



MAIN ST RESILIENCE PLAN

CITY OF NEW ORLEANS

Community Workshops
Newton St. Meeting #1
June 18, 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 relationships between related activities
- Understand resilience as applied to commercial corridors
- Review key indicators and input gathered so far on Newton
- 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

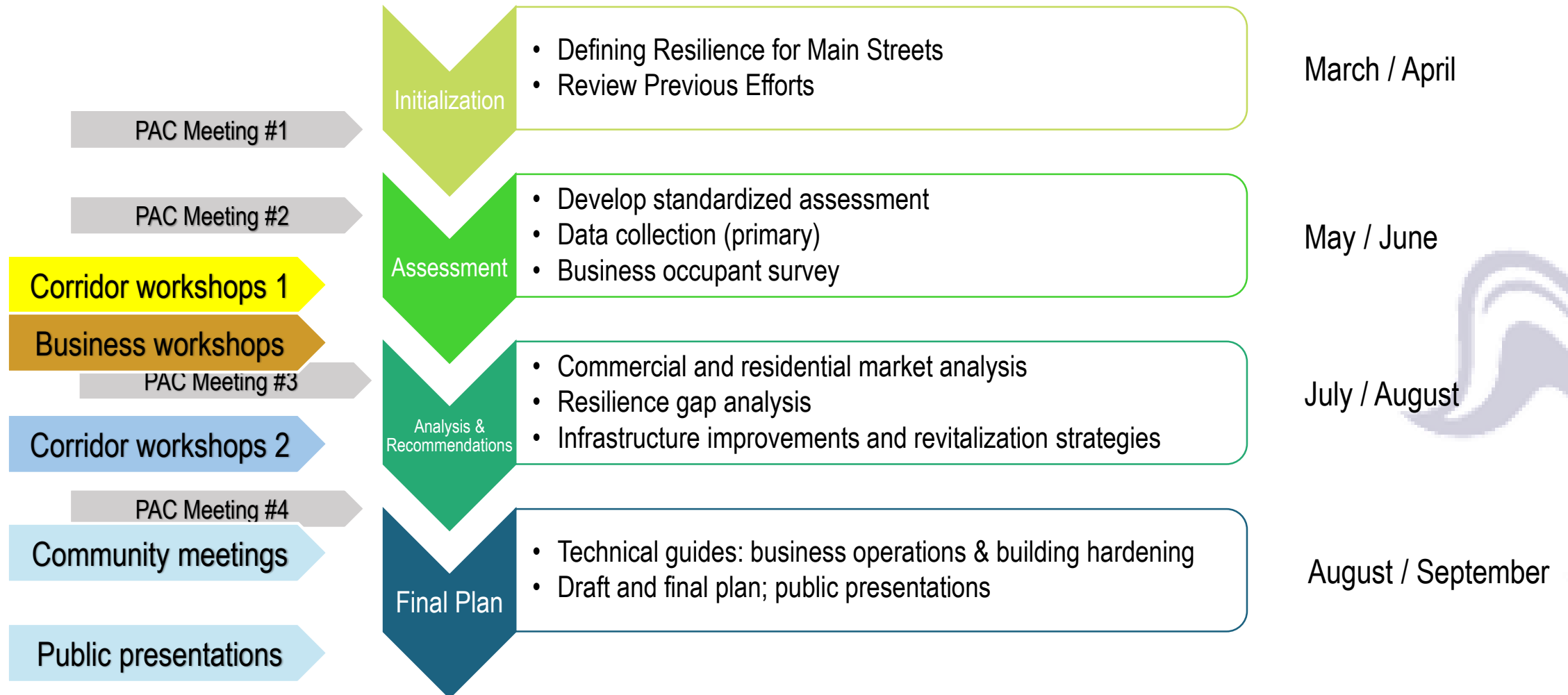


MSMM
ENGINEERING, LLC

Waggoner & Ball Architects



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

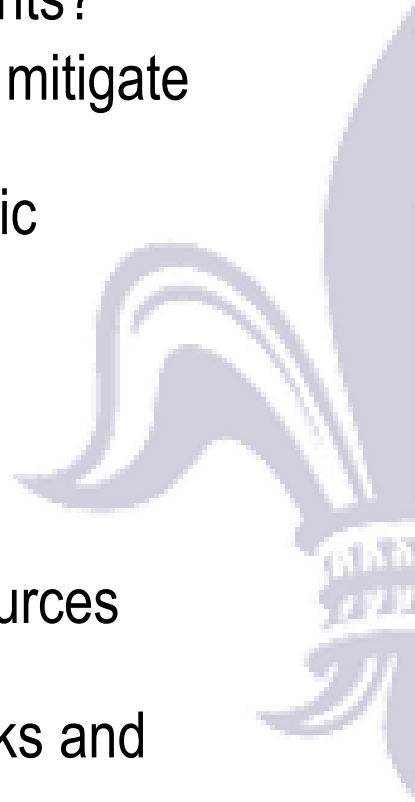
MASTER PLAN: RESILIENCE (Chapter 12)

- 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





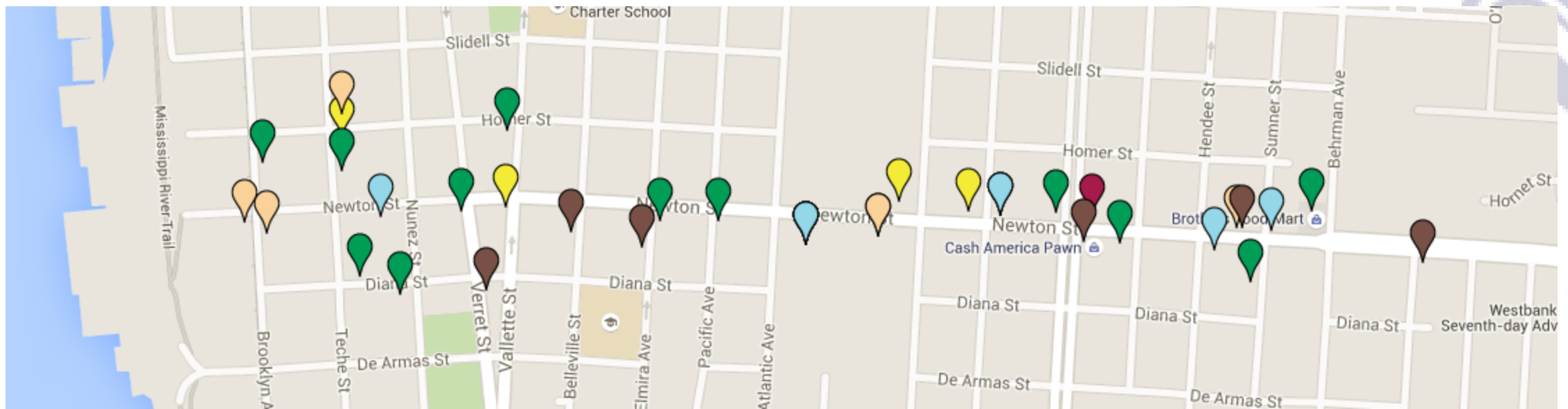
WHAT WE'VE LEARNED (SO FAR...)

