



# MAIN ST RESILIENCE PLAN

## CITY OF NEW ORLEANS

Community Workshops  
**Newton St.** Meeting #2  
August 3, 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

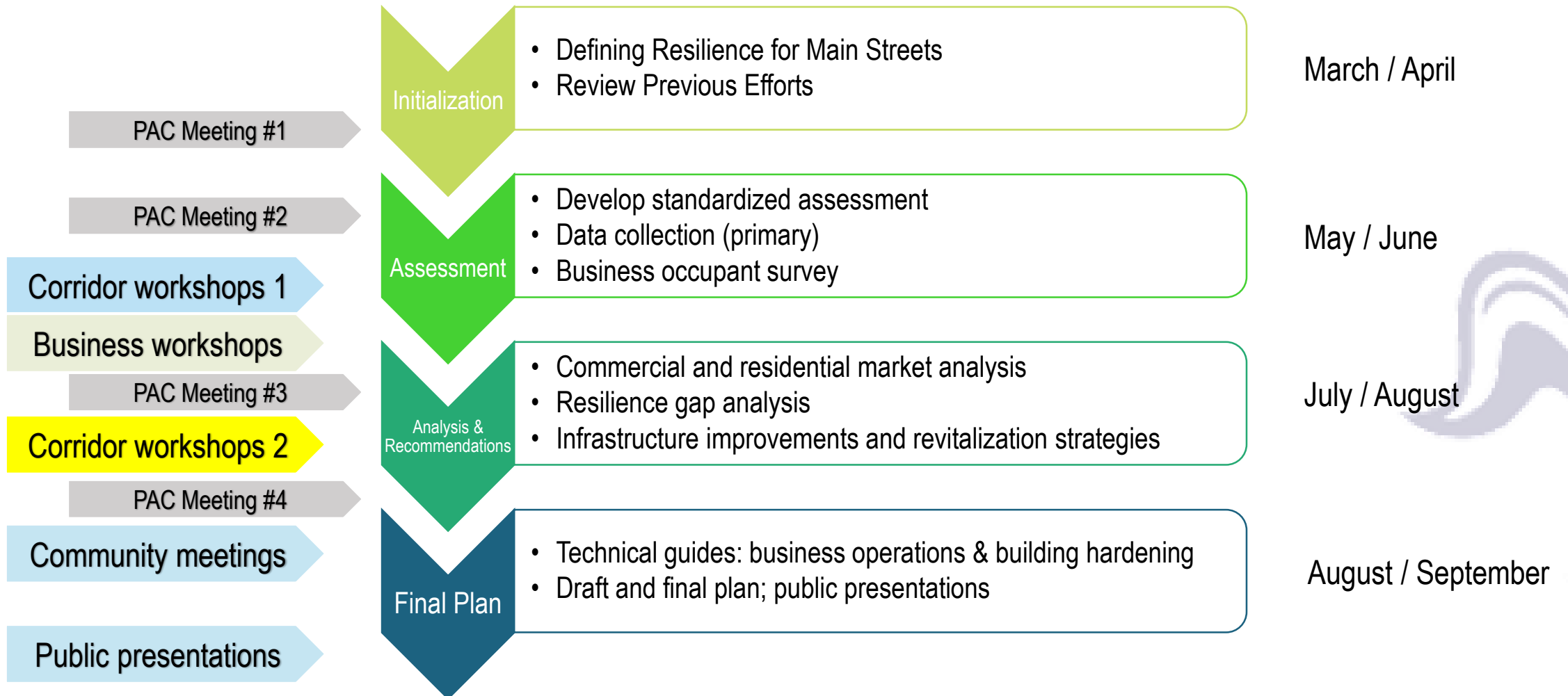


**MSMM**  
ENGINEERING, LLC

Waggoner & Ball Architects



## OVERVIEW OF PLANNING PROCESS





# WHAT WE'VE LEARNED

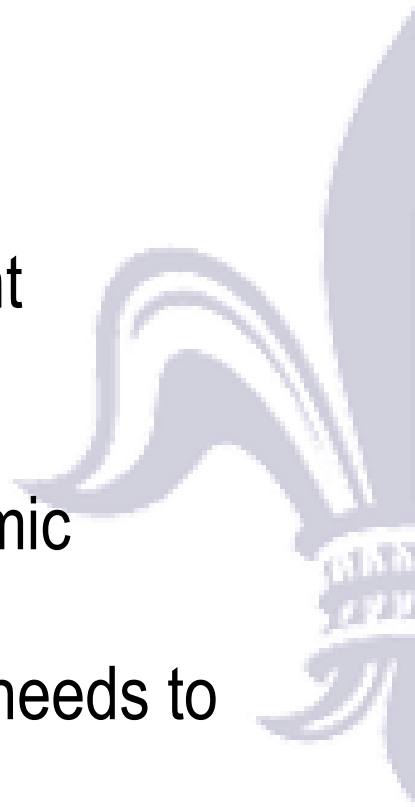
Residential and Commercial Market  
Infrastructure / Built Environment  
Risk and Other Resilience Elements

## 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

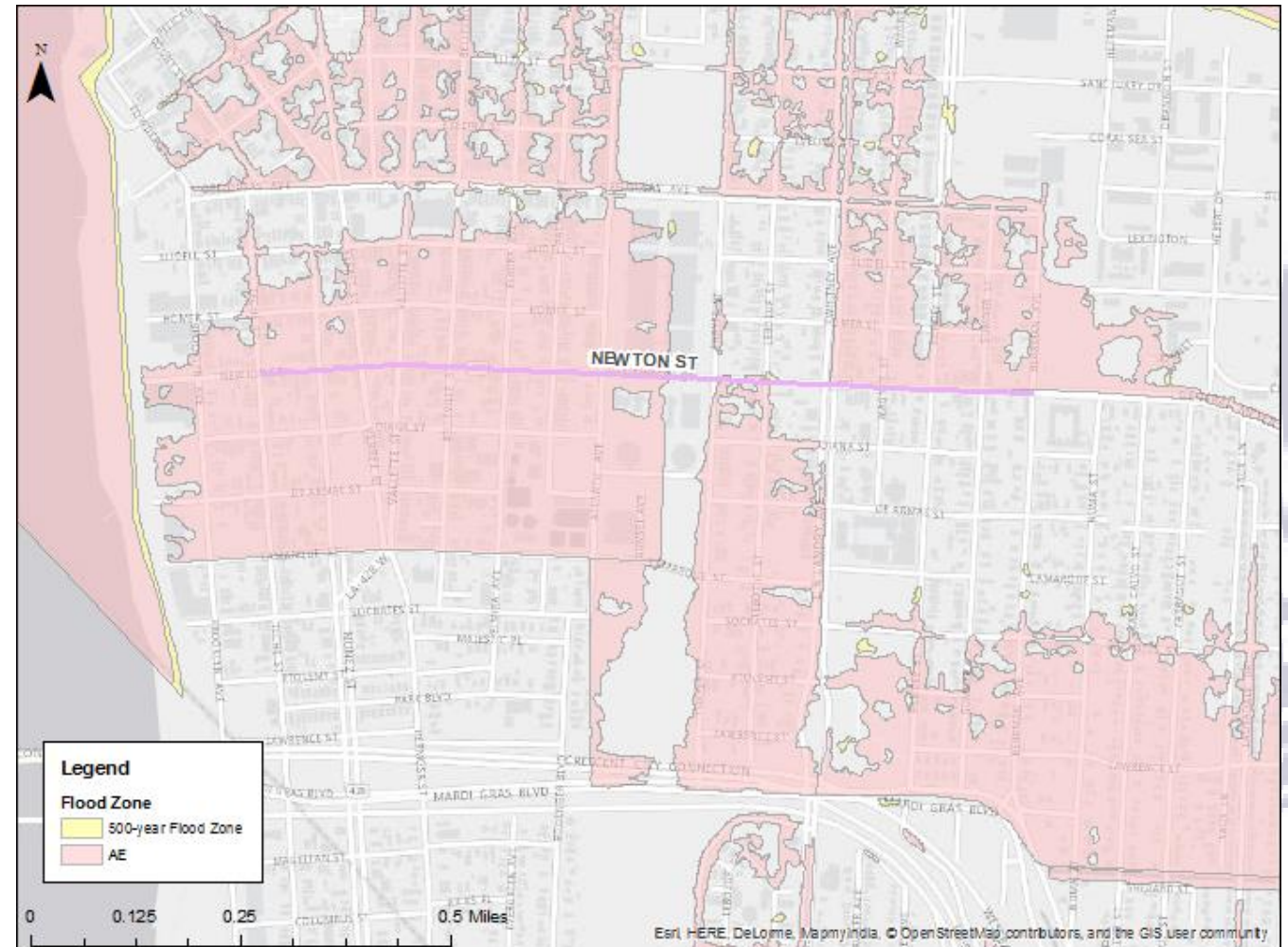
- Despite historic lack of major storm damage, there are important vulnerabilities that should be addressed
- Market primarily supports local, neighborhood focused businesses
- Enhancing the customer base and improving the business environment should take advantage of existing conditions by focusing on housing opportunities and access
- Prioritizing development nodes & catalytic projects could spark economic development
- Crime is a major concern for the community. The perception of safety needs to be enhanced.





