
Remaking Cities Congress

Pittsburgh, PA

October 16-18, 2013



Major Partners

Remaking Cities Institute,
Carnegie Mellon University

The American Institute
of Architects

The background of the slide is a faded, sepia-toned photograph of a statue in an urban setting. The statue is of a man wearing a hat and a suit, standing on a stone pedestal. In the background, there are trees and the corner of a building. The overall tone is historical and urban.

livable

CLAIBORNE
COMMUNITIES

WORKSHOP 4:

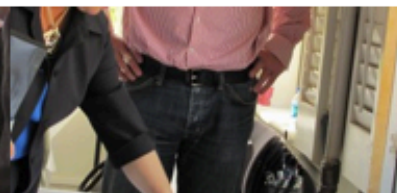
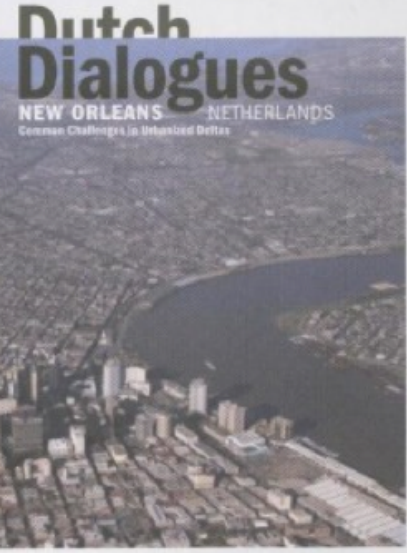
Urban Systems, Infrastructure, and the Post-Industrial City

