



# MAIN ST RESILIENCE PLAN

## CITY OF NEW ORLEANS

Community Workshops  
**O.C. Haley Blvd.** Meeting #1  
June 16, 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 OC Haley
- 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

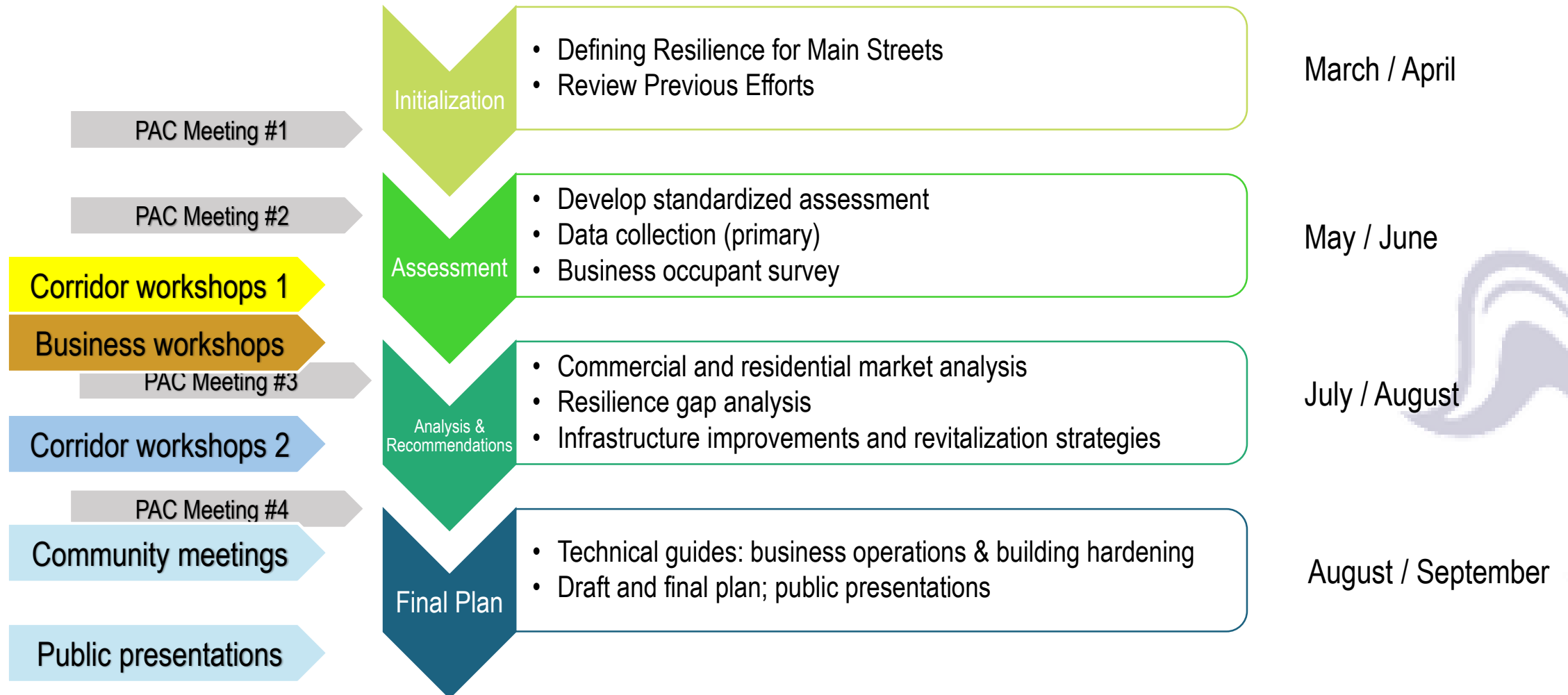


**MSMM**  
ENGINEERING, LLC

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*

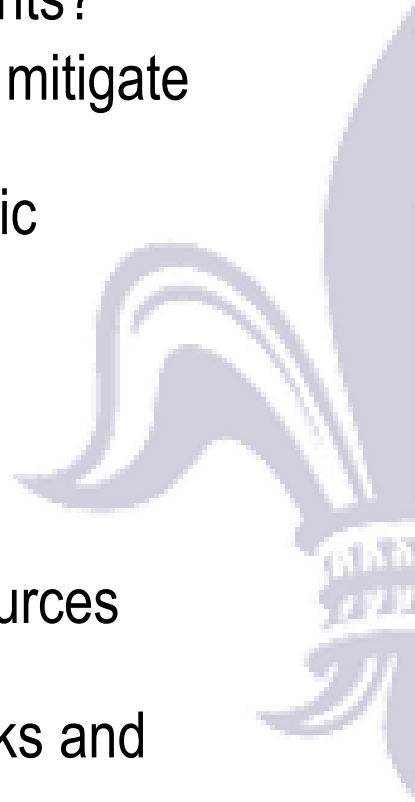
### MASTER PLAN: RESILIENCE (Chapter 12)

- 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
- OC Haley Streetscape (nearly designed – DPW)
- NORA Commercial Corridor Market Value Analysis
- OC Haley Merchants Association



