voiced by citizens, organizations and officials indicate that addressing housing needs and demands is a primary component to a successful future. Stakeholder input resulted in six key issues imperative to housing in New Orleans East.

**Housing Choices.** While affordability and housing choices are always common concerns, it appears to be second to the need for higher end housing for the residents of New Orleans East. Construction of new homes is well underway in the New Orleans East, however, oddly, there is a lack of higher end homes. Residents have raised concerns that housing at a price above \$250,000 has limited availability.





**Neighborhood Revitalization.** Established neighborhoods often lack the luster, size, design and amenities of new housing. However, many communities are beginning to understand that, in return, older neighborhoods offer intangibles such as history, culture, proximity, and a stronger sense of community. In New Orleans East, some older communities have been well maintained while others require infill development, infrastructure improvements and further revitalization efforts. While the impacts of history, neglect and surrounding land uses may make recovery difficult for some neighborhoods, most offer an opportunity for renewal.

Several programs are in place to renovate and revamp multi-family dwellings. The Impact Neighborhood Strategy, from the Mayor's Office of the Division of Housing and Neighborhood Development, promotes rehabilitation projects in cluster areas, bringing together public and private resources. The Multifamily Property Disposition Reform Act of 1994 authorizes the secretary of HUD to sell mortgage and properties owned by HUD in a specialized auction or on a negotiated basis.

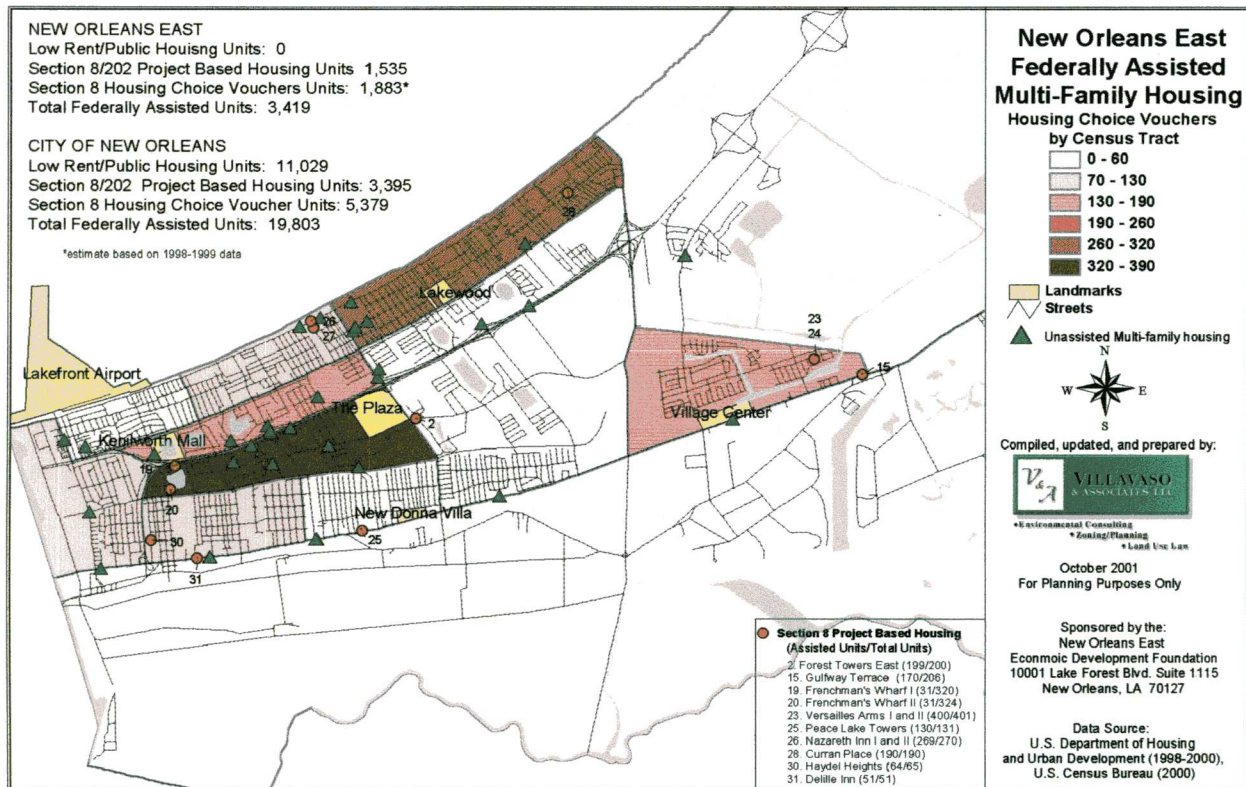
**Subsidized Housing**

The Housing Authority of New Orleans (HANO) owns and/or manages a total of over 11,029 public housing units and 7,114 Section 8 housing units in the City of New Orleans. Hope VI is a federal project aimed at breaking up concentrations of poverty in city areas. Hope VI in New Orleans has provided the gradual demolition of public housing units (Desire, St. Thomas, Imperial Drive, CJ Peete) with, as of early 2003, no built replacement housing stock. This has shifted thousands of families to scattered housing sites with Section 8 vouchers.

With the abundance of multi-family structures in New Orleans East, many former public housing and Section 8 families have logically found their way to New Orleans East. However, while Hope VI was intended, in the long run, to decentralize poverty in New Orleans, it has served to, in the short run, centralize Section 8 in New Orleans East. Estimated unit count for Section 8 distribution, including both project based and Housing Choice Voucher programs, in New Orleans East is approximately 3,400 units total. Although less than ten percent of the current total housing stock is inhabited by persons receiving HUD Section 8 subsidies through projected based units or through the Housing Choice Voucher program, New Orleans East houses approximately 40% of the New Orleans Section 8 Housing program participants.



