



MAIN ST RESILIENCE PLAN

CITY OF NEW ORLEANS

Community Workshops
Broad St. Meeting #2
August 6, 2015

AGENDA

- Welcome & Introductions
- Project Overview
- Vulnerability Assessment Preliminary Findings
 - Shocks & Stresses
 - Infrastructure
 - Buildings
 - People
- Discussion on Resiliency Strategies





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

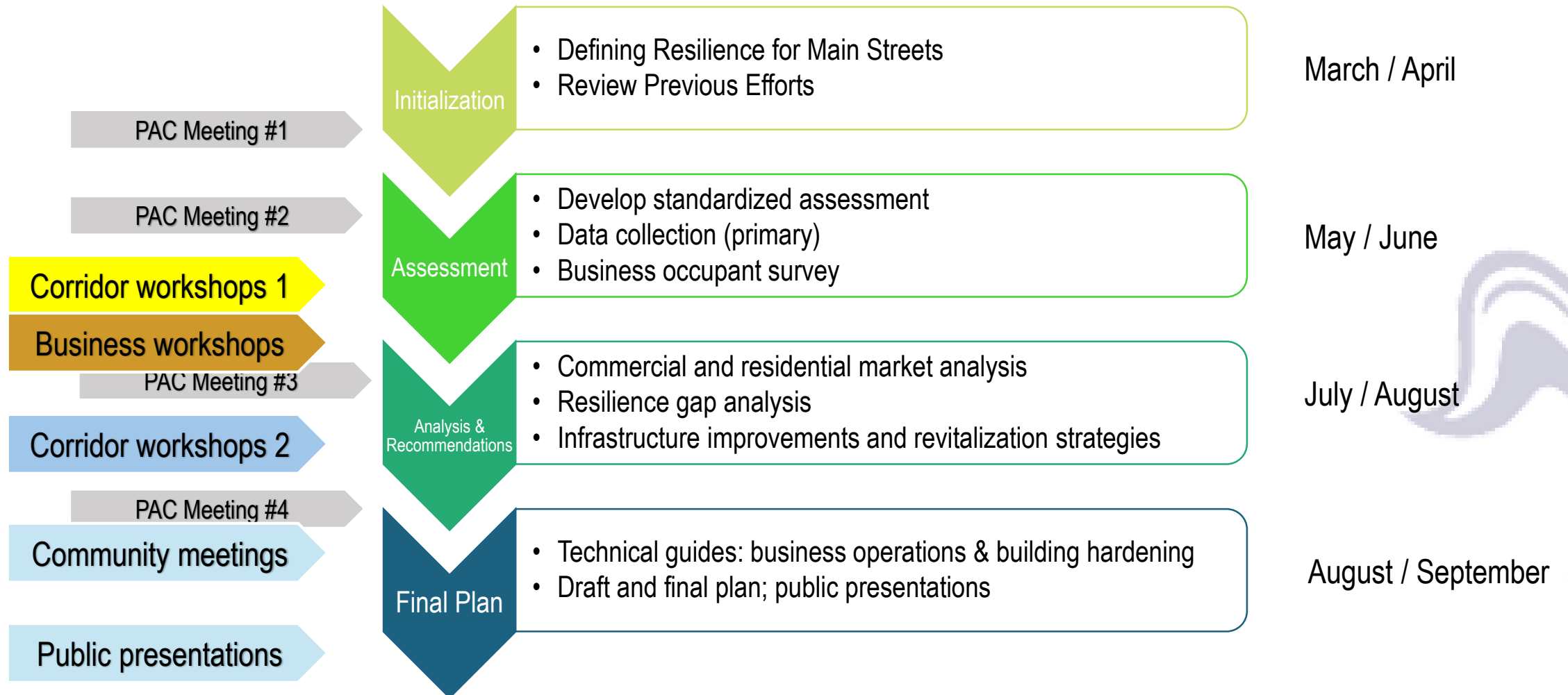


MSMM
ENGINEERING, LLC

Waggoner & Ball Architects



OVERVIEW OF PLANNING PROCESS





WHAT WE'VE LEARNED

