



# MAIN ST RESILIENCE PLAN

## CITY OF NEW ORLEANS

Community Workshops  
**Broad St.** Meeting #1  
June 24, 2015

## AGENDA

- Welcome & Introductions
- Project Overview
  - Defining resilience
  - Coordination with other planning efforts
- What We've Learned (so far)
  - Residential and Commercial Market
  - Infrastructure / Built Environment
  - Risk and Other Resilience Elements
- Discussion on Corridor Vulnerability



## MEETING #1 OBJECTIVES:

- Introduce this project and understand related activities
- Discuss resilience as applied to commercial corridors
- Review key indicators and input gathered so far on Broad
- Understand priority concerns and opportunities for improving corridor and business resilience





# PROJECT OVERVIEW

- Goals
- Schedule
- Community Engagement

## PROJECT GOALS

1. Developed a shared definition of resilient commercial corridors for New Orleans
2. Create a measurable and actionable methodology for assessing the resilience of commercial corridors or Main Streets.
3. Apply methodology to 6 corridors (5 State-designated Main Streets), in the city and develop individualized recommendations for each to address resiliency gaps
4. Develop how-to guides for businesses for improving resiliency as applied to business operations and for businesses/property-owners for improving building resiliency



CITY OF NEW ORLEANS  
City Planning Commission



Metro-Source, llc



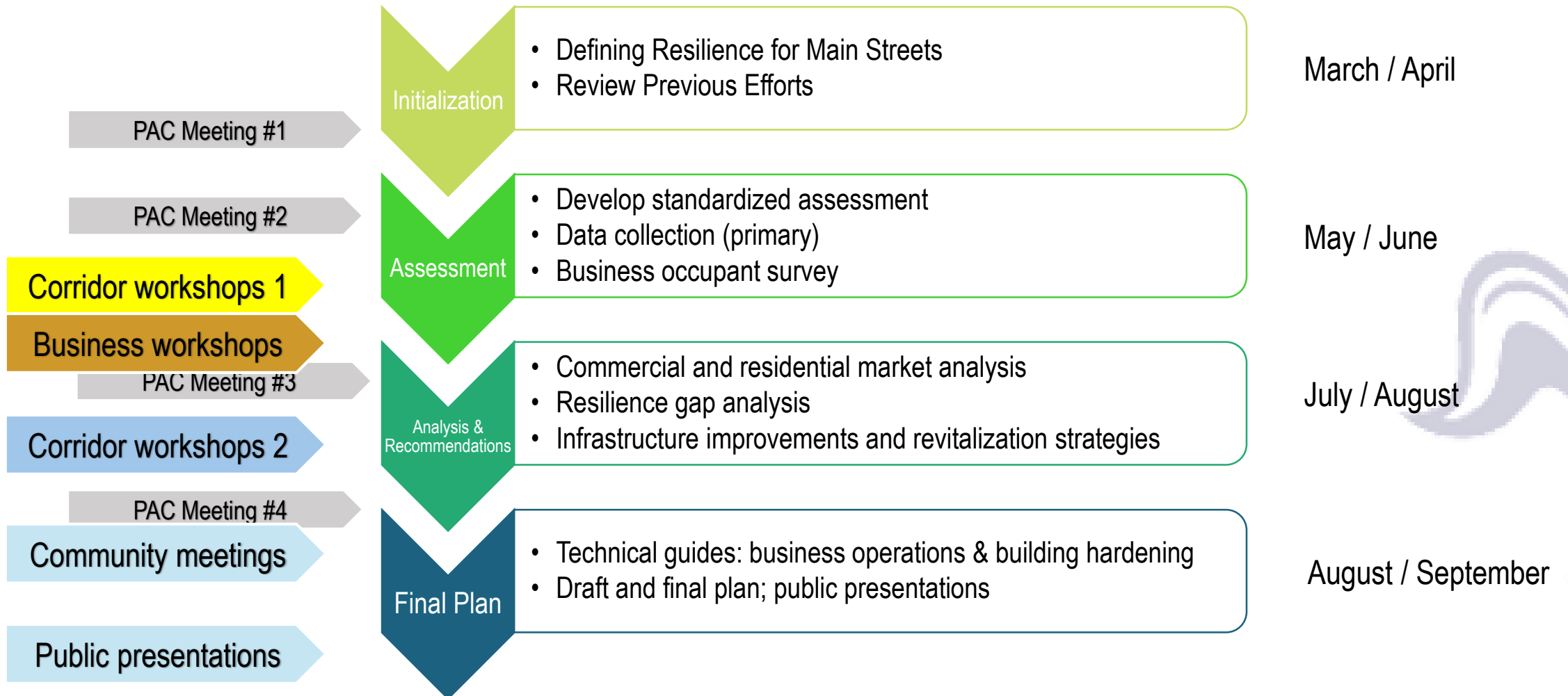
**MSMM**  
ENGINEERING, LLC

Waggoner & Ball Architects

**staylocal**  
building community awareness



## OVERVIEW OF PLANNING PROCESS



## DEFINING RESILIENCE: CITY RESILIENCE FRAMEWORK

“Capacity of cities to function so that the people living and working in the cities – particularly the poor and vulnerable – survive and thrive no matter what stresses or shocks they encounter”

*drawn from the Rockefeller Foundation 100 Resilient Cities*

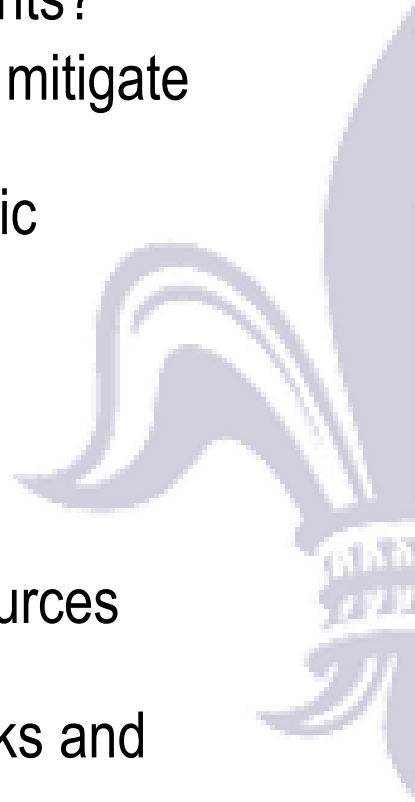
### MASTER PLAN: RESILIENCE (Chapter 12)

- Capacity to anticipate significant multi-hazard threats, to reduce overall the community’s vulnerability to hazard events, and to respond to and recover from specific hazard events when they occur
- Capacity to cope with and recover from present-day risks
- Capacity to adapt to changing conditions, including uncertain, unknown, or unpredictable risks

*drawn from the Community and Regional Resilience Institute (CARRI)*

## ASSESSING A RESILIENT COMMERCIAL CORRIDOR

- How vulnerable are corridor businesses, buildings and infrastructure to shock events?
- What infrastructure investments are required to facilitate economic prosperity and mitigate risks/hazards?
- Are corridor businesses able to weather and reduce stresses, particularly economic forces?
- Does the corridor provide local (adjacent) community...
  - ...essential services on an ongoing basis & immediately following a shock event?
  - ...emergency shelter?
  - ...social & community gathering spaces?
- Do corridor businesses have access, availability, and the capacity to engage resources needed to weather shocks & stresses?
- Are adequate social networks in place to support corridor businesses during shocks and stresses?





