



Today's Meeting

- ⦿ 6:00 - 6:15: Welcome
- ⦿ 6:15 - 6:35: Introductions and Presentation
- ⦿ 6:40 - 7:10: Breakout Group Session
- ⦿ 7:10 - 7:30: Discussion and Closing



St. Bernard Avenue

Main Streets

DUSP
MIT



Overview

Who we are:

Graduate students
in MIT Department
of Urban Studies &
Planning

Project goal:

Develop a plan to
further strengthen
economic and
physical elements
along St. Bernard
Avenue

Today's meeting:

Discuss corridor
plan proposals and
receive feedback



St. Bernard Avenue

Lakeview

Gentilly

Metairie

**St. Bernard
Avenue**

Mid-City

St. Claude

French
Quarter



St. Bernard Avenue



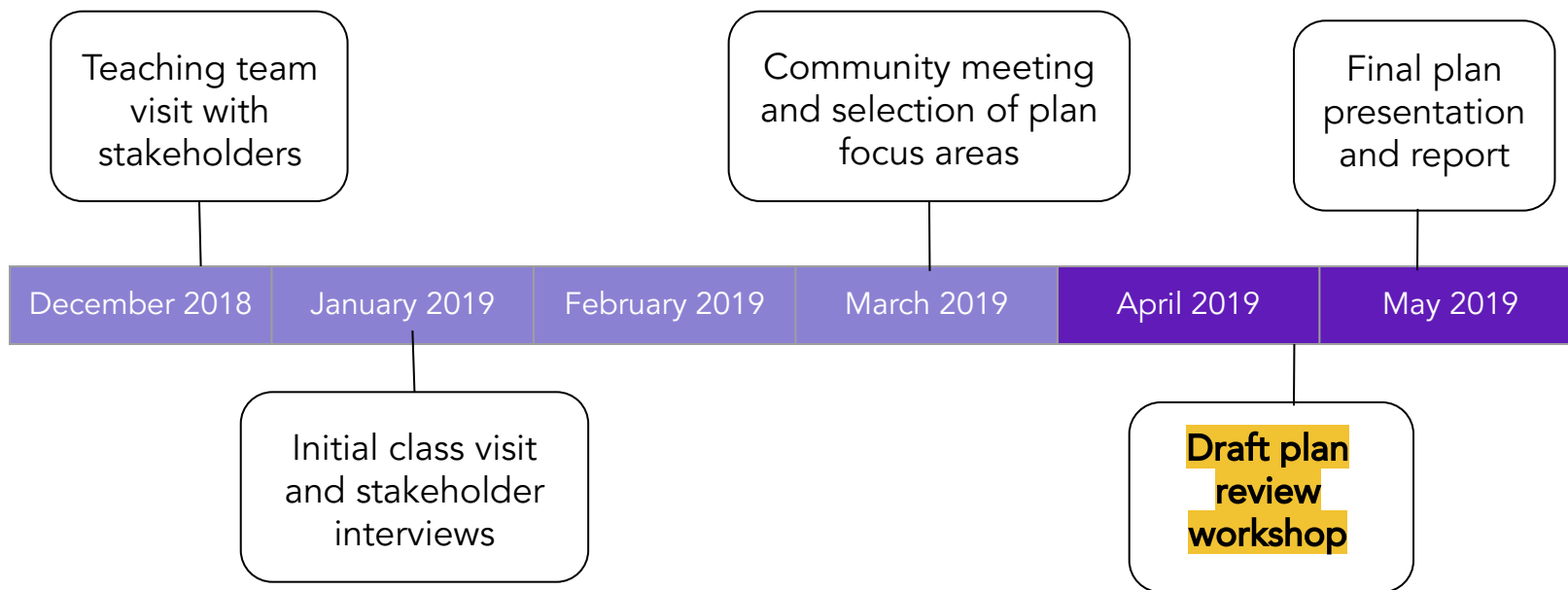


Guiding Values

- People Centered
- Equity and Anti-Displacement
- Sustained Impact and Stewardship
- Celebrate and Promote Local Culture
- Support an Intergenerational Community



Project Timeline





Process

- ◉ Interviews with residents, business owners, and other stakeholders
- ◉ Surveys
- ◉ Observations of physical and economic conditions
- ◉ Review of existing plans
- ◉ Analysis and synthesis
- ◉ Proposal development