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

ASSESSING A RESILIENT COMMERCIAL CORRIDOR

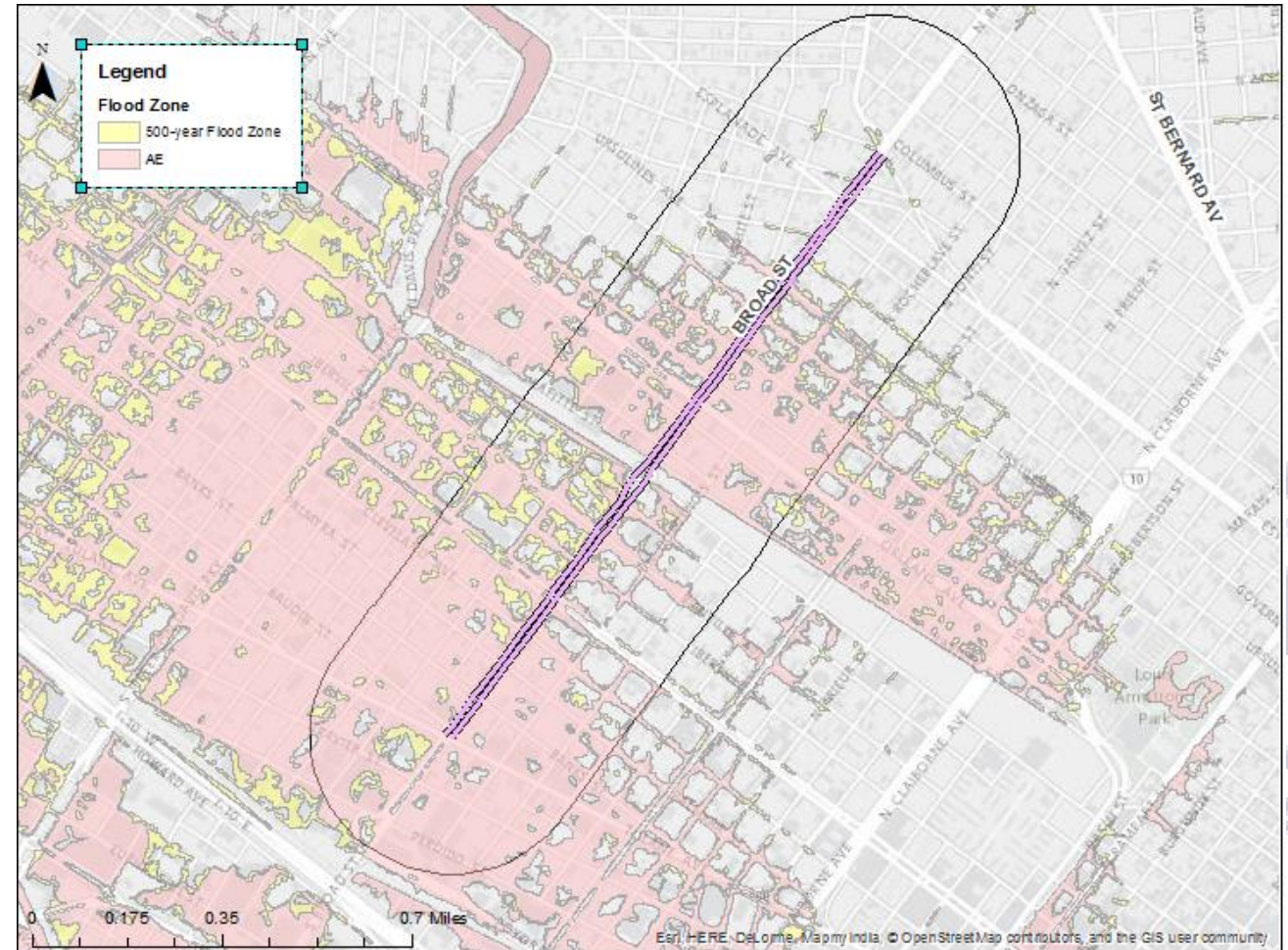
- How vulnerable are corridor facilities and users to shock events
- Does the corridor facilitate economic prosperity that can withstand times of stress?
- Do corridor businesses have access, availability, and the capacity to engage resources needed to weather shocks & stresses?
- Are adequate social networks in place to support corridor businesses during shocks and stresses?

