

University of New Orleans

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Hoffman Triangle 2012: Neighborhood Profile Report

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Available at: https://works.bepress.com/michelle_m_thompson/10/

Hoffman Triangle 2012

Neighborhood Profile Report

Prepared for

Associated Neighborhood Development



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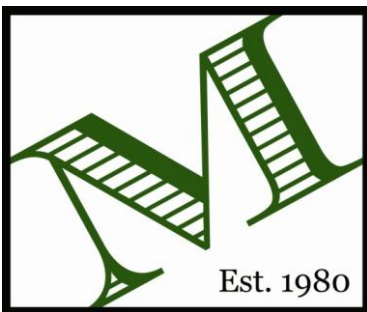
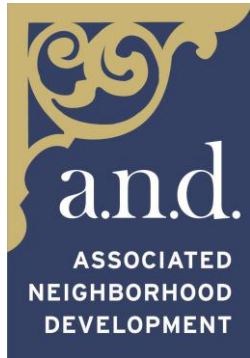
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McEnergy Company



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Department of Planning and Urban Studies

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Introduction/Report Overview

Michelle M. Thompson, PhD

Hoffman Triangle is located in the Central City neighborhood of New Orleans. It is bounded by South Claiborne Avenue to the South, Toledo Street and Washington Avenue to the West and Martin Luther King Jr. Boulevard to the East. It is a neighborhood that continues to evolve and significantly grow after the Hurricane Katrina in 2005. In order to support the work that the Neighborhood Development Foundation, Associated Neighborhood Development and the Hoffman Triangle Neighborhood Association are doing to improve the quality of life of all existing and future residents, WhoData.org and the University of New Orleans – Department of Planning & Urban Studies (UNO PLUS) have committed to providing geographic information systems (GIS) services and support to aid in this revitalization effort. The model for working is grounded in public participation geographic information systems (PPGIS). The Hoffman Triangle PPGIS project is an example of how the Community, the City and the University can work together to monitor, evaluate and influence neighborhood change “from the ground up”.

The focus of the 2012 project is to evaluate the ‘State of Hoffman Triangle’ using prior research from the 2011 UNO-PLUS GIS Analysts, Community Development Finance Intern – Michael Lostocco, WhoData Intern Brittany Arceneaux in cooperation with the Hoffman Triangle Neighborhood Association and the Associated Neighborhood Development (AND).

Similar to the research last year, the 2012 GIS Analysts were divided into teams. Their specific assignments, data created or transformed and analyses are summarized below. This is an exemplary project that demonstrates how to successfully use public participation geographic information systems (PPGIS) as an applied model can empower the community by using municipal data and University use tools and talents to support community goals.

This project is an on-going collaboration between the Associated Neighborhood Development (AND), the University of New Orleans Department of Planning and Urban Studies and WhoData.org. During the spring of 2013, WhoData.org will use the updated resources to support the work of AND, Neighborhood Development Foundation, Hoffman Triangle Neighborhood Association, New Orleans Redevelopment Authority, Office of Neighborhood Engagement and Office of Community Development. There still remain data gaps due to the lack of all municipal data being made available and in a format that is spatially compatible. The lack of City metadata for these data sets requires the administrative team to engage with the City then evaluate if and how the data can be used for neighborhood consumption. For example, the Code Enforcement blight data definition moved in 2011 focusing on ‘guilty judgments’ while the 2012 project focused on ‘active cases’. The lack of a centralized database with data from City GIS, Code Enforcement, Water & Sewer, Safety & Permits along with those from the New Orleans Redevelopment Authority, New Orleans Business Alliance, Planning Commission and the New Orleans Business Alliance suggests that research projects such as Hoffman Triangle are valued and invaluable. The goal of WhoData.org is to fill in the gap but, given the resources available for mapping services, there are limitations to providing a city-wide service.

The information provided in this report has already made an impact and provided invaluable information that AND, NDF and the City can use to make better business decisions. The PPGIS project will move forward with the current goals and activities:

1. Hoffman Triangle Neighborhood Association: using their priority matrix, re-map the '54 lots' then begin to develop a redevelopment strategy with the City of New Orleans Office of Community Development.
2. DMR with 6th District Police: continue to monitor and map the crime activities using the base map; expand the data processing to be on the parcel level instead of block to remove the mapping overlay issue.
3. Hoffman Triangle Community Land Trust (HTCLT): work with the Crescent City Community Land Trust to identify residential and commercial properties that could be used to expand the proposed HTCLT footprint.
4. Property Condition Survey: The United Saints have already begun a 2012/2013 property and people condition survey for Hoffman Triangle using the WhoData.org methodology.
5. Database Management: The data collected from the various special project (e.g. Tip the Block) and/or monitoring activities will be integrated into a single geodatabase to form the AND GIS in spring 2013. The data dictionary, map library and photograph inventory will be updated with the 2012 report information provided below.

About Associated Neighborhood Development

The Associated Neighborhood Development (AND) is a nonprofit community housing development corporation (CHDO) whose mission is to develop inner-city affordable housing for families. *AND* was created in 1996 as a separate 501(c)(3) affiliate of the Neighborhood Development Foundation (NDF). *AND* provides (or arranges) for the redevelopment or rehabilitation, selling, leasing, or maintaining of decent affordable housing in the greater New Orleans metropolitan area.

AND partners with public and private organizations, businesses, and individuals to redevelop the Hoffman Triangle and other select target areas, striving to be a catalyst for community revitalization and economic development of inner city neighborhoods. Associated Neighborhood Development uses community anchors, such as the Hoffman Elementary School, as focal points for revitalization of the neighborhood. *AND* builds new homes, and restores existing homes, to improve the quality of life for all residents in New Orleans.

About the NDF Home Ownership Program

In step with its mission to provide affordable housing in the greater New Orleans metropolitan area, the Neighborhood Development Foundation (NDF) provides a myriad of services geared towards creating informed clients capable of entering the housing market. The organization offers 12 hours of classroom training to families seeking homeownership. The *NDF* provides assistance to homebuyers in negotiating

the mortgage process with draft purchase agreements and, at times, negotiates on behalf of the client. *NDF* prepares potential homeowners by offering classes to strengthen a clients' financial stability, as well as individual counseling prior to and after purchasing a home. These services exhibit the *NDF* commitment to educating local homebuyers and assisting them in creating wealth.

About the Hoffman Triangle

The Hoffman Triangle is a community located in the Central City neighborhood of New Orleans bounded by South Claiborne Avenue to the South, Toledo Street and Washington Avenue to the West and Martin Luther King Jr. Boulevard to the East. Hoffman Triangle is located in Planning District Area 2 by the City of New Orleans Planning Department (see Figure 1). Hoffman Triangle is considered “key” to the rebirth of the area (City Business). The Hoffman Triangle was devastated in 2005 by Hurricane Katrina, creating a locale of decline and despair. *AND* selected this neighborhood “because of the apparent need to restore homeownership, but also [due to] the prospect of re-establishing a healthy community in the midst of urban blight” (*ndf-neworleans.org*). The *AND* seeks to repair the Hoffman Triangle “one block at a time.” Furthermore, the *AND* brings a holistic approach to rehabilitating the neighborhood by purchasing homes, advocating for street resurfacing, provides landscaping, and works with City Departments to focus on adding street lights, sidewalks, and water meters.

Hoffman Triangle is a priority redevelopment area of the City of New Orleans using Taylor Park as an anchor within the ‘place-based strategic’ plan. The City has made removing blight and trash from the Hoffman Triangle a priority. The community was targeted for clean-up during the city’s second annual “Fight the Blight Day” on March 19, 2011. Volunteers cleared broken glass, litter, and other solid wastes from around the community. Mayor Landrieu and community volunteers cleaned the park and painted the infrastructure including planter boxes. *AND* hosted an information Fair and emphasized the need to remove blighted properties that were adjacent to Taylor Park. Four of these homes were singled out by community members and city officials as blighted and marked for demolition (*The Times Picayune*, 19 March 2011). Within 30 days, Mayor Landrieu returned and the Code Enforcement Department tore down the homes and removed the debris.

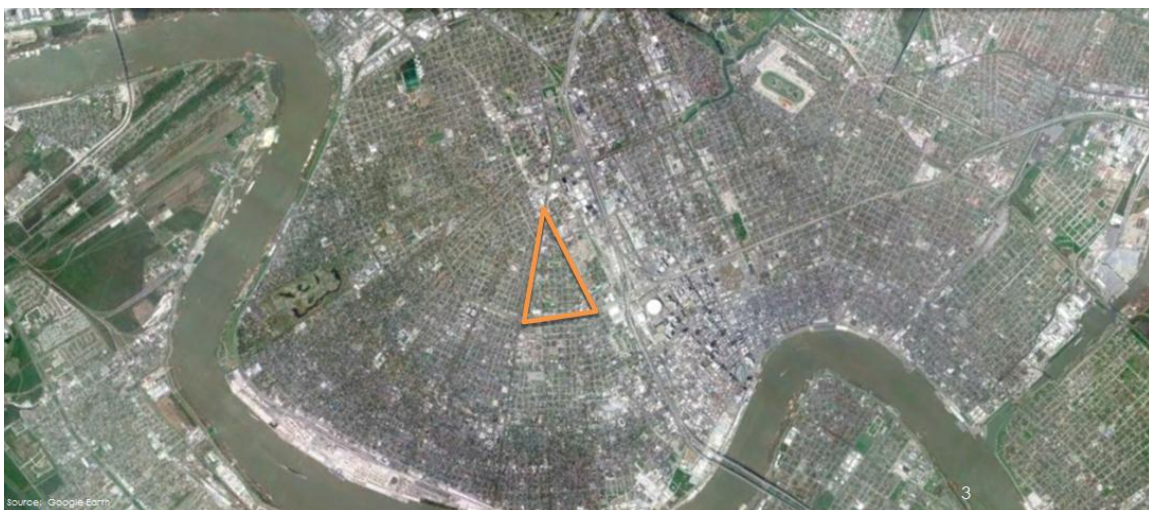




Figure 1: Hoffman Triangle in Central City (2011)


Hoffman Triangle



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Associated
Neighborhood
Development



Green Light New Orleans "Tip the Block" Program Area Boundaries


Covers 50% of Hoffman parcels (445/916)

Residential Buildings:
-150 Occupied
-183 Vacant


Remediation Needs
(As of 12/2011):
-36 Blighted Properties
-29 Tire Sites
-39 Trash Sites
-22 Overgrown Yards

	AND Properties
	Tire Dumping
	Trash Locations
	Blighted Properties
	Vacant Buildings
	Overgrown Lots

New Orleans, LA



Cartographer:
Michael LaRocco
University of New Orleans
Department of Planning and Urban Studies
April 2nd, 2012



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About UNO/PLUS

The University of New Orleans (UNO), the urban research University of the State of Louisiana, provides essential support for the educational, economic, cultural, and social well-being of the New Orleans metropolitan area. Located in an international city, the University serves as an important link between Louisiana, the nation and the world. The university strategically serves the needs of the region through its undergraduate and graduate programs. It also provides the area with mutually beneficial collaborations between public and private organizations, whose missions and goals are consistent with and supportive of *UNO's* teaching, scholarly, and community service objectives.

As the only accredited urban planning program within the states of Louisiana, the Department of Planning and Urban Studies (PLUS) has been an important regional institution. For over 40 years PLUS has helped train leaders who develop solutions to a wide range of urban issues. With a range of programs, from bachelor to master and the PHD programs, *PLUS* provides comprehensive training to prepare students for careers in urban studies.

The UNO/PLUS MURP 4081 course on *Information Technology for the Planning Profession* offers enrolled students the opportunity to implement applied research in cooperation with non-profit partners. This course combines an introduction to geographic information systems, with service learning, to provide students with a client focused, applied community-based project. This type of 'on the ground' experience furthers our institutional commitment to fostering social development within the larger community.

About WhoData

WhoData empowers organizations throughout New Orleans by providing them a platform to map and analyze the information they collect on properties in their area. The WhoData.org online mapping tool allows residents to assess their own neighborhoods, highlight properties that show indicators of blight, create their own maps and property lists, and share this information with the public. Since 2009, WhoData has been a pilot project that was created to integrate community developed data that can be integrated and evaluated with public information. This public participation geographic information system (PPGIS) program was created to develop an environment for integrating data 'from the ground up'. In a post Hurricane Katrina environment, there were few opportunities for the public to have access to the information needed to monitor neighborhood change. Equally vacant was a municipal data information system that would enable the community to have a holistic understanding of critical data and be able to use this in a shared environment. By creating standard methods of data collection, dissemination, analysis and sharing, WhoData increased availability to this crowd-sourced data and created an online community data information system (CDIS). The results of the community and public data integration are compiled in the CDIS and in maps on www.whodata.net.

UNO PLUS GIS Teams

The Hoffman Triangle neighborhood of New Orleans is approximately 175 acres, an area large enough to necessitate multiple teams performing data collection. The 2011 GIS Analyst teams were *B³*, the *Cookstahs of Commerce*, *PLUS Corp*, and the *Tire Patrol* (see appendix for team member names). The teams then created a base map in order to divide the area into survey sectors. The street boundaries for the quadrants were as follows:

Street Boundaries for the 2011 Property Condition Survey Area	
3000-3828 First Street	2401-2724 S. Dorgenois Street
3000-3928 Second Street	1512-1514 S. Dupre Street
3011-3962 Third Street	2300-3251 S. Galvez Street
3019-3953 Fourth Street	2100-2835 S. Johnson Street
4000-4125 Eve Street	2321-3801 S. Miro Street
2900-3416 Jackson Avenue	2100-2839 S. Prieur Street
2637-2637 Johnson Street	2404-2800 S. Rocheblave Street
3100-3200 Josephine Street	2120-2832 S. Roman Street
3108-4138 Martin Luther King Jr. Boulevard	2401-2718 S. Tonti Street
3402-3424 Momus Court	1500-1610 S. White Street
2327-2431 Rex Place	2301-3132 Seminole Lane
2500-2745 S. Broad Street	2306-2338 Seminole Place
2013-2851 S. Claiborne Avenue	3003-3613 Toledano Street
2001-2835 S. Derbigny Street	3001-4203 Washington Avenue

Table 1: Survey Sector Street Boundaries

The 2011 GIS Analyst Teams were as follows:

B³ Brad Dodson (Team Leader), Bobby Evans, Brad Klamer

Cookstahs of Commerce Sophie O'Neill (Team Leader), Brittany Arceneaux, Skyla Wilson

PLUS Corp Brandon Haynes (Team Leader), Alena Anderson, Rexter Chambers, Max Williamson

Tire Patrol James Bentley (Team Leader), Nicolette Jones, Bridget Tydor

The 2012 GIS Analyst Teams utilized the data from the 2011 surveys. As described below, new data was provided while in some cases, information was updated. The new data was provided from either the Associated Neighborhood Development or from WhoData.org.

Quality of Life Officers

Frank Carter(TL), Malissa Diestch, Nelson Hollings, Tara McKeefry

Study Focus

In their mission to develop inner-city affordable housing for families in the Hoffman Triangle, Associated Neighborhood Development (AND), is in need of Geographic Information Systems support. In order to meet that need, AND has contracted the Information Technology for Urban Planning Fall of 2012 class from the University of New Orleans. The GIS Analysts are providing the GIS services as the final project of their fall semester.

To better understand the current state of the Hoffman Triangle, the students have been charged with updating primary and secondary data. The available data will be built into Excel spreadsheets and then transformed by the ArcMap software. This will help AND in their decision making process and serve in prioritization of projects.

Purpose of the Study

The purpose is to incorporate a crime map that focuses on property condition and lighting to evaluate if/how there is a relationship between each attribute. The Quality of Life Team will evaluate current city policy and practice on fixing the lights and will provide a policy action statement for AND to submit to the Mayor's Office and Department of Public Works. By using the tire/trash monitoring data, the Quality of Life Team will evaluate the relationship to vacant/poor properties to quality of life issues within the Hoffman Triangle.

Broken Windows Theory

The study of Quality of Life issues can be traced to an article entitled "Broken Windows" published by James Wilson and George Kelling in 1982 in *The Atlantic Monthly*. The Broken Windows theory suggests that broken windows, trash, broken streetlights, vandalism and other incivilities in a neighborhood signal the social norm for the area which no one cares, and lead to other more serious crimes.