# NEW ORLEANS EAST RENAISSANCE PLAN HOUSING

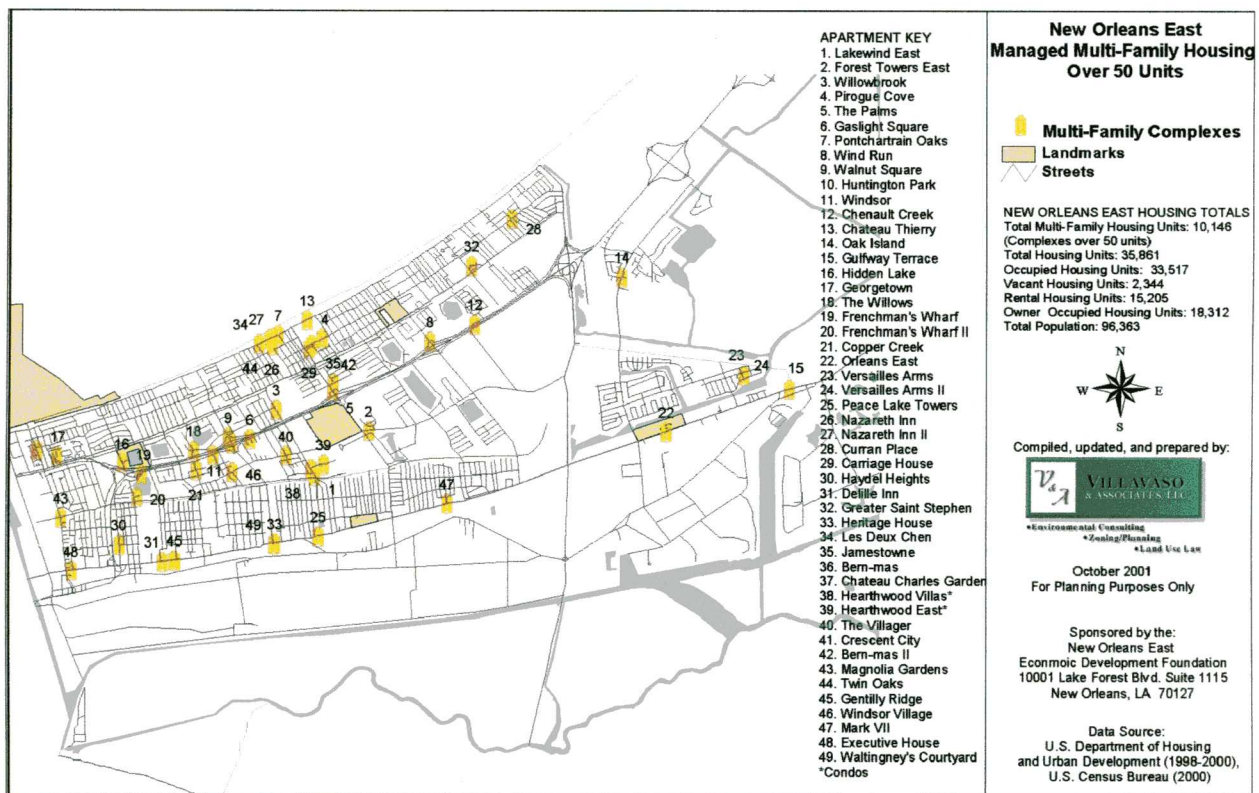


**Appearance.** Housing that appears to need upkeep can be an indication of a community in a state of disrepair and decline. On the other hand, freshly painted and well-maintained homes are indicative of a positive community with a promising future. Appearance is also correlated to community pride and ownership, perception, area property value, maintenance costs, and quality of life, where each of these factors can be influenced positively or negatively. Comments by New Orleans East residents at public meetings indicated concerns about the appearance of the housing stock and area neighborhoods. Some suggested the need for additional ordinances or better enforcement of existing requirements. Others emphasized the need to improve basic cleanliness and property maintenance.

**Multi-Family Housing.** New Orleans East contains over 39 percent of the multi-family housing in the City. Residents of New Orleans East have expressed concern about the overabundance of apartment units in New Orleans East. A moratorium, temporarily banning any new high-density multi-family structures, was placed in effect in 2002.



# NEW ORLEANS EAST RENAISSANCE PLAN HOUSING



**Quality Neighborhoods.** Good neighborhoods share a number of key traits, including a pedestrian friendly environment, community focal points, access to services, mixed housing, distinguishable community character, and community-oriented architecture. Several comments by New Orleans East residents indicate a desire to improve their quality of life through better neighborhood design. Such design often corresponds to efficient growth and improved safety.

**Flooding and Drainage.** New Orleans East offers limited potential for development without construction in an area at risk of flooding. As new construction continues, additional houses can be at risk of flooding, yet the alternatives available when utilizing standard subdivision design are limited. Numerous residents have indicated that flooding is a perpetual concern in New Orleans East. Recent flooding hit the subdivisions of Venetian Isles and Irish Bayou quite heavily. Others indicate that drainage even outside of instances of flooding is a problem.

In several subdivisions, streets act as secondary detention areas and are intentionally designed to flood when heavy rains create temporary flood events. While it may prove to be an inconvenience, it is often a viable alternative to structural flooding. Despite potential for flooding, people remain attracted to homes within or near the floodplain that are adjacent to bayous and streams. Waterways and the associated floodplain offer a natural amenity that, when protected, can be utilized as greenspace to enhance visual character and increase neighborhood value. Utilizing techniques such as cluster development and alternative site design can minimize the risk of flooding while maximizing conservation and quality of life.

**Homeowner/Neighborhood Associations.** Homeowner and neighborhood associations have played a key role in the ongoing development of the Renaissance Plan. Homeowners



associations are comprised of two or more homeowners that belong to a mandatory membership organization for the maintenance of commonly owned real estate and improvements. Size-wise, it can range from a simple duplex up to a huge development with thousands of detached homes, condominiums and townhouses that maintain marinas, golf courses and other extensive recreational facilities. A neighborhood association is a voluntary membership organization that deals with social, political, zoning, crime and does not maintain commonly owned property. These associations are key elements in determining the future growth and course of development for a neighborhood or subdivision.

### **Housing Strategies and Planning Objectives**

***New Orleans East will provide a variety of housing choices to area residents in a manner that protects sensitive areas, holds all housing to the same high standards, creates dynamic neighborhoods, promotes affordability, and appreciates rural and urban character***

The summary of strategies below and subsequent presentation of objectives for housing correspond directly to the key issues developed through the planning process.

- **Ensure that a variety of housing options are available to new and current residents of New Orleans East that are affordable at all income levels.**
- **Ensure that New Orleans East sustains its fair share of multi-family and subsidized housings units.**
- **Develop a new zoning classification for planned multiple family housing developments, to ensure optimally facilitated infrastructure and standards, and apply it to justified sites in New Orleans East.**
- **Maintain a high standard for existing neighborhoods, including ongoing maintenance, neighborhood revitalization, community leadership and development of amenities.**
- **Maintain an attractive, quality housing stock that promotes New Orleans East as a community with pride.**
- **Preserve flood prone areas and other natural resources to the extent practicable through use of alternative development techniques, and design residential areas to minimize flooding problems and create amenities.**
- **Encourage the creation of a unified homeowner/neighborhood association representing the interests of all residents in New Orleans East.**

### **Quality, Affordable Housing**

The community challenge to provide quality affordable housing is not unique to New Orleans East. Economic cycles will also impact the community's ability to achieve success. Housing must be a community effort with the partnership of all levels of government and private and non-profit resources.

**Ensure that a variety of housing options are available to new and current residents of New Orleans East, that are affordable at all income levels.**



- Establish strategic partnerships with existing housing related organizations and promote development of new entities as necessary to further create a variety of housing opportunities.

### **Subsidized Housing**

The U.S. Department of Housing and Urban Development (HUD) provides Section 8 rental subsidies to the owners of certain mortgaged properties pursuant to a Housing Assistance Program (HAP) Contract. HAP Contracts specify the number of units in a particular mortgaged property for which Section 8 assistance will be provided. Under the HAP Contracts, HUD provides Section 8 rental subsidies to the project owners in an amount equal to the difference between the HUD approved rent (the "Contract Rent") for a particular assisted unit and the HUD required rental contribution from eligible tenant families.

The Section 8 housing choice voucher program, formed from the merger of the Section 8 tenant-based certificate and voucher programs, is the federal government's major program for assisting very low-income families, the elderly, and the disabled to afford decent, safe, and sanitary housing in the private market. Since housing assistance is provided on behalf of the family or individual, participants are able to find their own housing, including single-family homes, townhouses and apartments. The participant is free to choose any housing that meets the requirements of the program and is not limited to units located in subsidized housing projects.

### **Ensure that New Orleans East sustains its fair share of subsidized housings units.**

- Establish strategic partnership with existing city and federal housing agencies to de-concentrate subsidized housing throughout the entire City of New Orleans.

### **Multi-family Housing**

The current and proposed zoning classifications for New Orleans East need to meet certain standards that would make them compatible with single-family, two-family residential and with nearby business areas by means of submitted and approved development plans.

### **Develop a new zoning classification for planned multiple family housing developments, to ensure optimally facilitated infrastructure and enforceable standards, and apply it to justified sites in New Orleans East.**

- Create a multi-family planned unit development district (MF-2A) to supercede the MF-3 district in New Orleans East to provide for better design control and enforcement.

### **Neighborhood Revitalization**

As a whole, cities are composed of multiple neighborhood units of various sizes and complexity. Each has its own set of characteristics. Neighborhoods often have distinguishable boundaries, but some do not. As such, neighborhood revitalization is paramount to the progress of the entire area of New Orleans East. Efforts to improve neighborhoods through revitalization will result in stabilized/improved property values, pride, increased property investment and enhanced aesthetics. Each neighborhood revitalization effort, however, must be mindful not to "price out" existing residents.



**Maintain a high standard for existing neighborhoods, including ongoing maintenance, neighborhood revitalization, community leadership and development of amenities.**

- Ensure that quality neighborhoods are free of overgrown or untended vacant lots, unsafe structures, and other potential health and safety risks.
- Promote strong and active neighborhood associations as a resource and an instrument for neighborhood revitalization.
- Encourage a variety of neighborhood revitalization programs managed by neighborhood organizations, private organizations or local government.
- Protect neighborhood character and condition through enforcement and improvement of related codes.
- Ensure that existing infrastructure and amenities for use within neighborhoods represents the quality that New Orleans East residents should expect and that they need.
- Maintain interconnection paths and visual corridors between neighborhoods and other destinations.

