



WORKING VACANCY

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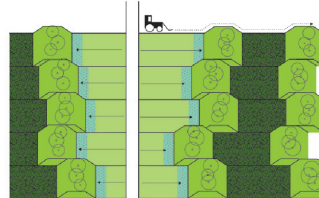
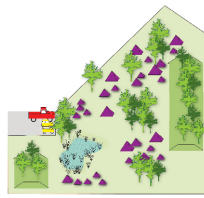
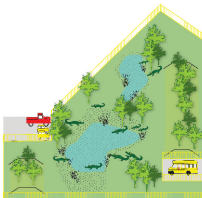
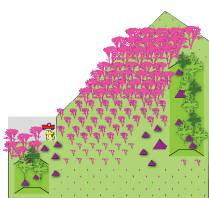
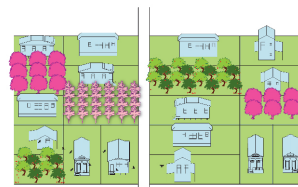
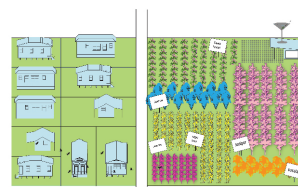
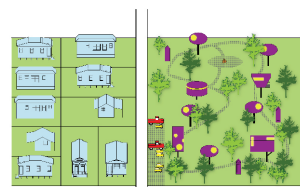
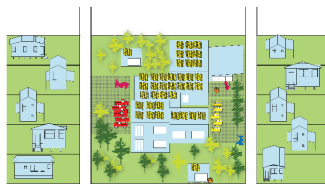
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Produced for Future Ground, a project of Van Alen Institute and the
New Orleans Redevelopment Authority.

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Date

MAY 29, 2015

WORKING VACANCY: NOLA 6-2-10

Working Vacancy is a strategy for unlocking the economic value of vacant land - for putting it to work economically, socially and environmentally. It is a tactical and flexible approach to vacant land usage that addresses aggregated and assembled lots, rather than individual lots. It is about economic opportunity and aligning economic development with land use choices over the short and long terms. It is about building on New Orleans' distinct social, cultural, and environmental foundations. And, through implementation of productive landscape and jobs-creating land use strategies, WORKING VACANCY creates a vision for the future of New Orleans that addresses underserved existing populations; initiates retention strategies for energetic young workers who cannot find affordable housing and jobs; invites entirely new populations in to reinforce and stabilize neighborhoods, and seeks to alleviate significant shortages in economic opportunity, affordable housing, developable land, and land maintenance resources. In short, it's a strategy for re-making the city's least productive and empty lots as vibrant, productive and energetic landscapes for a revitalized New Orleans.



ECONOMIC FOUNDATIONS

Land markets in New Orleans are effectively broken: despite vast swaths of vacant land, the city suffers from a shortage of developable sites to attract population and jobs at a rate sufficient to create the type of inclusive economic growth the city needs.

The Stoss team believes that the city's land and inequality issues are inextricably linked. Drawing on national data on job opportunities for workers without college degrees, the team found a shortage of the types of land that support broad-based economic opportunity. Specifically, the city has a severe shortage of two to four acre parcels that are zoned for or can accommodate light industrial, distribution, and repair activities. Translating the city's vast land resources into jobs-supporting parcels will require a radical rethinking of vacancy and the tools currently used to address land issues. Public land holders must recognize that there is little inherent value in the thousands of very small (1/10th of an acre) residential lots in their holdings and work where possible to aggregate and assemble these plots into larger holdings that can support jobs-producing economic activity. This shift will require greater coordination of public sector holdings, higher levels of interactions between public and private land holders, and abandonment of practices like auctions that simply recycle lots without creating real value.



PRODUCTIVE LANDSCAPES

Twelve new productive landscape types are at the heart of this proposal. Each has an economic driver or economic implication, along with social and environmental benefits. These landscape types are examples of productive uses of a variety of lands that may be available and the degree of economic or social investment available for initial implementation and/or long-term investment.