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

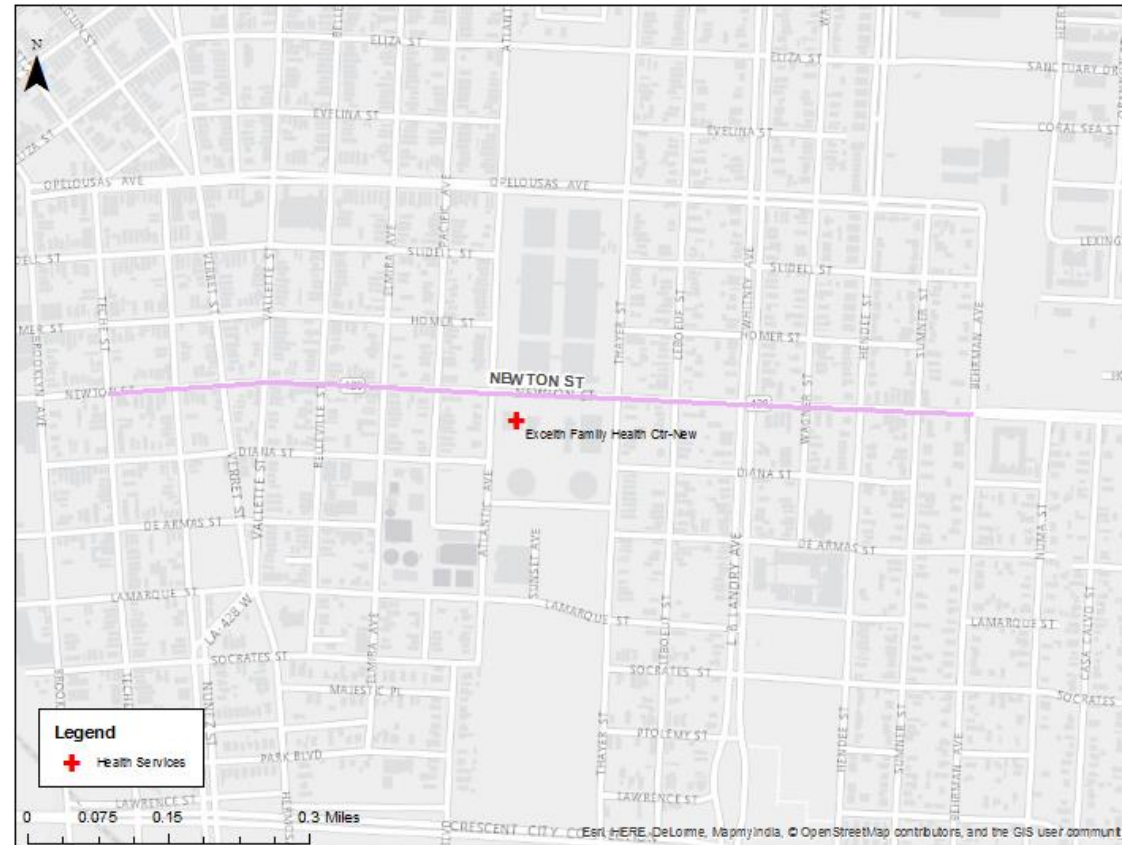
CORRIDOR PROFILE: BUSINESSES

- 30 Businesses
- 13 Non business organizations

- Other - Business (15)
- Food Stores (7)
- Membership Organizations (7)
- Construction Special Trade ... (6)
- Social Services (6)
- Other - Nonbusiness (1)



CORRIDOR PROFILE: ESSENTIAL SERVICES



CORRIDOR PROFILE: BUSINESSES

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

- Mostly serve the immediate neighborhood
- Cluster of special trade contractors

Number	Industry	Examples
7	Membership Organizations	Churches
7	Food stores	Groceries, convenience stores
6	Construction Special Trade Contractors	Plumbing, heating, electric, painting, masonry, roofing, demolition, etc.
6	Social Services	Childcare, aging, homeless

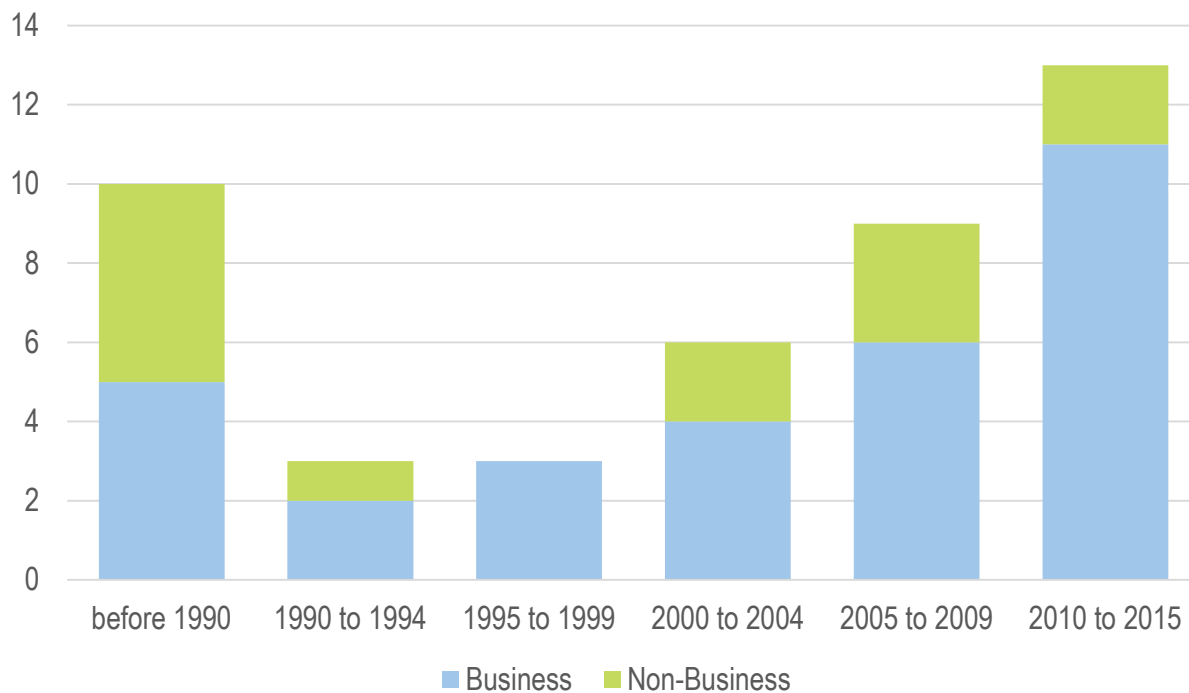
- Others are mostly service businesses: beauty, legal, printing, veterinary, insurance, etc.