**Appearance**

Appearance is correlated to community perception, property value, and attractiveness to potential buyers. Appearance of many new subdivisions is reinforced through the development and implementation of deed restrictions. Such community improvement or homeowners associations seek to maintain or improve the “appearance” of their neighborhood. In older sections of New Orleans East, timely and steady attention to identification, mitigation and/or removal of unsafe and dilapidated structures is needed to avoid general decline in neighborhoods at risk of losing their stability. For New Orleans East, the City’s property standards and zoning ordinances enforce community appearance.

**Maintain an attractive, quality housing stock that promotes New Orleans East as a community with pride.**

- Enforce restrictions and regulations that protect property values, local quality of life as well as general health, welfare and safety.
- Develop policies that promote rehabilitation of existing structures and infill development in a manner that complements and enhances the surrounding residential area.

**Neighborhood Design**

Housing developments, neighborhoods, and subdivisions should reflect the needs and desires of the residents of New Orleans East. A variety of housing choices with strong design guidelines serve to ensure that all residents have equal access to housing choices as well as increasing the quality of life as a whole.

**Create new residential developments that are designed to improve on as well as blend in with existing development, to enhance the overall quality of New Orleans East residential areas.**

- Ensure all new residential developments are designed to mesh with adjacent land uses, as well as the East as a whole.
- Incorporate a mix of uses into neighborhood design to provide a series of destinations and to add dynamic content to residential development.



- Ensure that adequate, affordable, quality housing is available for all ages and types of households, and promote the inclusion of a variety of housing types within new and existing residential development.
- Ensure that neighborhoods are identifiable through a strong focus and well-defined edges and adequately protected from negative impacts.

**Flooding and Drainage**

Flooding is a natural occurrence that is often cyclical in nature. Drainage improvements become necessary to mitigate the impact of ongoing development in a watershed.

Historically, most development recognized flooding potential and located dwellings at a safe proximity from the hazard. However, as the community continues to expand, much of the desirable land is no longer available. New development patterns must take into account the ramifications of creating too much impervious surface and allocate additional open space, utilize stormwater retention/detention techniques, and minimize the amount of fill and contouring during construction.

**Preserve flood prone areas and other natural resources to the extent practicable through use of alternative development techniques, and design residential areas to minimize flooding problems and create amenities.**

- Protect the relationship between New Orleans East and its many waterways and utilize it as a marketing amenity for development.
- Discourage development in flood prone areas, to the extent practical, for purposes of safety and property value.
- Incorporate alternative design techniques into residential areas where flood prone areas can be protected and marketed.

**Homeowner/Neighborhood Associations**

New Orleans East's homeowner/neighborhood association meetings were the forums for many of the New Orleans East Renaissance Plan's visioning processes. New Orleans East contains over twenty active homeowner/neighborhood associations and has over twice that number of subdivisions and neighborhoods. Many residents of New Orleans East expressed desire to form a unified group of homeowner/neighborhood associations in New Orleans East to serve as a significant voice for New Orleans East in issues regarding land use, zoning, and code enforcement. A homeowners/neighborhood association coalition can be composed of representatives from individual associations meeting as needed to address issues of interest to homeowners and residents. As a network to share concerns and work out solutions together, the principle focus can be City Government issues, as well as matters of any nature.

**Encourage the creation of a unified homeowner/neighborhood association representing the interests of all residents in New Orleans East.**

- NOEEDF shall work with area homeowner/neighborhood associations to facilitate the creation of the New Orleans East Neighborhood Association Coalition.

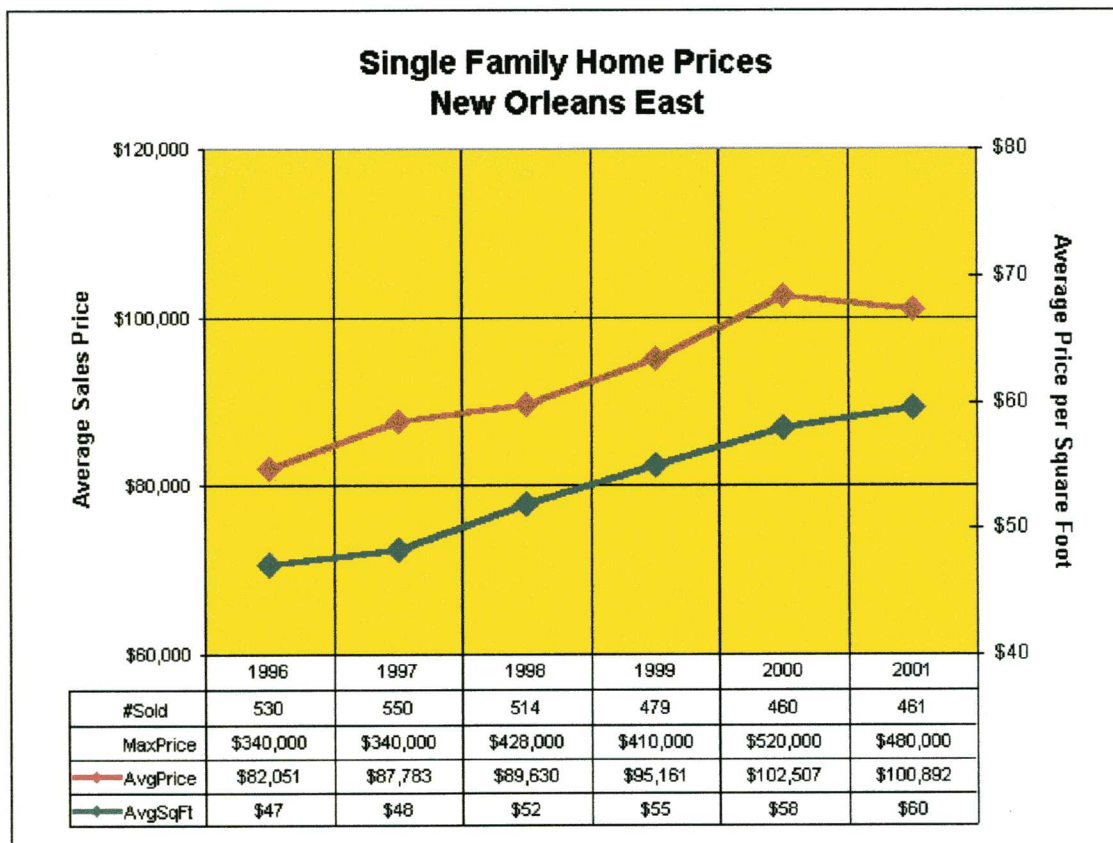


# NEW ORLEANS EAST RENAISSANCE PLAN HOUSING

## Current Housing Outlook

New Orleans East has very stable, but slowly expanding housing markets. Owner occupied residences are 54.6 percent in New Orleans East and 46.5 percent in Orleans Parish. Vacancy rates are lower in New Orleans East at 6.5 percent, compared to 12.5 percent in the Parish. Total housing units in New Orleans East number 35,861, with 2,344 of these being vacant. Seasonal vacancies account for 207 of these vacancies. In 1990, New Orleans East experienced a vacancy rate of 13.5% in residential units, while the City of New Orleans had a 16.6% vacancy rate for the same time period. In both the East and Parish, family households comprise 95 percent of all residences.

Combining rapid declines in mortgage rates with a slowing economy produced a real estate housing market with rising prices and slow rising sales unit volume from 2000. Average sales price for the New Orleans metro area was \$145,300. Unit volume rose by 3.7% to near 11,300. For New Orleans East, sales unit volume remained virtually unchanged, but average housing price suffered a slight drop, while the average cost per square foot rose slightly.



*New Orleans Metropolitan Council of Realtors/Keller-Williams*

January 2003 is the most recent numbers for Residential Building Permits Issued to date for the City of New Orleans. As of January 2003, Single-Family dwelling permits number 42 and two family number two, for a total of 46 dwelling units.

As shown in the table below, the City of New Orleans has undergone a fluctuating cycle in the amount of new residential building permits issued for the City in the previous five years. In the



# NEW ORLEANS EAST RENAISSANCE PLAN HOUSING

past two years, new single-family residential development in the East has included 138 new homes at McKendall Estates, 88 new homes under development at Fairway Estates, 54 homes at Crowder Oaks, 30 new homes at Bullard Park, and 84 homes planned for Eastover.