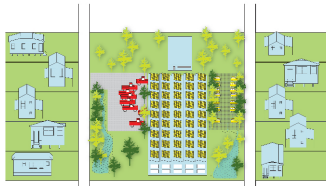
High investment/high-yield uses requiring large lots of 1 - 2+ acres in size include: Business to business white collar and blue collar uses, maker spaces and food hubs. These uses provide middle income jobs and increased economic productivity for the city.

Low investment/low-yield uses requiring large lots of 1-2+ acres in size include: Productive eco-parks, Dry eco-parks, and Wet eco-parks/Gator gardens. These uses provide minimal revenue through ticket sales and/or sale of plant materials grown on site.

Mid-range investment/yield uses for medium size lots and/or aggregations of multiple small lots provide alternative housing opportunities including: Helicopter oriented development and Air TnB.

Low-investment/low yield uses help to activate individual or aggregates of multiple small lots. These uses include: Craft cocktail gardens, nano farms and PLÖ-N-GRÖ.

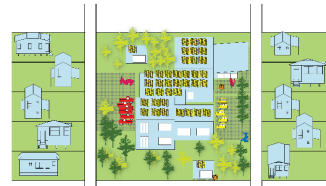




B2B BLUE



B2B WHITE



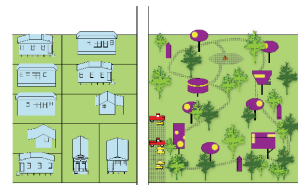
MAKER SPACE



FOOD HUB



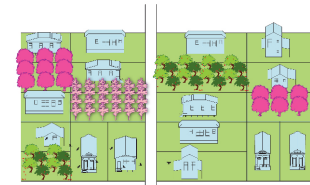
H.O.D.



