

MAP OF THE CITY OF NEW ORLEANS

SCALE

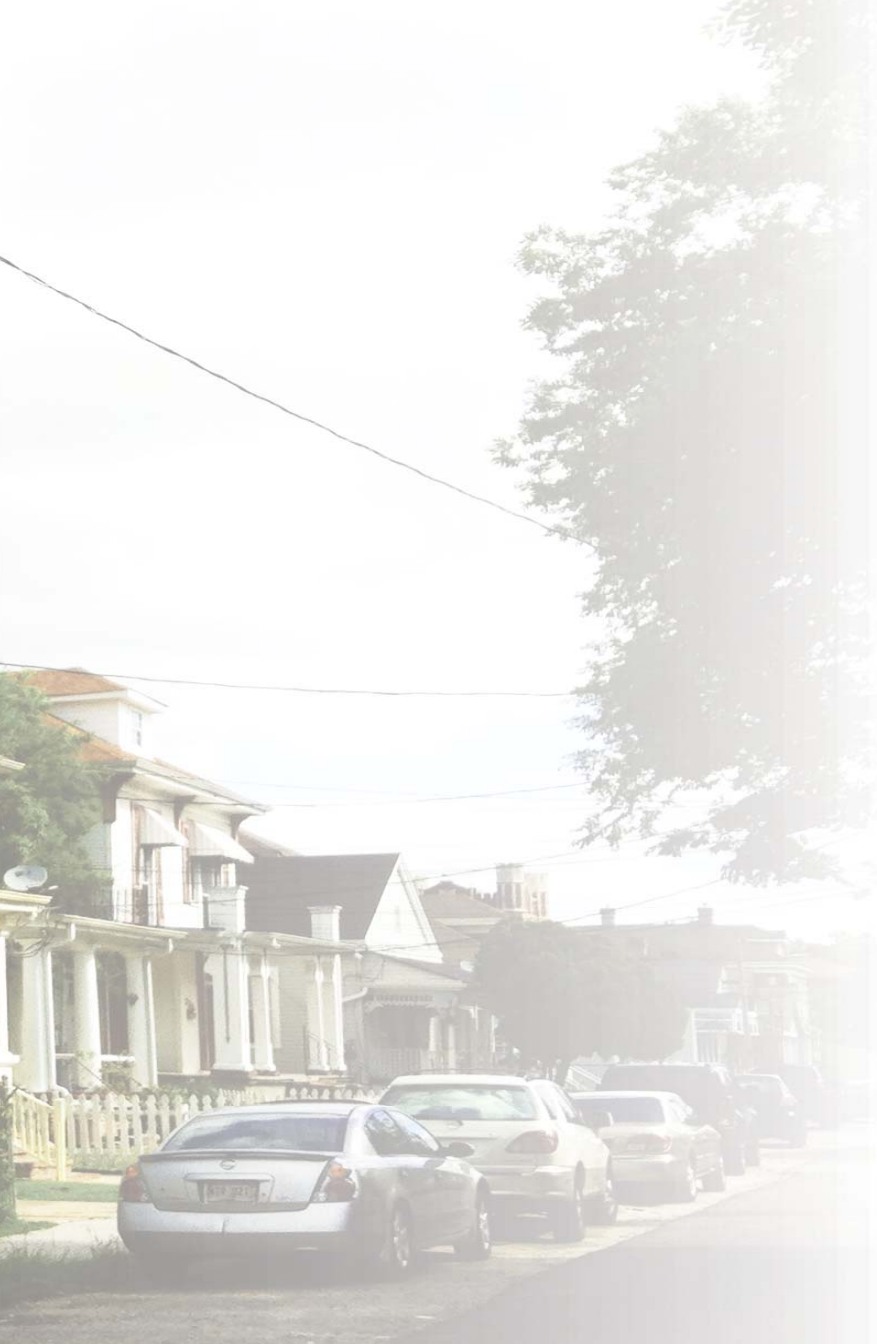
A Project Of
Jane Place Neighborhood Sustainability Initiative

A Collaboration With
Tulane City Center

VISIONING DOCUMENT JPNSI



WARNING
NEIGHBORHOOD
WATCH
ALL RESIDENTS TO NOTIFY
IF NEIGHBORHOOD IS IN
ANY DANGER
FOR A NEIGHBORHOOD
FOR A NEIGHBORHOOD



