



MAIN ST RESILIENCE PLAN

CITY OF NEW ORLEANS

Community Workshops
St. Bernard Ave. Meeting #1
June 23, 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 St. Bernard
- 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



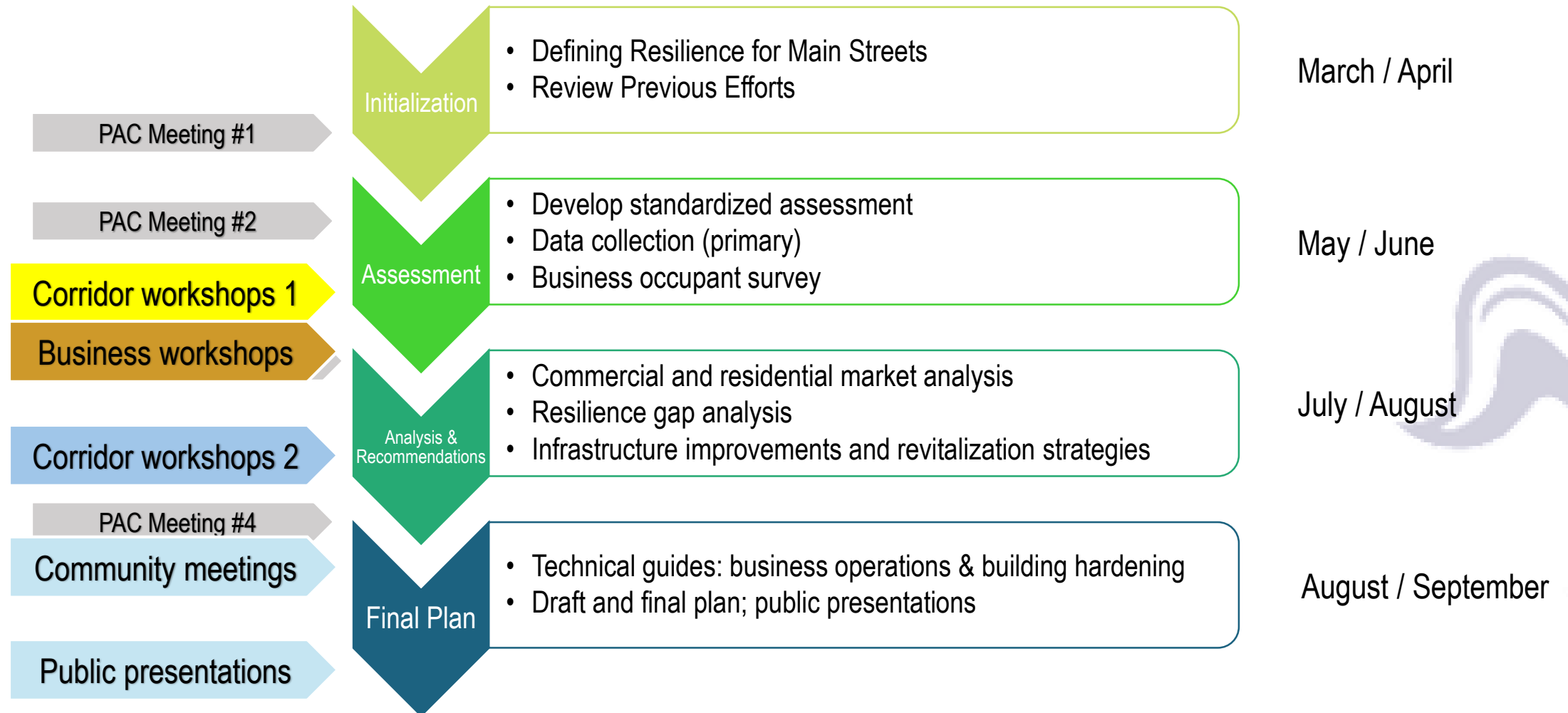
MSMM
ENGINEERING, LLC

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

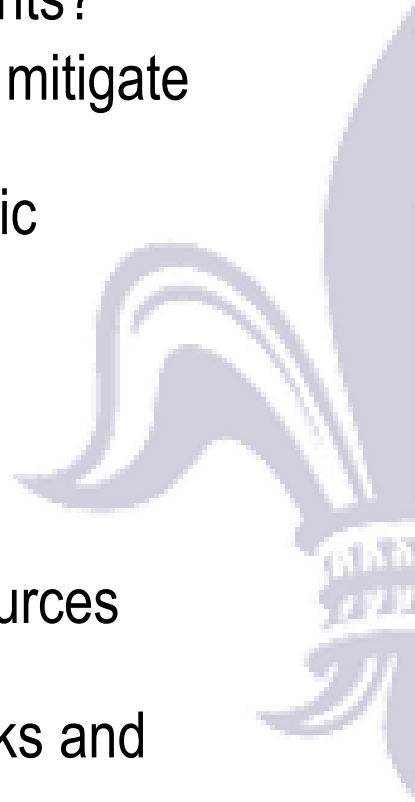
MASTER PLAN: RESILIENCE (Chapter 12)

- 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



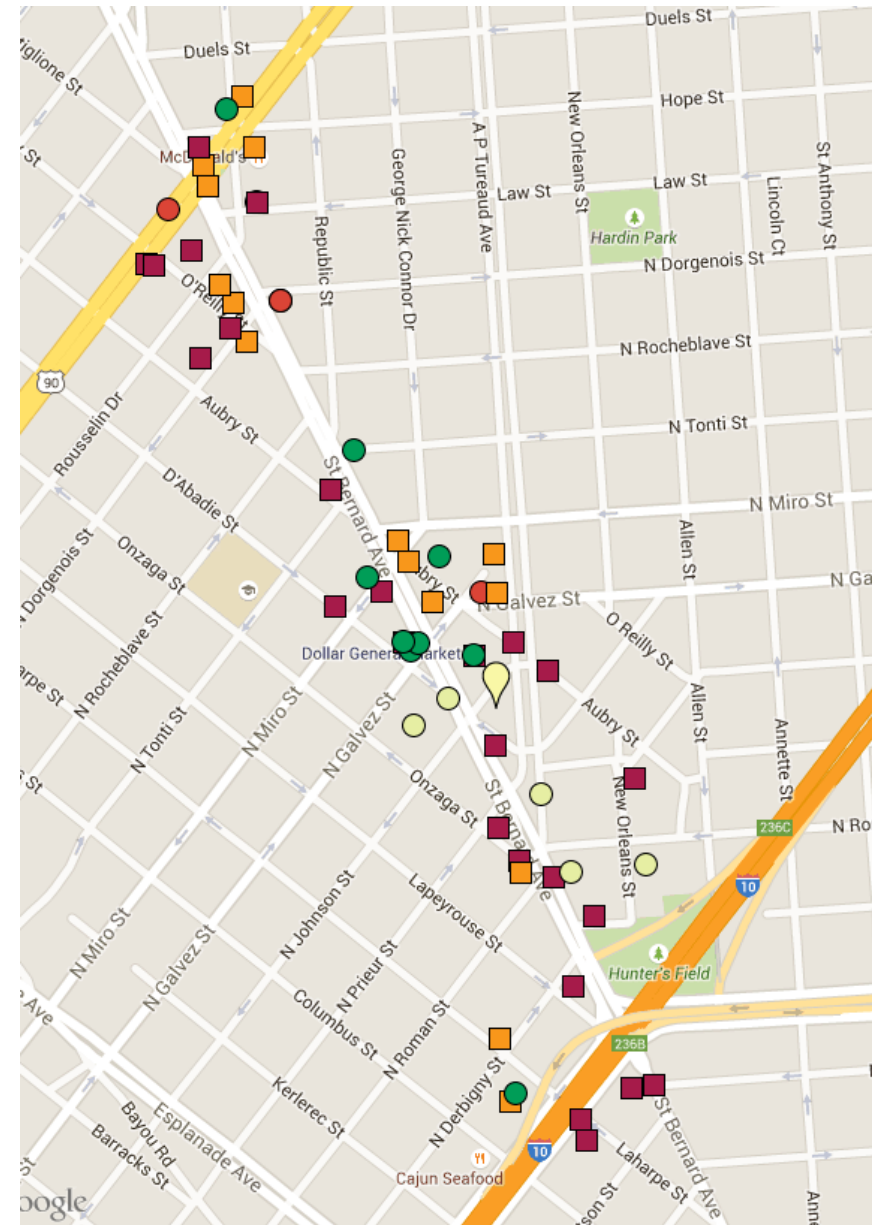
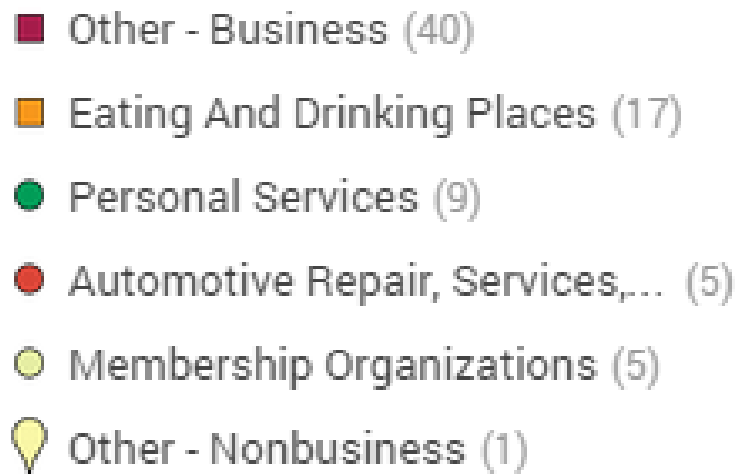


