NEW ORLEANS REDEVELOPMENT AUTHORITY

2019 Year in Review

CUMULATIVE ECONOMIC IMPACT

2010 – 2019

$306 M

TOTAL PROJECT INVESTMENT

4,037 PROPERTIES SOLD SINCE 2010

177 PROPERTIES SOLD IN 2019

- **746** AFFORDABLE HOUSING
- **1,760** MARKET RATE HOUSING
- **1,449** LOT NEXT DOOR
- **82** ALTERNATIVE LAND USE

MESSAGE FROM THE EXECUTIVE DIRECTOR

At the beginning of 2019, the New Orleans Redevelopment Authority (NORA) celebrated over 50 years of groundbreaking work here in the city. NORA began operating as the Community Improvement Agency in 1969, charged with the revitalization of underinvested areas in our city, primarily through demolition and infrastructure. Our city has changed a lot since then and NORA has changed right along with it to become a leading implementation agency for community development programs.

The broad portfolio of work that NORA undertakes today surely extends beyond the vision of those that founded the organization more than five decades ago. Our Residential Development, Commercial Revitalization, and Land Stewardship programs directly address current needs for new affordable housing, economic development, and green infrastructure in neighborhoods across the city. NORA's commitment to this work runs deep. Our dedicated staff works tirelessly to bring these programs to life with the unwavering support and leadership of our dynamic Board of Commissioners.

All of the significant accomplishments outlined in this report are also made possible by our ongoing partnerships. We are pleased to work with the State of Louisiana, City of New Orleans, Finance Authority of New Orleans, and the Housing Authority of New Orleans, as well as for profit and non-profit developers, to serve local families and small business owners. We are also thankful for the support of our foundation partners including Enterprise Community Partners, the Ford Foundation, and the JPMorgan Chase Foundation.

I am proud to lead such an amazing team here at NORA and am emboldened by another incredible year. From Central City to New Orleans East, from Gentilly to the Lower Ninth Ward, I encourage you to take stock of everything we achieved together in 2019 and ponder the possibilities for 2020 and beyond. With your support, NORA can do it!

Sincerely,

Brenda M. Breaux
Executive Director

BOARD OF COMMISSIONERS & EXECUTIVE LEADERSHIP 2019 – 2020

COMMISSIONERS

Toni Hackett Antrum, Chairperson

Adam Stumpf, Vice-Chairperson

Benjamin Tiller, Secretary

Brian P. Egana

Kristyna Jones

Delisha Boyd

Walter J. Leger, Jr.

Robert "Bob" H. Tucker

Hattie Broussard

Sadat M. Spencer

M.A. Sheehan

NORA EXECUTIVE LEADERSHIP

Brenda M. Breaux, Executive Director

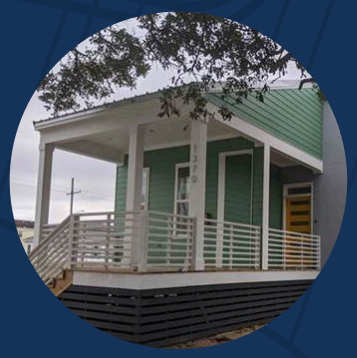
Seth Knudsen, Director of Real Estate Development & Planning

Derrick Muse, Chief Financial Officer

RESIDENTIAL DEVELOPMENT

175

PROJECTS COMPLETED



NORA supports affordable housing development for income-qualified households through land, development, and homebuyer subsidies and supports market-rate housing development in transitional and strong markets through public auctions.

NORA is committed to the development of residential neighborhoods to ensure that New Orleans remains a desirable and vibrant place to live for residents of all income levels. By providing financing and/or land, we partner with housing developers – both non-profit and for-profit – to build attractive, energy-efficient homes in underinvested neighborhoods.

RESIDENTIAL DEVELOPMENT

> Working with NORA is an extremely rewarding and positive experience. **NORA helped me and my team navigate through complicated requirements and restrictions with ease, making the process as seamless and efficient as possible.**
>
> **— STEPHEN KENNEDY**
> NORA Development Partner (REO, LLC)

MARKET RATE HOUSING

IN 2019

88

PROPERTIES ACROSS THE CITY WERE SOLD AT AUCTION

CUMULATIVE IMPACT

2010 – 2019

2,475
NORA PROPERTIES

$38.8 M
DIRECT INVESTMENT
IN AFFORDABLE HOUSING

$12.4 M
IN *LAND SUBSIDIES*
FOR AFFORDABILITY

$99.7 M
LEVERAGED INVESTMENT
IN AFFORDABLE HOUSING

COMMERCIAL REVITALIZATION

7

PROJECTS COMPLETED

Façade RENEW – Placemaking

In 2019, implementation of the placemaking program concluded with a combined investment of **$483,555** in **2** completed projects in neutral grounds on Martin Luther King, Jr. Blvd. in Central City and Alcee Fortier Blvd. in New Orleans East.

Façade RENEW – Storefront

In 2019, the first generation of the program concluded on the Bayou Rd, Old Gentilly Rd, Oretha Castle Haley Blvd., and Saint Claude Ave corridors with **37** completed projects.

In the second generation of the program, **14** new applications have been approved and the first **3** projects completed.

> This project [1626 Oretha Castle Haley Blvd.] represents the transformation of both a building and a community. It is indeed a pleasure to be here today to highlight a project like this that is really good for this neighborhood.
> — *CANAL STREET BEAT*
>
> **— JAY H. BANKS**
> Councilmember, District B

Commercial Corridor - Gap Financing

In 2019, a combined total of **$1 MILLION** was invested in buildingGulf Coast Housing Partnership at 1626 Oretha Castle Haley Blvd. and Odyssey House of Louisiana at 2700 South Broad St.