ASSESSMENT: KEY POINTS

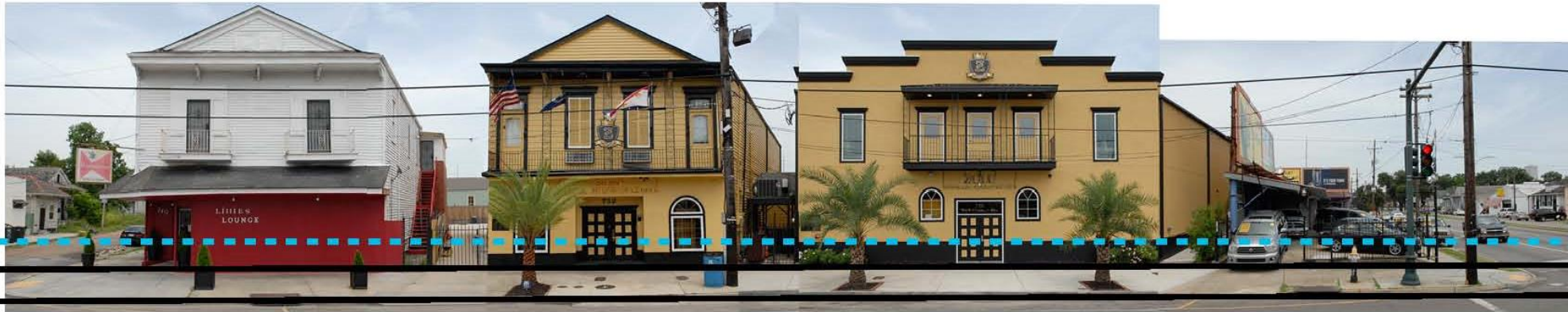


INFRASTRUCTURE & SHOCK EVENTS

- Significant portion of corridor in Flood Zone
- High historic occurrence of flood claims



CORRIDOR ELEVATION



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

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

BUILDINGS & SHOCK EVENTS

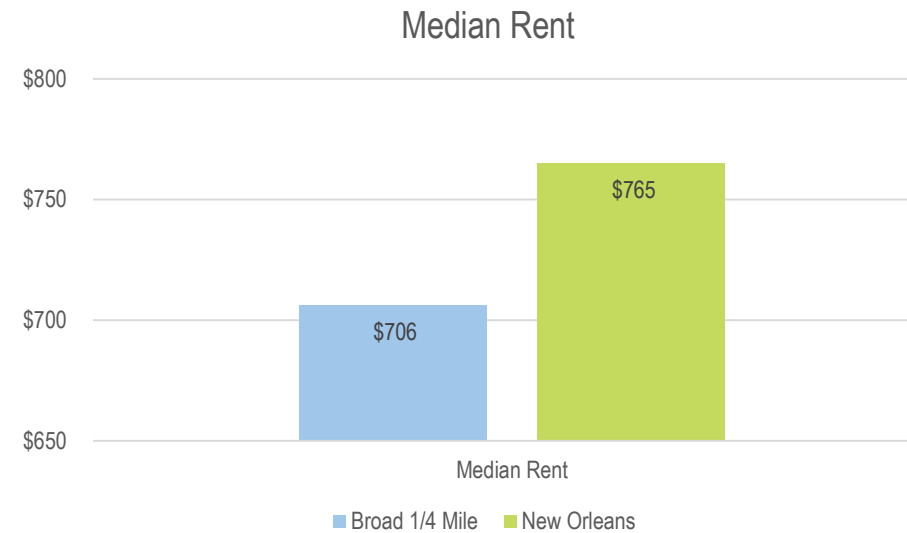
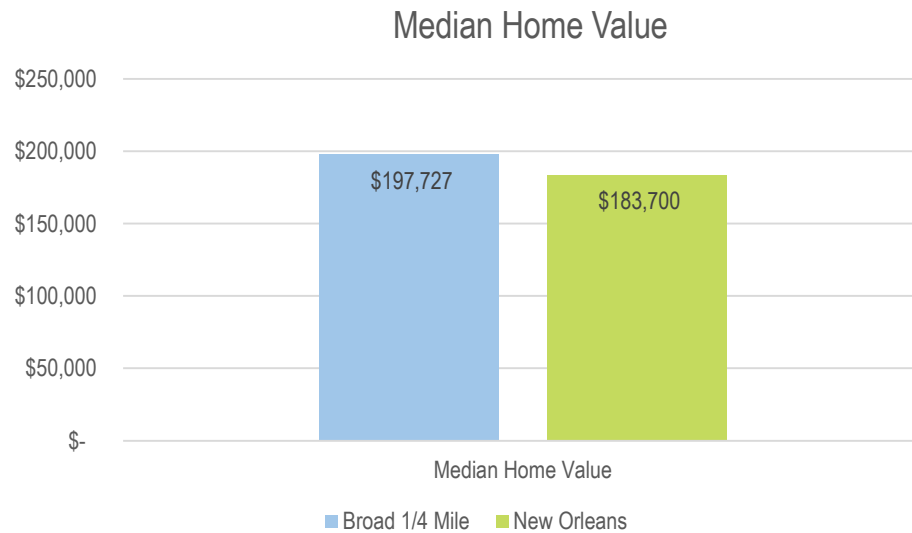
- High proportion of:
 - Buildings on grade (77%)
 - Unprotected windows & doors (51%)
 - MEP not elevated (52%)
 - Buildings with appendages (75%)
- Strengths
 - Relatively low number of buildings in below average or worse condition (24%)
 - Model predicted flooding is minimal (0.7 ft average)

