



MAIN ST RESILIENCE PLAN

CITY OF NEW ORLEANS

Community Workshops
St. Claude Ave. Meeting #1
June 22, 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. Claude
- 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

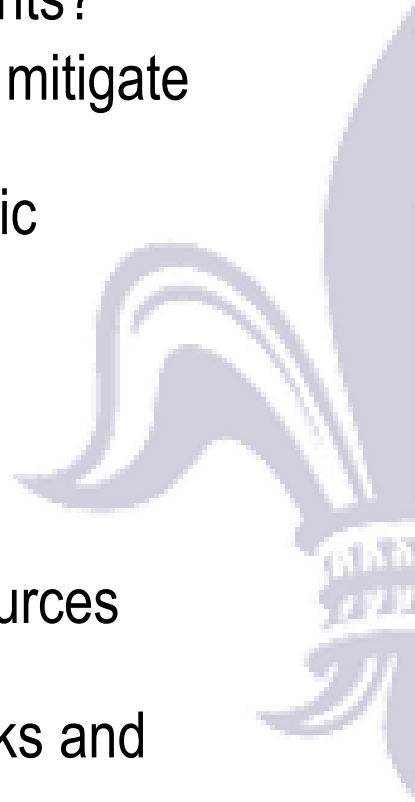
MASTER PLAN: RESILIENCE (Chapter 12)

- 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





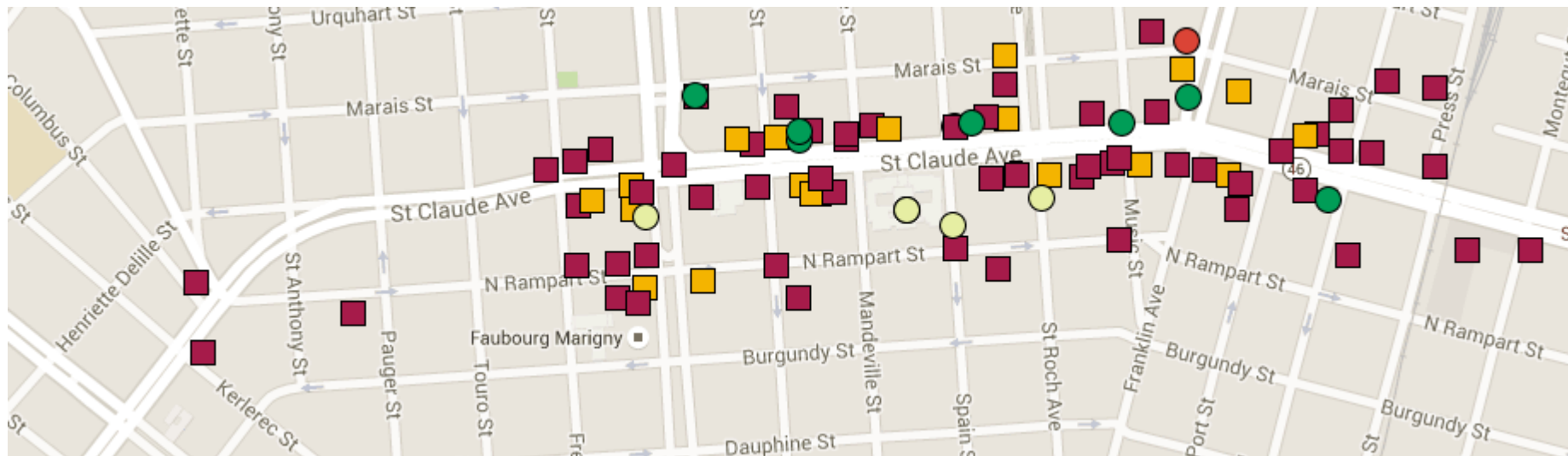
WHAT WE'VE LEARNED (SO FAR...)

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

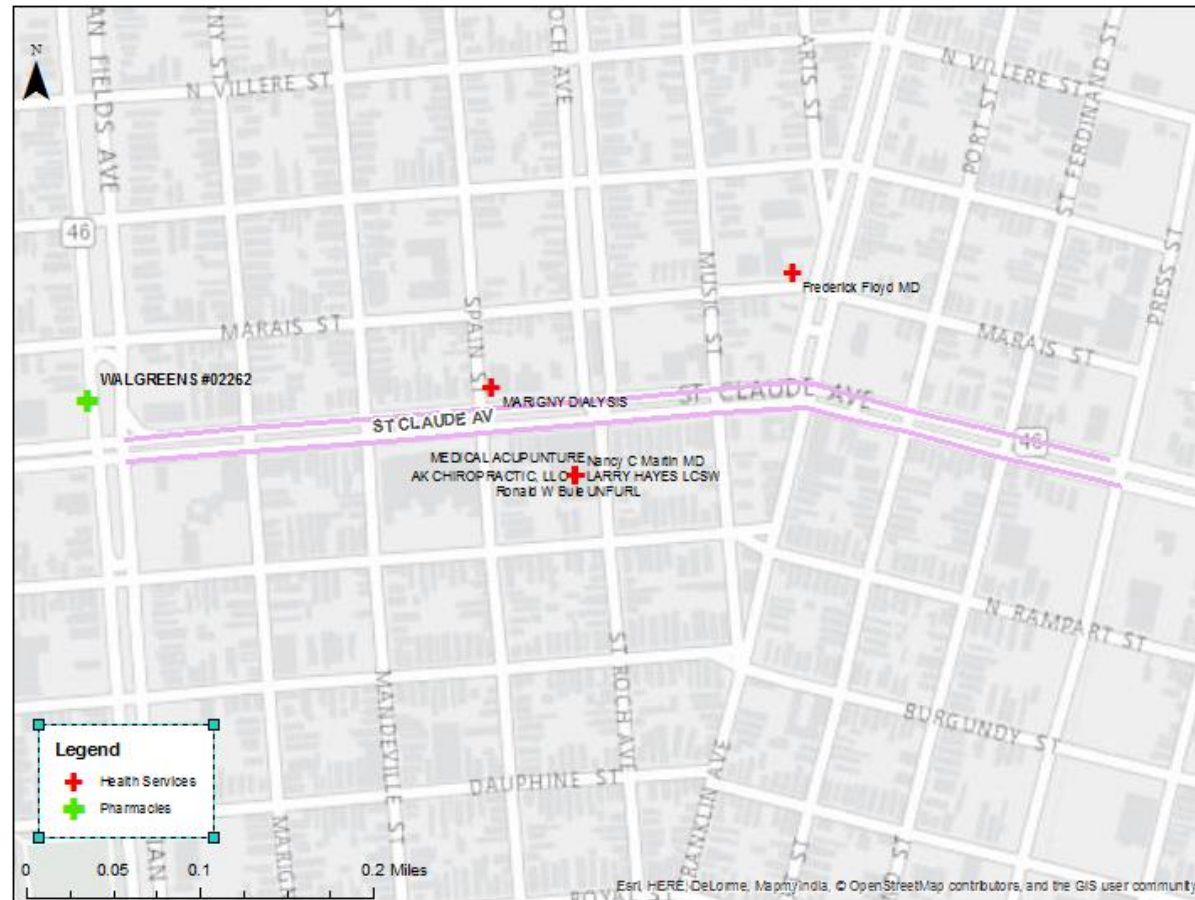
CORRIDOR PROFILE: BUSINESSES

- 135 Businesses
- 5 Non business organizations

- Other - Business (82)
- Eating And Drinking Places (24)
- Personal Services (16)
- Health Services (12)
- Other - Nonbusiness (5)



CORRIDOR PROFILE: ESSENTIAL SERVICES



CORRIDOR PROFILE: BUSINESSES

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

- Combination of neighborhood-serving and comparison retail
- Cluster of dining, drinking, and personal care services

