



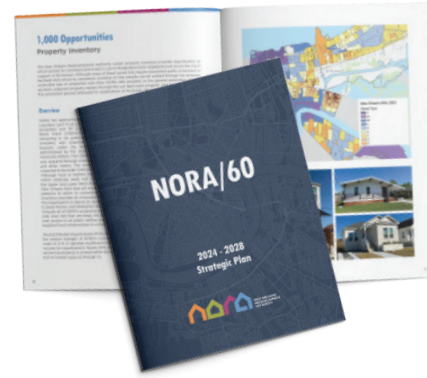
# 2023 Year in Review

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Foundations for  
the Future

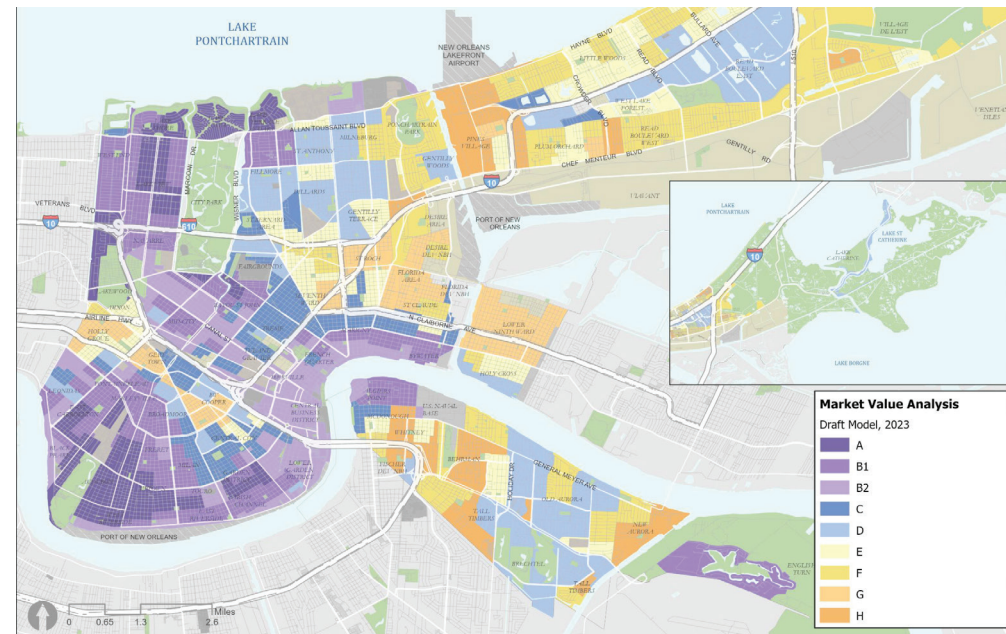
## NORA/60 Strategic Plan

Our 5-year strategic plan, adopted by the Board, articulates NORA's vision for its property inventory, existing and future programs, and financing. The plan also outlines agency values, such as sustainability and equity and diversity, that continue to guide our work.



## New Orleans Market Value Analysis

Developed in partnership with Reinvestment Fund, this comprehensive report includes a detailed look at the population demographics, mortgage access, investor activity, and displacement risk of New Orleans neighborhoods. The report allows NORA to form evidence-based strategies for investment and redevelopment.



## 2023 Board of Commissioners

**Adam Stumpf**  
Chairperson

**Kristyna Jones**  
Vice-Chairperson

**Hattie M. Broussard, Esq.**  
Secretary

**Delisha Boyd**

**Brian P. Egana**

**Toni Hackett Antrum**

**Arthur Johnson**

**John Pourciau**

**John Sullivan**

## NORA Executive Leadership

**Brenda M. Breaux**  
Executive Director

**Seth Knudsen**  
Chief of Strategy, Programs, and Projects

**Derrick Muse**  
Chief Financial Officer

## Executive Director's Statement

New Orleans is well known for being a city of dreamers. Countless artists, writers, musicians, and others have been inspired here—even community development professionals. I am thankful that our work at the New Orleans Redevelopment Authority provides us with an opportunity to dream about the city's future as we reflect upon its past and present. In this 2023 Year in Review, we are proud to showcase projects born from a wide range of dreams, each providing strong foundations for the future of families and communities across our city.

Homeownership is the quintessential American Dream, and it remains central to our work to create affordable homeownership opportunities for all. In 2023, NORA expanded access for Low to Moderate Income and minority households in this city through a \$1.9 million investment in 15 homes completed in the Orleans Housing Investment Program. NORA provides land and financing to a diverse group of development partners to make these dream homes a reality, and each energy-efficient and resilient home is designed to minimize typical operating costs and the potential impacts of natural hazards. Not only do these homes provide a safe and attractive place to live today, but they also stand to catalyze and create generational wealth.

