



**Freret Neighborhood
Planning District 3
Neighborhood Rebuilding Plan**
Billes Architecture, LLC



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Special thanks go to the neighborhood associations who got the word out and helped to boost participation. We acknowledge their efforts. A list of those associations and primary contact members follow.

Our sincerest thanks to all.

Audubon Boulevard Association, Inc.
Audubon Street Neighborhood Association
Broadmoor Improvement Association
Carrollton/Riverbend Residents' Association
Carrollton United
Central Carrollton Association
Claiborne-University Neighborhood Association
Fontainebleau Improvement Association
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State Street Drive Improvement Association
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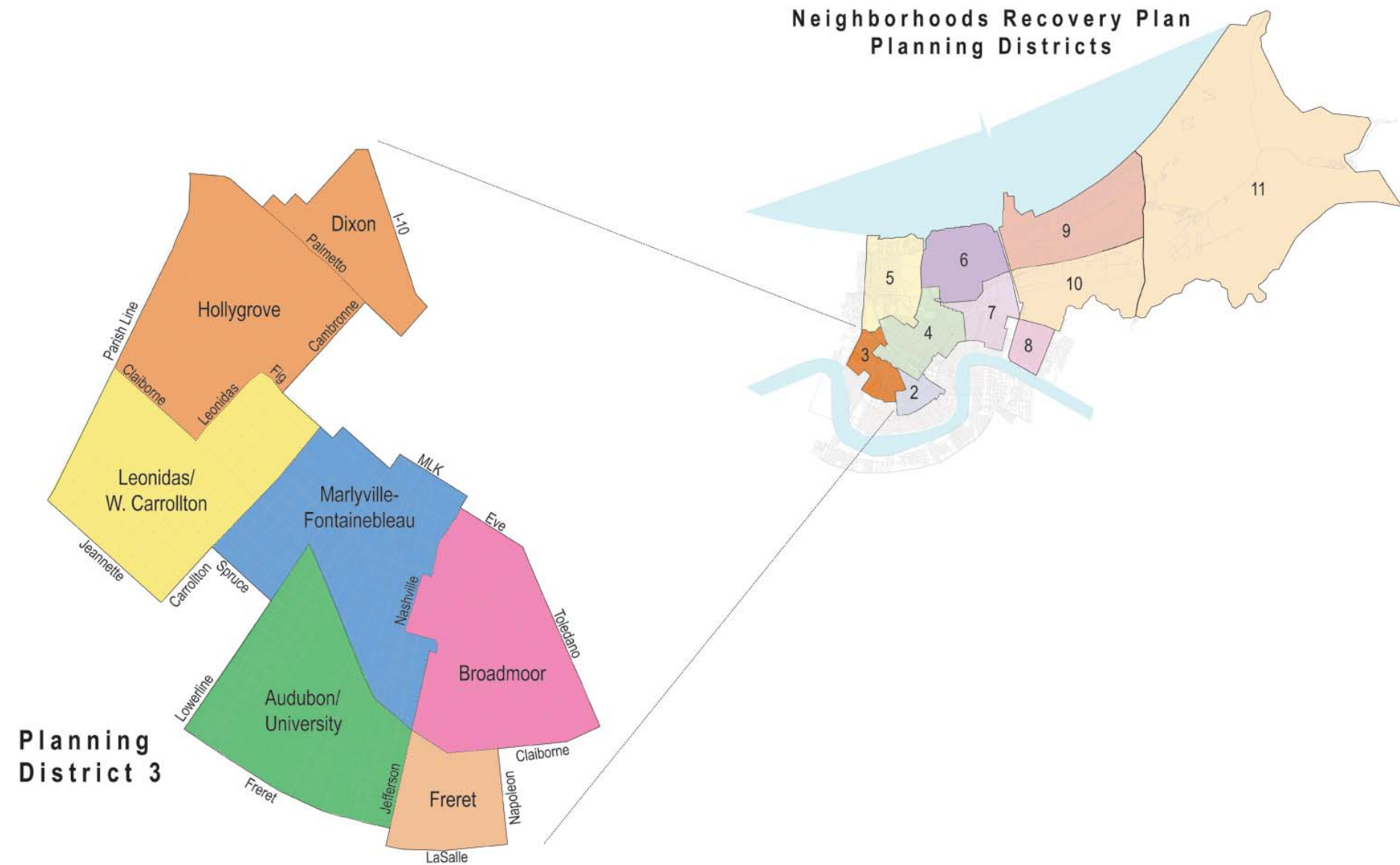
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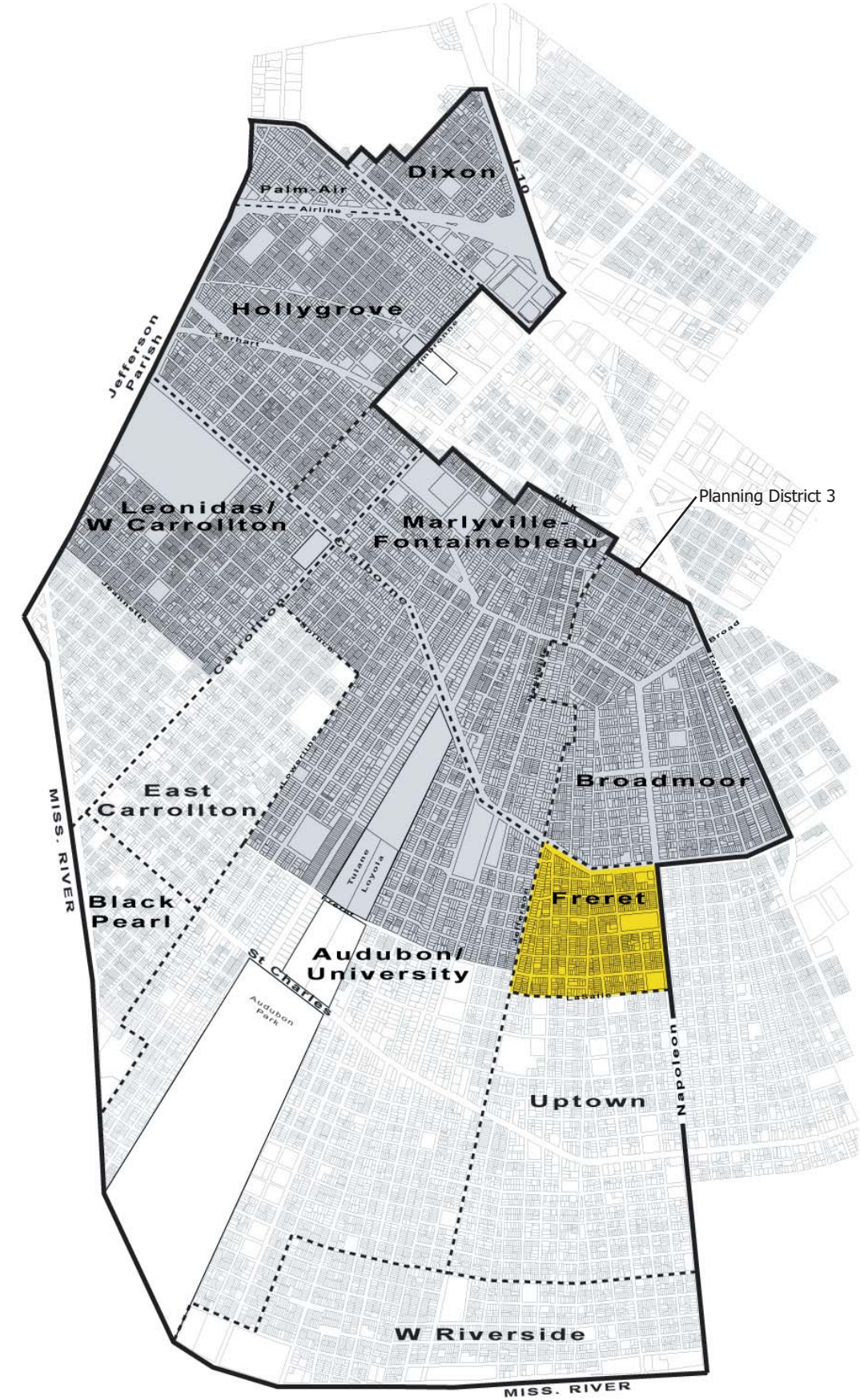
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A. Freret Neighborhood

Location and Geographic Boundaries

The Freret neighborhood is named for William Freret, mayor of New Orleans from 1840 to 1842, and again from 1843 to 1844. With his belief in equality, he was considered by some to be one of the City's best mayors. He and his brother also operated a large cotton press on St. Charles Avenue - the first major industry in New Orleans' American sector. The small neighborhood is bounded by S. Claiborne Avenue to the north, Jefferson Avenue to the west, LaSalle to the south, and Napoleon Avenue to the east. Freret is primarily residential but contains a substantial neighborhood friendly business corridor along Freret Street. Freret is located in Planning District 3.



CPC Identified Neighborhoods, 1999

Recovery Vision and Goals

According to its residents, the assets of Freret include:

- Historic character/architecture
- Housing affordability
- Accessible transportation; accessible to downtown and other areas
- Proximity to parks, shopping and other amenities
- Urban character
- Life-long residents
- Diversity (race, age, income, length of residency, size of houses)
- Walkability

Residents articulated the following goals for their neighborhood that build upon their assets and seek to overcome problems:

- Increase home ownership
- Improve streets and drainage
- Increased safety
- Beautification; more trees
- Enforcement of zoning and permitting regulations
- Flood protection
- Healthy environment (non toxic land, clean water, water pressure, proper sewerage)
- Economic welfare (more jobs, better wages)
- Maintain and enhance economic, ethnic, and age diversity
- Maintain property values

Planning Process & Neighborhood Participation

The planning process began with information gathering. The planning team gathered information in written and map form identifying existing conditions, both pre-Katrina and post-Katrina. The neighborhoods were visually surveyed, street-by-street, and drawings were developed that identified current land use, housing styles and conditions, public facility architecture and conditions, and street conditions. With that foundation, the planning team then met with residents in a series of meeting to gain their knowledge, perspective, needs and hopes. From there, concepts were developed, and further meetings were held to discuss those concepts with the community.

Freret Schedule of Meetings

July 6: District-wide introductory meeting – An initial meeting with all the neighborhoods that comprise Planning District 3 gave the planning team an opportunity to present to the attendees existing conditions maps for each neighborhood as well as their understanding of the issues and opportunities for recovery. The primary purpose was to introduce the team members, communicate the process anticipated

for the neighborhood planning process, review the products to be generated as part of the process and present a tentative project schedule.

July 27: Freret Neighborhood Meeting combined with Audubon/University – Residents were asked to list the characteristics, issues, opportunities, and goals relative to their neighborhoods.

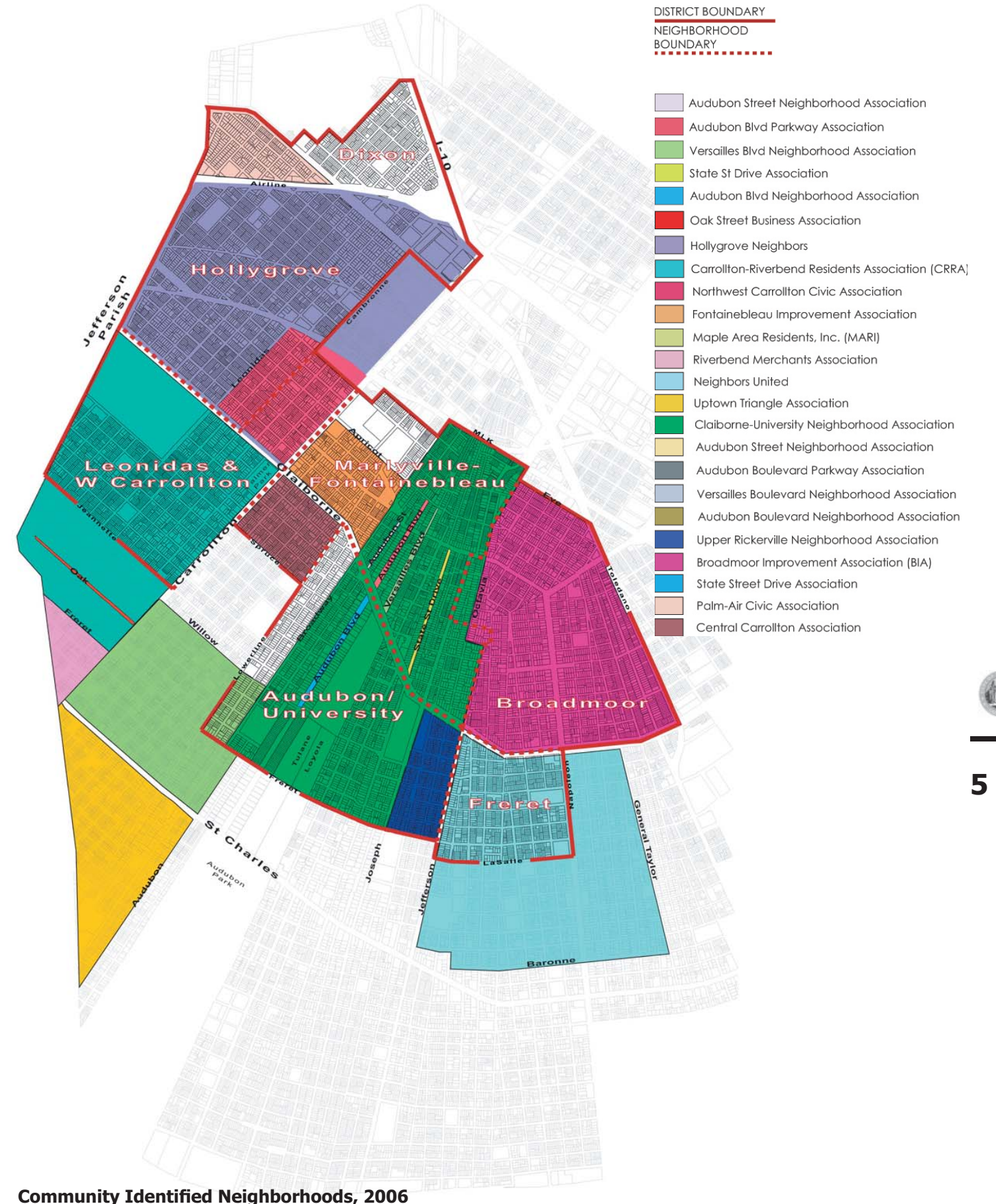
August 3: Freret Neighborhood Meeting combined with Audubon/University - The planning team presented optional neighborhood plans for the community's review. Images containing conceptual solutions were also presented along with a project list. Residents filled out surveys, prioritizing projects.