## INFRASTRUCTURE & SHOCK EVENTS

- Significant portion of corridor in Flood Zone
- Low historic flood policy claim rate
- Significant number of catch basins in below average or worse condition (54%)
- Community has not identified storm damage as a major problem in past



## BUILDINGS & SHOCK EVENTS

- High proportion of:
  - Buildings on grade (71%)
  - Unprotected windows & doors (69%)
  - MEP not elevated (58%)
- Strengths
  - Relatively low number of buildings in below average or worse condition (23%)
  - Few connected downspouts (2.7%)

Foundation on grade	71.0%
Unprotected windows or doors	69.0%
In 'below average' or worse condition	23.0%
Connected Downspouts (lower is better, does not overload system)	2.7%
MEP not elevated	58.0%



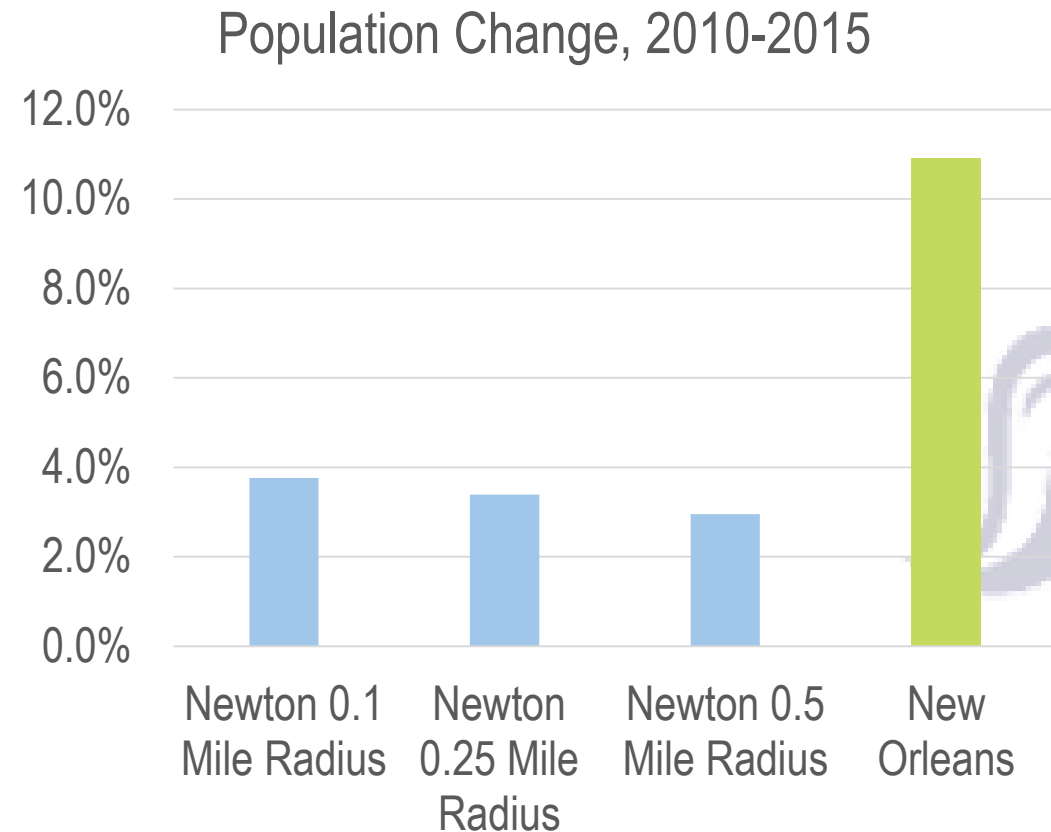
## MARKET ANALYSIS

- Neighborhood-serving, locally owned, convenience market
- Only major anchor is Federal City
- Moderate unmet demand:
  - General Merchandise: \$3.2 million
  - Electronics and Appliances: \$2.3 million
  - Food Services and Drinking: \$1.4 million
  - Clothing and Accessories: \$1.4 million
  - Health Care and Personal Care: \$1.3 million
- 94% of people who work in area do not live there



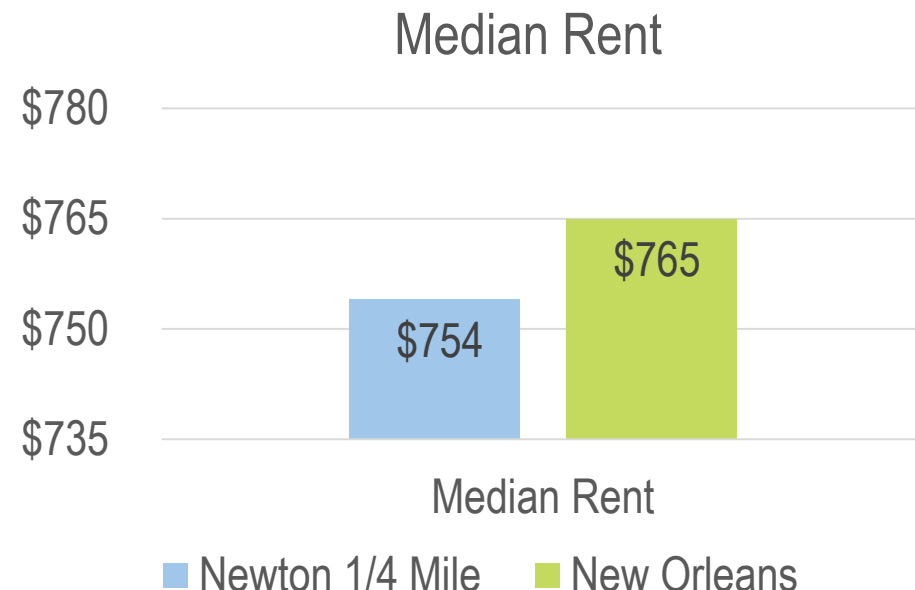
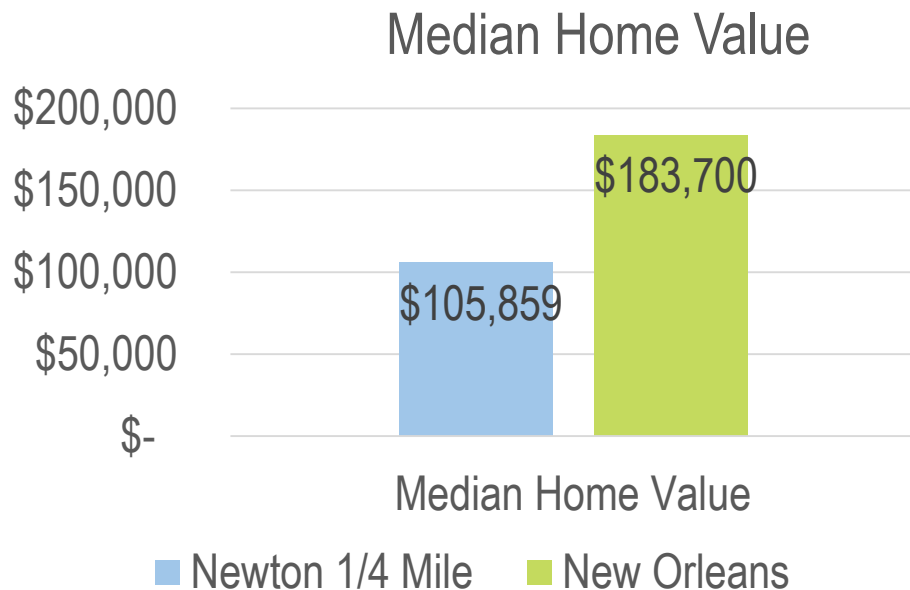
## PEOPLE

