



CITY COUNCIL DISTRICT E

A ROADMAP TO REVITALIZATION

**COUNCILWOMAN
CYNDI NGUYEN**

1300 Perdido St, STE 2W60
New Orleans, LA 70112
(504) 658-1050

Dear Friends and Constituents:

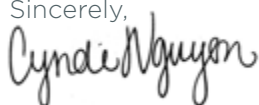
It has been my pleasure to serve as your District E City Councilwoman for the past three years. While we have faced many trials and challenges, especially in the wake of the COVID-19 pandemic and major weather events, we are undauntingly moving forward.

Over the last three years, District E has had many notable successes in economic and community development. Many blighted district eyesores have been or are now in the process of being crucially transformed. Notably, along the Lake Forest Corridor, we have two commercial shopping centers that have fully been restored and are now open for business. The Lake Forest Towers are expeditiously turning into quality senior apartments. The "Caveman" Highrise Hotel on Chef Menteur Highway is currently under redevelopment. A master developer is close to being selected for the former Six Flag's site. Transformative investments have been made to fully restore Lincoln Beach into a vibrant, family-friendly destination.

With regard to the Lower Ninth Ward, the first grocery store, St. Claude Fresh Market, has finally opened since Hurricane Katrina. Additionally, along the Florida Avenue corridor, the Sankofa Wetland Park and Nature Trail have opened, attracting important commerce and pedestrian traffic. Steady improvements are being made across the entire district to increase the quality of life and spur vital economic development to continue to move District E forward.

Many of you already have my contact information, but in case you do not, my personal cell number is (504) 415-4905. Feel free to contact me or one of the other District E staff at (504) 658-1050.

I look forward to continuing our work and serving as your City Councilwoman.

Sincerely,


Councilwoman Cyndi Nguyen, District E
Where Family Comes First



CHAIRPERSON

Economic
Development &
Special Development
Projects

**COMMITTEES OF
NEW ORLEANS CITY
COUNCIL**

Budget, Audit &
Board of Review

Criminal Justice

Community
Development

Governmental Affairs

Quality of Life

Smart & Sustainable
Cities

Transportation &
Airport

COMMUNITY BOARD

Building Corporation

French Market
Corporation

Mosquito, Termite
& Control Rodent
Control Board

New Orleans
Business Alliance
(NOLABA)

New Orleans
Recreation
Development
Commission
(NORDC)

Sandy Krasnoff N.O.
Criminal Justice
Council (SKNOCJC)

Total Community
Action (TCA)



COUNCILWOMAN CYNDI NGUYEN

Lake Catherine/Fort Pike, Venetian Isles,
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Councilwoman Cyndi Nguyen
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 @CouncilwomanCyndiNguyen

DISTRICT E APPOINTMENT TO BOARDS

**Alcohol Beverage Control
Board (ABO)**
Robert "Bobby" Jones IV

**Finance Authority of New
Orleans (FANO)**
Hunter Thomas

**Industrial Development
Board (IDB)**
Edith Jones & Dr. Eric Jones

**Street Renaming
Commission**
Leon Richard

**Jerome "Big Duck" Smith
Justice System Advisory
Council**
Ernest Johnson

**New Orleans Regional
Business Park (NORBP)**
Bob Fudickar

Non-Flood Management
Pending Appointment

**Lincoln Beach Community
Advisory Committee**
Henry Coaxum & Bernard
Glapon

**Felicia Kahn Equal Pay
Advisory Committee**
Denise Davis

**Neighborhood Conversation
District Advisory Community**
Rashida Ferdinand

**Crisis Intervention Task
Force**
Carolyn Schexnayder



COUNCILWOMAN CYNDI NGUYEN

DISTRICT E — WHERE FAMILY COMES FIRST!

OFFICE HOURS: MONDAY - FRIDAY 9 AM TO 5 PM



Wake Up District E!
Every Wednesday at 9 AM
Watch on Facebook Live or
on Wake Up District E's
Facebook page



Facebook Live
Every Tuesday, Thursday
and Sunday at 7PM
Councilwoman Cyndi
Nguyen's Facebook Page



E-Newsletter Sign Up
Call (504) 658-1056
Ask for Monica or Email
monica.rainey@nola.gov



**Community Crime
Prevention Workshop**
1st Thursday of Each
Month via Zoom.
For more
information call,
(504) 658-1050



**District E CARES
Forum**
4th Tuesday of Each
Month. For more
information call
(504) 658-1050



**Virtual Coffee &
Conversation**
Every third
Saturday of the
month



**One on One with
CM Nguyen**
Call (504) 658-
1056 and ask for
Monica



**Quarterly Pastoral
Meetings**
Pastors Only!
Email CM Nguyen
for more info.



**Proclamation
Request**
Call the office to
request a form
(504) 658-1050



Text Alert
Text the word
"YES" to
(504) 608-0844



**Virtual & FaceTime
Meetings**
Call (504) 658-
1050 & ask for
Monica



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CHAPTER 1: BLIGHT REMEDIATION

The city works on blight remediation in several ways through the Departments of Code Enforcement, Parks and Parkways, Sanitation, Public Works, Property Management, Safety and Permits locally, and partnerships with DOTD, EPA LDEQ, and others. While the Council has no enforcement powers regarding violations, we ensure that requests make it to the proper department or agency for resolution and follow-up on constituent requests.