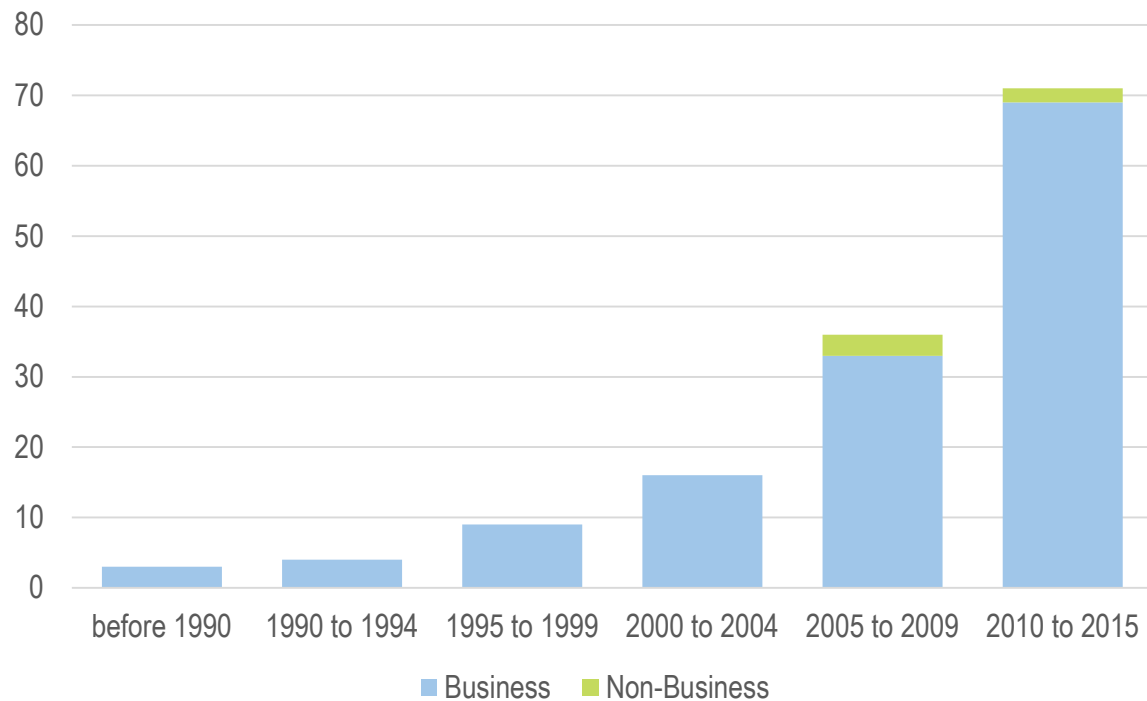
Number	Industry	Examples
25	Eating And Drinking Places	Bars, restaurants, cafes
19	Miscellaneous Retail	Galleries, thrift stores, cosmetic stores, wine stores
16	Personal Services	Barbers, hair and nail salons, masseuse
13	Health Services	Physical therapy, dialysis, acupuncture, mental health
6	Lodging Places	Bed & Breakfasts
6	Food Stores	Convenience stores, grocery stores

CORRIDOR PROFILE: BUSINESSES

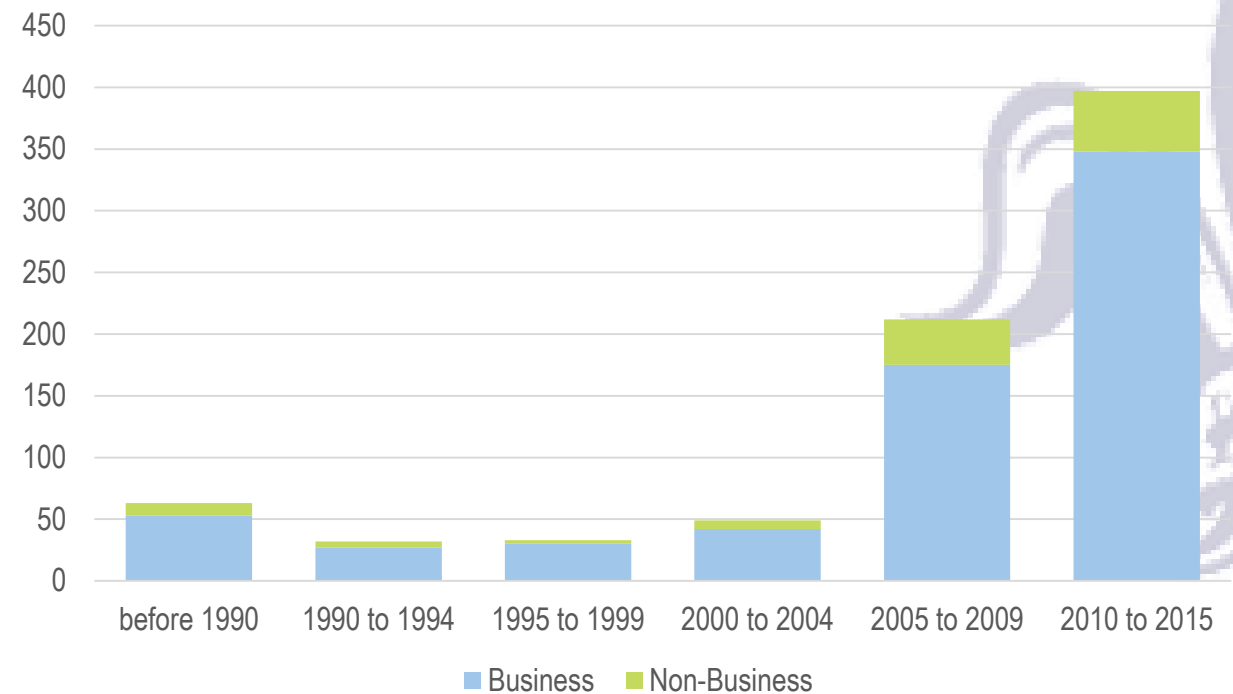
Sources: InfoUSA, 2015; City of New Orleans
occupancy licenses, 2015