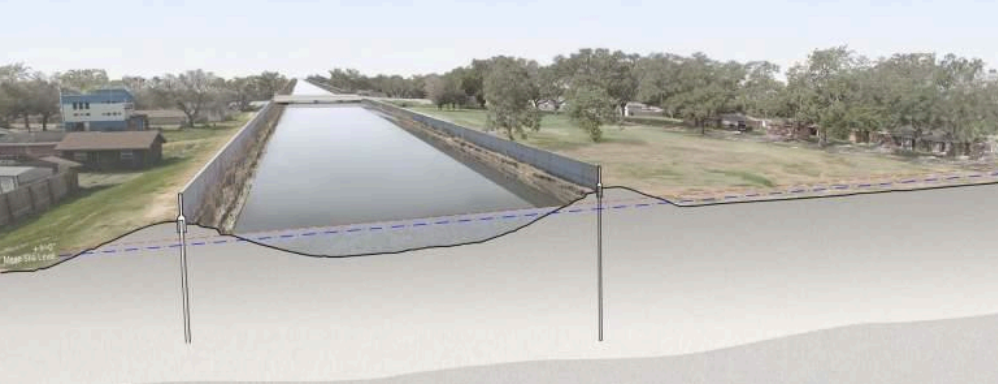
Case Study: New Orleans, LA

October 17, 2013

We're In This Together: What the Dutch Know About Flooding That We Don't



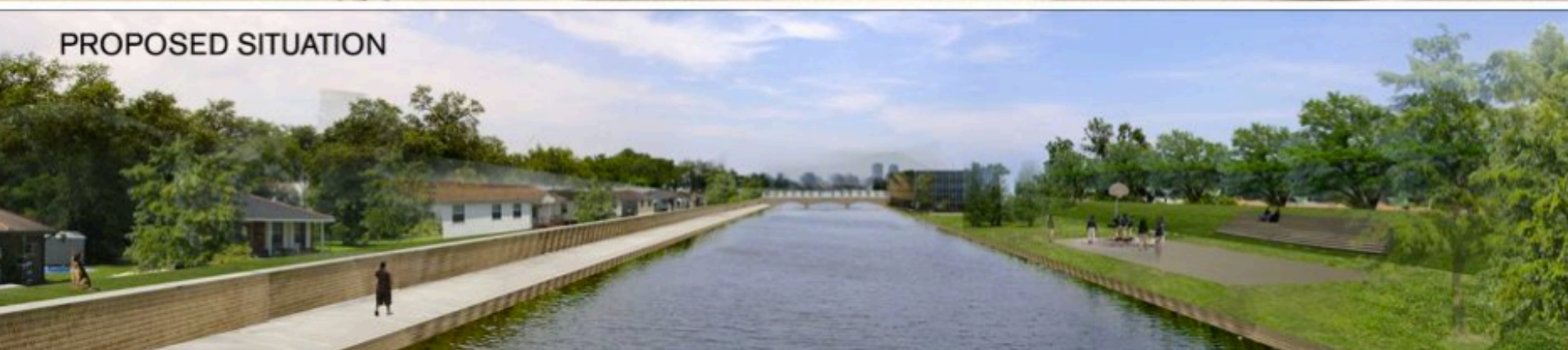


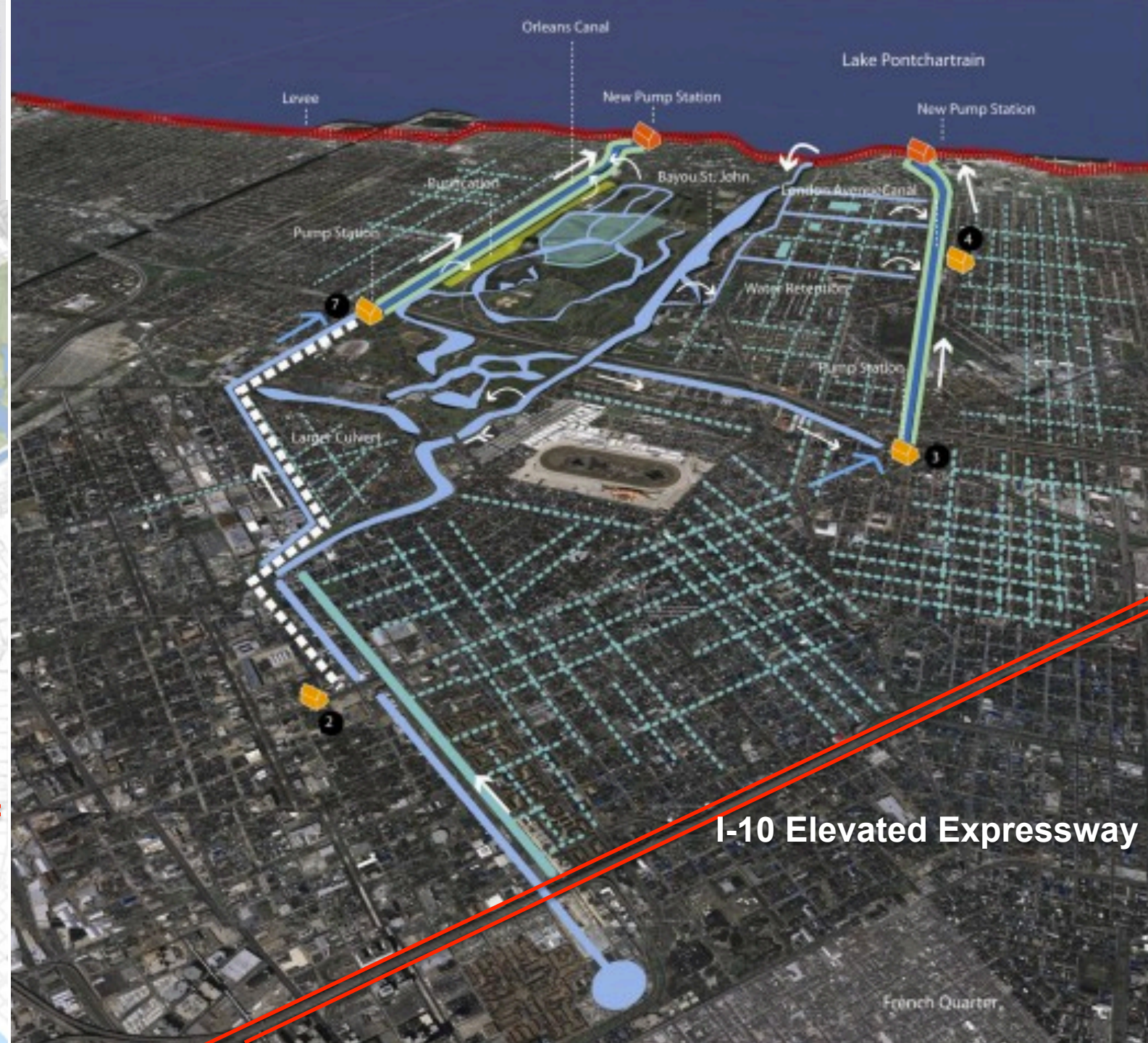


CURRENT SITUATION



PROPOSED SITUATION





I-10 Elevated Expressway

LCC Addresses:

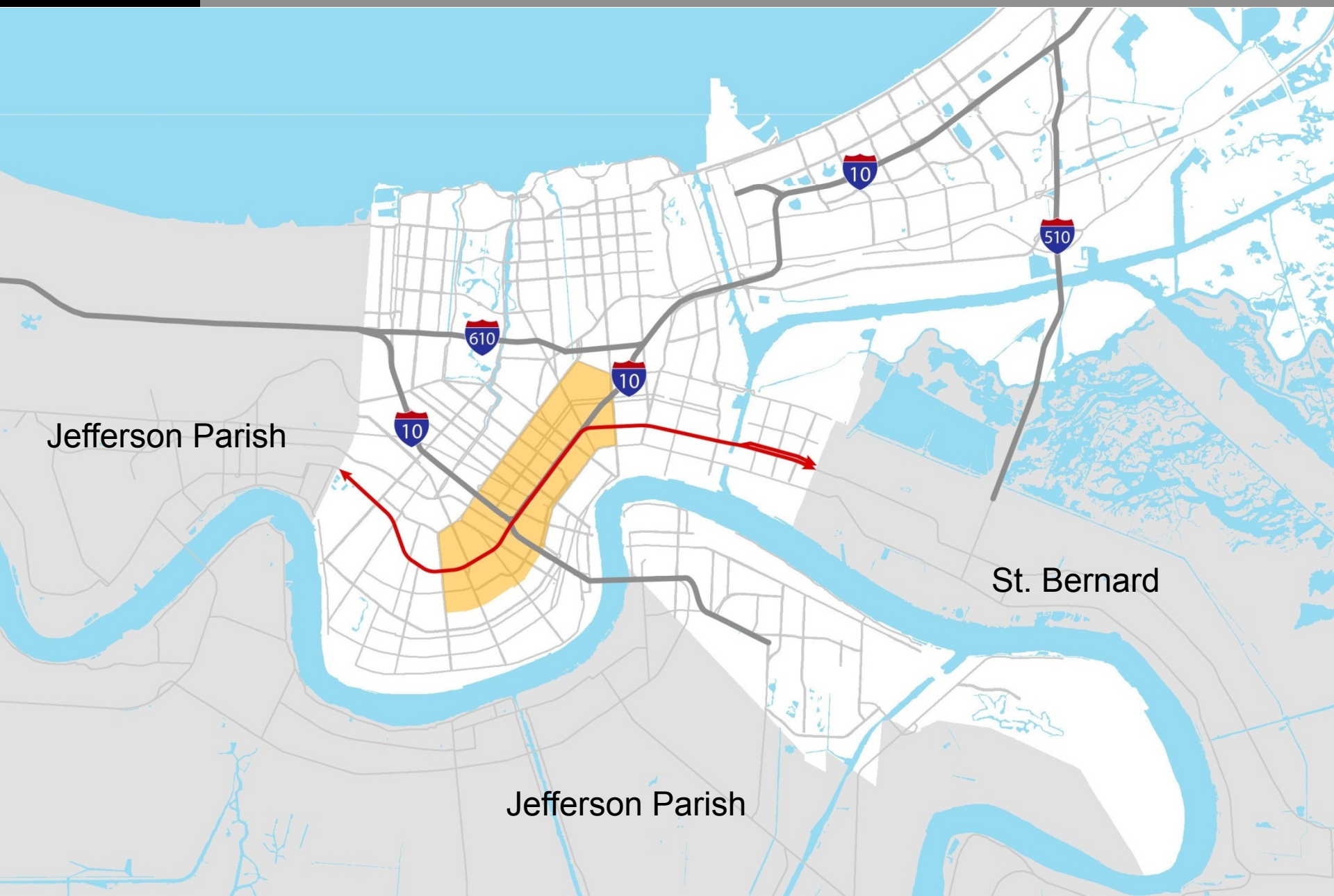
How can the Claiborne Corridor develop into the future?