Enforcement of blight remediation happens in many ways across several city departments:

Code Enforcement

- Inspects properties for code violations
- Holds code enforcement hearings to assess fines and fees to non-complying property owners
- Initiates and coordinates emergency demolitions of hazardous sites
- Manages the Lot Maintenance Program to cut vacant lots across the city

Parks and Parkways

- Maintains city right-of-way's
- Maintains neutral grounds via grass cutting and litter abatement
- Maintains all trees on city-owned properties

Sanitation

- Cleans up illegal dumping
- Places illegal dumping cameras throughout the city
- Coordinates street sweeping efforts on public roads and streets

Public Works

- Cleans catch basins
- Repairs and replaces damaged catch basins
- Tows abandoned vehicles

Property Management

- Monitors and maintains city owned properties

Safety and Permits

- Inspects properties for zoning violations
- Ensures businesses have proper permitting and licenses for operation

Through partnerships with city departments and external agencies, there have been significant reductions in blight throughout the District.

DEMOLITIONS

A total of **139 properties were demolished** in District E since Councilwoman Nguyen has taken office. The demolition of blighted properties effectively cleans up neighborhoods by removing blight, areas for illegal activity, and eradicating hazardous conditions.

2018

- 30 properties in the Lower Ninth Ward were demolished.
- 44 properties in New Orleans East were demolished.

2019

- 15 properties in the Lower Ninth Ward were demolished.
- 26 properties in New Orleans East were demolished.

2020

- 10 properties in the Lower Ninth Ward were demolished.
- 12 properties in New Orleans East were demolished.

2021 (January 1 – April 15)

- So far, 2 properties in the Lower Ninth Ward have been demolished.

CODE ENFORCEMENT HEARINGS

A total of **1,005 property code enforcement hearings** were held since Councilwoman Nguyen has taken office. These hearings are a first step in the blight reduction process, resulting in fines and fees against non-complying property owners.

2018

- 250 Code Enforcement hearings were held for properties in District E.

2019

- 541 Code Enforcement hearings were held for properties in District E.

2020

- 137 Code Enforcement hearings were held for properties in District E
Please note: because to the Coronavirus pandemic, the Office of Code Enforcement was reassigned to monitoring regulation compliance, leading to reduced enforcement activities.

2021 (January 1 – May 30)

- So far, 98 Code Enforcement hearings have been held for properties in District E.



