



## **Call to Action City of New Orleans Master Plan Hearing**

HousingNOLA proposed an amendment to the City's Master Plan which would create the option to provide housing in high-opportunity areas for service, hospitality, and restaurant workers; first responders; community and cultural leaders; and others who are critical to the future of our city. HousingNOLA, the City's Assessment of Fair Housing, and Housing for a Resilient New Orleans all call for improvements to the segregated character of our city's neighborhoods that usually sites our lower-income and minority residents outside of the city and away from jobs and opportunities. We believe making this amendment to the Master Plan would be a critical tool in the City's overall toolkit.

In HousingNOLA's 2017 Report Card, our collective efforts earned a "C" for affordable housing as our public partners only created 488 affordable housing opportunities from 2016-2017 and didn't fully implement the recommended changes to the Master Plan. The City will need to produce an estimated 33,000 housing units to keep up with demand. We strongly believe that the proposed Master Plan changes would help to create more opportunity for all our residents and serve our city's desperate need for more affordable housing.

The City Council Hearing on the Master Plan is **Thursday, January 25<sup>th</sup> at 10am**. The hearing will be on the Westbank in the Orleans Parish School Board Central Offices at **3520 General DeGaulle Dr**. We would appreciate your support at the City Council Hearing on the Master Plan. You can contact Trayshawn Webb at (504) 224-8304 or email at [twebb@gnoha.org](mailto:twebb@gnoha.org) if you're able to attend.

If you would like to be texted an hour before you have to testify, please email Trayshawn Webb ([twebb@gnoha.org](mailto:twebb@gnoha.org)) with your phone number. We will also be live tweeting the hearing from Twitter, [@GNOHA](https://twitter.com/GNOHA).

We have a sample script after the Council Members' contact information for those that can't make it but still want to support!

### **At Large Councilmembers**

- Jason Williams (504) 658-1070, email: [jasonwilliams@nola.gov](mailto:jasonwilliams@nola.gov)
- Stacy Head (504) 658-1060, email: [shead@nola.gov](mailto:shead@nola.gov)

### **District A**

- Susan Guidry (504) 658-1010, email: [sgguidry@nola.gov](mailto:sgguidry@nola.gov)

### **District B**

- LaToya Cantrell (504) 658-1020, email: [lcantrell@nola.gov](mailto:lcantrell@nola.gov)

### **District C**

- Nadine Ramsey (504) 658-1030, email: [districtc@nola.gov](mailto:districtc@nola.gov)

### **District D**

- Jared Brossett (504) 658-1040, email: [councildistrictd@nola.gov](mailto:councildistrictd@nola.gov)

### **District E**

- James Gray II (504) 658-1050, email: [jagray@nola.gov](mailto:jagray@nola.gov)

### **Sample Script**

1. The HousingNOLA plan calls for improvements to the segregated character of New Orleans neighborhoods that push lower income and minority residents toward the fringes of the city, away from jobs and opportunities. Changing the Master Plan to allow

Mixed Use Medium Density is a critical tool that opens up the potential for affordable and mixed income development in areas that provide access to job centers without the need of cars.

2. Any proposed project under the new Mixed Use Medium Density development would have to get approval through the Comprehensive Zoning Ordinance or a conditional zoning request. Areas selected for transition from Mixed Use Low density to Mixed Use Medium density are along either major commercial areas or represent underdeveloped areas that are not located in the core of historic neighborhoods.
3. The Master Plan is currently inconsistent with existing building stocks- it calls for smaller buildings and fewer housing units than the buildings we have in our neighborhoods already. This change creates more discretion for neighbors and the council to work together on individual cases.
4. Zoning of all the areas affected won't change, suggesting that improving transit to outlying neighborhoods cannot be the primary solution to the housing crisis. It is not an issue that can be directly addressed by the Master Plan. Fair housing concerns lead us to make an effort as a city to balance affordability in high opportunity areas with increased access to all neighborhoods.