Residential Building Permits: City of New Orleans (1998-2002)										
Dwelling Type	1998		1999		2000		2001		2002	
	<u>Buildings</u>	<u>Units</u>	<u>Buildings</u>	<u>Units</u>	<u>Buildings</u>	<u>Units</u>	<u>Buildings</u>	<u>Units</u>	<u>Buildings</u>	<u>Units</u>
Single Family	324	324	369	369	348	348	455	455	449	449
Two- Family	4	8	21	42	51	102	0	0	18	36
Multi- Family	1	3	13	740	8	229	20	172	4	22
Total	329	335	403	1151	407	679	475	627	471	507

Data Source: U.S. Census Bureau

## New Orleans Housing Programs

Several programs are in place to renovate and revamp multi-family dwellings. The Impact Neighborhood Strategy, from the Mayor's Office of the Division of Housing and Neighborhood Development, promotes rehabilitation projects in cluster areas, bringing together public and private resources. The Multifamily Property Disposition Reform Act of 1994 authorizes the secretary of HUD to sell mortgage and properties owned by HUD in a specialized auction or on a negotiated basis.

In May 1995, the City of New Orleans obtained the conveying of Greentree, Shelly Arms, Huntington Park and Oakbrook Village to the City of New Orleans via New Orleans Redevelopment Authority. With a combination of private financing, low income housing tax credits and credit enhancements, Hidden Lake, Gaslight Square, Willowbrook, the Palms, Huntington Park Georgetown, Windsor Village have all gone through various levels of renovation. Oakbrook Village has been demolished and is scheduled to be redeveloped as a single-family community of homeowners according to the Mayor's Office of the Division of Housing and Neighborhood Development.

## State of Louisiana Housing Programs

The Louisiana Housing Finance Agency ([www.lhfa.state.la.us](http://www.lhfa.state.la.us)) serves as a conduit for all the various Federal and State housing initiatives, such as Assisted Program Loans, Low Rate Program loans, and HOME Assisted Program loans.

- *Assisted Program Loans.* Available for first-time homebuyers whose annual income does not exceed 115 percent of the median income, adjusted for family size, in Orleans Parish. The program will grant up to four percent of the mortgage amount to the borrower to assist in down payment and closing cost requirements. The effective interest rate for this program is 7.09 percent.
- *Low Rate Program Loans.* Available for first-time homebuyers who meet the same criteria as for the Assisted Program Loans. The effective interest rate for this program is 6.09 percent.

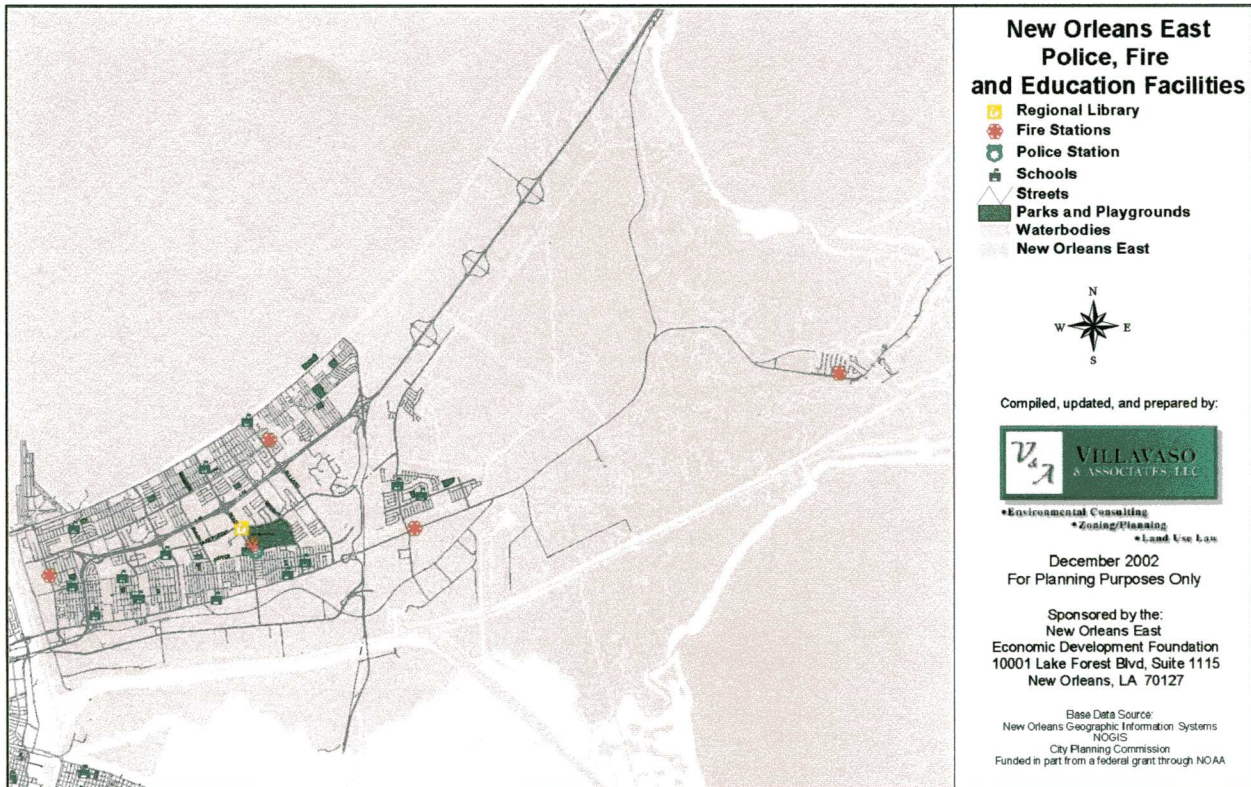


- *HOME Assisted Program Loans.* Provides assistance to homebuyers whose annual income does not exceed 80 percent of the median income, adjusted for family size, in Orleans Parish. A borrower match is required not to exceed \$1,500.
- *Low-Income Housing Tax Credit Program.* This program is the primary means of directing private capital towards the creation of affordable rental housing. Developers of low-income rental housing use the tax credit to offset a portion of their federal tax liability in exchange for the production of affordable rental units. To qualify for the tax credit, either 20 percent or more of the project's units must be rent-restricted and occupied by individuals whose income is 50 percent or less of the median family income; or, 40 percent or more of the units must be rent-restricted and occupied by individuals whose income is 60 percent or less of the median family income.



### FACILITIES AND EDUCATION

Public facilities and services are often taken for granted, but, without coordination and detailed planning for future growth, facilities and services may be interrupted or fall below standards and community expectations. The provision of public facilities and education in New Orleans East is linked to other elements of the Renaissance Plan since these facilities will depend, in part, on population growth, future land use plans, parks and recreation planning, and other factors.



Public utilities and infrastructure, including all electrical, wastewater, potable water, and storm water systems, are addressed in the Utilities section of the Renaissance Plan.

### Public Facilities Considered

Generally, public facilities include infrastructure and services provided by various public agencies for the benefit of New Orleans East Residents. For the purpose of this Renaissance Plan, public facilities and services include the following: police protection, fire protection, and public schools.

### Key Facilities and Education Issues

Central to the comprehensive planning process was public participation, through which comments were received and merged with findings from the stakeholders meetings, Advisory Committee and key person/agency interviews. The issues that came to the forefront focus on enhanced and efficient service delivery through the community's network of public facilities and school



Rising populations signal the need for more key services. From 1990 to 2000, the total population increased by 5.75%, from 91,120 residents to 96,363 residents, for a gain of 5,243 residents. The City of New Orleans itself experienced a population decline of 2.5% from 496,938 residents to 484,674 residents. New Orleans East accounts for 19.8 % of the population of the city of New Orleans. Perhaps the most revealing attribute of the composition of the New Orleans East population can be seen in comparison with New Orleans. New Orleans has been losing population since 1960, when it was at a high of 627,525.

New Orleans East school age population is on the rise. New Orleans lays claim to an under 18 population of 26.7 percent of the total population, but in New Orleans East, it is 31.06 percent. As New Orleans East's population rose 5.75 percent from 1990 to 2000, the number of children under 18 also rose. In fact, the under 18 population increased 6.14% percent from 28,204 to 29,935.