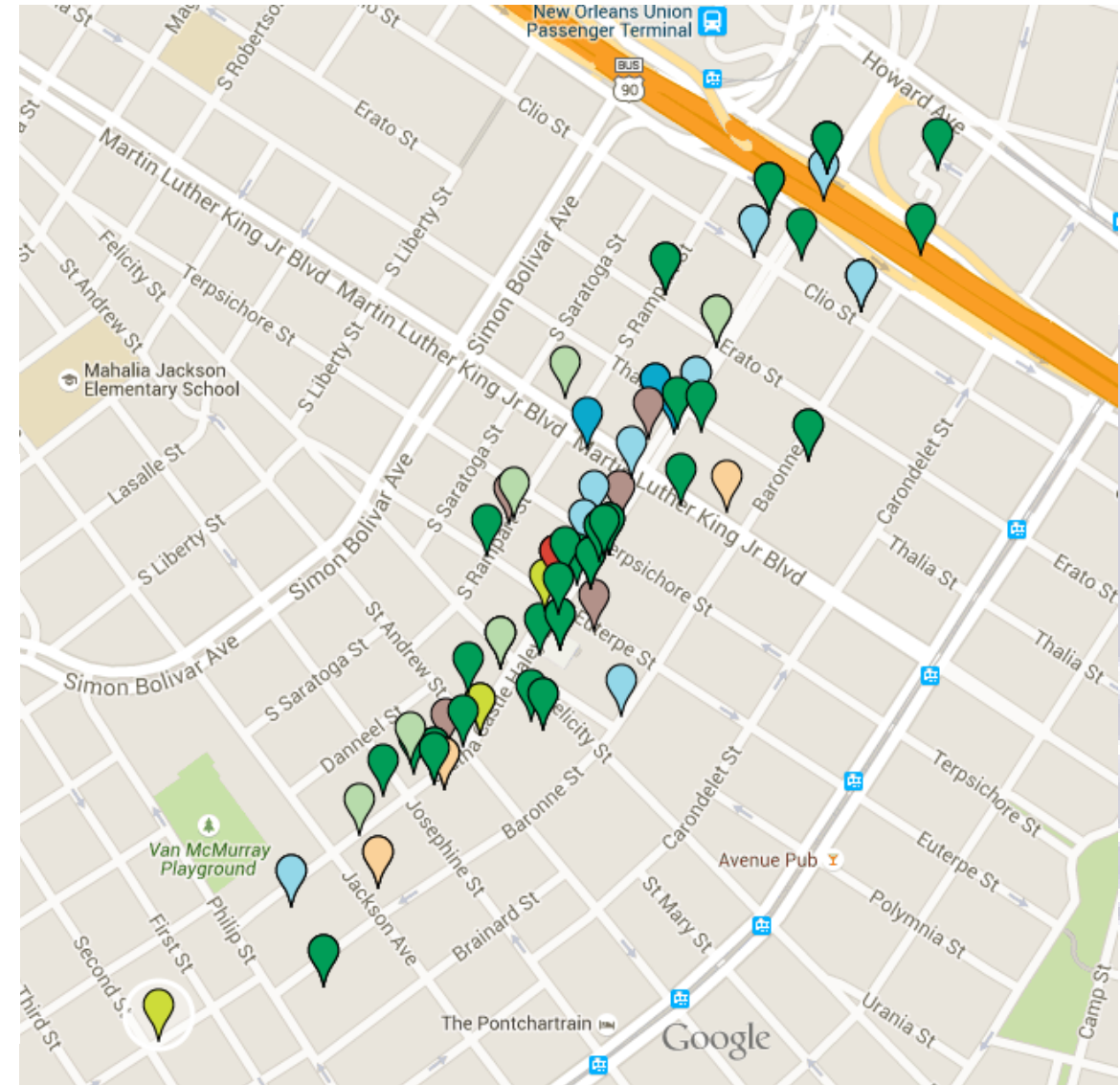
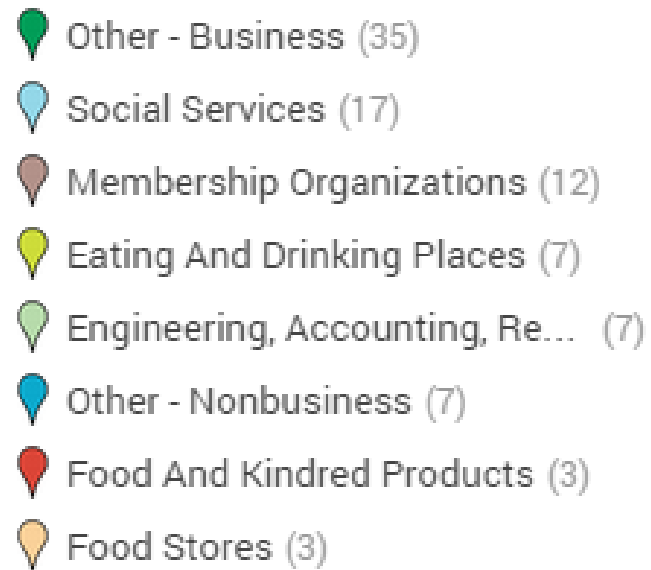


# WHAT WE'VE LEARNED (SO FAR...)

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

## CORRIDOR PROFILE: BUSINESSES

- 55 Businesses
- 36 Non business organizations



## CORRIDOR PROFILE: ESSENTIAL SERVICES



## CORRIDOR PROFILE: BUSINESSES

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

- Business profile is *diverse*
- Heavy representation of nonprofit and member organizations

Number	Industry	Examples
17	Social Services	Youth, arts, environmental, homeless, community services
12	Membership Organizations	Churches, leadership associations, advocacy groups
7	Eating And Drinking Places	Restaurants, cafes, bars
7	Professional Services	Architects, engineers, accountants
5	Automotive Repair, Services, And Parking	Mechanics, car rentals
5	Miscellaneous Retail	Gifts, crafts, alcohol
3	Food and kindred products	Caterers, bottling/distribution centers
3	Amusement/Recreation	Performance arts, athletic centers
2	Food stores	Groceries, convenience stores