242 Abandoned
Vehicles Removed

1,023 Illegal Dumping
Cases Cleared

**Since 2019. Data not available before then.*



Demolition of an
Abandoned Lower
Ninth Ward Home

Demolition
of the Former
Grand Theatre



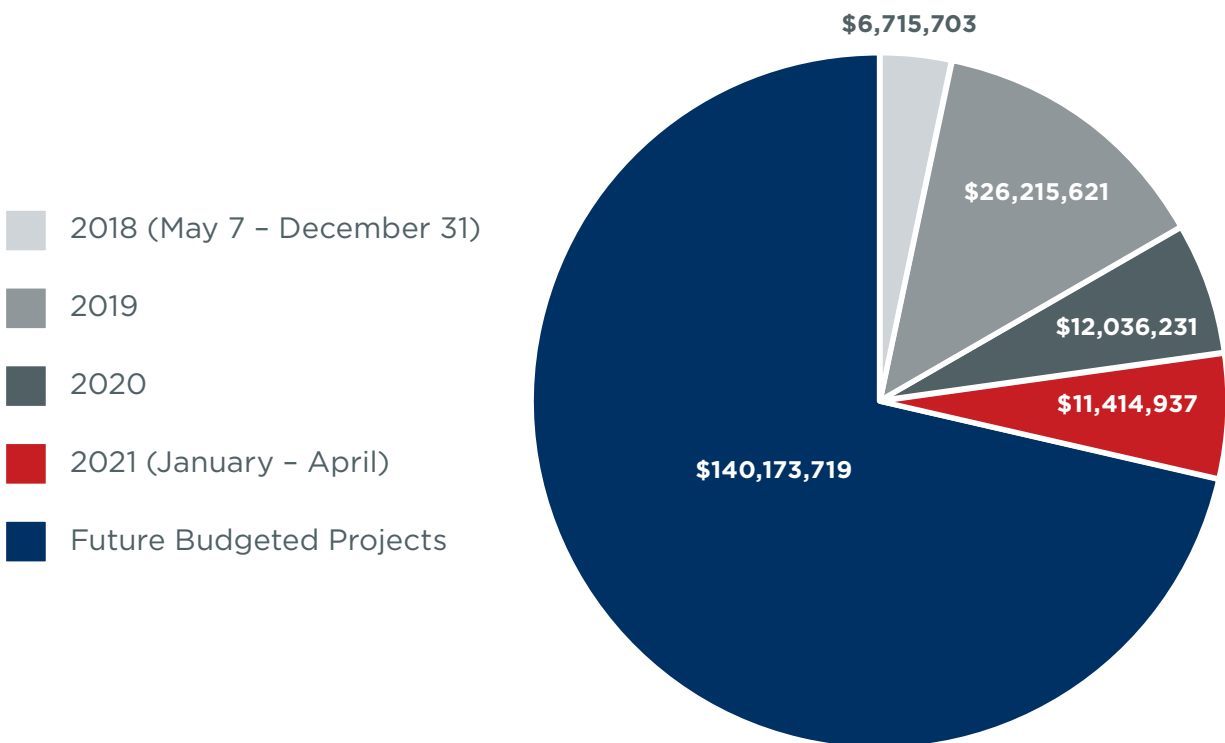
CHAPTER 2: INFRASTRUCTURE

Roads and Streets

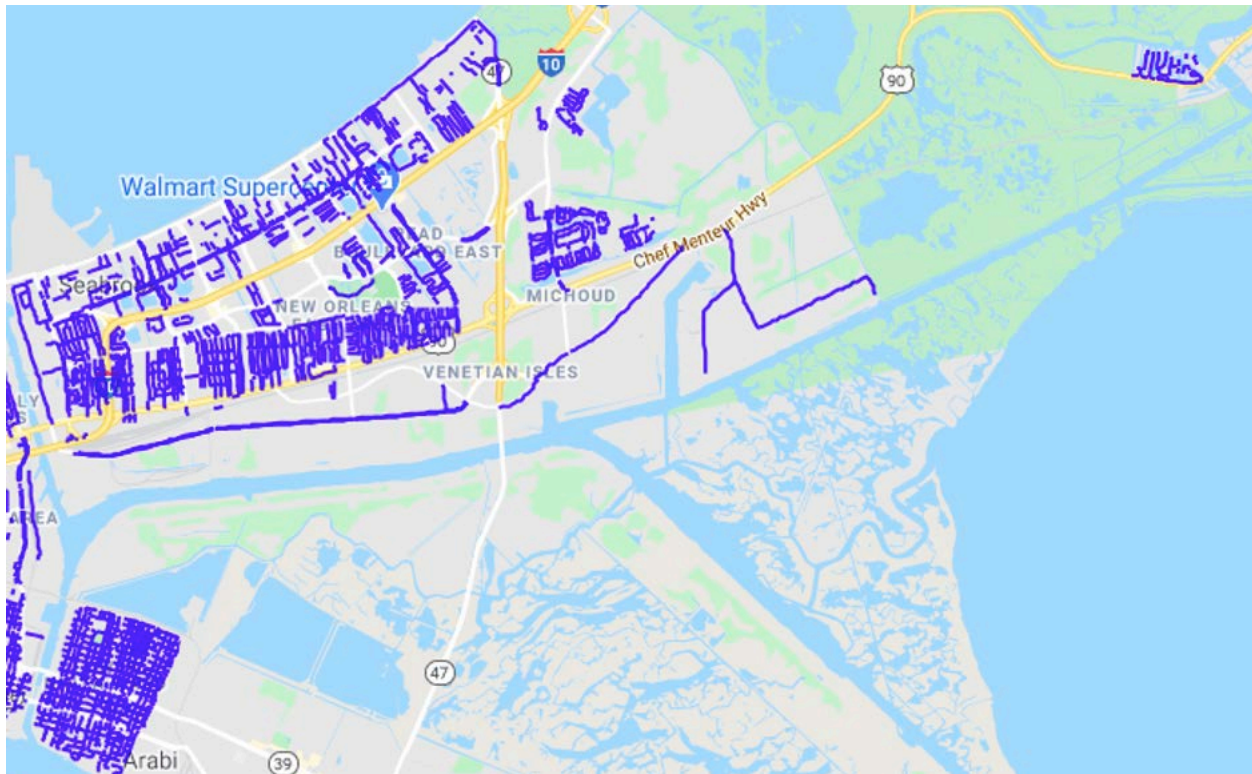
The Department of Public Works (DPW) and Sewerage and Water Board are jointly working on future projects to improve the streets and drainage systems.

- DPW has invested over \$56 million in District E's roadwork projects since Councilwoman Nguyen took office on May 7, 2018.
- DPW has over \$140 million in budgeted projects.
- DPW and the Sewage and Water Board jointly working on future projects to improve both the streets and drainage system.

The chart below shows the DPW investments in District E by year and a map of all DPW/SWB projects completed, scheduled, and pending in District E.