August 12: District Wide/Neighborhood Charette – All of the neighborhoods in the District 3 planning area had an opportunity to see all of the neighborhood plans, and the District as a whole. The planning team presented maps containing existing and proposed plans for green spaces, transportation systems, community facilities, and other support systems. The group also broke out into workshop groups by neighborhood to refine the proposed neighborhood plans.

September 23: City-Wide Public Presentation – Each planning team for the various Planning Districts presented their neighborhood plans at a citywide level. This gave the various communities a chance to see how their neighborhoods and districts relate to plans for the City as a whole.

The citizens of Freret participated in this planning process, which included establishing the character of the neighborhood, identifying goals, listing issues and opportunities, and developing and ranking a list of proposed projects. They have also critiqued plans developed to identify pre-Katrina and post-Katrina conditions, and proposed new development plans.

The primary neighborhood association active in Freret is Neighbors United.

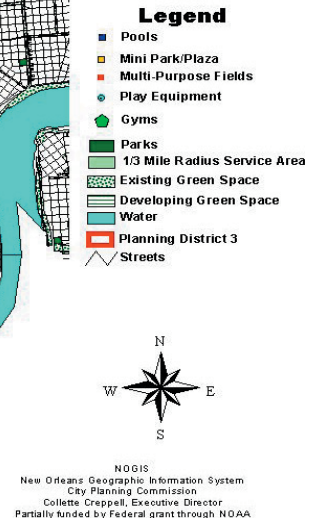
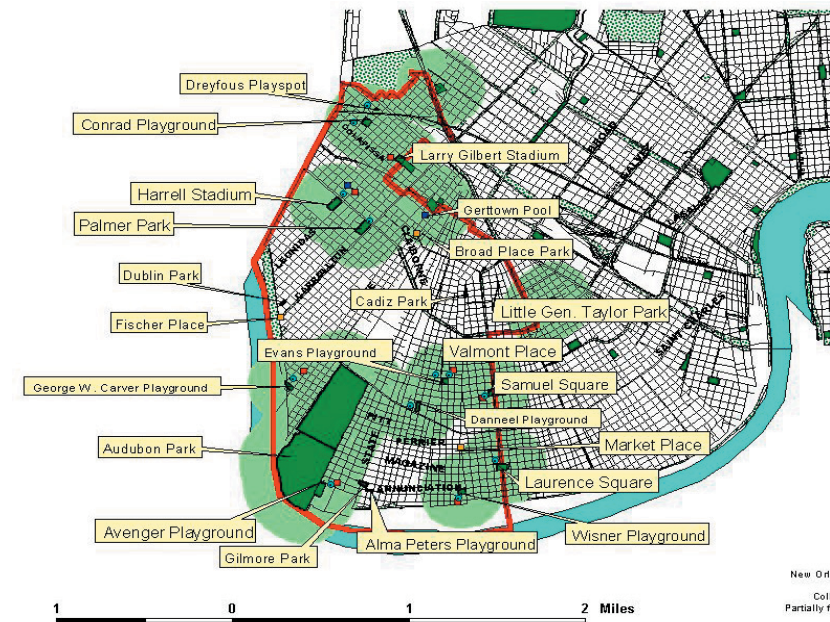
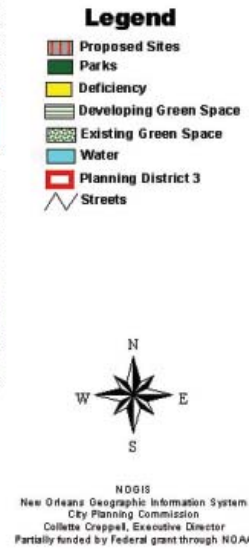
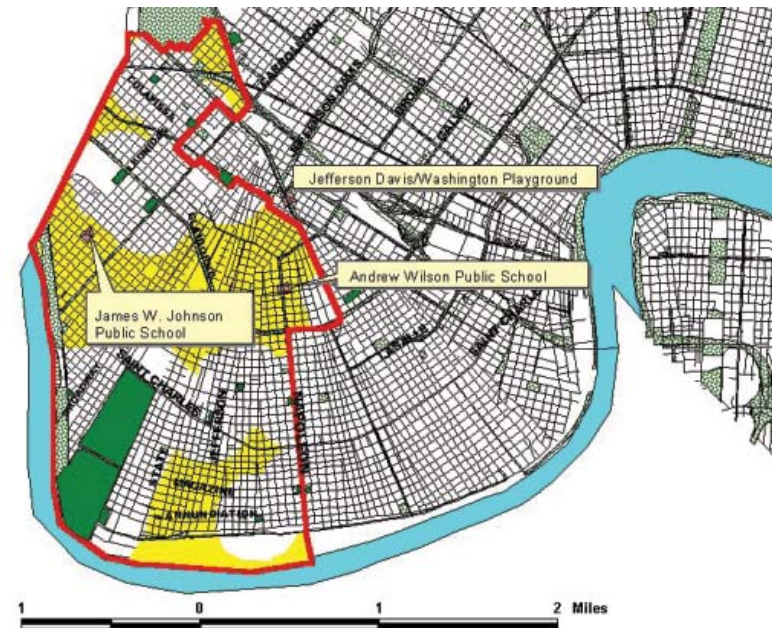


Planning Efforts Pre-Katrina

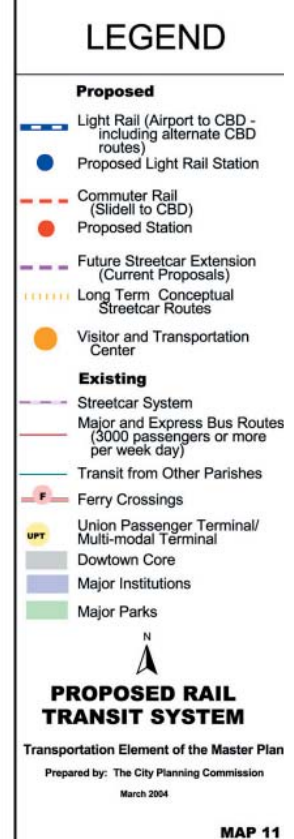
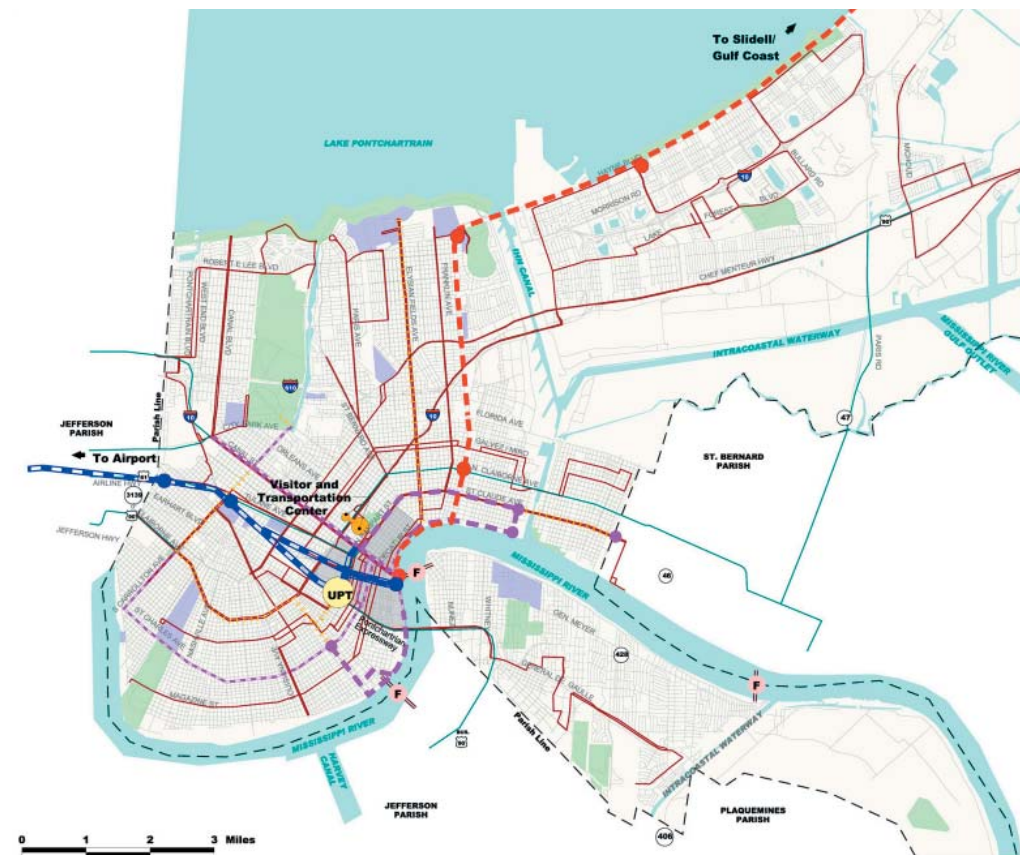
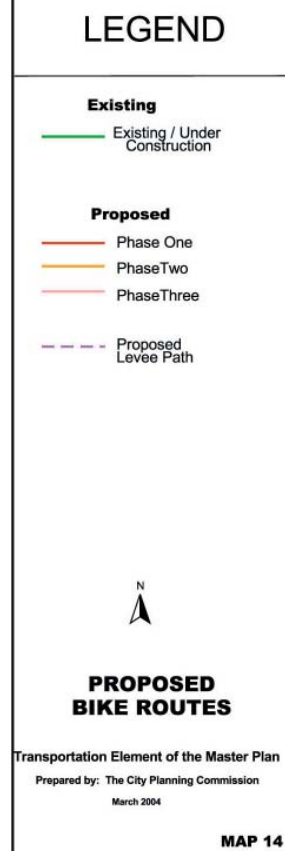
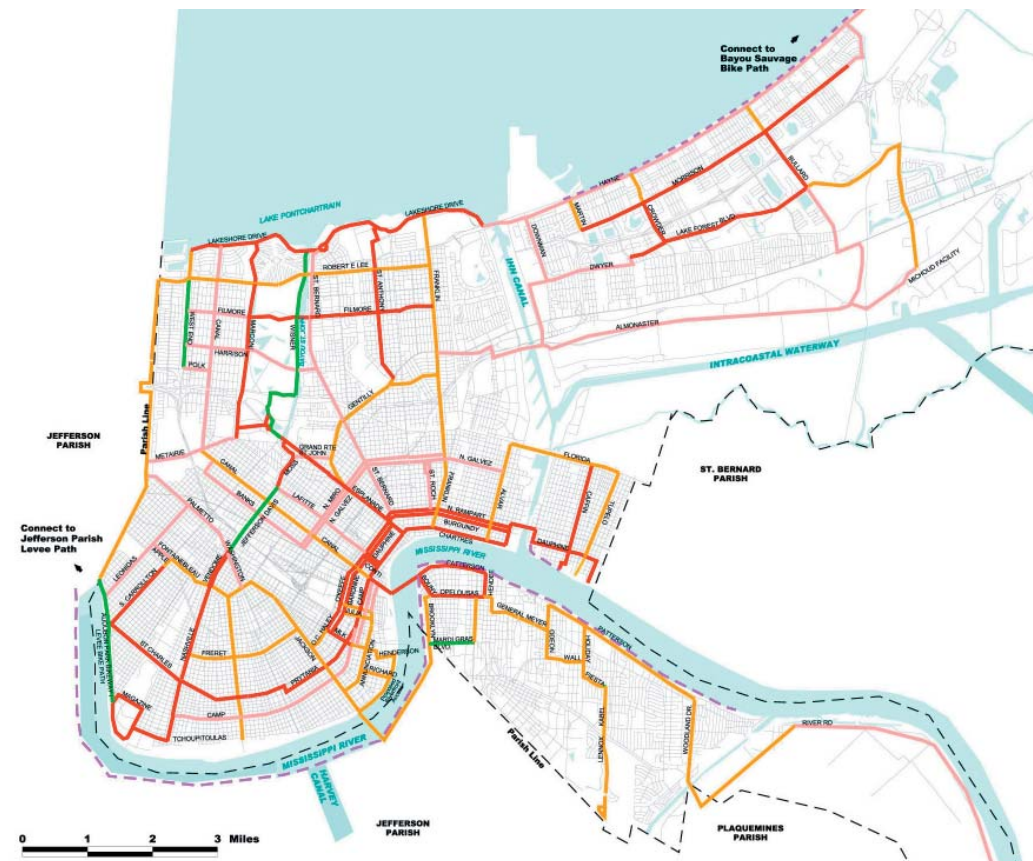
Planning efforts prior to Hurricane Katrina addressed the entire District. These include the 1999 Land Use Plan, the New Century New Orleans Master Plan (Parks, Recreation and Open Space) of 2002, and the New Century New Orleans Master Transportation Plan of 2004.

The New Century Master Plan makes no recommendations for new parks in the neighborhood. It recommends major renovation and upkeep for Evans Playground and notes that a concession/ restroom building will soon be constructed. Currently there is a metal roof structure, but no enclosures for concessions or restrooms.

The Transportation Plan impacts the Freret area with its proposal to improve Earhart Boulevard (state funded). It further proposes a light rail system connecting the airport to the CBD travelling along US 61 (Airline Drive), and the addition of a streetcar route along S. Claiborne Avenue. Bike paths are proposed along Nashville, Freret, Fontainebleau and Napoleon.



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B. Pre-Katrina Neighborhood Existing Conditions

According to the 2000 Census data, Freret had a total population of 2,446 with 902 households and 546 family households. (Source: U.S. Census Bureau. Census 2000 Full-count Characteristics (SF1). From a compilation by the GNO Community Data Center.) 33.5% of its population lives in poverty. This percentage is higher than the Parish, the State, and the country.