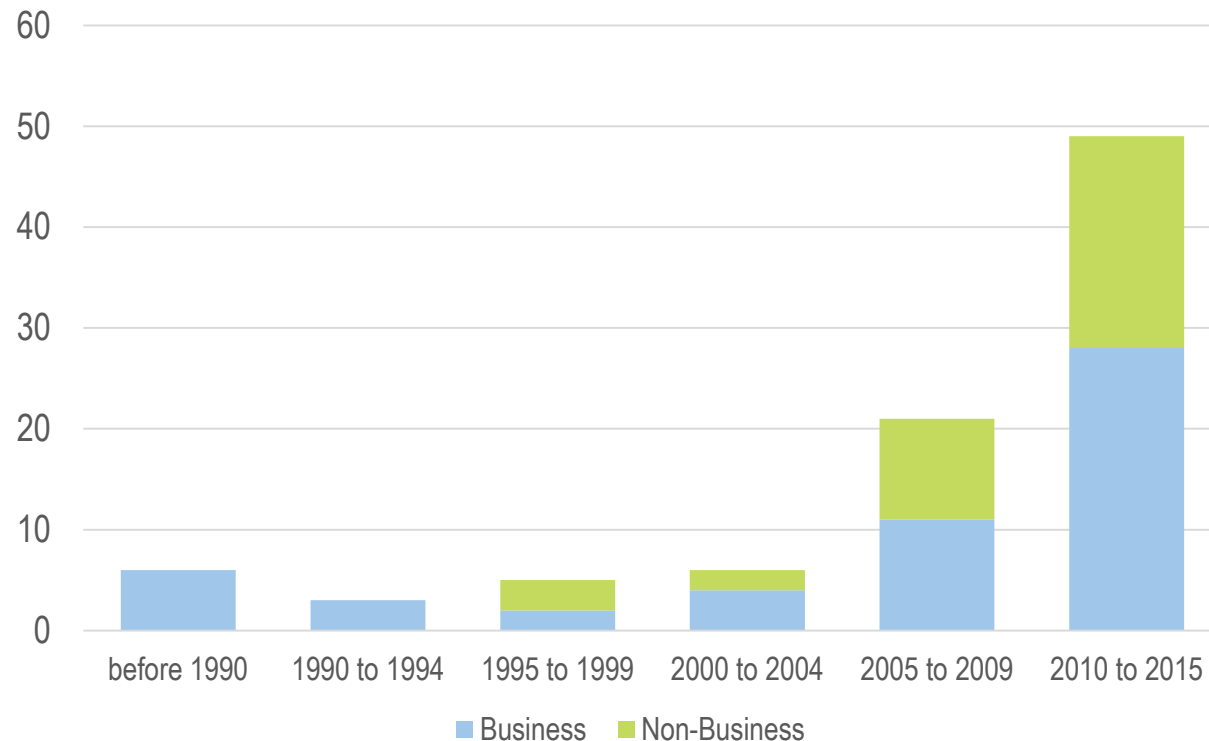


## CORRIDOR PROFILE: BUSINESSES

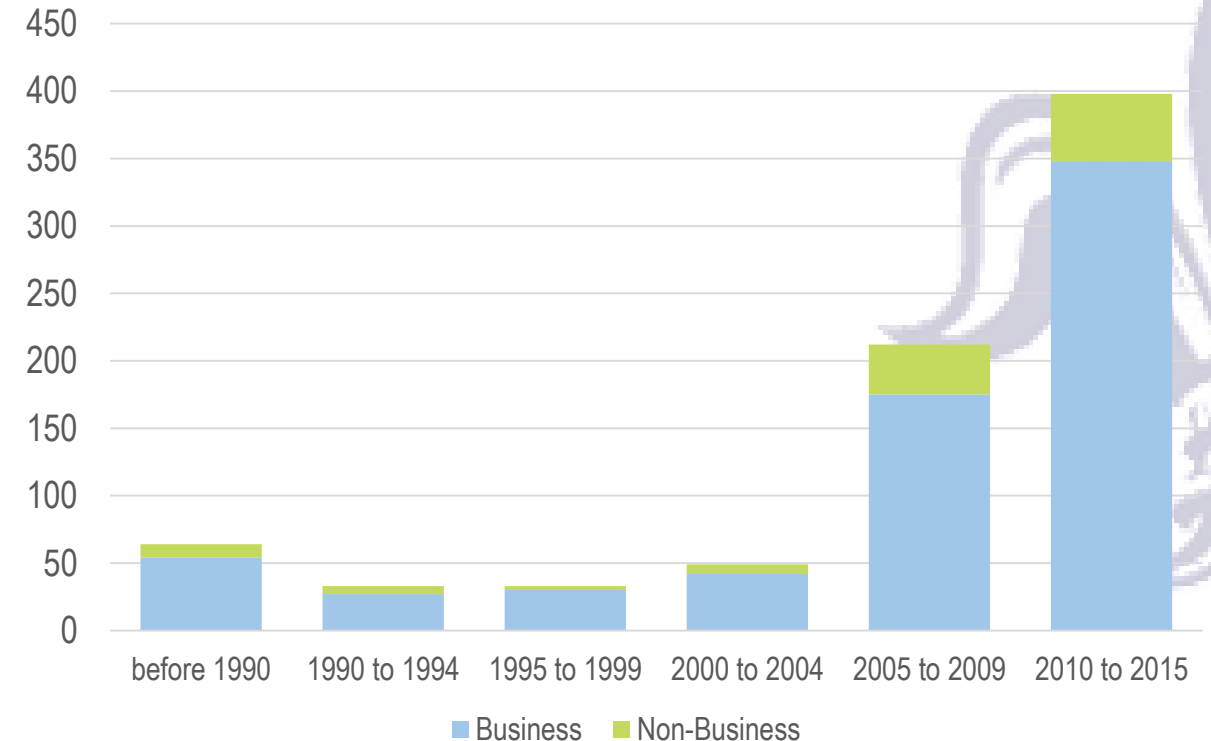
Sources: InfoUSA, 2015; City of New Orleans  
occupancy licenses, 2015