- St. Claude entities are about as old as those in all commercial corridors

Entities by Year Started - St. Claude

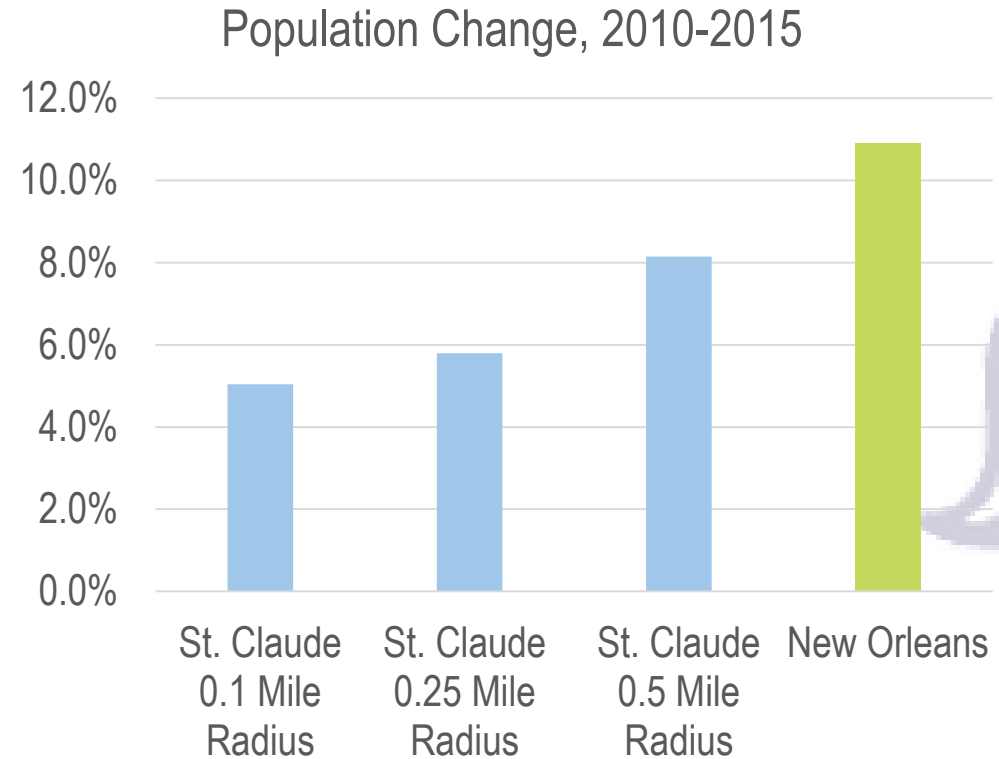


Entities by Year Started - All Corridors



CORRIDOR PROFILE: PEOPLE

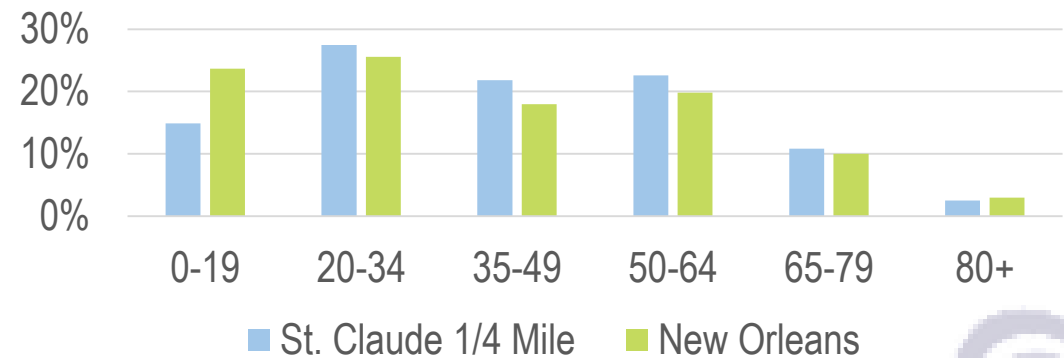
Population immediately surrounding St. Claude has grown at a slower pace than the rest of the city



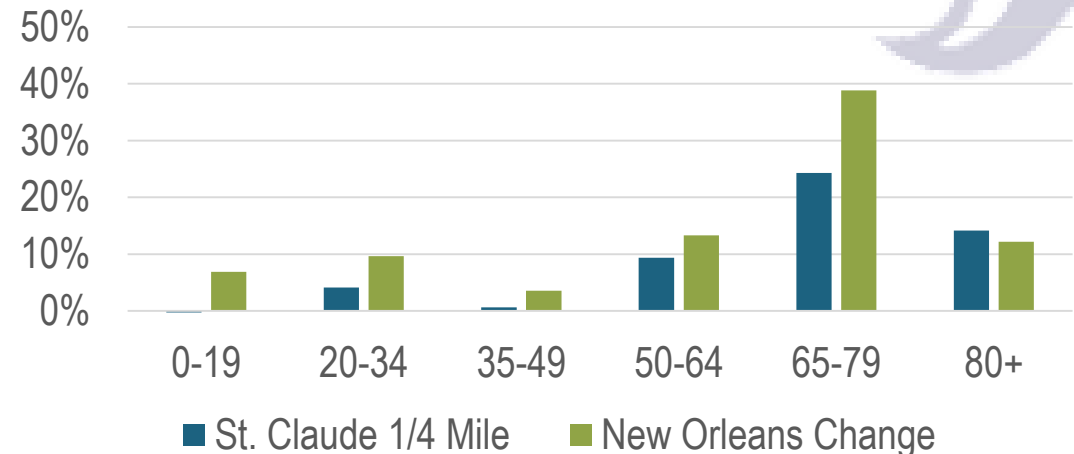
CORRIDOR PROFILE: PEOPLE

- Median Age is higher than city (39.7 vs. 35.6)
- Corridor is aging at roughly the same rate as the city
- More young and middle aged adults than city, fewer children

2015 Population, by Age Group

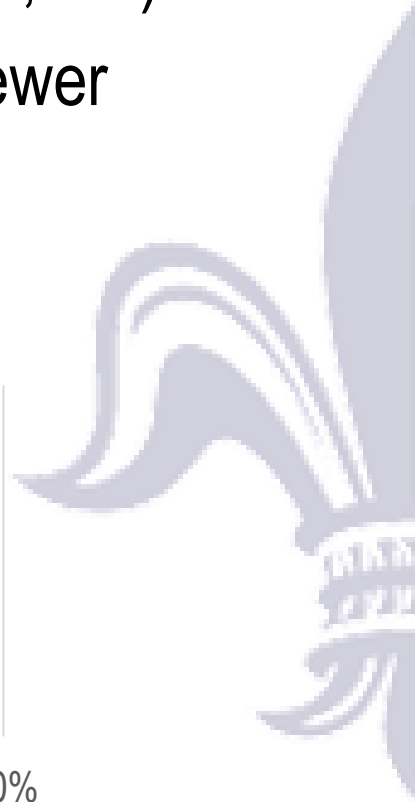
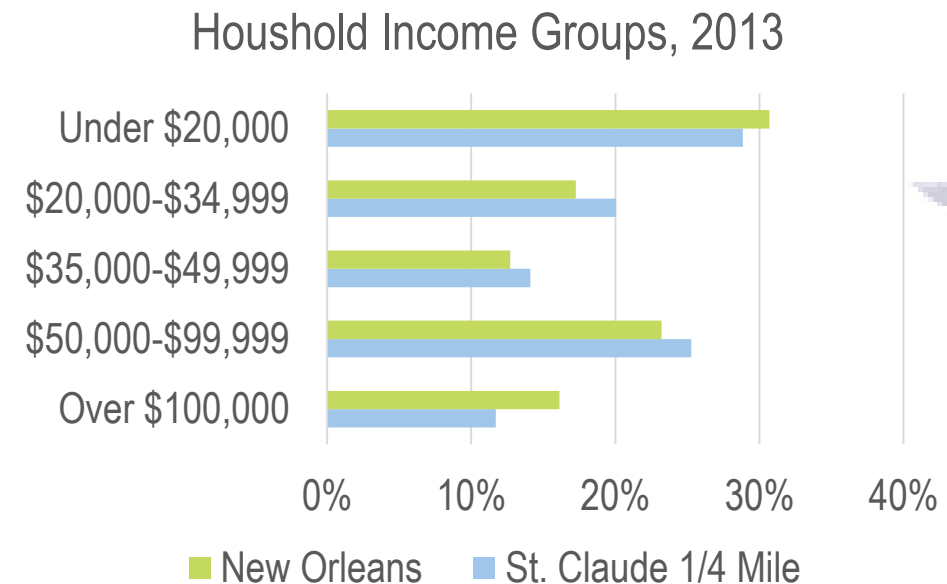
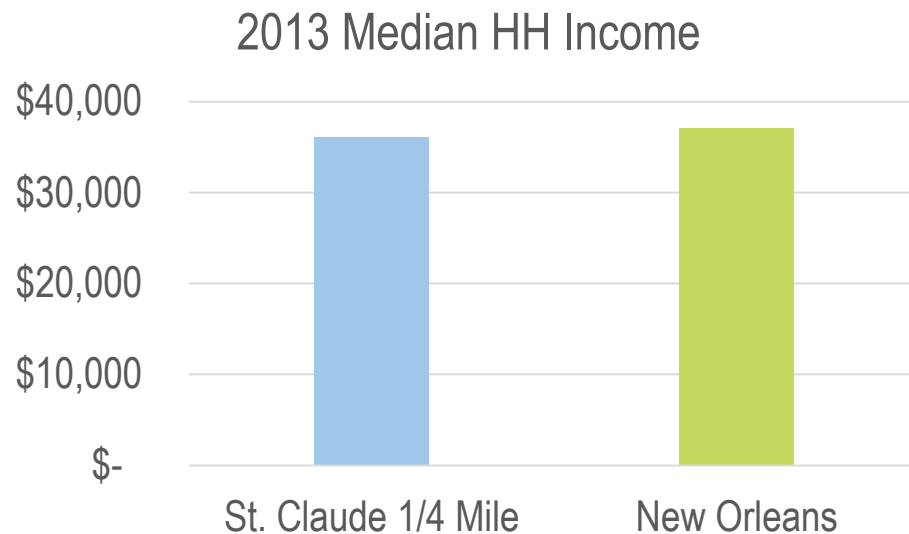