The Broken Windows theory was used for the implementation of policing strategies under the rubrics of Quality of Life and Zero Tolerance in several major metropolises, starting with New York City in 1984. These policies were credited with decreasing rates of petty and serious crime.

In the past decade there have been studies suggesting that the reasoning of the Broken Windows Theory which relates correlation with causality is faulty. Researchers have reanalyzed the data from early studies of Broken Windows, and conducted new studies. They have found that there are factors other than physical disorder that more significantly influence crime rate. A 2005 study by Robert J. Sampson of Harvard University, and Stephen W. Raudenbush of the University of Michigan, titled "*Neighborhood Stigma and the Perception of Disorder*" delved deeper into the data to reveal a complex

relationship between incivilities and perception in a neighborhood, and cast some doubt on the soundness of the Broken Windows Theory. Although it is now in doubt that there is a relationship between trash, crumbling infrastructure, graffiti and more serious crime, it can be shown that visible signs of disorder in a neighborhood heighten resident's perception of crime and unsafe feeling.

Data

The Quality of Life Team gathered crime stats from crimemapping.com beginning May 1st, 2012 to October 31st, 2012. The information was available by the City of New Orleans Police Department; crime is displayed by violation, time period, and the general location on the website. The data was combined in Excel spreadsheets by intersection and by block and are in review for accuracy to geocode within ArcMap; the crime data will be displayed by its respective location and type using WhoData symbols. The frequency of each crime type and time of day will be analyzed.

The most recent resident street light survey has not been provided at this point. The December 2011 Hoffman Triangle Neighborhood Condition Analysis showed that there are approximately 165 streetlights in the Hoffman Triangle. The GIS Student teams identified the light locations. The residents from Hoffman Triangle provided information on whether the lights were functional.

Tire and Trash Data provided for this project was the data gathered in 2011 and was used in the previous Hoffman Triangle Report. This information was provided by Brittany Arceneaux, WhoData Intern at the Associated Neighborhood Development. It is the most up to date information we have and will be used to create an ArcGIS map. Last year's results concluded that a significant relationship existed between properties that had overgrown grass and the presence of trash. A significant relationship also existed between empty lots and the presence of trash. Tire dumping had a relationship with overgrown and empty lots. We will compare and contrast the current relationships with the previous relationships.

Blight Status

Limitations

As with the *2011 Hoffman Triangle Neighborhood Conditions* report there are limitations to the data. The exact locations of streetlights within the Hoffman Triangle are not known. Whether or not the streetlights are functional is approximate since they are associated with the closest address (versus the x,y coordinate) because the lights are in the middle of a block. The crime data that is available online from the NOPD locates crimes by nearest intersection or in a block, but not by exact location. Therefore, the crime symbols overlap one another when locations are duplicated. It is not possible to determine a relationship between specific crimes and streetlights or blight. Also, we are not able to integrate the Crime Map with the Property Condition and Blight Status Map because the crime locations are not specified by a single address whereas the parcels have a specific location with as a geopin in the ArcMap software.

Methods

This study has primarily involved data processing, as most of the data collection (with the exception of crime data), was already collected. The crime data was selected from a snapshot of the city of New Orleans which included the Hoffman Triangle on crimemapping.com starting May 1st and ending October 31st of 2012. This gives a six month period to analyze. The data was collected by month and built into an excel spreadsheet displaying the date and time of the crime, the nearest location by block and by intersection, city, state, and name of crime committed.

The website labeled crime type specifically which displayed a variety of outputs. Therefore, we grouped the crime by its' general type to clean up the data and allow for easier analysis; a general crime type column was produced. For instance, crime labeled as a specific petty theft, such as bicycle theft, was grouped with the Theft symbol among other crimes labeled as Theft. Another example is crime labeled as simple battery and aggravated battery which was grouped with the Battery symbol. The website labeled the date and time like a single text box so that when the data transferred to excel the date and time shared a column in excel. The date and time were separated to allow for more specific analysis.

The information gathered from the website also had to be separated into the two ways of how the location was given, by block and by intersection; two spreadsheets were applied to each month, May through October. After the excel spreadsheets were finalized all of the Intersection Sheets were combined, as well as all of the Block Sheets for the six month period.

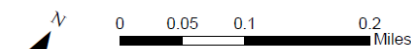
Streetlight Analysis

Numbers released by the City of New Orleans in September reveal that 13% of the city's streetlights are not working. Of streetlights in Hoffman Triangle surveyed by residents, 18% were not working. These percentages are close enough to suggest that Hoffman Triangle is having its' streetlights repaired at the same rate as the city at large. The data from the resident survey of streetlights assigns streetlights to parcels. The exact x, y coordinate is not known for each streetlight.

City of New Orleans Streetlight Repair Policy

The City of New Orleans has been struggling with repair and maintenance of streetlights for many years. Entergy, the regions' primary supplier of electricity, was responsible for maintaining streetlights in New Orleans until 2007. Star Electric has the current contract to repair and maintain streetlights. According to the Office of Cedric Grant, Deputy Mayor in charge of Infrastructure, the contractor currently has 10 trucks constantly surveying the entire city. The surveyors start at the river and move out to the lake and start over again the next week. The city is divided into 6 zones, and each zone is divided into 4 micro-zones, for the tracking of outages. Each micro zone is surveyed every week. The contractor also responds to complaints received by the city's 311 call center, according to the Deputy Mayor's Office. In 2010, Mayor Landrieu promised to have all the streetlights in the city repaired by 2012. However, several storms (including the most recent Hurricane Isaac) have hindered those efforts.

Hoffman Triangle

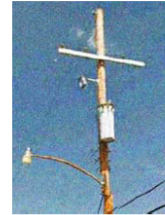


Data sources:
City of New Orleans: <data.nola.gov> 2012 GIS data;
HOA_Parcels_20120928 (Hoffman_Parcels_20120928),
HOA_Streets_20120914, HOA_Address_20120824,
HOA_Council_Districts_20120817,
2011 GIS data: HOA_Park_20110818 (Taylor_Park)
2012 Hoffman Triangle Resident Streetlight Survey

Disclaimer: The data herein, including but not limited to geographic data, tabular data, analytical data, electronic data structure or files, are provided "as is" without warranty of any kind, either expressed or implied, or statutory, including, but not limited to, the implied warranties or merchantability and fitness for a particular purpose. The entire risk as to the quality and performance of the data is assumed by the user. No guarantee of accuracy is granted, nor is any responsibility for reliance thereon assumed. In no event shall any cited entity be liable for direct, indirect, incidental, consequential or special damages of any kind, including, but not limited to, loss of anticipated profits or benefits arising out of use of or reliance on the data. The cited entities will not accept liability for any damages or misrepresentation caused by inaccuracies in the data or as a result of changes to the data caused by system transfers or other transformations or conversions, nor is there responsibility assumed to maintain the data in any manner or form. These data have been developed from the best available sources. Although efforts have been made to ensure that the data are accurate and reliable, errors and variable conditions originating from physical sources used to develop the data may be reflected in the data supplied. Users must be aware of these conditions and bear responsibility for the appropriate use of the information with respect to possible errors, scale, resolution, verification, positional accuracy, development methodology, time period, environmental and climatic conditions and other circumstances specific to these data. The user is responsible for understanding the accuracy limitations of the data provided herein. The burden for determining fitness for use lies entirely with the user. The user should refer to the accompanying metadata noted for a description of the data and data development procedures. Although these data have been processed successfully on computers within the entities, no guarantee, expressed or implied, is made by the cited entities regarding the use of these data on any other system, nor does the act of distribution constitute or imply any such warranty. Distribution of these data is intended for information purposes and should not be considered authoritative for navigational, engineering, legal and other site-specific uses.

Streetlight Findings

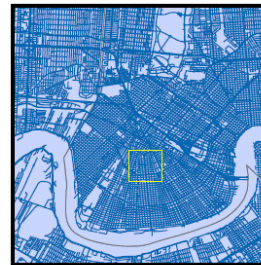
The UHO PLUS fall 2012 Hoffman Triangle Quality of Life Assessment Team received a Resident Survey of Streetlights conducted by AVID concentrated in a 20 block area of the southern portion of the Hoffman Triangle. Data was gathered on 61 streetlights in the survey area.



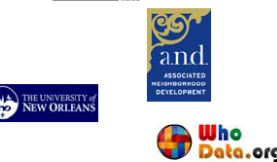
Limiting conditions:
-Map graphic does not represent the exact location of the streetlight.
-Survey does not include all streetlights in the area.
-Survey associates streetlights with parcels whereby one streetlight may be associated with a single

- Working Lights
- Lights Not Working
- Taylor Park
- Hoffman Triangle Parcels

New Orleans, LA



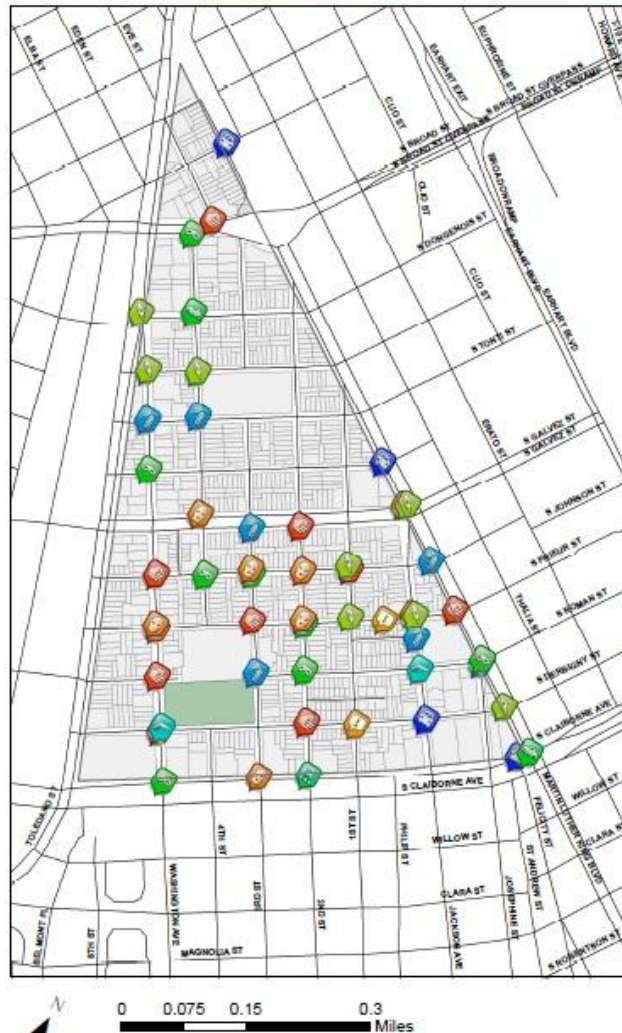
Map Source: Louisiana GIS Digital Maps May 2007



Cartography: Frank Carter, Michelle Thompson
University of New Orleans
Department of Planning and Urban Studies
Information Technology for the Planning Profession
November 7, 2012

Figure 3: Streetlight Findings, Quality of Life Officers (10/31/2012)

Hoffman Triangle



City of New Orleans: data.nola.gov 2012 GIS data
 Data Sources: NOLA_Parcel_20120926 (Hoffman_Parcel_20120926), NOLA_Street_20120914, NOLA_Address_20120924, NOLA_Council_District_20120517
 2011 GIS data: NOLA_Park_20110816 (Taylor_Park)

Disclaimer: The data herein, including but not limited to geographic data, tabular data, unstructured data, electronic data in voice or file, are provided "as is" without warranty of any kind, either expressed or implied, or restrictions including but not limited to, the implied warranties of merchantability and fitness for a particular purpose. The entire risk as to the quality and performance of the data is assumed by the user. No guarantee of accuracy is given, nor is any responsibility for reliance thereon assumed. In no event shall any third party be liable for direct, indirect, incidental, consequential or special damages of any kind, including but not limited to, loss of anticipated profits or benefits arising out of use of or reliance on the data. The data provider will not accept liability for any damages or interruption caused by inaccuracies in the data or as a result of changes to the data caused by system updates or other transformations or conversions, nor is there responsibility assumed to maintain the data in any manner or form. These data have been developed from the best available sources. Although efforts have been made to ensure that the data are accurate and reliable, errors and omissions may occur. Users must be aware of these conditions and take responsibility for the appropriate use of the information with respect to product safety, health, education, professional services, development methodology, time period, and commercial and scientific conditions and other circumstances specific to these data. The user is responsible for understanding the accuracy limitations of the data provided herein. The burden for determining these for use lies entirely with the user. The user should refer to the accompanying metadata for a description of the data and data development procedures. Although these data have been processed according to the computer system used, no guarantee, expressed or implied, is made by the data provider regarding the use of these data on any other system, nor does the act of distribution constitute or imply any such warranty. Distribution of these data is intended for information purposes and should not be considered as authoritative for navigational, engineering, legal and other site-specific uses.

CRIME

Total Crimes Committed
 Between May 1, 2012
 and October 31, 2012

101

Most Common Crime Type

Drugs: 23
 Battery: 16
 Vandalism: 14
 Auto Theft: 10
 Residence Burglary: 10

Types of Crime

- Auto theft
- Battery
- Burglary
- Theft
- Homicide
- Vandalism
- Disorderly Conduct
- Interior Theft
- Illegal carrying
- Park Space
- Hoffman Triangle Parcels
- DWI
- Rape
- Drugs
- Fraud

New Orleans, LA



Map Source: Louisiana GIS Digital Maps May 2007



Cartography: Tara McKeefry,
 Michelle Thompson
 University of New Orleans
 Department of Planning and Urban Studies
 Information Technology for the Planning Profession
 October 31, 2012

Figure 4: Crime, Quality of Life Officers (10/31/2012)

Crime and Streetlight Analysis

The total number of crimes committed between May 1, 2012 and October 31, 2012 was 100. The generalized types of crime include the following 13 categories: drugs, theft, vandalism, illegally carrying of a weapon, fraud, robbery, auto theft, battery, driving while under, disorderly conduct, burglary, rape and homicide. During the six month period, the total crime per month fluctuates between 12 incidents which occurred in May and 27 incidents which occurred in June; July had 9 crimes, August had 24 crimes, September had 15 crimes, and October had 13. The most frequent crime is theft due to a majority of incidents pertaining to shoplifting.

Analyzing the available data, the resident survey of streetlights and the New Orleans Crime map, no relationship between crime and streetlights is apparent. Taking into account the time of day a crime is committed, the type of crime, whether it would occur outside, and where there are known streetlights which do not work, only one crime appears to bear relation to a non-functioning streetlight. That crime is a case of vandalism on S. Roman St. at 2nd St.

To evaluate a relationship between incivilities (especially burned out streetlights) in Hoffman Triangle and crime, we have removed certain crimes from consideration. Illegal Carrying of a firearm has been removed because it appears to bears no immediate relation to infrastructural incivilities.

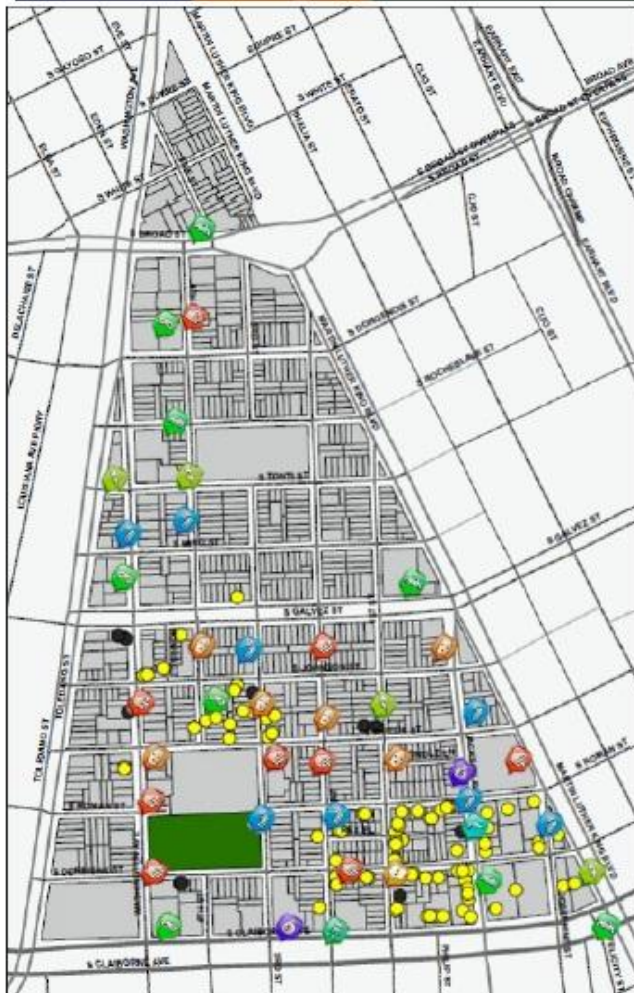
There was one murder and one rape that occurred in Hoffman Triangle during this time period. The homicide occurred during morning daylight hours. The rape was committed at 2 in the morning near 2nd street and S. Claiborne. The status of the streetlights in that area is unknown.