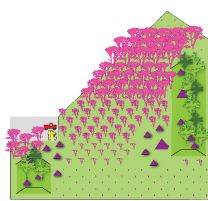
AIR TNB



COCKTAIL GARDEN



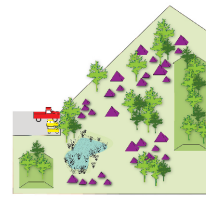
NANO FARM



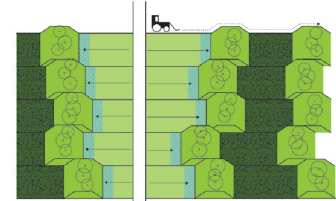
ECO-PARK NURSERY



GATOR PARK



ECO-PARK DRY

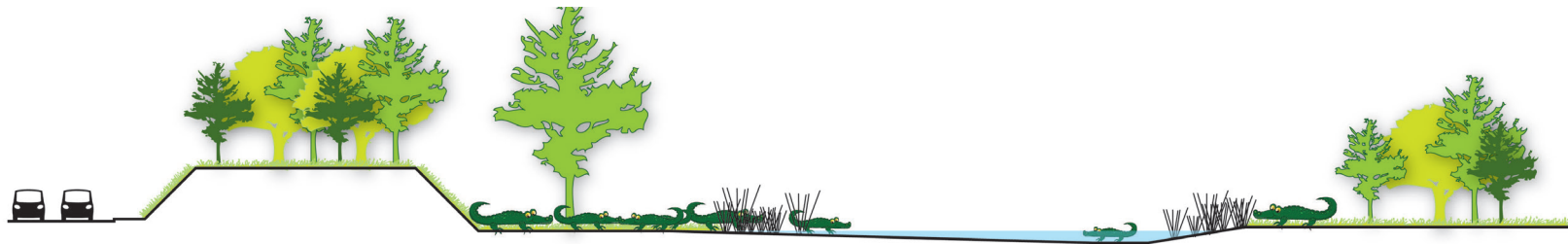
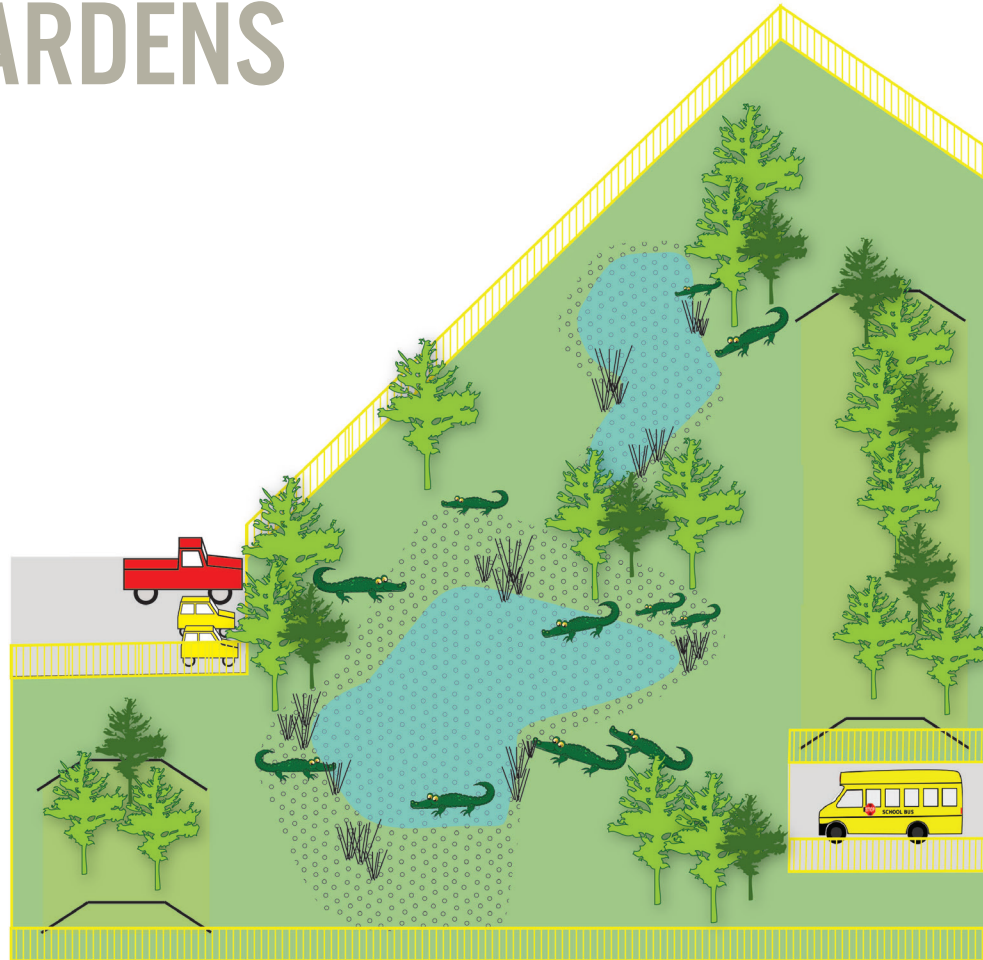