## COORDINATING WITH OTHER EFFORTS

- HUD NDRC Application
- Rockefeller 100 Resilient Cities
- NORA Commercial Corridor Market Value Analysis
- Broad St Streetscape (underway)





# WHAT WE'VE LEARNED (SO FAR...)

Residential and Commercial Market  
Infrastructure / Built Environment  
Risk and Other Resilience Elements

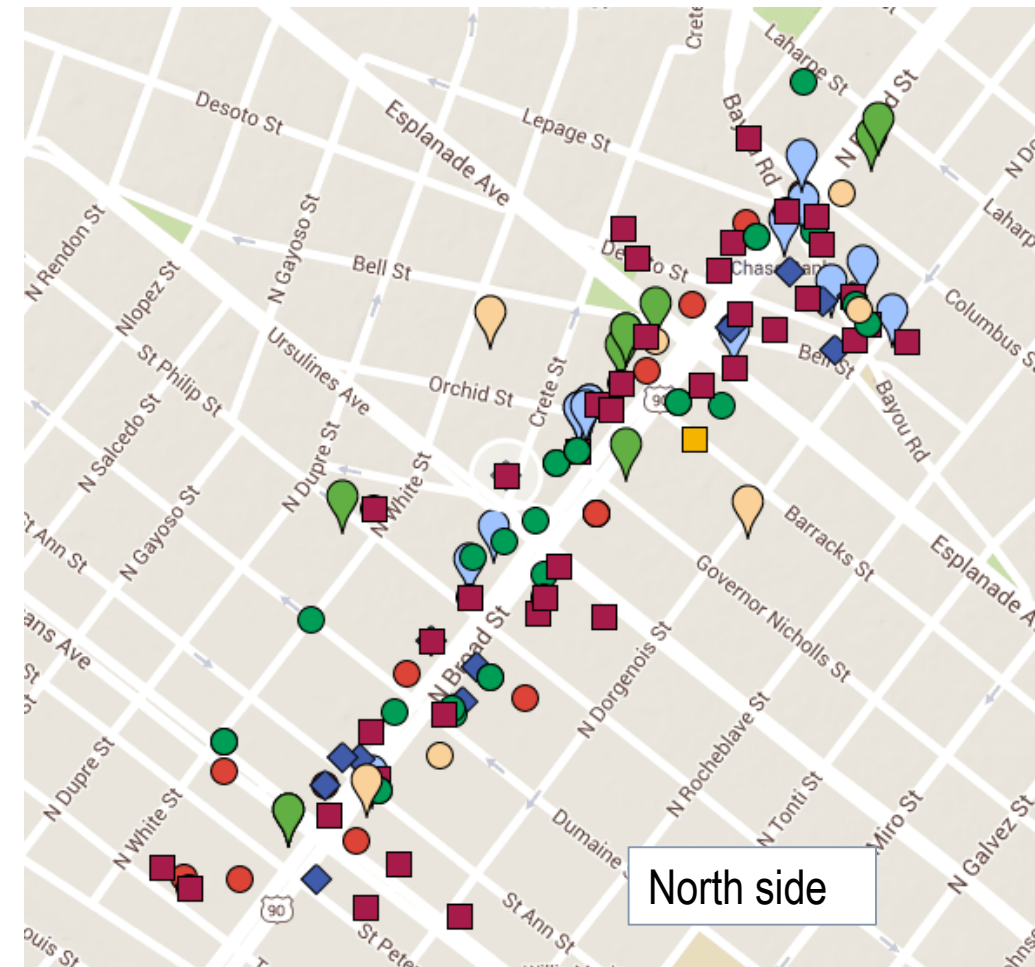
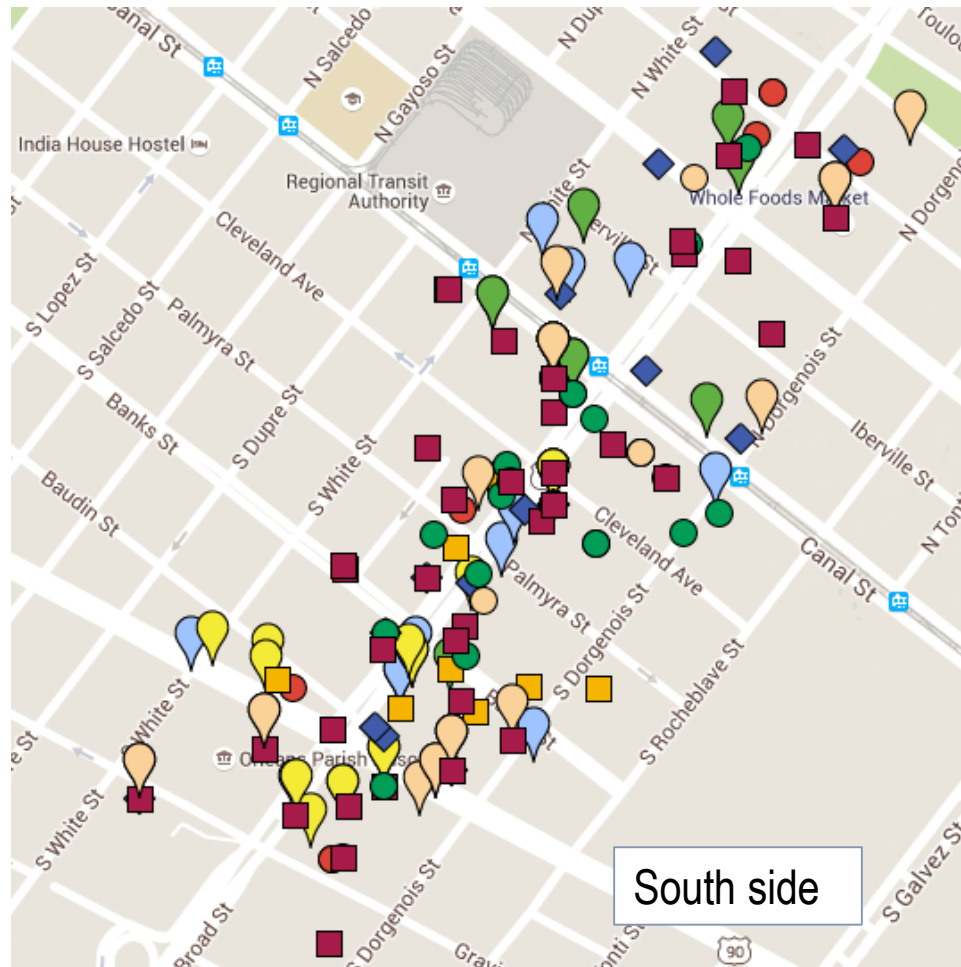
## CORRIDOR PROFILE: BUSINESSES

317 Businesses

38 Non business organizations

- Other - Business (110)
- Personal Services (54)
- ◆ Miscellaneous Retail (33)
- Eating And Drinking Places (32)
- Health Services (29)
- Automotive (26)
- Social Services (21)
- Legal Services (18)
- Other - Nonbusiness (18)
- Insurance Carriers (14)

Sources: InfoUSA, 2015; City of New Orleans occupancy licenses, 2015



## CORRIDOR PROFILE: ESSENTIAL SERVICES



## CORRIDOR PROFILE: BUSINESSES

Sources: InfoUSA, 2015; City of New Orleans  
occupancy licenses, 2015

- Mostly serve the immediate neighborhood residents and daytime populations
- Clusters of health care, auto and social services

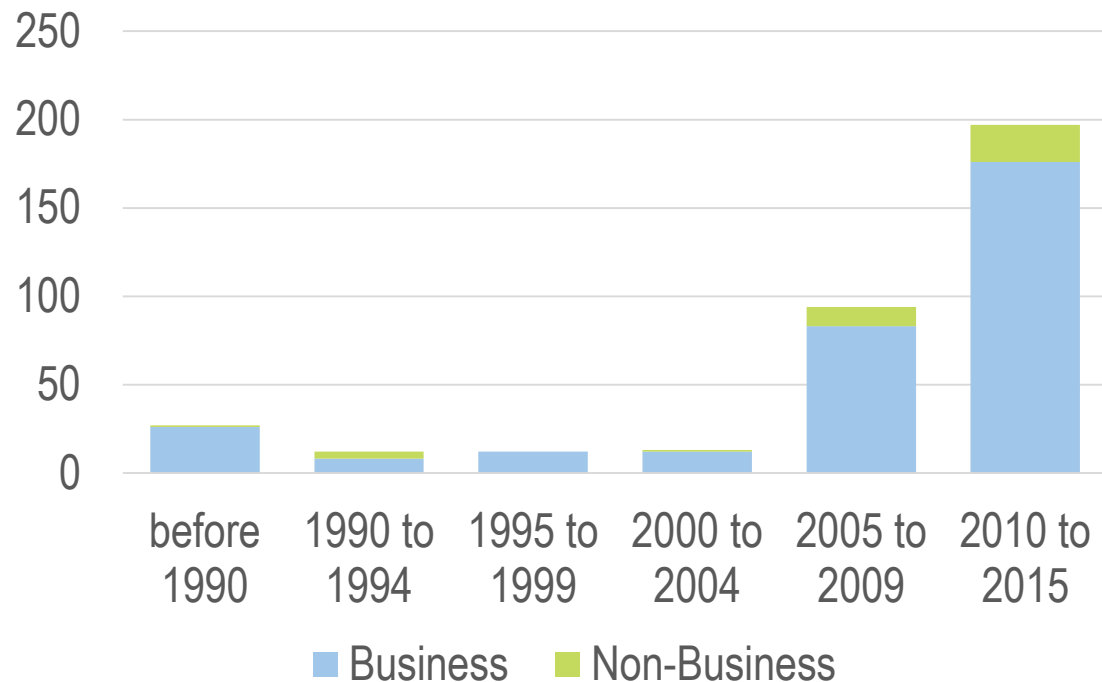
Number	Industry	Examples
54	Personal services	Beauty/nail salons, barbers, tax preparation, laundry
33	Miscellaneous retail	Cell phone stores, pharmacies, beauty supply
32	Eating and drinking places	Restaurants, bars, cafes
29	Health Services	Health clinics, dentists, eye care
26	Automotive	Car dealers, gas stations, mechanics, carwashes
21	Social Services	Childcare, aging, homeless
18	Legal Services	Attorneys
14	Insurance Carriers	Bail bonds