A total of 13 burglaries were committed. Only one of those was committed in the dark of night, a break-in at a business in the 2800 block of S. Claiborne at 1 in the morning. All of the other burglaries were committed during the daylight hours, and it is reasonable to infer, when residents were away at work.

A total of 11 auto thefts were reported. One of these occurred after dark in the early night, on S. Claiborne.

A total of 14 cases of vandalism were reported. 4 of these occurred during dark hours. One case occurred under a streetlight that is not functional.

Hoffman Triangle



Source: New Orleans, ndata.nola.gov 2012 GIS data
 NOLA_Parcel_20120928 (Hoffman_Parcel_20120928)
 NOLA_Street_20120914, NOLA_Address_20120928
 NOLA_County_District_20120917
 2011 GIS data NOLA_Parcel_20110818 (Taylor_Park)
 2012 Hoffman Triangle Resident Streetlight Survey
 New Orleans Crime Map Online

Disclaimer: The data herein, including but not limited to geographic data, tabular data, cartographic data, electronic data structure or files, are provided "as is" without warranty of any kind, either expressed or implied, or statutory, including, but not limited to, the implied warranties or merchantability and fitness for a particular purpose. The writer disclaims any liability for the quality and performance of the data is assumed by the user. No guarantee of accuracy is given, nor is any responsibility for reliance thereon assumed. In no event shall any officer or employee be liable for direct, indirect, incidental, consequential or special damages of any kind including, but not limited to, loss of anticipated profits or benefits arising out of use of or reliance on the data. The writer will not accept liability for any damages or misrepresentation caused by inaccuracies in the data or as a result of changes to the data caused by system hardware or other transformations or conversions, nor is there responsibility assumed to maintain the data in any manner or form. These data have been developed from the best available sources. Although efforts have been made to ensure that the data are accurate and reliable, errors and omissions originating from physical sources used to develop the data may be reflected in the data supplied. Users must be aware of these conditions and take responsibility for the appropriate use of the information with respect to possible errors, omissions, misstatements, misclassification, outdated accuracy, development methodology, time period, environmental and physical conditions and other circumstances specific to these data. The user is responsible for understanding the accuracy limitations of the data provided herein. The burden for determining fitness for use lies entirely with the user. The user should refer to the accompanying methodology report for a description of the data and data development procedures. Although these data have been processed accurately on computers within the writer's office, no guarantee, expressed or implied, is made by the writer regarding the use of these data on any other system, nor does the writer assume any liability for any such use. Distribution of these data is intended for information purposes and should not be considered authoritative for navigation, engineering, legal and other site-specific uses.

Streetlight & Crime Findings

The UNO P&IS Fall 2012 Hoffman Triangle Quality of Life Assessment Team reviewed a Resident Survey of Streetlights conducted by QLO concentrated in a 20 block area of the southern portion of the Hoffman Triangle. Data was gathered on all streetlights in the survey area. Quality of Life team.

Total Crimes Committed
 Between 6/1/2012-10/31/2012

130

Most Common Crime Type

Shoplifting:09
 Battery:05
 Vandalism:17
 Burglary:15
 Auto Theft:10
 Armed Robbery:0
 Homicide:1
 Rape:1

Most Crimes Were Committed
 Between 6am and 7pm:

% Occurrences

DRUGS
 AUTO THEFT
 BATTERY
 HOMICIDE
 RAPE
 ROBBERY
 THEFT
 VANDALISM

Limiting conditions:

-Map graphic does not represent the exact location of the streetlight.
 -Survey does not include all streetlights in the area.
 -Survey associates streetlights with parcels whereby one streetlight may be associated with a single parcel. Map does not account for multiple streetlights per parcel.
 -Crime data is available only on the block level. Map graphic does not represent the exact location of the incident.

New Orleans, LA



Map Source: Louisiana GIS Digital Maps May 2007



Cartography: Frank Carter, Tara McKeefry,
 Michelle Thompson
 University of New Orleans
 Department of Planning and Urban Studies
 Information Technology for the Planning Profession
 November 7, 2012

Figure 5: Streetlight & Crime Findings, Quality of Life Officers (10/31/2012)

Trash and Tire Dumping Analysis

Unfortunately in regards to mapping and analyzing Trash and Tire dumping, all the data provided was old data collected in 2011 and was previously included in the prior Hoffman Triangle report. While the data may be old there can still be some analysis gleamed from it.

In Hoffman Triangle based on the provided trash dumping data from 2011 it was found that 21% of the parcels located in Hoffman Triangle had trash on them. Upon further analysis of the trash data, it was determined that of the parcels that had trash 54% of them were empty lots, 42% were parcels with structures, and 4% were parking lots. Of these empty lots with trash it was found that 64% were overgrown and 36% were maintained and mowed. Finally in regards to the parcels that had a structure and trash on them, 73% of these parcels were vacant with the remaining 27% having the structure occupied on the parcel.

These figures from the trash dumping data help illustrate a common trend that could be used to help alleviate trash dumping in the Hoffman Triangle area. One of the key steps to alleviating trash dumping is to address the issues of empty lots. This can be done by encouraging neighbors to purchase vacant next door lots and maintain them through mowing the grass or building on them. This also has the benefit of eliminating vacant structures on parcels throughout the community, which have been demonstrated to lead increased trash dumping. Ultimately decreased levels of vacant parcels and empty lots through property ownership and maintenance should lead to decreased levels of trash dumping in the community.

Tire dumping has been identified as a quality of life issue in the Hoffman Triangle community. All the data in regards to Tire dumping is from 2011 and while it is not current there can still be conclusions drawn from it.

Based upon the 2011 survey:

- 12% of surveyed parcels contained trash
- 55% of 105 parcels containing trash on vacant lots
- 36% of 105 parcels containing trash on properties with structures
- 26 tire sites on properties with structures
- 34 tire sites on vacant lots.
- 49% of the 69 tire sites in the neighborhood on vacant lots.

Analysis of the tire dumping data indicated that of all the parcels in the Hoffman Triangle 8% of them had tire dumping on them. Obviously it is not desirable to have tire dumping in a community, but the data shows that it is not a rampant problem. With increased attention on property ownership and maintenance there should be decreased levels of tire dumping much as there is in regards to trash dumping.

Blight Analysis

The collection of 2012 blight data differs greatly compared to the previous report (2011) As the city has released information to the public using blightstatus.com/nola the status of each property attached to an address was collected. The Blight Status map illustrates the open blight cases throughout the Hoffman Triangle neighborhood ranging from the filing of a blight complaint, to court processes, action, and judgments, and even demolition of properties beyond rehabilitation. A total of 969 properties were entered into the database to obtain their status and map using ArcGIS10 as either blighted (open blight cases) or non-blighted (no cases recorded). The map created illustrates that there are 422 blighted properties and 535 non-blighted properties.

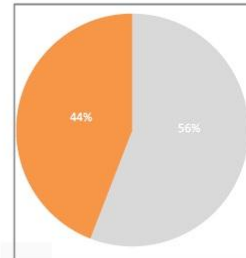
Analyzing the data from this year and comparing it to last year's blight data it seems that there is a drastic increase in the number of blighted property, but in fact this appearance of change can be deceiving. The 2011 blight status data was collected using actual on ground surveys opposed to the 2012 data collection that used a database to obtain case records on properties. It is difficult to form a consensus on blight status over a period of time due to the changing definitions and inconsistency in measuring blight throughout the city of New Orleans, which only allows a simple analysis of data. Although there are such inconsistencies the data can be analyzed on a spatial level examining where concentrations of blight appear to be based on records of open cases.

Blight cases seem to be evenly distributed throughout the Hoffman Triangle with the exception of the area bounded by Martin Luther King drive, South Galvez Street, 2nd street, and South Dorgenois street, as a majority of this area has minimal open blight cases within the specified boundaries. It also appears that lots that are larger seem to be less blighted as those may serve as city amenities such as parks, or large businesses that invest in the upkeep of the property.

The overall conclusion based is that the area as a whole is still in need of much improvement, as it moves towards the desire goal of creating a safe and comfortable living space for the inhabitants of the neighborhood. With high levels of blight people are not encouraged to stay in the neighborhood, and many other negative aspects may begin to become more prevalent in the area.

According to blightstatus.nola.gov there are 422 open blight cases in the Hoffman Triangle. This amounts to 44% of the properties in the study area.

Limiting conditions:
 -Blight case status is based on data from October 2012.
 -An open blight case does not necessarily reflect the current condition of the property.
 -The map displays parcels. The blight data is recorded by address. Parcels can have multiple addresses associated with them. This map should be used for informational purposes only, but the percentages are an accurate representation of open blight cases.



 Open Blight Cases
 Hoffman Triangle Parcels
 Taylor Park



Map Source: Louisiana GIS Digital Maps May 2007

Data Sources:

City of New Orleans: <data.nola.gov> 2012 GIS data:
NOLA_Parcel_20120928 (Hoffman_Parcel_20120928),
NOLA_Street_20120914, NOLA_Address_20120824,
NOLA_Council_Districts_20120517
2011 GIS data: NOLA_Park_20110818 (Taylor_Park)
BlightStats.nola.gov, 2012 City of New Orleans Code Enforcement

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THE UNIVERSITY OF
NEW ORLEANS

and
ASSOCIATED
NEIGHBORHOOD
DEVELOPMENT



Cartography: Frank Carter, Malissa Dietsch
Michelle Thompson
University of New Orleans
Department of Planning and Urban Studies
Information Technology for the Planning Profession
November 7, 2012

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Sources

AND (Associated Neighborhood Development)& Kim Washington

Crimemapping.com

<http://www.crimemapping.com/map/la/neworleans>, [accessed October 2012](#)

BlightSTATUS

<http://www.blightstatus.org/>

UNO MURP4081 Dec 2011 GIS Analysts & Dr. Michelle Thompson

Hoffman Triangle Community Report

WhoData.org & Brittany Arceneaux

Harcourt, Bernard , and Jens Ludwig. "Broken Windows: New Evidence from New York City and a Five-City Social Experiment." *University of Chicago Law Review* 73 (2006): 271-320. Print.

Kelling, George, and James Wilson. "Broken Windows: The police and neighborhood safety." *The Atlantic Monthly* Mar. 1982: 29-38. Print.

Robert, Sampson, and Raudenbush Stephen. "Neighborhood stigma and the perception of disorder." *University of Wisconsin–Madison Institute for Research on Poverty Focus* 24.1 (2005): 7-11. Print.

“54 Lots” in the Hoffman Triangle by LA³

Annabeth McCall (TL), Lawrence Guimont, Adarian Pike, Alex DePriest

Study Focus

The main purpose of the work for our client, Associated Neighborhood Development (AND), is to compile information on high priority properties in Hoffman Triangle for the examination and rejuvenation of the neighborhood encouraging economic reinvestment. The creation of a database directory of these properties, information about property value and any liens will assist with how to evaluate development priorities. Fifty four properties were determined as high priority and lie in the southern section of the neighborhood.

Database Management

Below is a sample of the spreadsheet LA³ used for compilation and examination of Hoffman Triangle data. This sample consists of the categories of our data, sources, and three property examples.

GEOPIN	DIR	STREET	TYPE	ADDRESS LA	Ownership of property	Status of taxes/liens	Property Value (Land Value)	Property Value (Building Value)
AND/Whodata.org	AND/Whodata.org	AND/Whodata.org	AND/Whodata.org	AND/Whodata.org	nolaassessor.com	nolaassessor.com	nolaassessor.com	nolaassessor.com
(1) 41039128		MOMUS	CT	3402 MOMUS CT	SIMON CHARLES G SIMON CORBYN C	None due	\$10,800	\$0
(2) 41039129		MOMUS	CT	3406 MOMUS CT	FAVAROTH CEDERICK	Owes \$1813.67	\$10,800	\$0
(3) 41039130		MOMUS	CT	3409 MOMUS CT	BEASLEY CAROLYN BALLARD	Owes \$6654.51	\$10,600	\$11,600

Property Value (Total Value)	Site History; Condition Status; Provided by Whodata.org				Owner(s) of Property	Rehabilitation Programs: Option	Rehabilitation Programs: Lot	Rehabilitation Programs: Soft	property by city of NOLA
nolaassessor.com	Overgrown 2011	Maintained 2011	Overgrown 2012	Maintained 2012	orleanscdc.org	AND/Whodata.org	AND/Whodata.org	AND/Whodata.org	blightstatus.nola.gov/
(1) 10800	Y	N	Y	N			N/A		This property does not have a blight case record.
(2) 10800	Y	N	Y	N			N/A		This property does not have a blight case record. *This
(3) 22200	Y	N	N	Y			N/A		

Table 2: Sample Database, LA3 (11/7/2012)

In order to tabulate a convergence of data from various sources such as: LA³ team members, Josh Bauer for Team WhoData, and Associated Neighborhood Development (AND), we developed a comprehensive spreadsheet to integrate the data sources. This spreadsheet consists of all our data points including geopins, addresses, taxes/liens information, property owner names, Option 1-3 data. This spreadsheet is also the basis for our maps as we will depict the differences in: taxes/liens owed, the property values, as well as the condition status.

Limitations

Our group experienced some limitations in data collection due to missing records, and difficulties in the data compilation. The data organized in the final spreadsheet is clear, concise, and should be easy to use for future projects.

Hoffman Triangle 54 Lot Project

The picture plot for the Hoffman Triangle's 54 Lot Project was created using photographs collected by Associated Neighborhood Development and WhoData in October 2012. This database returned to AND and will be integrated with the 2011 and 2012 property inventory. The photos are organized in alphabetical order by street names and numerically by addresses. The address of each property is displayed below each photograph to give interested parties the opportunity to view potential areas for investment. These were used at Hoffman Triangle Neighborhood Association strategic community meeting.

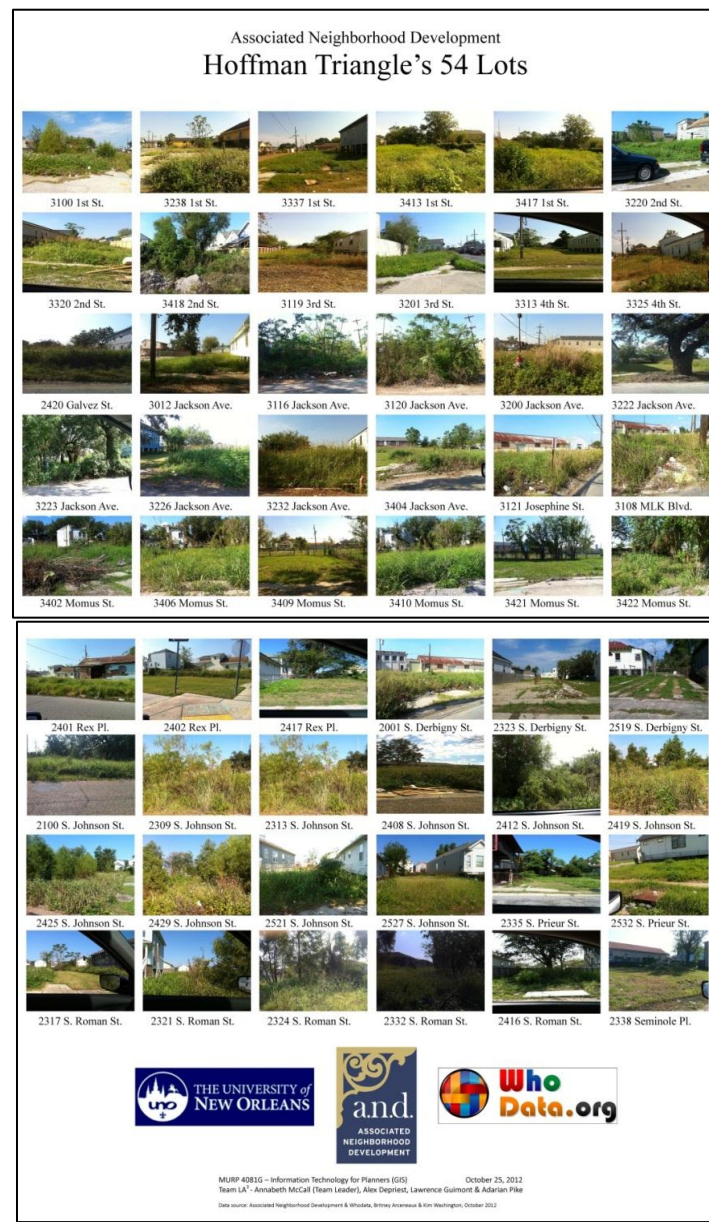


Figure 7: Picture Plot of 54 High Priority Properties, LA3 (11/7/2012)

54 Lot Property Record Cards

The property record cards were developed to provide interested residents and potential investors with an informative record of high priority development properties in the Hoffman Triangle neighborhood. These record cards contain basic information of the individual 54 lots with information dated up to October 26th, 2012. Provided here is an example of the record cards produced by LA³.