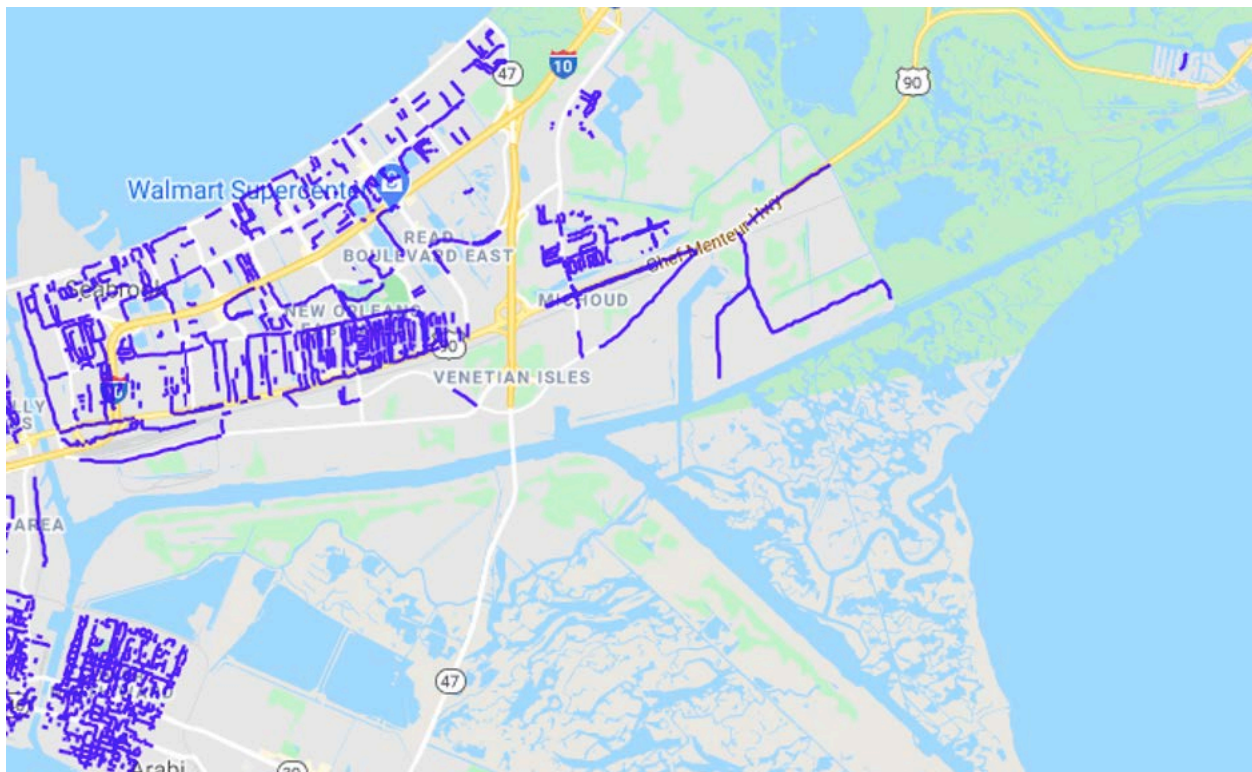


Map of DPW Projects in District E



Sewerage and Drainage Improvements

The map below shows all completed, current, and future SWBNO projects in District E.



CHAPTER 3: ECONOMIC DEVELOPMENT

Development by the Numbers: Construction Investments by Year

2018

\$37,613,300

*May 7 – Dec. 31

2019

\$133,594,079

2020

\$140,164,521

2021

\$28,734,974

*Jan. 1 – April 15



During Councilwoman Nguyen's tenure, there has been
\$340,106,874 in construction investments throughout the district.

1,212 **Businesses** with active Occupational Licenses as of 4/10/21.

31 **Individual Projects** over \$1,000,000.

79 **New Builds** of two-family homes.

227 **New Builds** of single-family homes.

Supporting Businesses

The COVID-19 pandemic and major weather events affected many businesses in District E. As a result, our office has been working with the New Orleans Business Alliance to implement the Resilient Corridors Initiative, which is a \$350,000 pilot program to support businesses in the New Orleans East and the Lower Ninth Ward corridor to aid in their recovery.

In addition, our office works closely with the U.S. Small Business Association to share information about various support and funding opportunities, including the Payroll Protection Program and Shuttered Venue Operation Grant.

Our office maintains an “open door” communication policy with businesses in our community, whether there are questions about specific city policies or departments, tax incentives, funding opportunities, or community events.

Encouraging and Welcoming New Businesses

During Councilwoman Nguyen's time in office, over 200 new businesses have opened in District E, bringing vital economic development and jobs. Please see the following page for an illustrative listing of new notable companies.

Notable New Businesses Opened 2018 - 2021 in District E



Iriapak
4120 Poche Ct W, New Orleans, LA 70129

Iriapak, an Italian company founded in 1978, manufactures packaging for home paper products, such as paper towels and tissue. Importantly, they have opened their first North American location with a \$7 million investment in New Orleans East, creating 53 jobs.



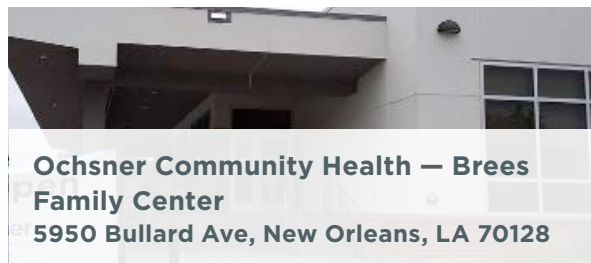
The Cosmetology Institute
8460 Morrison Road New Orleans, LA 70127

The Cosmetology Institute is the city's newest training center focused on cosmetology licensing and entrepreneurial development.