33.5% of its population lives in poverty. This percentage is higher than the Parish, the State, and the National average. Nearly 83% of its residents are African-American and 13.5% are white. 25.3% of workers use public transportation to get to work. (Source: U.S. Census Bureau. Census 2000 Sample Characteristics (SF3). From a compilation by the GNO Community Data Center. From a compilation by the GNO Community Data Center.) The storm damaged the St. Charles Streetcar Line and it is currently undergoing repair.

Poverty Status by Age (2000)	Freret	Orleans Parish	Louisiana
Total Population 0-17 for whom poverty status is determined	560	127,566	1,200,361
Children 0-17 living in poverty	39.5%	40.5%	26.6%
Children 0-17 living at or above poverty	60.5%	59.5%	73.4%
Total Population 18-64 for whom poverty status is determined	1,580	286,783	2,644,159
Adults 18-64 living in poverty	36.1%	24.0%	17.0%
Adults 18-64 living at or above poverty	63.9%	76.0%	83.0%
Total Population 65 & older for whom poverty status is determined	329	54,104	489,574
Adults 65 & older living in poverty	10.3%	19.3%	16.7%
Adults 65 & older living at or above poverty	89.7%	80.7%	83.3%

Source Citation: U.S. Census Bureau. Census 2000 Sample Characteristics (SF3). From a compilation by the GNO Community Data Center. <<http://www.gnocdc.org>>

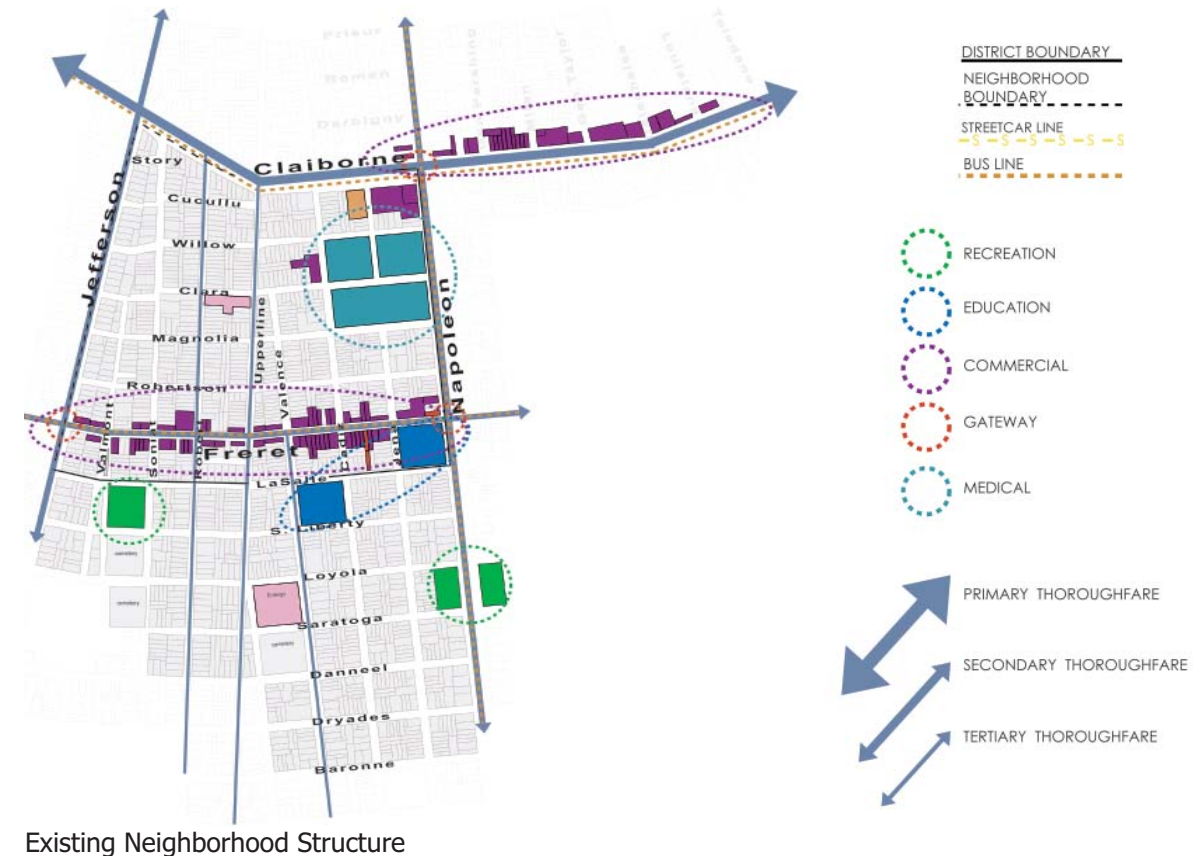
Only 35.4% of housing units are owner occupied while 64.6% area occupied by renters. The home-ownership is lower in Freret than the rest of Orleans Parish and the State. Increasing home-ownership is an important issue in this neighborhood.

Renters and owners (2000)	Freret	Orleans Parish	Louisiana
Total occupied housing units	902	188,251	1,656,063
Owner occupied	35.40%	46.50%	67.90%
Renter occupied	64.60%	53.50%	32.10%

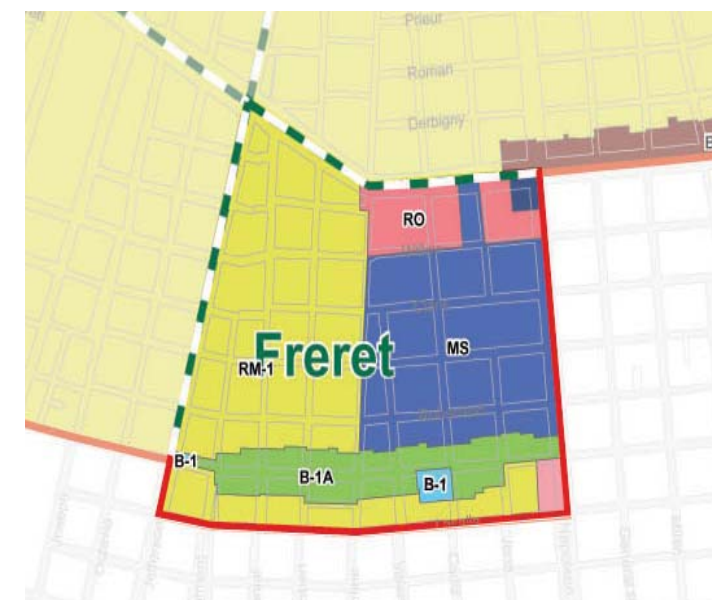
Source Citation: U.S. Census Bureau. Census 2000 Full-count Characteristics (SF1). From a compilation by the GNO Community Data Center. <<http://www.gnocdc.org>>

Land Use and Zoning

Land use in Freret is mixed. RD-2 is the primary residential zoning classification, providing for single and double family residences. The commercial corridor along Freret Street is zoned as a neighborhood business district (B-1 and B-1A). Additionally, there is a large medical services district (MS) surrounding Memorial Hospital stretching from Napoleon Avenue to Upperline. Some general office (RO) zoning exists, primarily abutting S. Claiborne Avenue.



Existing Neighborhood Structure



Source: City of New Orleans, December 2005
Existing Zoning Map

Legend

- Planning District
- Neighborhood
- Zoning**
- <all other values>
- 1
- B-1
- B-1A
- B-2
- BIP
- C-1
- C-1A
- C-2
- HI
- HMR-2
- HMR-3
- LI
- MS
- MUA
- NU
- P
- RD-1
- RD-2
- RD-3
- RD-4
- RM-1
- RM-2
- RM-2A
- RM-3
- RM-4
- RO
- RO-1
- RP
- RS-1
- RS-1A
- RS-2
- SC
- SI

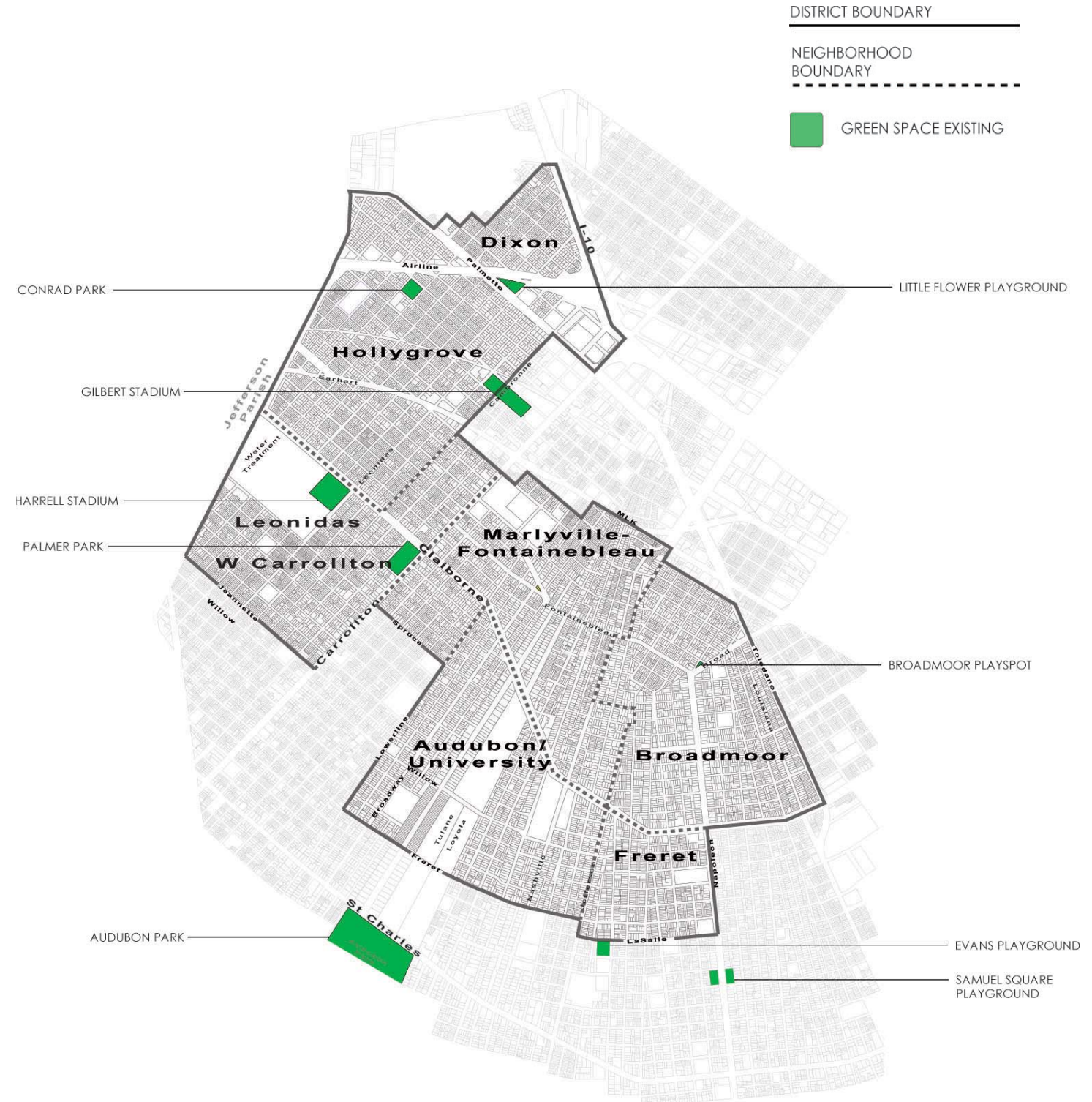


Recreation and Open Space

Residents of Freret rely on parks in nearby neighborhoods for playgrounds and recreation. Closest are Evans Playground and Samuel Square Playground. The table below references parks in Planning District 3 which are in close proximity to Freret.

NEW CENTURY NEW ORLEANS MASTER PLAN - PLANNING DISTRICT 3 Parks, Recreation and Open Space						
Park	Classification	Acreage	Owner	Administering Authority	Type of Use	Description of Facilities
Samuel Square	Neighborhood	2.19	City	NORD/Parkway	Passive	Playground equipment, multi-purpose field, basketball
Conrad Playground	Neighborhood	2.1	City	NORD	Active	Playground equipment, basketball, booster club, NORD supervision
Evans Playground	Neighborhood	1.7	City	NORD	Active	Playground equipment, basketball, multi purpose field, baseball, lights, NORD supervision
Larry Gilbert Baseball Stadium	Neighborhood	2.22	City	NORD	Active	Baseball field/stadium, benches
Harrell Stadium	Multi-Neighborhood	4.41	City/S&W Bd	NORD	Active	Playground equipment, stadium basketball, multi-purpose field, pool, booster club, lights, restrooms, NORD supervision
Palmer Park	Neighborhood	5.6	City	Parkway	Passive	Playground equipment, field, benches, monument
Audubon Park	Regional	400	City	Audubon Park Commission	Active & Passive	Playground equipment, fields, pool, lights, restrooms, monuments, shelters, jogging/bike track, Zoological Gardens, golf Clubhouse, Lagoon, meeting space

Source: New Century New Orleans Master Plan; Parks, Recreation & Open Space, prepared by the City Planning Commission of the City of New Orleans, March 2002



Housing, Architecture and Historic Preservation

The architecture of the neighborhood largely establishes its visual character. This is an asset to value and highlight in the historic neighborhood. New housing and other developments should respect the existing character.

Residential Architecture

64% of the houses in Freret were built prior to 1950. Housing ranges from very modest cottages to larger two-story residences. Nearly all of the housing types are raised.

Historic Neighborhood Housing Development

There are a number of specific housing development and policy considerations within the historic neighborhoods of New Orleans that received significant damage in Hurricane Katrina. The challenges of rebuilding are particularly severe in those historic neighborhoods where a significant number of low and moderate income households resided prior to the storm.

The City of New Orleans, prior to Hurricane Katrina, generally made \$25,000 soft second mortgages available through the HOME program to write down the cost of acquisition for eligible families in Community Development neighborhoods throughout the City.

However, even before the storm, this amount was generally not enough to cover the gap in funding that was required to rehabilitate units that were historic structures and required special consideration. Typically construction costs related to historic buildings is as much as 30 percent above non-historic new construction, and while the City made exceptions and increased the maximum funding available in some cases due to historic considerations, given the limited funds available, the increase in funding for historic units meant that fewer units would be rehabilitated overall.