CUMULATIVE IMPACT

2010 – 2019

681,000
SQ. FT. DEVELOPED

$13.6 M
INVESTED

1,000
ESTIMATED JOBS CREATED

$130.4 M
LEVERAGED

77
PROJECTS COMPLETED

Community Adaptation Program (CAP)

Launched in 2018, the Community Adaptation Program (CAP) connects low- and moderate-income Gentilly homeowners with resources and labor to install features on their properties to reduce sormwater runoff. In 2019, design and construction have been completed for **18** projects with an additional **167** projects in the pipeline.

NORA Green

In 2019, stormwater management interventions construction began on **45** NORA-owned sites in the Pontchartrain Park and Gentilly Woods neighborhoods as part of the City's Pontilly Hazard Mitigation Grant Program project.

> It's pretty emotional actually...We couldn't do it [stormwater management] on our own. We feel truly blessed and lucky.
>
> **— MINDY JENNINGS**
> CAP homeowner

CUMULATIVE IMPACT

2010 – 2019

293,000
PROPERTY MAINTENANCE CUTS

166
ACRES OF EHNAHNCED GREEN SPACE

$11.2 M
INVESTED IN GROWING HOME & GREENING

LAND STEWARDSHIP

#TRANSFORMATIONTUESDAY

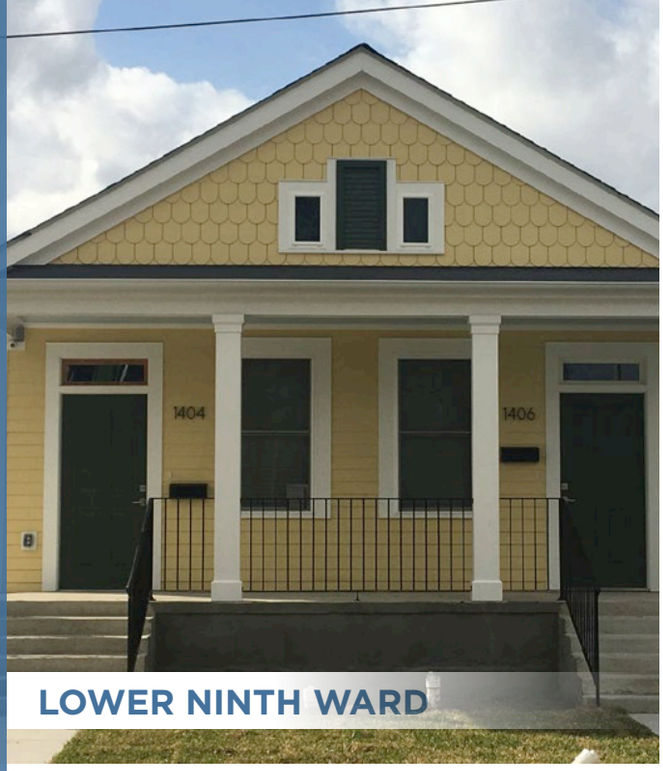
ODYSSEY HOUSE, BROADMOOR

ODYSSEY HOUSE, BROADMOOR

GULF COAST HOUSING PARTNERSHIP, CENTRAL CITY

GULF COAST HOUSING PARTNERSHIP, CENTRAL CITY

AFFORDABLE HOUSING



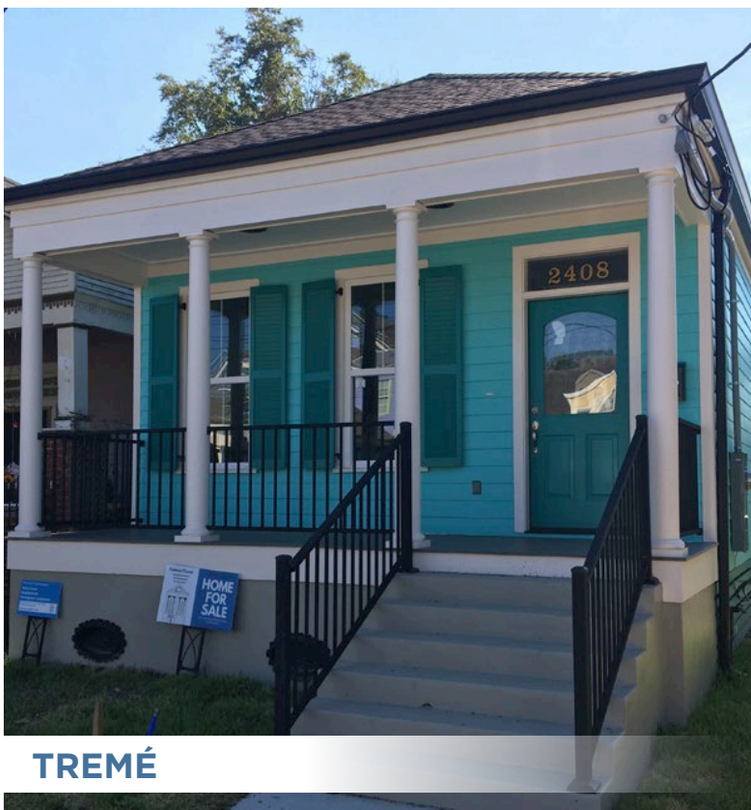
LOWER NINTH WARD

NEW ORLEANS EAST

GENTILLY

SEVENTH WARD

LOWER NINTH WARD



TREMÉ

COMMUNITY ADAPTATION PROGRAM (CAP)

FILLMORE

FILLMORE

NORA GREEN

CENTRAL CITY

CENTRAL CITY

THANK YOU FOR AN INCREDIBLE YEAR!