WHAT WE'VE LEARNED (SO FAR...)

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

CORRIDOR PROFILE: BUSINESSES

- 71 Businesses
- 6 Non business organizations



CORRIDOR PROFILE: ESSENTIAL SERVICES



CORRIDOR PROFILE: BUSINESSES

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

- Mostly serve the immediate neighborhood
- Cluster of eating and drinking places and personal services

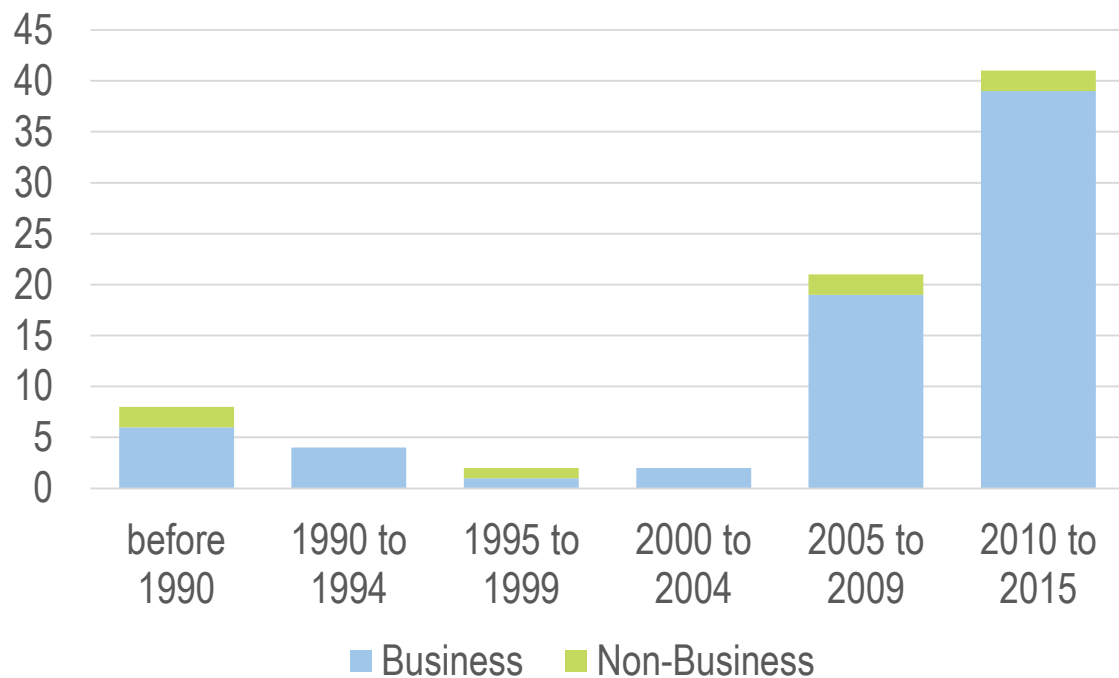
Number	Industry	Examples
17	Eating and Drinking Places	Restaurants, bars, takeout food
9	Personal Services	Beauty salons, barbers, dry cleaning, tax preparation
8	Miscellaneous retail	Cell phones, pharmacies, beauty supplies
6	Food stores	Groceries, convenience stores
5	Membership Organizations	Churches
5	Automotive Repairs, Services and Parking	Mechanics, carwashes

CORRIDOR PROFILE: BUSINESSES

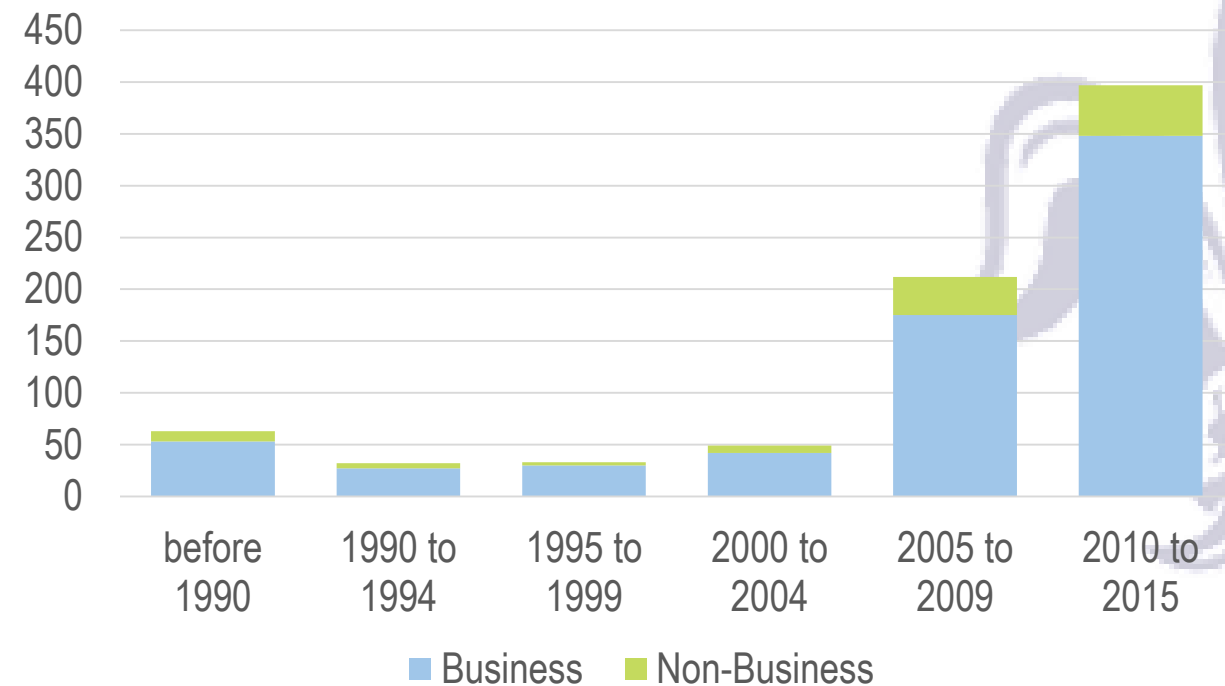
Sources: InfoUSA, 2015; City of New Orleans
occupancy licenses, 2015