Today, the problem is further exacerbated by a rapid escalation in construction costs in the post-Katrina period which has further eroded the degree to which the \$25,000 fills gaps in funding for new construction, let alone more costly historic rehabilitation.

There is a need for targeted programs for areas such as Freret for expanded historic and blighted housing gap funding in order to insure the long term health and character of these unique neighborhoods.

Assuming that the gap now stands at \$30,000 to fill the gap for new home construction (and still be able to maintain affordability for low and moderate income families), the amount required for the restoration of a historic home could be in excess of \$50,000 (covering the additional cost of not

only that portion addressed by the \$30,000 in new construction but a widened gap associated with the entire unit reconstruction).

While gap financing of \$50,000 per unit or \$5.0 million for every 100 units of blighted units of historic housing is quite significant, it is difficult to see how the historic fabric of many low and moderate income neighborhoods will be maintained without the provision of this funding. Otherwise, what is at risk is a major change in the character of many neighborhoods through displacement of the neighborhood's low and moderate income residents or the further erosion of a neighborhood's historic character.

Currently, no gap funding program is addressing this challenge, and without additional use of CDBG funds to fill these gaps, the historic and community fabric of many of the historic moderate income neighborhoods of New Orleans stands too shredded.

Changes in the Road Home and other gap funding efforts should take into account the historic nature of Freret, among others, and make enhanced funding available which will allow the neighborhoods to retain their historic character while concurrently continuing to serve moderate and low income households.

Commercial Architecture

Memorial Medical Center on Napoleon Avenue is the most prominent set of buildings in the neighborhood. The hospital, along with surrounding medical facilities, occupies an area roughly equivalent to five city blocks. The contemporary Salvation Army building at 4526 S. Claiborne supplies a landmark for the neighborhood at its northern boundary. Walgreen's, at the corner of S. Claiborne and Napoleon is also a feature.

Other commercial buildings are located in the commercial zone along Freret Street. These are modest neighborhood businesses. The overall impression of this commercial area is that while it functions adequately, vitality is lacking.

Churches to note include the Universalist Church, Greater Rose Hill Baptist Church, the United Methodist Church, and Our Lady of Lourdes.

Historic Districts

The Freret neighborhood is within the confines of the National Register Historic District of Uptown. It is not currently recognized as a local historic district; however, local recognition by the Historic District Landmarks Commission (HDLC) would aid in protecting the neighborhood's historic character and assets.

Raised Victorian Double (Late 19th Century)



Raised Mediterranean (Late 19th Century)



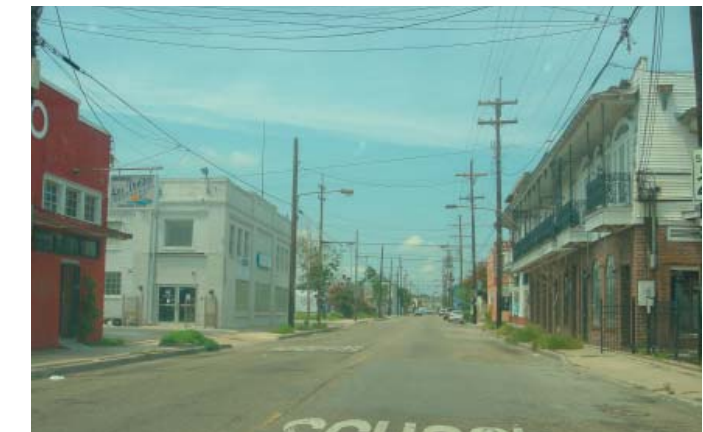
Two Story Craftsman (Early 20th Century)



Memorial Cancer Institute



Freret Street Business District



Greater Rose Hill Baptist Church



C. Hurricane Katrina Neighborhood Impacts

Extent of Flooding

Freret suffered moderate to heavy flooding, with the heaviest flooding along S. Claiborne Avenue. Flood waters reached nearly 7 feet deep.

Property Damage Assessment

While damage occurred due to winds and trees, primary damage was the result of flooding. The highest concentration of damage (50% or greater) occurred generally correlating to the heaviest flooding at the northern portion of the neighborhood.

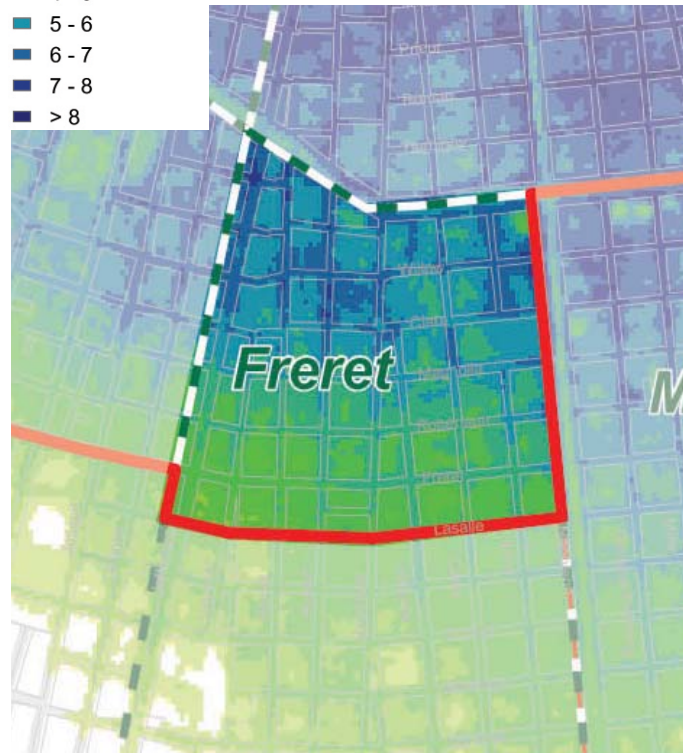
Infrastructure Damage

While the major thoroughfares (S. Claiborne, Jefferson and Napoleon) are generally in relatively good condition, the neighborhood streets are in various conditions from good to poor. Story Street and Cucullu Street appear to be in the worst condition. Many sidewalks are in disrepair from tree root and construction damage. Street improvements needed include paving, curbs, sidewalks, lighting and street signage. Additionally, catch basins need cleaning throughout the neighborhood.

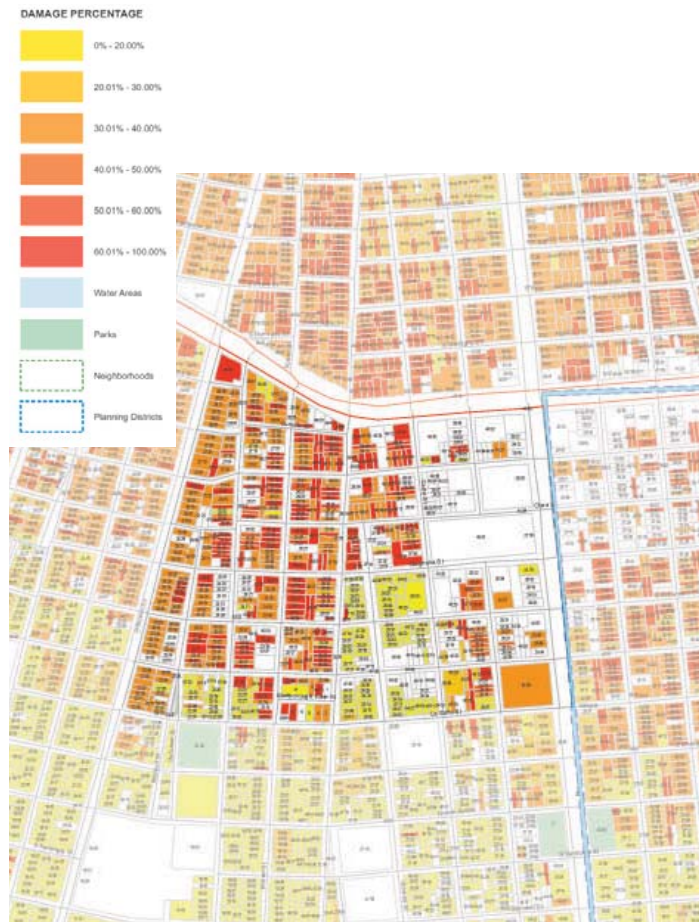
At this time utilities are available including water, sewer, electricity, gas and telephone service.

Legend

- Planning District
- Neighborhood
- Flood Depth (ft)**
- No Flooding
- 0 - 1
- 1 - 2
- 2 - 3
- 3 - 4
- 4 - 5
- 5 - 6
- 6 - 7
- 7 - 8
- > 8



Source: FEMA Q3 Flood Maps - Atlas: The Louisiana Statewide GIS



Source: City of New Orleans, GIS Department May 11, 2006

STREET LIGHTING

- AMPLE
- TREE CANOPY
- PEDESTRIAN LIGHTS



- DISTRICT BOUNDARY
- NEIGHBORHOOD BOUNDARY

STREETS



POOR



MODERATE



GOOD

SIDEWALKS



Community Facilities

There are no dedicated community centers in the Freret neighborhood, although one is proposed.

There are also no schools in the small neighborhood, although there is easy access to many schools in surrounding neighborhoods. In very close proximity are: Ursuline Academy (Pre-school through 12th grade), Eleanor McMain High School (7th – 12th grades), S. J. Green Charter School (Pre-K through 8th grades), N. O. Science and Math High School (formerly Allen Elementary, 9th – 12th grades), Lusher Charter High School (formerly Fortier High School, 9th - 12th grades), and Isidore Newman (Pre-K through 12th grades). All of these schools are currently open. Our Lady of Lourdes students were transferred to St. Joan of Arc.

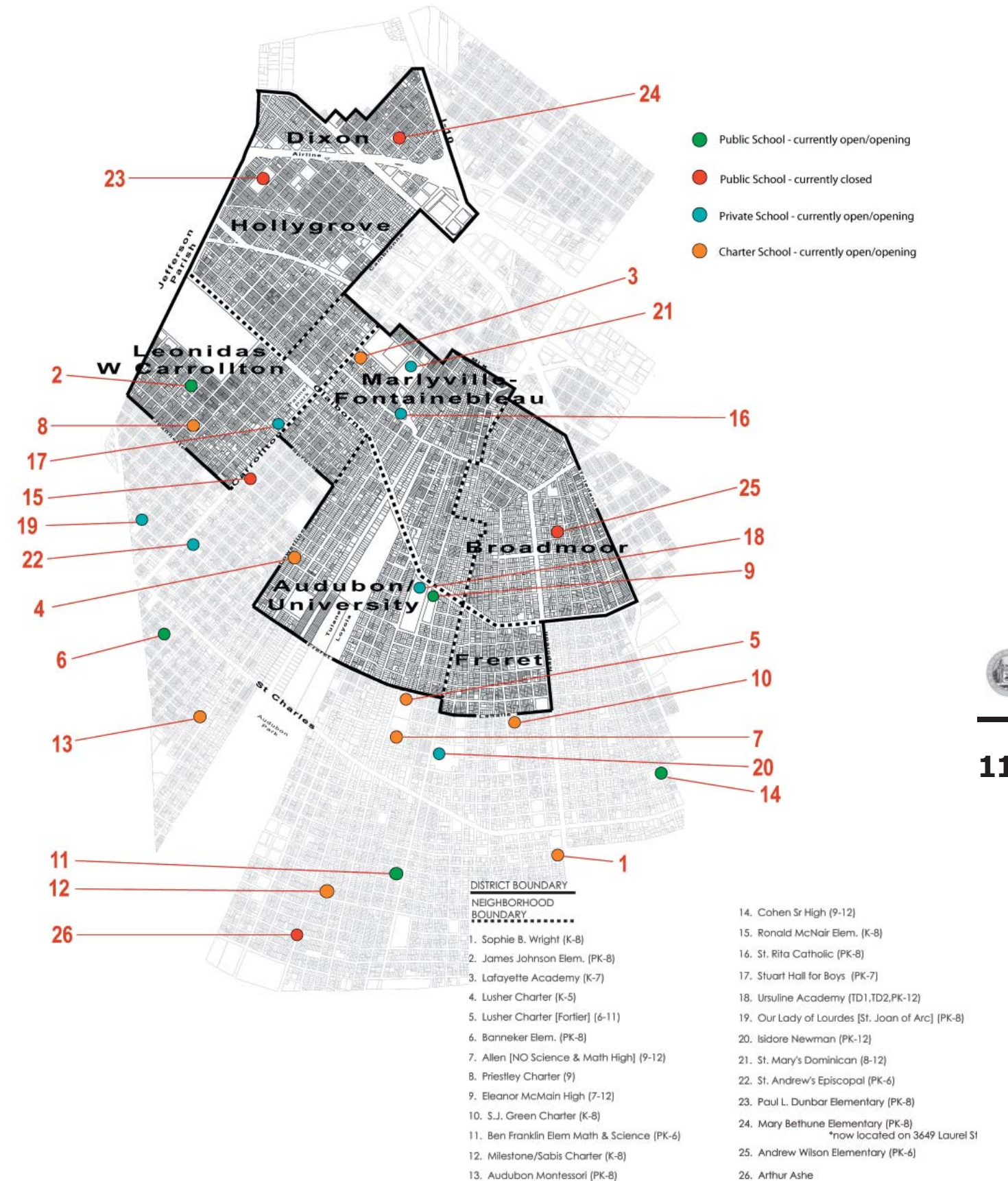


Eleanor McMain High School

Our Lady of Lourdes



Isidore Newman School



D. Neighborhood Rebuilding Scenarios

Many neighborhood residents are currently back in the City, with more planning to return. The character and family-ties of the community draw its citizens home. To achieve a satisfactory recovery, the following needs to occur:

- The flood protection system, especially at the Orleans-Jefferson Parish line, needs to be addressed sufficiently to gain the confidence of the citizens of Orleans Parish. This includes levee protection and drainage capacity, and a clear statement of how future flooding will be handled;
- Streets and sidewalks must be repaired/replaced;
- Public transportation must provide adequate support to residents;
- Affordable schools must be available to children.