#### **Improve Law Enforcement Resources**

Agencies organized to provide police protection and ensure public safety in the New Orleans East do not function to community expectations. New Orleans East is an area where the perception of crime is actually greater than the reality of crime.

#### **Enhance Fire Protection Capabilities**

While fire protection capabilities in New Orleans have received good ratings, there are areas of the East, including Fort Pike, where response times can be greater than ten minutes.

#### **Target Education Facility Needs**

The quality of education offered to New Orleans East's young people continues to be a top priority throughout the community. Education has a prominent role in the future of the region, providing a trained and educated workforce. Long-range planning by the Orleans Parish School Board in concert with New Orleans and New Orleans East residents and City government is essential to be sure that the number and distribution of facilities – and appropriate maintenance of existing sites – is adequate for the rising population of school age residents in New Orleans East.

#### **Facilities and Education Strategies and Planning Objectives**

The following strategies are designed to address the stated issues and support the independent strategic plans maintained by various entities responsible for public facilities and services in New Orleans East.

- **Expand staffing and facilities as needed to maintain high standards for law enforcement functions in New Orleans East.**
- **Provide for facility maintenance and development, staff enhancement and equipment acquisition needed to meet the long-term fire protection needs of New Orleans East.**
- **Support the Orleans Parish School Board and other New Orleans East education institutions in providing quality education opportunities, including school facilities that are adequate to handle current enrollment and increasing enrollment projections.**



**Improve Law Enforcement Resources**

Ensuring the public's safety is one of the primary functions of local government and is a basic allocation of taxpayer dollars. The effectiveness of law enforcement is highly correlated to quality of life assessment.

**Expand staffing and facilities as needed to maintain high standards for law enforcement functions in New Orleans East.**

- Ensure that area law enforcement agencies have adequate personnel to meet the current and future needs of the community.
- Ensure that area law enforcement agencies have adequate equipment and facilities in order to continue providing quality services to residents.
- Provide additional police presence in New Orleans East through either the creation of a substation or dividing NOPD Seventh District into two separate districts.
- Increase community involvement in crime prevention efforts to empower residents to make a positive impact toward the safety and security of their area.

**Enhance Fire Protection Capabilities**

Overall, fire protection in New Orleans East is considered good. However, the residents of the Rigolets, Irish Bayou, and Fort Pike express concern in the amount of time it can potentially take for a fire emergency vehicle to arrive in their neighborhoods. According to residents, Engine Company 37 must wait for a relief to arrive before responding due to the Chef Menteur Bridge. If the bridge is raised after Engine 37 heads east to respond to a call, they are effectively cut off from the rest of New Orleans East until the bridge lowers.

**Provide for facility maintenance and development, staff enhancement and equipment acquisition needed to meet the current and long-term fire protection needs of New Orleans East.**

- Ensure the New Orleans Fire Department and New Orleans East stations have adequate resources and facilities to meet the needs of a growing population and expanding service areas.
- Provide additional fire protection facilities to meet the current needs of residents east of Chef Menteur Pass.
- Pursue supplemental funding through grants and other means to reinforce agency missions.
- Promote fire prevention and expand public outreach and education programs.

**Target Education Facility Needs**

The provision of adequate public facilities for education is of incalculable value to New Orleans East. Primary and secondary schools that are neighborhood oriented are key contributors to the creation and long-term sustainability of "community." Community involvement in the schools enables the children and educators to thrive.

New Orleans Public Schools have faced many challenges in recent years. Declining tests scores, outdated facilities and under funding have all served to hinder New Orleans East economic



growth. In New Orleans East, the Orleans Parish School Board and New Orleans Public School Office of Facility Planning have recognized the need for three new elementary schools, two new middle schools, one new high school, and one multi-purpose stadium to serve the residents of New Orleans East.

**Support the Orleans Parish School Board (OPSB) and other education institutions in providing quality education opportunities, including school facilities that are adequate to handle fluctuating enrollment projections.**

- Ensure coordination with the OPSB so that school sites and facilities serve the educational needs of New Orleans East residents while also meeting neighborhood compatibility objectives (traffic, parking, recreation, building layout, etc.).
- Include the community in the facility planning process.
- Target city owned vacant land as possible school sites.
- Promote and support the OPSB's stated need for three new elementary schools, two new middle schools and one new high school to meet the growing population in New Orleans East.

### **Existing Facilities and Services**

#### **Law Enforcement**

Through its community policing programs and other mandates, the New Orleans Police Department (NOPD) provides a number of programs that serve to protect, educate and interact with New Orleans residents, including: sporting events; mentoring programs; community meetings; D.A.R.E.; and Crime Stoppers. NOPD provides the police protection for the residents of New Orleans East. NOPD has led the nation in violent crime reduction as a result of outstanding efforts of the men and women of the police department.

NOPD is comprised of eight districts. Seventh District serves the entire New Orleans East region. Seventh District Police Station is located at 10101 Dwyer Boulevard and serves the largest population of all police districts, an area 77,374 acres or 121 square miles in size.

How safe is New Orleans East is an issue brought up as a reason for lack of economic redevelopment. From 1997 until present, New Orleans East has continued to experience a drop in crimes committed as recorded by the NOPD. As shown on the table below, Seventh District continues to experience a decline in total crimes committed since 1997, in comparison with the prior years reporting. For New Orleans East, from 2002 third quarter crime statistics, crime dropped 16.71% from the same period in 2001.

#### ***NOPD – Seventh District Percent Change in Total Crime***

Years	1996-1997	1997-1998	1998-1999	1999-2000	2000-2001	2001-2002
Percent change	-16.0%	-11.97%	-12.83%	-0.63%	-2.17%	-8.10%

Statistics obtained from [www.nopdonline.com](http://www.nopdonline.com)

While NOPD Seventh District experienced a drop in crime of 8.10% from 2001-2002, the whole of the City of New Orleans experienced a drop of 13.50%. While a six-year decrease in crime is admirable, crime continues to cloud peoples' judgment of New Orleans East, especially auto



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burglaries and auto theft, which account for over half of the crime committed in New Orleans East.

### **Fire Protection**

"The New Orleans Fire Department will respond to all emergency situations in the City of New Orleans to protect and save life and property. Further, the Department will strive to reduce the incidence of fire and the loss of life and injuries to civilians and fire personnel." *New Orleans Fire Department mission statement.*

The New Orleans Fire Department (NOFD) provides fire protection in New Orleans East. The Fourth Fire District serves the New Orleans East area. NOFD endeavors to fulfill its mission through the coordinated efforts of six divisions, all under the direct supervision of the Superintendent of Fire. Each division is separate and distinctive in its function; however, they all are intricately interwoven to provide the desired level of service to the citizens of New Orleans. The six departmental divisions are: Administration, Communications, Prevention & Investigation, Public Affairs, Suppression, and Training.

### *New Orleans East Station and Facility Locations.*

<b>Fourth Fire District (New Orleans East)</b>	
5401 Read Road	Fourth District Chief, Engine 36 & Ladder 13
6900 Downman Road	Engine 4
4550 Old Gentilly Road	Engine 6 & Ladder 3
14069 Morrison Road	Engine 10
4300 Alba Road	Engine 31
13400 Chef Menteur Highway	Engine 37
13400 Chef Menteur Highway	Support Facility

The National Fire Protection Association (NFPA) publishes data on career and volunteer firefighters across the country. In 1997, NFPA conducted a survey of fire departments for U.S. fire experience (*U.S. Fire Department Profile Through 1997*, November 1998). The survey includes data pertaining to a ratio of career and volunteer firefighters per 1,000 inhabitants. These rates are based on data reported by the NFPA and do not reflect recommended rates or a defined fire protection standard. They do, however, provide insight for comparisons with fire departments in similar sized communities. According to the survey of departments serving a population of 50,000 to 99,999 residents, career firefighters per 1,000 people ranged from 0.00 to 3.33. Population-wise, no new stations are required to serve populated areas within New Orleans East.

As a response to the flashover potential and emergency medical needs, national fire protection standards for urban areas are based on a response time of five minutes or less. This equates to approximately a 1.5 mile response radius from each urban fire station at the average travel speed of 30 m.p.h. for an engine. Rural fire stations have a 5 mile service radius. The strategic siting of fire stations is based on meeting this response time requirement. For planning purposes, all of



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the New Orleans East stations utilize an approximate 1.5- mile service/response radius for each urban station and 5-mile service/response radius for each rural station, consistent with ISO standards.