How can the Claiborne Corridor achieve sustainable economic vitality?

What is Claiborne's role as a transportation corridor?



Livable Claiborne Communities In The Region



The Nine Neighborhoods of Livable Claiborne



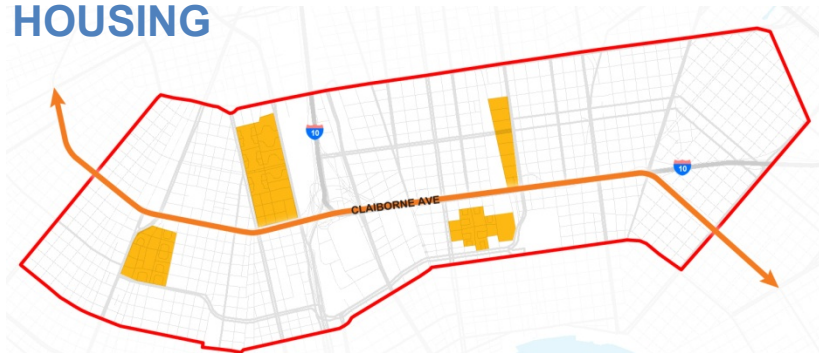


Neighborhoods of Livable Claiborne Communities



LCC: Investments throughout LCC Neighborhoods.

REDEVELOPED PUBLIC HOUSING



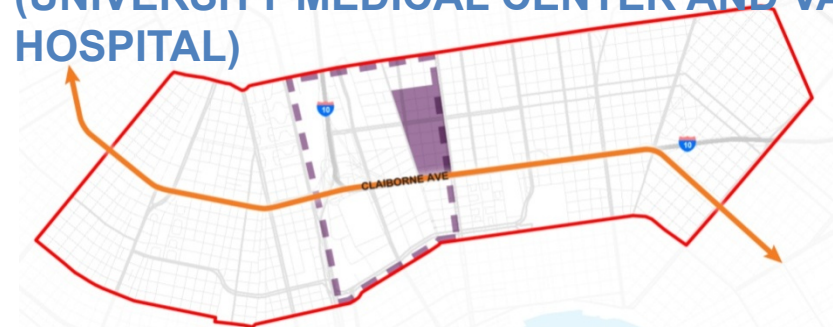
CHOICE NEIGHBORHOODS INITIATIVE – IBERVILLE/TREME



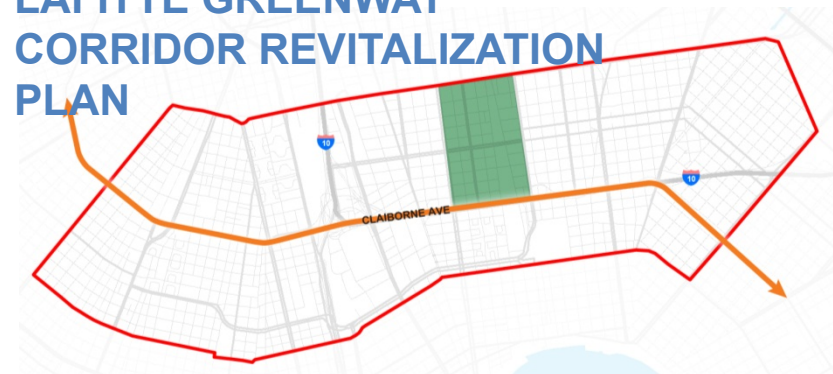
OFFICE OF COMMUNITY DEVELOPMENT PRIORITY AREAS



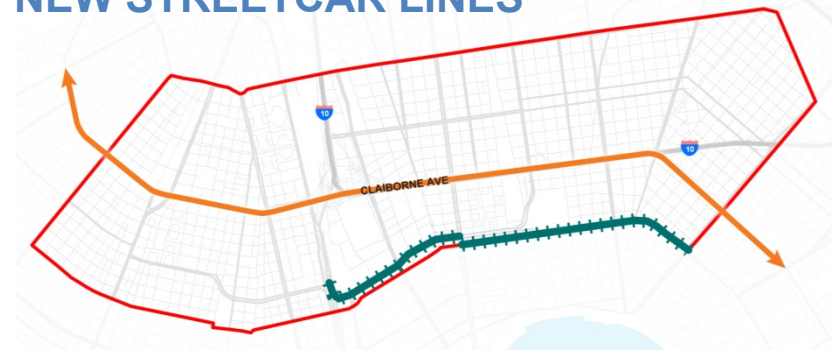
BIODISTRICT AND HOSPITAL COMPLEX (UNIVERSITY MEDICAL CENTER AND VA HOSPITAL)