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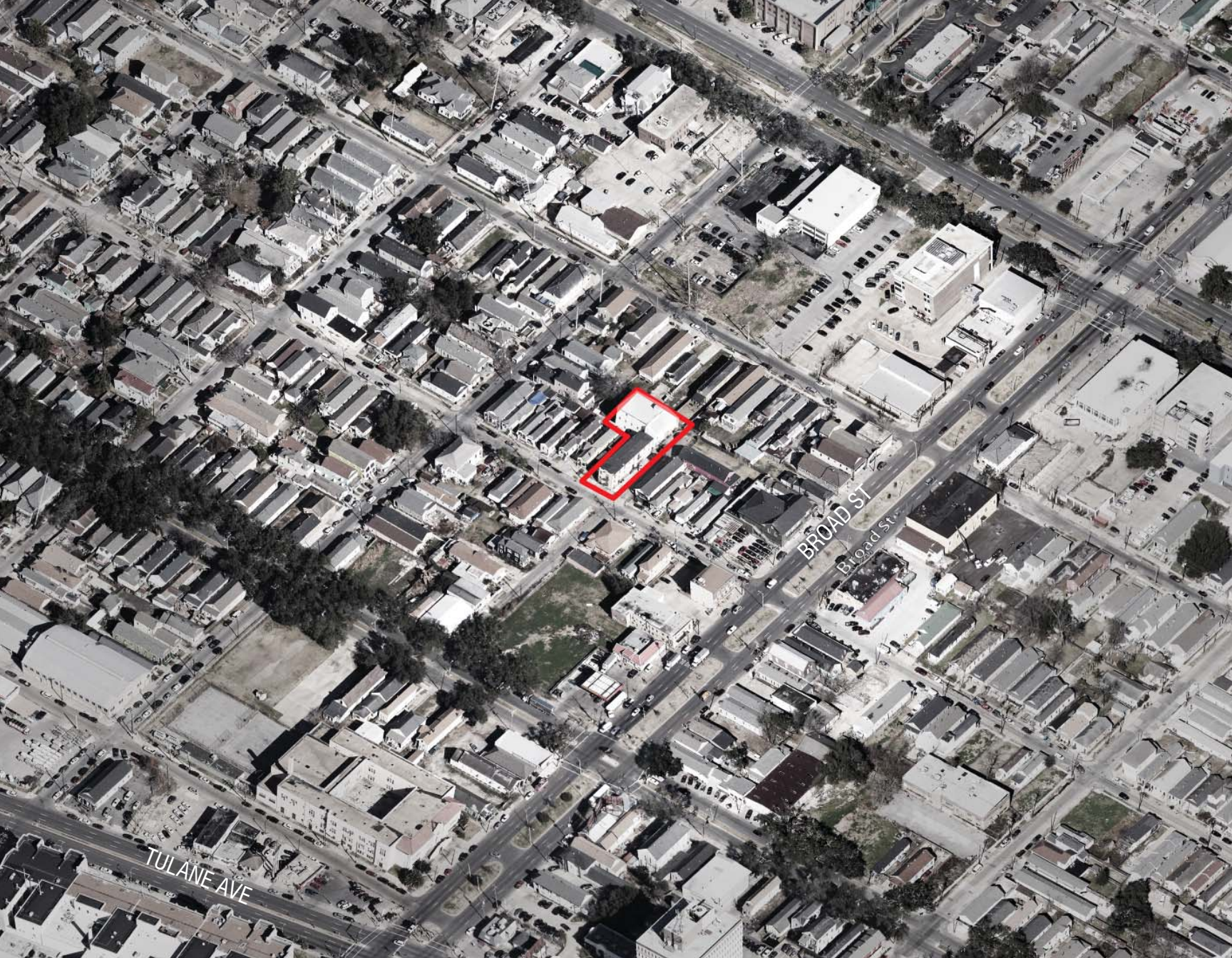
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TULANE AVE

BROAD ST
Broad St

Established as a non-profit housing and community development organization in 2008, Jane Place Neighborhood Sustainability Initiative (JPNSI) is committed to creating sustainable, democratic, and economically just neighborhoods and communities. Utilizing the Community Land Trust (CLT) model of land stewardship and shared equity, JPNSI works to increase the range of affordable housing options available to low and moderate income residents by encouraging resident controlled development, providing shared-equity models of homeownership, cooperative housing, and rental opportunities, and promoting community-building initiatives that advance equitable housing patterns, neighborhood stability, and community driven land-use planning.



- Greenways
- JPNSI Extended Area
- JPNSI Focus Area

Jefferson Davis Bike/
Walking Path

Warren Easton Charter
High School

future site
Morris Jeff
Community School

Comiskey Park

Proposed Expansion

Lafitte Greenway

New Orleans
Regional Transit
Authority
Complex

Broad St
Main Street

proposed
reFRESH site

Canal St
Streetcar

2739 Palmyra
223 Jane Place

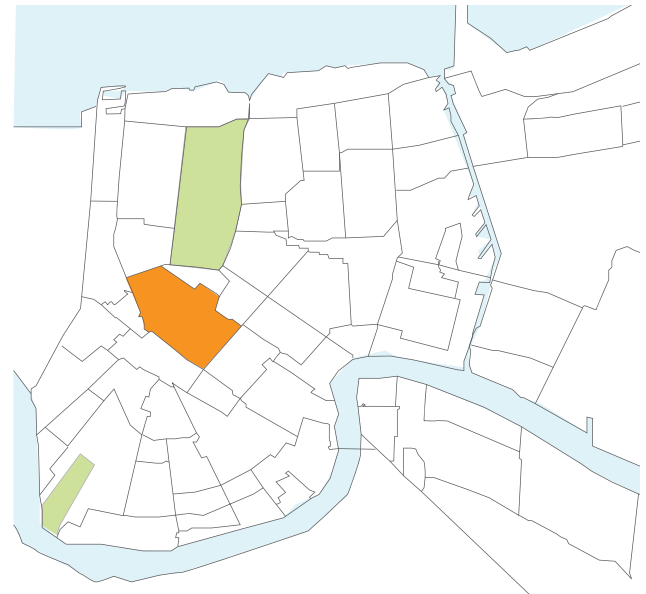
JPNSI SERVICE AREA

JPNSI serves low and moderate-income residents and communities in Mid-City residing in the area bounded by Galvez St, Orleans Ave, Telemachus St, and Gravier St, with a specific focus on the neighborhood bordered by Broad St, Tulane Ave, Jefferson Davis Parkway, and the Lafitte Greenway.