Corridor Focus Areas



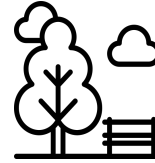
A. Expand Affordable Housing



B. Protect Community Health



C. Invest in Public Infrastructure and Mobility Services



D. Reclaim Community Land



E. Support Existing and Emerging Businesses

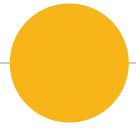


F. Develop Job Opportunities



Vision for St. Bernard

St. Bernard Avenue continues to be a Black cultural anchor where generations of New Orleanians can build home, livelihood, and community.



Small Business Development



Vision for Small Businesses

St. Bernard Avenue continues to be a Black cultural anchor where generations of New Orleanians can build home, livelihood, and community.

The avenue is home to a variety of new and long-standing small businesses that serve, benefit, and belong to local community members.



Objectives:



Build collective business capacity



Increase consumer and entrepreneur access

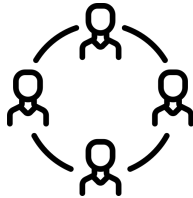


Leverage vacant and underutilized spaces for commercial activity

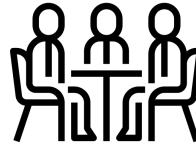


Build collective capacity by:

Organizing business
association



Convening network of
service providers



Developing succession
planning program

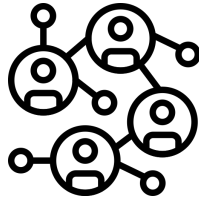


← *long-term* →



Increase corridor access by:

Hosting networking
events



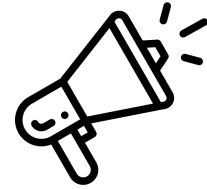
short-term



Developing business
resource guide



Launching community
marketing campaign



long-term





Leverage underutilized spaces by:

Organizing short-term
pop-up days



Activating vacant space
with supplemental uses



Developing affordable
commercial space



Integrating businesses
with parades



Building shared
commercial facilities



short-term

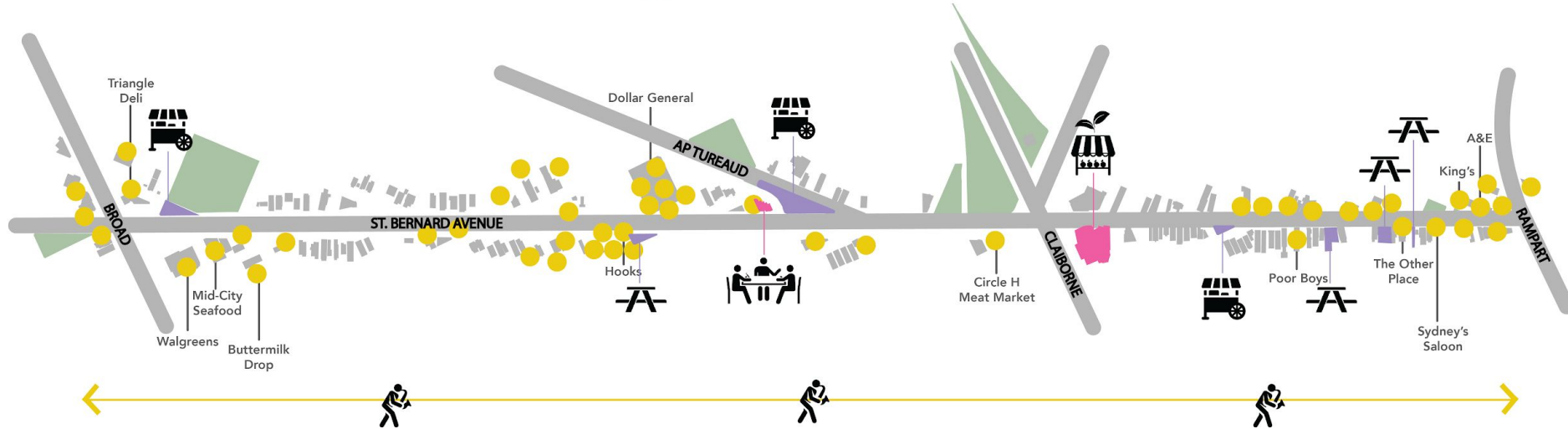


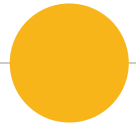
long-term



Leverage underutilized spaces by:

- Existing Business
- ▲ Possible Open Space Programming
- Possible Building-Based Project





Infrastructure



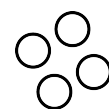

Vision for Infrastructure

St. Bernard Avenue continues to be a Black cultural anchor where generations of New Orleanians can build home, livelihood, and community.