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



## HOUSING

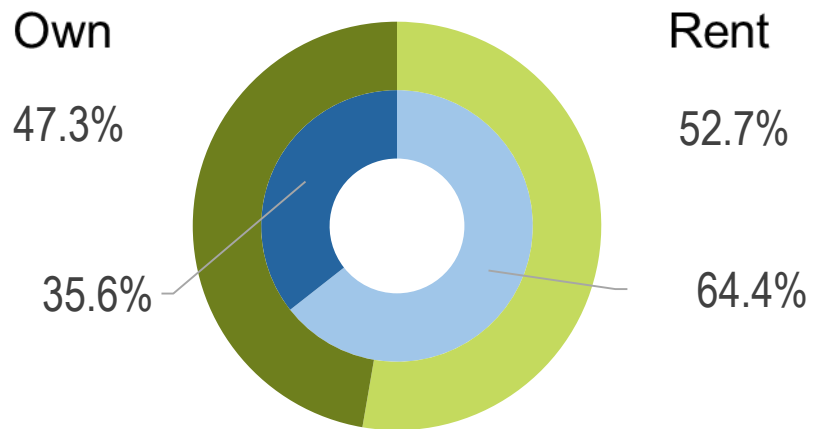
- Median home values are significantly lower than rest of city, and prices have not been rising as rapidly( 11% increase since 2009 near Newton vs. 32% citywide)
- Rents are similar to city as a whole