ASSOCIATED NEIGHBORHOOD DEVELOPMENT			
HOFFMAN TRIANGLE PROPERTY CARD			
 <p>December 2011 Source: MURP4081/Dec2011 GIS Analyst Team</p>		 <p>October 2012 Source: A.N.D./WhoData (Kim Washington/Brittany Arceneaux)</p>	
Owner	Tax Bill	Address	Source: Orleans Parish Assessor's Office
SIMON CHARLES G, SIMON CORBYN	412403113	3402 MOMUS CT	
Mailing Address	1342 HURON AVENUE METAIRIE, LA 70005		
Neighborhood	Hoffman Triangle		
Date	10/26/2012		
Report By	Team LA ³		
Assessment Information	Source: Orleans Parish Assessor's Office		
Total Assessment Value	\$1,080.00		
Tax Bill Status	Paid		
Tax Bill Amount	\$0.00		
Parcel Information	Source: Orleans Parish Assessor's Office		
Size of Parcel (SQ)	1800		
Size of Building	Unknown		
Vacant	Yes		
Use (former or current)	Residential		
Sales Information	Source: Orleans Parish Assessor's Office		
Last Sale Date	06/17/2005		
Last Sale Price	\$19,000.00		
Lien Information	Source: Orleans Parish Assessor's Office		
Liens	N/A		
Blighted Status	Source: BlightStatus.nola.gov		
Blighted Property Inspection	This property does not have blight case record.		
<p>MURP4081G - Information Technology for Planners (GIS) Team LA³ Annabeth McCall (TL), Lawrence Guilmont, Adarian Pike, Alex DePriest</p> <p> WhoData.org  </p>			

Figure 8: Property Card Example, LA3 (11/7/2012)

Based upon the New Orleans Redevelopment Authority model, a template provided by Michelle Thompson was used to integrate property data into single records. AND (Kim Washington) and WhoData (Brittany Arceneaux) provided 2012 property images and addresses. The information concerning ownership, location, square footage, status of taxes and liens and site history was obtained from the Orleans Parish Assessor's Office at nolaassessor.com. Property condition changes are displayed from 2011 and 2012. The record cards will be combined into a separate binder and provided, along with relevant data, with the final report.

LA³ produced five total maps using Geographic Information Systems (GIS) to display the data collected concerning the 54 Lots. These were developed to show patterns among data, location information and an overall overlay of Hoffman Triangle data that can be found in the final Gumbo Map created by Team Integration.



Methodology & Analysis

The condition status map provides a visual of the current property conditions of the 54 Lots researched by our team. The condition changes were evaluated by information provided by WhoData, Michelle Thompson and UNO, and AND and Kim Washington from December 2011 to October 2012. Changes were primarily based on visual determination, based on the lots being overgrown or in poor condition to a maintained or improved status. The data was added to a spreadsheet and uploaded to the GIS to provide a layout of the 54 Lots condition status.

It has been found that a majority of the 54 Lots are considered overgrown, seen by red parcels on the map, and only a few properties have actually seen significant improvement, shown in bright green. A total of 41 parcels out of the 54 are considered as overgrown and in need of more immediate rehabilitation, while 13 that have seen improvement.

Limitations

The lack of 'good/fair/poor' rating on October 2012 property condition survey called for our team to use 'overgrown' as a proxy for poor and 'maintained' as a proxy for good. However, good and fair could not be determined directly except from evaluation of photographs coupled with the property data.

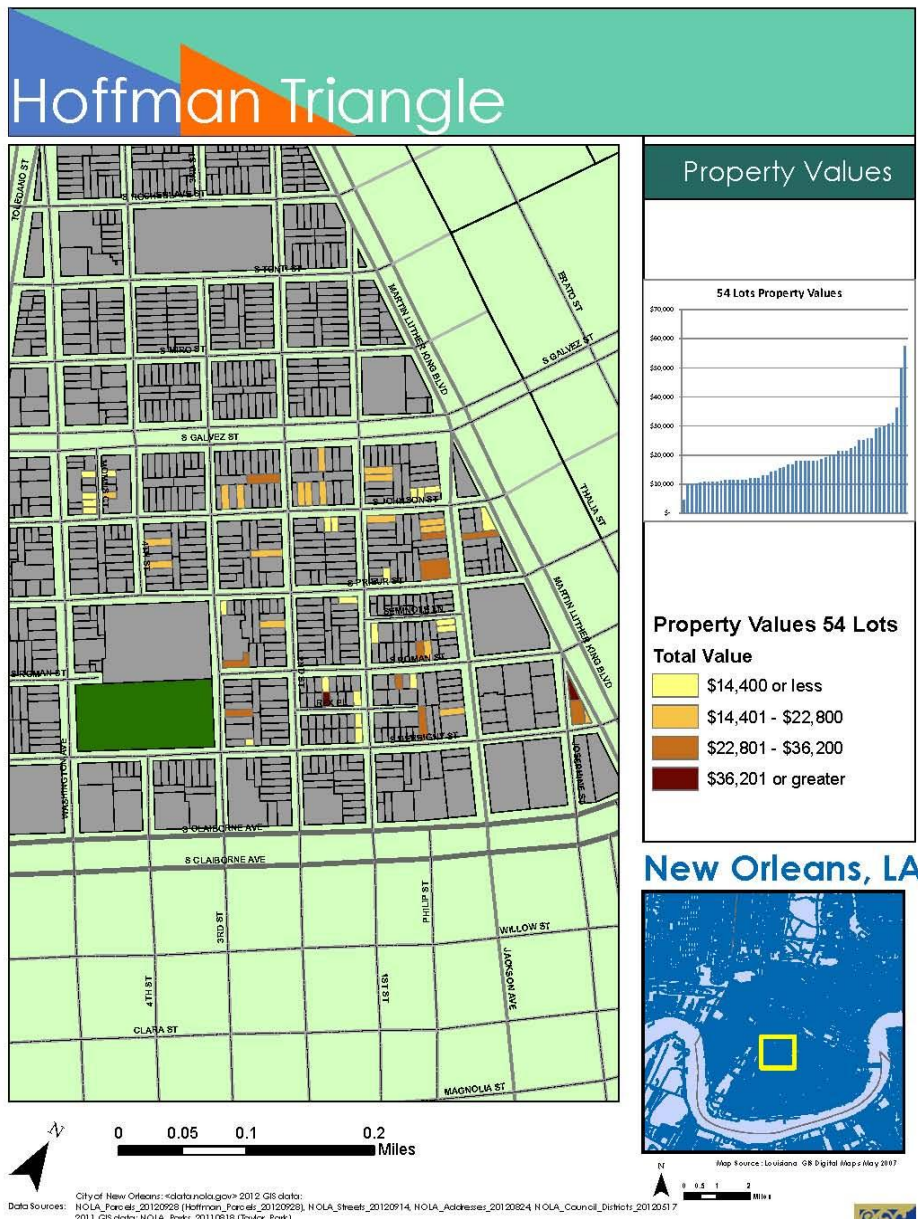
Methodology & Analysis

Members from the LA³ had partaken in gathering data to be entered into the master spreadsheet. Data points included: addresses, geopins, taxes/liens information, property owners, Option 1-3 data, property value of building, property value of entire lot, and blight status. The data from the map was able to be loaded into the GIS. Maps were then created based on the information gathered in this spreadsheet.

From our data, we found a number of different trends, patterns, and sequences. Within the 54 Lots, the highest amount of taxes due was \$33,622.33 while 16 properties owed no taxes at all, a mere 30% with no liens. Total property values ranged from \$4,500 to \$57,300 within the 54 Lots. 16 properties were blighted at the time of data collection.

Limitations

The major limitation present with the datasheet was integrating it with the GIS software. With the aid from a team member from a different GIS group, we were able to pinpoint the problem. The spreadsheet must be in its most basic form for it to operate properly within the GIS interface. This involved condensing our data and using separate spreadsheets with minimal formatting in order to integrate it with the GIS software. Through trial and error along with team collaboration, we were able to achieve our mapping outcomes with our own data.

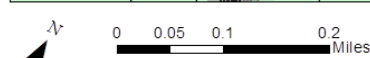


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Cartography: Lawrence Guimont IV,
 Michelle Thompson, University of
 New Orleans, Department of
 Planning and Urban Studies
 Information Technology for the Planning Profession
 November 13, 2012

Figure 10: Property Value, LA3 (11/13/2012)

Hoffman Triangle



NOLA Assessor: www.nolaassessor.com 2012 Tax Liens Data
City of New Orleans: data.nola.gov 2012 GIS Data
NOLA_Parcel_2012_25 Hoffman_Parcel_2012_25
2011 GIS Data: NOLA_Parcel_2011_10518 (Taylor, Park)

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TAX LIENS: 54 LOTS

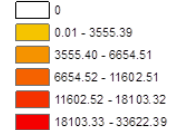
This map depicts the Tax Liens status of the 54 lots selected in the Hoffman Triangle neighborhood. Through the NOLA Assessor, the City of New Orleans regularly collects data concerning current tax liens, a form of public debt, owed to the City. Debt-free properties are shown in white, while a color scale demonstrates the amount of indebtedness of the owner of each property, with dark red signifying the greatest amount of debt. The intent of this map is to identify which of the 54 properties are the most and least hindered by the burden of high tax liens.

Tax Lien Status

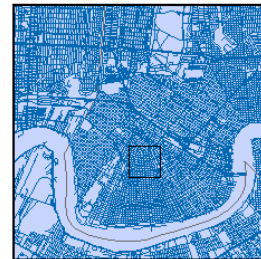


Legend

Amount Owed (\$)



New Orleans, LA



Cartography: Alexander DePrest,
Michelle Thompson
University of New Orleans
Department of Planning and Urban Studies
Information Technology for the Planning Profession
November 27, 2012

Figure 11: Property Liens, LA3 (11/27/2012)

Data Mining & Analysis

The group LA³ collected data from various sources concerning the status of the fifty-four specially designated lots in the Hoffman Triangle neighborhood. Among these data were figures on the status of tax liens for the properties. The data were aggregated by the City of New Orleans' NOLA Assessor Office, and accessed online. Tax liens information pertains to the debt owed to the city by whichever individual or group owns the property. LA³ acquired this data because it is a significant benefit to have a tax lien-free property, and a disadvantage to have high tax liens on a property. The aim is to provide, through the visual representation afforded by a map, a clear picture of the tax lien situation among the fifty-four Hoffman Triangle lots.

The data demonstrates that there is a wide variety among the fifty-four (54) lots' tax liens statuses. As depicted in the pie chart, there is an approximately equal number of no-debt, low-debt, and high-debt properties. A no debt property is defined as parcel of land where the outstanding tax liens status is clear; low-debt refers to those properties where some money is owed to the government, but less than \$5000; high debt is considered to be any tax lien from \$5000 up (the highest amount owed is around \$33,000).

Limitations

Although these data and this map provide a clear record of the tax liens situation, there are limitations to the study. These data change from year to year, and will quickly become outdated and could potentially lose their significance. With monitoring by the community and GIS support through WhoData and UNO PLUS students, we should be able to keep this data 'live'.

Methodology

The data source for the blight status of each property was determined using *BlightStatus*, a 2012 website released to the City of New Orleans. BlightStatus partnered with New Orleans City Hall and The New Orleans Redevelopment Authority (NORA) to provide accurate and up-to-date information about the City's efforts to reduce blight. BlightStatus makes it simple for residents and organizations to research blighted properties in the New Orleans community. The website pulls up-to-date property information directly from the City's official records, providing a single, comprehensive and an authoritative view to the public for the very first time. Residents can review a property's status bar to instantly see where that property stands in the blight process and the upcoming steps in the process. It also shows a detailed case history including a step-by-step description of the process with dates. This site may assist with identifying potential areas for growth in the Hoffman Triangle 54 Lots Program and areas that may need special attention due to blight. There are three property statuses listed on the map: blighted property, maintained property and open cases.

Property Status

Blighted lots are properties that have been inspected and ruled as guilty. Maintained properties are lots that have do not have blight case records associated with the property address as of October 31, 2012. Open case properties are lots that have current open/pending cases against blight as of October 31, 2012.

Analysis/Findings

There is a group of eight maintained lots bounded by S. Galvez Street, 3rd Street, S. Prieur Street and Washington Avenue. There are no blighted properties within this boundary and all of the properties are all in close proximity to Taylor Park. Concentrated areas of seven blighted lots are bounded by S. Galvez Street, Jackson Avenue, S. Prieur Street and 2nd Street. This area contains a mixture of blighted and maintained properties but considering that there are only 12 blighted properties in the 54 Lots Program, it is interesting to note that over half of the properties are within this boundary. There is a triangle shaped parcel containing three of the 54 lots. The property statuses of the three lots are maintained, blighted and an open case. The Parcel connecting the three lots is bounded by Martin Luther King Boulevard, S. Derbigny Street and Josephine Street.

Limitations

There were limitations during research such as property statuses for properties that have open cases pending. A recheck and alternative sources of data will be used to evaluate the changes in property condition, etc. using the 311 code enforcement notices.

Methodology

Data obtained by LA³ from AND (Kim Washington) was used for determining those properties currently enrolled in public/private rehabilitation programs. The three programs focused on by LA³ were Option 1-3. The methodology of creating this map consisted of obtaining data from AND (Kim Washington) and inserting the values into a spreadsheet that was then uploaded into the GIS template of the Hoffman Triangle neighborhood. Two distinct layers were created for each rehabilitation category, and displayed all together in one map in orange and yellow.

Analysis & Limitations

This map shows which parcels are receiving Option 1, the Road Home rebuilding grants and Option 2 or 3, those rebuilt that eventually go through New Orleans Redevelopment Authority (NORA) for rehabilitation efforts and future investments. This map shows that there are two properties currently receiving Option 1 assistance, shown in yellow, and there is one property currently under Option 2 assistance, shown on the map by the orange point. This information was dated as of October 2012. There were no limitations in producing the Option 1-3 map. The data obtained was easily used and applied to the GIS.

31

Sources

Associated Neighborhood Development (AND)

BlightSTATUS, <http://www.blightstatus.org/>

New Orleans City Conveyance, <http://orleanscdc.com/>

Orleans Parish Assessor's Office
<http://nolaassessor.com/>

UNO MURP4081 Dec 2011 GIS Analysts & Dr. Michelle Thompson

Hoffman Triangle Community Report

WhoData.org & Brittany Arceneaux

Crescent City Economics

Brooke Perry; Patrick Coyle; Valerie McMillan; Kevin Potter

Project Background & Purpose

The Crescent City Economics team is one of four teams contracted by Associated Neighborhood Development (AND) to update and analyze the current conditions found in the Hoffman Triangle Neighborhood. The data evaluated by these teams will be compiled into the 2012 Hoffman Triangle Profile. Neighborhood leaders and residents will utilize the completed analysis to create community improvement programs, increase rates of homeownership within Hoffman Triangle and expand their base of tangible and intangible resources. The objective of the Crescent City Economics team is to identify and validate the economic power of the families and individuals in Hoffman Triangle and the surrounding market area. Crescent City Economics also aims to provide information that can be utilized to determine the appropriate housing configurations that will appeal to potential residents.