NORA is also proud of our role in ushering in a new chapter for The Dew Drop Inn. The former nightclub and hotel started as the dream of barber Frank Painia in 1939, and its return became the dream of developer Curtis Doucette in 2021. NORA catalyzes economic development through the Commercial Corridor Gap Financing Program and provided \$1 million to support the rehabilitation of the 17-room hotel, music venue, bar, and restaurant. The Dew Drop Inn has a culturally significant history that is rooted in civil rights and was noted in the Negro Motorist Green Book as a safe space for Black travelers to visit and enjoy performances by acclaimed artists from around the world. Now reborn, the Dew Drop can once again serve as a foundation for culture and music in Central City.

NORA is also committed to supporting stormwater management solutions through the NORA Green Program and makes land available for critical green infrastructure projects. One such example is the Oak Park Hazard Mitigation Project, which is part of a citywide dream to mitigate flooding in this era of climate change. The \$5.8 million overall project includes an underground stormwater storage tank on NORA property with a capacity of over 500 thousand gallons. The subsurface storage is the foundation for upgraded drainage and reduced flood risk in the surrounding neighborhood.

And then we have a project that has been a personal dream of mine: The St. Bernard Circle Apartments. When the previous owner decided that their vision for the property near St. Bernard and North Claiborne Avenues could not be fully realized, NORA jumped at the opportunity to redevelop the long-dormant parcels. The \$22 million investment in the 51-unit apartment building—with two commercial units and an outdoor performance space—is the first phase of this strategic redevelopment project that will provide the foundation for new affordable housing and economic development opportunities in the Seventh Ward.

I am honored and humbled to lead this organization that not only provides me the opportunity to dream, but the opportunity to help make those dreams a reality for the entire community. Our Board of Commissioners, staff, development partners, and community are critical to our success. I hope you are inspired by our work over the last year and are impressed by the strong foundations we are building for the future.



Sincerely,

Brenda M. Breaux  
Executive Director



# Residential Development

It's not just about where we live—it's about how we live.

NORA believes that access to affordable and sustainable housing is critical in our city. That's why we work with developers and government agencies to create residential properties that are attractive, resilient, energy efficient, and accessible.

Through programs like the Lot Next Door, auctions, and development solicitations, we've returned more than 5,000 (that's over 80%) of our NORA-owned properties to commerce.

We've already created over 500 affordable housing units in neighborhoods across the city and plan to develop hundreds more.



**"I am proud to support the development of new homes in the Lower Ninth Ward and New Orleans East that provide affordable ownership opportunities for working families in our community. NORA is building upon a proud legacy of homeownership in neighborhoods that are critical to the city's future."**

- District E Councilmember Oliver Thomas

## Orleans Housing Investment Program (OHIP)

Homeownership is the foundation for generational wealth creation and NORA, in partnership with its non-profit affiliate New Orleans Redevelopment Unlimited, Inc. (NORU) has created 75 new affordable homes across the city through the Orleans Housing Investment Program (OHIP), which provides construction financing and subsidy for the development of affordable single family homeownership opportunities. The homes are built to some of the highest standards in the industry, including EPA Energy Star V3 and IBHS FORTIFIED Gold. In 2023, NORA and its partners completed 15 new homes in the Lower Ninth Ward, New Orleans East, Pontchartrain Park, and the Seventh Ward through the Orleans Housing Investment Program.

## Lower Ninth Ward Homeownership

Outside of the Orleans Housing Investment Program, NORA development partner Habitat for Humanity continues to build affordable homeownership opportunities on former NORA properties in the Lower Ninth Ward to support a proud neighborhood history of homeownership. In 2023, Habitat completed 4 homes and acquired property from NORA to build 5 more.





# Commercial Revitalization

Building foundations for economic growth in our city doesn't always mean creating something new. Sometimes, it means giving new life to existing businesses and structures.

NORA has supported economic development through a range of grant and financing programs to help small, local, and minority-owned businesses launch, scale, and catalyze new investments. Our Façade RENEW program provided financial assistance to help business owners beautify their storefronts, while our Commercial Corridor Gap Financing program offered loans to address slum and blight conditions in key corridors.

We've helped dozens of businesses so far—and we're just getting started.



## Sprucing Up Algiers

The Olde Algiers Cultural Center at 1800 Newton Street serves as a community hub where the residents of Algiers can gather, celebrate, and host all sorts of events from small family holiday parties and high school graduations to larger citywide events like Prosperity in Algiers: Focus on the Future. NORA was pleased to provide grant funding for upgraded paint, signage, lighting, and accessibility through the Façade RENEW Algiers Program.



**"The revitalization of this gem in District B (specifically Central City) will benefit residents, tourists and inspire local musicians as they continue the time-honored, musical and artistic traditions for generations to come."**

- District B Councilmember Lesli Harris

## A Re-Dew for the Dew Drop

When we work to renew businesses in New Orleans, we work just as hard to preserve our city's history and culture.