The avenue's public realm offers accessible, sustainable, and cultural places for people to gather on and explore the corridor.

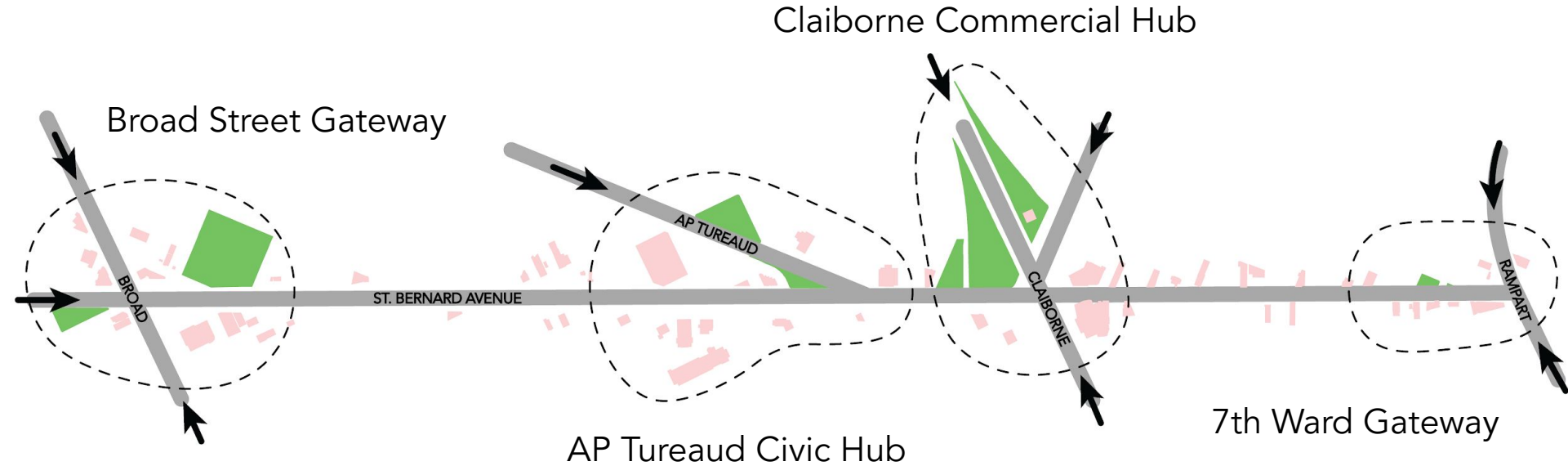


Objectives:

-  Enhance recreational, cultural, and commercial features at 4 key clusters
-  Create connections along the corridor



Enhance 4 key clusters through:





7th Ward Gateway

Public Performance
Space

Curb Bumpouts



Streetcar &
Sightseeing Bus
Stop

Gateway Plaza

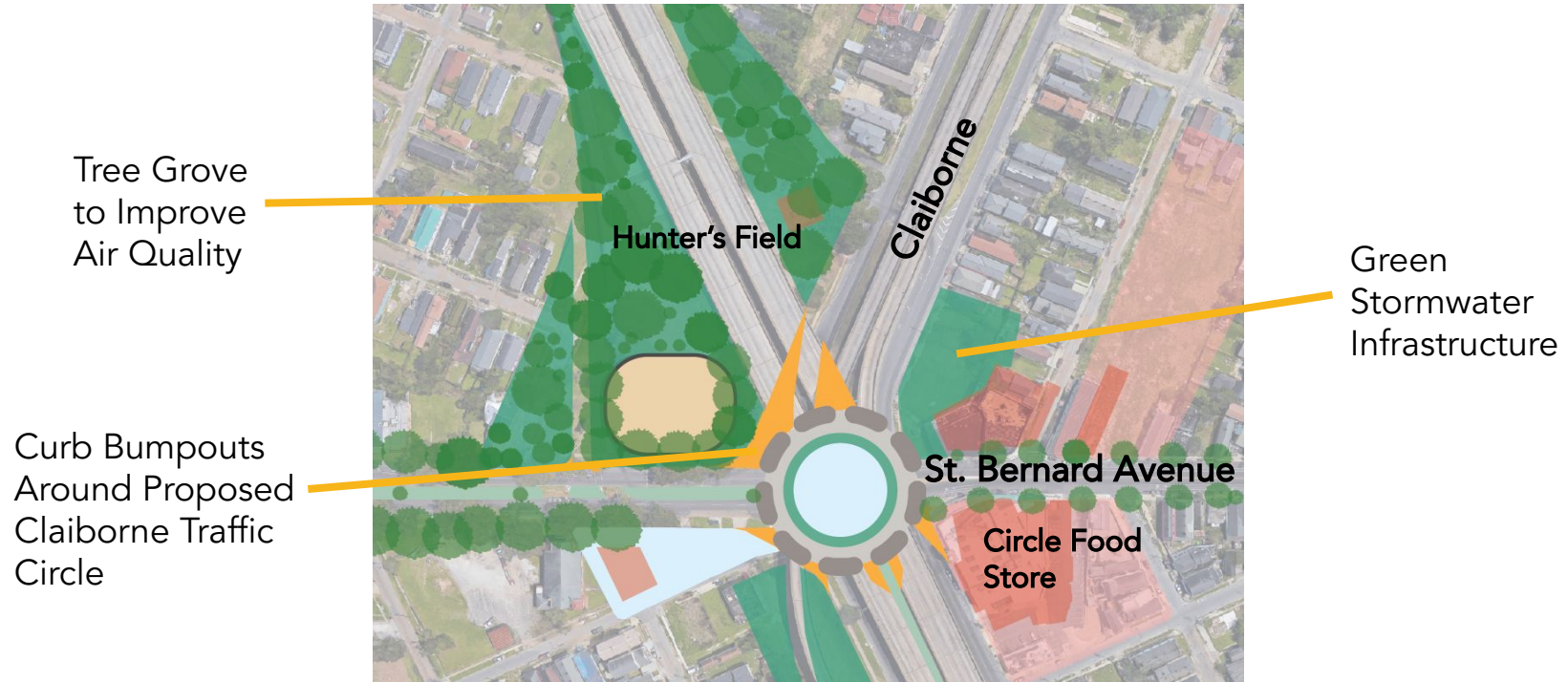


Broad Street Gateway





Claiborne Commercial Hub

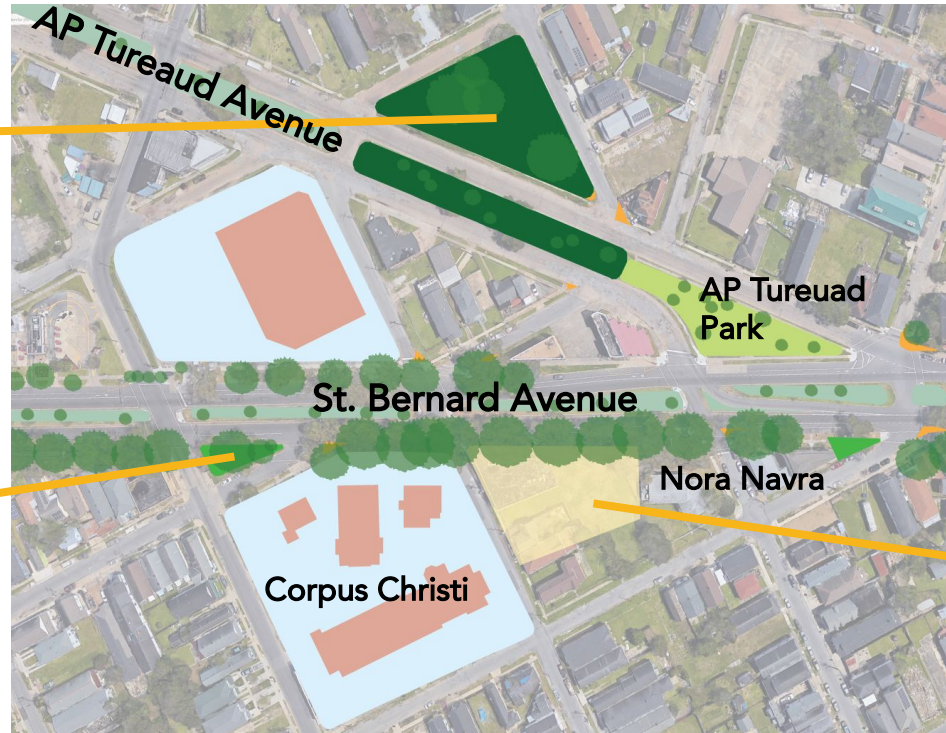




AP Tureaud Civic Hub

New Open
Space for All
Ages

Pocket Park



Added Public