Project Description

In order to fulfill project objectives, the project has been divided into two parts. The first portion analyzes demographic information in order to produce data on market segmentation in Hoffman Triangle. The second aspect of the project looks at the state of the housing market within Hoffman Triangle and the larger New Orleans area.

Market Segmentation

Market Segmentation is the process by which a larger market is divided into sub groups with similar needs (Goyat, 2011). These groups can be divided by categories such as age, gender, race, family size, income, education and other categories. This is useful for targeting a product to certain populations because customer desires are linked to characteristics such as gender and race. In real estate development, market segmentation is useful for creating properties that will appeals to buyers. By analyzing factors such as household size and income, a clear profile of residents' needs is created.

Buying Power & State of the Housing Market

Buying power refers to the purchasing power of individuals to obtain goods and services. The buying power for Hoffman Triangle residents refers to the quality of a home that residents can buy for their families based on their income, collateral and other liquid assets. The buying power of Hoffman Triangle residents is determined by the "market". The market determines the prices of goods and services such as housing, education and household utilities. This relative price will realistically determine how much a family can spend on housing costs based on their income and other assets.

Data Collection: Census & Business Analyst Online

Data collection for market segmentation and buying power was accomplished by analyzing United States Census data that provides demographic information such as age, gender and income of the population. Once downloaded from the Census website, data was clipped to the Hoffman Triangle area.

Information provided by ESRI's Business Analyst Online (BAO) was also utilized in this analysis. BAO utilizes a vast database of demographic information to generate reports that can be utilized to provide insight into the residents of a particular area.

Data Limitations: Census & Business Analyst Online

The census has not released data specific to the block or tract level around Hoffman triangle since 2010. For the purposes of updating this information to 2012, secondary information was obtained from Business Analyst Online. The information provided by BAO are projections and should not be considered as definitive as information provided in the 2010 census; they nonetheless provide a useful estimate of current population and future trends. Also, Business Analyst Online utilizes data from the American Community Survey, which is imprecise at the tract level.

Data Collection: Real Estate Listings

To obtain information on real estate listings, Crescent City Economics utilized a Multiple Listing Service (MLS) named MLXchange. MLS provides detailed information on real estate listings such as sale prices, square footage, number of bedrooms, number of bathrooms, and other information. Information on listings within the Hoffman Triangle over the last year was collected. Additionally information on listings in the greater New Orleans area with similar square footage and bedrooms to homes developed by AND was collected. MLS produces individual reports on each property, information from these reports was extracted and placed into excel tables so that they could be mapped utilizing ArcMap. The reports generated by the MLS are available as an appendix to this report. Use of the Multiple Listing Software was graciously donated by the McEnery Company, a real estate appraisal, brokerage and consulting firm based in New Orleans.

Data Limitations: Real Estate Listings

MLXchange data is user-entered by the realtors who utilize the program. Thus it may be missing information or contain typographical errors. Real estate listings were searched from the period of October 1, 2011 until October 21, 2012. In terms of area analysis, this time span is relatively short to develop a clear understanding of trends in the area.

Findings

After analyzing the data, Crescent City Economics divided the findings into four parts; general demographic information, income information, Hoffman Triangle real estate listings, and comparable properties.

General Demographic Information

In 2011 decennial census data was used to document block level demographics for the Hoffman Triangle. The census provides complete and accurate data for the neighborhood as of 2010. The 2011 demographic report can be seen in Figure 14.

Figure 14: 2011 Hoffman Triangle Census Demographic Report (US Census)

Summary	2010	2011	2016
Population	1,200	1,228	1,504
Households	488	499	590
Families	266	272	315
Average Household Size	2.45	2.45	2.54
Owner Occupied Housing Units	130	127	150
Renter Occupied Housing Units	358	371	440
Median Age	31.8	32.0	32.3

Based upon this table, there are a number of projected increases between 2010 to 2016. The demographic report summaries are as follows:

1. Population is expected to increase by 25.3%.
2. The households are projected by 20.9%.
3. The total number of families is expected to increase by 18.4%.

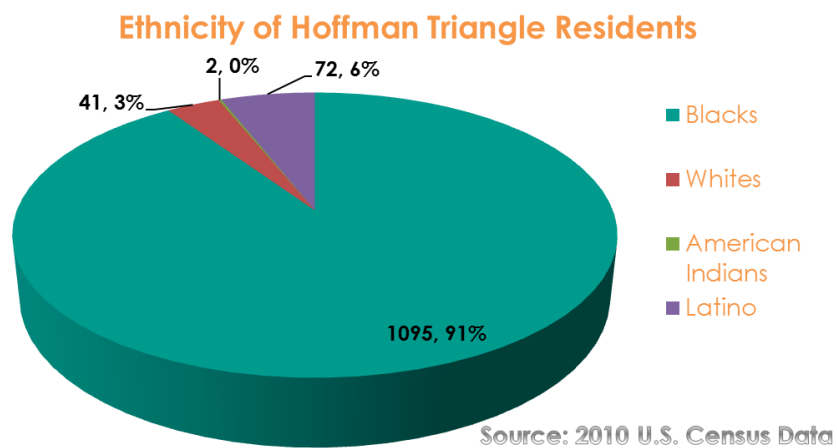
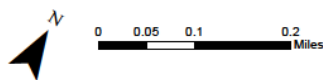
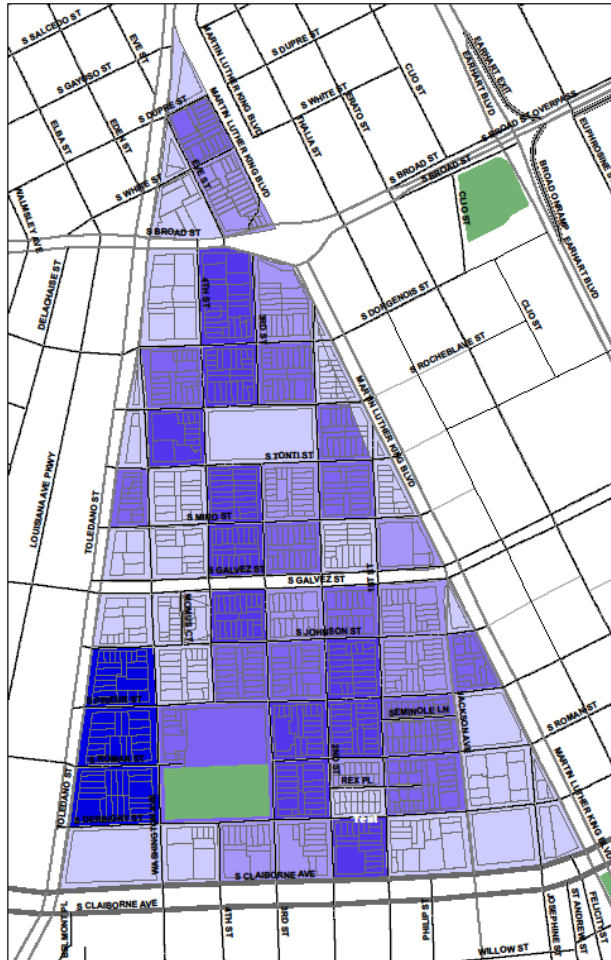


Figure 15: 2011 Hoffman Triangle Ethnicity (US Census)

Hoffman Triangle



Data Sources:
 City of New Orleans: <data.nola.gov> 2011 GIS data: NOLA_Parcel, 20111118.shp, NOLA_Street, 20111118.shp, NOLA_Parks, 20110818.shp;
 UNO PLUS Fall 2011 Hoffman Triangle Parcel Condition Survey data: trash, fire, lights, commercial properties inventory;
 blight data: Total Gully Code Enforcement Cases; Code Enforcement Document Library; The City of New Orleans, 25 July 2011. <nola.gov/RESIDENTS/Code-Enforcement/Code-Enforcement-Documents/Library/>;
 economic data: Orleans Parish Assessor's Office, Associated Neighborhood Development Property Files;
 demographic data: U.S. Census Bureau, Decennial Census 2010

Disclaimer: The data herein, including but not limited to geographic data, tabular data, analytical data, electronic data structure or files, are provided "as is" without warranty of any kind, either expressed or implied, or statutory, including, but not limited to, the implied warranties of merchantability and fitness for a particular purpose. The entire risk as to the quality and performance of the data is assumed by the user. No guarantee of accuracy is granted, nor is any responsibility for reliance thereon assumed. In no event shall any cited entity be liable for direct, indirect, incidental, consequential or special damages of any kind, including, but not limited to, loss of anticipated profits or benefits arising out of use of or reliance on the data. The cited entities will not accept liability for any damages or misrepresentation caused by inaccuracies in the data or as a result of changes to the data caused by system transfers or other transformations or conversions, nor is there responsibility assumed to maintain the data in any manner or form. These data have been developed from the best available sources. Although efforts have been made to ensure that the data are accurate and reliable, errors and variable conditions originating from physical sources used to develop the data may be reflected in the data supplied. Users must be aware of these conditions and bear responsibility for the appropriate use of the information with respect to possible errors, scale, resolution, verification, positional accuracy, development methodology, time period, environmental and climatic conditions and other circumstances specific to these data. The user is responsible for understanding the accuracy limitations of the data provided herein. The burden for determining these for use lies entirely with the user. The user should refer to the accompanying metadata noted for a description of the data and data development procedures. Although these data have been processed successfully on computers within the entities, no guarantee, expressed or implied, is made by the cited entities regarding the use of these data on any other system, nor does the act of distribution constitute or imply any such warranty. Distribution of these data is intended for information purposes and should not be considered authoritative for navigational, engineering, legal and other site-specific uses.

Demographic Findings

Total Population: 1181

Racial/Ethnic Makeup

White: 45

Black: 1065

American Indian: 2

Other race: 56

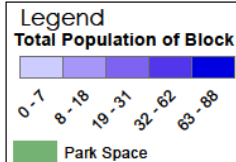
Multi Race: 13

Hispanic: 82

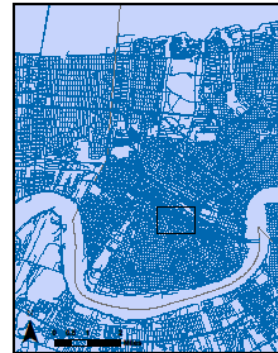
Non-Hispanic: 1099

Total Housing Units: 1090
 Occupied Housing Units: 476
 Vacant Housing Units: 614

Source: 2010 U.S. Decennial Census, Block Level Data.



New Orleans, LA



Cartography:
 University of New Orleans
 Department of Planning and Urban Studies
 Information Technology for the Planning Profession
 December 7th, 2011

Figure 16: 2011 Hoffman Triangle Census (By Block) Report (US Census)

SPI Index/Household Expenditures

Many of the household expenditures for Hoffman Triangle residents are well below the national average in regards to the Spending Potential Index. (SPI) The SPI is a household based score that represents the amount spent for a product or service relative to a national average of 100. The SPI for food expenditures is 44 whereas expenditures for apparel has a score of 31 for men's clothing, a score of 28 for women's clothing and a score of 26 for children's clothing. There is definitely an opportunity for Hoffman Triangle residents to capitalize on underutilized buying power and become first time homebuyers.

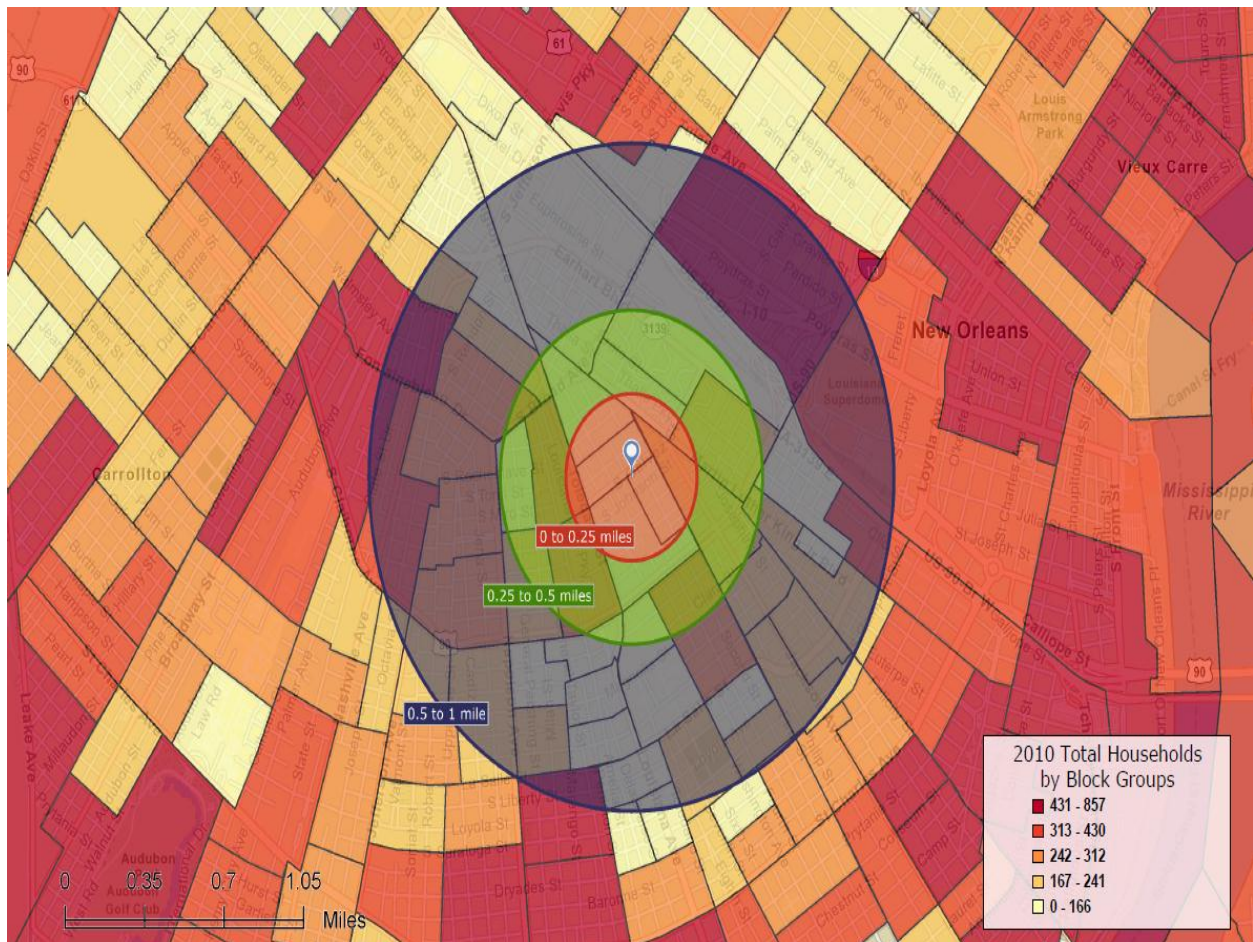


Figure 17: 2010 Total Households, ESRI Business Analyst Online (2012)

Income

The goal of the buying power analysis is to determine the likely market for new homes in the Hoffman triangle. Previous work gives a general breakdown of income in the area. The 2011 report gave a breakdown of household income distribution, as can be seen in Figure 16. The median household income for Hoffman Triangle is \$24,271. The majority of households, 23.4%, reported an income between \$15,000 and \$24,999. Out of 476 households, 22.5% report an income less than \$10,000.



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Market Profile

Polygon_1
Area: 0.25 Square Miles

Top 3 Tapestry Segments		
	1.	Modest Income Homes
	2.	City Commons
	3.	
2010 Consumer Spending		
Apparel & Services: Total \$		\$308,510
Average Spent		\$605.74
Spending Potential Index		25
Computers & Accessories: Total \$		\$36,592
Average Spent		\$71.85
Spending Potential Index		33
Education: Total \$		\$212,472
Average Spent		\$417.18
Spending Potential Index		34
Entertainment/Recreation: Total \$		\$546,864
Average Spent		\$1,073.74
Spending Potential Index		33
Food at Home: Total \$		\$855,770
Average Spent		\$1,690.25
Spending Potential Index		38
Food Away from Home: Total \$		\$584,913
Average Spent		\$1,168.08
Spending Potential Index		36
Health Care: Total \$		\$669,362
Average Spent		\$1,314.06
Spending Potential Index		35
HH Furnishings & Equipment: Total \$		\$293,860
Average Spent		\$576.88
Spending Potential Index		28
Investments: Total \$		\$197,189
Average Spent		\$397.17
Spending Potential Index		22
Retail Goods: Total \$		\$4,164,635
Average Spent		\$8,177.01
Spending Potential Index		33
Shelter: Total \$		\$2,686,717
Average Spent		\$5,275.21
Spending Potential Index		33
TV/Video/Audio: Total \$		\$238,999
Average Spent		\$469.26
Spending Potential Index		38
Travel: Total \$		\$268,373
Average Spent		\$528.90
Spending Potential Index		28
Vehicle Maintenance & Repairs: Total \$		\$167,442
Average Spent		\$328.76
Spending Potential Index		35

Data Notes: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenues. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Sources: Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics, Esri.