CORRIDOR PROFILE: BUSINESSES

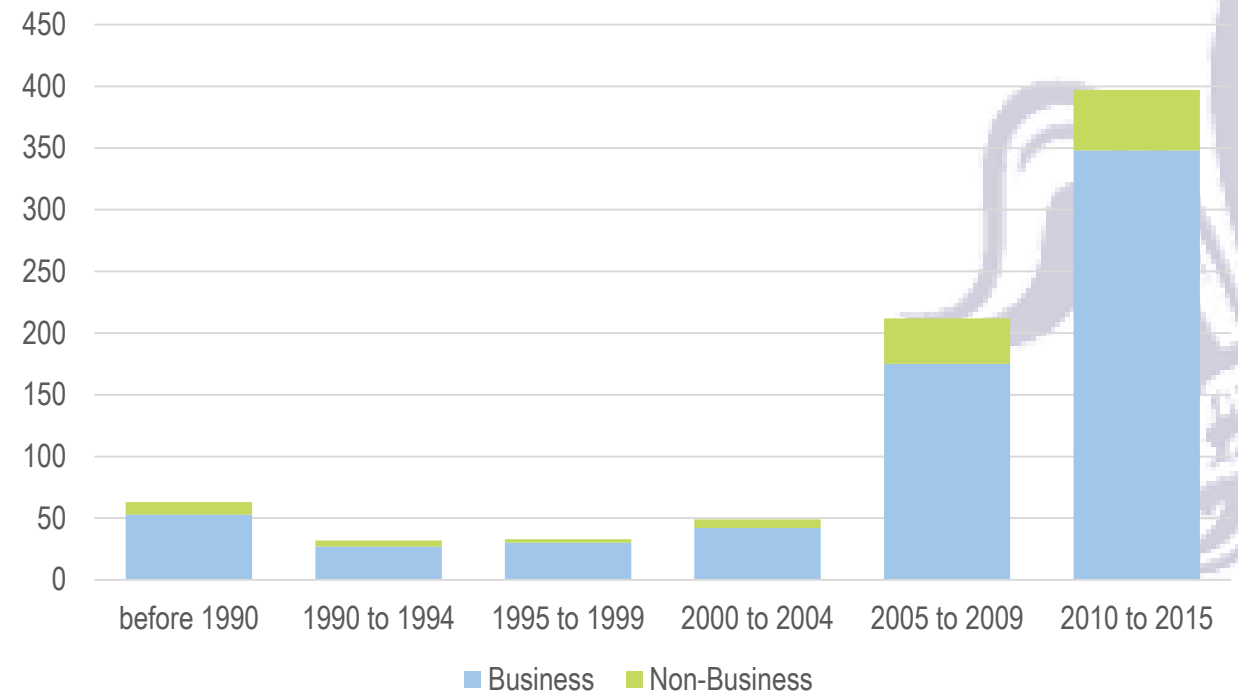
Sources: InfoUSA, 2015; City of New Orleans
occupancy licenses, 2015

- Entities are older than those in other corridors as a whole

Entities by Year Started - Newton Street



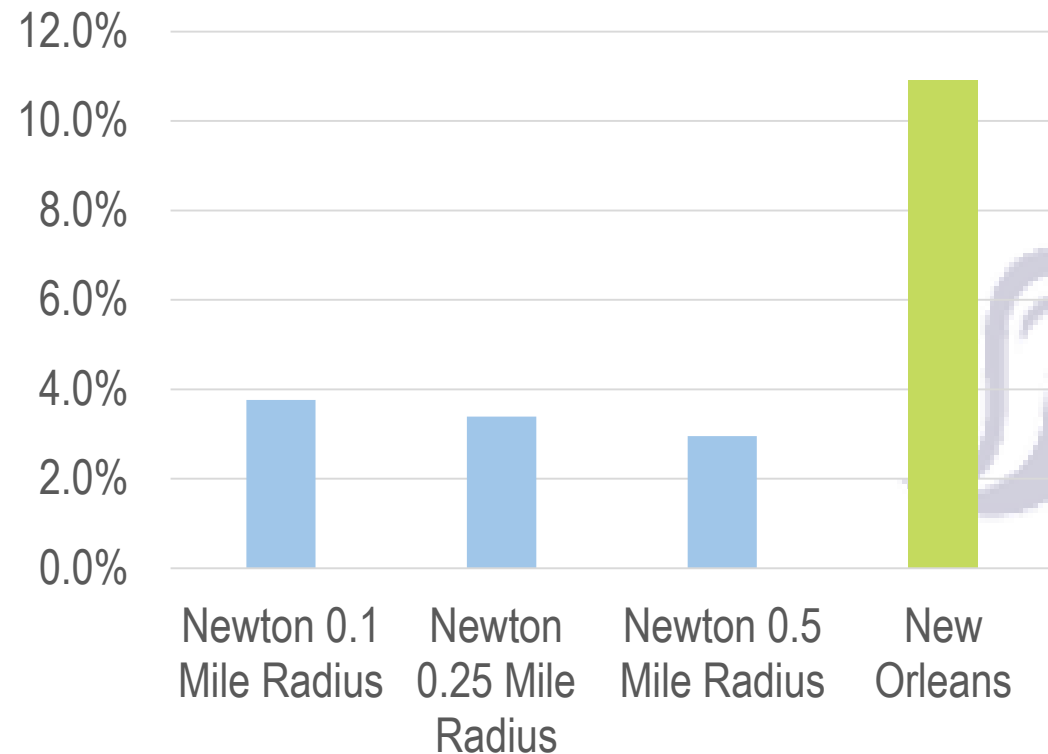
Entities by Year Started - All Corridors



CORRIDOR PROFILE: PEOPLE

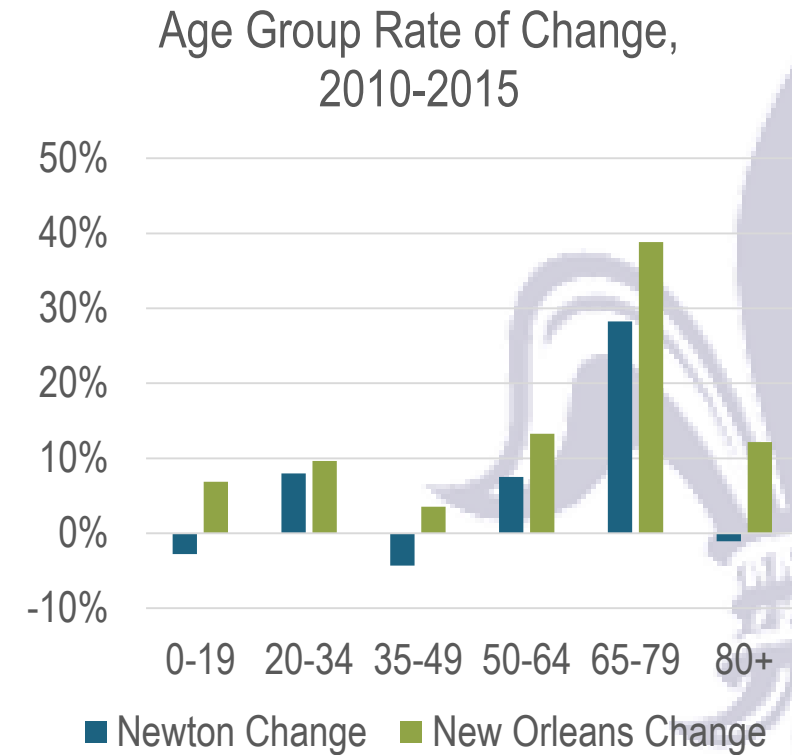
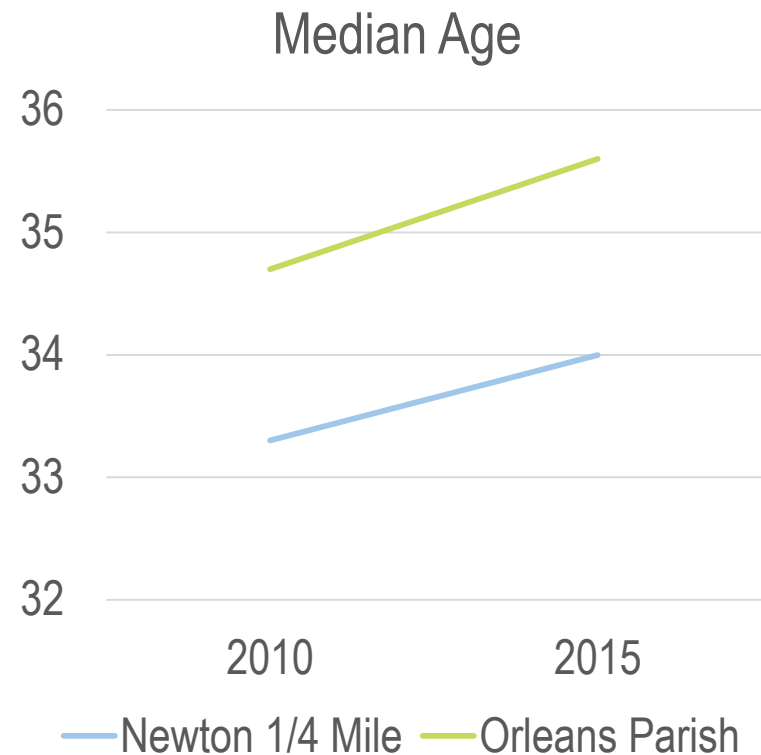
Population immediately surrounding Newton has grown at a significantly slower pace than the rest of the city