E. Neighborhood Recovery Plan

Strategic Initiatives

To achieve the needs and goals of the Freret neighborhood, residents in coordination with planners identified the following projects. In addition to these neighborhood projects, it is important to consider adjoining neighborhoods in District 3. Specifically, the adjacent Broadmoor neighborhood has prepared a separate planning document that calls for green space along Napoleon Avenue and S. Claiborne Avenue; and bike paths along Jeff Davis Parkway, Fontainebleau and S. Claiborne Avenue. These initiatives and others in the Broadmoor plan are generally complimentary to the plans for this neighborhood. Freret residents could also potentially use community facilities in Broadmoor.

Similarly, community facilities in the adjacent Audubon/University neighborhood may also be used by Freret residents. Audubon/University also shares an interest in the revitalization of Freret Street.

Freret Project List

Address blighted housing– Blighted housing is a problem for this neighborhood and the other neighborhoods in District 3. Freret residents would like a program to assist in having blighted houses repaired and made available for sale. This is addressed as a policy issue in the District Report for District 3.

Street improvements– Street resurfacing is proposed for streets in moderate to poor condition, approximating 40,000 lineal feet in this neighborhood. Improvements include replacement of curbs and street signage where necessary. Improvements include repairs to the drainage system, and replacement of curbs and street signage where necessary. Storm drains should be fully cleaned as a first step; however, this may not solve drainage problems entirely. A comprehensive analysis of the drainage system is recommended to determine the full extent of existing problems and recommend solutions.

Increase police patrols– Residents want a greater presence of the police in their neighborhood. They have requested increased patrols.

Flood mitigation– Flood control is of course a critically important issue in every neighborhood. Flood control includes levee/floodwall protection and pumping station capacity. A premise of all of the neighborhood plans is that adequate flood protection will be provided.

Camera surveillance in hot spots– Residents are naturally concerned about crime. They requested a camera surveillance system at strategic locations, “hot spots”, in the neighborhood. This would be a policy and ongoing operations project to be developed with the New Orleans Police Department and/or private vendor.

Zoning and permitting enforcement– Residents want existing zoning and building permit regulations to be enforced to protect the neighborhood. Lack of enforcement has resulted in properties that are not well maintained, and higher densities than allowed. Higher density properties strain parking availability and infrastructure.

Intervention projects/programs– Also in the interest of reducing crime, residents would like to see programs aimed at intervention within the neighborhood.

Grocery store– Residents would like a grocery store in their neighborhood or within close proximity. This plan designates potential sites for a grocery store on Freret Street. Other optional locations are included in Leonidas/W. Carrollton and Hollygrove/Dixon.

Infrastructure improvements: Organize power lines overhead or underground– Infrastructure, specifically utilities, are reported to be operational in the neighborhood by the service providers. The service providers should handle any upgrades to utilities, or resolution of current problems. Streets and drainage are handled separately.

While no funding is projected at this time to reorganize power lines, residents would like to see this considered as part of a comprehensive plan. When work is ongoing that affects power lines, they could be organized at that time according to the comprehensive plan.

Street lighting– Damaged or missing street lights are scheduled to be replaced.

Main Street program for Freret– Freret residents want a Main Street program for Freret Street between Jefferson and Napoleon Avenues. They would like to revitalize the area with neighborhood-friendly commercial development.

Reinstate recycling program– Recycling should be reinstated as a policy item.

Redevelop Samuel Square Playground– Residents requested that Samuel Square Playground be developed on one side for small children, and the other for older children. New play equipment and landscaping is needed for small children, and the rehabilitation of the basketball court is needed for older children. While this park is just outside of the Freret study area, it is included in the project list and funding matrix.

Redevelop Evans Playground– Evans Playground needs new play equipment and the completion of the existing metal canopy structure. It also is just outside of the Freret study area, but is included in the project list and funding matrix.

Block captain system/neighborhood watch– Another safety measure requested is the establishment of a block captain system and neighborhood watch program in the neighborhood. This is an ongoing operations item to be developed by the neighborhood association.

New community policing center– Crime is an issue in the forefront for Freret residents. Residents initially requested a new police substation. Upon learning that a substation is planned centrally to the District in Marlyville/Fontainebleau, Freret residents requested a smaller, community policing center in their neighborhood. They envisioned a space that could be shared with another entity such as the hospital security team, or the fire station, where a few New Orleans Police Department (NOPD) officers could check-in and do paperwork. Having a physical presence in the neighborhood could deter crime, and they would be more available for patrols in the neighborhood.

Add trash barrels on Freret– This simple request is important to keep the area clean. Trash barrels are requested

on Freret Street between Jefferson and Napoleon.

Sidewalk improvements– Sidewalks provide the access network for pedestrians, joggers and cyclists. Visual surveys indicate that approximately 80,000 lineal feet of sidewalks in the Freret neighborhood require replacement. Flooding, overturned trees, and maintenance vehicles after the storm have damaged sidewalks. Some were already in poor condition due largely to displacement from tree root systems.

Farmer’s Market– Freret residents requested an open-air farmer’s market similar to the French Market. It is hoped that it would remain open throughout the week. A farmer’s market is proposed, located on Freret Street as part of the revitalization of that area.

Preserve and maintain cemeteries– The cemeteries are located outside of the actual study area boundaries; however, their maintenance should be included in the City’s operations.

Soil testing of flooded areas and abatement– Residents are concerned that toxins may be present in the soil and environment after the flooding brought forth by Hurricane Katrina. For safety, they requested soil testing and abatement if necessary. Abatement may include planting plants that absorb toxins, or other remedies. This plan calls for a Phase 1 Environmental Test.

Add streetcar service to Napoleon– Residents requested streetcar service to Napoleon Avenue, to run the length of the Avenue.

Community Center– Residents requested a new community center. This plan proposes to renovate the existing Our Lady of Lourdes school, which is closed, and use it for a community center.

Increase mixed-use zoning along thoroughfares– Residents would like neighborhood-friendly businesses along primary thoroughfares; therefore, a zoning change to B-1 is proposed along Jefferson Avenue and S. Claiborne Avenue. Similarly, encouraging neighborhood-friendly businesses was also discussed for secondary and tertiary thoroughfares; however, since the small neighborhood needs to maintain its residential areas, no further changes to business zoning were proposed.

Street landscaping– Street trees were damaged as a result of Hurricane Katrina. Trees should be replaced/planted along Napoleon Avenue and Jefferson Avenue.



Provide housing for first responders– the Freret neighbors would like to provide housing for first responders. This is a policy item that should be developed by the neighborhood association.

Limit medical uses in zoning to existing areas– A large portion of the Freret neighborhood is zoned for medical uses. The Memorial Hospital complex is the most prominent structure in the neighborhood. Residents want to maintain their existing residential and commercial areas, and do not want any further medical uses allowed, other than those provided in the existing Zoning Ordinance.

Bike paths– Bike paths were requested, and are proposed on Napoleon Avenue, Valence Street and South Claiborne Avenue.

Special signage – Traffic signs were requested by residents. Many were damaged or lost during Hurricane Katrina.

Neighborhood gateways– A gateway to the Freret neighborhood is proposed at South Claiborne Avenue and Napoleon Avenue.

Speed bumps on Valence Street– Traffic calming is needed on Valence Street. Residents have requested speed bumps to slow traffic, should be part of an overall traffic analysis.

Change existing zoning to allow residential uses only– In view of this request by residents, the planning team recommends changing the majority of the existing RO-1 zone to RM-2.

New public elementary school– Four respondents to the survey of residents wrote in a request for a new public elementary school. However, this is not a highly ranked proposal since there is limited availability in the neighborhood of a suitable facility or site, and it was not requested by a larger percentage of respondents.

The projects noted in the chart to the right were ranked in importance by Freret residents.

RESULTS FROM AUGUST 3, 2006 SURVEY
SORTED BY PRIORITY

Project	No. Respondants	Critical	Needed	Wanted	Total Wanted	Do Not Want	Percent Wanted
CRITICAL							
Address blighted housing - repair and make available for sale.	27	21	6		27		100%
Street improvements and related drainage	27	21	5	1	27		100%
Increase police patrols	26	17	9		26		100%
Flood mitigation	22	13	6	3	22		100%
Camera surveillance in hot spots	23	13	4	4	21	2	91%
Zoning and permitting enforcement	21	11	10		21		100%
Intervention projects/programs	24	10	8	6	24		100%
Grocery store	26	10	9	6	25	1	96%
Infrastructure improvements. Organize power lines overhead or underground (especially on Freret)	27	11	10	4	25	2	93%
NEEDED							
Street lighting - dark skies	26	11	14	1	26		100%
Main Street program (Freret)	25	10	11	4	25		100%
Reinstate recycling program	27	8	14	5	27		100%
Redevelop Samuel Square Playground	26	8	11	6	25	1	96%
Redevelop Evans Playground	26	7	12	6	25	1	96%
Block captain system/neighborhood watch	22	7	9	6	22		100%
New community policing center	22	7	9	4	20	2	91%
Add trash barrels on Freret	26	6	15	5	26		100%
Sidewalk improvements	26	6	13	7	26		100%
Farmer's market	24	6	8	10	24		100%
Preserve and maintain cemeteries	26	3	19	4	26		100%
Soil testing of flooded areas and abatement if necessary	25	3	14	8	25		100%
St. Charles Streetcar line service, add service to Napoleon.	26	6	8	9	23	3	88%
Community Center	23	6	7	9	22	1	96%
Increase mixed use zoning on primary thoroughfares only ¹	18	5	9	2	16	2	89%
Provide "Big Box" zoning along Claiborne from Louisiana to Ponchartrain Expressway to increase parish tax base. ²	18	6	4	5	15	3	83%
Increase mixed use zoning on primary, secondary and tertiary thoroughfares	20	5	9	2	16	4	80%
Street landscaping (Napoleon, Jefferson, others)	26	4	16	6	26		100%
Provide housing for first responders	25	4	13	8	25		100%
Limit medical uses in zoning to existing uses.	19	4	10	4	18	1	95%
WANTED							
Bike path/lanes (Napoleon and others)	25	4	9	12	25		100%
Special signage	22	2	5	15	22		100%
Neighborhood gateways	18	3	6	7	16	2	89%
Speed bumps on Valence Street	19	5	3	5	13	6	68%
Change R01 zoning to allow residential uses only.	19	3	5	4	12	7	63%
RTA Building - adaptive reuse ^{3,4}	4	3	1		4		100%
New public elementary school ⁴	4	2	2		4		100%
NOT WANTED							
Provide zoning to allow medical facilities along Freret	22	2	4	5	11	11	50%
Total Respondents	27						

¹ Project added after survey conducted as a result of survey comments.
² Not within planning district.
³ Owned and used by Entergy - not available.
⁴ Project added during survey process.

Sorted by 1) critical, 2) needed, 3) wanted, with adjustments



Key Development Parcels

The proposed development map illustrates the projects identified for this neighborhood.

A key aspect of the planning for this neighborhood is the commercial revitalization of Freret Street. This redevelopment is hoped to revitalize the area and provide neighborhood-friendly businesses along Freret. The Freret Street corridor has been submitted to the state to be considered for the Main Street program. Residents envision a Farmer’s Market, open daily, as part of this redevelopment.

Other key elements of the plan of particular importance to Freret residents are street improvements and projects to enhance security. Street improvements include paving, drainage, curbs, signage, and sidewalks. Projects targeting security include: increased police patrols, intervention programs, block captain system, street lighting, camera surveillance system and a new community policing center.

Residents perceive blighted housing as a serious problem in the neighborhood. They would like to develop and implement a system to repair these properties and offer them for sale.

PROPOSED PROJECTS

1. Street Landscaping on Major Thoroughfares
2. Redevelopment of Evans Playground
3. Redevelopment of Samuel Square Playground
4. Gateway/Signage at Entrance to Neighborhood
5. Farmers Market
6. Community/Recreational Center at Our Lady of Lourdes
7. Main Street Program for Freret Street
8. Bike Paths (designated streets)
9. Add Trash Barrells Along Freret Street (at least 2 per block)
10. Napoleon Avenue Streetcar line (to run length of Napoleon Avenue)
11. Traffic Calming Strategies (Speed Humps, Narrowing Lanes, etc.)
12. New Grocery Store - Optional Sites. Also see Leonidas/West Carrollton or Hollygrove
13. NHS Community Center (Ongoing Project)
14. Community Policing Center
15. Repair Firehouse
16. Preserve & Maintain Cemeteries
17. Revitalize Bank



**Key Development Parcel - Freret Street Commercial District
(Candidate for Main Street Grant)**



Aerial Showing Freret Street Commercial District Under Application for Main Street Grant & Farmers Market Location



Proposed Farmers Market Under the Main Street Grant Program (Freret Street & Napoleon Avenue Location)



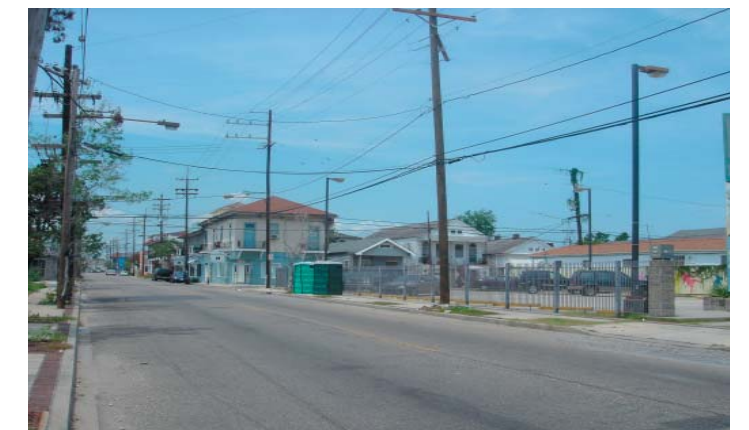
Existing Freret Street Building



Our Lady of Lourdes (Freret St. & Napoleon Ave.)



Freret Street Commercial Buildings (Existing)



Site of Proposed Farmer's Market (Existing)

Land Use and Zoning

This plan respects the existing street patterns. The existing zoning generally supports the need of the neighborhood, and is in need of enforcement. However, some zoning changes have been requested by residents. Mixed-use zoning is requested along major thoroughfares to provide neighborhood friendly businesses - a B-1 zone is recommended along Jefferson and S. Claiborne. Residents would also like to see the existing RO-1 zone changed to allow residential uses only - an RM-1 zone is recommended.

