

CED Grant Recipient Conference 2024



Equitable Revitalization: Revitalization Without Gentrification

Susan Opp, Senior Policy Advisor, OCS
Bridget Rabun, Director of Resource
Development, Gulf Coast Partnership

REAL CHANGE THROUGH REAL ESTATE

We see big problems as opportunities for big change.

We're improving lives one project at a time.



STRENGTHENING COMMUNITIES



Since 2006

92

RESIDENTIAL &
COMMERCIAL DEVELOPMENTS

24

COMMUNITIES

\$900⁺
Million

INVESTED

950,000⁺
COMMERCIAL &
COMMUNITY SPACE

Square
Feet



50%
HEALTHCARE
FOCUSED

BUILDING HOMES & PARTNERSHIPS



Since 2006

4,150+ HOMES

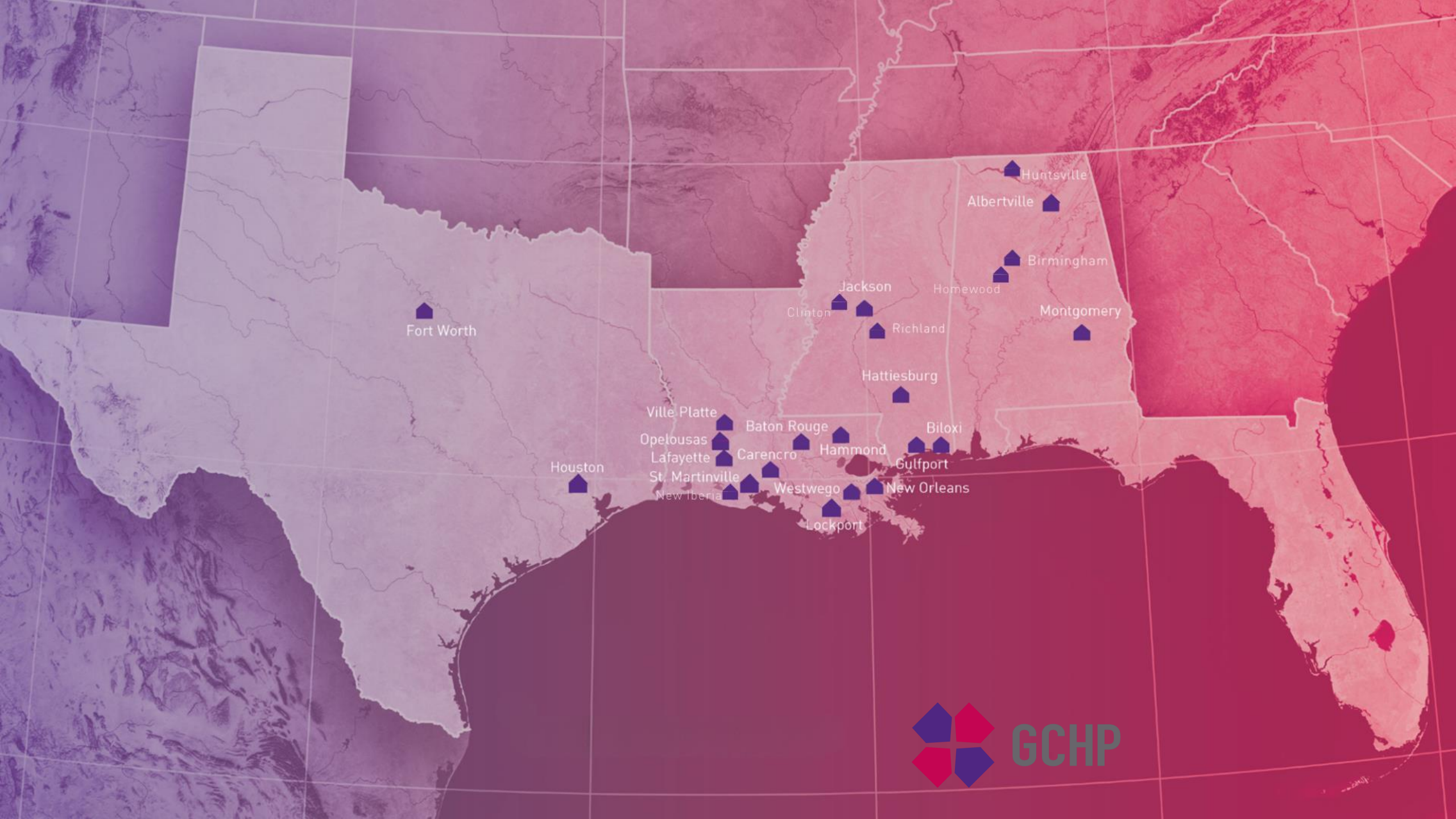
CREATED OR PRESERVED

85

UNIQUE PARTNERS

\$14+ MILLION

EARNED BY PARTNERS IN SHARED DEVELOPMENT FEES



Fort Worth

Houston

Ville Platte

Opelousas

Lafayette

St. Martinville

New Iberia

Baton Rouge

Carencro

Westwego

Lockport

Hammond

Hattiesburg

Jackson

Clinton

Richland

Biloxi

Gulfport

New Orleans

Homewood

Albertville

Birmingham

Montgomery

Huntsville



Over 12,500 Current Residents

80% Very Low Income
(at or below 50% AMI)

56% Extremely Low Income
(at or below 30% AMI)