Optimus Entertainment
9820 Lake Forest Blvd, New Orleans, LA 70127

Optimus Entertainment is a multi-million dollar indoor family entertainment center with over 24,000 square feet of play area, including exclusive arcade and virtual reality games, a 9-D theater, bumper cars, and two Laser Tag arenas. This entertainment complex additionally contains 42,000 sq ft of retail space.



Ochsner Community Health — Brees Family Center
5950 Bullard Ave, New Orleans, LA 70128

Ochsner's first health clinic with vital primary and specialty care services to residents is in District E.



Tate Etienne & Prevost (TEP) Center
5909 St Claude Avenue, New Orleans, LA 70117

A long-vacant historic site of integration, McDonogh 19 Elementary School, is now being revitalized into the Tate Etienne & Prevost Center. This location marked the first African-Americans Leona Tate, Gail Etienne, and Tessie Prevost, who attend a formerly white-only school in Louisiana. This renovated building will include a Civil Rights Museum and educational exhibition spaces dedicated to the desegregation of New Orleans Public Schools, Civil Rights, and restorative justice. This development will also contain affordable senior housing.



Blucid Floral
5113 St Claude Ave, New Orleans, LA 70117

In 2020, Blucid Floral opened in the Lower Ninth Ward as a fully licensed florist and floral design shop providing high-quality custom floral arrangements.

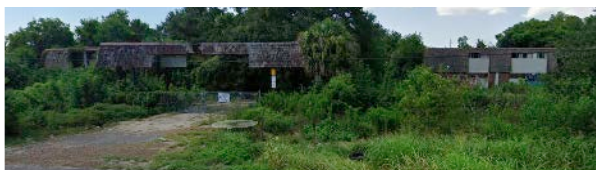


St. Claude Fresh Market
5330 St Claude Ave, New Orleans, LA 70117

The St. Claude Fresh Market is the first fresh food grocery store to open in the Lower Ninth Ward since Hurricane Katrina. This store provides vital nutrition and food access.

Transformative Redevelopments

In addition to new businesses, several transformational development projects across the district will provide quality housing and recreation activities. These projects will seriously change the landscape of District E and serve as vital catalysts for future growth. These transformative redevelopments are not an exclusive listing but an illustrative example of the work being done to move District E forward.



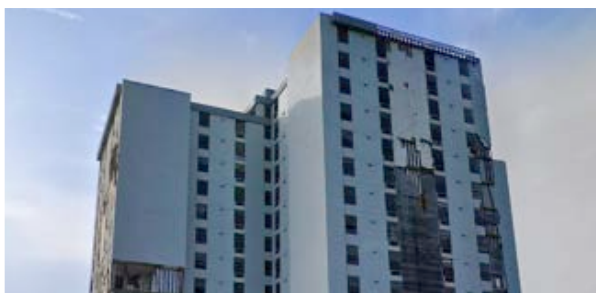
The Reveal

This \$42 million investment by Commonwealth Companies will provide 150 new housing units for families in a gated community with a business incubator and commercial spaces on site. The Reveal located at 13707 Chef Menteur Highway will be a modern, safe, and quality place for families.



Sanfoka Wetland Park and Nature Trail

The Sanfoka Wetland Park was partially developed in 2017 in partnership with the Sewerage and Water Board and the City of New Orleans. In April 2021, the Council formally approved a cooperative endeavor agreement (CEA) between the City and Sanfoka to develop all 40 acres of the site.



Lake Forest Manor

This \$32 million investment by TKTMJ, Inc. will restore the former Lake Forest Towers, providing 200 units of senior housing at 10101 Lake Forest Blvd. The project is slated to be completed in late 2021.



High Rise Hotel

Blighted since Hurricane Katrina, this nationally historic hotel, the former Holiday Inn Hotel, will be redeveloped into a mixed-use commercial and residential property with a \$7 million investment. This development will contain commercial spaces on the first floor, including a restaurant and retail. Market-rate housing will comprise the upper floors with 144 units. The High Rise Hotel will be complete in the Fall of 2021.

Top 10 Commercial Developments by Investment in 2018

The following charts represent the top 10 commercial development projects (by value) in the district in 2018.

Highest Value Commercial Development Projects in 2018*

1. The Preschool Learning Center - 6054 Hayne Blvd. - \$2,446,119

Construction of 8,543 square foot (SF) primary educational facility

2. Boh Bro's - 10300 Almonaster Ave. - \$1,305,000

Includes demolition of existing building as per plans, new parking layout, stairs/ramps, and sidewalk.