- Establishments are predominantly newer, like those in other corridors as a whole

Establishments by Year Started – St. Bernard

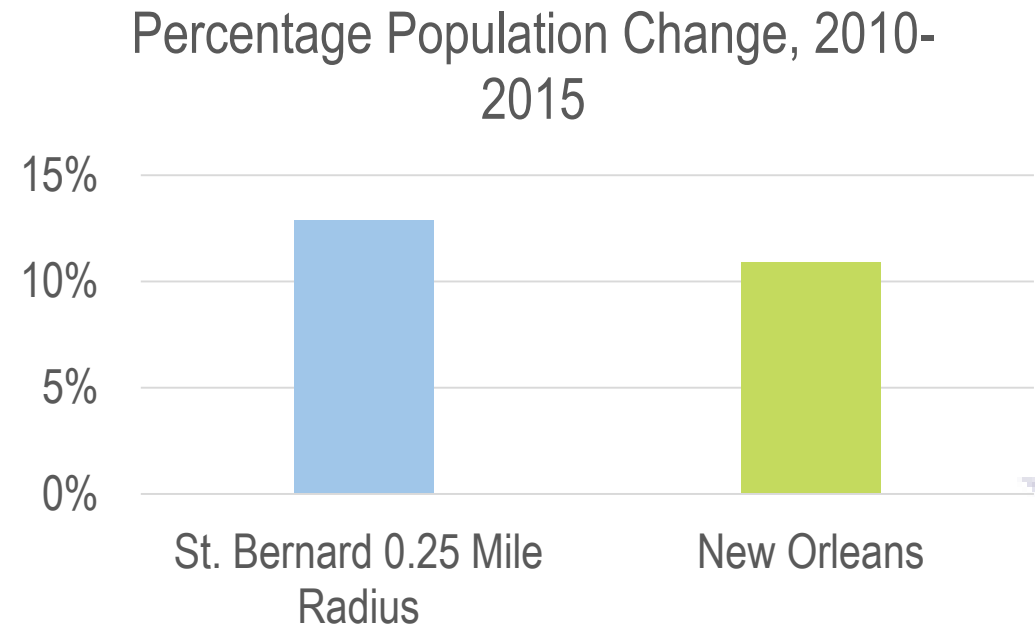


Establishments by Year Started - All Corridors



CORRIDOR PROFILE: PEOPLE

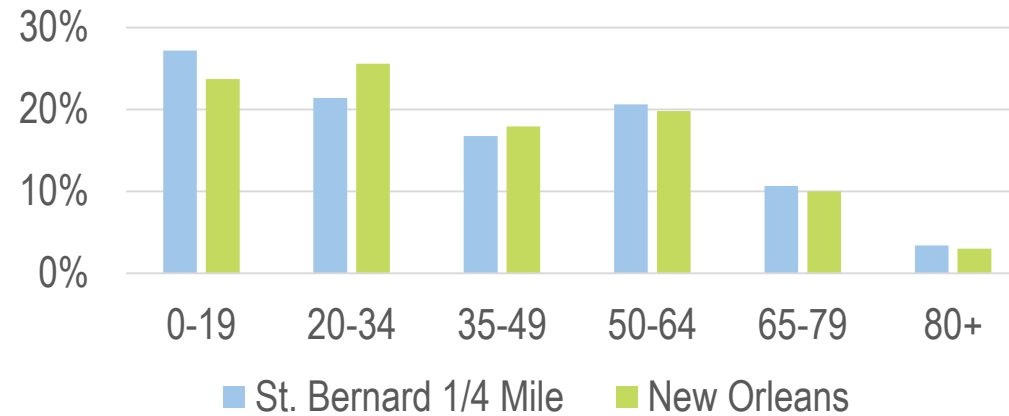
Population immediately surrounding St. Bernard has grown at a slightly faster pace than the rest of the city



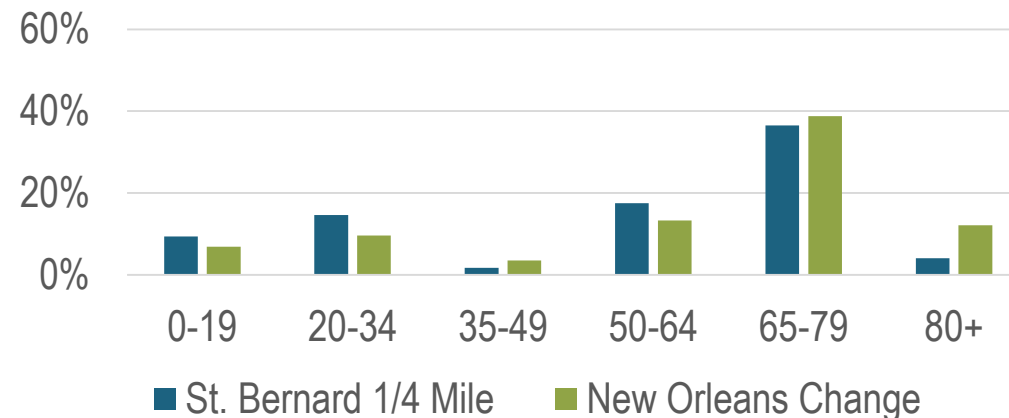
CORRIDOR PROFILE: PEOPLE

- Median Age is similar to city (36.3 vs. 35.6)
- Corridor is aging at roughly the same rate as the city
- Younger age groups are growing at a faster rate