- Nonprofit organizations have comprised nearly half of post-Katrina entities

Entities by Year Started - OCH

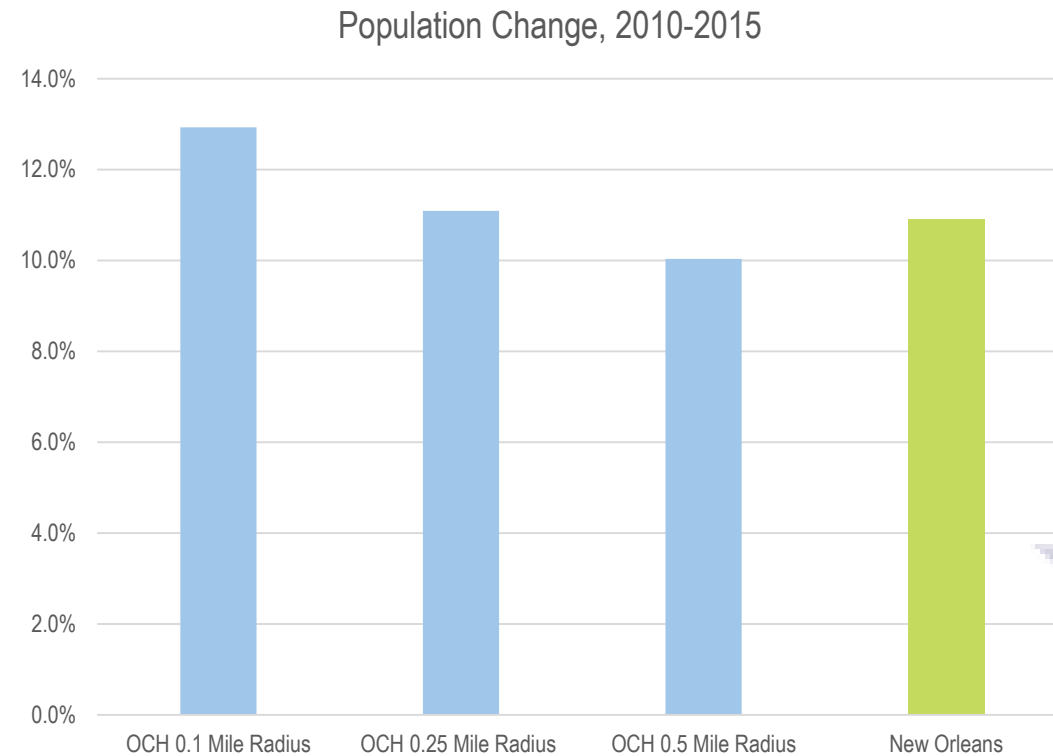


Entities by Year Started - All Corridors



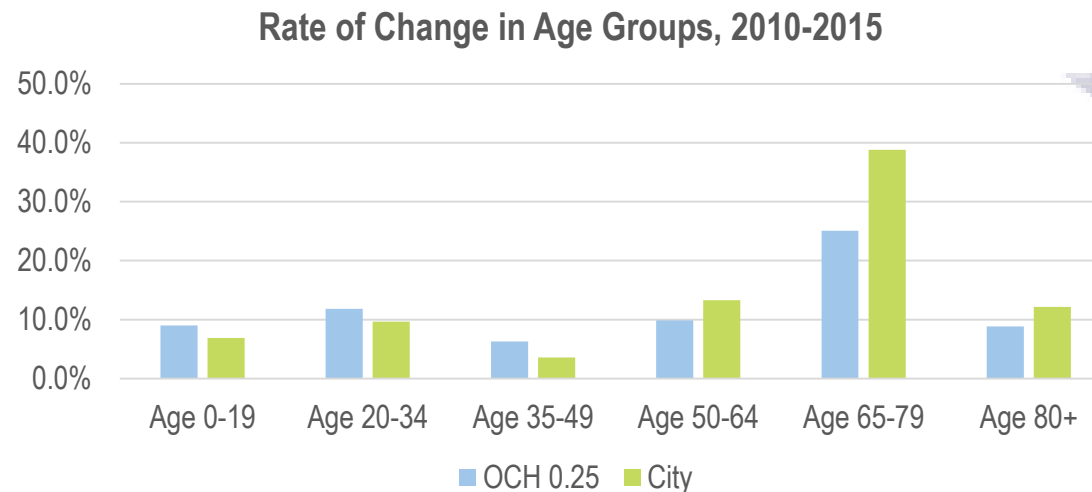
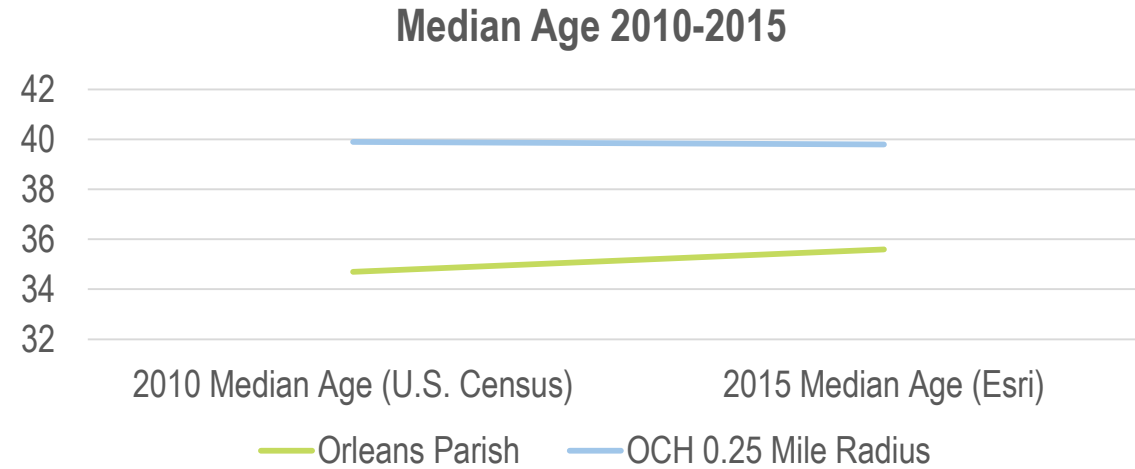
## CORRIDOR PROFILE: PEOPLE

Population immediately surrounding OCH has grown at a slightly faster pace than the rest of the City



## CORRIDOR PROFILE: PEOPLE

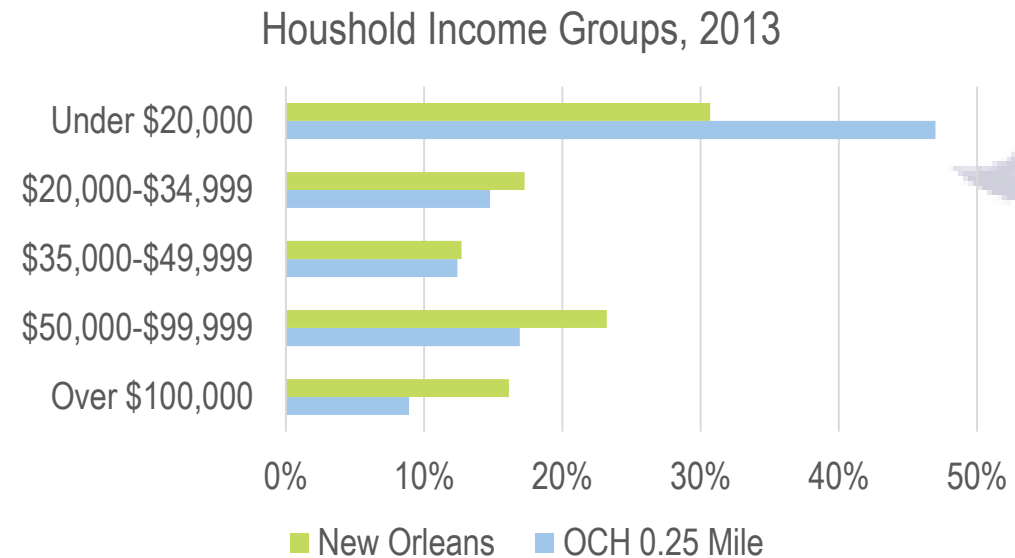
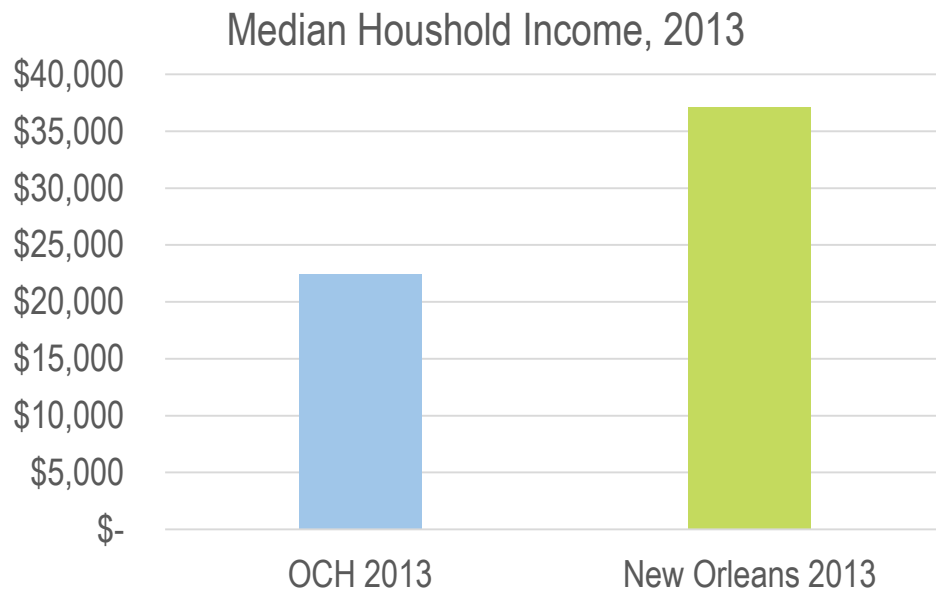
- Median Age is higher near OCH than rest of City
- Corridor area is getting slightly younger while city is getting older
- Has seen greater growth among younger age groups than the rest of the city