3. Walmart - 6000 Bullard Ave. - \$598,770

Walmart online grocery pick-up

4. Starlight Studios - 4301 W Poche Ct. - \$550,000

Second floor build-out of 13,675 SF in an existing 28,060 SF two-story building. The spaces being built will be offices, restrooms, break rooms and an elevator

5. Brother's - 5401 St Claude Ave. - \$487,000

Renovation of gas station and relocation of pumps

6. Folger's - 14601 Old Gentilly Rd. - \$380,419

Construct of new electrical substation for coffee plant

7. McDonald's - 10001 N I-10 Service Rd. - \$331,470

Interior renovation

8. Kelly Curley Playground - 4935 Knight Dr. - \$324,000

Redevelopment of existing park and facilities

9. Discount Zone - 12930 Chef Menteur Hwy. - \$40,350

Renovation of rear interior of convenience store to accommodate a new deli and kitchen area

10. Automatic Transmissions - 8221 Chef Menteur Hwy. - \$35,000

Non-structural renovation to commercial building, including electrical, HVAC, carpentry, sheetrock, flooring, painting, and clean up

*Note: The above data is from May – December 2018, following Councilwoman Nguyen's inauguration

Top 10 Commercial Developments by Investment in 2019

Highest Value Commercial Development Projects in 2019

1. Entergy New Orleans - 12550 Old Gentilly Rd. - \$40,740,000

Building shell and foundation for power plant in Michoud

2. Folger's - 14601 Old Gentilly Rd. - \$18,553,533

Construction of new Galileo Roaster building

3. Faubourg Brewery - 3501 Jourdan Rd. - \$9,338,127

Phase I: Renovation to existing building into a mixed use building that included a craft brewery, retail area, tap room, assembly area, and administrative offices

4. Entergy Michoud - 12550 Old Gentilly Rd. - \$5,100,000

Entergy Michoud Power Plant Interior build out

5. Faubourg Brewery - 3501 Jourdan Rd. - \$5,000,000

Phase 2: Renovations into a mixed use building that will include a production brewery, control room and lab, and bottle/can storage

6. Folger's - 14601 Old Gentilly Rd. - \$4,582,709

Extension of existing building to house new packing equipment

7. Ochsner - 5950 Bullard Ave., Suite 102 - \$3,200,000

New 9,454 SF medical office building

8. Entergy Michoud - 12550 Old Gentilly Rd. - \$3,050,000

Interior build-out for power plant in Michoud into a business, storage, industrial use space

9. Folger's - 5500 Chef Menteur Hwy. - \$2,427,970

Accessory building permit structure for Chaff extraction process

10. Eastshore Playground - 14601 Curran Rd. - \$960,000

Community Room at EastShore Playground for NORDC

Top 10 Commercial Developments by Investment in 2020

Highest Value Commercial Development Projects in 2020

1. The Reveal - 13707 Chef Menteur Hwy. - \$26,050,673

150 units with large community space, business center, conference room, business incubator, fitness center, and physical therapy room. Site also has walking / bike path, bio-swale area for mediation, two playgrounds, splashpad, picnic area and a gazebo.

2. Lake Forest Manor - 10101 Lake Forest Blvd. - \$20,728,186

Substantial rehab of 16 story, multi-family residential structure with 200 dwelling units.

3. TEP Center - 5909 St Claude Ave. - \$8,300,000

Interior renovation of existing building to accommodate senior housing apartments and museum exhibition space.

4. Highrise Hotel - 6324 Chef Menteur Hwy. - \$7,000,000

Mixed-use renovations to existing 9 story structure as per plans. Up to 144 multifamily residential units with 2 ground floor commercial “white box” spaces.

5. Folger’s - 14601 Old Gentilly Rd. - \$5,218,155

Foundation and steel for new structure that houses MCC building, coffee silos, piping, and instruments.

6. Cubesmart Self Storage - 10301 N I-10 Service Rd. - \$4,805,967

New construction of a 3-story 113,026 SF storage facility.

7. NASA - 13800 Old Gentilly Rd. - \$2,900,000

Installation of solar panels.

8. Iriapak - 4120 W Poche Ct. - \$2,240,000

Renovation of existing warehouse as a 1-story 20,000 SF light manufacturing facility as per plans.

9. BioMed - 5661 Bullard Ave. - \$2,206,000

Blood plasma donation center and permit for an interior buildout.

10. Truck Stop Casino - 3684 Ridgeway Blvd. - \$1,568,000

Restoration of a Truck Stop Casino with convenience store and restaurant that was damaged by fire.

CHAPTER 4: PUBLIC POLICY

One of the primary functions of the City Council is to create policies and ordinances for the benefit and welfare of the City of New Orleans. While this is not an exhaustive list, the ordinances and resolutions below are meant to illustrate how Councilwoman Nguyen has toughened the city's blight remediation ordinances; enhanced funding for our local, minority-owned, small businesses; and dissuaded the stereotypical characterization of District E residents.

CAL. NO. 32,852

BY: COUNCILMEMBER NGUYEN

Brief: Ordinance to incorporate recommendations and initiatives contained in the 2018 "Small Box Retail Diversity Study."