LAFITTE GREENWAY CORRIDOR REVITALIZATION PLAN



NEW STREETCAR LINES



ENGAGEMENT PROCESS AND COMMUNITY GOALS



Members of the community at March LCC public meetings

The LCC Study Projects: community revitalization strategies with major transportation investment options.

Guiding Principles	Elements	Examples
EQUITY	<ul style="list-style-type: none">• Fair• Inclusive• Equal opportunity	<ul style="list-style-type: none">• Affordable housing• Access to training and education• Access to jobs• Access to business capital and markets
CHOICE	<ul style="list-style-type: none">• Opportunity to select among options	<ul style="list-style-type: none">• Housing types• Multimodal transportation• Community Amenities
SUSTAINABILITY	<ul style="list-style-type: none">• Use natural systems• Efficient use of resources	<ul style="list-style-type: none">• Green infrastructure for stormwater management• Energy-efficient development

Neighborhoods of Livable Claiborne Communities



Leveraging Infrastructure to Build Access and Equity



Neighborhoods of Livable Claiborne Communities



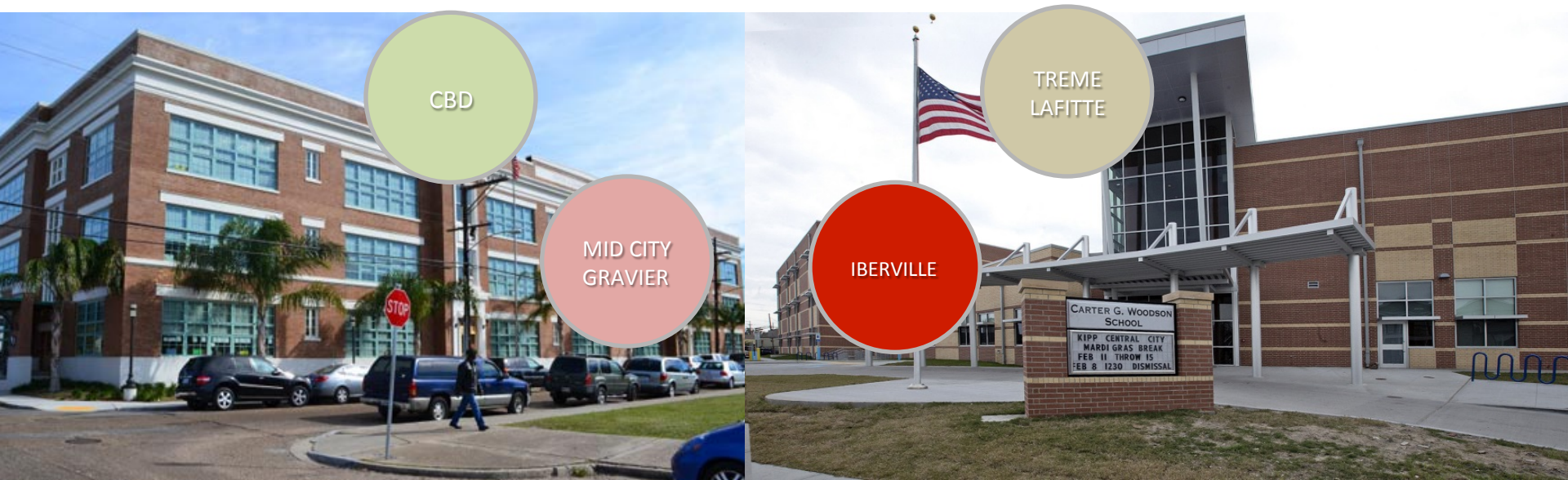
Leveraging Business for Access and Equity



Neighborhoods of Livable Claiborne Communities



Leveraging Public Facilities for Access and Equity



Livable Claiborne Communities In The Region



CITY-WIDE AND REGIONAL SIGNIFICANCE



New Orleans Redevelopment Authority (NORA)

Christian Unity Baptist Church

Claiborne Coalition

Port Authority of New Orleans and Board of Trade

Regional Planning Commission of New Orleans (RPC/MPO)

Regional Transit Authority of New Orleans (RTA)

New Orleans Jazz and Heritage Festival Foundation

Transport NOLA

New Orleans Sewer and Water Board

Jericho Housing

Hoffman Triangle

St. Peter Claver Catholic Church

West Jefferson Civic Association

ENONAC

Louisiana Trucking Association

Greater Tremé Consortium Inc.