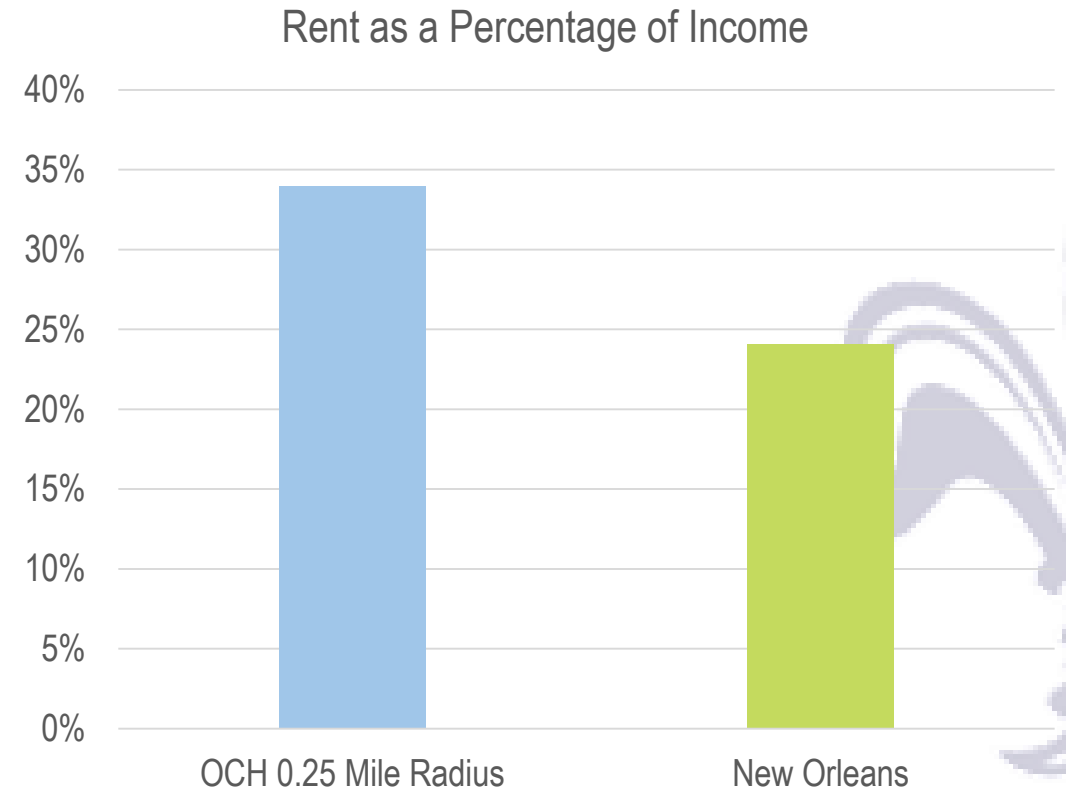
## CORRIDOR PROFILE: PEOPLE

- Median household income is significantly lower near corridor than in rest of city (\$22,444 vs. \$37,146, 40% lower)
- Significantly more households in lower income groups than rest of city



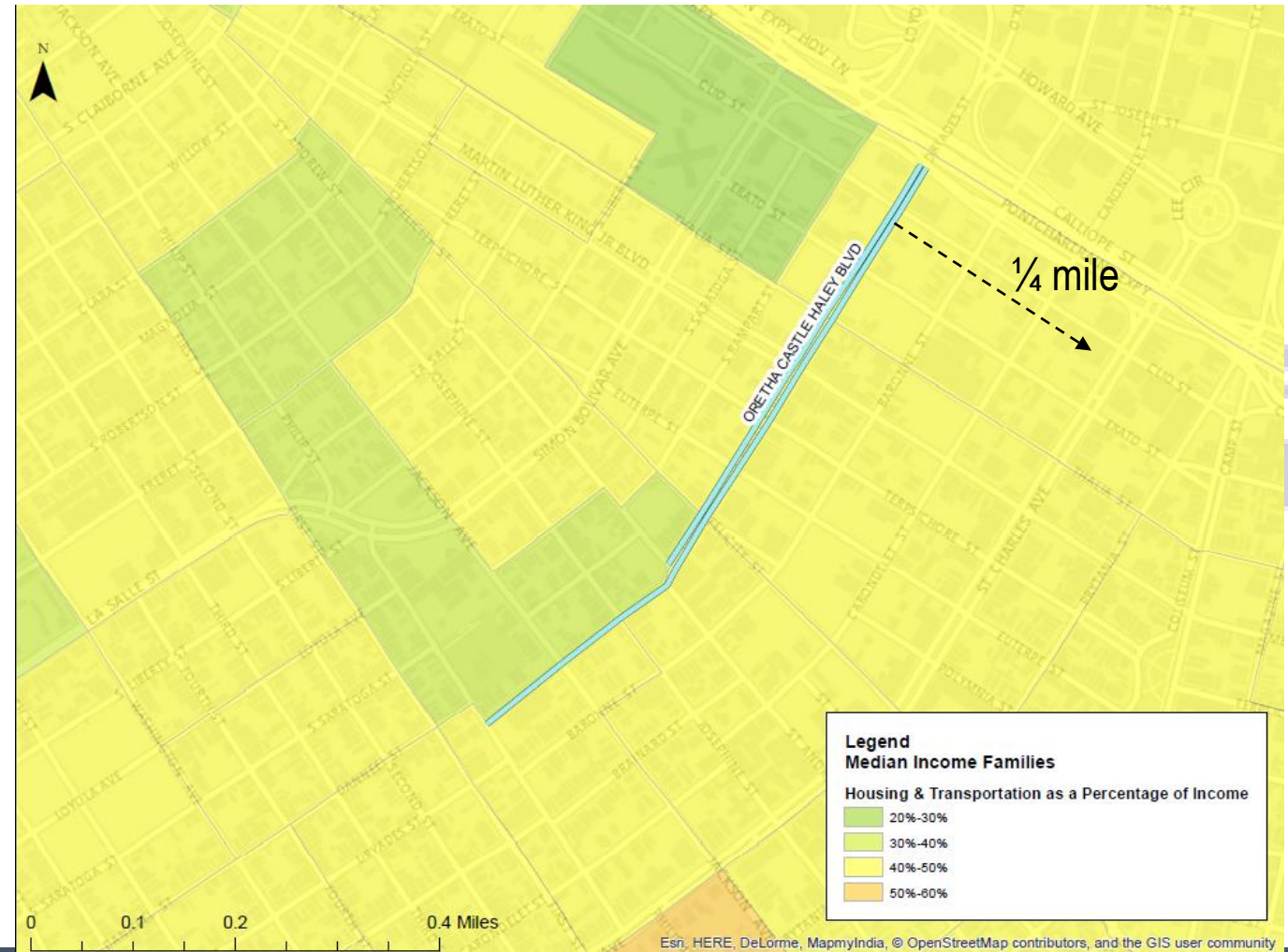
## CORRIDOR PROFILE: AFFORDABILITY

- Median rent is lower near OCH than rest of city (\$635 vs. \$765)
- Rent is a higher percentage of household income near OCH than in the rest of the city (34% vs. 24%)