What it does: This ordinance had multiple parts, but the high points are:

1. Put a moratorium on "small box retail" stores city-wide, which include dollar and discount stores. These stores cannot locate closer than one mile to each other in most of the city and cannot locate closer than two miles in New Orleans East.
2. Gave an incentive to grocery stores that dedicate thirty percent (30%) or more of shelf space and display area to fresh or fresh frozen foods who want to locate in food deserts, allowing 5,000 more square feet by right in areas such as Chef Menteur Highway, Downman Road, Bundy Road, and other areas.
3. Reduced restrictions on planting crops in residential neighborhoods, further allowing people to grow their own fresh food.

CAL. NO. 33,055

BY: COUNCILMEMBERS WILLIAMS & NGUYEN

Brief: Ordinance to modify the user permissions and standards for child daycares in non-residential districts within the CZO of the City of New Orleans to ensure increased availability of child day care centers within New Orleans

What it does: Childcare is an important factor for many families, yet the city had heavy restrictions on childcare center locations and outdated regulations not aligned with state laws.

1. Updated all city regulations to match that of the state.
2. Allowed more childcare centers in commercial areas throughout the city, hopefully opening more seats for childcare in the future.

CAL. NO. 33,225

BY: COUNCILMEMBERS NGUYEN & MORENO

Brief: Ordinance to rename the Disadvantaged Business Enterprise (DBE) program to the Equitable Business Opportunities (EBO); clarify the application of the equity goal requirements for all contracts executed by the city, as well as agencies, corporations, boards, and commissions subject to city requirements.

What it does: This ordinance revised the city's DBE, renaming it to remove the stigma of these businesses being considered disadvantaged.

1. This ordinance clarified what city agencies and departments were responsible for meeting the city's equity goal, the percentage of DBE utilization needed per contract.
2. If a city agency or department misses an equity goal, a report on why the goal was missed and actions to meet it in the future is required.
3. This ordinance ensures transmission of any equity goal waiver requests for city executed contracts to the Council and the public via an annual report.
4. These changes will ensure that more public dollars stay in our local communities with our minority and women-owned businesses.

R-21-44

BY: COUNCILMEMBERS NGUYEN AND BANKS

Brief: Calls to the media to change their blanket use of the term "New Orleans East" when describing events, incidents, and crime anywhere east of the Industrial Canal and instead reference individual neighborhoods, subdivisions, streets, or intersections.

What it does: This resolution seeks to encourage all media and news reporting outlets to reference individual neighborhoods, subdivisions, streets, or intersections.

1. Councilwoman Nguyen understands that the categorical stigmatization of "The East" dissuades community investment, erodes civic pride, and erects barriers to economic development.
2. As a follow-up to this resolution, Councilwoman Nguyen is working on a neighborhood mapping project to be a resource for referencing each vibrant and unique community.

CAL. NO. 32,348

BY: COUNCILMEMBER NGUYEN (BY REQUEST)

Ordinance to authorize a Cooperative Endeavor Agreement between the City and Baptist Community Health Services to provide healthcare at the Sanchez Center

RESOLUTION R-18-278

BY: COUNCILMEMBER NGUYEN

Re-establishing the Food Policy Advisory Committee to provide recommendations and advice to the City Council on healthy food and farming initiatives that will address the lack of access to healthy food within New Orleans

RESOLUTION R-19-271

BY: COUNCILMEMBER NGUYEN

Condemning the immigration policies of the Trump administration relative to the inhumane detention of migrants and, particularly, the separation and isolation of migrant children

RESOLUTION - NO. R-19-277

BY: COUNCILMEMBER NGUYEN

Supporting Mayor Cantrell's Declaration of Emergency relative to the impacts of the dual opening of the Bonnet Carré Spillway, and praises the Mayor's proactive governance in protecting the citizens of the city by recognizing this as an emergency and also recognizing the irreparable environmental harm and loss of property that may be imminent given this unprecedented opening

CAL. NO. 32,715

BY: COUNCILMEMBER NGUYEN (BY REQUEST)

Ordinance to authorize a CEA between the city and Tulane University to study the effects of blight on youth and family violence by abating and reducing blight in certain high-crime neighborhoods

CAL. NO. 32,763

BY: COUNCILMEMBER NGUYEN (BY REQUEST)

Ordinance to incorporate recommendations and initiatives included in the 2018 Small Box Retail Diversity study

CAL. NO. 32,852

BY: COUNCILMEMBER NGUYEN

Ordinance to incorporate recommendations and initiatives included in the 2018 Small Box Retail Diversity study

RESOLUTION - NO. R-20-76

BY: COUNCILMEMBERS NGUYEN AND WILLIAMS

Resolution to revise chapters 1 through 170 of the Code of the City of New Orleans verbiage throughout so that the totality of the Code is gender-neutral to make our governing Code inclusive of all people that make up and contribute to the rich history and future of the City of New Orleans

CAL. NO. 32,935

BY: COUNCILMEMBERS WILLIAMS AND NGUYEN

Ordinance to clarify that strict adherence to the permeable paving mandate in 121.7, Permeable and Pervious Paving Materials, shall not be required where the development in question is subject to an accepted and approved mandatory postconstruction Stormwater Management Plan, except in the event of new paving; and otherwise to provide with respect thereto