Space Amenities
at Future
Development Site

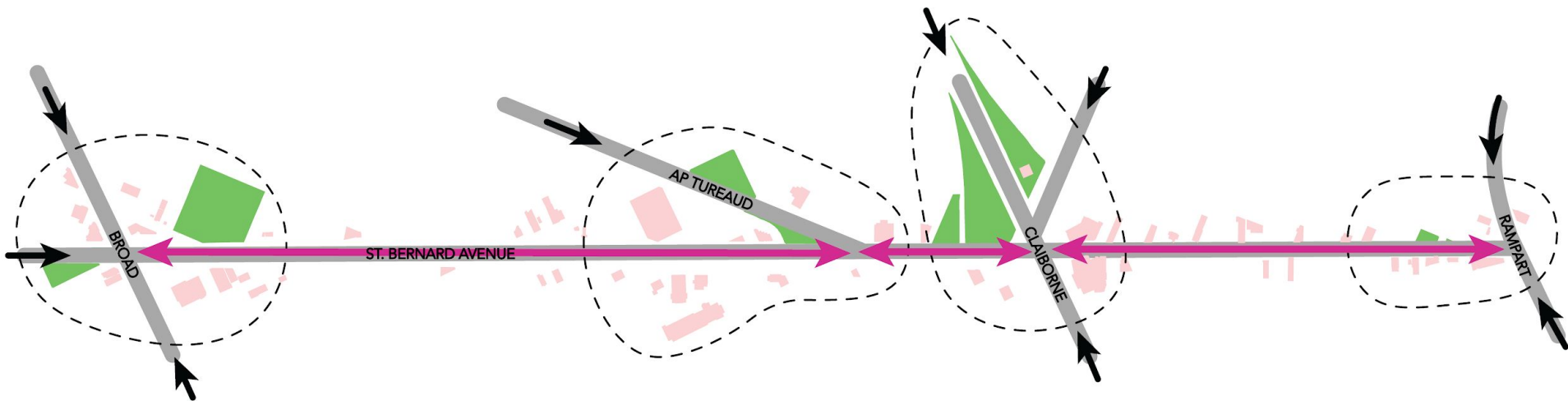


Connect St. Bernard Avenue through:

Artwork and
signage

Green stormwater
infrastructure network

Accessible spaces
for all users



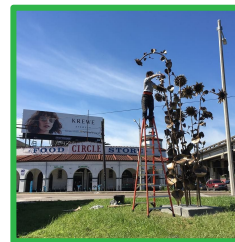


Artwork and signage to spotlight 7th Ward identity



"Art Not Ads"