Population Change, 2010-2015



CORRIDOR PROFILE: PEOPLE

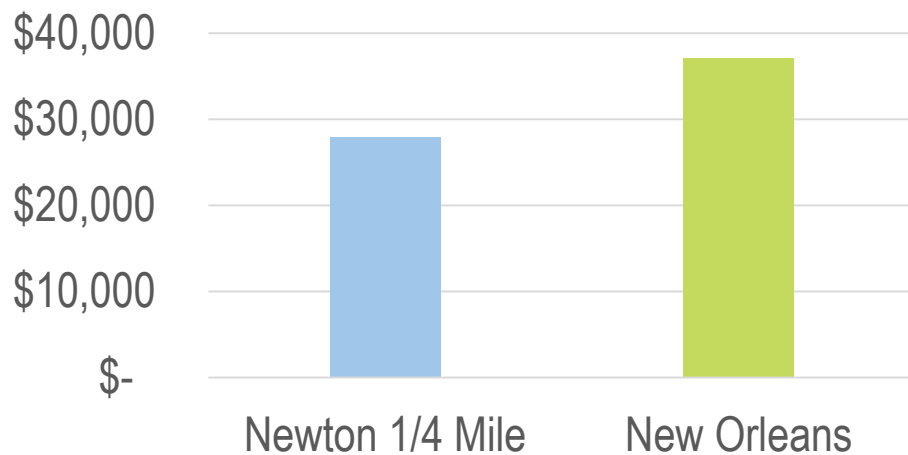
- Median Age is slightly lower than the rest of the city
- Corridor is aging at roughly the same rate as the city
- Has seen a decline in children, middle age, and elderly groups



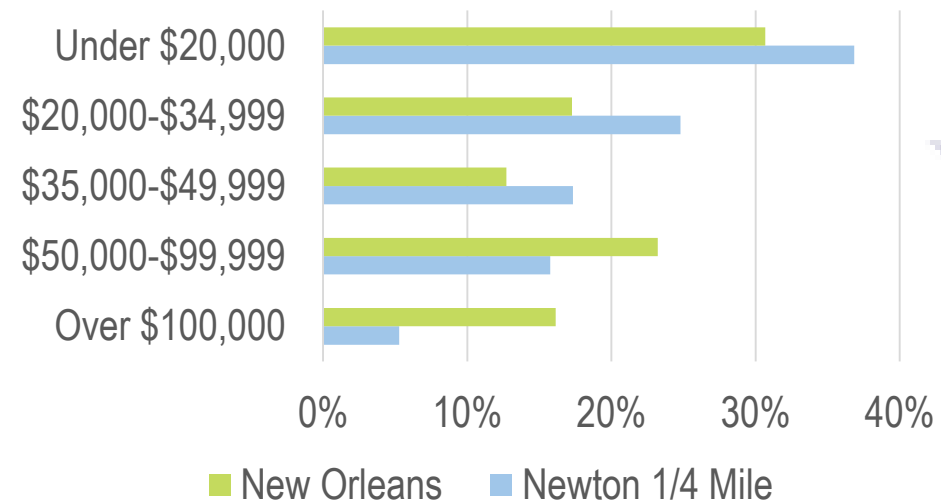
CORRIDOR PROFILE: PEOPLE

- Median household income is lower near corridor than in rest of city (\$27,992 vs. \$37,146, 25% lower)
- More households in lower income groups than rest of city; fewer households in high income groups

2013 Median HH Income

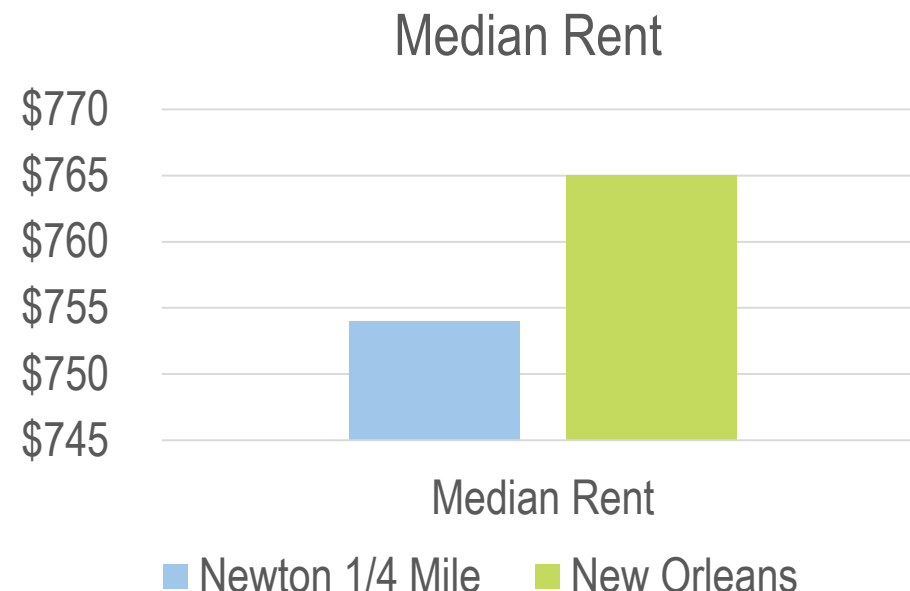
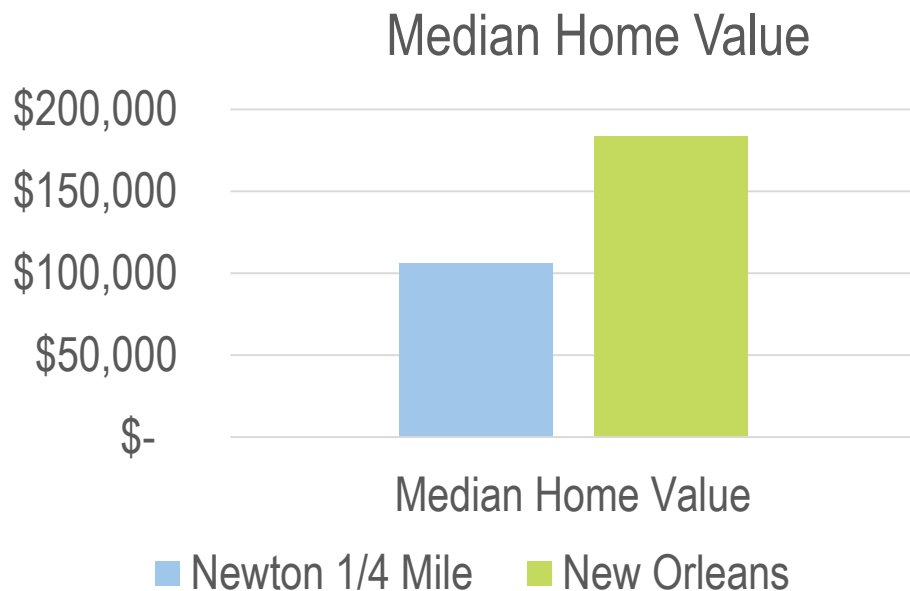