Working to build affordable, sustainable, safe, and self-determined communities, JPNSI believes development must prioritize the long-term economic, ecological, and human health of residents and involve meaningful community participation. Through the CLT model of affordability and neighborhood revitalization, JPNSI is dedicated to reducing the housing cost burdens of low and moderate income residents and promoting just and equitable community development that centers around the needs of residents most vulnerable to housing discrimination, displacement, and neighborhood planning exclusion. JPNSI's current program activities are focused on affordable housing and land stewardship; community building initiatives; and equitable development advocacy.

Shaped by its geographic location and its history spanning back to the mid-19th century, the neighborhood encompassing JPNSI's service area represents a vibrant, multiracial, working class community—steeped in a past rich in art and architecture, iconic business establishments, and historic educational institutions. Beginning in the 1860s, the residential neighborhood between Broad Street and Claiborne Avenue (Lower Mid-City) flourished as a multiethnic middle class community of musicians, artists, lithographers, and architects. Although the Carondelet and New Basin Canals (now Pontchartrain Expressway) were in operation by 1840, and the Tulane and Canal streetcars were running by the turn of the century, it was not until around 1915 that the poorly drained low-lying cypress swampland above Broad Street was developed following the construction of the Broad/Bienville pumping station in 1899, making the area more habitable and attractive to new residential and commercial construction. Formerly referred to as 'back of town', Mid-City officially received its name designation in 1923 as a result of a contest by Hibernia National Bank to promote its centrally located branch at Canal and Carrollton Avenue.

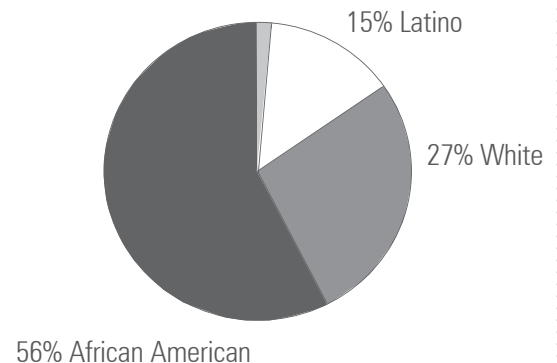
New Orleans' most famed musician, Louis 'Satchmo' Armstrong, was born in the 700 block of Jane Place (originally Jane Alley) in 1901 at his maternal grandmother's home. In 1964, Armstrong's birthplace was demolished during the height of New Orleans' urban renewal period to make way for the expansion of the Criminal Justice Complex.



ORLEANS PARISH NEIGHBORHOODS

As commercial and light industrial development along Broad and Canal Streets and Tulane Avenue thrived over the years, the residential areas of Mid-City began to descend into deterioration, mainly due to redlining and the subdivision of single and two-family houses into multi-unit structures. By 1930, the neighborhood below Broad Street started to show early signs of deterioration, with used car lots emerging on Canal Street on the former sites of residential mansions. Challenges like urban sprawl, white flight, the expansion of the medical district around Tulane Avenue and Poydras Street, and the construction of Interstate 10 further contributed to the decline. In the 1980s and 1990s these patterns slowed, with multi-unit structures being converted back to single and two-family houses, and business development pressures leading to the development of office and commercial spaces. Forty years after its removal, the Canal Streetcar line was restored in 2004.

Today, the JPNSI community is home to one of the most racially diverse neighborhoods in the city with African-Americans comprising nearly 56% of the neighborhood, whites 27%, and Latinos 15%. The community is part of one of New Orleans' largest historic districts on the National Register of Historic Places. The predominant land use in the area is one and two-family residential development with an intricate mix of multi-family complexes, schools, restaurants, churches, medical facilities, offices spaces, commercial, and light industrial uses. Renter-occupied homes are the most dominant occupancy type in the area at 76% compared to 52% citywide.