## CORRIDOR PROFILE: BUSINESSES

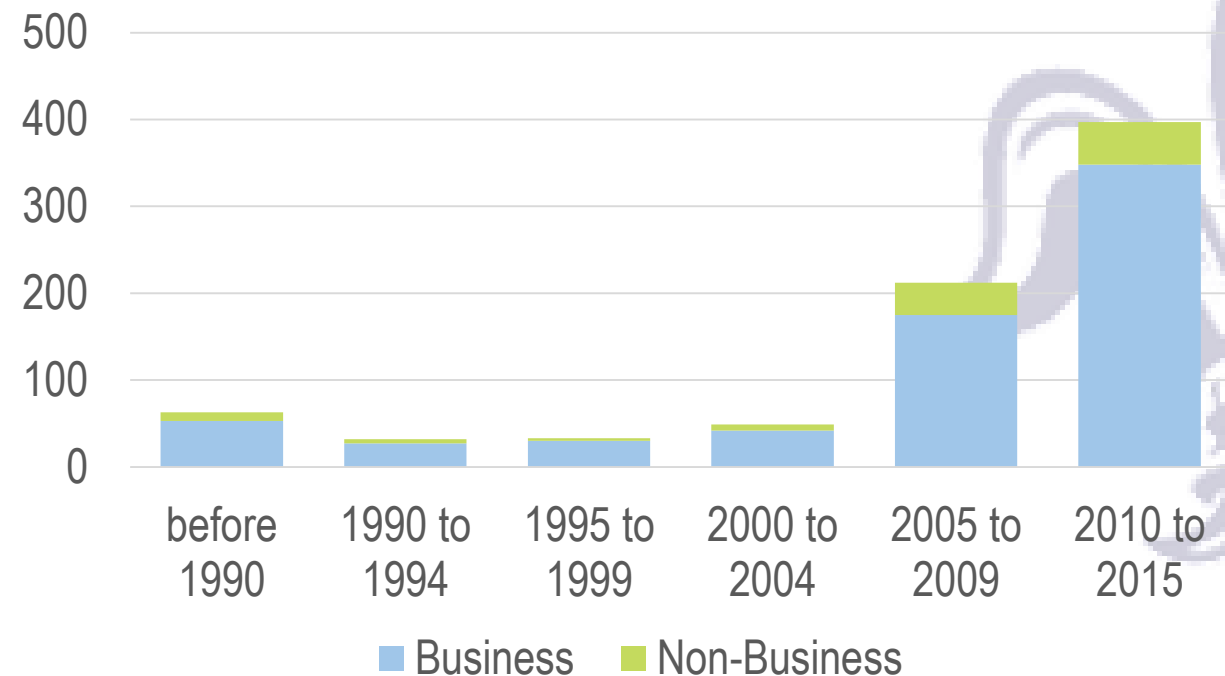
Sources: InfoUSA, 2015; City of New Orleans  
occupancy licenses, 2015

- Entities are about same age as those in other corridors as a whole

### Establishments by Year Started – Broad

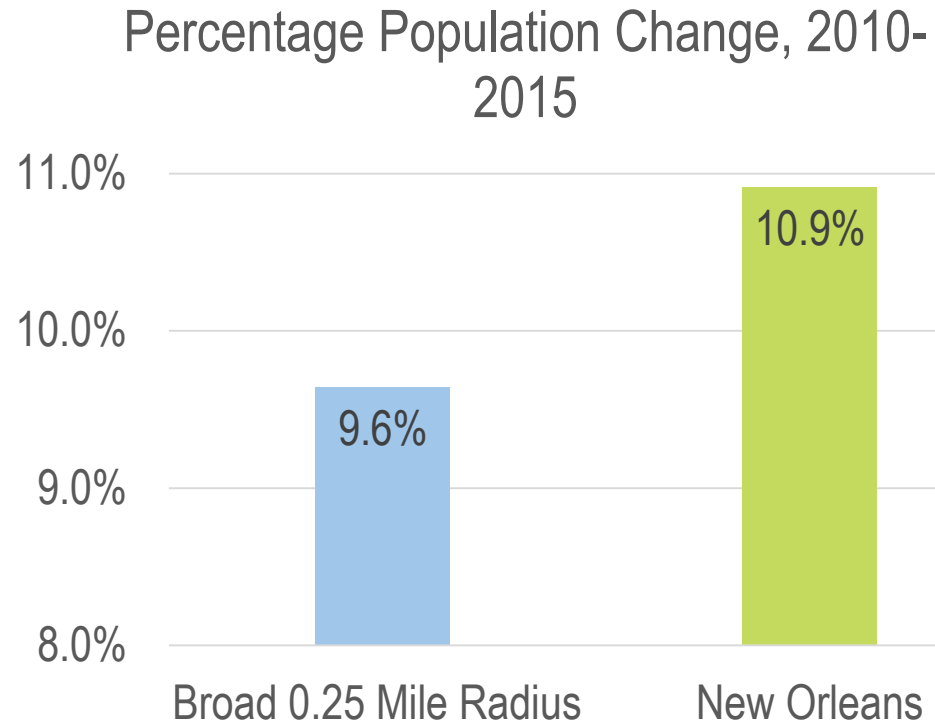


### Establishments by Year Started - All Corridors



## CORRIDOR PROFILE: PEOPLE

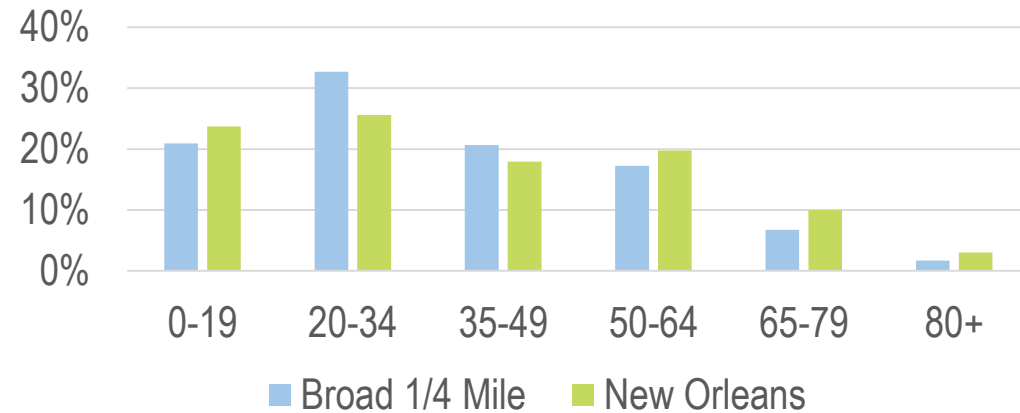
Population immediately surrounding Broad has grown at a slightly slower pace than the rest of the city



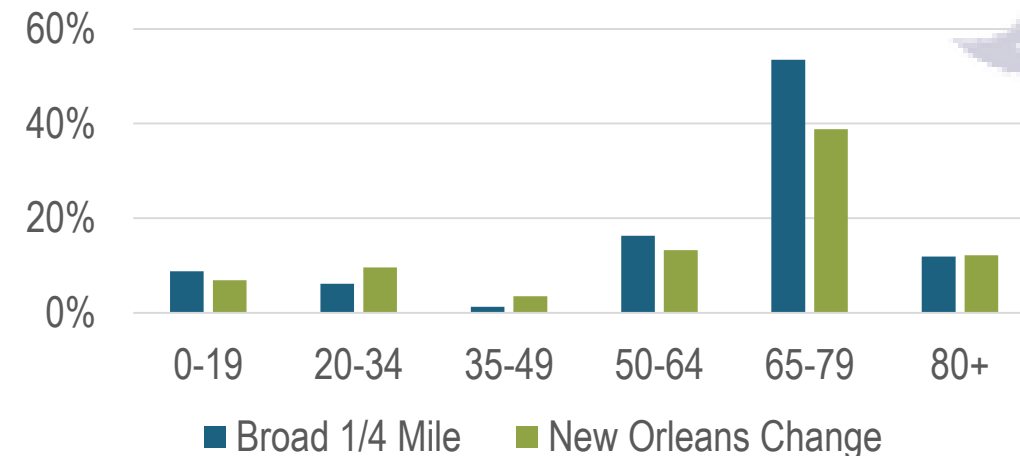
## CORRIDOR PROFILE: PEOPLE

- Median Age is slightly lower than city (33.1 vs. 35.6)
- Corridor is aging at roughly the same rate as the city
- Faster growth among groups aged 50-79