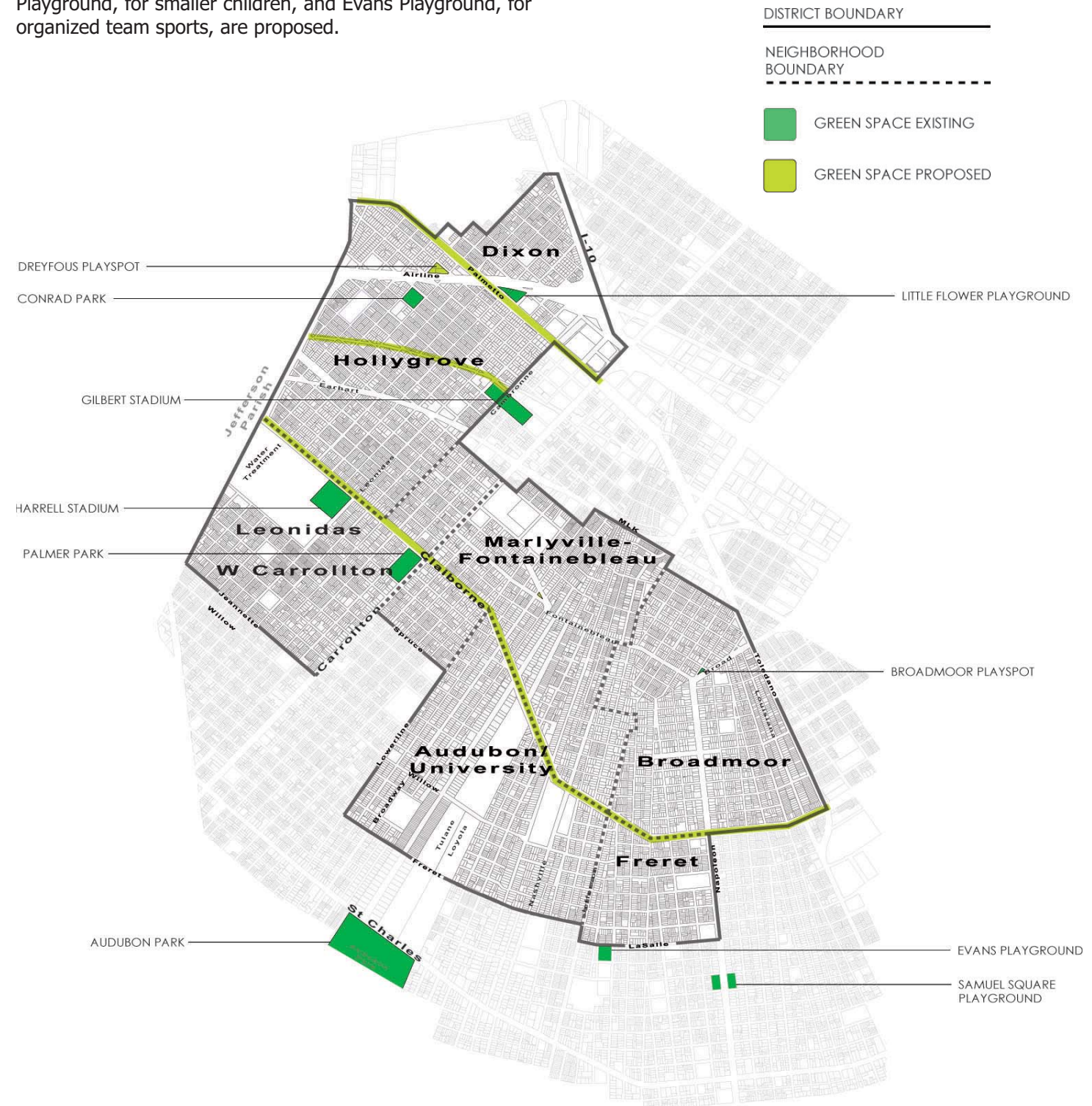
Parks and Open Space

S. Claiborne Avenue is targeted in the proposed plan for tree planting and landscaping, along with Jefferson, Valence and Napoleon. Bike paths are proposed along Napoleon, Valence, and Claiborne Avenues. Redevelopment of Samuel Square Playground, for smaller children, and Evans Playground, for organized team sports, are proposed.



Legend

- Planning District
- Neighborhood Boundary
- Zoning**
- <all other values>
- 1
- B-1
- B-1A
- B-2
- BIP
- C-1
- C-1A
- C-2
- HI
- HMR-2
- HMR-3
- LI
- MS
- MUA
- NU
- P
- RD-1
- RD-2
- RD-3
- RD-4
- RM-1
- RM-2
- RM-2A
- RM-3
- RM-4
- RO
- RO-1
- RP
- RS-1
- RS-1A
- RS-2
- SC
- SI

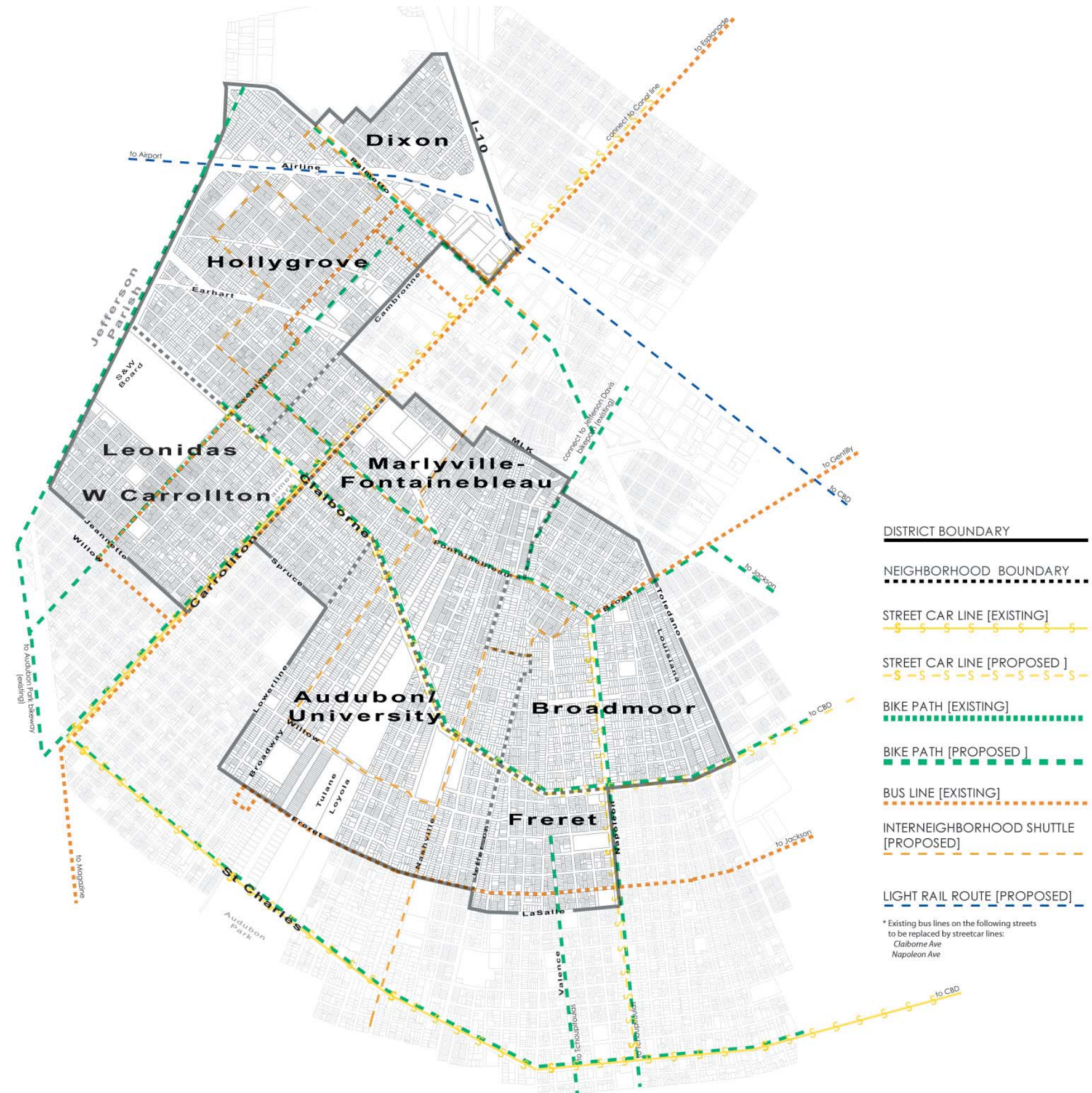


Proposed Zoning Plan (Revised to Accomodate Specific Neighborhood Projects)



Transportation and Public Transit

Proposed transportation and transit projects affecting the Freret neighborhood include the addition of a streetcar service along S. Claiborne Avenue and Napoleon Avenue. Residents have asked for traffic calming on Valence and Robert Streets.



Architecture and Historic Preservation

The fabric of the neighborhood should be preserved. A vehicle for doing this is to establish a local historic district with the protections that offers. The Historic District Landmarks Commission (HDLC) is the agency administering local historic districts in New Orleans. The HDLC will currently only accept applications for local historic districts if the district supplies the HDLC with a plan reviewer and building inspector. These positions should be funded as part of this planning effort. Even without the historic district recognition, the neighborhood should develop and administer design guidelines for renovations and new construction in the neighborhood.

Utilities and Municipal Services

Most utilities and services are available. However, flood control continues to be a primary concern for every neighborhood. Clear information on the existing conditions of drainage and flood protection systems, and how they would operate in future flood conditions is a needed.

Other city services provided by city agencies are in need of strengthening. Specifically funding for city agencies providing zoning and building permit regulation should be sought so that these agencies may hire adequate staff to assure compliance of existing regulations. Residents have specifically cited lack of enforcement as a problem in the neighborhood; stronger enforcement of existing regulations is needed.

The area would continue to be served by the existing fire station at 4940 Clara Street. The fire station requires repairs.

In addition, a new police substation is included in the plan that would serve this neighborhood as well as all of District 3. Its planned location is central to the District in Marlyville/Fontainebleau at the corner of S. Claiborne Avenue and S. Carrollton Avenue. A new police substation was highly ranked among priority projects in all neighborhoods in District 3. This neighborhood has additionally requested a community policing center that is envisioned as a small space for a team of police officers that would focus on the needs of the Freret neighborhood as a special project. The center could potentially be located within the fire station, or as part of the hospital complex sharing space with the hospital security team.

We have discussed the need for funding of the HDLC to protect the neighborhood's architectural assets.



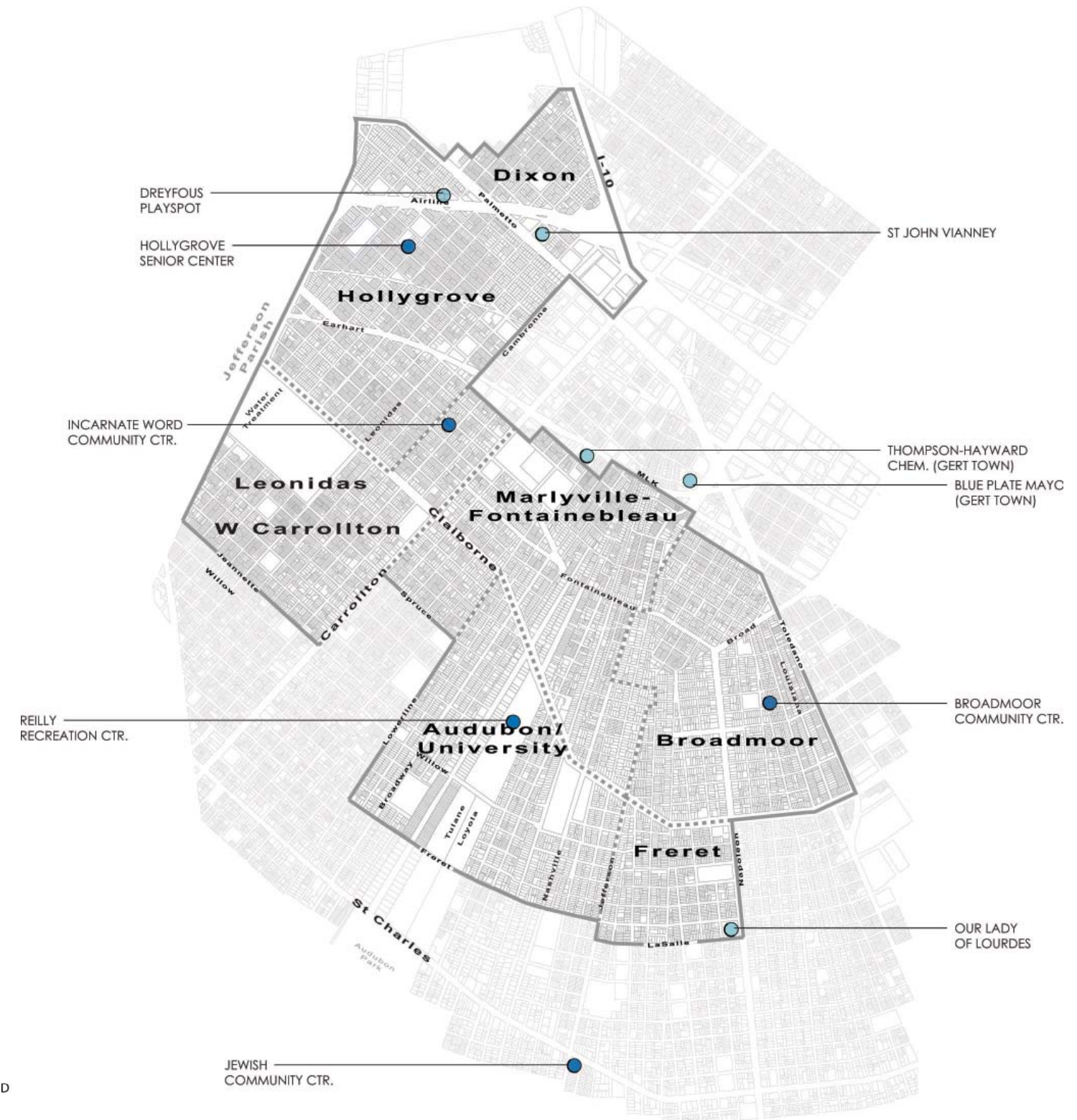
- ▼ Pumping Station
- #01 - 7335 Cohn St
- #03 - 8720 Olive St
- #14 - 4000 Clara

Levee Locations



Human Services and Community Facilities

With its medical district and commercial zone, Freret has many human services available within the small neighborhood. A new community center with recreational facilities was requested. A potential location is the closed school, Our Lady of Lourdes. Additionally, community center facilities are available in nearby neighborhoods such as Tulane University's Reilly Recreation Center, the Jewish Community Center, and The Broadmoor Community Center. Neighborhood Housing Services of New Orleans (NHS) is opening a small community center in an existing house on Freret and Cadiz Streets.