71% with Female Head
of Household

22% with a Disability
in the Household

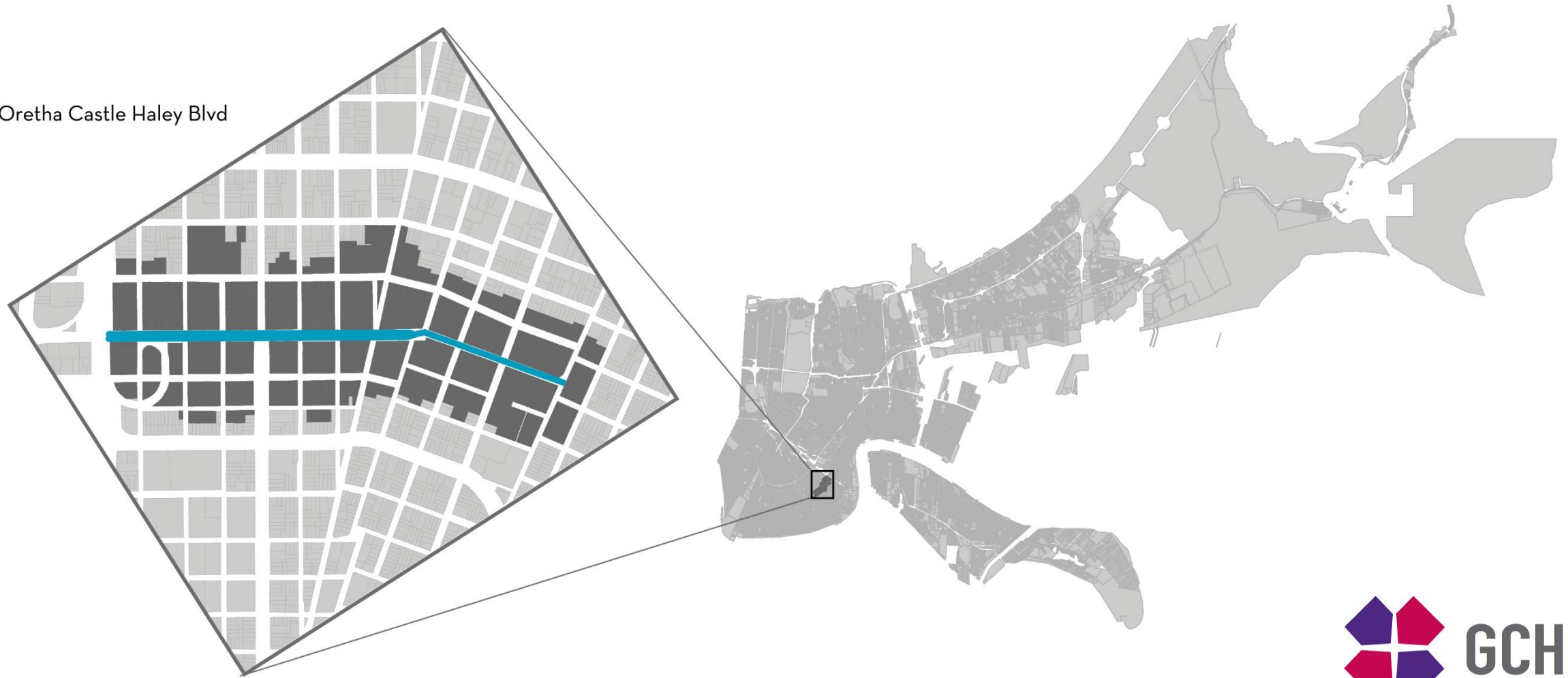
30%
Seniors

30%
Children



ORETHA CASTLE HALEY BOULEVARD

Oretha Castle Haley Blvd





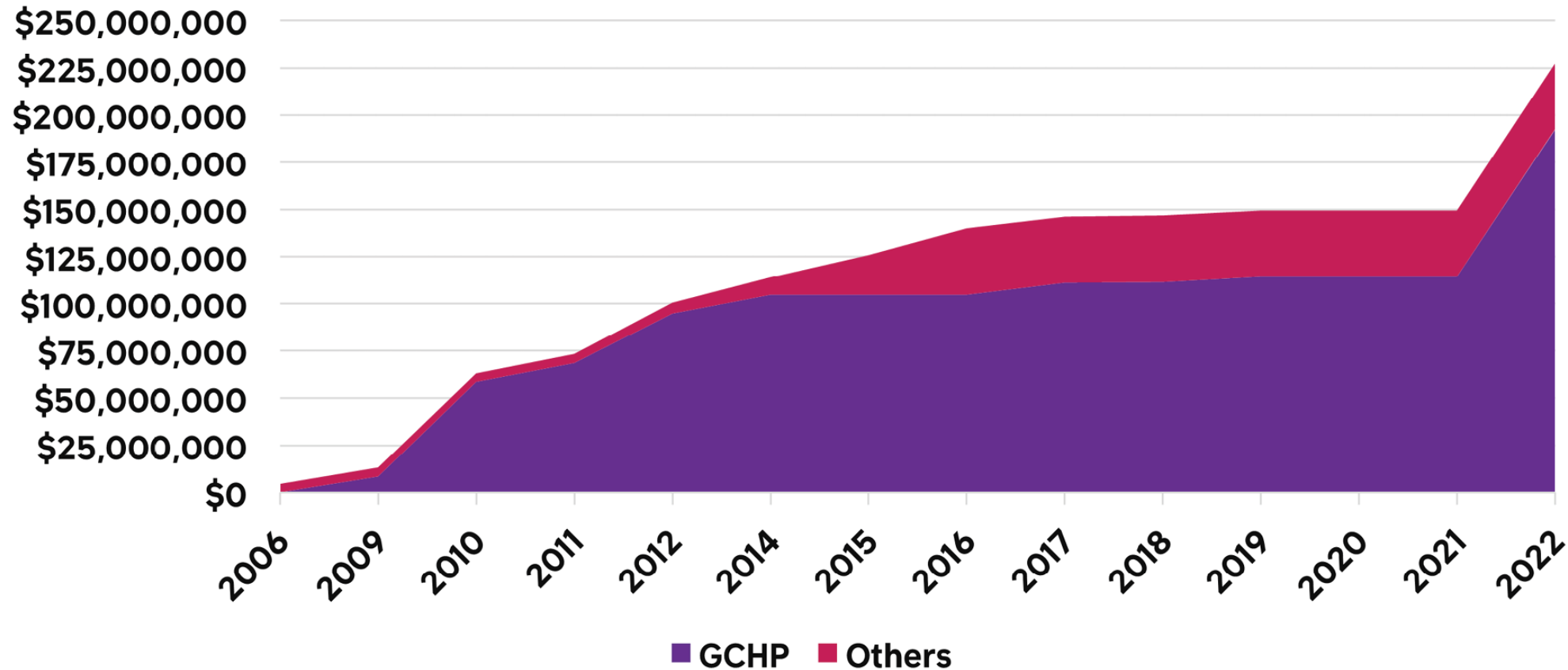
View Down Dryades Street Toward Downtown
The Charles L. Franck Studio Collection
at the Historic New Orleans Collection
acc. no. 1979.325.5210



Oretha Castle Haley Boulevard Central City, New Orleans, LA

Cumulative Investment on Oretha Castle Haley Boulevard

GCHP's projects have invested **\$195.6 million** in the target Oretha Castle Haley Boulevard area. Other projects have invested another **\$58 million** for a total investment of over **\$254 million** along the 10-block target area.





Muses I & II New Construction | Multifamily | 263 Units



Neighborhood Development Foundation HQ

Historic Rehabilitation | Commercial | 4,700 sf



Scattered Site | New Construction | Single Family Homeownership | 13 Units



The New Orleans Mission Adaptive Reuse | Commercial | 28,000 sf



1626 OCH Adaptive Reuse | Commercial | 8,000 sf



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Harrell & King Rampart Buildings New Construction | Mixed-Use | 70 Units



Ashé Cultural Arts & Venus Garden

Adaptive Reuse | Mixed-Use | 30 Units



Ashé Powerhouse & Tulane City Center Adaptive Reuse | Commercial | 21,000 sf



2023 Impact Study

Housing Units

Between 2007 and 2023

622

housing units were created or are under construction in the Oretha Castle Haley Blvd. neighborhood, with

578

by GCHP and Partners.