Household Income Groups, 2013



CORRIDOR PROFILE: AFFORDABILITY

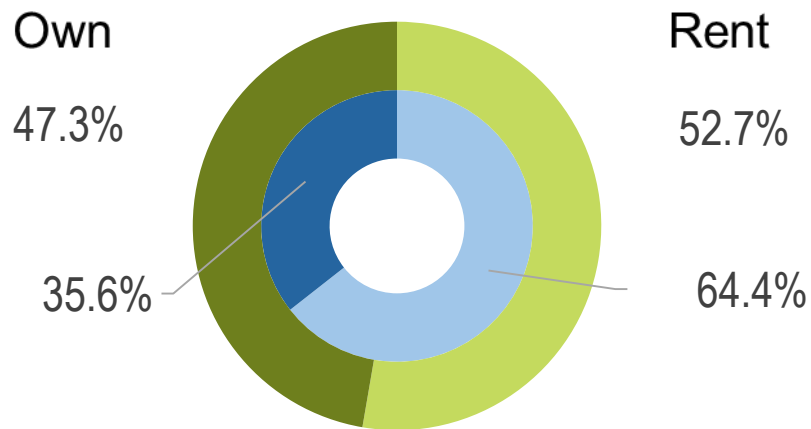
- Median rent and median home values are lower near Newton than in the rest of the city