PLÔN-GRÔ

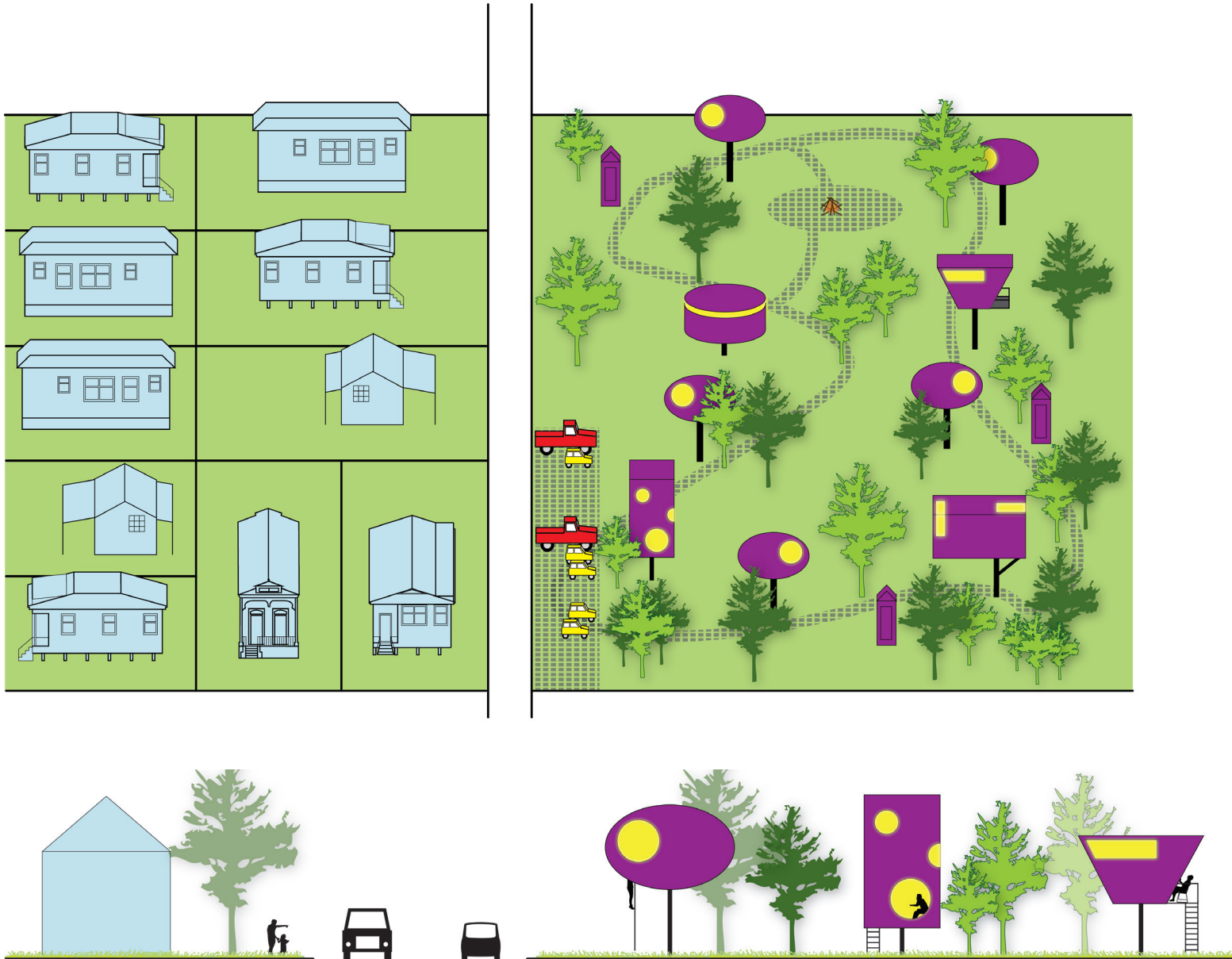
B2B BLUE



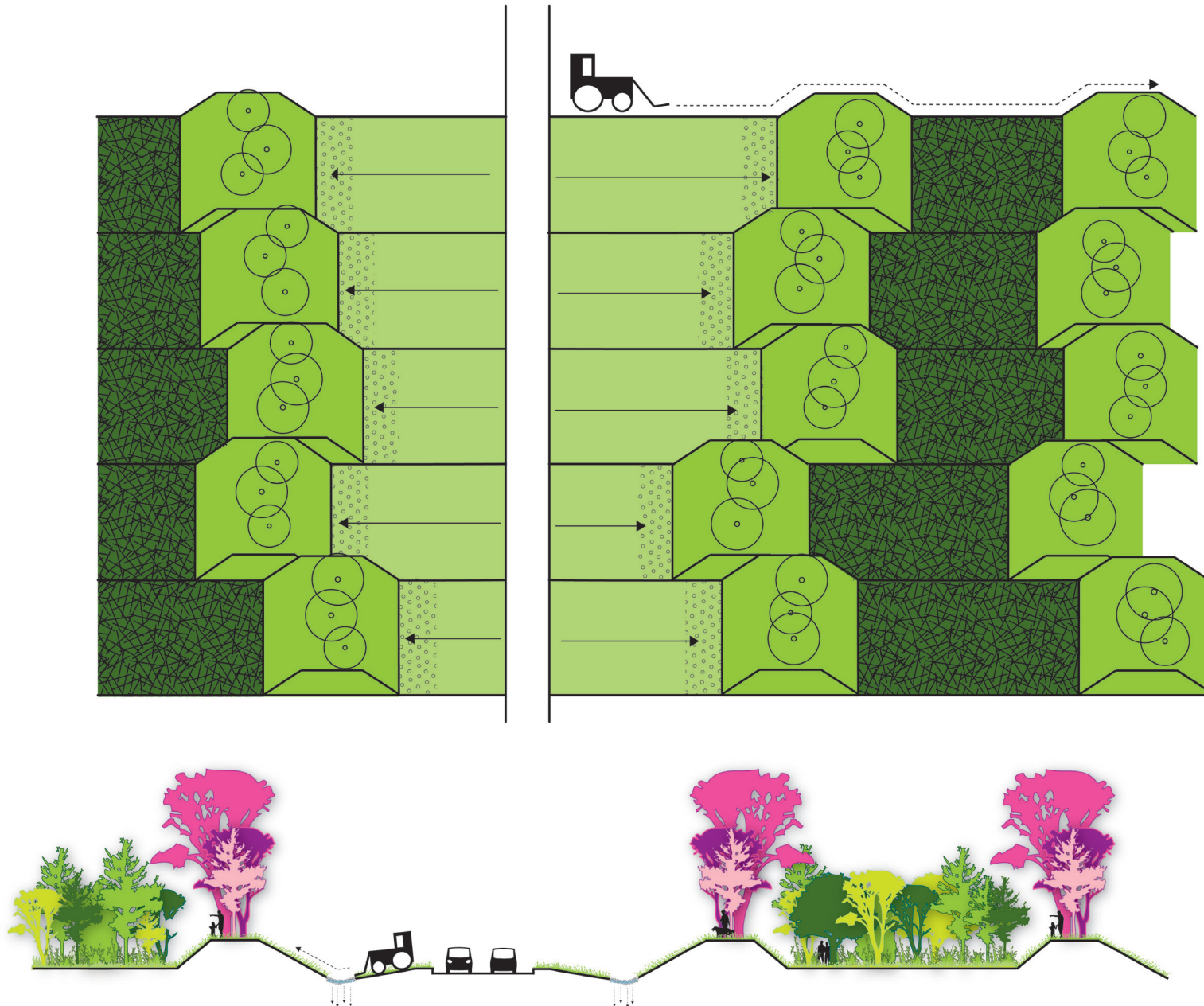
GATOR GARDENS



AIR TNB



MAKERSPACE



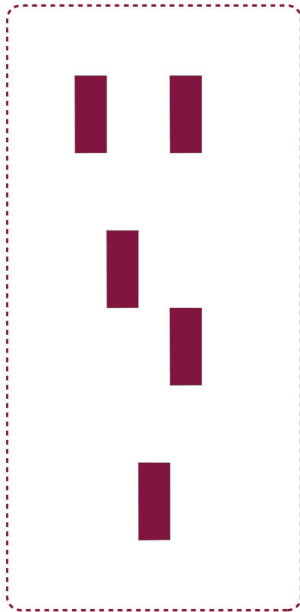
SCALING + CAPACITY

Implementation of many of the proposed land uses will require a coordinated approach to land assembly over time. Many of these are best suited for large parcels that do not currently exist within the city. Opportunities currently exist for the creation of these parcels with current NORA-owned lots as a portion of the site, however, effective assembly of these lands will require a shift in thinking. First it is important to understand that New Orleans'vacancy and economic challenges are related and secondly vacant land must be considered as having economic and productive value. With this foundation NORA can begin to shift its role in relation to vacant land and to other land holders and the community. Broadly, there is a great opportunity to re-formulate NORA as a more multidimensional public agency with a broader set of roles