Since 2007, GCHP has helped preserve or create 578 housing units along the Oretha Castle Haley corridor. Between 2010 and 2020, the number of housing units in the city of New Orleans grew by 2%. Over the same timeframe in the Oretha Castle Haley study area, however, housing units increased by 46%. That means nearly 9% of the City's overall growth in housing units can be attributed to the Oretha Castle Haley study area.



Residential Vacancy

47%

OCH Blvd.

29%

NOLA

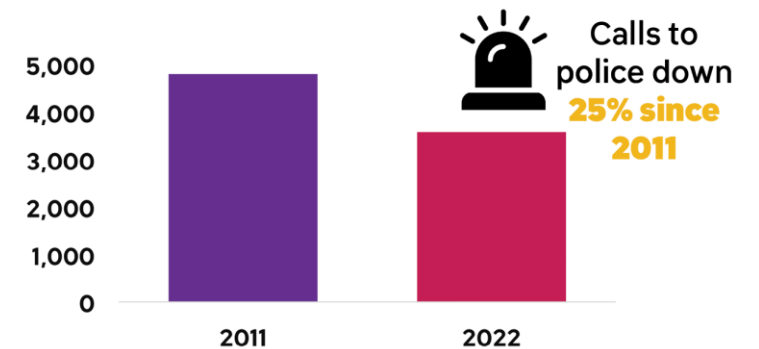
-60% -40% -20% 0%

Home Values

41% Central City
36% NOLA



Police Calls



2023 Impact Study

Property Tax Generation

Even though GCHP is a non-profit organization and most of their work involves providing affordable housing, their portfolio still has a sizable property tax bill. The taxes that GCHP projects generate **each year** is enough to:



Pay the annual salaries of **three new teachers**, and...



Buy **478 books** for the library, and...



Purchase **two park benches**, and...



Pay the annual salaries of **1 1/2 firefighters**, and...

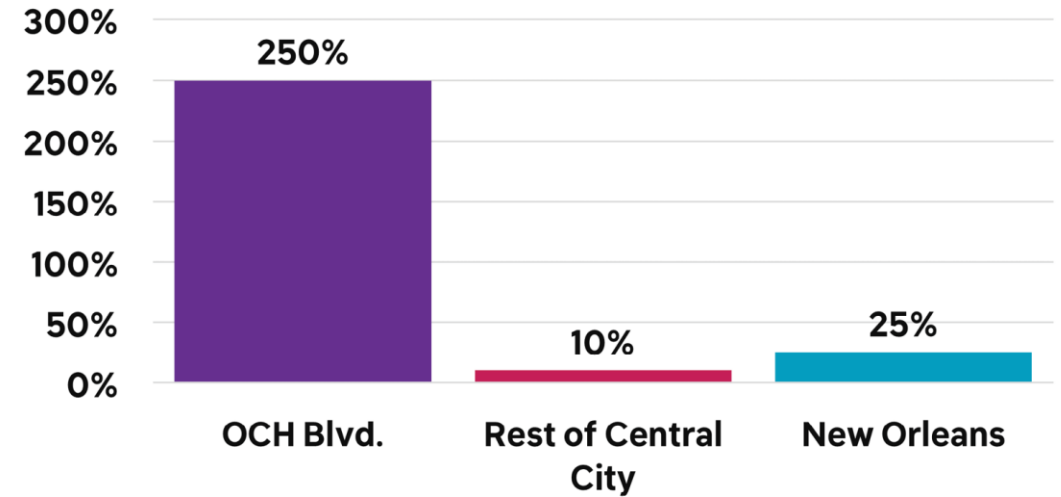


Acquire **one new monkey** for the zoo, and...

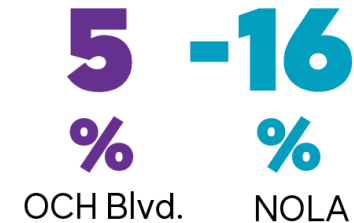


Provide more than **\$200,000** for other local government services.