Sources: U.S. Bureau of the Census, 2000 Census of Population and Housing, Esri forecasts for 2010 and 2015.

July 15, 2012

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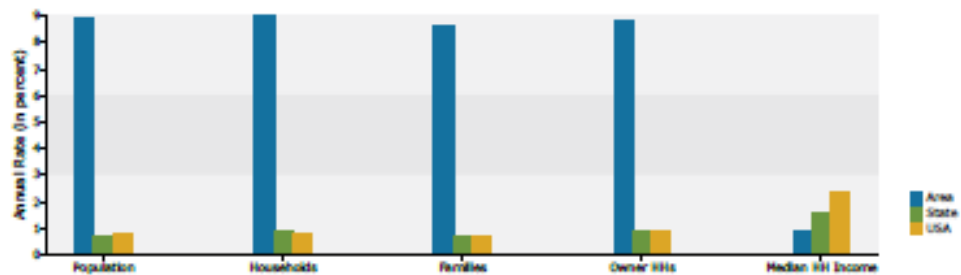
Figure 18: 2010 Buying Power, ESRI Business Analyst Online (2012)



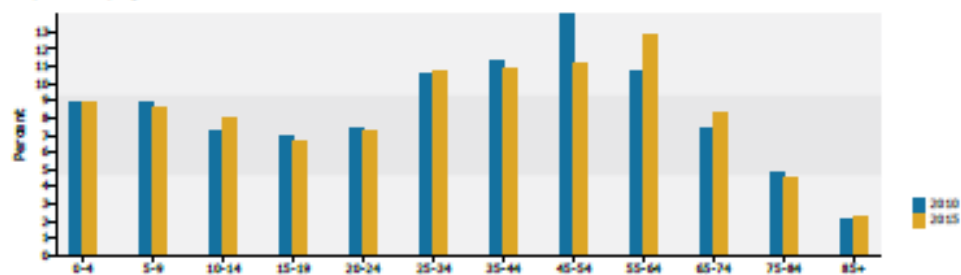
Demographic and Income Comparison Profile

Polygon_1
Area: 0.26 Square Miles

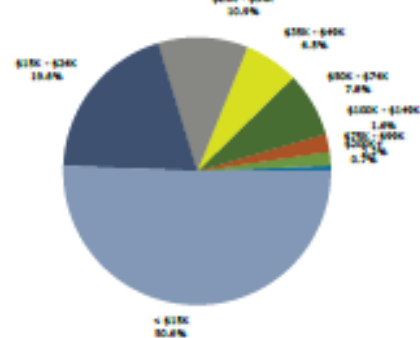
Trends 2010-2015



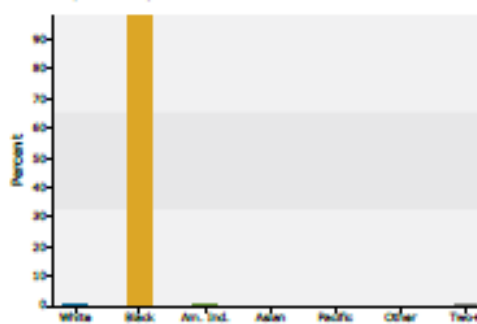
Population by Age



2010 Household Income



2010 Population by Race



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing, Esri forecasts for 2010 and 2015.

July 15, 2012

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Figure 19: 2010 Buying Power, ESRI Business Analyst Online (2012)

Household Income Distribution		
Income Range	Percentage of Households	Number of Households
Less than \$10,000	22.5%	108
\$10,000 to \$14,999	5.6%	27
\$15,000 to \$24,999	23.4%	112
\$25,000 to \$34,999	14.4%	67
\$35,000 to \$49,999	13.7%	65
\$50,000 to \$74,999	9%	43
\$75,000 and over	11.3%	54
Total	100%	476
Median Income - \$24,271		

Table 3: 2011 Hoffman Triangle Household Income (US Census 201)

As the purpose of this report is to determine the potential market for homeowners, it is suggested that the client should focus marketing efforts at households with incomes above \$35,000. The historical norm is that house purchase prices of 2-3 times household income are affordable. This suggests a price floor of \$105,000 (3x\$35,000) which is achievable at development costs of \$100 per square foot. There are 164 households earning above \$35,000, 34.5% of all households in the Hoffman Triangle.

Programs such as the soft second mortgage allow qualified households to make purchases at prices below this level, and so some of those on incomes lower than \$35,000 could be potential homebuyers in the market area, if they meet stringent credit criteria. We suggest that the number of such households will balance out a number of higher income households which have bad credit history.

The next task is to evaluate these households to ascertain the number of existing homeowners and the number of potential homeowners in the group. For this purpose we have used American Community Survey Table B25106, Tenure by Housing Cost, 2005-2010. The data in the table presents a combination of figures for census tract 94, which is contained within the Hoffman Triangle, and a proportional figure for the area of census tract 86 that lies within the study region. This source suggests a slightly lower number of households with incomes above \$35,000, at 154; but as noted these are estimates to be used for guidance and not precise figures. These figures can be seen in Figure 17.

Total Renter-occupied housing units:	281		Total Owner-occupied housing units:	195
\$35,000 to \$49,999:	44		\$35,000 to \$49,999:	19
Less than 20 percent	0		Less than 20 percent	0
20 to 29 percent	6		20 to 29 percent	0
30 percent or more	38		30 percent or more	19
\$50,000 to \$74,999:	18		\$50,000 to \$74,999:	22
Less than 20 percent	0		Less than 20 percent	22
20 to 29 percent	0		20 to 29 percent	0
30 percent or more	18		30 percent or more	0
\$75,000 or more:	1		\$75,000 or more:	50
Less than 20 percent	1		Less than 20 percent	50
20 to 29 percent	0		20 to 29 percent	0
30 percent or more	0		30 percent or more	0
Total above 35k	63		Total above 35k	91

Table 4: Hoffman Triangle Tenure by Housing 2005-2010 (Business Analyst Online 2012)

Based on this data we can presume that there are 63 households renting in the Hoffman Triangle who would qualify for homeownership. While noting that this figure is based on an estimate with a large margin of error, there is good reason to suggest that the 63 qualified households represents the low estimate of the true figure. The 2010 Census showed 345 renter-occupied housing units in the study area, 25% above the ACS figures, which average a 5 year period. Analysis from Business Analyst Online (BAO), estimates an even higher number of renter-occupied households at 378, and shows 88 households paying over \$800 in rent, see Figure 18.

Total	378	100.0%
Less than \$400	170	45%
\$400-\$600	108	28.6%
\$600-\$800	12	3.2%
\$800-\$1000	44	11.6%
\$1000 or above	44	11.6%

Table 5: Hoffman Triangle Amount Paid in Monthly Rent (Business Analyst Online 2012)

HOME Home-Ownership Units Overall Market Penetration for 6 units		
	Calculation (This does not have to be in the report; I provide this as an FYI)	Result
Market Area Total Number of households (2012)	*based upon 2010 census	(total number = a)
Number of Households with incomes of \$25,000 or more	*based upon CCE estimates using Census 2010 info	(summary of categories = total number = b)
Market Penetration by 6 units		'b' divided by 'c'
Estimated percentage of income-eligible households with consumer debt problems	*based upon CCE estimates using Census 2010 info	
Number of income-eligible households who can qualify for financing	*based upon CCE estimates using Census 2010 info	(total count = c)
Market Penetration by 6 units	*percentage of income eligible	

Table 6: Hoffman Target Buyer Eligibility Requirements (Business Analyst Online 2012)

Real Estate Listings within Hoffman Triangle

Information on real estate listings within Hoffman Triangle in the past year (October 1, 2011-October 21, 2012) was collected and analyzed to provide a profile of other developments within the area. This information was collected utilizing MLXchange, a Multiple Listing Service. It must be noted that this data is user-entered by the realtors who use the program and may contain errors. Figure 21 shows a map with the listed and sold properties within the Hoffman Triangle (both AND properties and non-AND property).

There were a total of 11 property listings in Hoffman Triangle within the last 12 months, four properties were sold and seven are still on the market. Of those 11 properties, 7 properties are AND properties; two sold and 5 still listed.

Address	3515 S MIRO ST	2607 S DORGENOIS ST
# Bedrooms	3	3
# Bathrooms	1	2
Square Feet	1000	1250
List Date	March 3, 2011	July 26, 2011
List Price	\$19,900	\$31,900
Sold Date	January 6, 2012	April 26, 2012
Sold Price	\$16,000	\$17,325

Table 7: Hoffman Triangle Sold Properties, MLXchange (10/1 – 10/21/2012)

Details on the two properties that did not belong to AND that were sold are shown in Table 22. The average time these properties spent on the market was nine months. The average list price was \$25,900 and the average sold price was \$18,612. The average price difference from the original list price to the sold price was \$9,327. Details on sold AND properties are shown in Table 23.

Address	3229 WASHINGTON AVE	3325 WASHINGTON AVE
# Bedrooms	3	3
# Bathrooms	2	2
Square Feet	1400	1450
List Price	\$177,000	\$177,000
Sold Date	August 9, 2012	December 6, 2011
Sold Price	\$128,250	\$185,000

Table 8: Hoffman Triangle Sold AND Properties, MLXchange (10/1 – 10/21/2012)

It is clear that there is a large difference in listing price between the properties AND develops and those on the market. Where AND properties are listed at \$177,000 on average, other properties that sold in the market are listed at an average list price of \$25,900; a difference of \$151,100. While AND properties are probably of higher quality than these properties and these figures do not take into account the discounts available to eligible homeowners, it might be worth reconsidering housing prices of AND developments.

Address	3104 TOLEDANO ST	3320 TOLEDANO ST	Average
# Bedrooms	4	2	3
# Bathrooms	2	1	1.5
Square Feet	1527	990	1258.5
List Price	\$125,000	\$130,000	\$127,500

Table 9: Hoffman Triangle Property Listings excluding AND Properties(10/1 – 10/21/2012)

Properties listed for sale that were not owned or developed by AND were an average square footage of 1258.5. They typically had three bedrooms and 1.5 bathrooms. Their average list price was \$127,500. Again this list price is low compared to the AND developments. A consideration for AND is to purchase some of the homes that are priced low and make the needed repairs and renovations. While renovations can be expensive, there are tax credits available for preservation of homes. As a nonprofit, AND might also be eligible for grants that count towards historic preservation.

Comparable Properties

Information on real estate listings sold in the past year (10/1/11 – 10/21/12) within the city of New Orleans was analyzed to compare the findings to that within the Hoffman Triangle. The information was taken from MLXchange and was based on limited search criteria that were reflective of the Hoffman neighborhood. The limitations included sold properties that were two bedrooms with two bathrooms, had a maximum listed price of \$170,000, and an approximate living area of 1200 – 1500 square feet.

The limitations for three bedroom properties with two bathrooms included a maximum listing price of \$180,000 with an approximate living area of 1400 – 1600 square feet.

The search results included a total of 26 properties sold in the past year; 11 two bedroom properties and 15 three bedroom properties. The averages that were considered to be most useful in comparison to the Hoffman Triangle can be found in Figure 25.

Sold Property Averages in New Orleans	2 Bed / 2 Bath	3 Bed / 2 Bath
Total square feet	1481	1721
Sold Price	\$143,209	\$167,100
Paid per sq. ft.	\$109	\$114
Difference between sold/listing	-\$7,064	\$1,913
New loan borrowed for sale	\$83,309	\$97,791

Table 10: Comparable Sold Property Listings, MLXchange (10/1 – 10/21/2012)

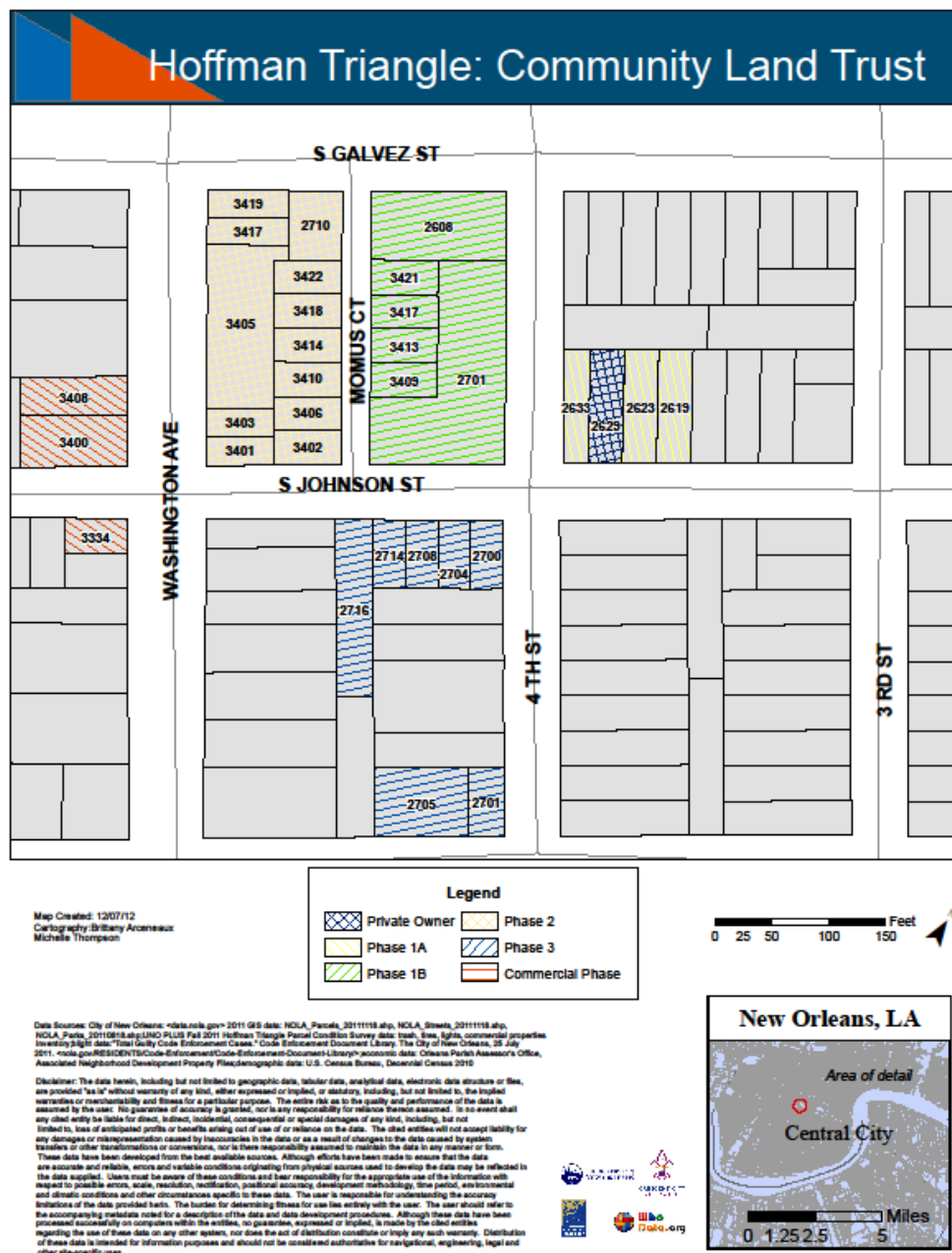
The most important numbers from this analysis were considered to be the final price paid per square foot for both the two and three bedroom properties. The three bedroom properties received about \$5.00 more per square foot over the two bedroom properties. This could be averaged out to about \$25,000.00 more for each three bedroom property. It was also noted that three bedroom properties increased the final sold price over the original listing price by about \$1,900.00 while the two bedroom properties decreased the final sold price by about \$7,000.00. This could mean the market is stronger for three bedroom units since they held closer to their original price and had a higher final value. It should be considered though, that the original listing date for the properties was not made available to this study and could have had an effect on the final sale.