Catholic Charities of New Orleans

Recovery School District of Louisiana (RSD)

Downtown Development District

Mardi Gras Indian Council

GOALS THAT EMERGED FROM OUTREACH



PRESERVATION OF CULTURE



GOALS THAT EMERGED FROM OUTREACH



GOALS THAT EMERGED FROM OUTREACH



SUSTAINABLE SOLUTIONS TO FLOOD PRONE ENVIRONMENTS



Treme 2012

GOALS THAT EMERGED FROM OUTREACH



Transportation Choice and Access



GOALS THAT EMERGED FROM OUTREACH

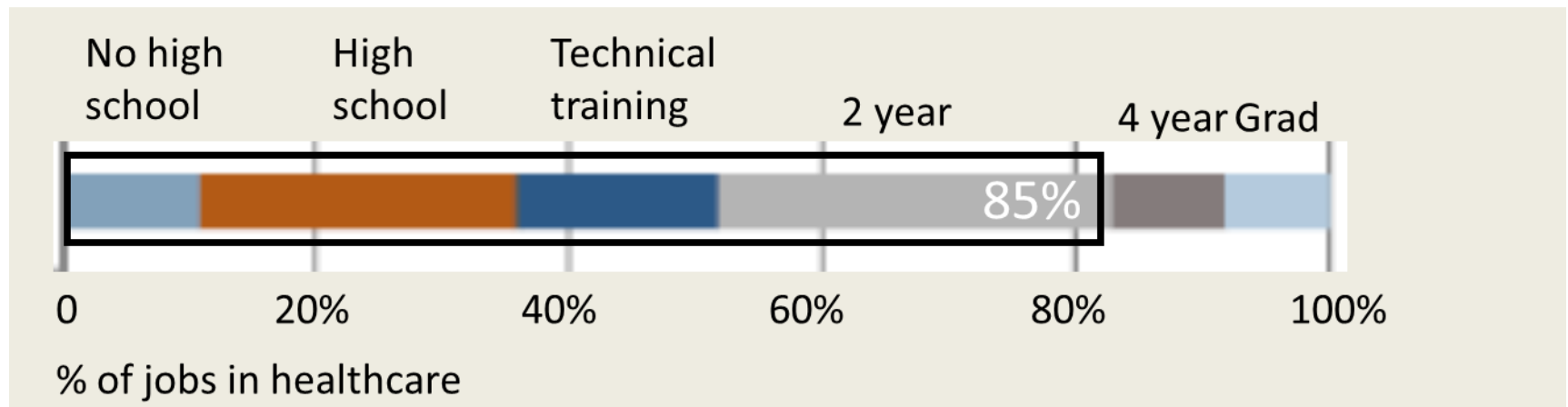


EQUITABLE ACCESS TO ECONOMIC PROSPERITY



Education is the key: two years of after high school opens access to many more jobs.

- Majority of LCC **employment growth will be in the health care sector**
- **30% of LCC residents of working age do not have a high school diploma**
- A **high school diploma** qualifies someone for 35% of the jobs in health care...
- **2 more years of school** give access to 85% of health care jobs



The cradle of authentic New Orleans' culture today

Culture bearers

- Average household incomes approximately \$24,000
- Need opportunity to capture financial rewards from NOLA's cultural economy



- 1. Opportunity to participate in and benefit from economic investment*
- 2. Opportunity to continue cultural expression and pass this tradition from generation to generation.*
- 3. Opportunity to stay in communities and fight gentrification.*





place-based in terms of:
identifying and conserving sacred space;
providing affordable housing;

economic in terms of:
looking at non-traditional organizing for
business like cooperatives
Identifying means of forming clusters around
supply and demand

social in terms of:
respecting the traditions of this art and how it
is generated.
looking at how is can be passed on from
generation to generation.

Housing affordability in the LCC

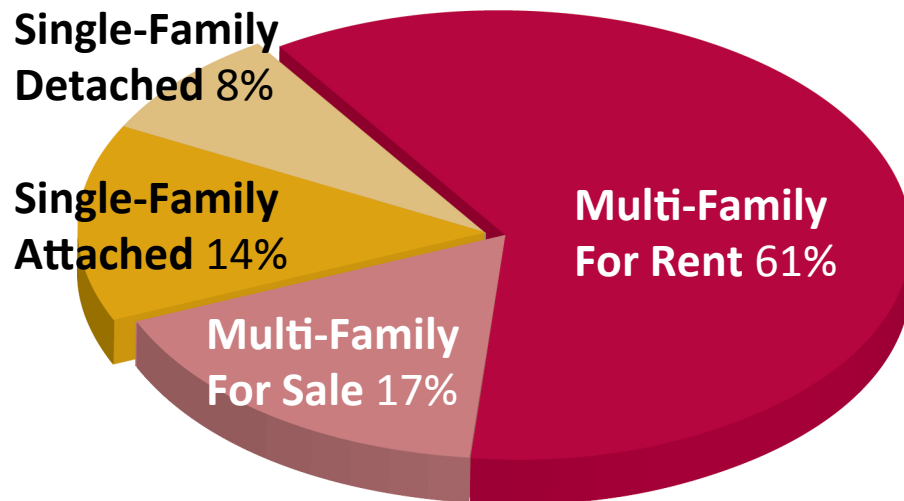
BY THE NUMBERS:

- Rents in New Orleans rose 37% between 2005 and 2012
- **2013 AMI for a family of three**
 - 120% of AMI is \$60,000
 - 80% of AMI is \$43,000
 - 50% of AMI is \$27,000
 - 30% of AMI is \$16,000
- **Majority of LCC households would qualify** for assisted housing according to federal rules
- Estimated 2012 median household income in the LCC Area:
 - 39% of households earn less than \$15,000
 - 72% are estimated to have annual incomes below \$35,000
 - **83% have incomes below \$50,000.**