F. Implementation and Funding Strategies

What tie the Neighborhoods Rebuilding Plan to funding are the identification of specific projects and an estimate of initial cost (by project) for each neighborhood. The costs analyses are provided on an order-of-magnitude basis as to the scope and magnitude of the project proposed and the investment required to construct it. As such, variations as to the scope of the project could result in variations on the final cost of construction.

In the process of cost analyses, consultations were carried out with the City of New Orleans Public Works Department to identify general cost guidelines typically used for the calculation of street improvements and reconstruction; additionally other sources of cost identification included the Means Cost Data and our team's professional experience inside and outside of New Orleans.

No single source of funding or financial plan will be capable of dealing with the capital improvements needs for total redevelopment and reconstruction of all the neighborhood projects and needs. However, the funding matrix included in this report show different funding sources that could be made available for specific projects and it should be expected that layering of multiple sources of funding will be required in most cases. The ability to obtain these funds will rest with the City of New Orleans and neighborhood groups and advisory committees.

Each matrix matches proposed projects with potential funding sources identified through the planning process and while not exhaustive in its scope, it serves as a guide to where funds could originate. A substantial financial commitment by federal and state entities are a vital ingredient in the recovery effort and will provide the necessary economic infrastructure to attract the private investment required to create stable and vibrant communities.

Each funding matrix, based upon consultation with neighborhood residents through the community meeting process, also ranked projects based upon priority of need with regard to recovery: "Early Action/Critical"; "Mid-Term/Needed"; and "Long Term/Desired". This ranking provides a general guide as to what communities believe is the most important priorities with regard to revitalization and redevelopment.

Finally, there are a variety of items or initiatives listed on the funding matrix where a capital cost can not be attached or determined without further study, but the community believed needed to be a central part of the plan. These include:

- Undertaking specific further studies to determine the actual cost to governmental entities for certain public/private initiatives (for which we have noted the cost of the study);
- Housing initiatives for which there may be dollars already allocated through the Road Home, LIHTC, private funding sources, or other sources but where the additional gap in funding is impossible to determine at this point;
- Other policies including land use and zoning regulations which the community believed to be in the short and long term interest of the community; and,
- Recurring operations (i.e. expanded police patrols, library operations, park operations, etc.) that either tie to certain capital improvements or are important to the health of the community through the expansion of existing services.



The following funding matrix identifies the projects requested by the neighborhood, ranks them according to priority, provides an amount for a funding request, and identifies potential sources of funding.

Acronyms:

FEMA: Federal Emergency Management Agency
CDBG: Community Development Block Grant
HUD: U.S. Department of Housing & Urban Development
USACE: U.S. Army Corps of Engineers
CIP: Capital Improvement Plan
LRA: Louisiana Recovery Authority
SWB: Sewage & Water Board
LHFA: Louisiana Housing Finance Agency
HANO: Housing Authority of the City of New Orleans

HOME: HUD Low Income Housing Program
EDA: Economic Development Administration
TIF: Tax Increment Financing
NMTC: New Market Tax Credits
BID: Business Improvement District
FHWA: Federal Highway Administration
FTA: Federal Transit Administration
LDOT: Louisiana Department of Transportation
NGO: Non-Government Organizations

NEIGHBORHOODS REBUILDING PLAN FRERET IMPLEMENTATION PRIORITY MATRIX																				
PROJECTS & PHASE	POTENTIAL FUNDING SOURCE(S)																			
	CRITICAL (1) NEEDED (2) DESIRED (3)	FEMA	CDBG/LRA	OTHER HUD	USACE	CITY CIP	SWB	LHFA	HANO	HOME	EDA	TIF/ECO BONDS/NMTC	BID	SPECIAL TAXING DISTRICT	FHWA/FTA	LDOT	PRIVATE FOUNDATIONS	ORLEANS LEVEE BOARD	OTHER GOVERNMENT & NGOs	CAPITAL FUNDING NEED/GAP
Early Action Plan																				
Capital Projects																				
Neighborhoodwide street improvements	1	•	•																	\$10,000,000
Flood mitigation improvements	1			•		•														TBD
Study and Determine Cost to Encourage Development of Grocery Store (study cost only)	1		•							•	•									see Marlyville -Fountainbleu
Make infrastructure improvements including organizing power lines overhead or underground (particularly along Freret)	1		•																	TBD
Subtotal: Capital Projects																				\$10,000,000
Recurring Operations																				
Increase police patrols	1																			
Provide camera surveillance in hot spots	1																			
Enhance zoning and permitting enforcement	1																			
Provide intervention projects/programs for children	1																			
Housing Initiatives and Other Policies																				
Repair and Sell Blighted Neighborhood Housing	1																			
Mid Term Plan																				
Capital Projects																				
Install new street lighting - dark skies	2		•				•													\$250,000
Redevelop Samuel Square Playground	2	•	•				•								•					\$160,000
Redevelop Evans Playground	2	•	•				•								•					\$245,000
Develop new community policing center	2		•				•													\$200,000
Add trash barrels along Freret	2		•				•													\$15,000
Make Sidewalk improvements	2	•	•				•				•									\$260,000
Develop farmer's market area/building	2		•				•				•				•					\$1,000,000
Neighborhood soil testing and abatement if necessary (testing only)	2	•	•				•													\$80,000
Develop Neighborhood community center	2		•				•								•					\$4,550,000
Install new street landscaping (Napoleon, Jefferson, others)	2		•				•													\$500,000
Subtotal: Capital Projects																				\$7,260,000
Recurring Operations																				
Reinstate recycling program	2																			
Restore streetcar service to St. Charles	2																			
Staffing for community center	2																			
Staffing for community policing center	2																			
Maintain cemeteries	2																			
Housing Initiatives and Other Policies																				
Implement block captain system/neighborhood watch	2																			
Implement Main Street program for Freret	2																			
Increase mixed use zoning on primary, secondary and tertiary thoroughfares	2																			
Preserve cemeteries	2																			
Provide housing for first responders	2																			
Limit medical uses to existing sites	2																			
Increase mixed use zoning on primary thoroughfares only	2																			
Long Term Plan																				
Capital Projects																				
Add bike pathlanes along Napoleon and others	3		•				•													\$200,000
Place unique signage for neighborhood	3		•				•													\$35,000
Create neighborhood gateways at Claiborne and Napoleon	3		•				•													\$40,000
Install speed bumps along Valence Street	3		•				•													\$31,500
Add streetcar service to Napoleon	3												•	•						TBD
Develop new public elementary school	3		•												•					\$8,500,000
Subtotal: Capital Projects																				\$8,806,500
Housing Initiatives and Other Policies																				
Change R01 zoning to allow residential uses exclusively	3																			
CAPITAL PROJECTS TOTAL																				\$26,066,500



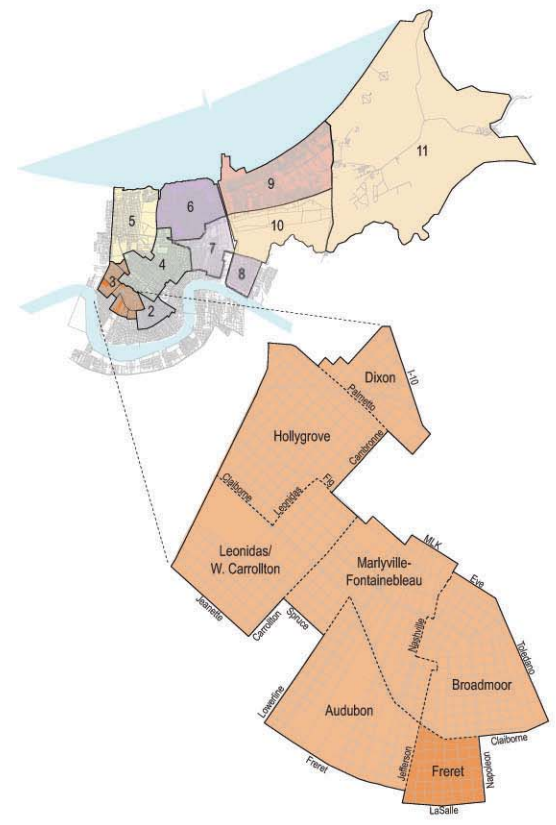
Appendix
Existing Conditions Maps



Housing Styles Map



Land Use Map



- DISTRICT BOUNDARY**
- NEIGHBORHOOD BOUNDARY**
- RESIDENTIAL
- RELIGIOUS
- EDUCATIONAL
- RECREATIONAL
- LIGHT COMMERCIAL
- INFRASTRUCTURAL
- MEDICAL
- COMMUNITY
- VACANT LOTS



Public Gathering/Support Facilities Map

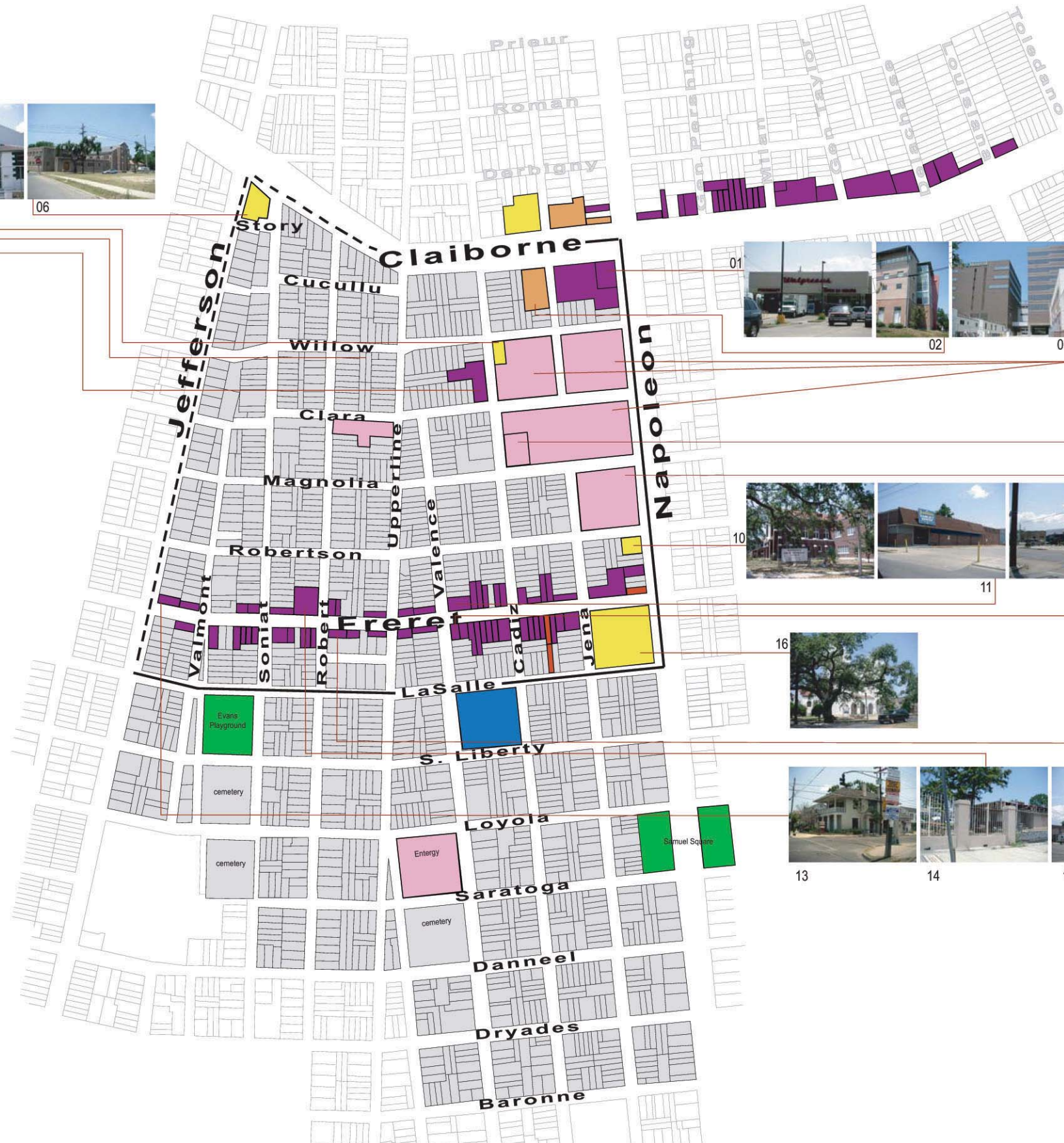
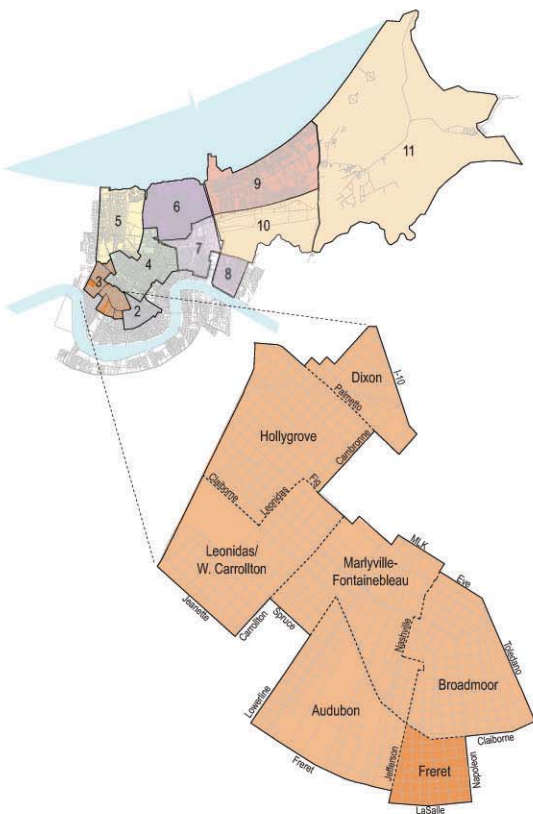