2015 Population, by Age Group



Age Group Rate of Change, 2010-2015

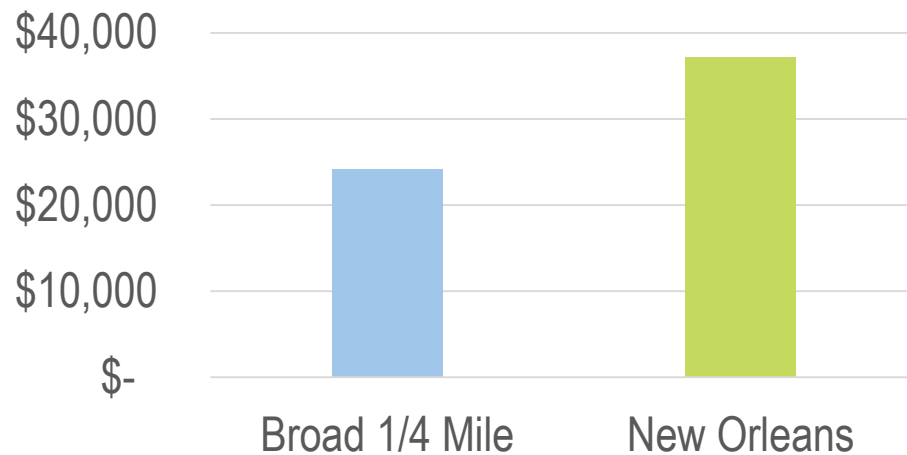




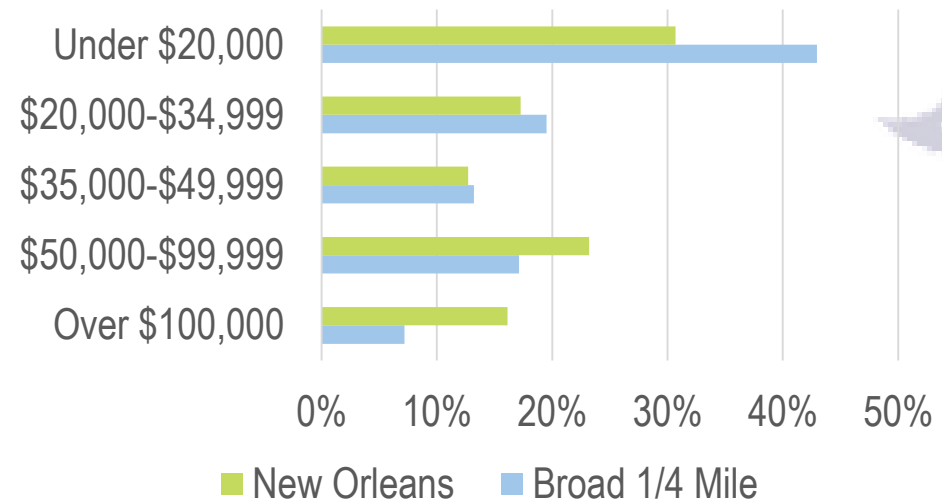
## CORRIDOR PROFILE: PEOPLE

- Median household income is 35% lower than city as a whole (\$24,186 vs. \$37,146)
- Significantly more households in lower income groups; fewer in high income groups

2013 Median HH Income

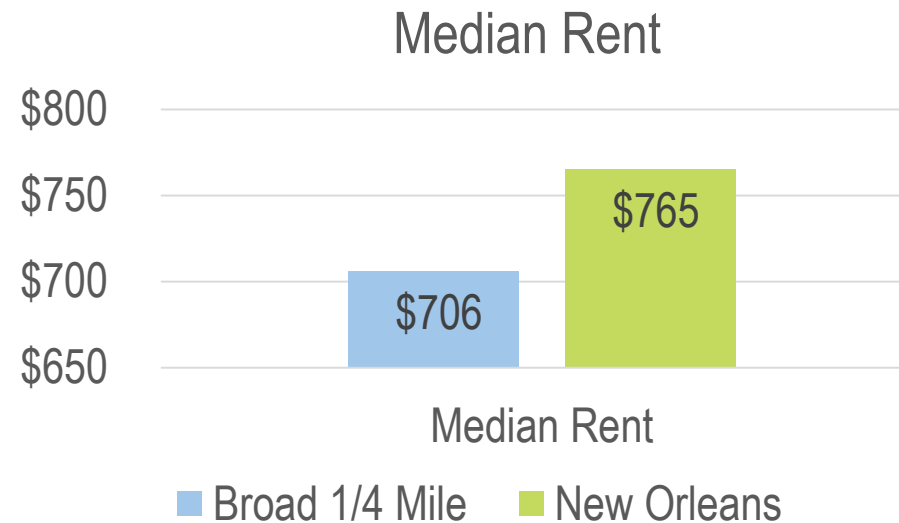
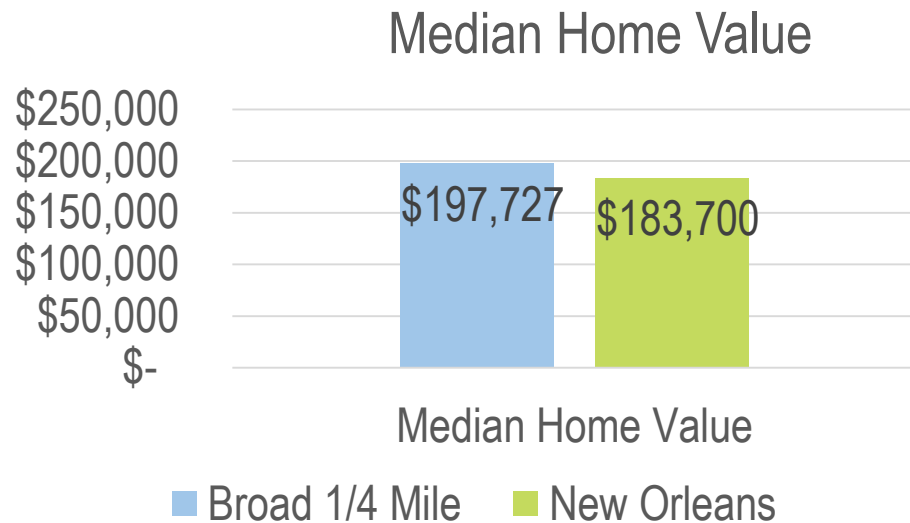


Household Income Groups, 2013



## CORRIDOR PROFILE: AFFORDABILITY

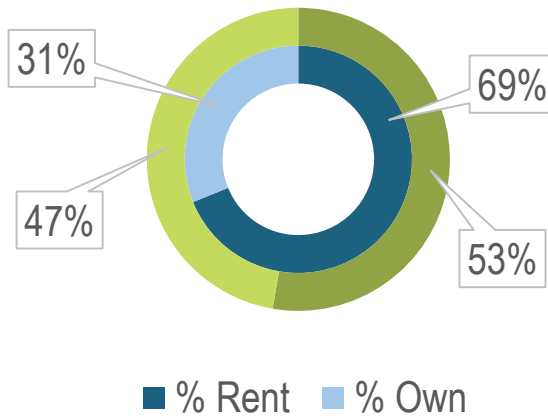
- Median home values are somewhat higher, but median rent is lower



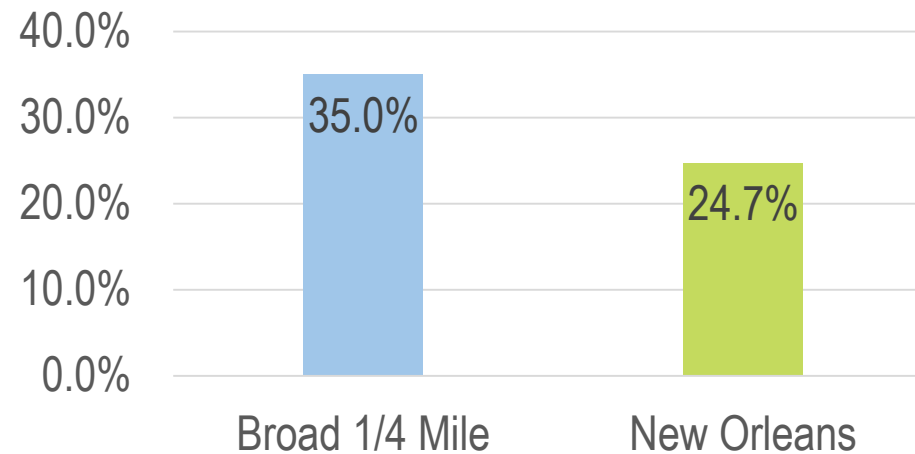
## CORRIDOR PROFILE: AFFORDABILITY

- More people rent near Broad, and rent is a higher percentage of household income than the rest of the city