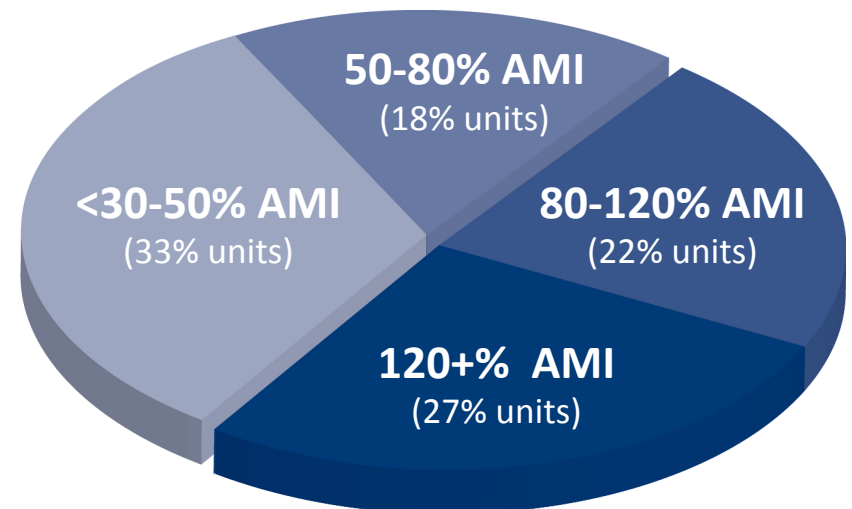
Housing development market potential: context

- Potential market demand: 6,000 to 18,000 units in the next 20-30 years –
- Nearly 80% multifamily
- 51% affordable (below market-rate)

Market Potential Types



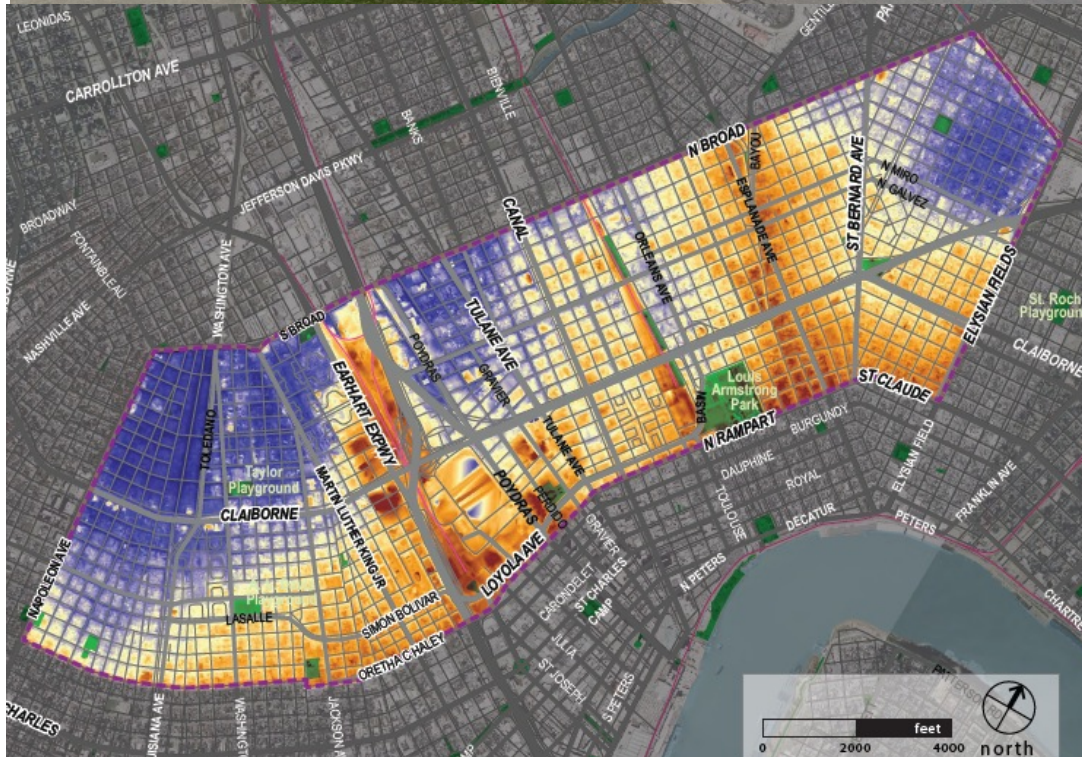
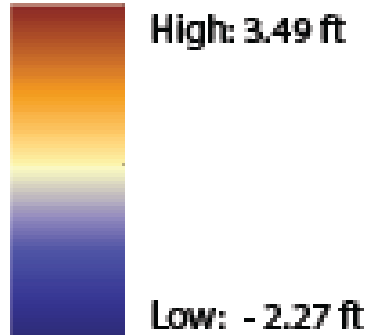
Household Affordability Mix



AMI = Area Median Income (metropolitan area)

Sustainability and resilience: drainage and flooding problems

- Lowest elevations and greatest subsidence in the city
- Inadequate drainage and repeated flooding
- Sparse tree canopy