09

08

07

06



01

02

03

04

05



10

11

12



16



13

14

15

- 01 Walgreens
- 02 Salvation Army
- 03 Memorial Hospital
- 04 Memorial Dialysis Center
- 05 N.O. Cancer Institute
- 06 Universalist Church
- 07 Greater Rose Hill Baptist Church
- 08 Fire Station No. 38
- 09 unknown (2800 Cadiz)
- 10 United Methodist Church
- 11 Bloomin' Deals Thrift Store
- 12 Auto Care Center
- 13 First Bank
- 14 Nursery
- 15 Domino's
- 16 Our Lady of Lourdes Catholic Church




DISTRICT BOUNDARY

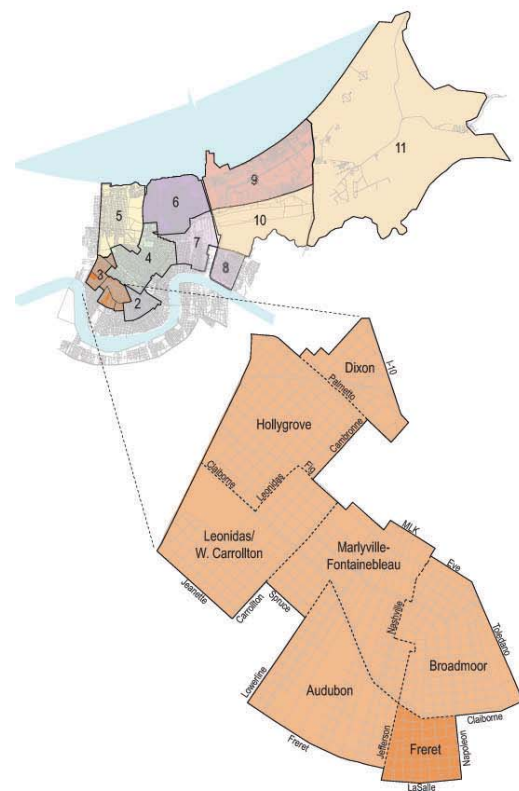
NEIGHBORHOOD BOUNDARY

- RELIGIOUS
- EDUCATIONAL
- RECREATIONAL
- LIGHT COMMERCIAL
- INFRASTRUCTURAL
- INDUSTRIAL
- COMMUNITY
- VACANT LOTS

Street Conditions Map

STREET LIGHTING

-  AMPLE
-  TREE CANOPY
-  PEDESTRIAN LIGHTS



DISTRICT BOUNDARY

NEIGHBORHOOD BOUNDARY

STREETS



POOR



MODERATE

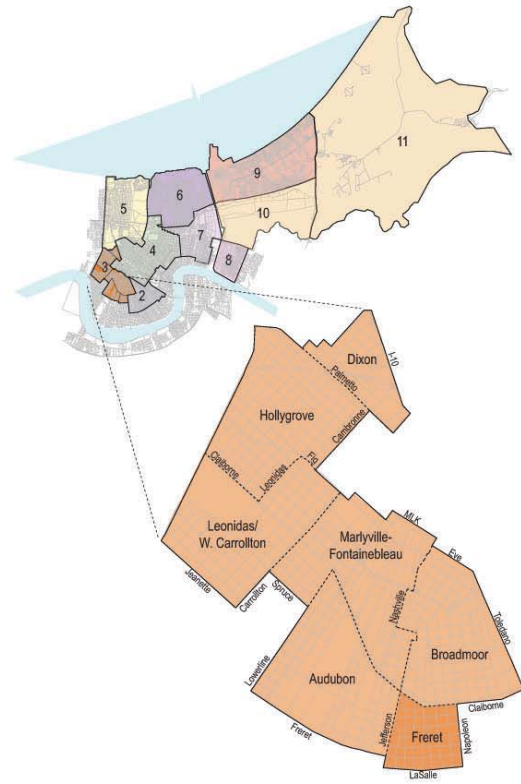
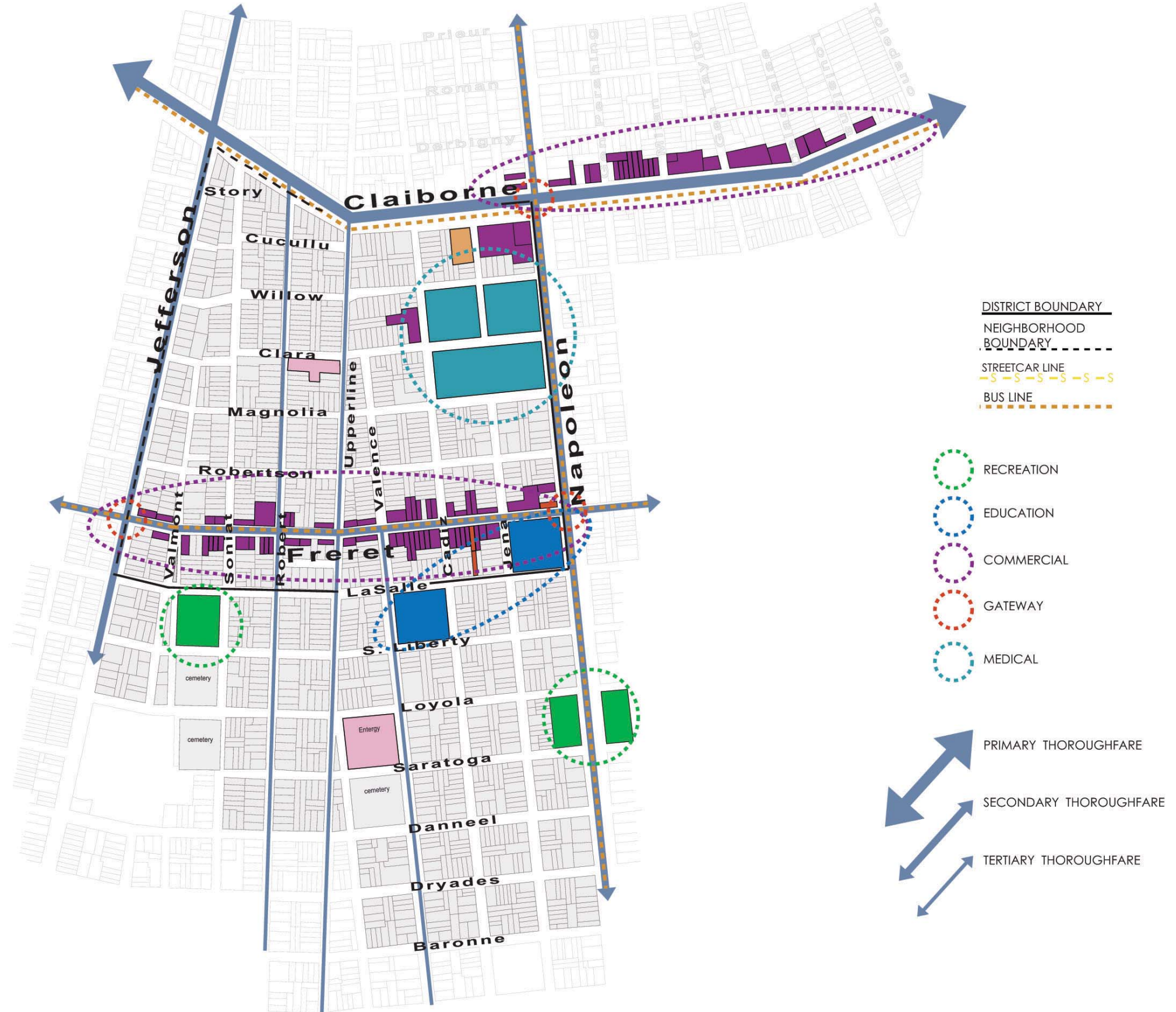


GOOD

SIDEWALKS



Existing Neighborhood Structure Map



- DISTRICT BOUNDARY
- NEIGHBORHOOD BOUNDARY
- STREETCAR LINE
- BUS LINE

- RECREATION
- EDUCATION
- COMMERCIAL
- GATEWAY
- MEDICAL

- PRIMARY THOROUGHFARE
- SECONDARY THOROUGHFARE
- TERTIARY THOROUGHFARE

Walkability Map



Appendix
Neighborhood Information



Action Items for the Freret Neighborhood – Community Plan

Churches

- Communicate with churches in the neighborhood and provide cross information

Schools

- Form partnership with Green Charter Middle School
- Find out what Green needs and volunteer to help

Political Involvement

- Invite politicians to all community functions
- Increasing voter registration
- Plug into Planning District

Rebuilding

- Enforce zoning codes for building uses
- Monitor and publicize zoning changes
- Keep track of blighted housing program(s)
- Get grants/loans for household maintenance
- Create Investment Fund with low interest loans for the neighborhood
- Neighborhood get together to help residents fix houses
- Create a list of problem properties – blight, vacant, criminal activity
- Address overcrowding in apartments
- Increase homeownership
- Connect owners that are willing to sell with buyers who want to renovate

History

- Hold lectures/display photos about historical significance
- Setup a community exhibit of historical events in the area

Crime

- Put flyers out with emergency and non-emergency police phone numbers
- Place permanent signs with police phone numbers
- More communication with police officers on crime prevention
- Increase Freret neighborhood attendance at NONPAC meetings
- Housing in the neighborhood for first responders
- Increase patrols by police

- Use block captains and neighborhood watch to foster communications
- Designate and patrol hot spots
- Encourage neighbors to setup exterior lights and motion-sensor lights
- Get outside funding to help residents add lighting
- Enforce the litter laws
- Ask the police to patrol Freret Street with bicycle cops and police on horseback
- Ask the police to put up cameras

Youth Programs

- Develop Athletic Activities
- Playground at Samuel Square
- Funding sources for recreational equipment-small children
- Establish a tutoring/mentoring program with local universities and high schools

Recycling

- Find out status of curbside recycling program
- Establish bins for drop-off

Community Involvement

- More active neighborhood association
- Neighbors need to know their neighbors
- Block captains communicate with police and neighbors
- Provide social activities for the neighborhood such as block parties
- Have a Farmer’s Market
- More facilities to encourage community activity

Friar Tucks Bar & Grill

- Establish relationship with management to express concerns
- Better law enforcement

Soil Toxicity and Environmental Concerns

- Have testing done
- Provide practical solutions

Treescape

- Horticulture consultation
- Acquire trees and encourage planting by residents
- Arbor Day Tree-planting event
- Inquire about Parkway Partners tree program

Stray/Unleashed Dogs

- Provide information to the neighborhood about sensible care of dogs
- Find out who to call about strays

Community Center

- design a community center for seniors and youth

Relationship with businesses

- Get a stronger business association
- Have neighborhood association be involved in the Main Street application
- Invite business leaders to neighborhood association meetings

Noise

- Publicize decibel level
- Take photos of loud cars
- Write down time, make and model of loud cars
- Post speed limits

Businesses

- Hold businesses accountable for maintaining vacant property
- Create a list to close (blank) shops?
- Establish timeline to notify owners?
- Support existing businesses
- Establish development business, i.e. Café Reconcile
- Publicize new business openings
- Create a website of stores on Freret
- Increase number of family-oriented businesses, i.e. fewer bars, more coffee shops

Trash

- Have neighborhood cleanups on weekends
- Create a kids litter patrol
- Cleanup graffiti on signs, buildings, and houses

Streets

- Publicize the number to call/email address/website for pothole repair
- Clean debris from catch basins
- Clean in front of houses
- Remove debris
- Sidewalk cans
- Publicize number to call for problems with catch basins

Transportation

- Monitor RTA decisions regarding service in the area
- Research viability of bike lanes

Cemetery Maintenance

- Contact a national cemetery preservation organization
- Request cemetery management/maintenance plans from the City

Location

- Compare Freret to other residential neighborhoods adjacent to commercial districts such as Magazine Street

Action Items for Freret Neighborhood Planning – Infrastructure Plan

Schools

- Determine the future of Crocker Elementary
- Support Green Charter Middle School

Rebuilding/Mitigation

- Enforce zoning and sanitation codes/regulations
- Repair blighted and storm-damaged property
- Make blighted housing available to new homeowners or small investors
- Flood mitigation that works with historic architecture
- Maintain affordability of housing
- Ensure that long-term renters are not forced out of neighborhood by rent increases

Crime

- Build a police substation in Freret neighborhood
- Add police cameras to crime hot-spots
- Housing in the neighborhood for first responders

Parking

- Parking permits by neighborhood
- Enforce zoning by household – number of cars allowed per household
- For future development – maintain or increase the amount of parking
- Add markings to Freret Street to discourage people from parking too close to the curbs

Businesses

- Increase occupancy of storefronts on Freret Street
- Find tax incentives and grants

- Bring back the City trash cans on Freret Street
- Have a Farmer’s Market in the Freret Neighborhood

Treescape

- Horticulture consultation
- Acquire trees and encourage planting by residents

Street Conditions

- Survey of missing signs
- Speed limits signs on interior streets and Freret Street
- Repaint parking lines along Freret Street
- Survey and repair potholes/Fast response pot hole repair program
- Increase number of street lights and repair broken lights
- Create comprehensive street repair program
- Repair broken water lines and meters
- Repair blocked or damaged catch basins
- Street sweepers
- Replace and add curbs
- Repair sidewalks
- Paint crosswalks for pedestrian safety

Transportation

- Maintain current RTA service to area
- Get the St. Charles Streetcar service back
- Add Streetcar service to Napoleon Ave.
- Add bike lanes

Parks (Evans Playground and Samuel Square)

- Evans Playground
 - o Have NORD setup little league at Evans Playground
 - o Build a walking path

- o Plant trees
- o Setup bleachers for basketball courts
- o Water fountains
- o Exercise stations, i.e. Audubon Park

- Samuel Square

- o Play equipment for small children
- o Landscaping/park maintenance
- o Added lighting
- o Build a walking path
- o Water fountain
- o Benches