## 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

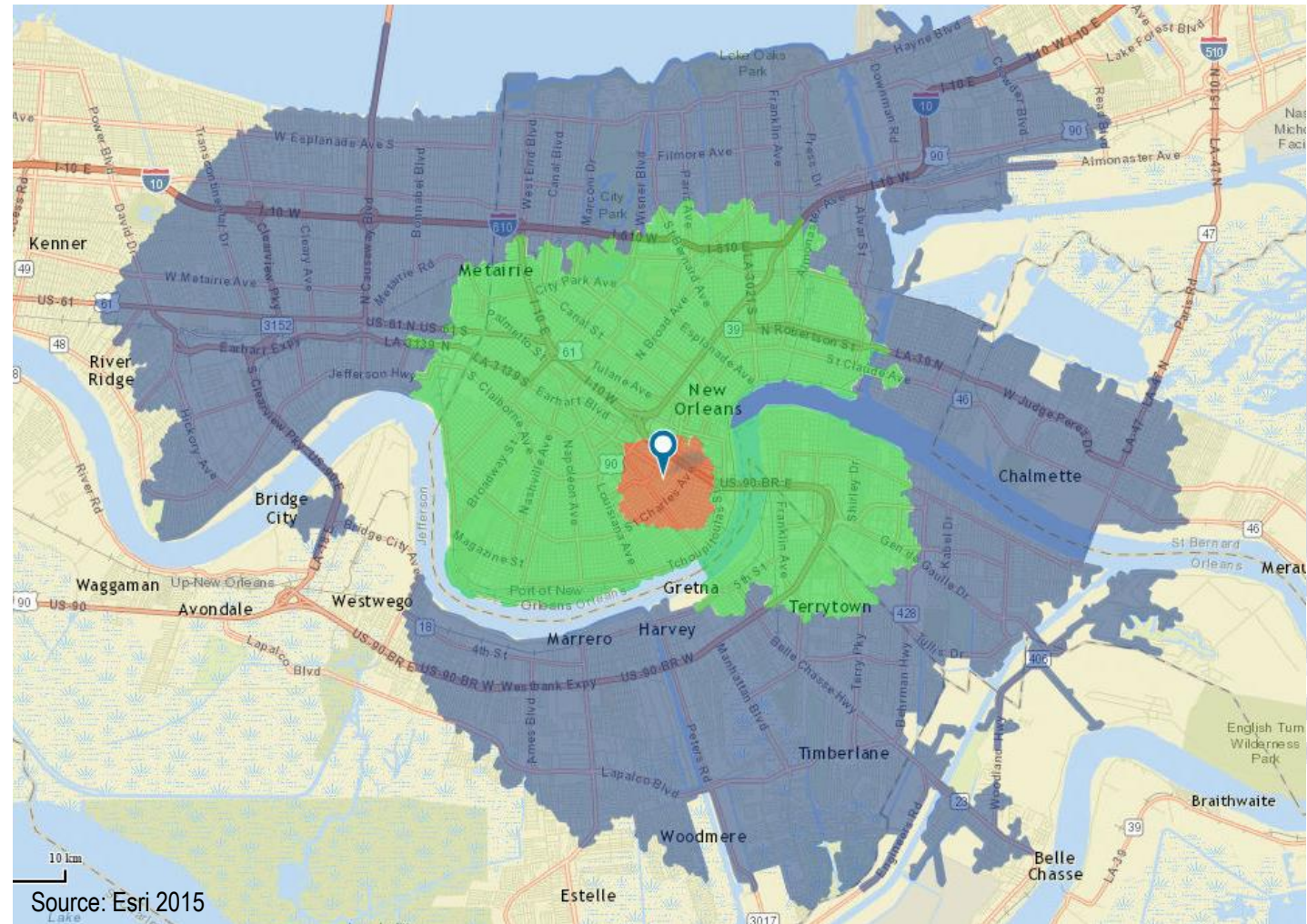
- Very Low Income Individual
  - 1 Person
  - 1 Commuter
  - \$11,720 annual income





## MARKET ASSESSMENT

- Examined three markets:
  - Neighborhood: 1-mile radius
    - The “convenience” market (groceries, take-out food, pharmacy)
  - Community: 5-mile radius
    - Comparison shopping (restaurants, clothing, furniture, electronics, hobby goods)
  - Region: 10-mile radius
    - Destination retail and entertainment (cultural institutions, specialty items)



## MARKET ASSESSMENT

Raw SUPPLY and DEMAND indicators suggest that within 1 mile of OC Haley:

- There is **High** unmet demand for:
  - General merchandise store: \$40 million leakage
  - Auto dealers: \$33 million leakage
- There is **Modest** unmet demand for:
  - Gasoline station: \$15 million leakage
  - Small grocery: \$9 million leakage
  - Clothing/accessories store: \$7.5 million leakage

Source: Esri and Dun & Bradstreet, 2015



## MARKET ASSESSMENT

BUT....

- What kind of Corridor does the OC Haley community want to be?
- What space is available for business growth?
- How will the market change?
  - New jobs and residents
  - Evolution of OC Haley Blvd as a destination corridor