Age Group Rate of Change, 2010-2015



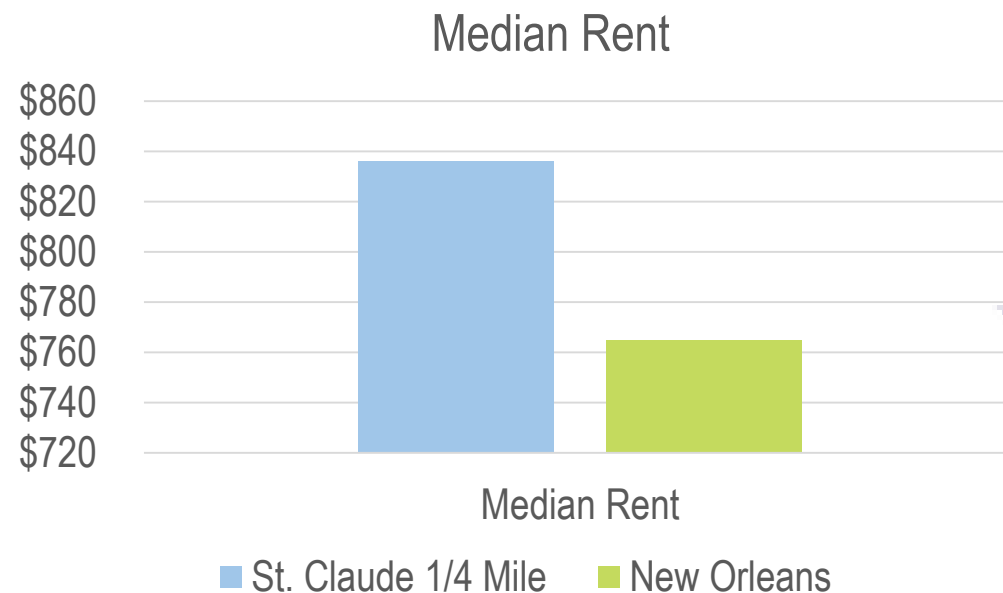
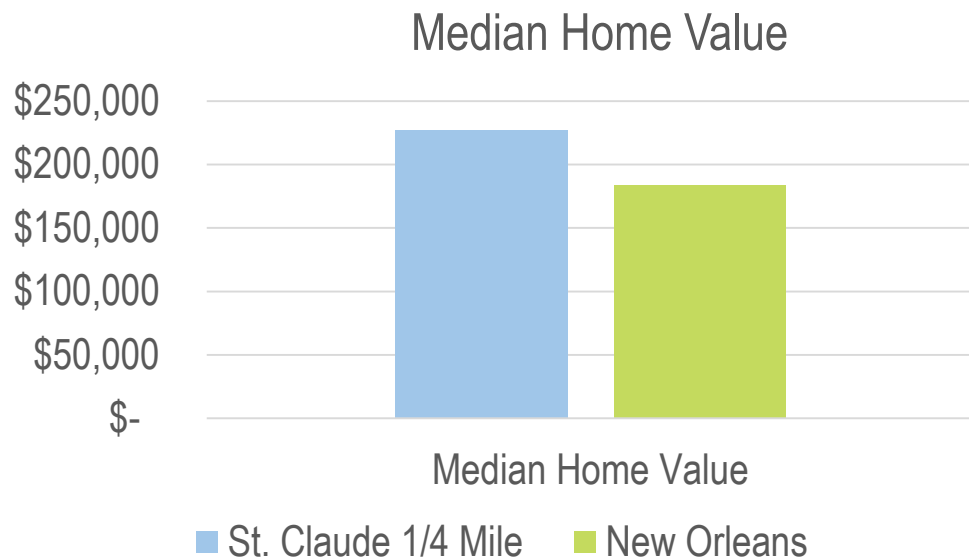
CORRIDOR PROFILE: PEOPLE

- Median household income is similar to city as a whole (\$36,162 vs. \$37,146)
- More households in middle and high income groups than rest of city; fewer households in very low and very high income groups



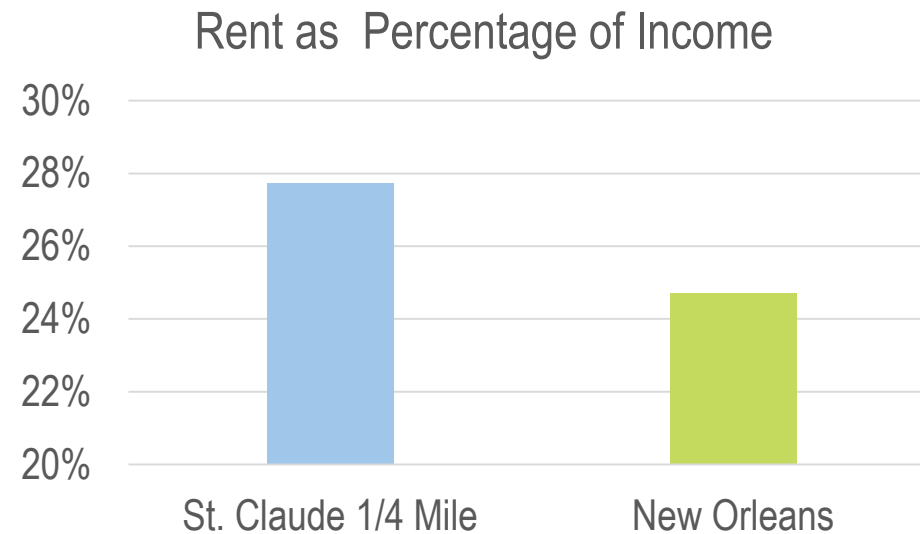
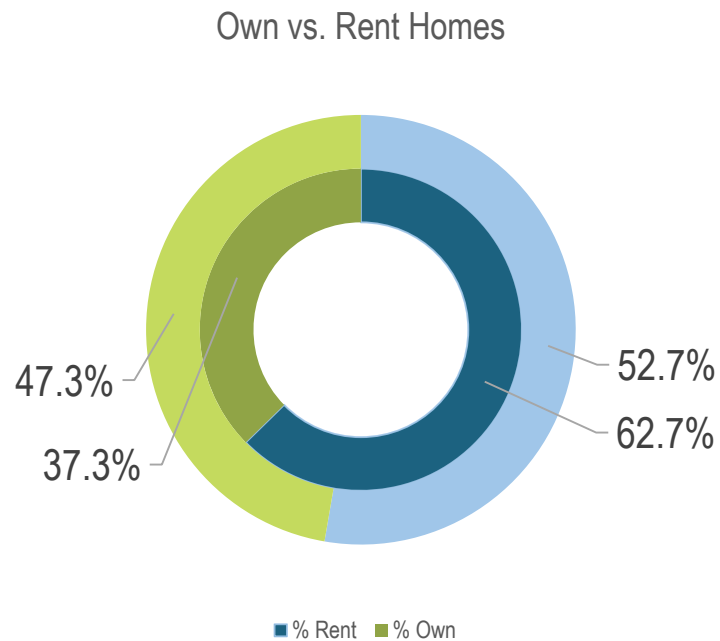
CORRIDOR PROFILE: AFFORDABILITY