2015 Population, by Age Group

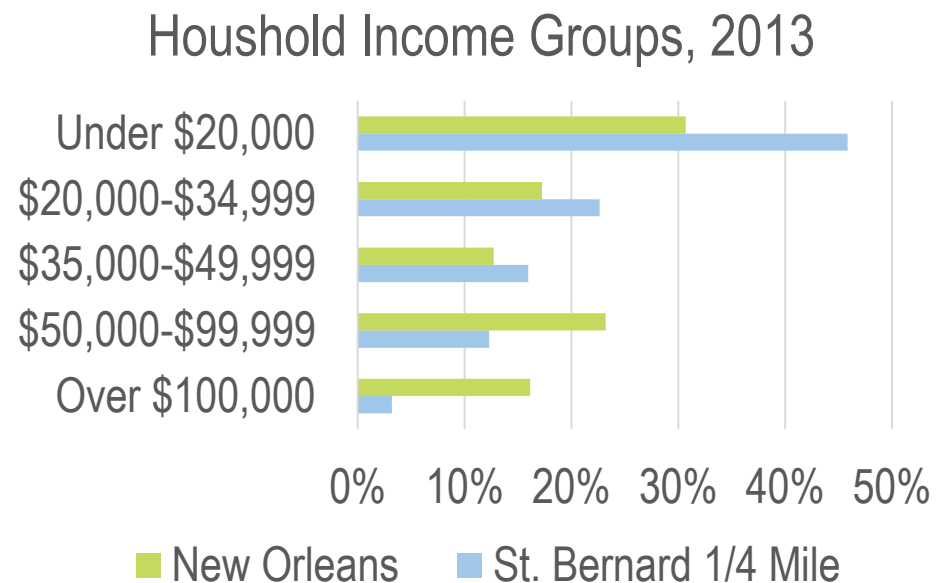
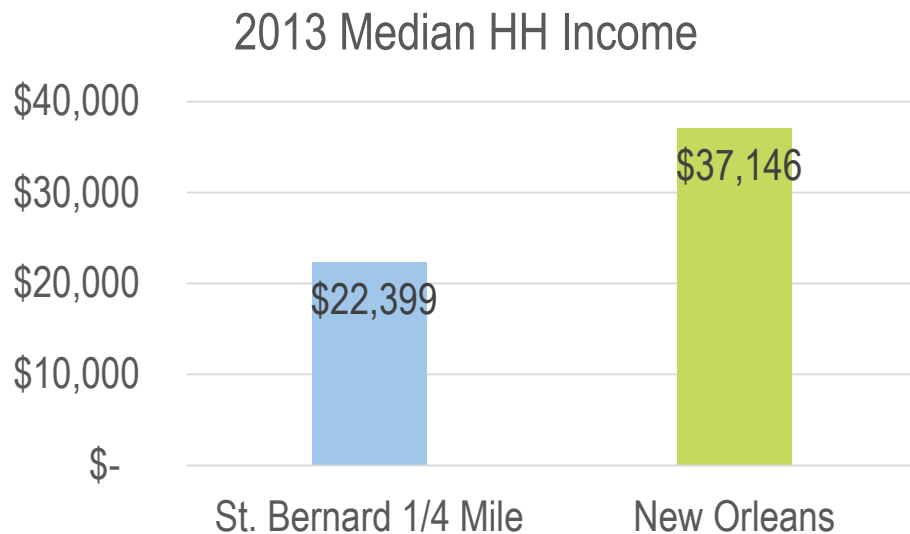


Age Group Rate of Change, 2010-2015



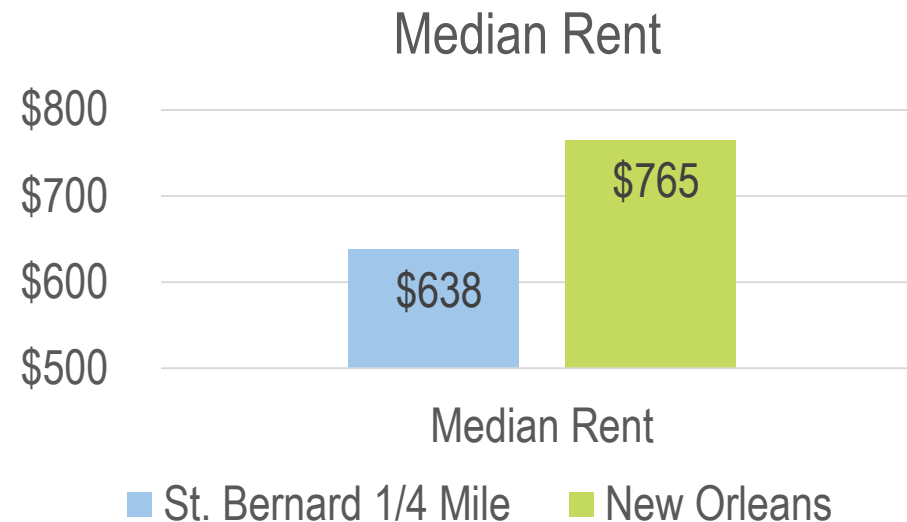
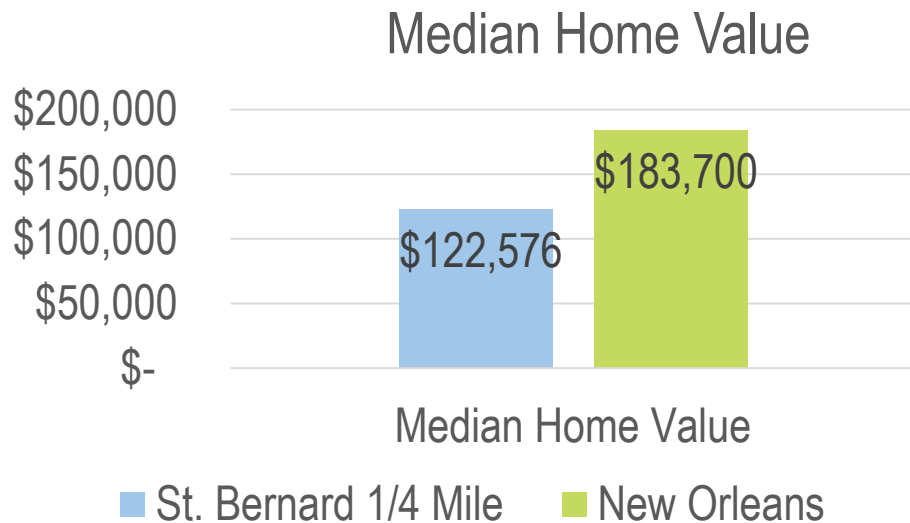
CORRIDOR PROFILE: PEOPLE

- Median household income is 40% lower than city as a whole (\$22,399 vs. \$37,146)
- Significantly more households in lower income groups; fewer in high income groups



CORRIDOR PROFILE: AFFORDABILITY

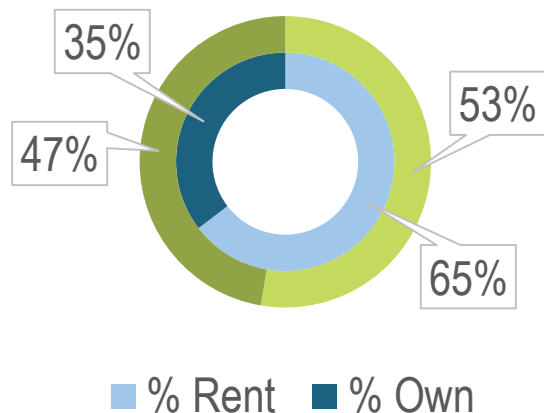
- Median rent and median home values are lower near St. Bernard than in the rest of the city