Max Predicted flood depth (ft above manhole rim; 10 year storm)	0.7
Claims per acre of 0.25 mi. buffer	3.67
Foundation on grade	77.0%
Unprotected windows or doors	51.0%
In 'below average' or worse condition	24.0%
MEP not elevated	52.0%
With appendages	75.0%
Ground Level Openings >40% of façade	43.2%



CORRIDOR PROFILE: AFFORDABILITY

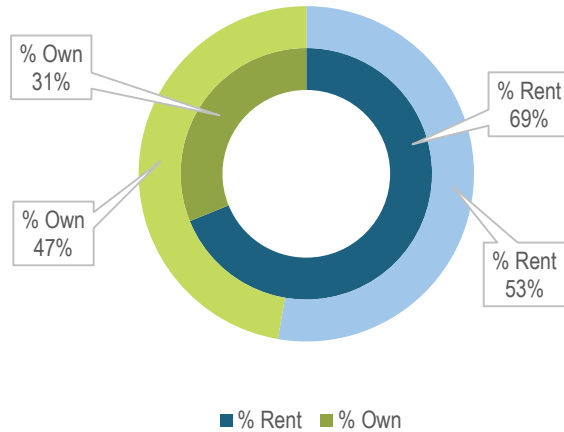
- Median home values are somewhat higher, but median rent is lower