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



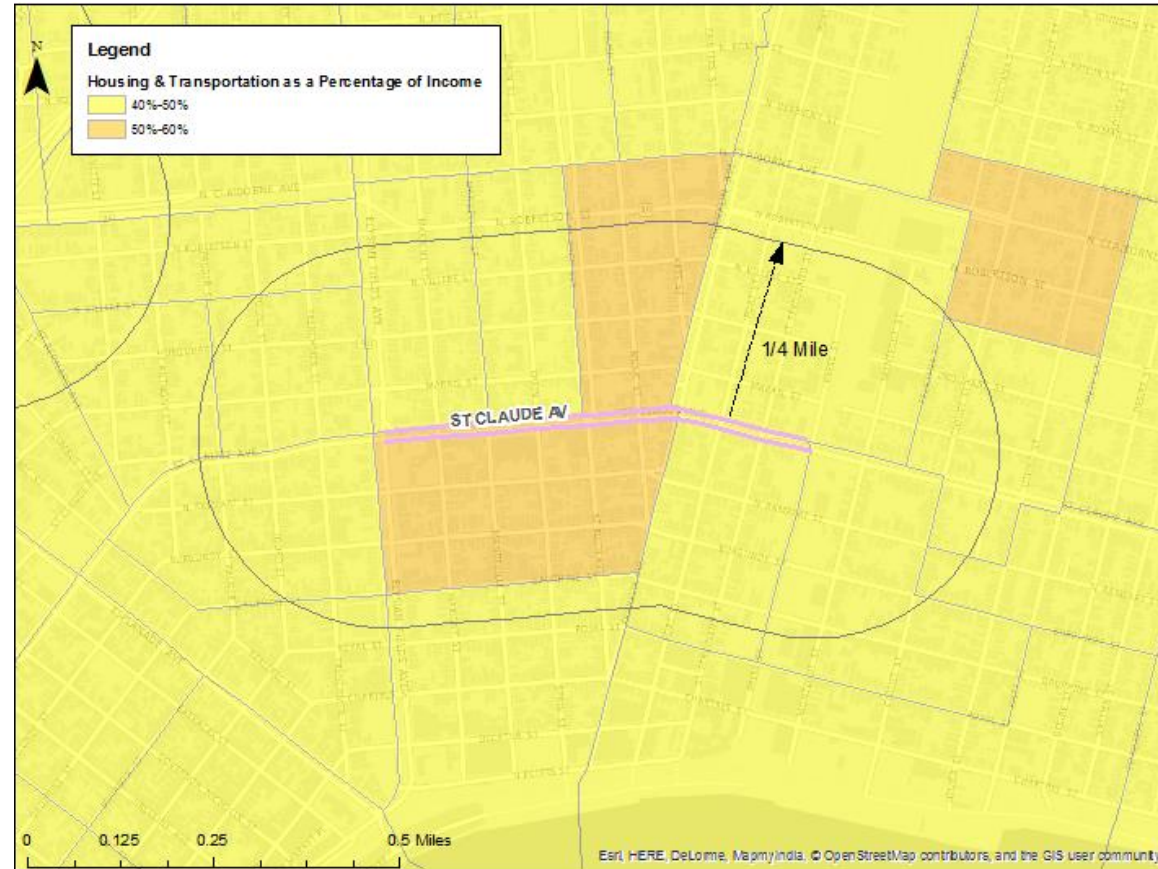
CORRIDOR PROFILE: AFFORDABILITY

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



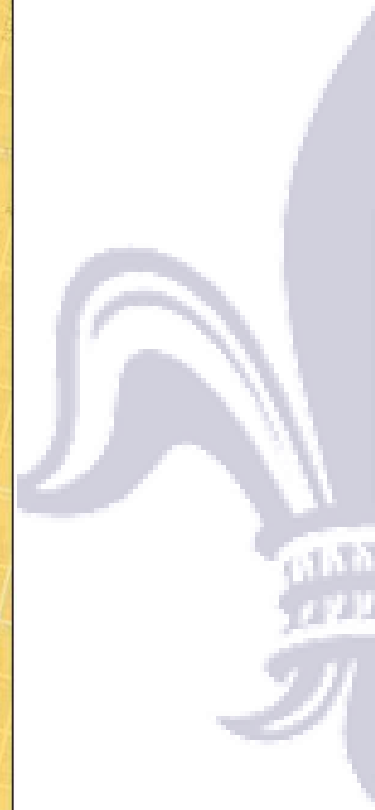
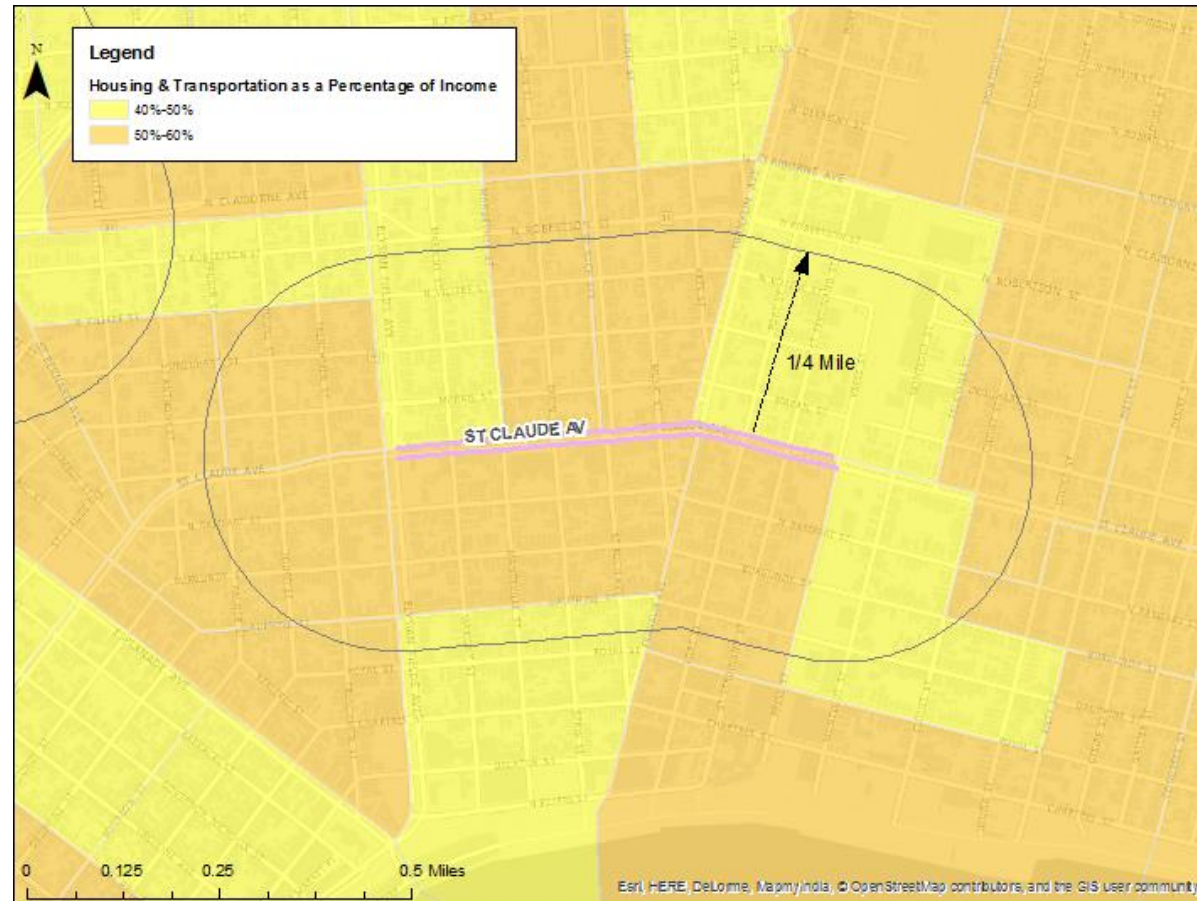
AFFORDABILITY: HOUSING + TRANSPORTATION