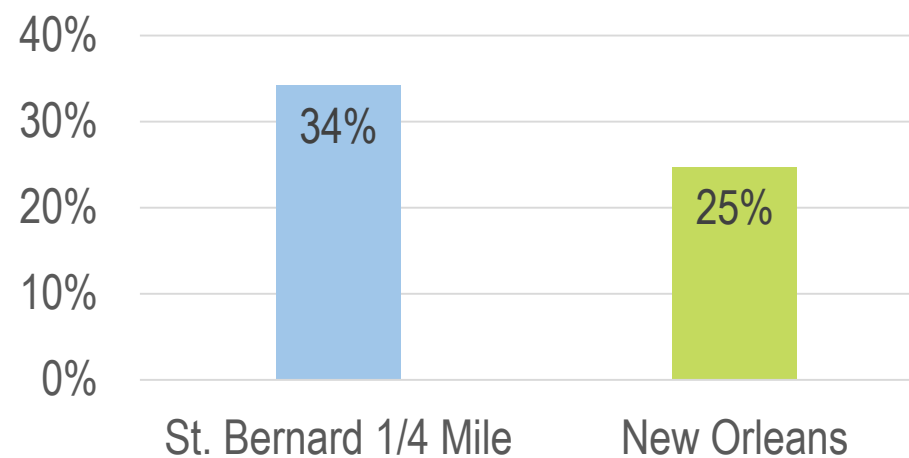
CORRIDOR PROFILE: AFFORDABILITY

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

Own vs. Rent Homes

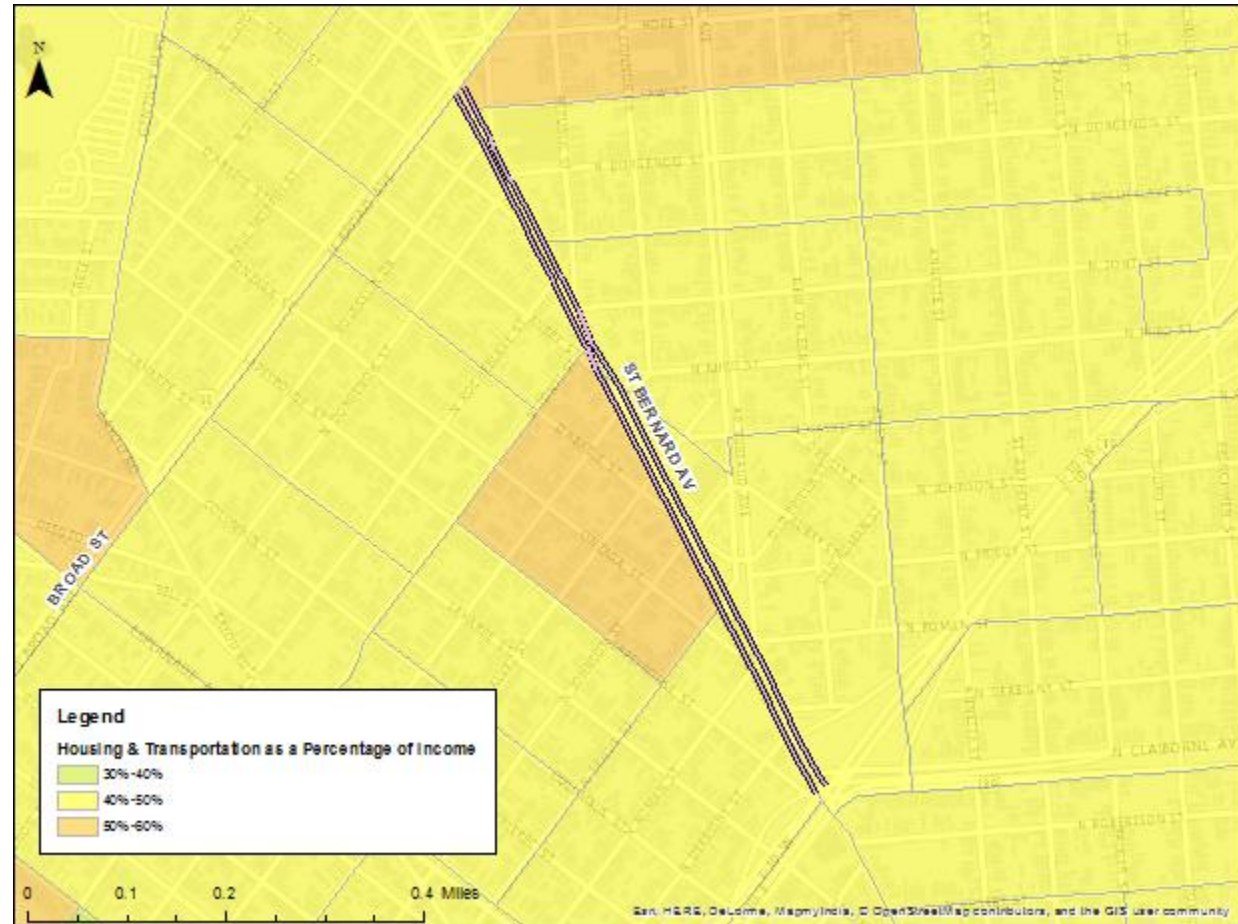


Rent as Percentage of Income



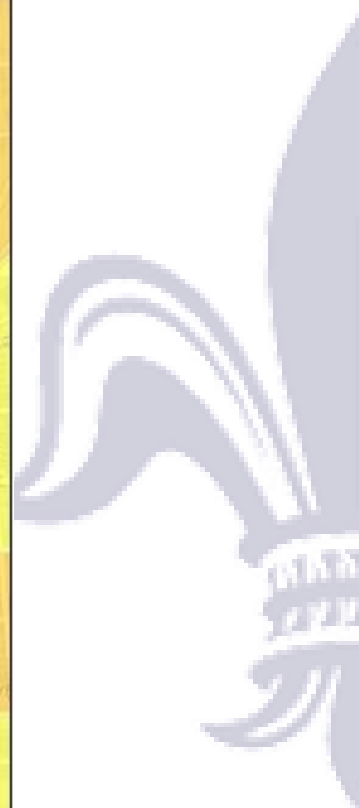
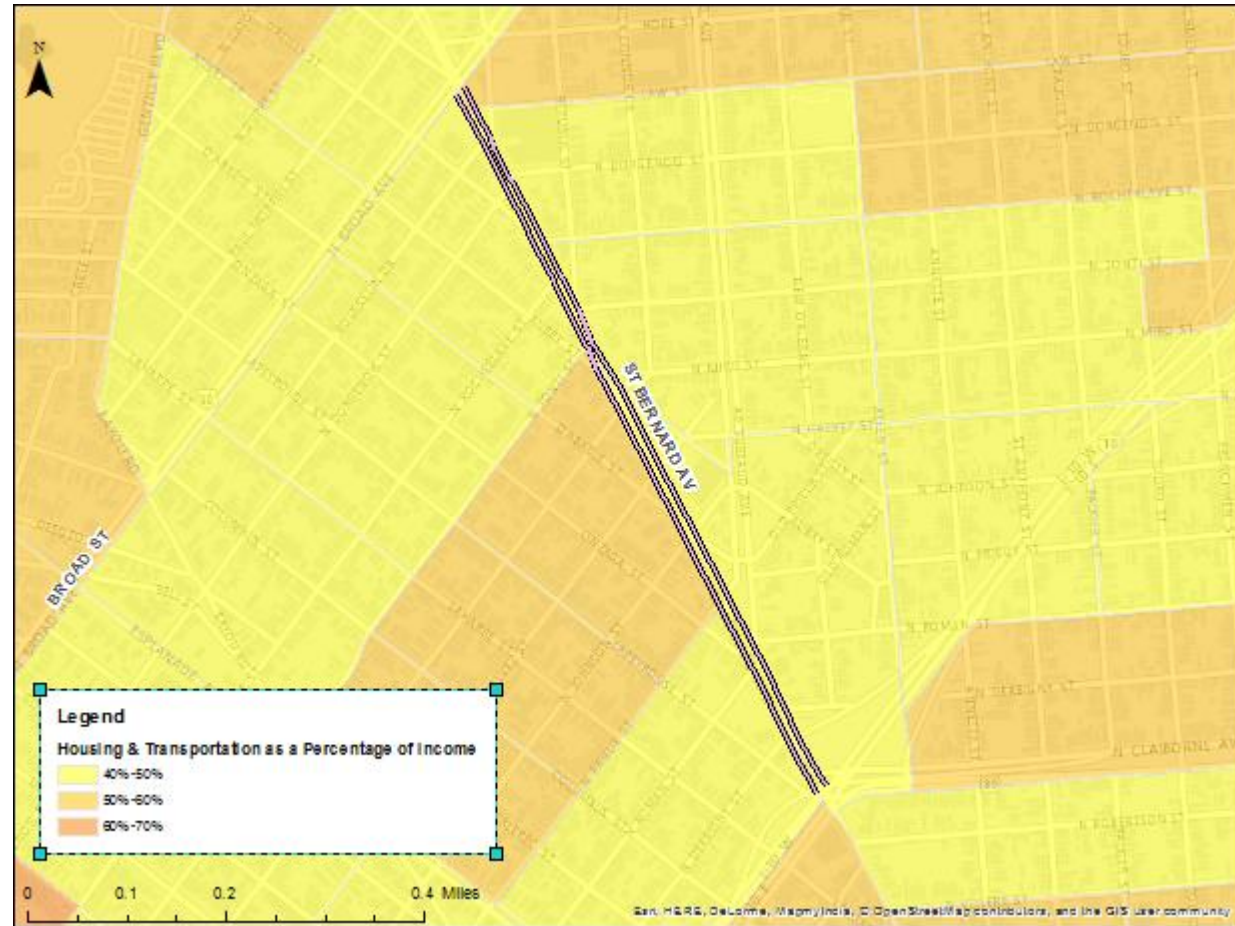
AFFORDABILITY: HOUSING + TRANSPORTATION