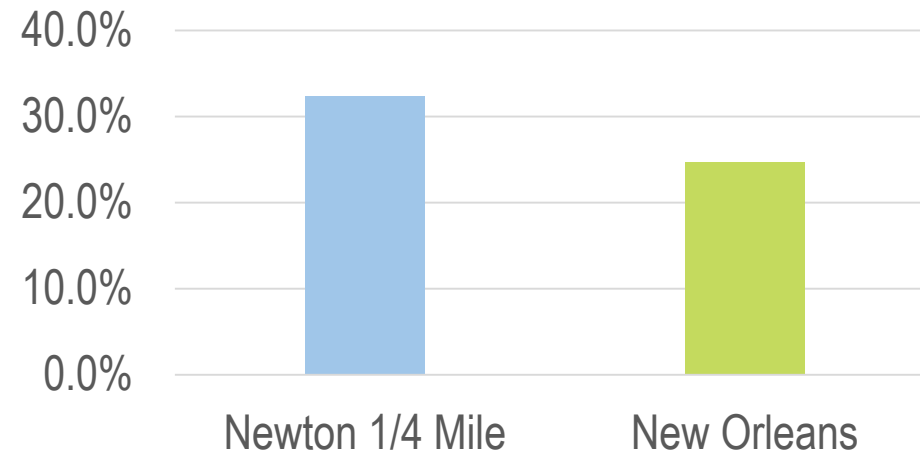
## HOUSING

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

Own vs. Rent Homes

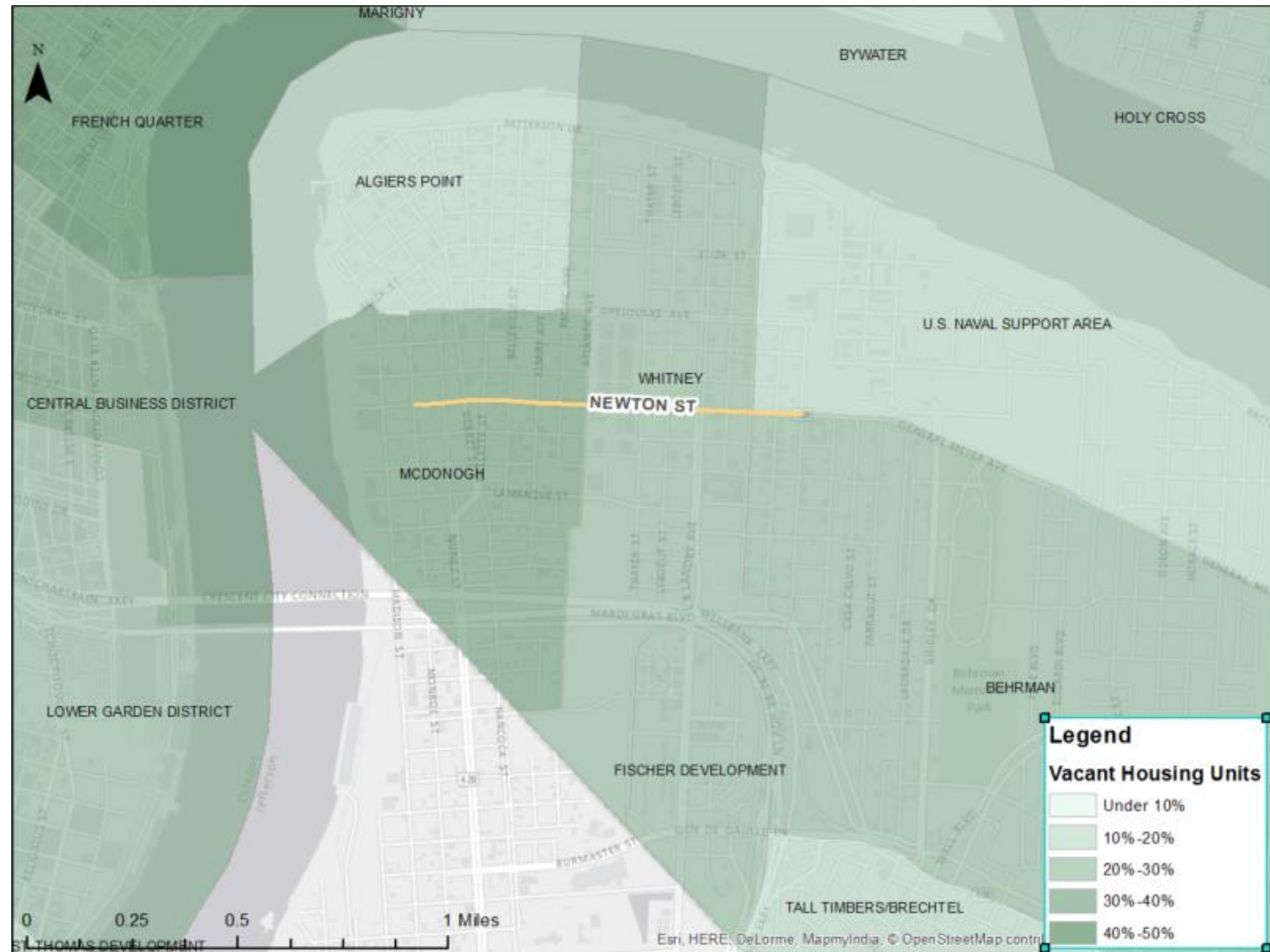


Rent as Percentage of Income



## HOUSING

- Vacancy by adjacent neighborhood:
  - Whitney: 25.3%
  - Behrman: 24.5%
  - McDonough: 35.4%
  - Algiers Point: 18.5%
  - US Naval Support Area: 17.6%





# DISCUSSION: IMPROVING RESILIENCE



## ENHANCE CUSTOMER BASE

- Increase **affordable** housing opportunities near the corridor
  - Population growth significantly lower than rest of city
  - Housing costs lower than rest of city
- Improve access to the corridor
  - Highlight connections to the ferry & MS River trail
  - Consider minor changes to bus routes to encourage travel to the corridor



## IDENTIFY DEVELOPMENT OPPORTUNITIES

- Nodes for priority investment
  - Important intersections, key blocks
  - Affordable property may encourage investment
- Potential catalytic projects & development sites
  - Deep South Movie Studie
  - Blain Kern / Former Mardi Gras World
  - Vacant Properties, Light Industrial Sites
- Coordinate with stakeholders to champion redevelopment
  - Federal City
  - Preservation Resource Center
  - NORA



## INCREASE PERCEPTION OF SAFETY

- Define & enhance public gathering spaces
- Enhance relationships and develop formal arrangements among residents and businesses
  - Neighborhood watch or security district
  - Business Improvement District or Community Development Corporation



## REDUCE VULNERABILITY TO SHOCKS

- Develop and distribute building hardening guides
  - Significant portion of corridor is in flood zone
  - Most businesses are at grade (71%)
- Emphasize need for continuity planning
- Enhance buy-in, engagement





**THANK YOU**

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