### Health Care

New Orleans East medical facilities are generally clustered between I-10, Read Boulevard and Bullard Boulevard. Pendleton Memorial Methodist Hospital and Lakeland Medical Center are large facilities serving the greater New Orleans area, with patients from Orleans, Jefferson and St. Tammany Parishes as well as southwest Mississippi. As a result, it is crucial for these facilities to be accessible to the entire community.

There are no city or free clinics in New Orleans East. All residents desiring such service must cross the Industrial Canal to seek these services at the Helen A. Levy Health Clinic on 2727 Louisa Street.

### Library

The East New Orleans Regional Library, at 13,360 square foot, was, and remains, the largest branch in the library system. It was the second regional branch built as a result of the 1963 report, "A Network of Public Libraries for New Orleans." The East New Orleans Regional Library was dedicated on October 23, 1968. The library's opening brought six-day-a-week library service to the area then called "East Gentilly." Located at the intersection of Read and Lake Forest Boulevard, the East New Orleans Branch was ideally situated for the growing community, easily accessible by car or public transportation. Since the East New Orleans Regional Library opened, Interstate 10 was completed nearby, Lake Forest Shopping Center was



built across the street, and Joe Brown Memorial Park and the Louisiana Nature and Science Center were developed adjacent to the library.

### **Education**

“The New Orleans Public Schools, with the support of the entire community, commits to ensuring that every child in every grade in every public school will achieve the maximum potential of his/her ability. Children come first. They must be educated to graduate with mastery of essential subjects and to be technologically proficient to compete as productive citizens in the challenging 21st Century.” *Mission Statement of New Orleans Public Schools.*

Overall, New Orleans has one of the largest public school enrollments in Louisiana, with a total of 75,223 students as of 2001. Approximately 91.6% were African-American.

### **Orleans Parish School Board**

The Orleans Parish School Board (OPSB) is the guiding force of New Orleans Public Schools. The OPSB districts of 1 and 2 serve the New Orleans East area. The State of Louisiana defines a school as “an institution for the teaching of children, consisting of an adequate physical plant, whether owned or leased, instructional staff members, and students.” All schools, public or non-public, are required to be in session at least 180 days each year. The statutes also recognize home schooling as a viable alternative so long as it offers “sustained curriculum” of at least equal quality to that offered by public schools.

New Orleans Public Schools are currently operating under the Five Year Strategic Plan for Reform of New Orleans Public Schools: 1999-2000 through 2003-2004. The project plan encompasses quantitative benchmarks comparing New Orleans with other urban school systems, classroom and student observations conducted by academic experts from New Orleans, site-based cost audits, performance audits of the transportation and purchasing functions, assemblage of best practice models, a needs assessment of the school system's physical plant and capital plan, an inventory of legal obstacles to the creation of a highly accountable and effective school system, and reengineering of individual organizational practices and structures.

In this strategic plan, the overarching goal for the New Orleans Public Schools is:

***To improve teaching and learning so that academic achievement for all students in the District is assured***

Supporting Goals include:

- *The structure and organization of the District will be changed to make student learning and achievement the center of all activity and to better meet the needs of the community it serves. The administration will support the needs of the schools.*
- *Ensure that all schools are safe, secure and nurturing environments where the needs of students and teachers are the center of decision-making, and where the community is welcomed.*
- *Engage the community and parents in all areas of the District, including policy, planning and implementation.*



*Guidelines for the Development of Schools*

The State of Louisiana sets many of the parameters by which the School Board must operate, including the provision of facilities and related issues. Section 17.151 of the Louisiana Revised Statutes states, "Parish... school boards may establish such public schools as they deem necessary to provide adequate school facilities for the children of the parish, and also trade schools, evening schools, schools for adults, schools and classes for exceptional children, and such other schools or classes as may be necessary to meet all special or exceptional requirements." The section further states that high schools may also be established but require the sanction of the State Board of Elementary and Secondary Education (BESE). Part B of the section limits class sizes to a system wide pupil-classroom teacher ratio of 20:1 for grades K through 3. In order to properly implement such provisions, a facilities planning process should be established.



## **SAFETY AND CLEAN-UP**

Cities throughout the nation have discovered that ensuring it is safe, and that it looks clean and well maintained, is an absolute pre-requisite of achieving any sort of sustainable redevelopment. Management of public spaces and effective regulatory and maintenance programs are key factors in creating and sustaining an attractive downtown. Maintenance activities will become increasingly important as New Orleans East develops and as more resources are invested in beautification projects. Ensuring a high level of safety for people and their property is a critical issue in attracting businesses, shoppers, residents and visitors to New Orleans East.

In order to restore New Orleans East's reputation as an exciting place to live, and build on New Orleans East's unique character to strengthen its role as a center of educational, cultural and social activity, improvements in safety and cleanliness are needed.

### **Improve safety**

New Orleans East needs to rebuild its image. In recent years, New Orleans East has suffered with an inaccurate perception of high crime. Lack of street lighting, speeding cars in subdivisions, and minimal enforcement of city codes and ordinances contribute to the poor image of safety and welfare of the community.

### **Target litter and illegal dumping**

Roadside litter continues to be an issue in New Orleans East. Most roadways are the first introduction residents and visitors have to New Orleans East. And a number of them are strewn with litter. Litter remains a problem, as it is difficult to enforce the laws regarding litter. As the Gateway to New Orleans, New Orleans East is often the first area of New Orleans visitors see.

New Orleans East has been victim to litter thrown by careless drivers and illegal dumping along Michoud Boulevard and in NOBID. Several New Orleans East area schools have obtained monies for their schools with students volunteering for roadside cleanups. There are no statistics available for the amount of litter produced or collected in New Orleans East roadways.

The New Orleans East Economic Development Foundation (NOEEDF) has been working with area schools to clean up stretches of roads and streets. "Project Pride" is a joint program that allows school children to earn money for their schools. The participating schools "adopt" a stretch of road and schedule clean up days for the school children to pick up the litter. The schools also partner with the Louisiana Department of Transportation and Development (LA-DOTD) in the "Adopt-a-Road" project. Participating schools are rewarded with additional funding provided by NOEEDF.

### **Safety and Clean-up Strategies and Planning Objectives**

The following summary of strategies is designed to address the stated issues and support the independent strategic plans maintained by various entities responsible for the safety and cleanup of New Orleans East. The statements are intended to provide a framework for implementing long-term strategies for the improvement of the image of New Orleans East.



### **Safety and Clean-up**

New Orleans East will be known for its coordination of highly regarded services to meet and exceed the areas health, safety and welfare needs.

In summary, the goals include:

- **Increase public perception of safety in all areas of New Orleans East.**
- **Decrease litter and illegal dumping in New Orleans East.**
- **Continue working with businesses and schools to assist cleanup and beautification.**

### **Safety**

Ensuring the safety of a community is paramount to the needs of its government. However, many safety measures are not under the control of the police department.

#### **Increase public perception of safety in all areas of New Orleans East.**

- Provide additional lighting for all major streets and intersections in New Orleans East.
- Encourage City Agencies to increase the enforcement of code and ordinance violations.
- Provide traffic calming features in residential areas.
- Provide public information about safety measures taken in the East.

### **Clean-up**

Perceptions are closely linked to maintenance standards: an area that does not look well cared for gives visitors and others the impression that no-one is managing its public spaces, which creates a sense of unease.

#### **Decrease litter and illegal dumping in New Orleans East.**

- Provide additional police patrols to deter litter and illegal dumping.
- Provide additional waste receptacles throughout the community.

#### **Continue working with businesses and schools to assist cleanup and beautification.**

- Encourage and promote community and district “clean-up” plans.
- Instrument community clean-up days with local waste hauler.