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



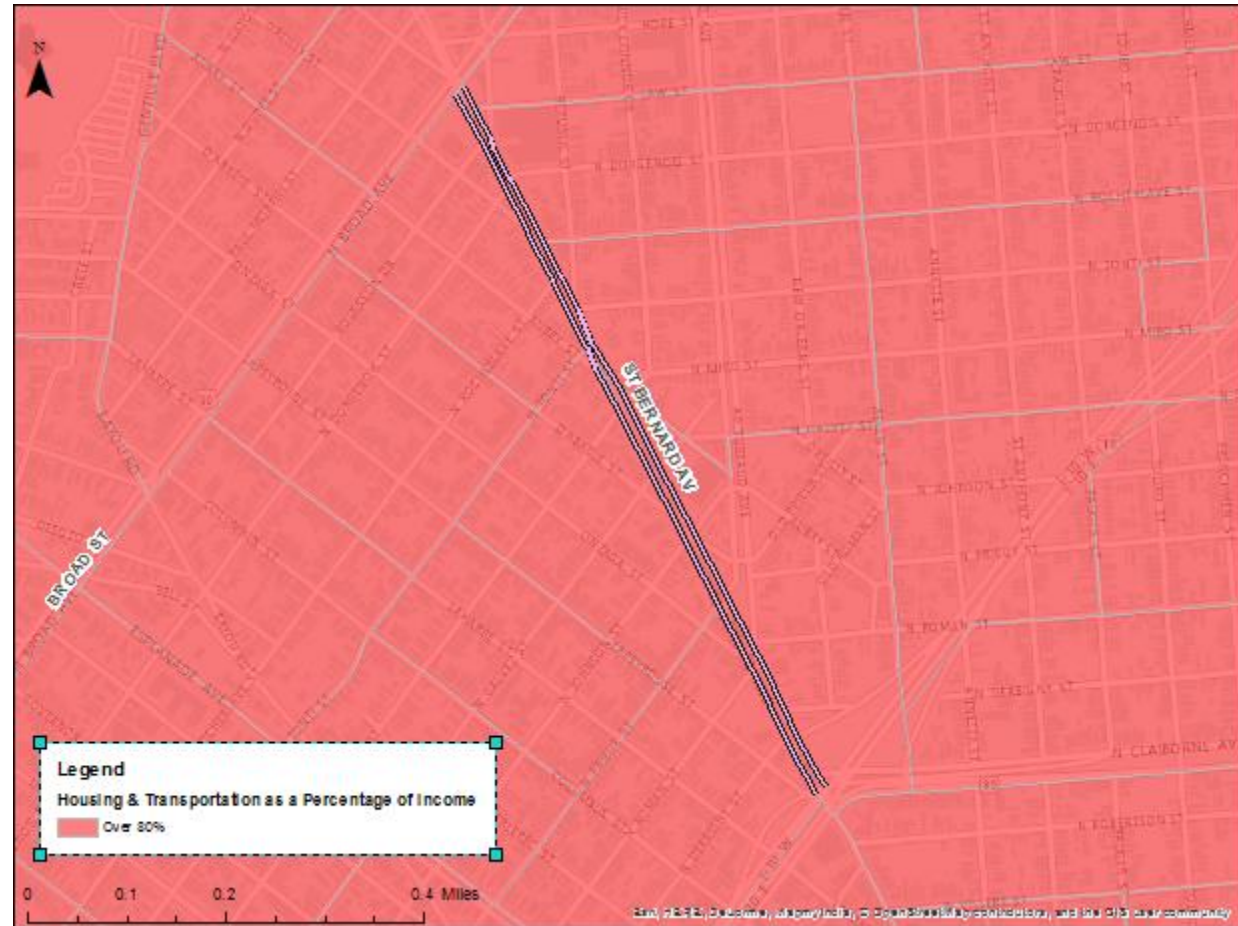
AFFORDABILITY: HOUSING + TRANSPORTATION

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



AFFORDABILITY: HOUSING + TRANSPORTATION

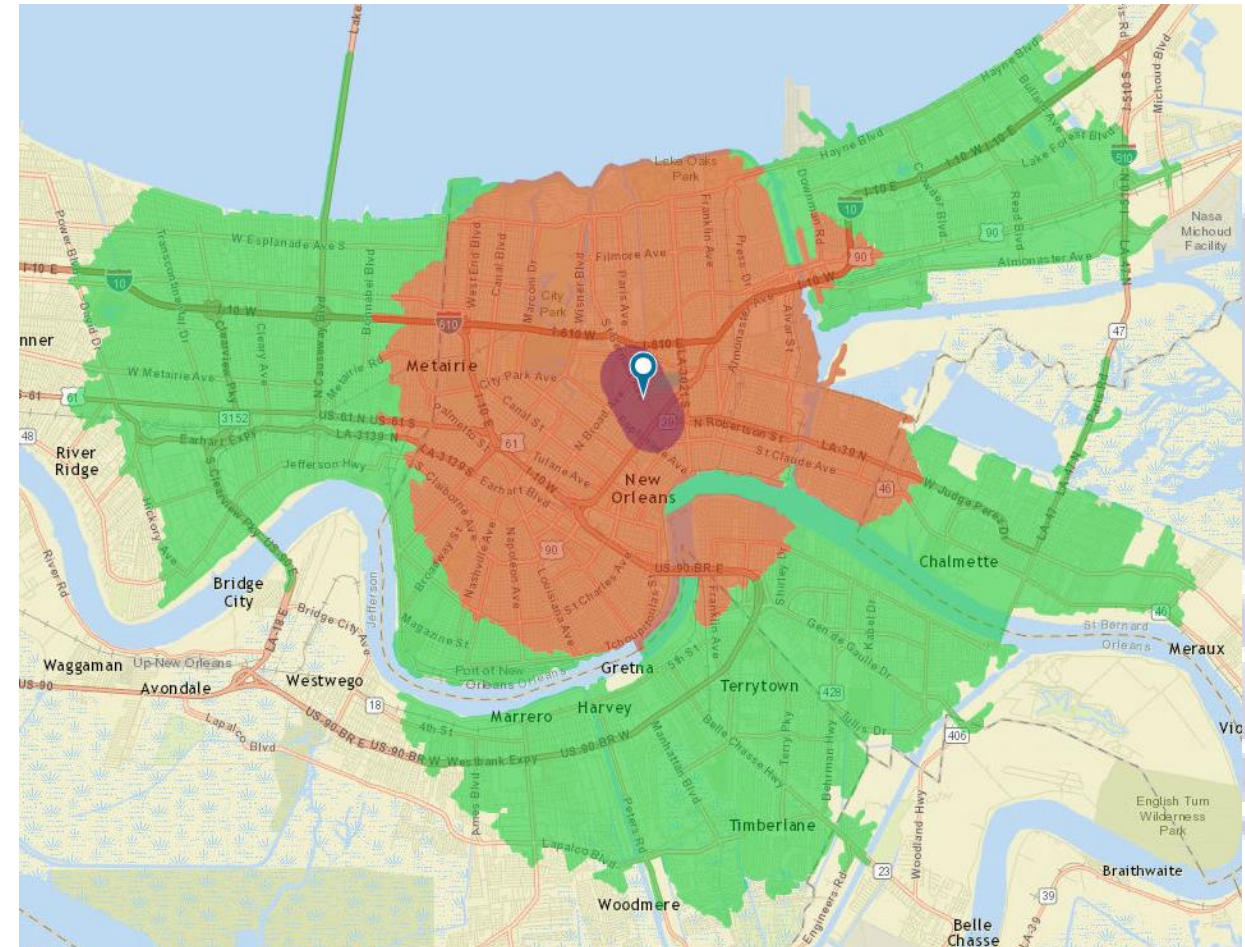
- Very Low Income Individual
 - 1 Person
 - 1 Commuter
 - \$11,720 annual income