Own vs. Rent Homes

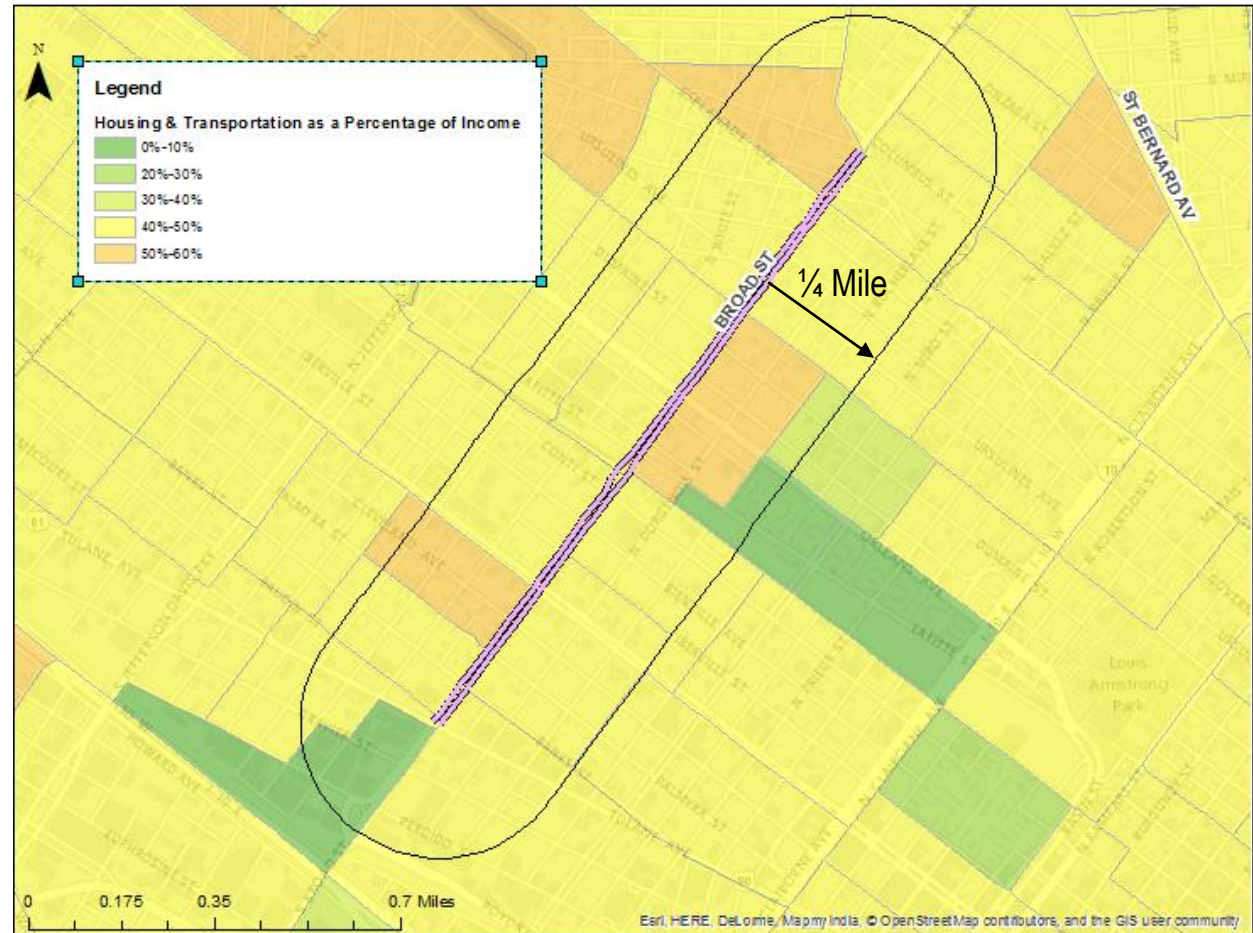


Rent as Percentage of Income



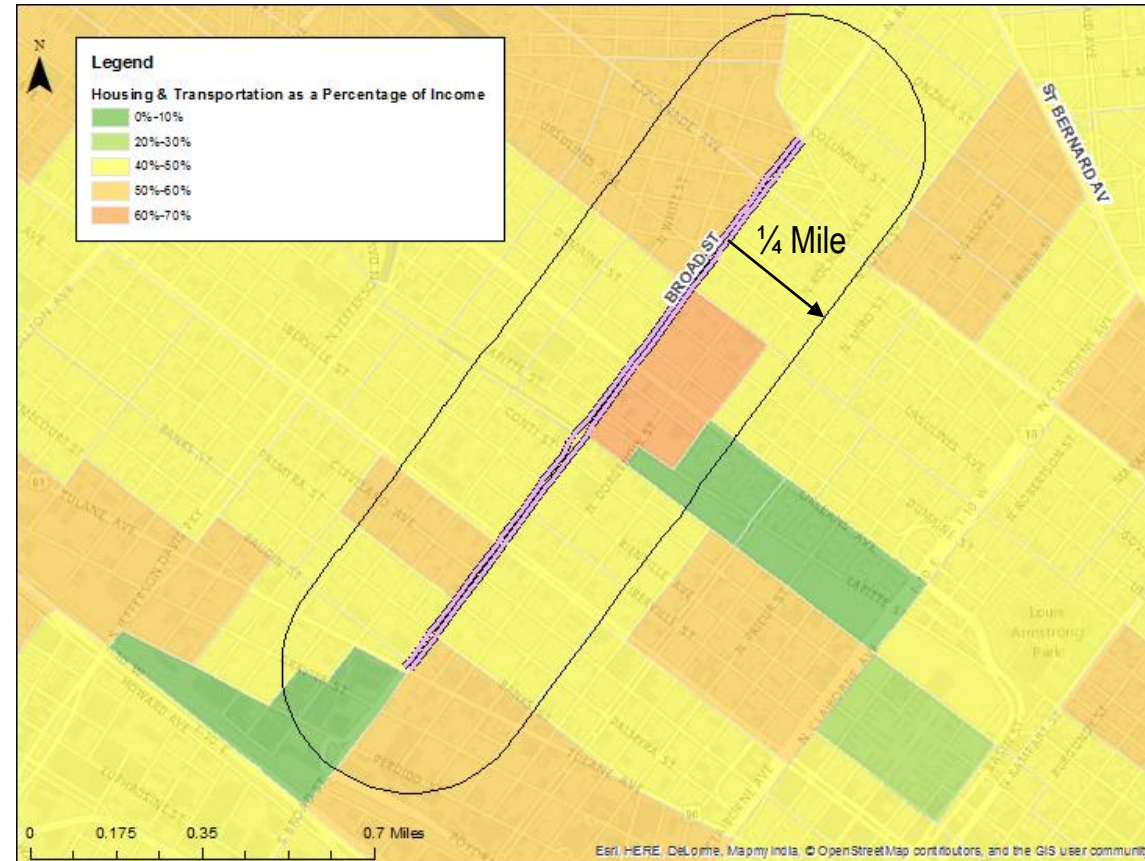
## AFFORDABILITY: HOUSING + TRANSPORTATION

- Median Income Family
  - 4 People
  - 2 Commuters
  - \$47,429 annual income



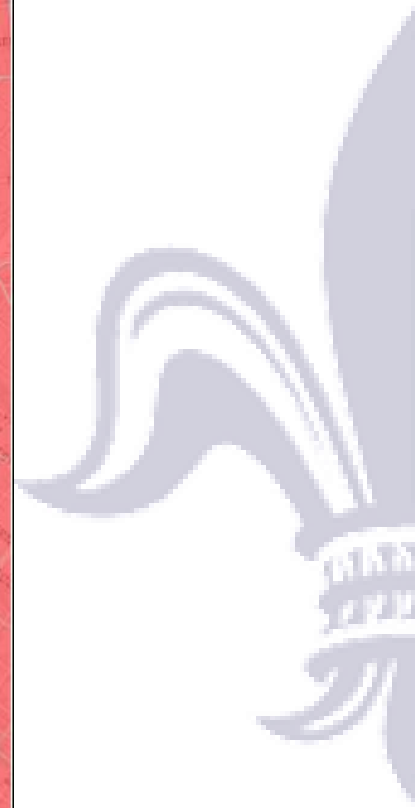
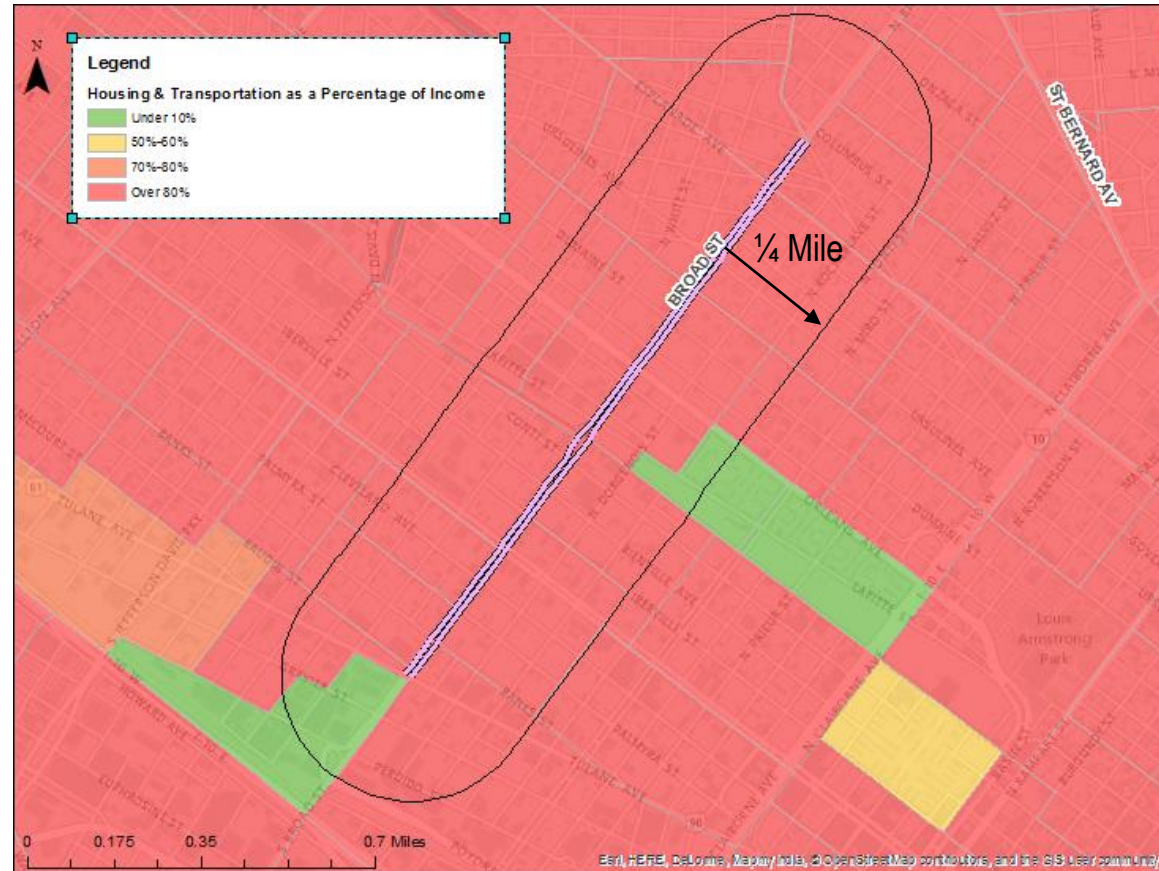
## AFFORDABILITY: HOUSING + TRANSPORTATION

- Moderate Income Family
  - 3 People
  - 1 Commuter
  - \$37,943 annual income



## AFFORDABILITY: HOUSING + TRANSPORTATION

- Very Low Income Individual
  - 1 Person
  - 1 Commuter
  - \$11,720 annual income

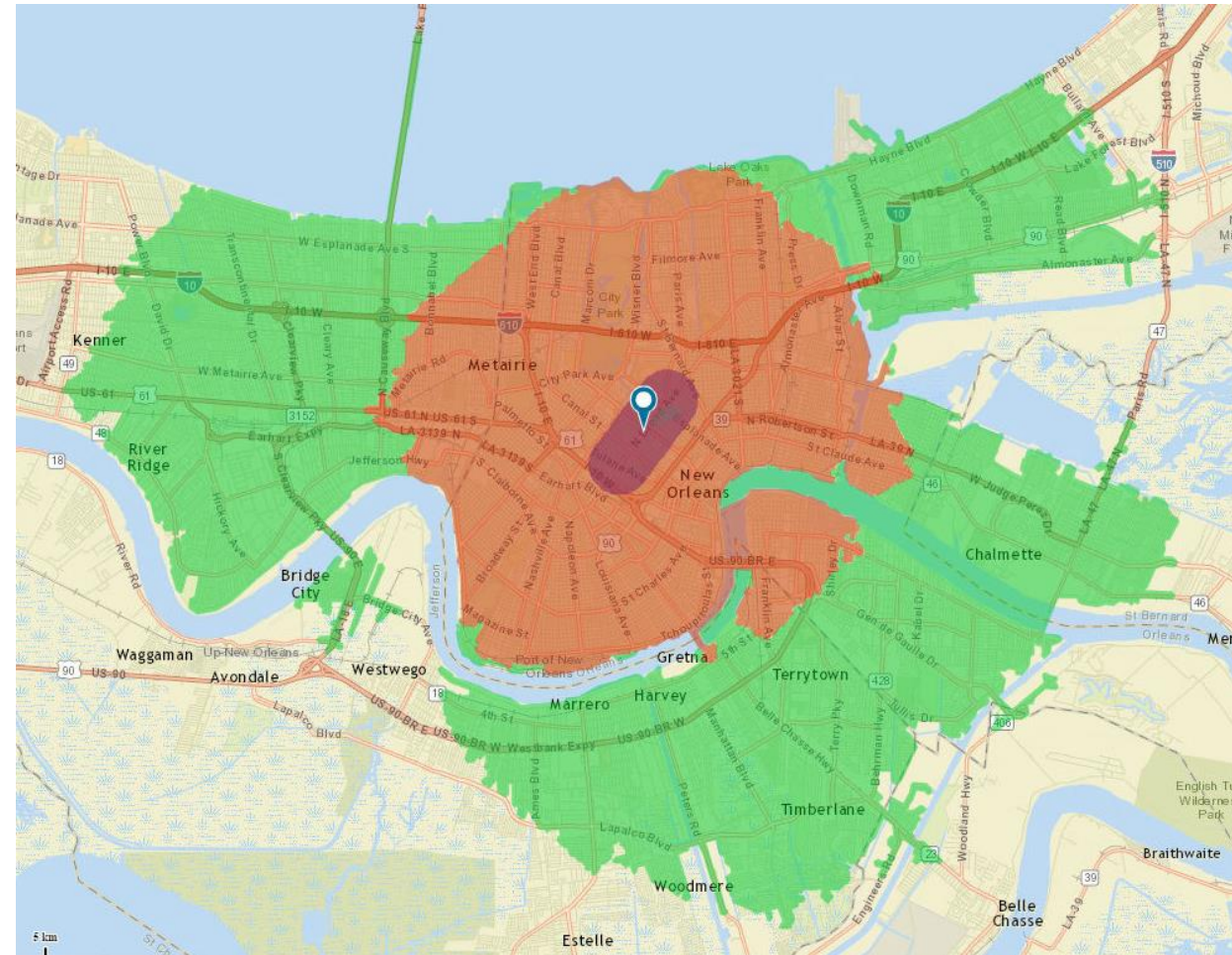


## MARKET ASSESSMENT

Examined three markets:

- Neighborhood: 1/2-mile buffer
  - The “convenience” market (groceries, take-out food, pharmacy)
  - 25% capture rate
- Community: 5-mile drive distance
  - Comparison shopping (restaurants, clothing, furniture, electronics, hobby goods)
  - 5% capture rate
- Region: 5 to 10-mile drive distance
  - Destination retail and entertainment (cultural institutions, specialty items)
  - 0.5% capture rate

Source: Esri 2015



## MARKET ASSESSMENT

Raw SUPPLY and DEMAND indicators suggest that there is:

- **High** unmet demand for:
  - General merchandise store (dollar store, City Target): \$26.1 million leakage
  - Automobile dealer: \$22.3 million leakage
  - Gasoline station: \$10.6 million leakage
- **Modest** demand for:
  - Small grocery store: \$5.7 million leakage
  - Small electronics/appliance store: \$3.9 million leakage

Source: Esri and Dun & Bradstreet, 2015, GCR Analysis





## MARKET ASSESSMENT

BUT....