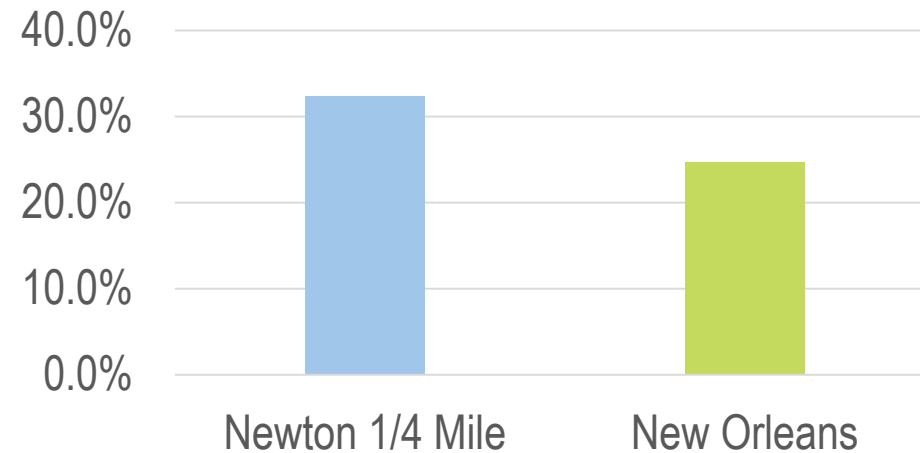
CORRIDOR PROFILE: AFFORDABILITY

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

Own vs. Rent Homes

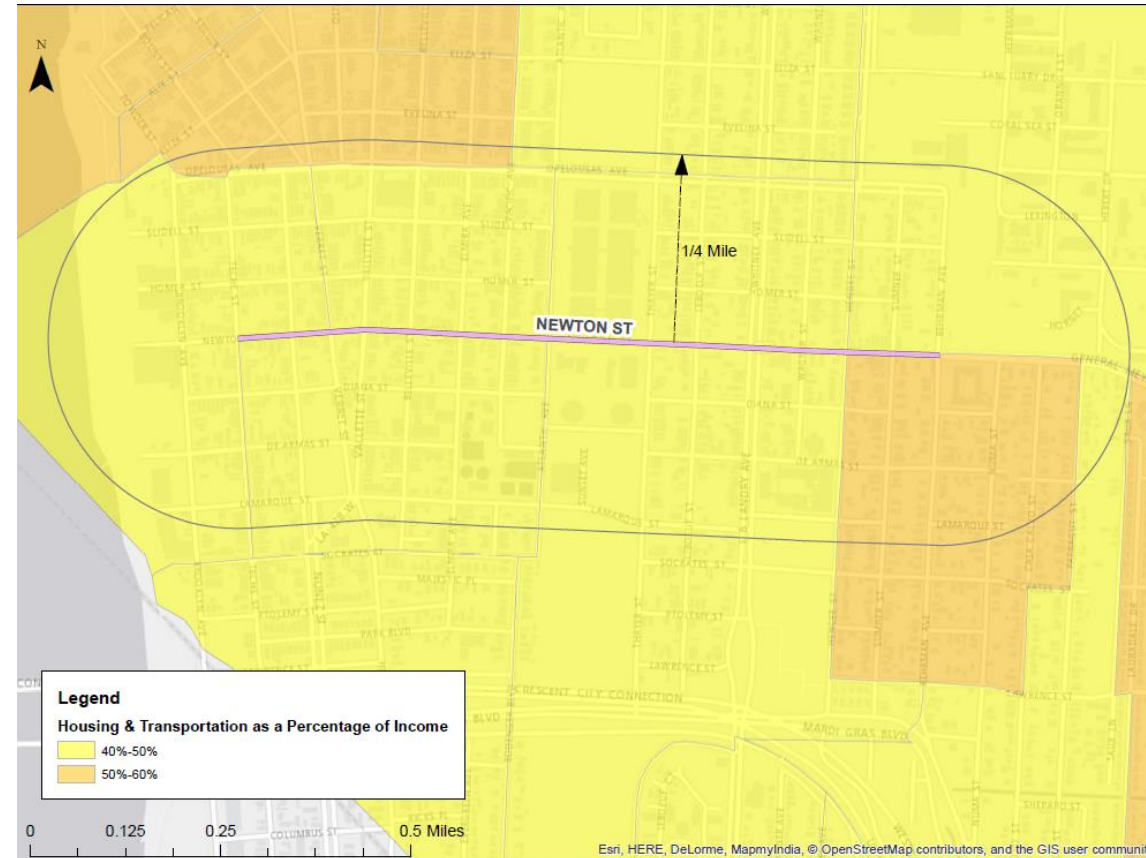


Rent as Percentage of Income



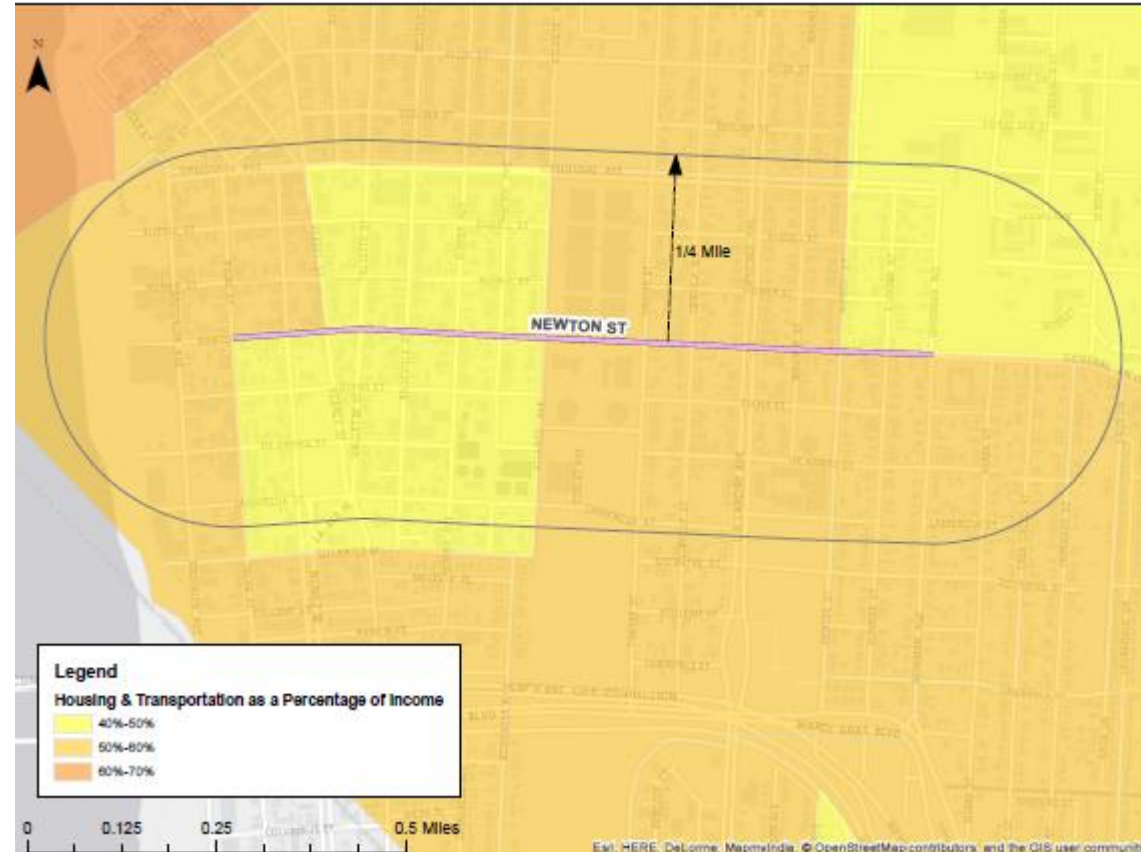
AFFORDABILITY: HOUSING + TRANSPORTATION

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



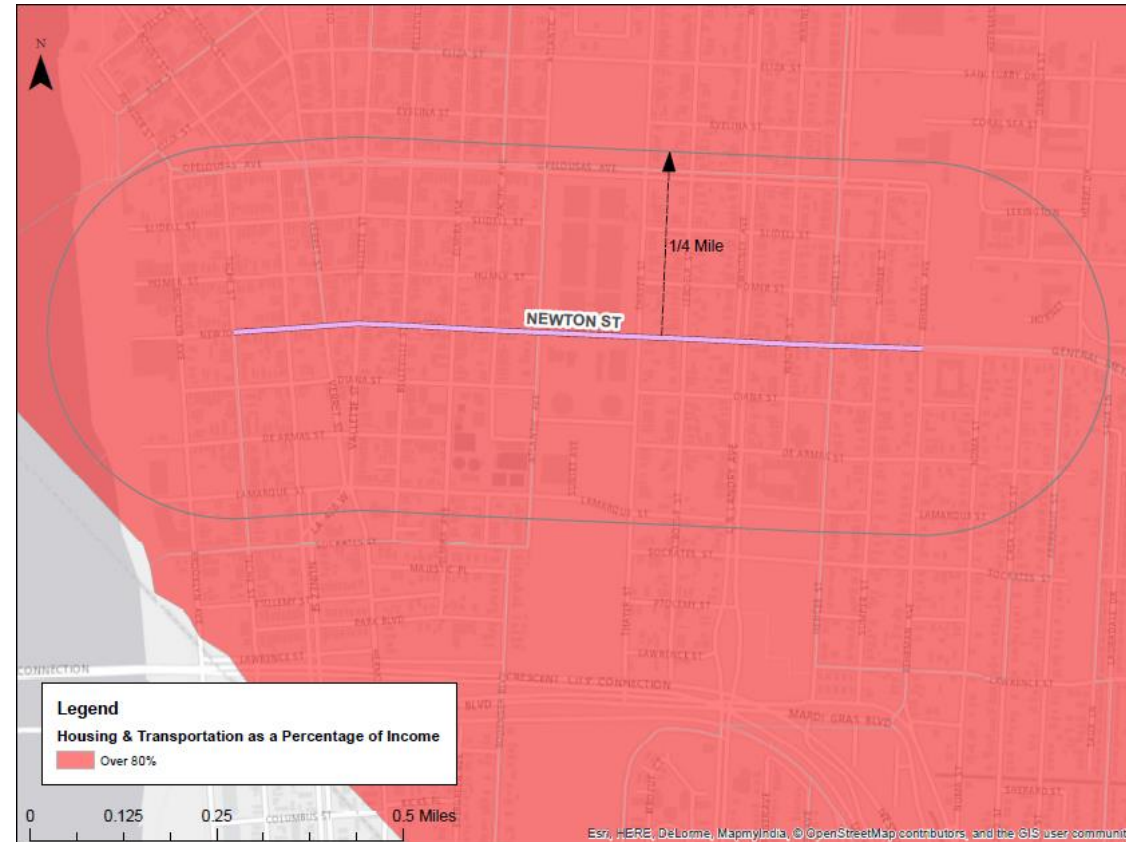
AFFORDABILITY: HOUSING + TRANSPORTATION

- 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

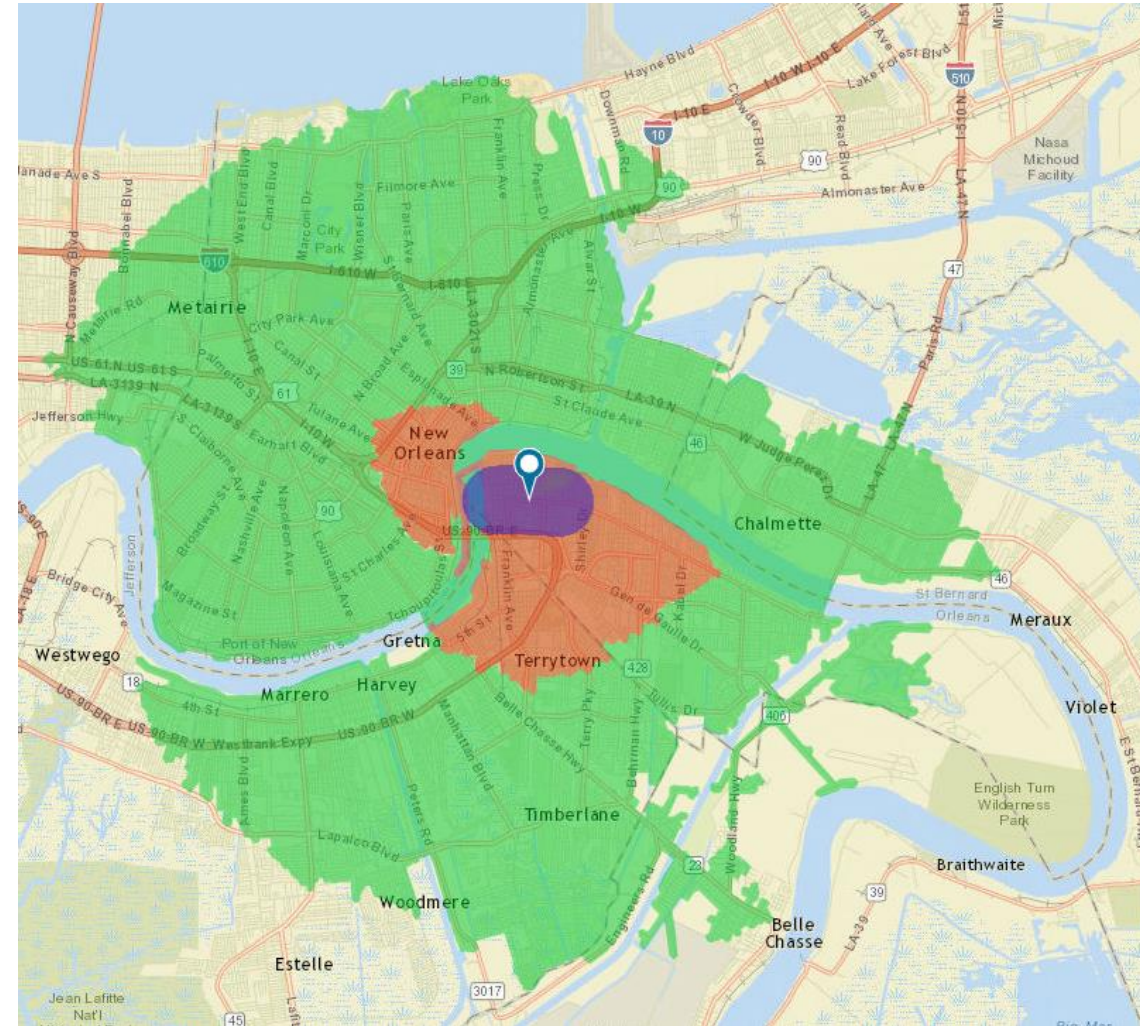


MARKET ASSESSMENT

Examined three markets:

- Neighborhood: 1/2-mile buffer
 - The “convenience” market (groceries, take-out food, pharmacy)
 - 25% capture rate
- Community: 3-mile drive distance
 - Comparison shopping (restaurants, clothing, furniture, electronics, hobby goods)