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



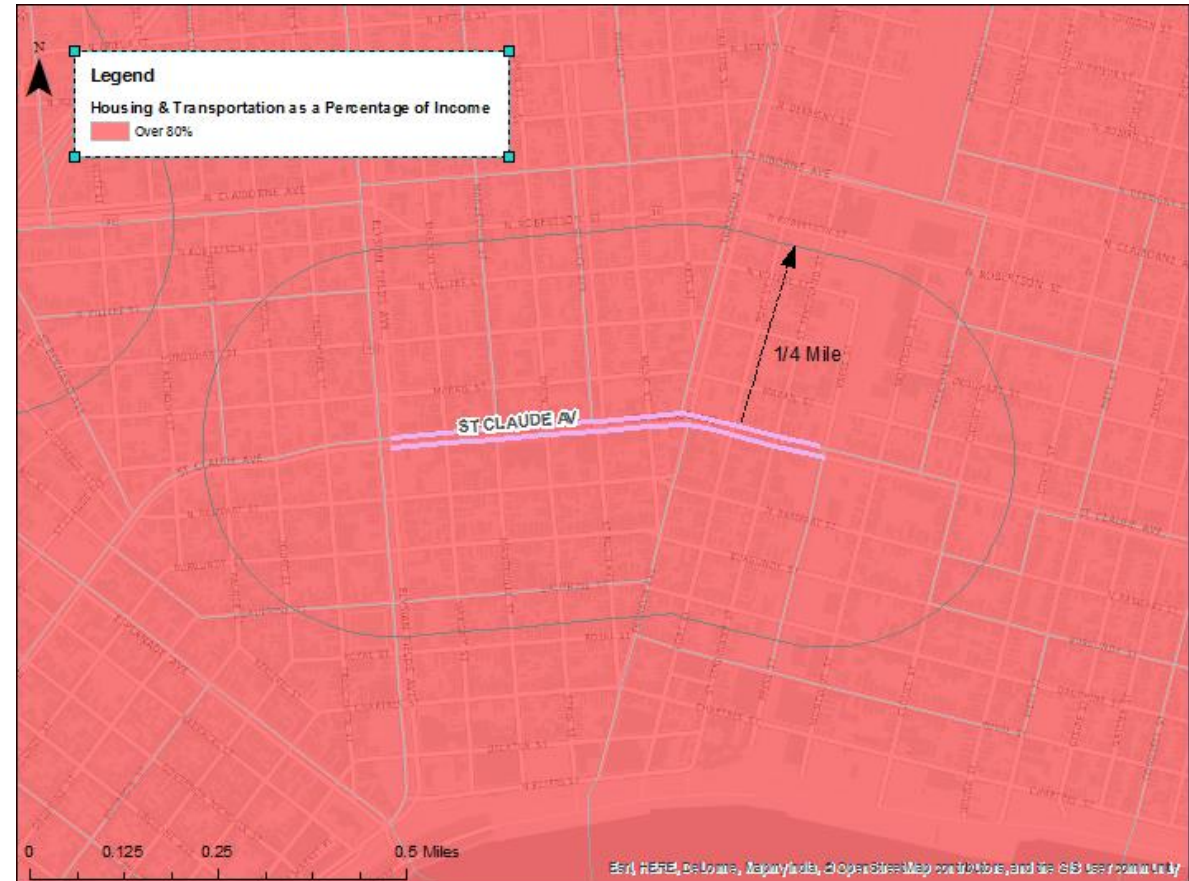
AFFORDABILITY: HOUSING + TRANSPORTATION

- 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

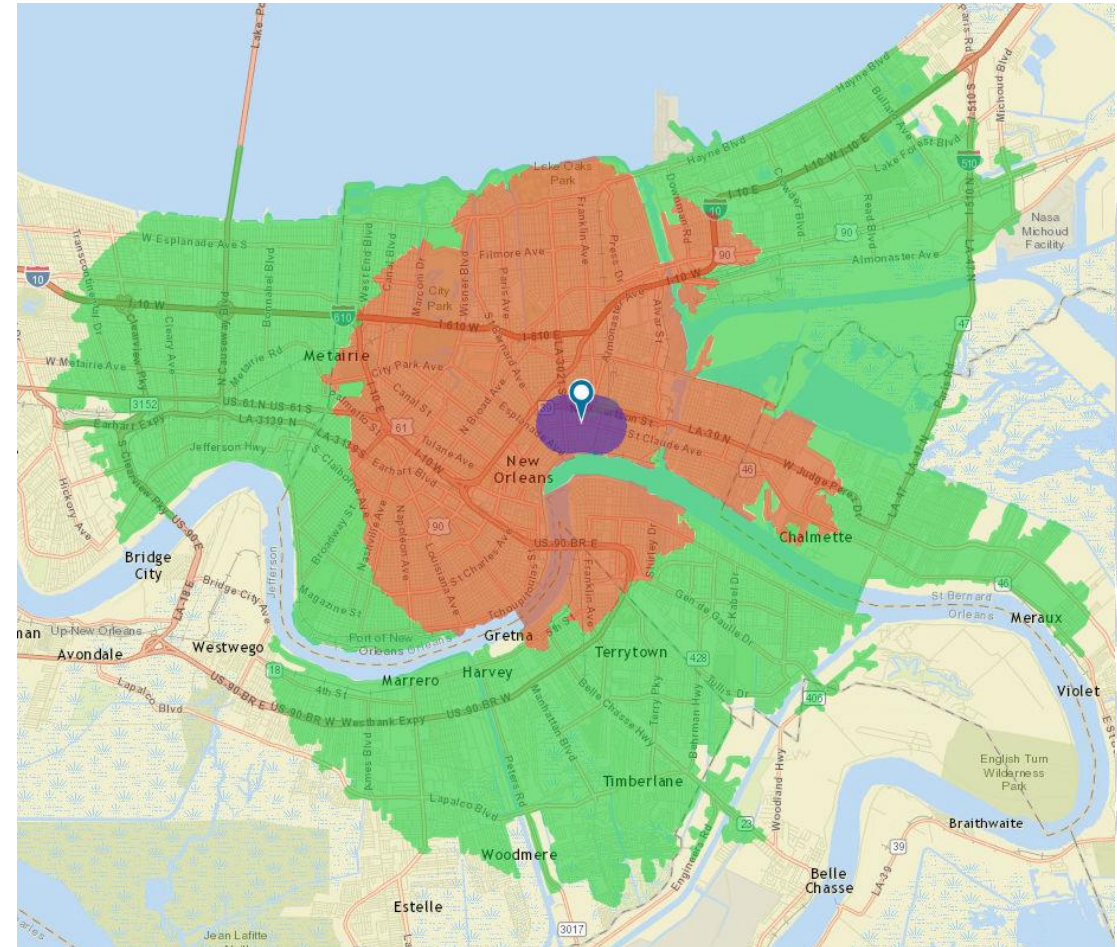


MARKET ASSESSMENT

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)
 - 3% 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 (pharmacy, City Target): \$20.3 million leakage
- Automobile dealer: \$15.7 million leakage

...And **Modest** unmet demand for

- Small grocery store: \$6.1 million leakage
- Gasoline station: \$5 million leakage

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



MARKET ASSESSMENT

BUT....