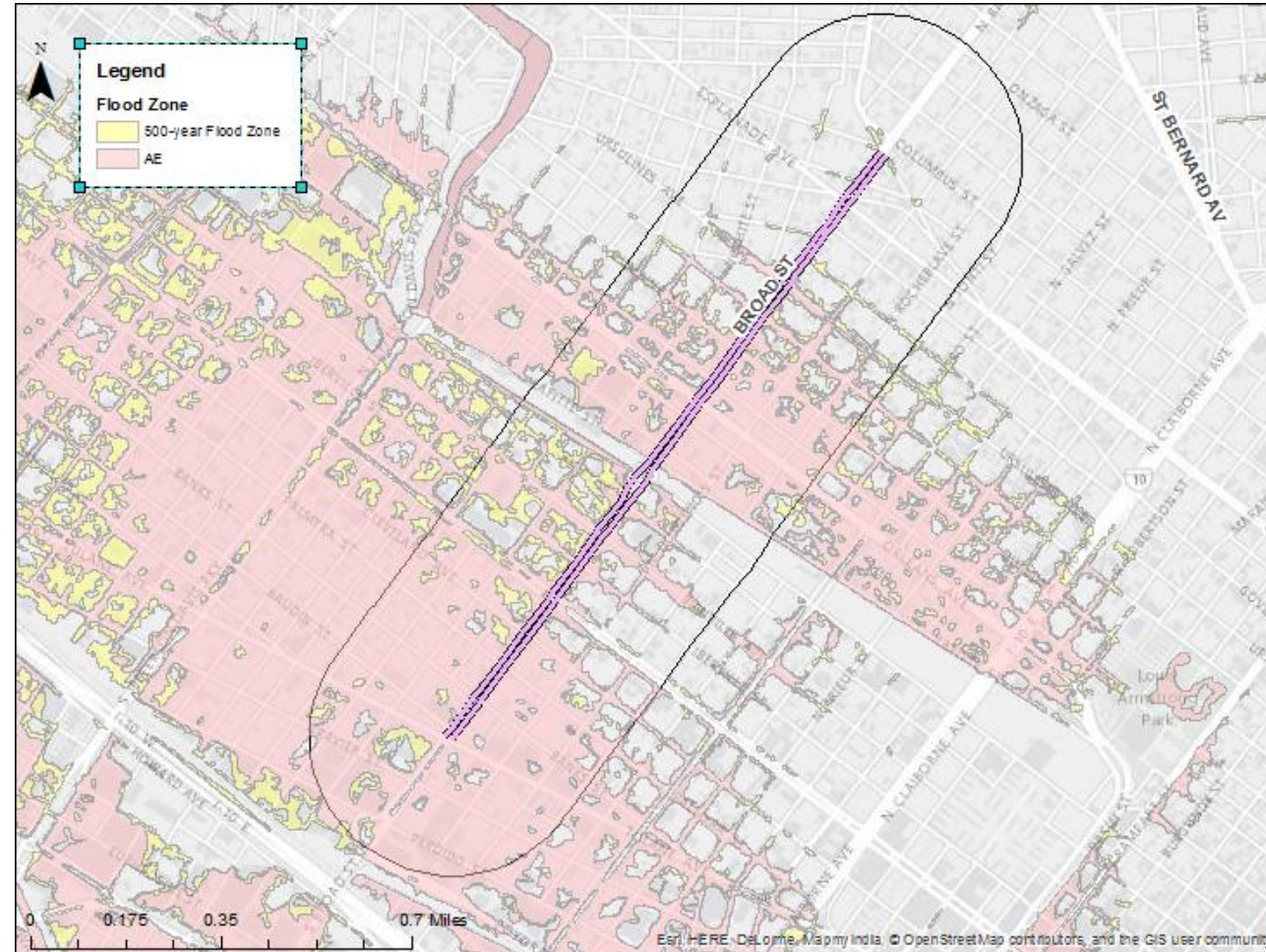
- What kind of Corridor does the Broad St. community want to be?
- What space is available for business growth?
- How will the market change?



## FLOOD ZONES

*PRELIMINARY*  
FEMA DFIRM

Significant portions of  
Broad and surrounding  
area are in 100-year  
flood zone



## INFRASTRUCTURE: SEWER & DRAINAGE

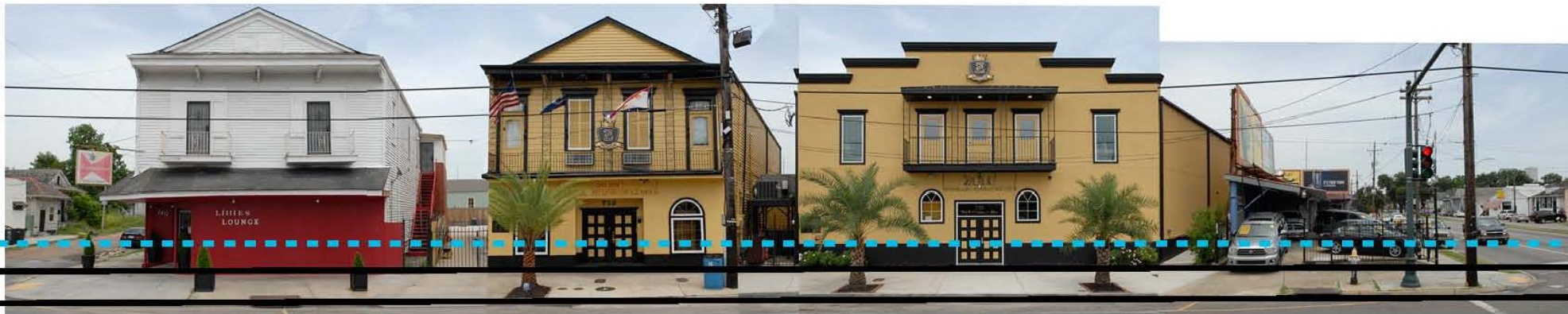


### Legend

- Modeled Drainage Nodes In Target Corridor
- Drain Structures
- Target Corridor
- Drainage Canals
- Sewer Lines
- Drain Lines



## CORRIDOR ELEVATION



3' above curb  
sidewalk: 1'-3"  
curb bottom: -1'-9"

3' above curb  
sidewalk: -1'-6"  
curb bottom: -2'-2"