Jobs Growth (2010-2019)

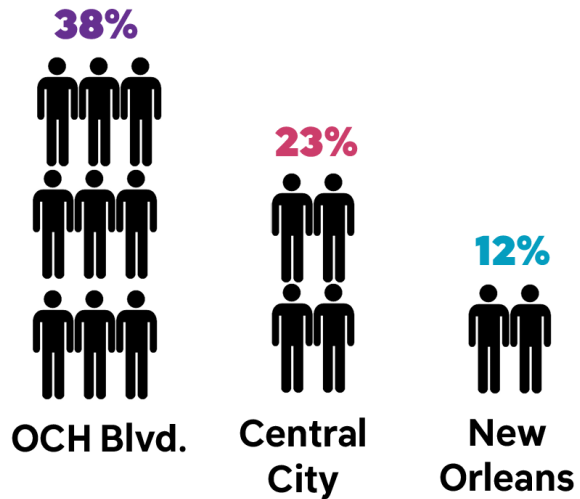


New Businesses



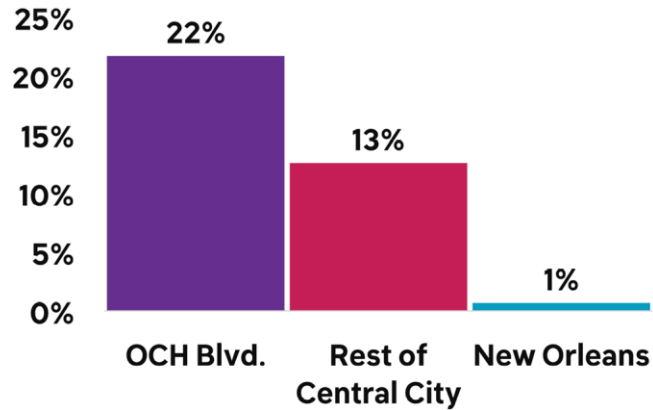
Equitable Revitalization

Population Growth



Maintaining Diversity

Change in Black Population (2010-2020)



Household Income Diversity



Housing Affordability

GCHP is providing housing at a price point that Central City needs.

57%

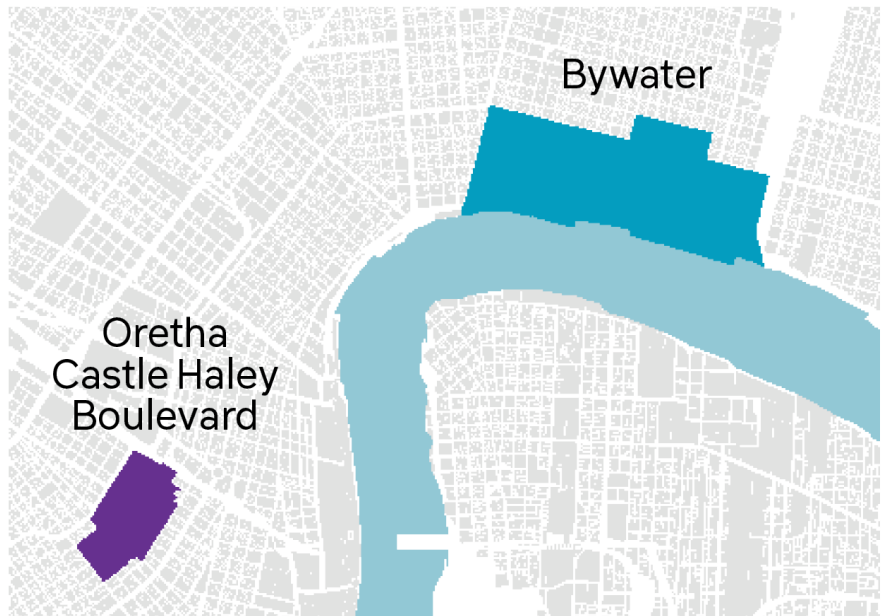
of households in Central City make 80% AMI or less

92%

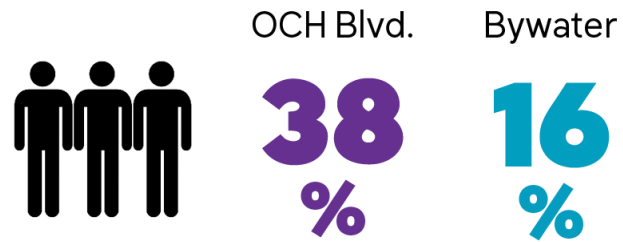
of housing units created by GCHP are affordable at 80% AMI

Neighborhood Investment without Gentrification:

A Comparison of Oretha Castle Haley Boulevard and the Bywater



Population Change



Change in Black Population



Change in Black Renter Households

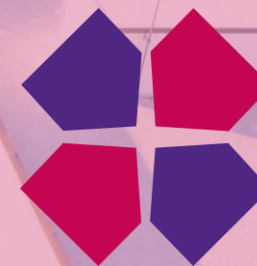


Change in households making less than \$25,000



Change in Median Home Value





GCHP

Thank you!

Bridget Rabun
Director of Resource Development
rabun@gchp.net