MID-CITY POPULATION 2012



McDonough 11 **1879**



Sacred Heart **1879**



Pumping Station at Broad/
Bienville **1899**



House of Detention
1921



Straight University **1868**



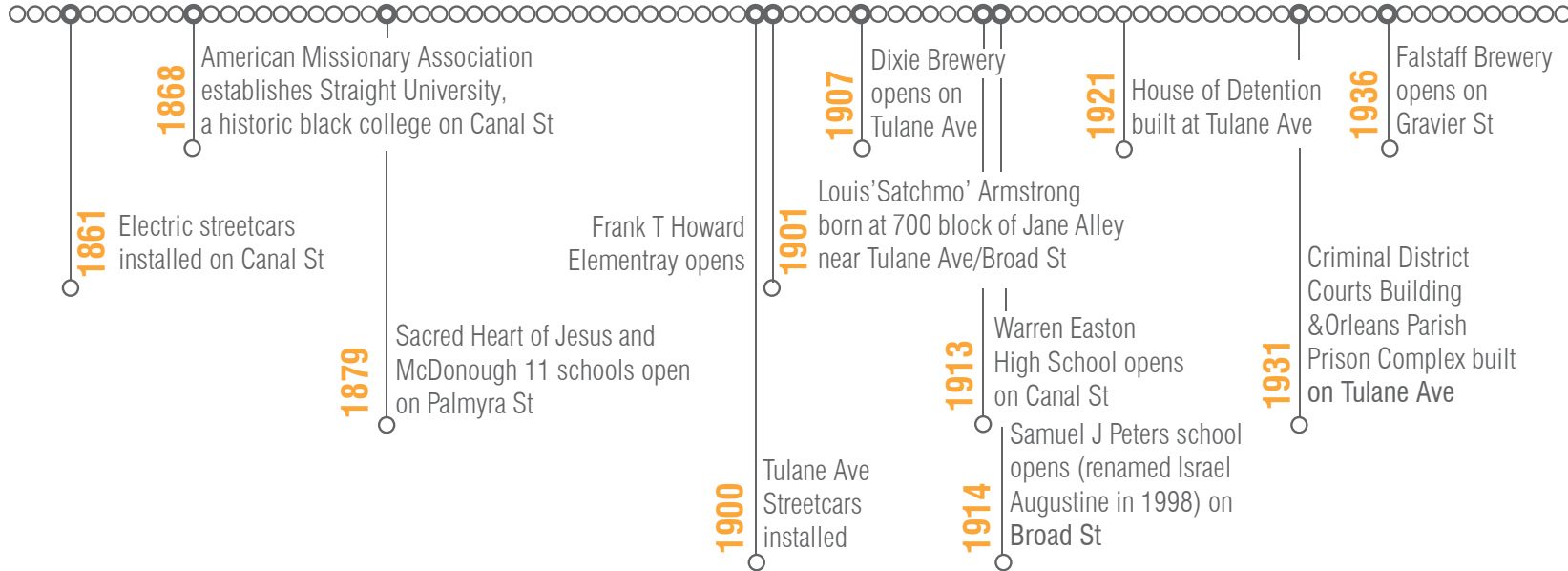
Satchmo's House **1901**



Dixie Brewery **1907**



Falstaff Brewery
1936





Hurricane Katrina 2005



razing of Lower MidCity 2010

1951

Tulane Ave Streetcars removed
Avenue reborn as 'Miracle Mile'
for Automobiles

1964

Satchmo House demolished for expansion
of NO Parish Court complex
Canal St Streetcars removed