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: 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 stores, City Target): \$26.6 million leakage
- Automobile dealer: \$21 million leakage

And **Modest** unmet demand for:

- Small grocery store: \$7.8 million leakage
- Gasoline station: \$8.2 million leakage
- Small electronics/appliance store: \$3.4 million leakage

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



MARKET ASSESSMENT

BUT....

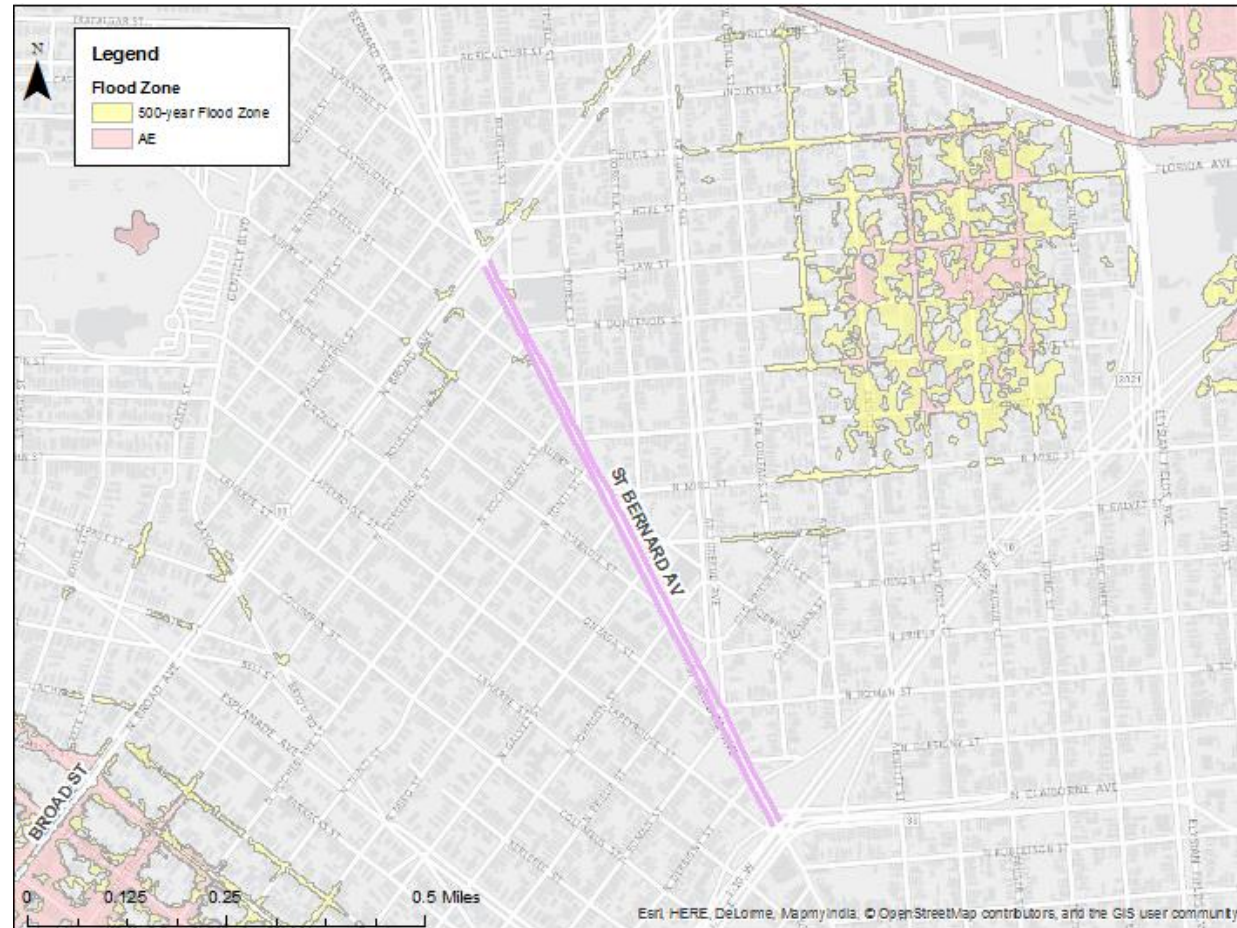
- What kind of Corridor does the St. Bernard Ave. community want to be?
- What space is available for business growth?
- How will the market change?