Sales of 2 Bedroom and 2 Bathroom houses in New Orleans							
	Zip Code	Sq Ft	List Price	Sale Price	Sale Date	Paid Sq Ft	New Loan
3905 TCHOUPITOULAS ST	70115	1,358	\$117,900	\$113,000	12/13/11	\$83.21	\$-
2321 LAUREL ST	70130	1,391	\$141,000	\$125,000	01/06/12	\$89.86	\$-
3018 CARONDELET ST	70115	1,200	\$139,000	\$133,000	09/14/12	\$110.83	\$106,400
2825 CAMBRONNE ST	70118	1,200	\$139,000	\$138,000	05/24/12	\$115.00	\$134,518
941 N WHITE ST	70119	1,398	\$149,000	\$143,000	11/29/11	\$102.29	\$129,987
6215 DAUPHINE ST	70117	1,330	\$164,900	\$145,000	05/31/12	\$109.02	\$-
111 HATHAWAY PL	70119	1,325	\$159,000	\$148,300	05/31/12	\$111.92	\$118,640
217 N SALCEDO ST	70119	1,200	\$148,500	\$148,500	03/20/12	\$123.75	\$148,500
4120 PIEDMONT DR	70122	1,320	\$159,900	\$155,500	10/17/11	\$117.80	\$144,750
2631 N RAMPART ST	70117	1,465	\$164,900	\$159,000	10/27/11	\$108.53	\$-
1421 MANDEVILLE ST	70117	1,321	\$169,900	\$167,000	09/27/12	\$126.42	\$133,600
2 Bedroom Averages			\$150,273	\$143,209		\$108.97	\$83,309

Table 11: Hoffman Triangle Property Listings excluding AND Properties, MLXchange (10/21/2012)

Sales of 3 Bedroom and 2 Bathroom houses in New Orleans							
	Zip Code	Sq Ft	List Price	Sale Price	Sale Date	Paid Sq Ft	New Loan
5923 SPAIN ST	70122	1,407	\$168,000	\$165,000	01/18/12	\$117.27	\$145,000
412 36TH ST	70124	1,534	\$162,500	\$165,500	04/25/12	\$107.89	\$145,000
5663 MILNE ST	70124	1,400	\$175,000	\$167,000	10/26/11	\$119.29	\$ -
8631 S CLAIBORNE AV	70118	1,500	\$179,000	\$170,000	06/04/12	\$113.33	\$150,000
3325 WASHINGTON AV	70125	1,450	\$177,000	\$185,000	12/06/11	\$127.59	\$91,040
2812 ST PHILLIP ST	70119	1,600	\$153,000	\$187,000	06/04/12	\$116.88	\$187,000
2116 S GAYOSO ST	70125	1,500	\$165,300	\$195,000	05/23/12	\$130.00	\$ -
118 PORTAGE PL	70119	1,599	\$155,000	\$150,000	03/09/12	\$100.00	\$142,500
2353 MENDEZ ST	70122	1,400	\$159,000	\$155,000	03/26/12	\$110.71	\$144,750
1452 PRESSBURG ST	70122	1,427	\$158,000	\$158,000	12/20/11	\$110.72	\$149,575
2019 MARTIN L KING ST	70125	1,510	\$160,000	\$160,000	10/25/11	\$105.96	\$ -
2015 MARTIN L KING ST	70125	1,520	\$160,000	\$160,000	11/15/11	\$105.96	\$120,000
2023 MARTIN L KING ST	70125	1,519	\$160,000	\$160,000	10/19/11	\$105.96	\$110,000
1427 N DERBIGNY ST	70116	1,451	\$169,000	\$164,000	05/15/12	\$113.03	\$ -
3320 WASINGTON AV	70125	1,400	\$177,000	\$165,000	12/28/11	\$117.86	\$82,000
3 Bedroom Averages			\$165,187	\$167,100		\$113.50	\$97,791

Table 12: Comparable Properties – 2BR, 3BR sold, MLXchange (10/1 – 10/21/2012)



This information helps with the evaluation of the neighborhood stabilization models such as a community land trust (CLT). The map indicates that there are 3 potential phases including both a residential and commercial CLT. The goal is to hold the land value stable and maintain affordable housing. The existing AND housing has been shown to be competitive and comparable housing values in the neighborhood.

Sources

Esri Business Analyst Online (BAO) <http://www.esri.com/software/bao>, accessed 7/2012.

Goyat, S. (2011). The basis of market segmentation: a critical review of literature. *European Journal of Business and Management*, 3(9), 45. MLXchange (Multiple Listing Service, software use courtesy of McEnery Company)

United States Census <http://www.census.gov>, accessed November 15, 2012

Integration

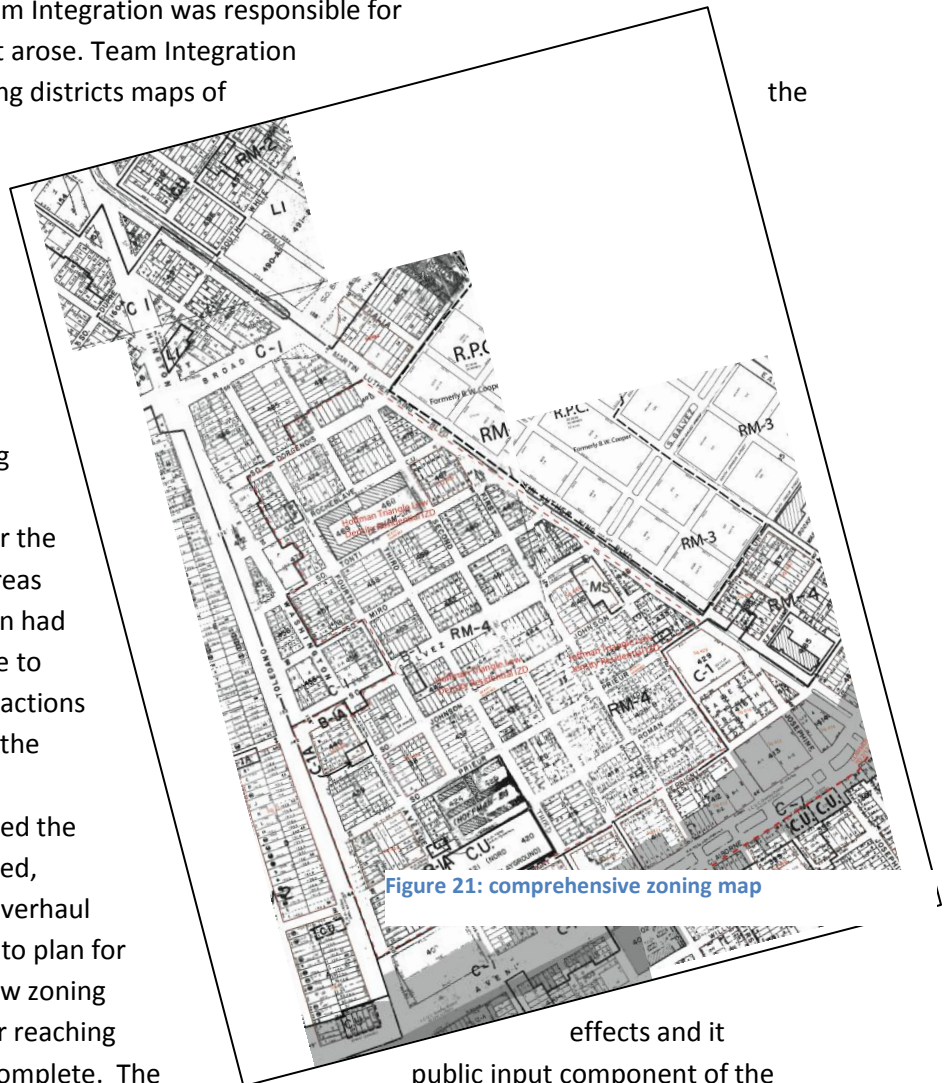
Rachael Bauer (TL), Josh Baer, Kevin Harrison

Project Background

Team Integration was chiefly concerned with the aggregating of all of work performed by the GIS analyst teams into a coordinated, coherent final product. This consisted of orchestrating presentations, formatting and editing reports, and overseeing the efforts of each team to ensure the deliverables of the project were met. Additionally, Team Integration was responsible for addressing project externalities that arose. Team Integration produced current and planned zoning districts maps of Hoffman Triangle, as well as a 'Points of Interest map' and a 'Gumbo' map designed to communicate all of the updated property conditions assessed by the other teams.

Zoning

New Orleans is currently undergoing a complete overhaul of the comprehensive zoning ordinance for the first time in roughly 40 years. Whereas before, the city planning commission had simply allowed the zoning ordinance to evolve through legislative and legal actions as individual issues arose regarding the zoning ordinance. In 2003, the Governmental Research Bureau called the ordinance "incoherent, over amended, outdated and vague." The current overhaul represents a more concerted effort to plan for the future of the city. Creating a new zoning ordinance is a daunting task with far reaching therefore requires a lot of time to complete. The draft Comprehensive Zoning Ordinance (CZO) was been completed in September 2011 and it is currently undergoing the necessary development to make it an enforceable and accessible document.



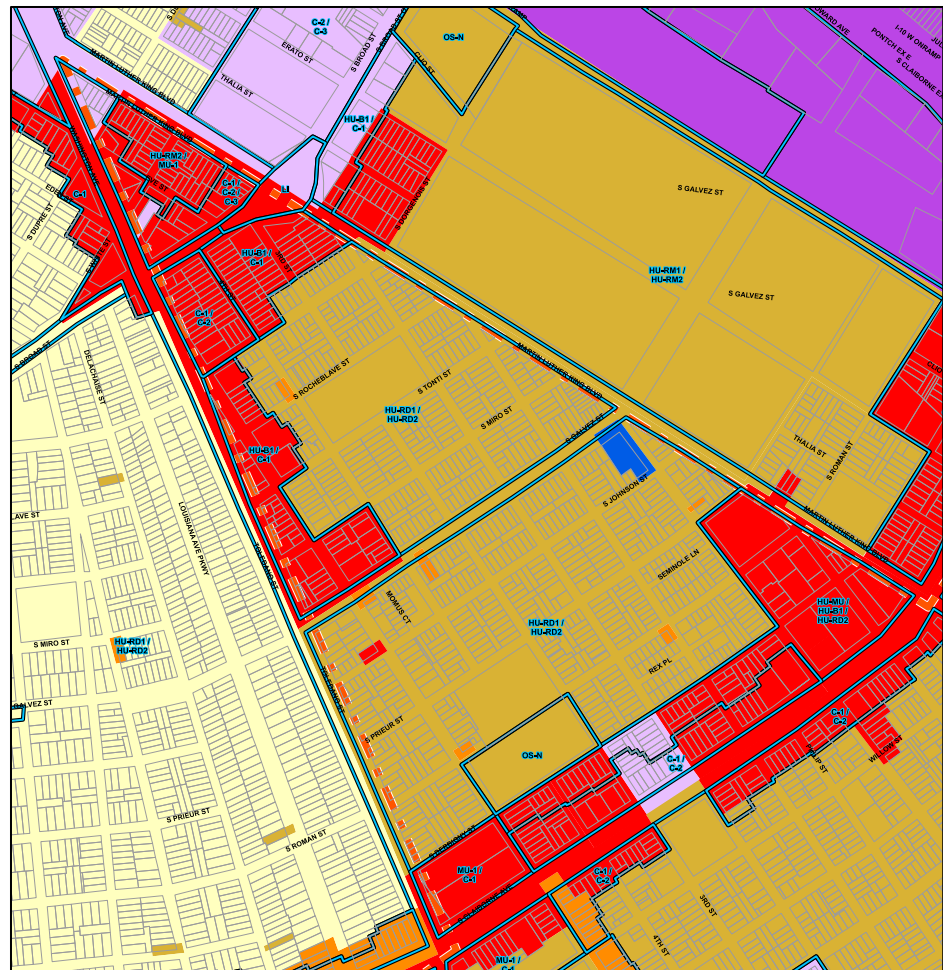
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attractions on the first floor and then residential housing above.

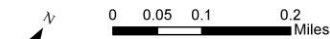
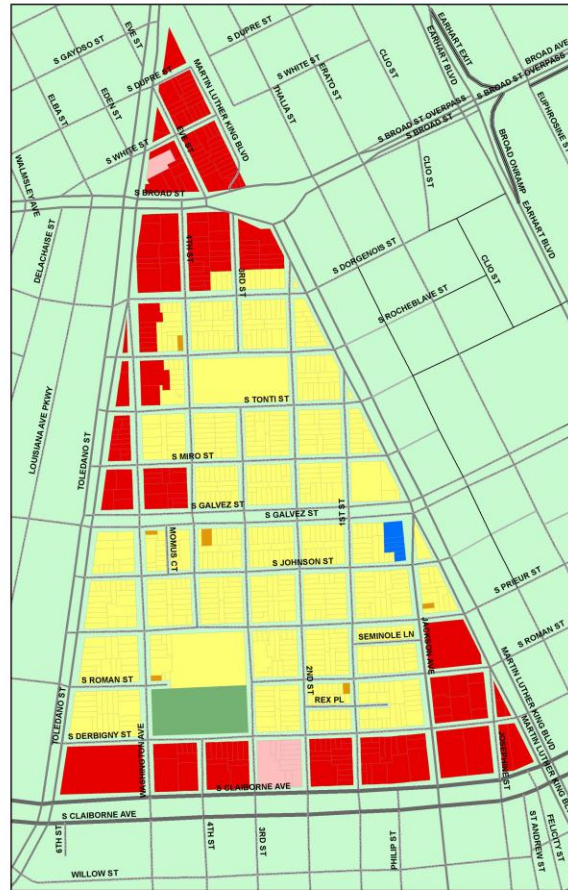
Hoffman Triangle's classification in the Draft CZO as a *Historic Urban neighborhood* will further allow any new developments to more closely resemble the original structural composition of the neighborhood. Previously, the zoning ordinance had required the larger setbacks and general site characteristics that one encounters in newer suburban neighborhoods in spite of the fact that older



New Orleans neighborhoods have tended to be built much differently. Another component of the historic urban classification is that it allows for the creation of small neighborhood businesses—corner stores, coffee shops, etc. It had previously been a rather difficult process to start such businesses in residential districts unless it was sited in one of the handful parcels arbitrarily zoned for such uses.

Figure 22: Current Zoning, Planning. (10/21/2012)

Hoffman Triangle



Data Sources: City of New Orleans - <data.nola.gov> 2012 GIS data:
 NOLA_Parcels_20120928 (Hoffman_Parcels_20120928), NOLA_Streets_20120914, NOLA_Addresses_20120824, NOLA_Council_Districts_20120517
 2011 GIS data: NOLA_Parks_20110516 (Taylor_Park)
 City Planning Commission

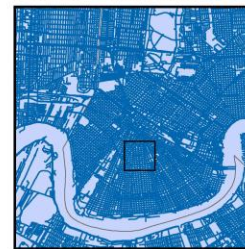
Disclaimer: The data herein, including but not limited to geographic data, tabular data, analytical data, electronic data structure or files, are provided "as is" without warranty of any kind, either expressed or implied, or statutory, including, but not limited to, the implied warranties or merchantability and fitness for a particular purpose. The entire risk as to the quality and performance of the data is assumed by the user. No guarantee of accuracy is granted, nor is any responsibility for reliance thereon assumed. In no event shall any data provider be liable for direct, indirect, incidental, consequential or special damages of any kind, including, but not limited to, loss of anticipated profits or benefits arising out of use of or reliance on the data. The data provider will not accept liability for any damages or misrepresentation caused by inaccuracies in the data or as a result of changes to the data caused by system transfers or other transformations or conversions, nor is there responsibility assumed to maintain the data in any manner or form. These data have been developed from the best available sources. Although efforts have been made to ensure that the data are accurate and reliable, errors and omissions originating from physical sources used to develop the data may be reflected in the data supplied. Users must be aware of these conditions and bear responsibility for the appropriate use of the information with respect to possible errors, scale, resolution, modification, positional accuracy, development methodology, time period, environmental and climatic conditions and other circumstances specific to these data. The user is responsible for understanding the accuracy limitations of the data provided herein. The burden for determining fitness for use lies entirely with the user. The user should refer to the accompanying metadata noted for a description of the data and data development procedures. Although these data have been processed successfully on computers within the entities, no guarantee, expressed or implied, is made by the data provider regarding the use of these data on any other system, nor does the act of distribution constitute or imply any such warranty. Distribution of these data is intended for information purposes and should not be considered authoritative for navigational, engineering, legal and other site-specific uses.