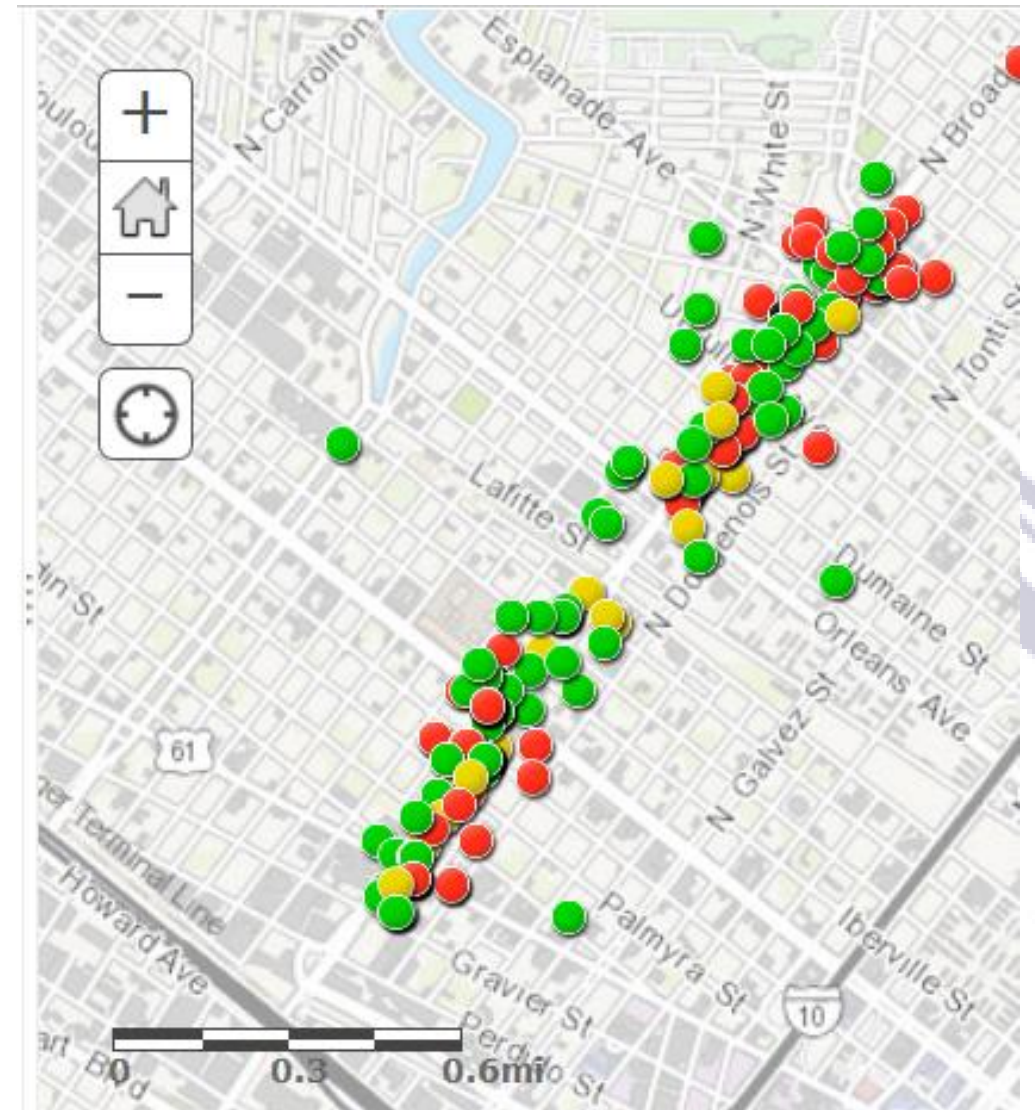
## CORRIDOR BUILDINGS

- Appear occupied: **82%**
- In 'average' or better condition: **76%**
- Elevated foundations: **23%**
- ADA accessible entrance: **54%**
- Elevated Mechanical, Electrical, or Plumbing systems (usually HVAC): **48%**
- Protection for windows or doors: **49%**
- Appendages, such as signs, awnings, or overhangs: **75%**



## BUSINESS SURVEY

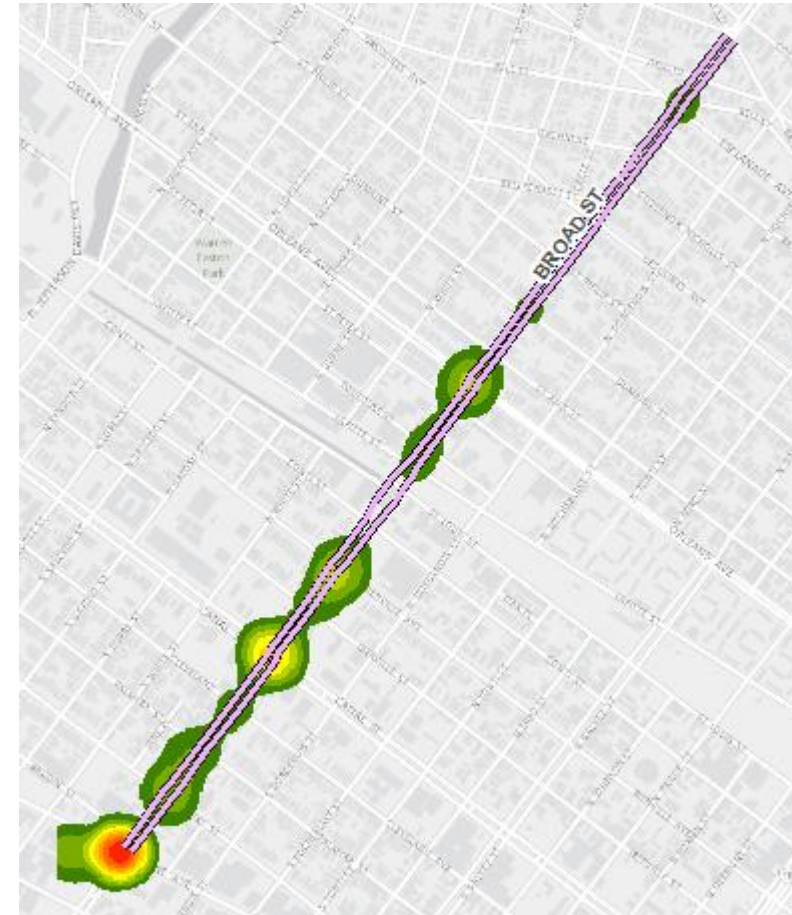
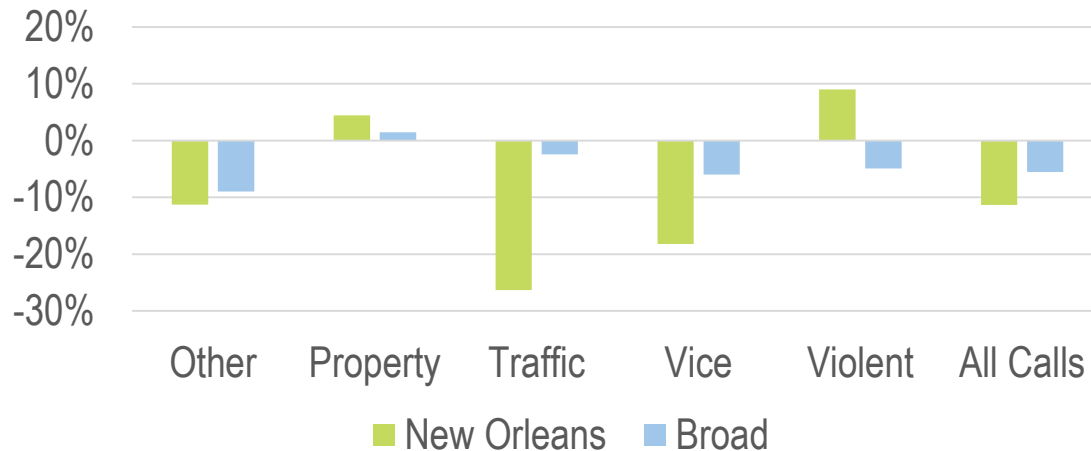
- 24 of 204 listed business surveyed



## OTHER FACTORS: CRIME & SAFETY

- Overall calls to NOPD have decreased along with the rest of the city
- Property crime increase slightly, but not as much as city
- Violent crime calls decreased while city increased

Change in NOPD Calls, 2012-2014



Highest concentration of 911 call in 2014

## OTHER FACTORS: SOCIAL NETWORKS

- Broad Community Connections
- Zulu Social Aid & Pleasure Club
- Lafitte's Residence Council
- New City Neighborhood Partnership
- Mid-City Neighborhood Organization
- Friends of Lafitte Corridor



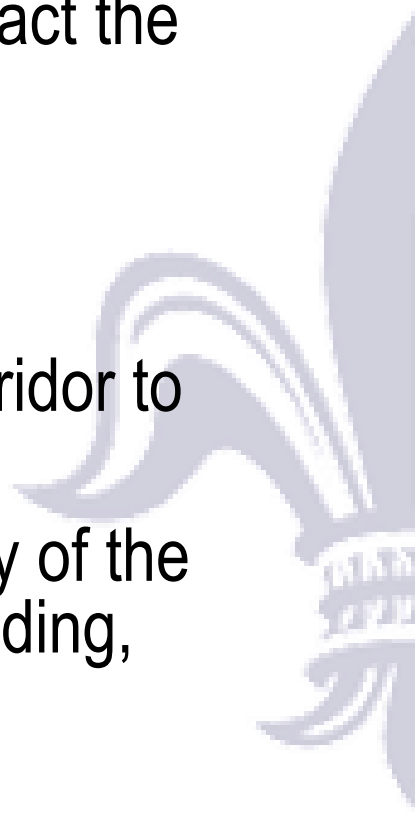




# DISCUSSION: CORRIDOR VULNERABILITY

## TOPICS OF DISCUSSION:

- What weather, economic, demographic, or social events have/can impact the corridor?
- What were/are the impacts to the corridor?
- For past events, what was the recovery time?
- What **infrastructure investments** would facilitate the capacity of the corridor to withstand and recover?
- What **non-infrastructure public investments** would facilitate the capacity of the corridor to withstand and recover? (i.e. police patrols, Main Streets funding, etc.)
- What social services or social places are needed on the corridor?





# DISCUSSION: BUSINESS VULNERABILITY

## TOPICS OF DISCUSSION:

- What **individual, business and private investments** would facilitate the capacity of the corridor to withstand and recover?
- How can/do businesses on the corridor work together to withstand and recover?
- What are essential services are currently lacking from the corridor?



*Photo credit: Robert Morris, Uptown Messenger*

## NEXT STEPS

- Complete resilience assessments (June 30)
- Business Continuity Workshops (June 29 – July 1)
- Develop preliminary strategies for each corridor (July)
- Corridor Workshop #2 (Broad: July 23)
  - Prioritize and refine





**THANK YOU**

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