Preserve and
Promote Artwork





Green stormwater infrastructure to beautify and sustain

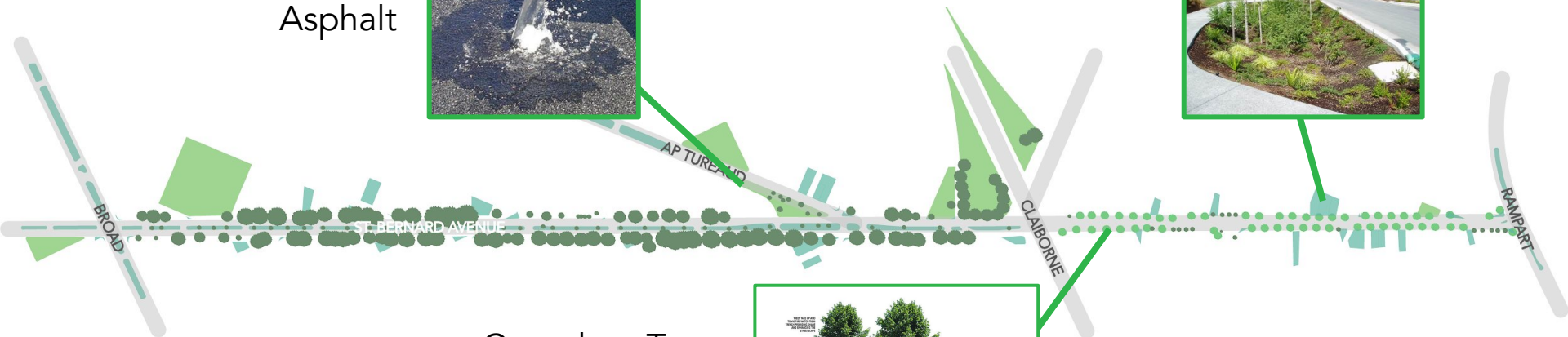
Permeable
Asphalt



Rain
Gardens



Complete Tree
Network



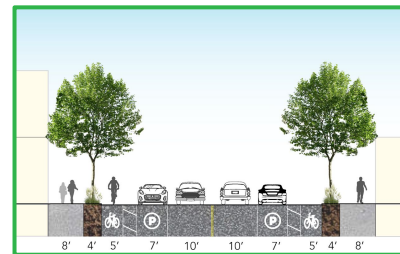


Complete streets to ensure safety for all users

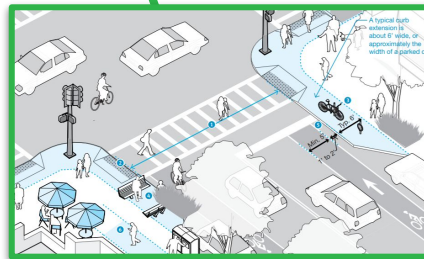


Painted and Raised
Crosswalks

Redistribute Uses



Reclaim Pavement
for Walkers





Affordable Housing and Anti-Displacement



Vision for Housing

St. Bernard Avenue continues to be a Black cultural anchor where generations of New Orleanians can build **home**, livelihood, and community.

St. Bernard Avenue will continue to be a home for generations of New Orleanians to build their livelihoods, community, and the vibrant culture of the Seventh Ward and New Orleans

Why this focus?

“[What we’ve seen repeatedly] with neighborhood revitalization as a process is that if affordability doesn’t happen first, the result is massive displacement. We’ve seen it with Lafitte, Rampart, and St. Roch’s Market...and people need to be cognizant of that.”

“

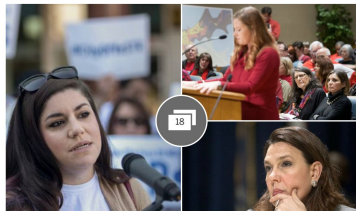


An escalating housing affordability crisis and response

POLITICS

Short-term rental rules in New Orleans tightened

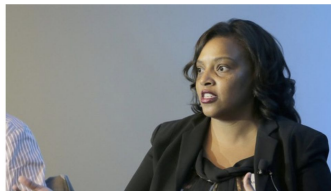
Updated Jan 11, 2019; Posted Jan 10, 2019



POLITICS

New Orleans gets a 'D' grade for affordable housing

Posted Sep 21, 2018



LOUISIANA POLITICS

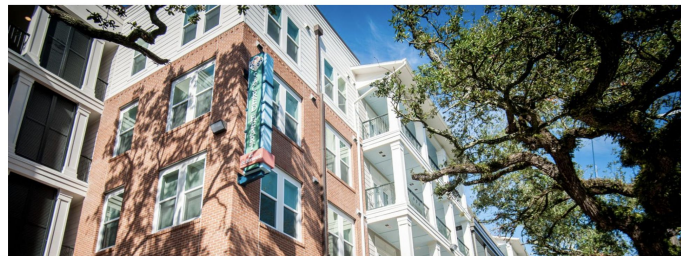
New Orleans sets affordable housing requirements for developers, with governor's threat looming