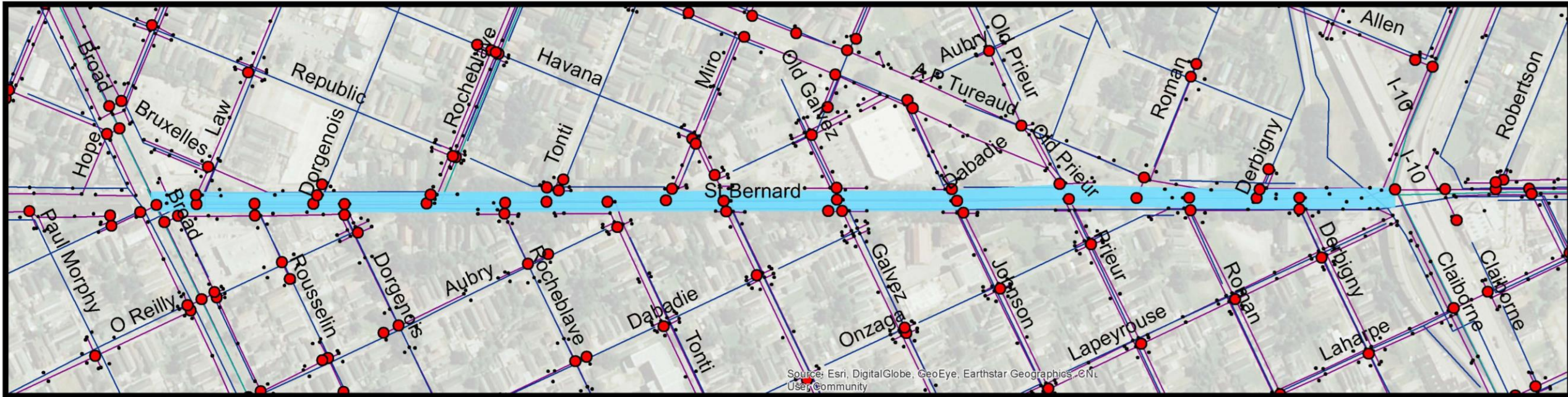
FLOOD ZONES

PRELIMINARY
FEMA DFIRM

St. Bernard is not in a
flood zone



INFRASTRUCTURE: SEWER & DRAINAGE



Legend

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

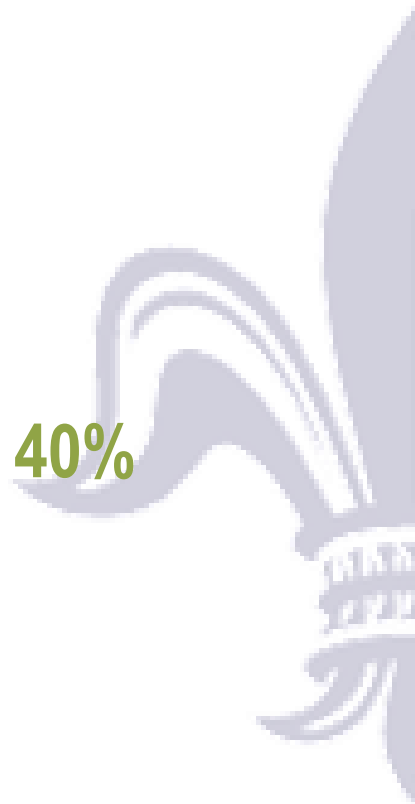
0 150 300 600 900 1,200
Feet

CORRIDOR ELEVATION



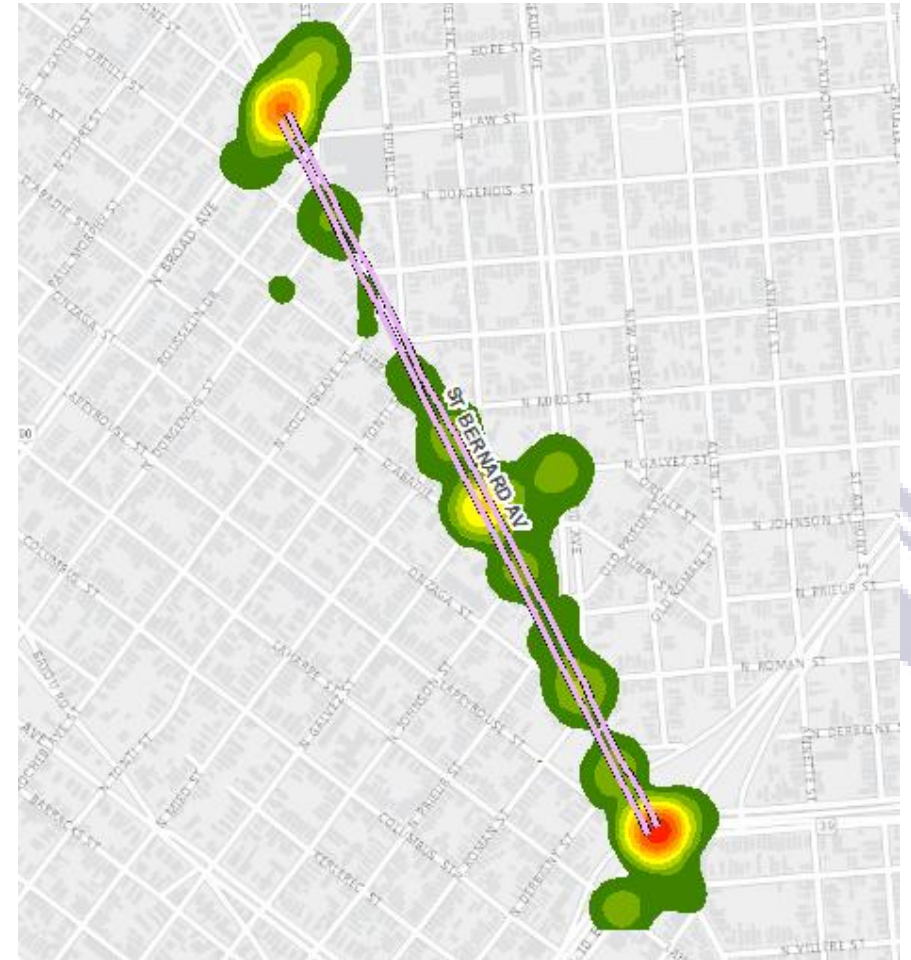
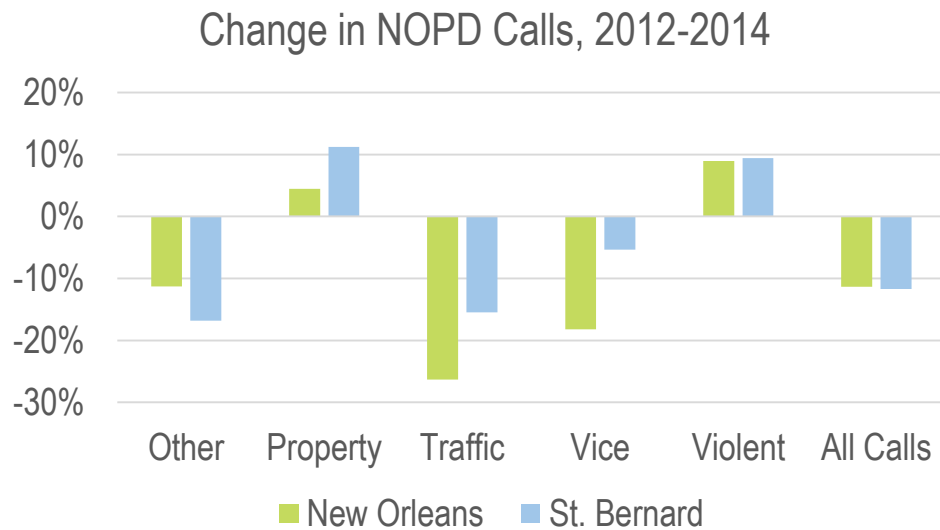
CORRIDOR BUILDINGS

- Appear occupied: **78%**
- In 'average' or better condition: **74%**
- Elevated foundations: **48%**
- ADA accessible entrance: **38%**
- Elevated Mechanical, Electrical, or Plumbing systems (usually HVAC): **40%**
- Protection for windows or doors: **37%**
- Appendages, such as signs, awnings, or overhangs: **41%**



OTHER FACTORS: CRIME & SAFETY

- Overall calls to NOPD have decreased along with the rest of the city
- Property & violent crime calls have increased



Highest concentration of 911 call in 2014

OTHER FACTORS: SOCIAL NETWORKS

- ?

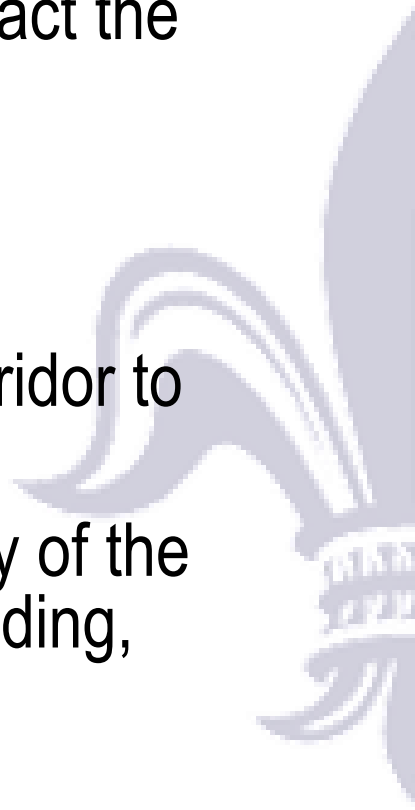




DISCUSSION: CORRIDOR VULNERABILITY

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 (St. Bernard: July 21)
 - Prioritize and refine





THANK YOU

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