and an increased and diversified capacity to meet these new challenges. This includes NORA becoming more of an economic development partner and player in the city; the coordinating authority for other city agencies, particularly related to land-use and land disposition decisions; a land bank that strategically holds and manages land for both the short and long terms; and a neighbor more directly involved in engagement and activation issues.



DISTRIBUTED

NUMBER OF USES	5
COORDINATION ACROSS SITES	None
EXAMPLE	Vacant, Community Garden, etc.
JOBS IMPACT	Little of none
REVENUE / SALES	Little or none
OTHER IMPACTS	Side lots, gardens



AGGREGATED

NUMBER OF USES	2
COORDINATION ACROSS SITES	High
EXAMPLE	Nanofarms, H.O.D.
JOB IMPACT	Modest
REVENUE / SALES	\$5k - \$35k per acre
OTHER IMPACTS	Food access, housing



ASSEMBLED

NUMBER OF USES	3
COORDINATION ACROSS SITES	Medium
EXAMPLE	B2B Blue
JOB IMPACT	5 to 9 per acre
REVENUE / SALES	\$500 - \$2.5M per acre
OTHER IMPACTS	Increased traffic

WHAT HAPPENS NEXT?

WORKING VACANCY can unfold over a period of years, starting now.

0 MONTHS / NOW

- suspend land auction(s)•put a hold on projects that do not reinforce overall goals

0-6 MONTHS

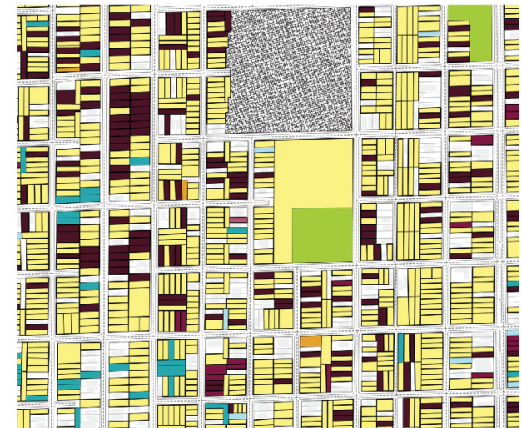
- schedule agency coordination meeting to discuss holding land for strategic assemblage•initiate one land assembly initiative•initiate two landscape demonstration projects•initiate associated enhanced activation and engagement process

WITHIN 2 YEARS

- reformulate engagement tactics broadly•complete at least 1 jobs initiative on an assembled site (a B2B blue, B2B white, Makerspace, or Food Hub project in Plum Orchard or Florida)•foster a number of other jobs initiatives on assembled sites throughout the city•complete two landscape demonstration projects (a Plö-n-Grö in the Lower Ninth Ward and a Nano-Farm in St. Anthony's)•foster a number of other landscape projects throughout the city•enhance internal and external technical capacities•align public land holdings and decision-making•integrate land and economic development capabilities