1967

Warren Easton and
Samuel J Peters schools
integrated

1976

Fisk Howard Elementary
School opens at former site
of Frank T Howard School

2004

Canal St
Streetcars
return

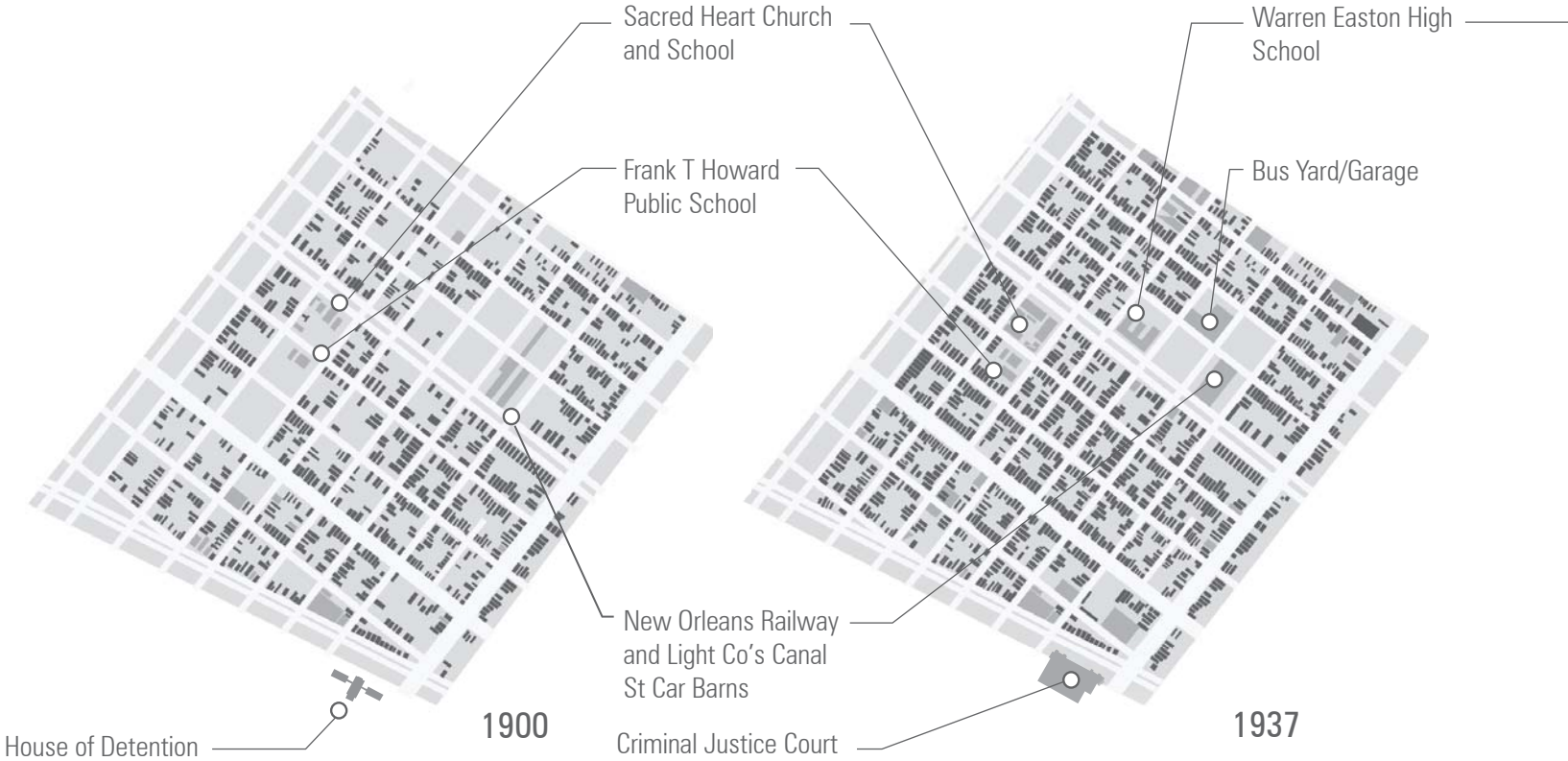
2010

Lower Mid-City
neighborhood razed
for LSU/VA Medical Complex

2005

LA State Legislature establishes Biodistrict
New Orleans over 1,500 acres
of Downtown and Mid-City

- Commercial
- Residential



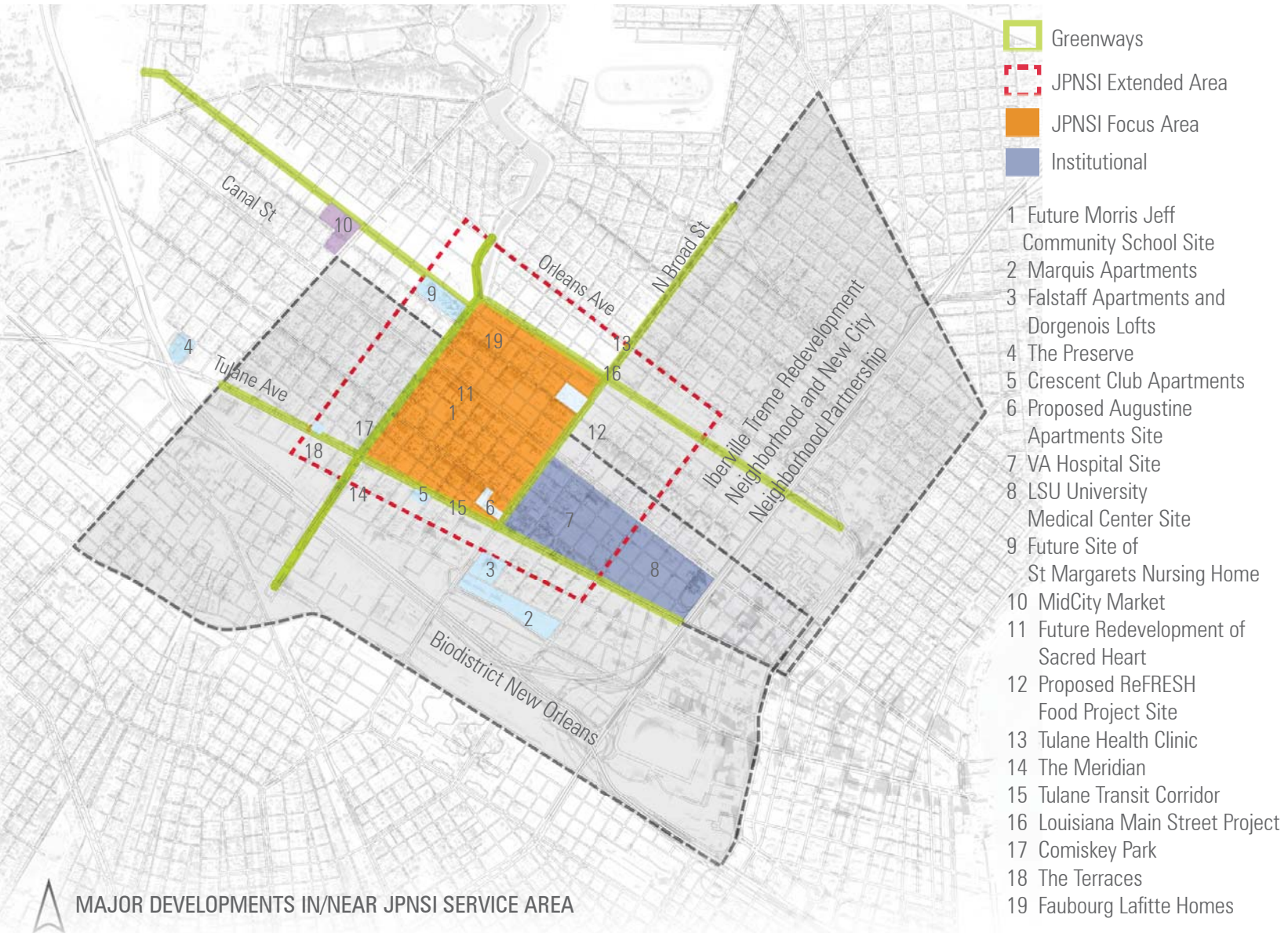
HISTORIC NEIGHBORHOOD DEVELOPMENT



2012

New Orleans Regional
Transit Authority
Complex

Criminal Justice
Court Complex



- Greenways
 - JPNSI Extended Area
 - JPNSI Focus Area
 - Institutional
- 1 Future Morris Jeff Community School Site
 - 2 Marquis Apartments
 - 3 Falstaff Apartments and Dorgenois Lofts
 - 4 The Preserve
 - 5 Crescent Club Apartments
 - 6 Proposed Augustine Apartments Site
 - 7 VA Hospital Site
 - 8 LSU University Medical Center Site
 - 9 Future Site of St Margarets Nursing Home
 - 10 MidCity Market
 - 11 Future Redevelopment of Sacred Heart
 - 12 Proposed ReFRESH Food Project Site
 - 13 Tulane Health Clinic
 - 14 The Meridian
 - 15 Tulane Transit Corridor
 - 16 Louisiana Main Street Project
 - 17 Comiskey Park
 - 18 The Terraces
 - 19 Faubourg Lafitte Homes