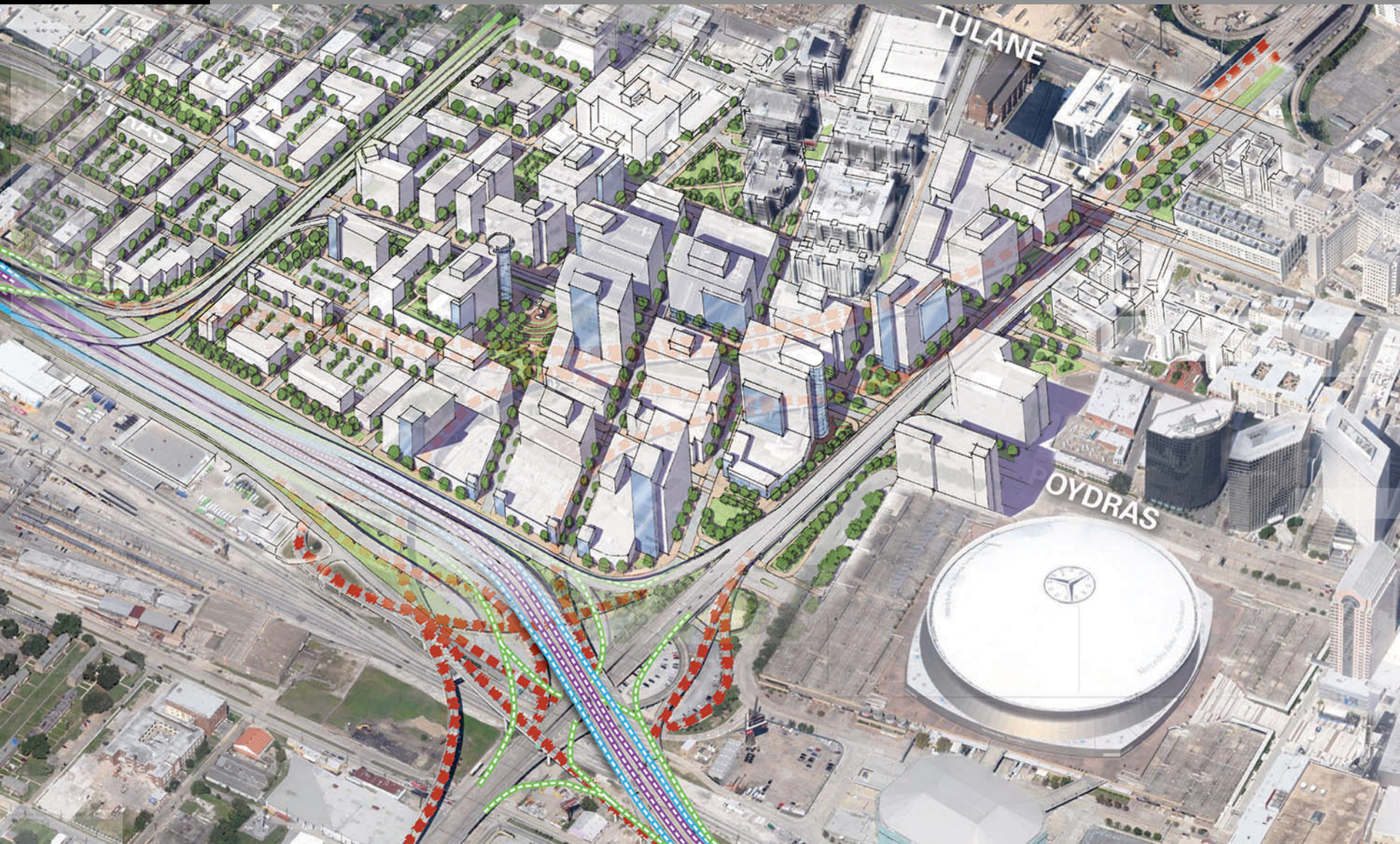
Scenario 3a: St. Bernard and N Claiborne



Scenario 3B: I-10/Claiborne Interchange



Scenario 3B: I-10/Claiborne Interchange



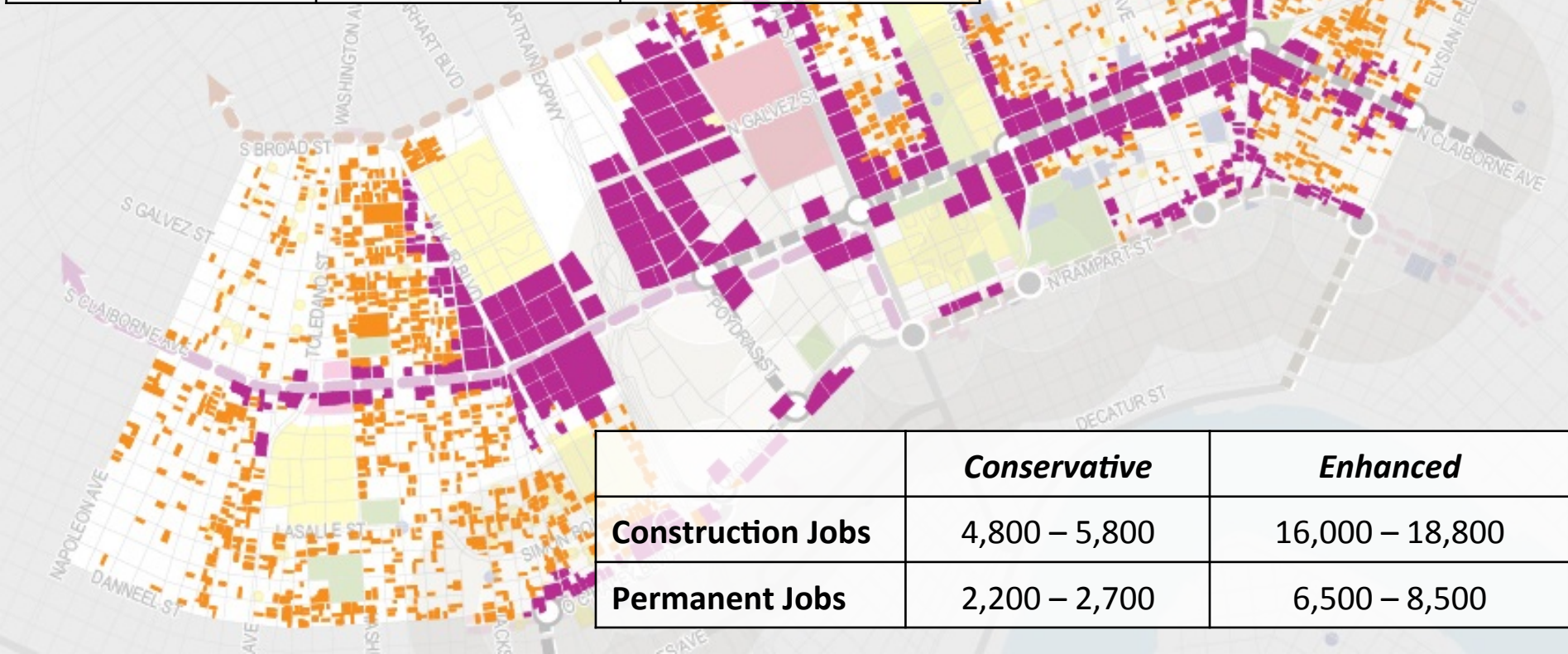
Scenario 3b: Redevelopment over 20-30 years