Posted Mar 29, 2019



Affordable housing in New Orleans: New zoning regulations coming to CBD, French Quarter, more

BY JESSICA WILLIAMS | JWILLIAMS@THEADVOCATE.COM MAR 28, 2019 - 8:00 PM

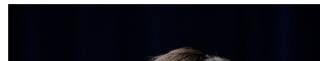


FOLLOW US

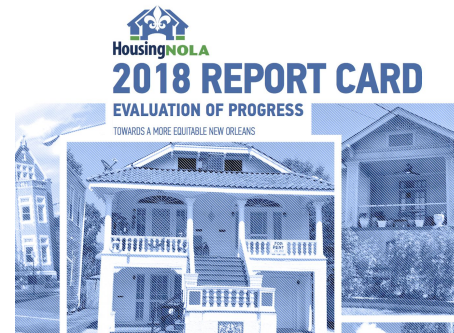


More property tax relief for New Orleans residents? City could decide who needs a tax break

BY JESSICA WILLIAMS | JWILLIAMS@THEADVOCATE.COM MAR 31, 2019 - 5:45 PM



FOLLOW US



HANO considering new proposals for affordable housing in Algiers, Upper 9th Ward, more

BY JESSICA WILLIAMS | JWILLIAMS@THEADVOCATE.COM JAN 26, 2019 - 6:50 PM



FOLLOW US





Objectives:



Improve protections to ensure current residents can remain in their community



Increase the supply of affordable housing



Improve tenant protections by:

- Organizing for residents facing displacement
 - Advocacy with landlords
 - Community organizing around unjust code violations
 - Tenant education
- Designating a go-to organization on the corridor for resident support
 - Provide residents with resources and connect them to existing organizations

JANE PLACE NEIGHBORHOOD
SUSTAINABILITY INITIATIVE





Increase supply of affordable housing through:

- New affordable development





Increase supply of affordable housing through:

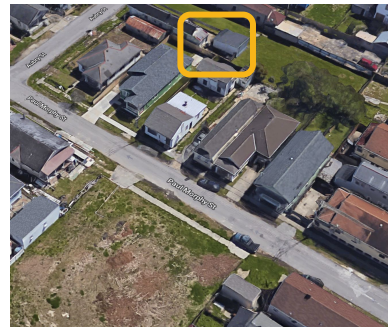
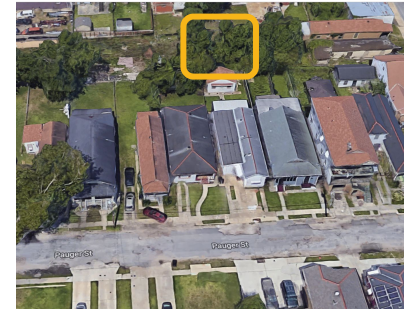
- Proposed development sites





Accessory Dwelling Units (ADUs)

- In-law suites or granny flats
- Limited by current zoning and policy
- ADUs currently exist in the 7th Ward
- Generate rental income for homeowners, create new affordable units
- Draw lessons from other cities (Boston, SF, Denver)





7th Ward ADU pilot

- Pilot program in 7th Ward
- Reduce zoning restrictions
- Reduce permitting fees
- Reduced interest financing for development of ADUs if maintain affordability





Advocate for City and State Policy Change

Short-term



Investigate application of code enforcement



Track displacement



Reserve publicly controlled land for affordable housing



Expand affordable housing overlay

Long-term



Condition city funding for landlords on rent control/tenant protections



City legislation to protect renters and homeowners



Improved state-level renter protections



Proposals Summary

Small Business



Build collective capacity

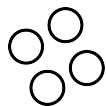


Increase consumer and entrepreneur access



Leverage physical spaces

Infrastructure



Enhance 4 clusters



Create connections

Affordable Housing & Anti-Displacement



Improve resident protections



Increase supply of affordable housing



Workshop Activity

- Breakout Group Session (30 Minutes)
 - Choose a focus area you would like to learn more about and share feedback on
 - Focus areas
 - Small business
 - Infrastructure
 - Affordable housing & anti-displacement



Thanks!

Any questions ?

You can keep in contact and up to speed at:

- mainstreetsnola@gmail.com
- mainstreetsnola.wixsite.com/stbernardavenue