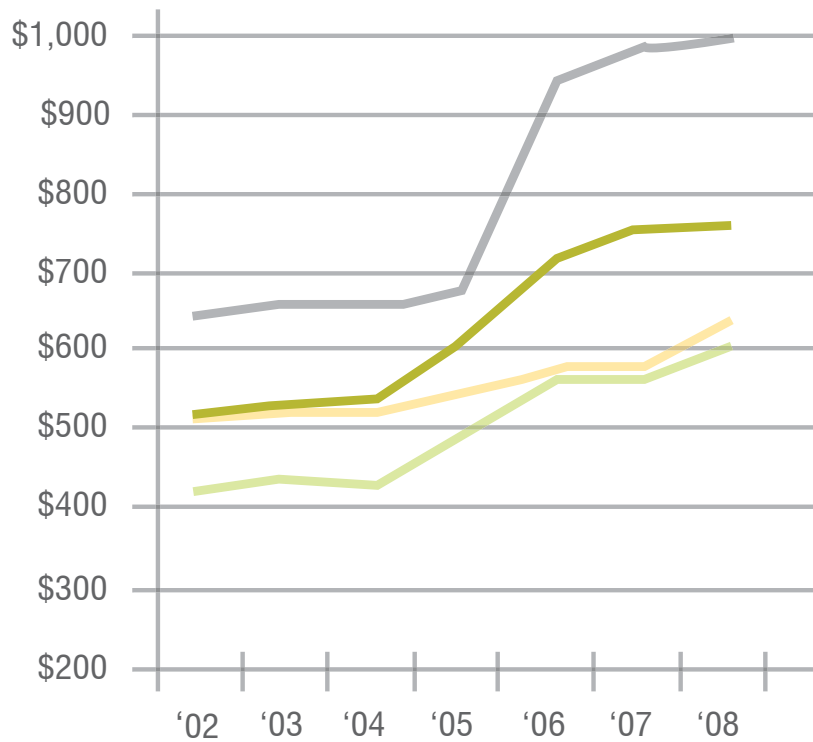


MAJOR DEVELOPMENTS IN/NEAR JPNSI SERVICE AREA

Over the last decade, the JPNSI community has witnessed a number of housing changes, including the loss of much needed affordable housing in the area, increased neighborhood blight caused by Hurricane Katrina, and the construction of multiple new apartment units along and in close proximity to the Tulane Avenue corridor. The recent displacement of over 600 residents below Broad Street in the lower Mid-City neighborhood for the construction of new a Veteran Affairs Hospital and LSU's University Medical Center, speculation driven by these hospitals, and the formation of BioDistrict New Orleans, which encompasses most of JPNSI's footprint have increased development pressures in the area.

JPNSI is located in the heart of one of the most ambitious revitalization and recovery efforts in the history of New Orleans urban renewal, with billions of dollars slated for multiple redevelopment projects in and around the Mid-City area. As capital and human resources are at stake, it is imperative that the community has the opportunity for effective involvement in the redevelopment of its neighborhood both now and in the future, that affordable housing is preserved for coming generations, and that the unique culture and neighborhood character of Mid-City is not lost in the race for gentrification.





NEW ORLEANS
BATON ROUGE
SHREVEPORT
LAFAYETTE

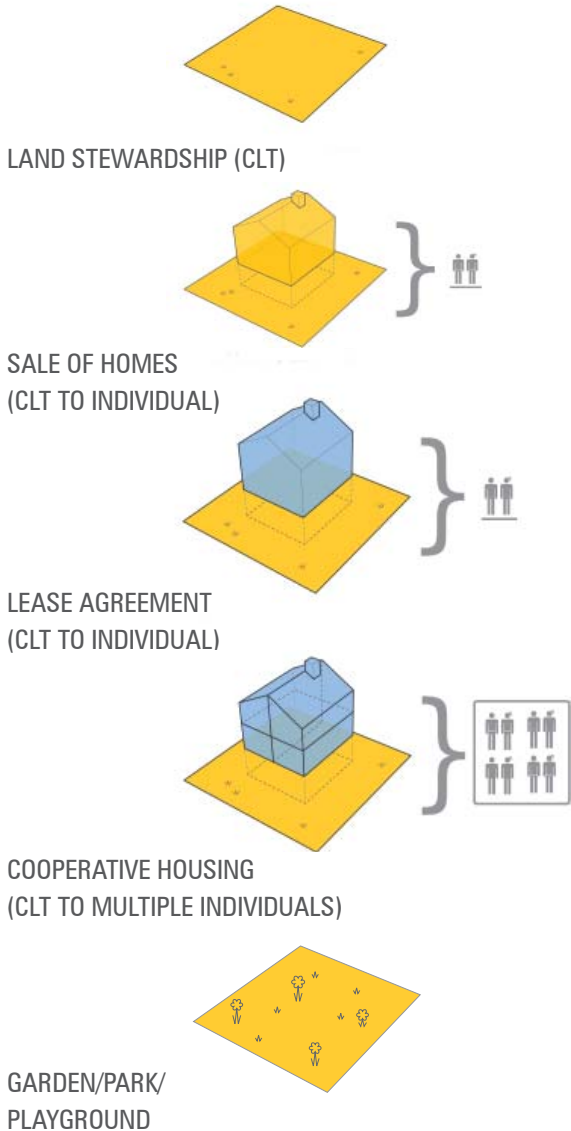
FAIR MARKET RENT FOR 2BR
US Dept Of Housing and Urban Development