 - 3% capture rate
- Region: 8-mile drive distance
 - Destination retail and entertainment (cultural institutions, specialty items)
 - 0.25% capture rate

Source: Esri 2015



MARKET ASSESSMENT

Raw SUPPLY and DEMAND indicators suggest that there is **Modest** unmet demand for:

- Automobile dealer: \$4.3 million leakage
- Gasoline station: \$2.3 million leakage
- General merchandise store (dollar store, pharmacy): \$2.2 million leakage

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



MARKET ASSESSMENT

BUT....

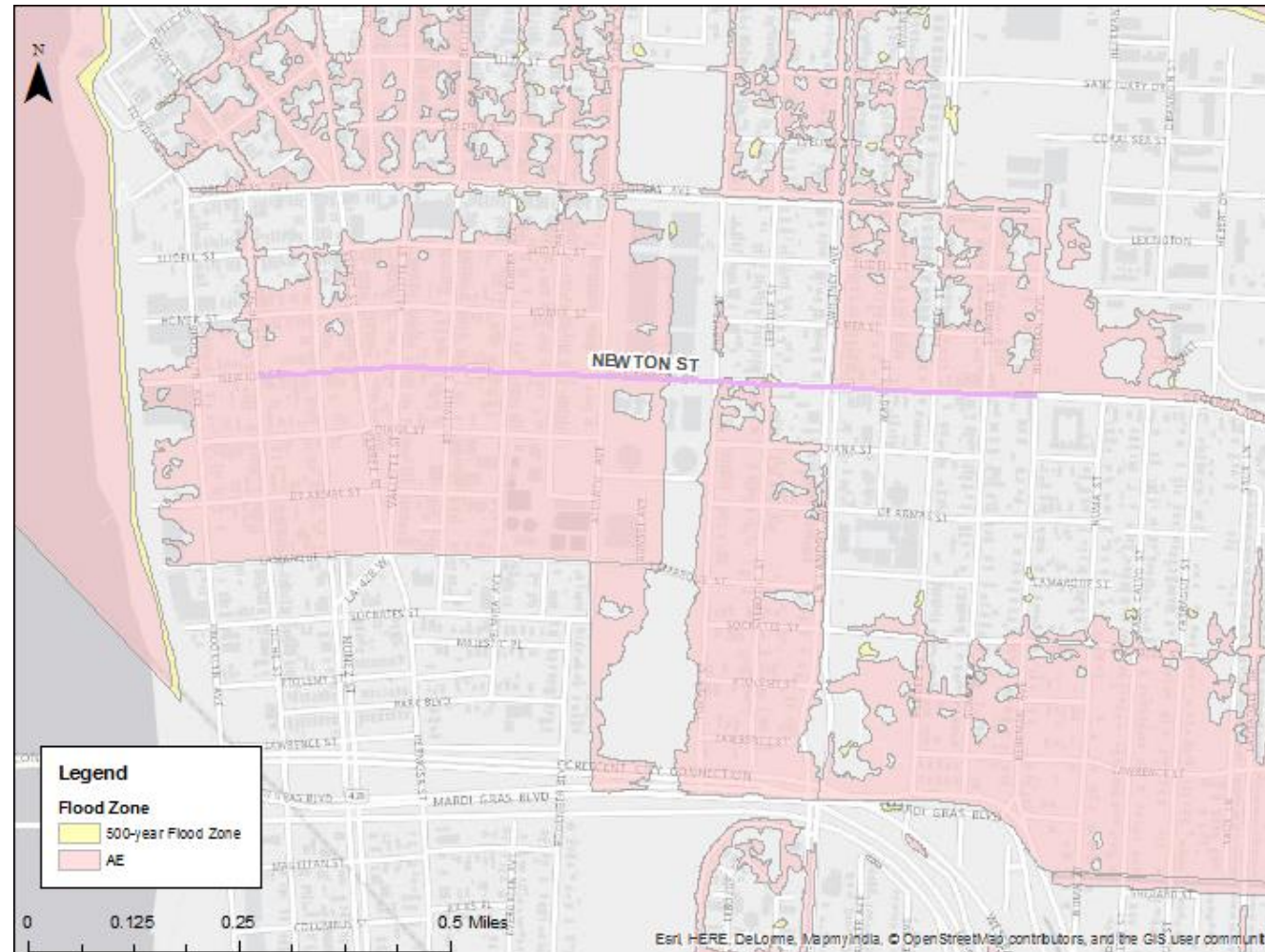
- What kind of Corridor does the Newton Street community want to be?
- What space is available for business growth?
- How will the market change?
- How would changes in population affect business viability?