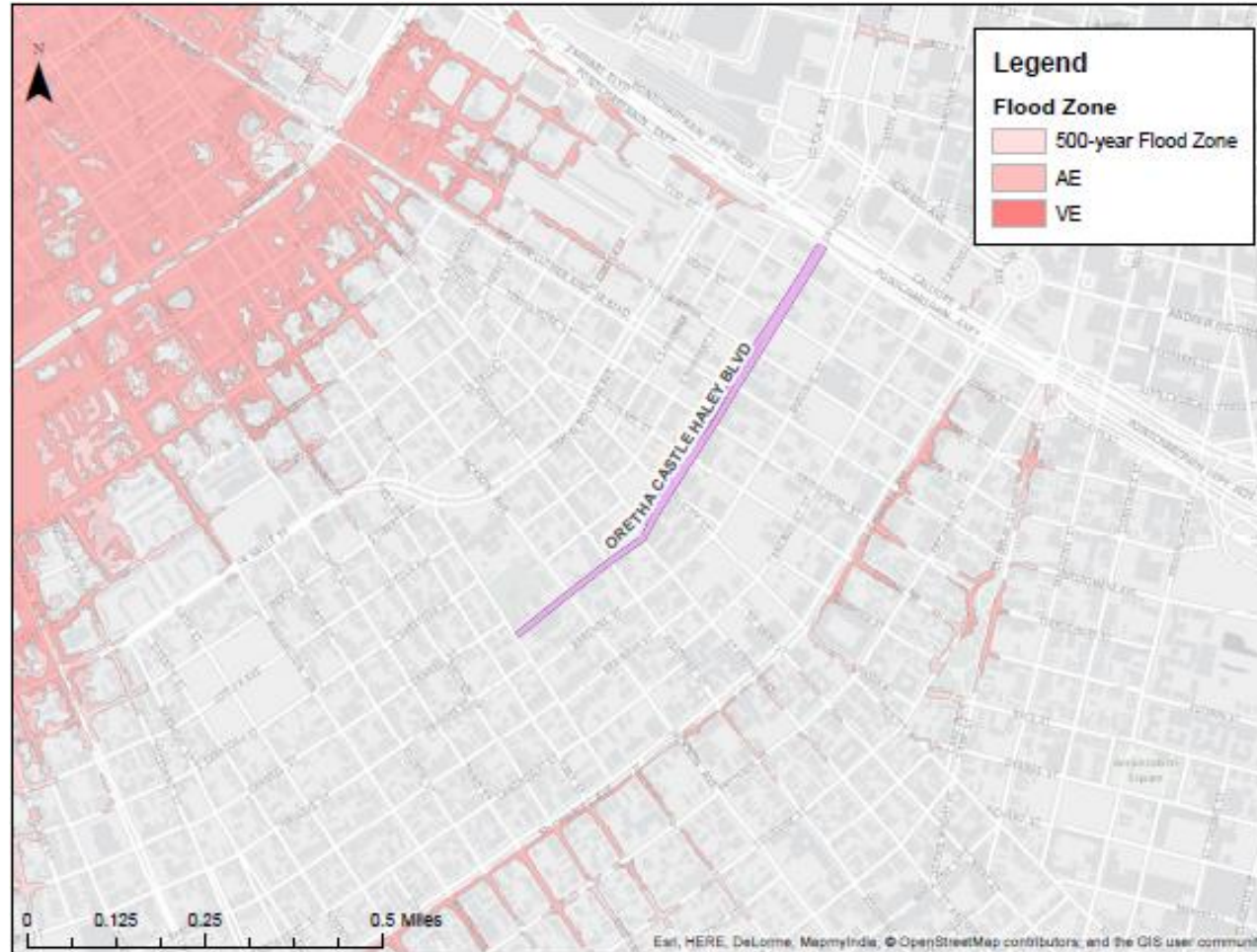




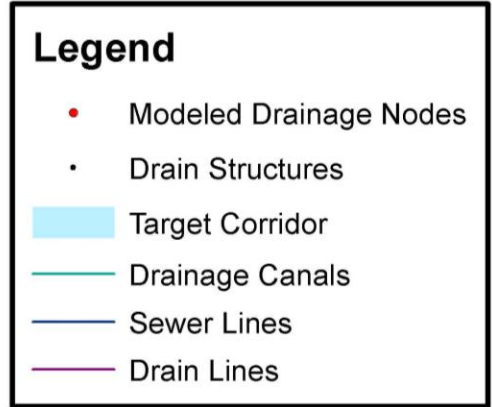
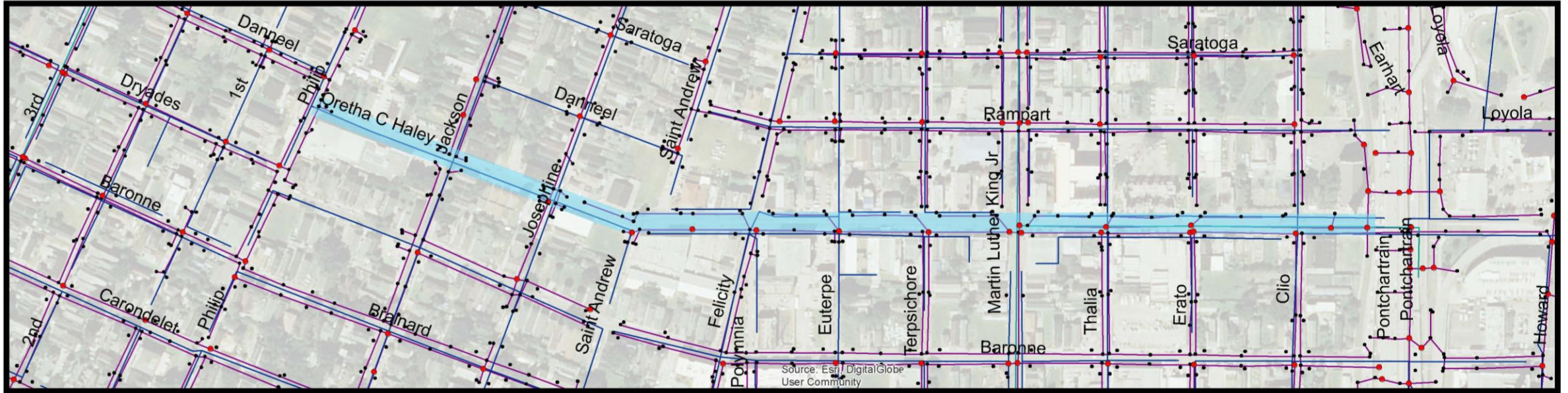
## FLOOD ZONES

*PRELIMINARY*  
FEMA DFIRM

OCH is in the “X” or  
Lower Risk Zone:



## INFRASTRUCTURE: SEWER & DRAINAGE



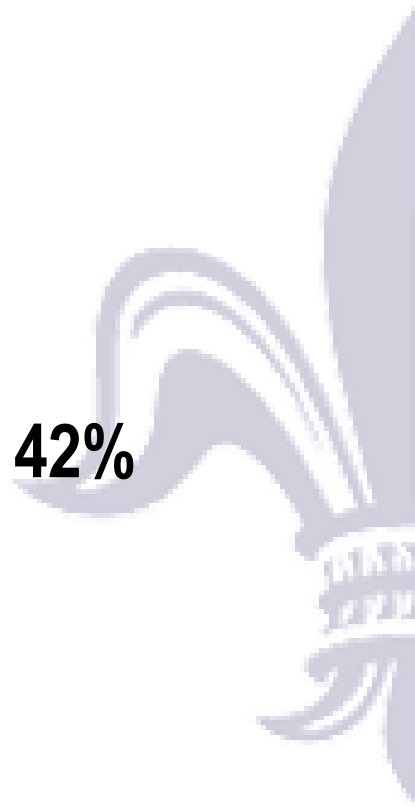


## CORRIDOR ELEVATION



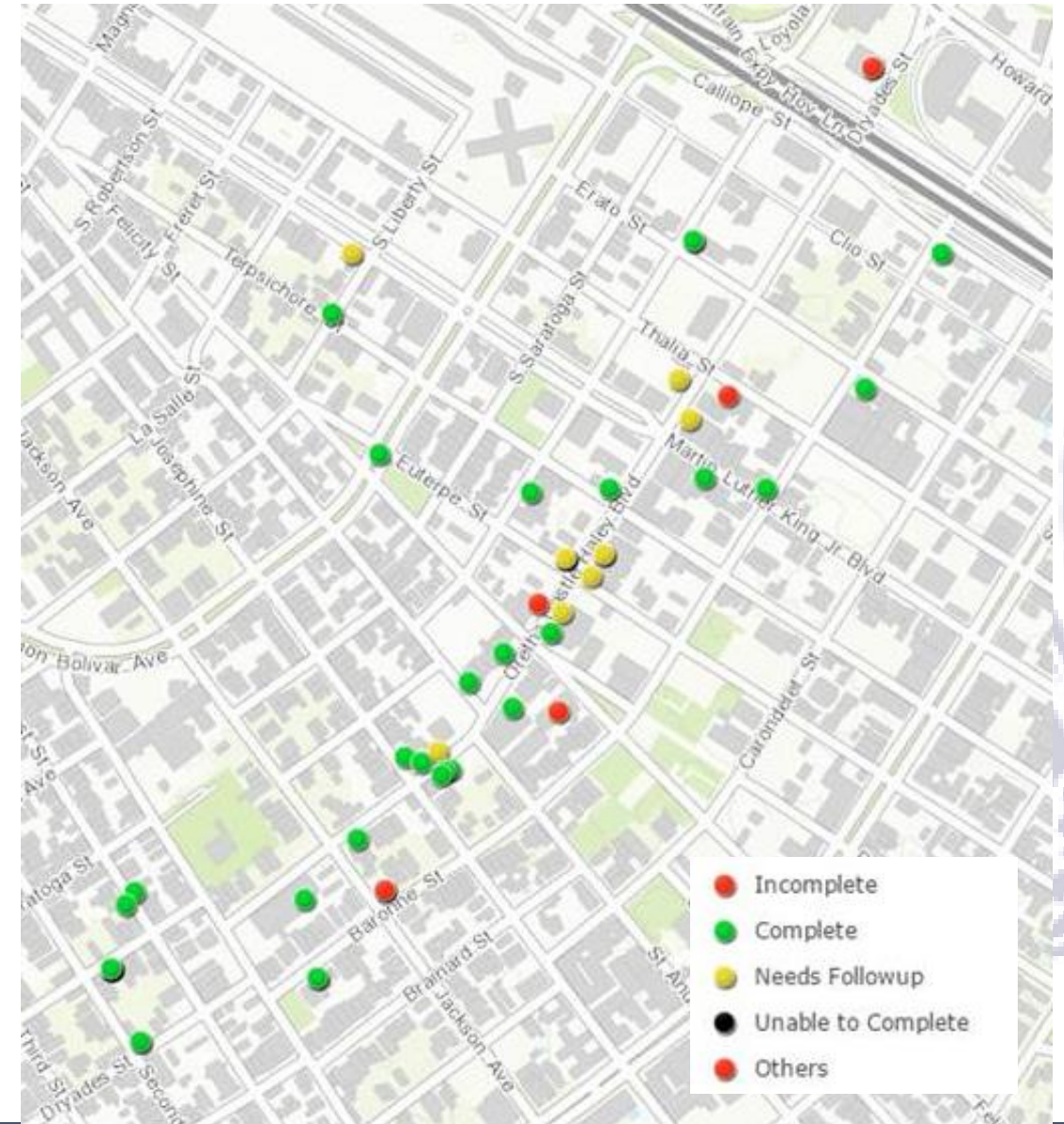
## CORRIDOR BUILDINGS

- Appear occupied: **70%**
- In 'average' or better condition: **80%**
- Elevated foundations: **72%**
- ADA accessible entrance: **53%**
- Elevated Mechanical, Electrical, or Plumbing systems (usually HVAC): **42%**
- Protection for windows or doors: **33%**
- Appendages, such as signs, awnings, or overhangs: **48%**



## BUSINESS SURVEY

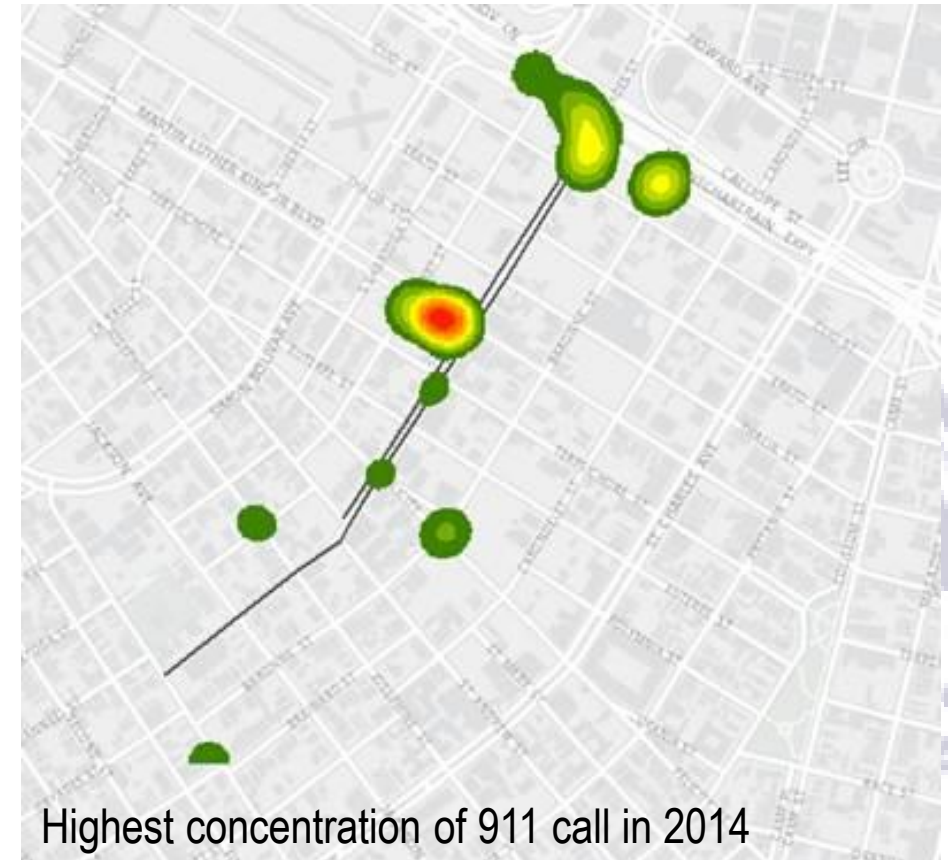
- 33 of 54 listed business surveyed



## OTHER FACTORS: CRIME & SAFETY

- Overall calls to NOPD have decreased
- Property and Violent crime calls have increased, especially compared to city

Change in NOPD 911 Calls, 2012-2014



OTHER FACTORS:  
SOCIAL NETWORKS

ORETHA CASTLE HALEY  
**BOULEVARD**  
MERCHANTS & BUSINESS ASSOCIATION



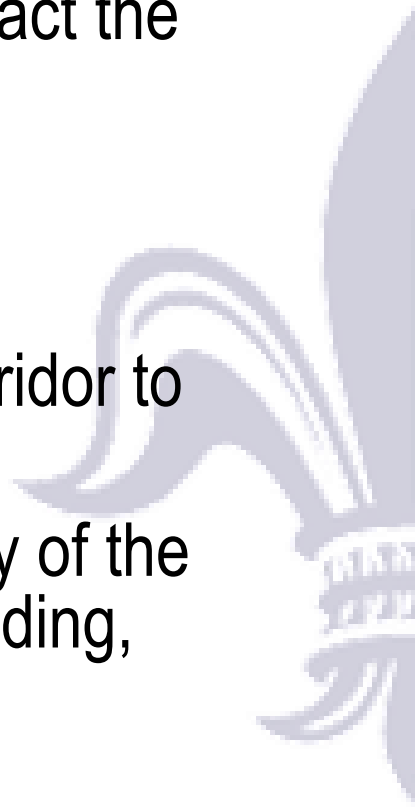


# DISCUSSION: CORRIDOR VULNERABILITY



## 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 (OCH: July 13)
  - Prioritize and refine





**THANK YOU**

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