While there are ongoing efforts to create affordable housing since Hurricane Katrina, HUD's 2009 New Orleans Metropolitan Area Housing Survey reports that there has been a decline of "mid-priced" rental units in New Orleans from 66,300 in 2004 to just 19,300 in 2009. HUD estimates that the number of "worst case" renter households (who spend more than half their income on rent) grew by nearly 6,500 or 22 percent since 2004.

A 2009 report released by the Greater New Fair Housing Action Center, found that 82% of landlords refuse to rent to federal subsidized voucher holders—99% of whom are African-Americans, with African-American women heads of households being the primary users of the housing vouchers in the New Orleans area. Additionally, a recent study by the Greater New Orleans Community Data Center reports 65% of renters spent at least 30% of their pre-tax income on housing and utility costs in 2008, and 41% of renters in Orleans Parish were severely cost burdened, spending 50% or more of their pre-tax income on housing and utility cost.

As the effects of Hurricane Katrina and the national housing crisis linger on, homeowners and those who seek to become homeowners have experienced increased insurance costs and a tightened lending market, affecting their abilities to purchase or maintain and improve their existing homes.

These factors, along with development pressures in the area, threaten to drive up the cost of living beyond a level that is affordable to many of the neighborhood's pre-Katrina residents. Many new market-rate apartment complexes in Mid-City have entered the housing market and more people are moving to the area. With this new interest in Mid-City, the neighborhood change the community is witnessing today will no doubt accelerate—thus making JPNSI's mission of creating and preserving permanently affordable housing through the CLT model of shared equity much more necessary.



LAND STEWARDSHIP

CLT purchases and owns the land in perpetuity

SALES OF HOMES

homes are sold to an individual or family, and the homeowner retains all rights as property owners, including inheritability. the ground remains owned by the clt and is leased by the homeowner for a small fee each month

RENTAL OR LEASE AGREEMENT

buildings/improvements on CLT land may be rented to individuals, groups, or commercial uses and may include apartments

COOPERATIVE HOUSING

in a larger building with multiple units, a cooperative may purchase or lease the entire building and self-manage the units within it themselves. they lease the ground for a small fee each month

GARDEN/PARK/PLAYGROUND

the CLT may maintain open space for community good

COMMUNITY LAND TRUST | DEFINITION AND HISTORICAL OVERVIEW

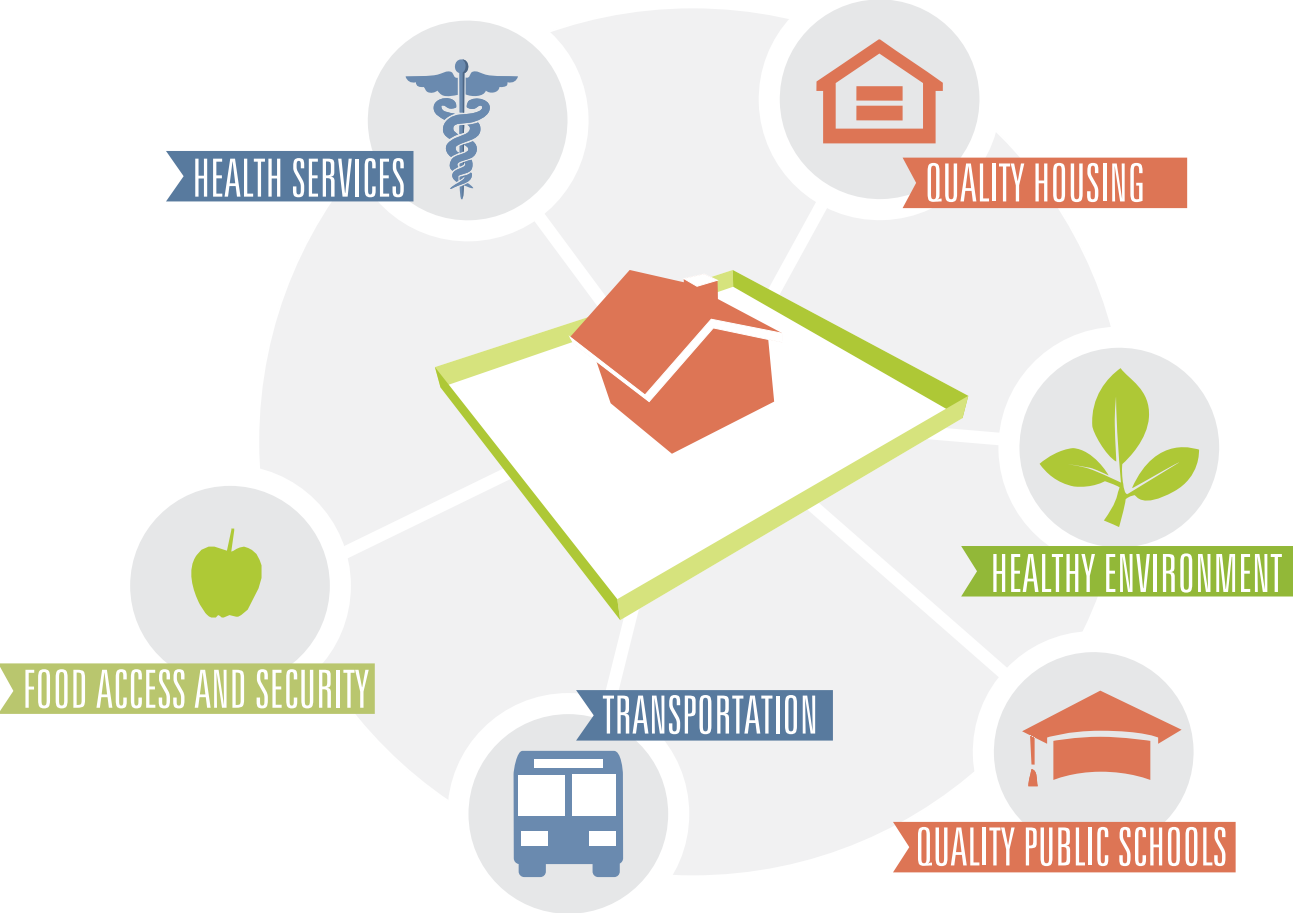
A Community Land Trust is a 501(c)(3) nonprofit community organization whose mission is to safeguard land to provide affordable access to housing and preserve land resources in a community. CLTs buy and hold the land permanently. The land is then leased at a nominal rate to community members for various uses. The CLT model emerged over 30 years ago as an innovative way to address the rising costs of housing, lack of space for new development, abandoned buildings, and aging housing stock in the Eastern U.S. and has expanded throughout the United States.