That's why we're proud to have played a role in revitalizing the historic Dew Drop Inn by providing \$1 million in low interest permanent debt financing.

Between the 1940s and 1960s, the hotel and nightclub hosted legendary musical icons like Ray Charles, James Brown, Dave Bartholomew, and Allen Toussaint. The venue reached the height of its popularity when the South was still largely segregated, making it a significant landmark for African Americans in New Orleans.

More than 50 years later, the Dew Drop is ready to reopen in 2024 with 17 hotel rooms, a restaurant, a live music venue, and a pool. Each guest room tells the story of a noteworthy figure in the venue's history, bringing together the past and future of this cultural cornerstone.

# Land Stewardship

We see every vacant property as an opportunity: to strengthen our neighborhoods, to revitalize our communities, and to create new pathways to sustainability.

Through partnerships and self-development, NORA transforms underutilized land into green infrastructure, community gardens, development sites, and more. Our Community Adaptation Program improves stormwater management for owner-occupied, single-family homes in Gentilly, while our Lot Next Door program gives property owners the chance to purchase adjacent NORA lots at Fair Market Value or a discounted rate for Low to Moderate Income homeowners who agree to improve the property through our Growing Home program

To date, we've sold more than 1,500 properties—and counting.



## World-Renowned Stormwater Management

In addition to projects on NORA-owned property, our Community Adaptation Program (CAP) is reducing flood risk for low to moderate income homeowners through no cost stormwater management improvements like permeable pavers, infiltration trenches, and rain gardens. Each project at a participant's home detains approximately 3,000 gallons on average every time it rains. NORA has completed 194 CAP projects across Gentilly.

NORA was pleased to share its stormwater management expertise and showcase its work for a group of Malaysian government officials from the Land Custody and Development Authority and other agencies. The average yearly rainfall in Malaysia is more than 2.5 times the amount we receive in New Orleans.



**“It is great to see these projects that will enhance our community and our infrastructure, make us live better with water, make us safer and, in the long run, save us money from flood losses and on insurance.”**

- District D Councilmember Eugene Green

## Going Green in Oak Park

In New Orleans, being proactive about our relationship with water is paramount to reducing the impact of climate change on our neighborhoods and infrastructure.

NORA is proud to have partnered with the City of New Orleans on the \$5.3 million Oak Park Stormwater Management and Flood Mitigation Project, an initiative that both protects Oak Park neighborhoods from immediate flood risk and supports the community's long-term safety and resiliency.

The project includes five contiguous NORA-owned parcels on Perlita Street behind John F. Kennedy High School. An innovative below-ground tank connects to an outfall drainage pipe to retain and move stormwater, while above-ground flowering plants beautify the area, define the system's boundaries, and slow and filter water.

Construction began in February 2023 and was completed in November 2023.



# Strategic Redevelopment

All it takes to turn an unused property or structure into a driver of business and equity is a vision.

The NORA team strategically reimagines the purpose and function of our city's key assets to harness their true potential. By doing so, we're able to further the impact of all initiatives within our Residential Development, Commercial Revitalization, and Land Stewardship programs and development within surrounding neighborhoods.



## Green Flags Ahead for Six Flags Site

At the request of the City of New Orleans, NORA officially signed onto the redevelopment of the former JazzLand/Six Flags site in 2023, and quickly marked a milestone the New Orleans community has long awaited: the leasing of the former amusement park site in New Orleans East, a property that has sat vacant for nearly two decades.

At the World Waterpark Association's 43rd Annual Symposium & Trade Show, local development firm Bayou Phoenix team signed a ground lease, finalized by NORA, to reinvigorate the 227-acre property.

The Bayou Phoenix proposal was a collaboration between local firms Henry Consulting and TKTMJ, Inc., and they were chosen as the exclusive site developers by the City of New Orleans in October 2021. The proposal includes plans for an indoor/outdoor waterpark, sports complex, hotels, family entertainment center, retail stores, and a movie studio.



**"I'm truly excited to see the St. Bernard Circle Apartments project come to life. This development not only brings much-needed affordable housing to our community, but also celebrates our rich culture and history."**

- District C Councilmember Freddie King III

## Breaking Ground on Progress

Last year, we officially began the redevelopment of 1429 St. Bernard, a project that will bring affordable housing to the heart of the 7th Ward.

The \$22 million project will create a 51-unit, mixed-use structure featuring residential apartments, retail spaces, amenities, and more. While featuring a mix of income levels, most apartments will be leased at or below 60% of the city's Area Median Income (AMI) to ensure residents with the greatest need have access to high-quality, sustainable housing near the city's job centers in the French Quarter and downtown.

The ground floor will feature two retail bays fronting on St. Bernard Avenue where small, locally owned businesses can reach new clientele, grow their operations, and boost the economy.

NORA is developing the property in partnership with HRI Communities and New Orleans Restoration Properties, with construction helmed by Landis.



[noraworks.org](http://noraworks.org)