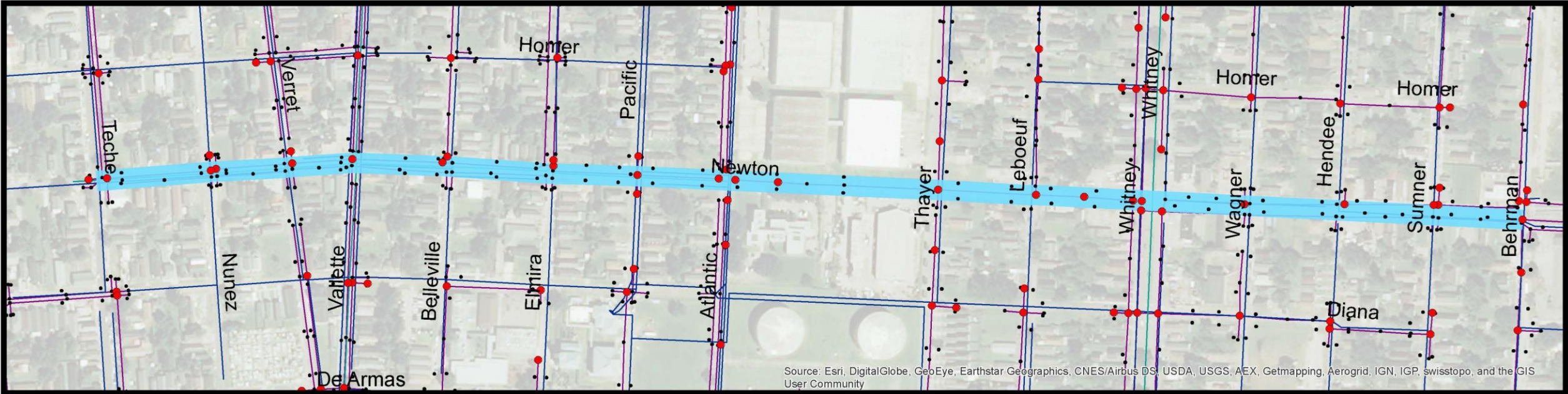
FLOOD ZONES

PRELIMINARY
FEMA DFIRM

Large portions of
Newton are in AE
Zone (100-year flood)



INFRASTRUCTURE: SEWER & DRAINAGE



Legend

- Modeled Drainage Nodes
- Drain Structures
- Newton Street
- Drainage Canals
- Sewer Lines
- Drain Lines



CORRIDOR ELEVATION



CORRIDOR BUILDINGS

- Appear occupied: **69%**
- In 'average' or better condition: **77%**
- Elevated foundations: **29%**
- ADA accessible entrance: **55%**
- Elevated Mechanical, Electrical, or Plumbing systems (usually HVAC): **42%**
- Protection for windows or doors: **31%**
- Appendages, such as signs, awnings, or overhangs: **47%**



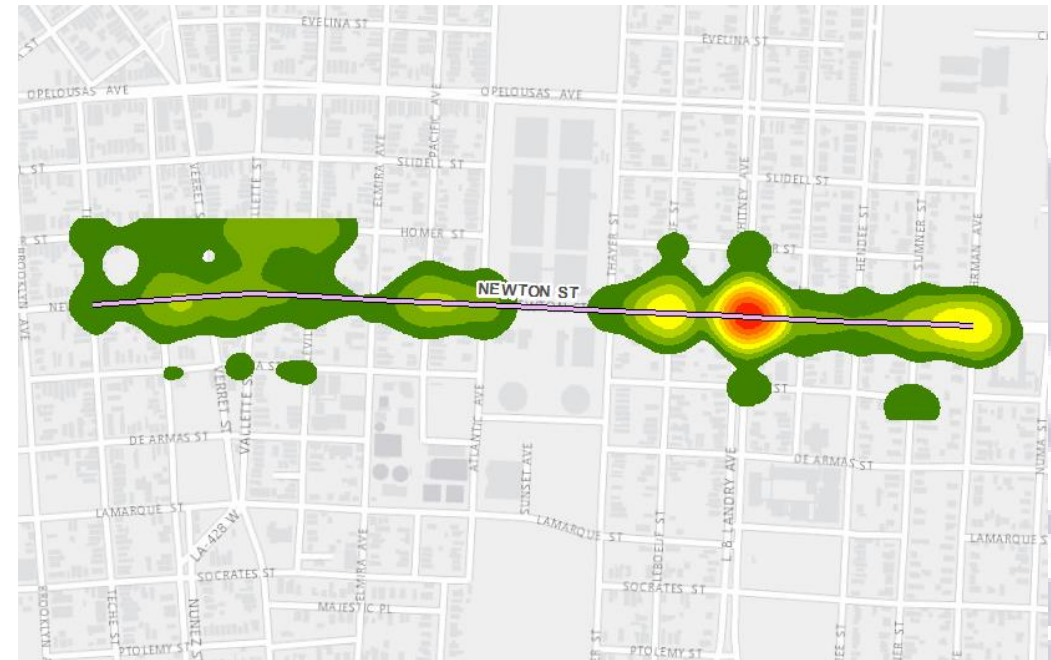
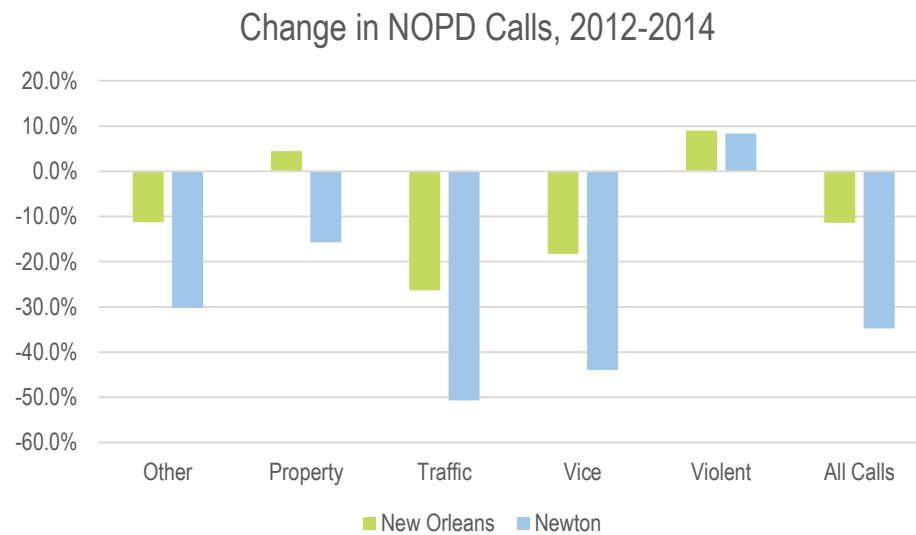
BUSINESS SURVEY

- 4 of 23 listed business completed surveyed



OTHER FACTORS: CRIME & SAFETY

- Overall calls to NOPD have decreased, more than the city as a whole
- Property crime calls have increased somewhat



Highest concentration of 911 call in 2014

OTHER FACTORS: SOCIAL NETWORKS



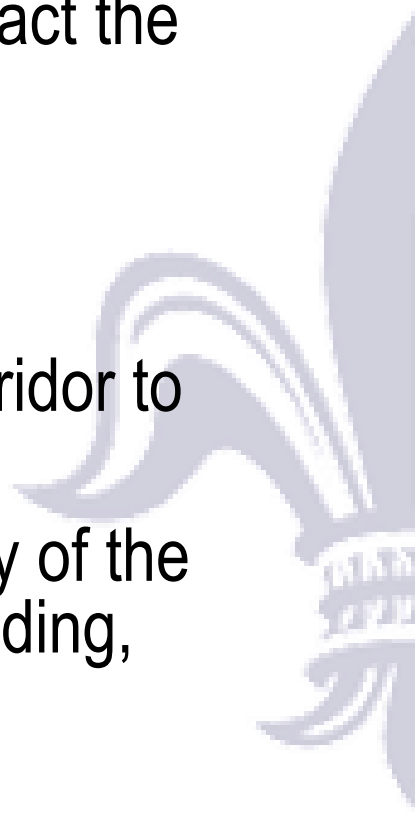
Algiers Point Association



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 (Newton: July 14)
 - Prioritize and refine





THANK YOU

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