Community Land Trusts contribute to neighborhood stability by renovating and rehabilitating unused and blighted housing stock and vacant lots, by maintaining those properties in perpetuity, by decision making at a local level, and by the long-term commitment to affordability, thereby helping to create a vibrant, diverse, and affordable neighborhood that is controlled by its residents.

The CLT model is extraordinarily flexible and hinges on separation of land from the improvements or buildings on that land. The structures on the land can be sold or leased as needed. Types of uses for CLT properties include:

- Single and Double Family Homes
- Rental Units
- Condominiums
- Cooperative Housing
- Community Open Space including Playgrounds, Parks, and Sports Fields
- Community-based Urban Agriculture, including Gardens, Farms, and Orchards

COMMUNITY HEALTH AND WELLNESS



HEALTH SERVICES

comprehensive
non-coercive
preventative, focused
safe, affordable, accessible and culturally appropriate

QUALITY HOUSING

affordable
accessible
visitable
non-discriminatory housing with security of tenure in safe communities
free of environmental hazards and toxins

TRANSPORTATION

safe, reliable, and affordable public transit
accessible to people with disabilities and seniors
bike paths and pedestrian friendly land use

COMMUNITY HEALTH + WELLNESS ● 20-21

FOOD ACCESS AND SECURITY

fresh, healthy, affordable, and culturally-appropriate food available within walking distance
presence of locally or cooperatively owned grocery stores
w/ community-supported agriculture
opportunities for community-grown food including market farms, community and backyard gardens, and passive orchards

QUALITY PUBLIC SCHOOLS

adequately funded, safe, and non-discriminatory
parent, teacher, community support
qualified teachers and fair assessments
college and career readiness
non-punitive disciplinary policies

HEALTHY ENVIRONMENT

clean water, air, and non-toxic soil,
safe distances away from hazardous industrial processes
access to green space, parks, and playgrounds



COMMUNITY LAND TRUST (CLT)

a non-profit organization that owns land and sells or leases the improvements on that land (homes, apartments, commercial buildings, and green spaces) to individuals or groups; its purpose is to empower residents, create and preserve affordable housing, and to increase long-term community control; leases to the land contain provisions that limit resale values and land use and establish a monthly ground lease fee;

GROUND LEASE

when a CLT property is sold, the land is leased to the new owner for a long period of time (usually 99 years); this lease agreement includes resale restrictions that further the mission of the CLT including limiting the price the property can be sold for in the future, who it can be sold to (based on affordability), and a (usually nominal) monthly fee paid by a homeowner to the CLT that sometimes includes savings for monthly repairs;

LIMITED EQUITY HOUSING COOPERATIVE (LEHC)

housing cooperative where the value of the property/unit of housing is limited by a pre-determined formula; done to restrict speculation and maintain affordability over the long term and built into all purchase or lease agreements;

COMMUNITY HEALTH + WELLNESS

study and betterment of the health of a geographic community, in this case defined by neighborhood boundaries; includes access to healthcare, environmental factors, access to healthy food, healthy living options, safety from harm and access to economic opportunities;

SUSTAINABLE REAL ESTATE DEVELOPMENT

development strategy addressing long-term community, economic, and environmental needs of cities and neighborhoods;

SHARED EQUITY

“third way” between homeownership and rental housing where the stake in the home is shared by residents and community, in this case the CLT;

AFFORDABLE HOUSING

housing related costs including utilities and insurance that are less than 30% of gross income; for federal affordable housing programs housing costs are tied to area median income;



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Tulane School of Architecture

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**JANE PLACE NEIGHBORHOOD
SUSTAINABILITY
INITIATIVE**