### **Beautification Programs and Clean Up Plans**

#### **“Gateway to New Orleans”**

The Regional Planning Commission of Jefferson, Orleans, Plaquemines, St. Bernard, and St. Tammany Parishes’ “Gateway to New Orleans/Gateway to Louisiana” is a project is a landscaping replacement and revitalization plan for the 5-mile stretch of Interstate 10 from Paris Road to Dwyer Road. The corridor is the first urban edge of the city encountered by visitors traveling from the east and serves as a façade of the East to passersby. The goal of this project include:

- To create a memorable visual experience appropriate to the “Gateway to Louisiana/Gateway to New Orleans.”
- To set a visual standard for the city and state in regard to image, cleanliness and civic pride.



- To beautify New Orleans East's most important roadway to spur economic success and enhance quality of life.

***NOBID***

New Orleans Business & Industrial District (NOBID)'s 1996 Master Plan Update recommends that NOBID become more proactive on the provision of services and in the acquisition and development of assets within the district, including becoming the provider of those services that affect the reputation of the Board, such as litter and trash pickup, security patrols and landscape maintenance of public areas.



## **Appendix A**

### **Citizen Participation Contacts**



## Appendix A

### A.1: Public Meetings

<u>Date</u>	<u>Topic</u>
March 11, 2001	Plan Meeting
April 24, 2001	Plan Meeting
August 15, 2001	Plan Meeting
August 25, 2001	NOEBA Expo
February 20, 2002	Comprehensive Zoning Ordinance
March 6, 2002	Plan Meeting
March 20, 2002	Plan Meeting
March 25, 2002	Spring Lake Subdivision Improvement
April 9, 2002	NOE Subdivision Meeting
April 20, 2002	Earth Day Festival Plan Meeting
April 24, 2002	Local Issues Meeting #1
May 9, 2002	CZO Mapping Session PD9&10
May 15, 2002	CZO Mapping Session PD 11
May 22, 2002	Local Issues Meeting #2
August 21, 2002	Plan Meeting
December 9, 2003	Plan Final Draft
December 14, 2003	2003 Economic Development
January 27, 2004	Business Summit
May 19, 2004	Semi-Monthly Planning Meeting
May 25, 2004	Public Hearing

### A.2: Key Leaders Interviewed

<u>Name</u>	<u>Organization</u>	<u>Date</u>
Dale Tynes		11.14.00
Joe Wink		11.14.00
Farley Richard	Convenient Technologies	11.14.00
Dr. Wade Ragas	UNO, College of Business	11.14.00
Kevin Williams	AmSouth Bank	11.16.00
Julio Guichard	Director of Economic Development	11.16.00
Gerald Fornoff	Lakeland Medical Center	11.16.00
Peter Babin	Operating Engineers	11.16.00
Cliff Robinson	GNO Communications	11.29.00
Mtumishi St. Julien	The Finance Authority of New Orleans	11.29.00
Donnie Pate	Eastover Development Corporation	11.30.00
Dr. Patricia Harris	Orleans Levee Board	11.30.00
Mindy Parnes	City Planning Commission	12.07.00
Ernest James	Clear Channel Radio	12.12.00
Joan Blackwell	Prudential Real Estate	12.12.00
Fred Young		12.13.00



Warren Ruether	DMI	12.13.00
Bob Marye	Louisiana Nature Center	12.13.00
Captain Lonnie Swain	NOPD 7 <sup>th</sup> District	12.13.00
Don Pellissier	The Radiator Shop	12.15.00
Patrick Bourque	Folger's Coffee	01.15.01
Judy Dawson	Hibernia National Bank	01.17.01
John Cummings		01.26.01
Sherman Copelin		01.29.01
Eugene Green	NOBID	02.08.01
Angelle Dupre	All Congregations Together – ACT	02.13.01
Cynthia Sylvain Lear	New Orleans Parks and Parkways	02.21.01
Ralph Schaefer	New Orleans Parks and Parkways	02.21.01
Melanie Ottaway		03.26.01
Skip Tessier	Latter & Blum	04.19.01
Cliff McQuillion	Village de L'Est	05.05.01
Benjamin Bell		05.18.01
Terry Prather	Jazzland	05.21.01
Dr. Tim Ryan	UNO, College of Business	05.21.01
Hank Dillon	UNO, Human Resource Management	05.21.01
Councilman Brian St. Cyr		06.06.01
Councilman Kerry Larsella		06.06.01
Councilman Paul Johnston		06.06.01
Councilman Tim Walker		06.06.01
Mayor Vinnie Mosca	Harahan City Hall	06.06.01
Jimmy Thorns		06.08.01
Dr. Joseph Bouis	SUNO	06.12.01
Alden McDonald	Liberty Bank	06.21.01
Ken Ducote		06.28.01
Bob Becker		
Collette Creppel		
Gowri Kailas		
Tom Winingder		

### A.3: Stakeholders

NOBID

Army Corps of Engineers

NORD

NO Parks and Parkways

NO Public Schools

NO City Planning Commission

NO Office of Economic Development

Bayou Sauvage

UNO

NOPD



NO Sewerage & Water Board  
NO Housing and Neighborhood Development  
NO Levee Board  
NO Financing Authority  
Port of New Orleans  
LA DOT (RPC)  
NOEEDF  
RTA  
HANO  
Jazzland  
Lakefront Airport  
The Plaza  
Pendleton Hospital  
Operating Engineers  
Eastover Corp  
Folger's Coffee  
Bally's Casino  
JazzEast Real Estate  
Clear Channel Radio  
Lakeland Medical Center  
Audobon Institute

**A.4: Neighborhood Groups**

Bon Marche Properties/Pontchartrain Oaks Apartments  
9696 Hayne Boulevard  
New Orleans, LA 70127

William F. Schenker, Jr.  
504/246-4957  
504-246-4975 (fax)

Castle Manor Subdivision  
4927 Charlene Drive  
New Orleans, LA 70127

Mrs. Katie Rhodes  
504/242-2333

Eastover Residents Association  
210 Oak Mont Drive  
New Orleans, LA 70128

Mr. Kerry Decay  
242-1650

Huntington Park Homeowners Association  
8515 Fordham Court  
New Orleans, LA 70128

Lake Barrington Homeowner's Association  
7441 Lake Barrington Drive  
New Orleans, LA 70128

Ms. Ann Mitchell  
504/242-0768



Lake Bullard Homeowner's Association  
11252 Fernley Drive  
New Orleans, LA 70128

Ms. Rhoda Burton  
504/243-6771

Lake Catherine Neighborhood Association  
Rt 6, Box 278  
New Orleans, LA 70129

Ms. Charlene Von Hoven  
504/662-5667

Lake Forest Estates Homeowners Association  
5731 Kensington Boulevard  
New Orleans, LA 70127

Mr. Alton Bates  
504/242-0932

Lake Willow Homeowners Association  
7201 Westhaven Road  
New Orleans, LA 70126

Mr. Joseph Iirico  
242-7762

Regency Park Townhomes Owners Association  
7000 Downman Road  
New Orleans, LA 70126

Mr. Rod Villere  
504/241-1191

Village de L'Est Improvement Association  
4800 Tulon Street  
New Orleans, LA 70129

Mr. Cliff McQuillion  
504-254-3393

Spring Lake Neighborhood Association  
7430 Arbor Drive  
New Orleans, LA 70126

Ms. Connie Ferrier  
504-244-2832

Lake Carmel Subdivision  
7110 West Renaissance  
New Orleans, LA 70128

Mr. Mark Dusau  
504-244-8495

Idlewood/Parkwood Subdivision  
11250 Woodvine Drive  
New Orleans, LA 70128

Mr. Joseph Lewis  
246-9924

Fairway Estates Homeowners Associations

Ms. Alicia Plummer  
458-5809

Chimneywood Homeowners Association  
6201 Morrison Road  
New Orleans, LA 70126

246-6274



Roger Drive Property Owners Association  
10831 Roger Drive, Townhouse A  
New Orleans, LA 70127-2829

Rosedale Homeowners Association  
P.O. Box 8790  
New Orleans, LA 70182

Venetian Isles Improvement Association  
4700 San Marco Road  
New Orleans, LA 70129

Academy Park Homeowner's Association  
4709 Chantilly Drive  
New Orleans, LA 70128

McKendall Estates Resident's Association  
11432 Tanner Street  
New Orleans, LA 70128

New Orleans East Business Association  
4757 Charlene Drive  
New Orleans, LA 70127

Sherman Copelin

New Orleans East Economic Development Foundation  
10001 Lake Forest Boulevard  
New Orleans, LA 70127