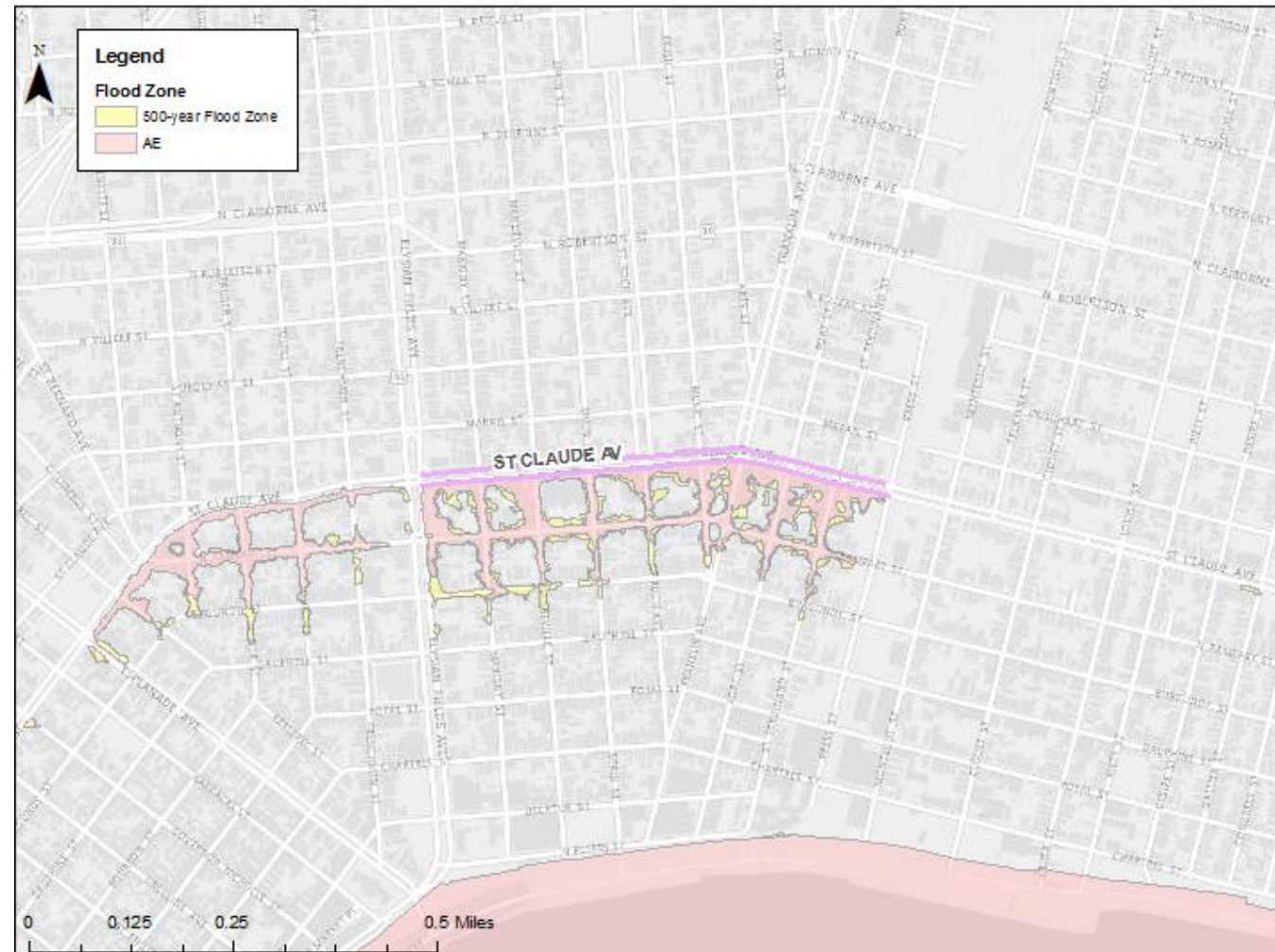
- What kind of Corridor does the St. Claude Ave. community want to be?
- What space is available for business growth?
- How will the market change?



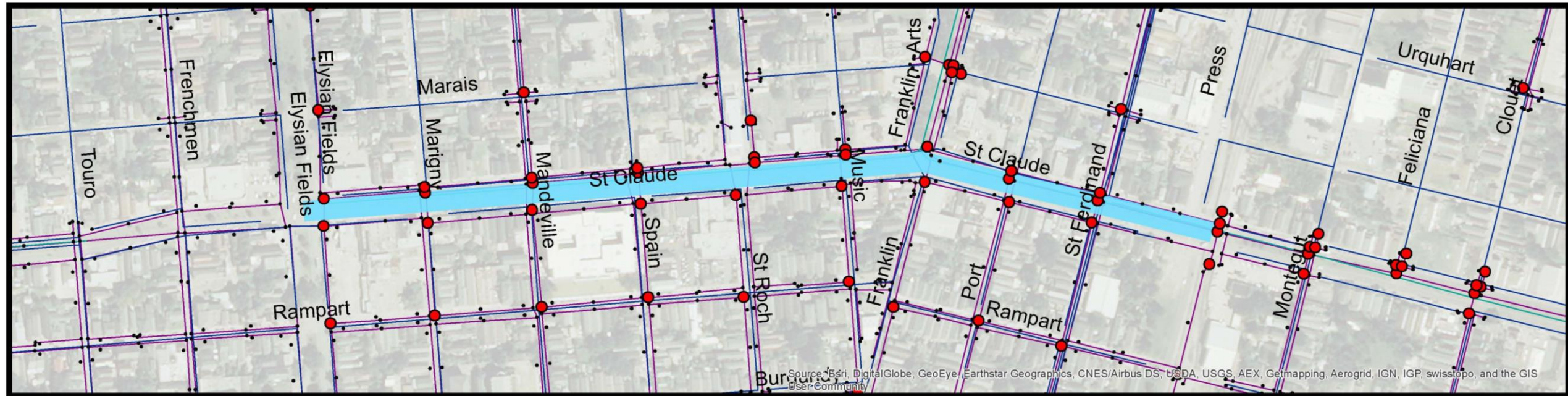
FLOOD ZONES

PRELIMINARY
FEMA DFIRM

Portions of St. Claude
are in AE Zone (100-
year flood)