SCENARIO 3b - Claiborne at

Scenario 3b: Development, taxes and jobs benefits

	<i>Conservative</i>	<i>Enhanced</i>
Multifamily units	2,600-3,200	10,200 – 13,800
Single family units	1,000 – 1,200	3,200 – 3,800
Nonresidential square feet	672,000 – 821,000	2.3 – 3.0 million
New taxes, annual	\$14.8 - \$18.1 million	\$54.6-\$73.4 million



	<i>Conservative</i>	<i>Enhanced</i>
Construction Jobs	4,800 – 5,800	16,000 – 18,800
Permanent Jobs	2,200 – 2,700	6,500 – 8,500

What are transportation scenarios expected to cost?

	<i>Scenario 1</i>	<i>Scenario 2</i>	<i>Scenario 3a</i>	<i>Scenario 3b</i>
Interstate network projects <i>(demolition, reconstruction, ramps, drainage)</i>	\$ 28.8 M	\$ 60.2 M	\$ 688.2 M	\$ 3.886 B
Surface street projects <i>(complete streets, landscaping, lighting, curbs and drainage)</i>	\$ 2.5 M	\$ 4.9 M	\$ 3.9 M	\$ 3.9 M
TOTAL ROAD PROJECTS	\$ 31.3 M	\$ 65.1 M	\$ 692.1 M	\$ 3.89 B

Transit capital projects <i>(vehicles, stations, rail or other guideway)</i>	\$ 75 M	\$ 397.4 M	\$ 387.4 M	\$ 387.4 M
Annual transit operating costs <i>(drivers, fleet maintenance, administration)</i>	\$ 4.6M	\$ 17.8 M	\$ 17.8 M	\$ 17.8 M



The LCC Study Major Transportation Investment

Community Discussions and Public and Agency
Input

Stage 0

Feasibility/
Planning

LCC Study

Stage 1

Environmental

Stage 2
Funding

Stage 3

Preconstruction
(Design, R/W,
Utilities)

Stage 4
Letting
(Bidding)

Stage 5
Construction

Stage 6
Maintenance

Funding: Still to be Determined along with State
and Federal Government

How are projects advanced to NEPA?

The decision to advance a transportation project into NEPA is a collaborative decision-making process involving various partners:

FHWA – **The Federal Highway Administration** has oversight authority of federal transportation funds and the National Highway System.

LADOTD - **The Louisiana Department of Transportation and Development** partners with the FHWA in the construction and maintenance of the federal aid highway system.

RPC - **The Regional Planning Commission of New Orleans:** The RPC is the designated Metropolitan Planning Organization for the region. The MPO federal planning regulations requires that all federal aid transportation projects must be included in the region's Transportation Improvement Program and Metropolitan Transportation Plan.

The City of New Orleans: As a voting member of the RPC Board, the city participates in the decision making process for regionally significant projects funded with federal funds.

RTA – **The Regional Transit Authority of New Orleans:** If transit improvements are included as feasible alternatives, the RTA board and customers will be part of the review and decision making process.

THE PUBLIC! – Federally funded projects must evolve through a public involvement process that is inclusive of persons and agencies considered to be impacted and residing in the project planning area and the region if the project is regionally significant.



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generation to generation.

Staffing

- Establish the LCC Initiative with dedicated staff to guide cross-agency coordination and partnerships with governmental and non-governmental groups through the first of year of implementation

Governance

- Establish a long-term management structure within a year for implementation of revitalization and transportation strategies in the LCC area
- Expand membership in the Governance Committee to serve as the interim management group
- Establish ongoing Community Outreach and Representation

Cultural Preservation

- Connect culture bearers to employment and business services
- Engage small business organizations to support development of a small business cluster in the LCC that serves the Mardi Gras Indian and parade community
- Initiate a comprehensive oral history project for LCC neighborhoods

Economic Opportunity

- Link LCC residents to new job openings in the area
- Connect LCC businesses to existing business resources and assistance programs
- Develop partnerships with anchor institutions to leverage investment in personnel, procurement and place-making, expanding opportunities for neighborhood residents and businesses
- Develop school-work partnerships for career opportunities with major employers

Housing Affordability

- Develop a coordinated affordability and improvement strategy for the LCC area with public and private partners

Sustainability

- Identify green infrastructure pilot projects to be implemented in the LCC area, in partnership with community residents and stakeholders

Transportation

- Submit transportation alternatives for review by regional, state and federal transportation agencies
- Work with Regional Transit Authority to identify opportunities to address community priorities related to bus service
- Include LCC area in any potential bike share demonstration project