Anne Kiefer  
504/240-2250

Prudential Louisiana Properties  
9820 Lake Forest Boulevard  
New Orleans, LA 70127

Carolyn Bell  
504/242-9500

UNITE  
13713 North Lemans  
New Orleans, LA 70129

#### **A.5: Faith-Based Groups**

Anointed Word Ministries  
10050 Morrison Rd.  
New Orleans, LA 70127

Christian Faith Temple Family Worship Center  
11000 Morrison Rd.  
New Orleans, LA 70126

Villavaso & Associates, LLC



Christian Palace  
4503 Downman Road  
New Orleans, LA 70127

Christian Union Baptist  
3406 Clouet  
New Orleans, LA 70126

Christians United Fellowship  
10001 Lake Forest Blvd  
New Orleans, LA 70127

Church at New Orleans  
11700 Chef Menteur Hwy  
New Orleans, LA 70129

Church of the Apostolic Faith  
4369 Ray Ave.  
New Orleans, LA 70126

Claiborne Presbyterian  
5919 Morrison Rd.  
New Orleans, LA 70127

Cornerstone United Methodist  
5276 Bullard Ave.  
New Orleans, LA 70128

Eastminster Presbyterian  
4523 Read Blvd.  
New Orleans, LA 70127

Faith Church  
13123 I-10 Service Rd.  
New Orleans, LA 70128

Gaza Missionary Baptist Church Study  
7258 Ransom  
New Orleans, LA 70126

Greater St. Stephen Full Gospel Baptist Church  
9661 Lake Forest Boulevard  
New Orleans, LA 70127



St. Stephen Full Gospel Baptist  
5600 Read Blvd.  
New Orleans, LA 70127

Little Woods Baptist  
7643 Lehigh  
New Orleans, LA 70128

Lower Light Baptist  
4422 Ray Ave.  
New Orleans, LA 70126

Mary Queen of Vietnam Church  
14001 Dwyer Blvd  
New Orleans, LA 70129

Mount Pilgrim Baptist  
7918 Old Gentilly Rd.  
New Orleans, LA 70127

New Creation Baptist  
8460 Morrison Road  
New Orleans, LA 70127

New Gloryland Baptist  
4541 America  
New Orleans, LA 70127

New Life Christian Center  
8801 Chef Menteur Hwy.  
New Orleans, LA 70127

New Orleans East Assembly of God  
7420 Vanderkloot Ave  
New Orleans, LA 70127

New Testament Christian Church  
7520 Hayne Blvd  
New Orleans, LA 70126

Prince of Peace Lutheran  
9301 Chef Menteur Hwy.  
New Orleans, LA 70129



Ray Avenue Baptist  
4712 Ray Ave.  
New Orleans, LA 70126

St. Brigid Parish-Church  
13435 Granville  
New Orleans, LA 70126

St. Maria Goretti  
7300 Crowder Blvd.  
New Orleans, LA 70127

St. Michael Missionary Baptist  
4723 Wilson Ave.  
New Orleans, LA 70126

St. Michael's Evangelical Lutheran  
13151 Chef Menteur Hwy.  
New Orleans, LA 70129

St. Paul the Apostle  
6828 Chef Menteur Hwy.  
New Orleans, LA 70126

Trinity Christian Fellowship  
4807 Wilson Ave  
New Orleans, LA 70126

Triumphant Church  
8700 Lake Forest Ave  
New Orleans, LA 70127

Trinity United Methodist Church of Gentilly  
2221 Filmore Ave.  
New Orleans, LA 70112

Village De Lest Baptist  
5200 Cannes  
New Orleans, LA 70129

Vineyard Baptist  
2400 Piety  
New Orleans, LA 70117



Words of Life Missionary Baptist  
7094 Read Blvd.  
New Orleans, LA 70127



## **Appendix B**

### **Resources and Existing Plans**



New Orleans East Long Range Plans and Projects: Public and Private Entities					Status Report
MASTER PLANS PUBLIC/PRIVATE ENTITIES	CONTACTED REAL PERSON?	HAVE PLAN?	SENT/PICKED UP PLAN?	PLAN IN HAND?	COMMENTS
NOBID	Yes	Yes	Yes	Yes	Received Master Plan Update 5/13
Army Corps of Engineers	Yes	Yes	Yes	Yes	Hurricane Protection Levee project on website. Have copy of community plan for Industrial Canal
NORD	No				No calls returned
NO Parks and Parkways	Yes	No			There are landscaping projects in works for 510 interchange and RPC has proposal for landscaping of highway "Gateway to New Orleans"
NO Public Schools	Yes	Yes	Yes	Yes	Have copies of facilities plans and map of NOE schools
NO Planning	Yes	Yes	Yes	Yes	Have Land Use plan and CZO
NO Office of Economic Development	Yes	Not sure			Office still looking into it.
Bayou Sauvage	Yes	Yes	Yes	Yes	Received Master Plan summary (full version in short supply)



New Orleans East Long Range Plans and Projects: Public and Private Entities					Status Report
MASTER PLANS PUBLIC/PRIVATE ENTITIES	CONTACTED REAL PERSON?	HAVE PLAN?	SENT/PICKED UP PLAN?	PLAN IN HAND?	COMMENTS
UNO	Yes	Yes	Yes	Yes	Have UNO Real Estate study summary for all of New Orleans.
NOPD	Yes	No			NOPD has no plans affecting 7 <sup>th</sup> district
NO Sewerage & Water Board	Yes	Yes	Yes	Yes	Have NOE schedules for SSERP
NO Housing and Neighborhood Development	Yes	Yes	Yes	Yes	Have Impact Neighborhood Strategy for NOE
NO Levee Board	Yes	No			Levee District has no plans or projects impacting NOE
NO Financing Authority	Yes	No			Financing Authority has power to finance, no plans
Port of New Orleans	Yes	Yes	Yes	Yes	Was referred to internet. Jourdan Road terminal only NOE project
LA DOT	Yes-RPC	Yes	Yes	Yes	Have TIP and Long Range Plan
NOEEDF	Yes	Yes	Yes	Yes	Have New Orleans East Economic Development plan (1995)
RTA	Yes	No			Bus stop improvement plan mentioned in TIP, however all bus stops improvements are being done on a case by case



# **New Orleans East Long Range Plans and Projects: Public and Private Entities**

## **Status Report**

<b>MASTER PLANS PUBLIC/PRIVATE ENTITIES</b>	<b>CONTACTED REAL PERSON?</b>	<b>HAVE PLAN?</b>	<b>SENT/PICKED UP PLAN?</b>	<b>PLAN IN HAND?</b>	<b>COMMENTS</b>
					basis. No designed plan.
<b>HANO</b>	Yes	Yes	Yes	Yes	Have HANO plans, no geographical impact to NOE
<b>Jazzland</b>	Yes	No			Jazz East Plan for Resort Complex
<b>Lakefront Airport</b>	Yes	Yes	Yes	Yes	Have 1996 Master Plan Airport management says it is outdated. Airport undergoing privatization of management
<b>The Plaza</b>	Yes	No			Called management office and mall office. No one has any knowledge of a plan or profile done
<b>Pendleton Hospital</b>	Yes	No			Have T-P article
<b>Operating Engineers</b>	Yes	No			No plans
<b>Eastover Corp</b>	Yes	No			Internet info for company profile
<b>Folger's Coffee</b>	Yes	Yes	Yes	Yes	Received company profile and T-P article
<b>Bally's Casino</b>	No				Norbert Simmons not at this location. No phone calls returned
<b>JazzEast Real Estate</b>	Yes	Yes	No	No	Hotel plans for Jazzland Resort.



New Orleans East Long Range Plans and Projects: Public and Private Entities					Status Report
MASTER PLANS PUBLIC/PRIVATE ENTITIES	CONTACTED REAL PERSON?	HAVE PLAN?	SENT/PICKED UP PLAN?	PLAN IN HAND?	COMMENTS
Clear Channel Radio	No				Ernest James no longer with Clear Channel. No calls returned
Lakeland Medical Center	Yes	Yes	Yes	Yes	Fax of T-P article received 5/8. Could be asking for proprietary knowledge
Audobon Institute	Yes	No			Strategic Plan in Process