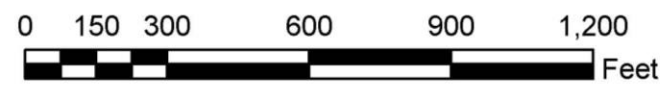


INFRASTRUCTURE: SEWER & DRAINAGE



Legend

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

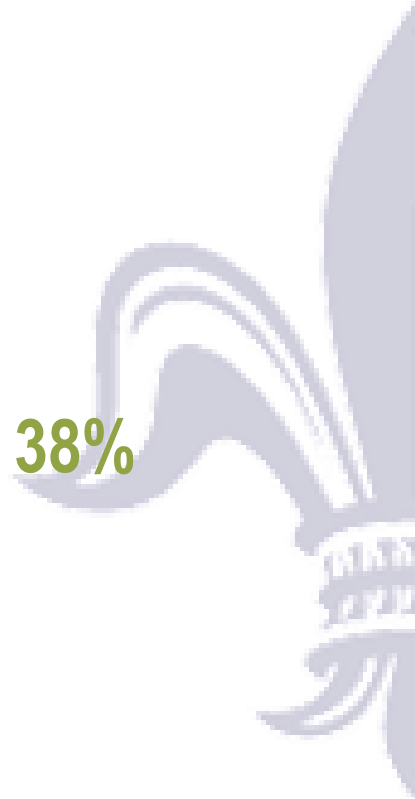


CORRIDOR ELEVATION



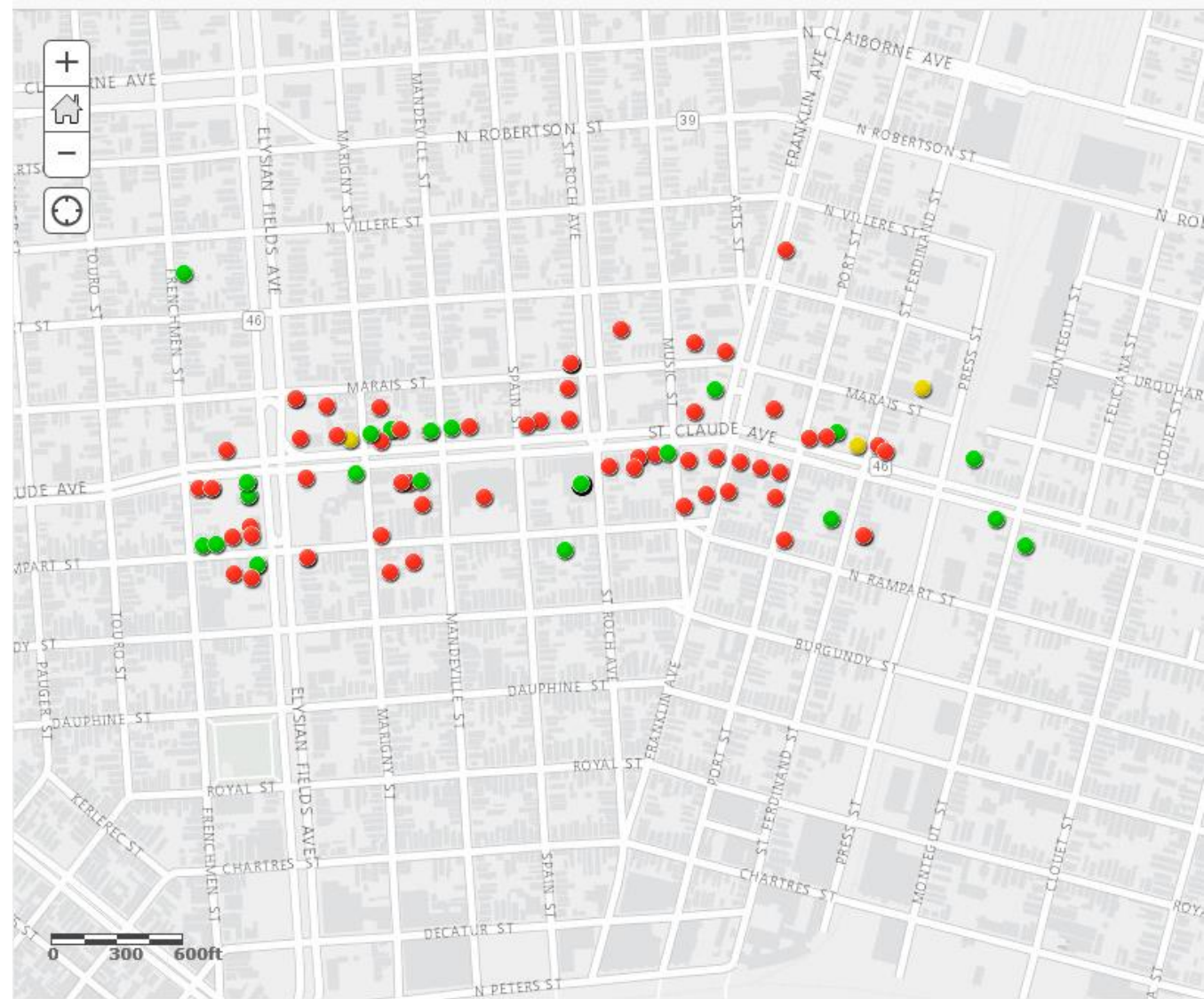
CORRIDOR BUILDINGS

- Appear occupied: **78%**
- In 'average' or better condition: **77%**
- Elevated foundations: **31%**
- ADA accessible entrance: **53%**
- Elevated Mechanical, Electrical, or Plumbing systems (usually HVAC): **38%**
- Protection for windows or doors: **47%**
- Appendages, such as signs, awnings, or overhangs: **62%**



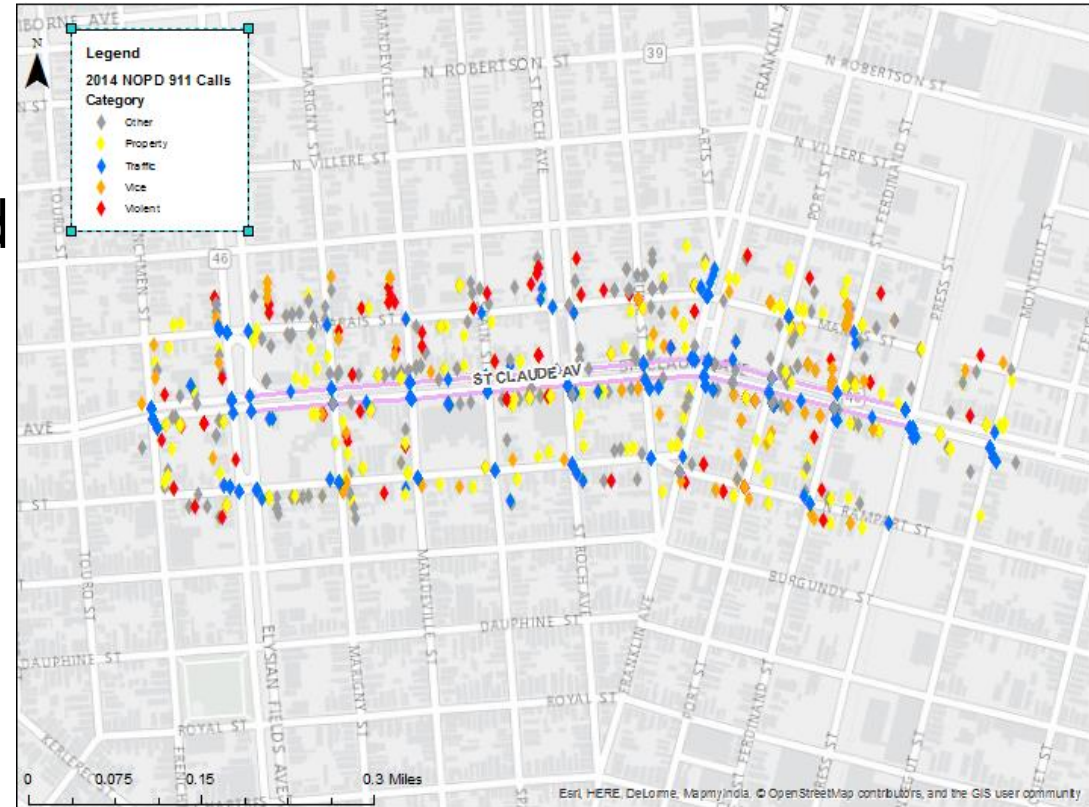
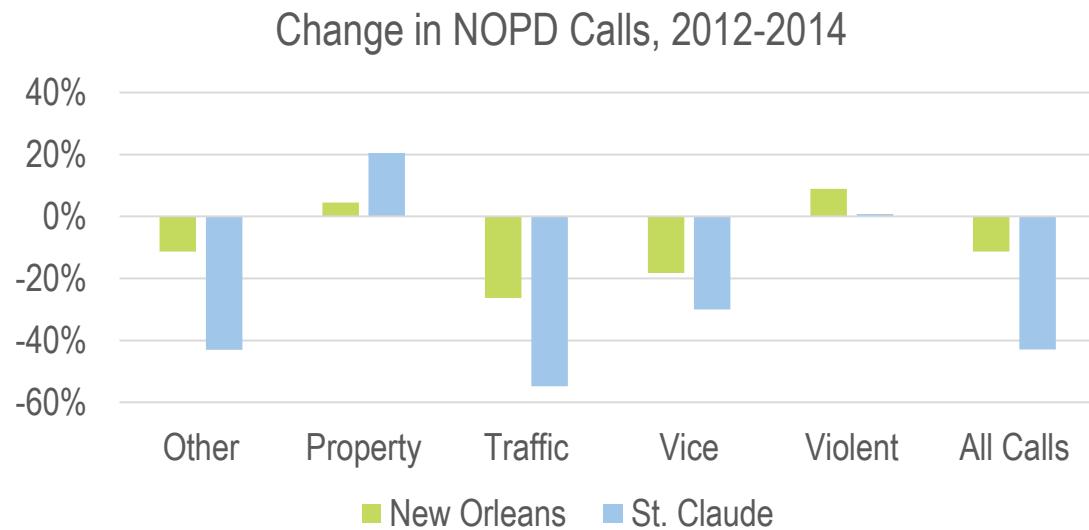
BUSINESS SURVEY

- 13 of 107 available business surveyed



OTHER FACTORS: CRIME & SAFETY

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



2014 NOPD 911 Responses

OTHER FACTORS: SOCIAL NETWORKS

- St Claude Business Association
- Faubourg Marigny Neighborhood Association
- St Roch Improvement Association
- St Claude Merchants Association?

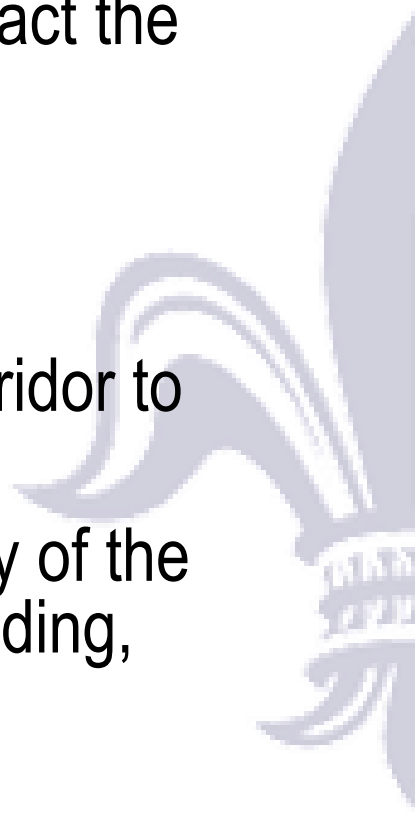




DISCUSSION: CORRIDOR VULNERABILITY

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 (St. Claude: July 22)
 - Prioritize and refine





THANK YOU

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