Draft Comprehensive Zoning Ordinance

Legend

- General Commercial
- Hoffman Interim Zoning District
- Light Industrial
- Medical Services
- Neighborhood Business
- Park and Recreation

New Orleans, LA



Map Source: Louisiana GIS Digital Maps May 2007

Cartography: Kevin Harrison, Michelle Thompson
 University of New Orleans
 Department of Planning and Urban Studies
 Information Technology for the Planning Profession
 November 20, 2012

Figure 23: Current Zoning Map (12/3/2012)

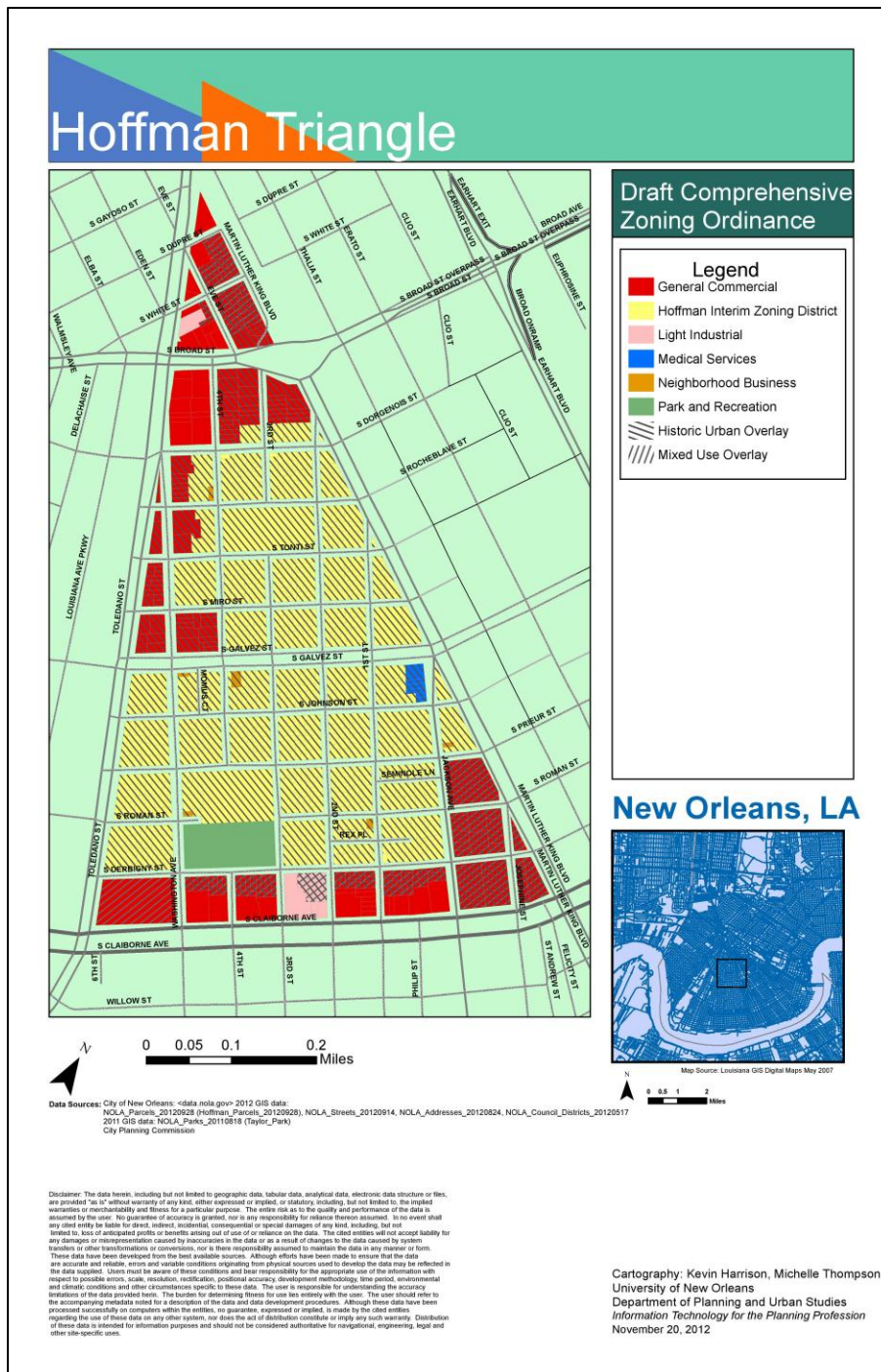


Figure 24: Draft Comprehensive Zoning Ordinance (12/3/2012)

The map above takes the 'draft' comprehensive zoning ordinance and puts it into a GIS layout. Since this has not been recommended for approval by the Planning Commission for City Council vote, AND will use this for general reference purposes, only. The map below integrates the 54 priority lots.

	Open Space	Light Industrial	Neighborhood Business	Hoffman Residential	Medical Services	General Commercial	Mixed Use - 1
Permitted Use	Beach, Cemetary, Community Garden, Parks and Playgrounds	Parking Lot, Brewery, Wholesaler, Warehouses	B&B, Two Family Dwelling, Office, Restaurant, Gallery, Corner Store	Day Care, Place of Worship, Single/Two Family	Day Care, Clinic, Specialty Restaurant, Office	Fast Food, Check Cashing, Bank, Motel	Most Residential Configurations, Most Light Commercial Uses
Conditional Use	Telecommunication s Equipment	Adult Use, Prison	Cultural Facility, Parking Lot, Carry-Out	Cultural Facility, B&B, Corner Store, Planned Development	Heliport, Telecommu- nications	Dwelling above ground floor, Warehouse	Bars, Gas Station, Live Music
Source: City Planning Commission							

Table 13: Draft Comprehensive Zoning Ordinance Use Table (12/3/2012)

The table above summarizes the permitted uses listed in the ‘draft’ comprehensive zoning ordinance.

Almost all AND properties are located in locations zoned for residential development. However, there are a few exceptions. The property located at 3404 Jackson Avenue is Medical Services. The triangular property at the corner of Josephine and Martin Luther King Boulevard is currently zoned for light general commercial uses. The property located at 3404 Jackson Avenue will have the same zoning use when the new ordinance is passed, but will additionally include a historic urban overlay. The properties at the corner of Josephine form a long, pointed right triangle with sides measuring 80’ and 200’. This block is going have a change in zoning to permit mixed uses, including light commercial uses and multi-family housing. This lot could potentially offer an opportunity to pursue a different sort of project than is typical for AND or New Orleans. It would be well suited for a developer looking for a property with unique conditions and flexible, neighborhood-oriented zoning.

Based upon the comparative analysis of the existing vs. proposed zoning maps, very few of the non-AND home listings and sales occurred outside of the area where AND properties are owned. Most of the property sales and listings are found more close to Toledano Street while AND properties tend to be located more toward Martin Luther King Boulevard.

Points of Interest

This map was created as a way to show locations of significance in Hoffman Triangle to potential homebuyers or others interested in Hoffman Triangle. This map has been updated since the summer of 2012.

The Points of Interest within the Hoffman Triangle are:

- NFL-YET Boys & Girls Club, 1140 S Broad St New Orleans, LA 70125
- Rosenwald Community Center Redevelopment
- Future South Broad Community Health Clinic
- Rhodes Pavilion/Tivoli Theater, est. 1927

- Taylor Park and Pool
- Peck United Methodist Church, est. 1882
- Urban Impact Ministries
- St. Monica Redevelopment
- Pleasant Zion Baptist Church
- Marrero Commons Redevelopment
- Community Gardens
- New Orleans College Prep Charter School
- Krewe of Rex Den
- Future Hands on New Orleans Headquarters
- Future Hoffman Triangle Community Land trust
- Baldwin Wood Melpomene Pumping Station #1, est. 1910

Data Quality Issues

The data is provided “as is” without warranty of any kind. The entire risk as to the quality and performance of the data is assumed by the user. No guarantee of accuracy is granted, nor is any responsibility for reliance thereon assumed. The data has been developed from the best available sources. Although efforts have been made to ensure that the data are accurate and reliable, errors and variable conditions originating from physical sources used to develop the data may be reflected in the data supplied. The burden for determining fitness for use lies entirely with the user.

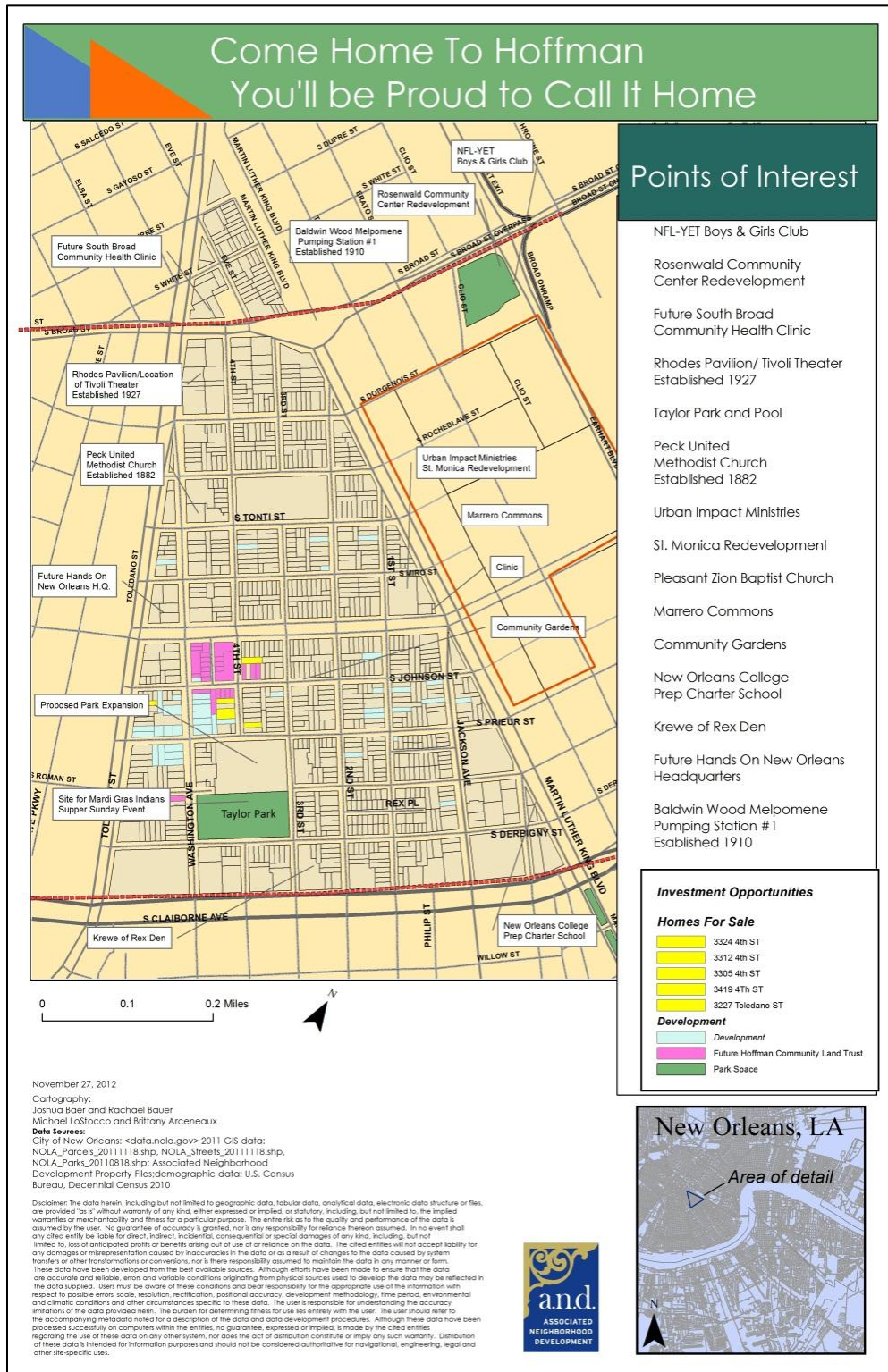


Figure 26: Points of Interest map (2/17/2012)

Below is a map that integrates key data that will be used to measure quality of life issues in Hoffman Triangle. This 'Gumbo' map summarizes 2012 crime, property value, blight, taxes/liens, light status and includes the proposed comprehensive zoning overlay. This is a 'first look' at this integrated data. Associated Neighborhood Development will be able to expand this with 2013 property condition data that will be provided by United Saints and the WhoData.org trash/tire monitoring project.

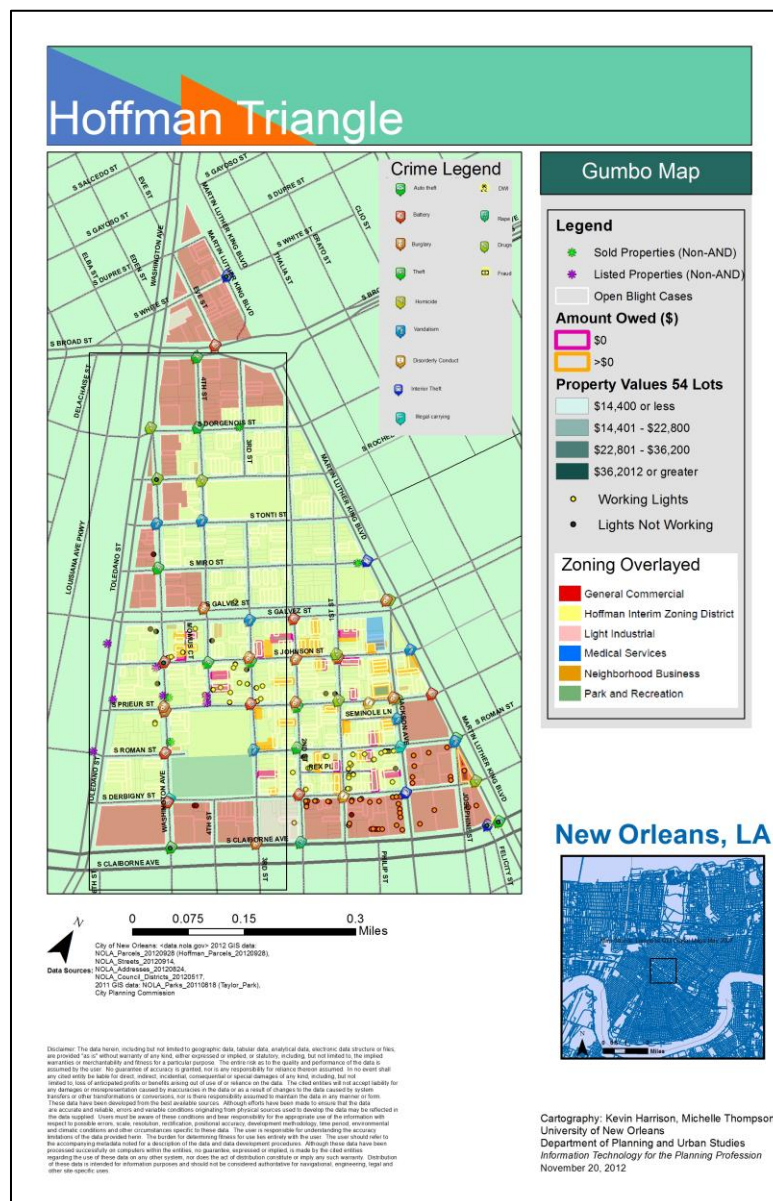


Figure 27: Hoffman Triangle Data Integration Map

Sources

City of New Orleans: <data.nola.gov> accessed November 17, 2012.

Eggler, Bruce. "Draft of Revised New Orleans Zoning Law Is Online." *NOLA.com*. The Times-Picayune, 1 Aug. 2011. Web. 01 Dec. 2012.

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NOLA_Parks_20110818.shp; Associated Neighborhood Development Property Files

Zoning Base Map. <http://www.nola.gov/RESIDENTS/City-Planning/Zoning-Base-Maps/> accessed November 17, 2012

Draft Zoning Maps. <http://www.nola.gov/RESIDENTS/City-Planning/DRAFT-Zoning-Ordinance/Draft-Zoning-Maps/> accessed November 17, 2012

Demographic Data: U.S. Census Bureau, Decennial Census 2010

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