LARGE-SITE VACANCIES NEIGHBORHOOD



HIGH-VACANCY NEIGHBORHOOD



MEDIUM-VACANCY NEIGHBORHOOD



LAND HOLDING



JOBS + LANDSCAPE INVESTMENT



FULL JOBS INVESTMENT



LANDSCAPE INFILL



ECOLOGY + LANDSCAPE



JOBS + ECOLOGY + REINVESTMENT



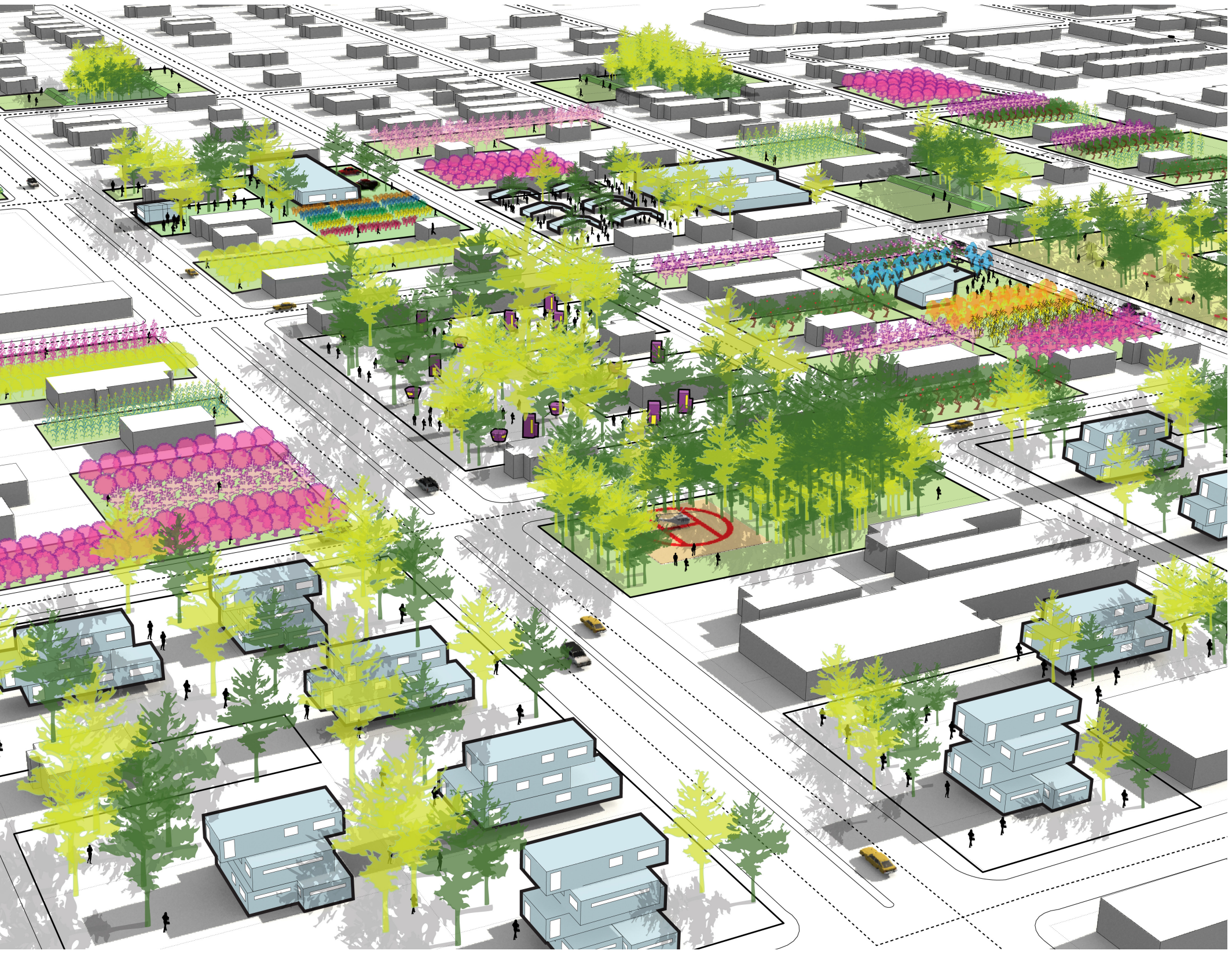
LAND HOLDING



JOBS + LANDSCAPE INVESTMENT



FULL JOBS INVESTMENT





TEAM STOSS

STOSS . SLOSS
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STUDIO O
MIKE BRADY
JILL DESIMINI
OFFSHOOTS
LEVEL INFRASTRUCTURE