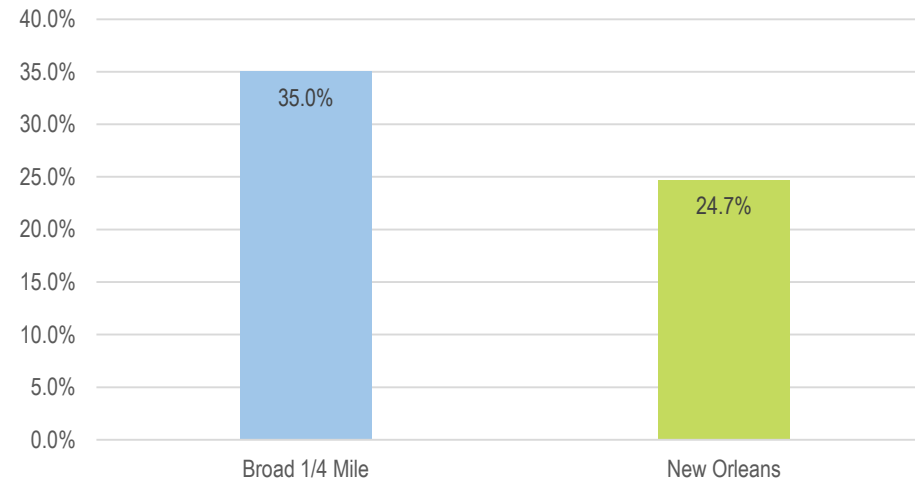
CORRIDOR PROFILE: AFFORDABILITY

- 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

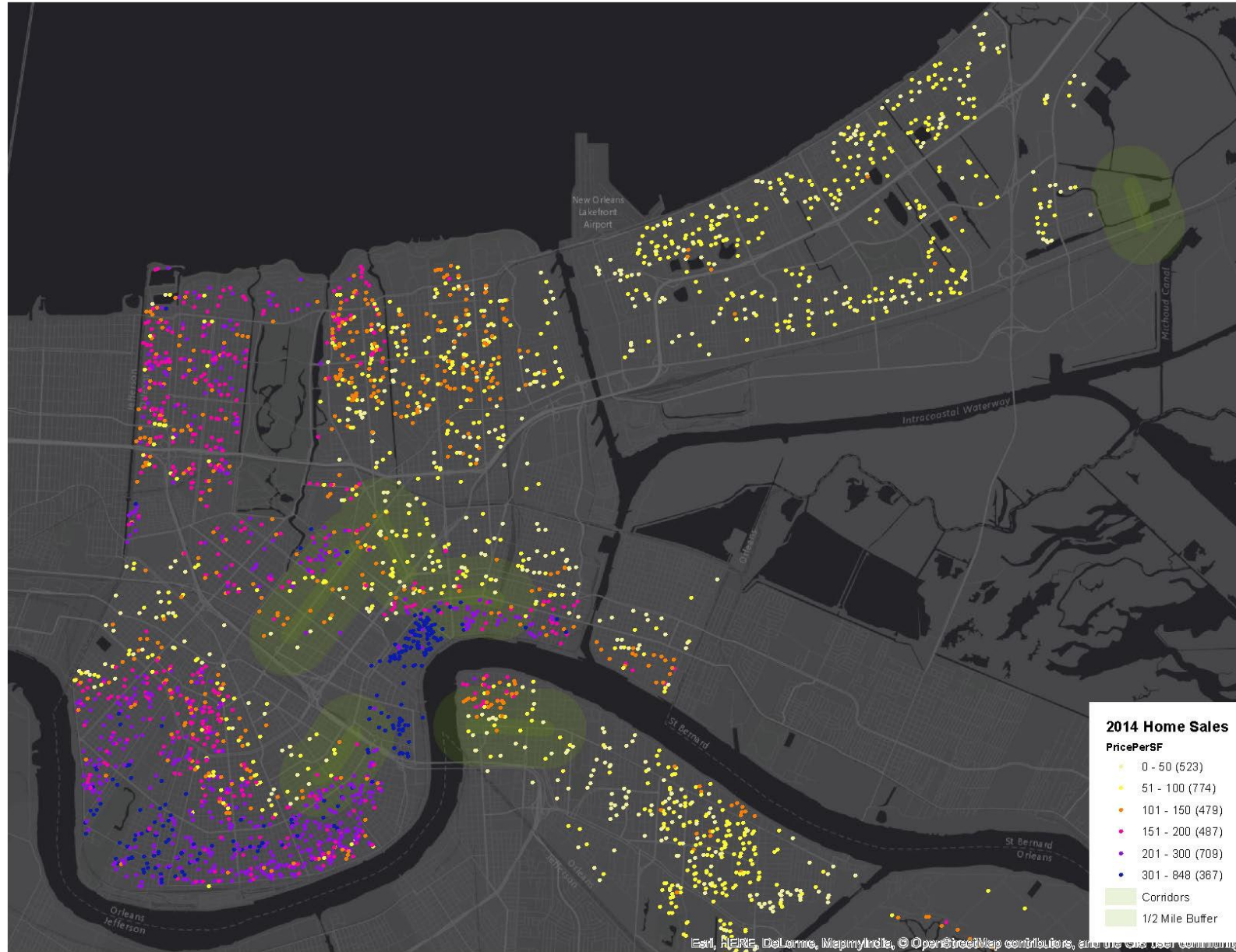


HOUSING TRENDS: 2009 HOME SALES



Source: New Orleans MLS,
GCR Analysis

HOUSING TRENDS: 2014 HOME SALES



Source: New Orleans MLS,
GCR Analysis



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





DISCUSSION: IMPROVING RESILIENCE

STRATEGIES

- Broad is a diverse corridor and may be best viewed as a collection of unique segments
 - Focus on characteristics of each section
- Identify zoning or other regulatory changes that would encourage development that matches the desired character of individual segments
 - Allow more intense/dense development at key nodes
 - Consider development of more refined design and development guidelines
 - Consider policies to allow development on grade (with appropriate floodproofing)
- Develop, improve and maintain public gathering spaces to encourage neighborhood cohesion, identity



STRATEGIES

- Stakeholder coordination
 - Improve coordination among businesses
 - Identify stakeholder groups to act as corridor champions
- Identify opportunities for maintaining affordability
- Access:
 - Identify nodes for focused pedestrian facility improvements to link corridor to surrounding neighborhoods
 - Consider adjustments to transit routes, stops & transfers





THANK YOU

Dwight Norton – GCR
dnorton@gcrincorporated.com
Judith Dangerfield – Metro Source
judithdangerfield@metro-source.com