CAL. NO. 33,055

BY: COUNCILMEMBERS WILLIAMS AND NGUYEN

Ordinance to modify the user permissions and standards for child daycares in non-residential districts within the CZO of the City of New Orleans to ensure increased availability of child daycare centers within New Orleans

CAL. NO. 33,070

BY: COUNCILMEMBER NGUYEN

Ordinance prohibit the city from issuing or renewing occupational permits to businesses not eligible for trash and bulk waste collection without first obtaining evidence of a valid contract for private services at the business location; and otherwise, to provide with respect thereto

CAL. NO. 33,098

BY: COUNCILMEMBER NGUYEN

An Ordinance relative to minimum property maintenance standards, to clarify maintenance requirements and expectations relative to undeveloped land and vacant land; and otherwise, to provide with respect thereto

CAL. NO. 33,225

BY: COUNCILMEMBER NGUYEN AND MORENO

Ordinance to rename the DBE program to the Equitable Business Opportunities (EBO); clarify the application of the equity goal requirements for all contracts executed by the city, as well as agencies, corporations, boards, and commissions subject to city requirements

R-21-44

BY: COUNCILMEMBER NGUYEN

Calls to the media to change their blanket use of the term “New Orleans East” when describing events, incidents, and crime anywhere east of the Industrial Canal and instead reference individual neighborhoods, subdivisions, streets, or intersections

R-21-51

BY: COUNCILMEMBERS MORENO, GLAPION, BANKS, GIARRUSSO, GISLESON PALMER, BROSSETT AND NGUYEN

Resolution calling on the City of New Orleans’ departments, boards, commissions, and agencies, including the New Orleans International Airport, New Orleans RTA, and SWBNO along with entities regulated or in contract with the City or City Council to leverage community and multicultural media; increase or reallocate annual advertising budgets for multicultural media outlets, including Black, Latino or Asian operated or owned media organizations that target these populations; and generate and maintain a list of qualifying media outlets in the New Orleans region

R-21-68

BY: COUNCILMEMBER NGUYEN

Resolution to mark the end of the Food Policy Advisory Committee to the City Council as it has been incorporated as the New Orleans Food Policy Advisory Council and to continue the relationship between the City Council and Advisory Council

CAL. NO. 33,234

BY: COUNCILMEMBERS BANKS AND NGUYEN

To revise the curfew law in the City of New Orleans to include 17-year-olds as minors to match with state law

CAL. NO. 33,244

BY: COUNCILMEMBERS BANKS, NGUYEN (BY REQUEST) AND GISLESON PALMER

Ordinance to amend and reordain Section 26-160 of the Code of the City of New Orleans to require property owners to keep grass below 10 inches

CAL. NO. 33,242

BY: COUNCILMEMBER NGUYEN (BY REQUEST)

Ordinance authorizing the sale at public auction for a minimum price to be set by appraisal of 6 lots at the conjunction of Crowder Boulevard and Chef Menteur Highway

CHAPTER 5: NEIGHBORHOOD ENGAGEMENT AND SPECIAL PROJECTS

COVID-19 Response



Councilwoman Nguyen and her team have been on the front line fighting COVID-19 in District E by ensuring that residents have access to food, masks, flu shots, water, and cleaning supplies. Additionally, Councilwoman Nguyen created the District E Vaccine Task Force to encourage testing and full vaccinations (#TakeTheShot).

- Food Distributions — distributed over 1,000,000 lbs. of food items from March 2020 - May 2021 - thanks to our partners:
 - Second Harvest Food Bank
 - Giving Hope Food Pantry
 - New Philippians Missionary Baptist Church
 - Greater St. Stephen
 - New Home Full Gospel Ministries
 - Household of Faith
 - City Church
 - Apostle Outreach Center
 - Franklin Avenue Baptist Church
 - St. Maria Goretti Catholic Church
 - Discipleship Outreach Church
 - Resilience Force
 - Zeta Phi Beta Sorority Incorporated Omicron Nu Zeta Chapter of New Orleans
 - Saint Catherine Drexel Catholic Church
 - Cummings Wilson AME Church
 - Church Without a Wall
 - Christian Baptist Church
 - Greater Little Zion Church
 - St. David Catholic Church
 - Christian Community
 - Pilgrim Rest Baptist Church
 - Central Missionary Baptist Church
 - Fairview Baptist Church
 - Intersection Ministries
 - New Israel Baptist Church
 - New Testament Baptist Church Disciples of Christ
 - Branch Bell Baptist Church
 - Amozion Baptist Church
 - Mount Nebo Bible Baptist Church
 - New Orleans Triumph Baptist Church
 - Rose of Sharon
 - Faith & Glory
 - NENA & LevelUp Campaign
 - Church on Wheels
 - Lowernine.org
 - Sankofa Food Pantry
- Meal Distribution — distributed over 500,00 meals in partnership with World Central Kitchen, Revolution Foods, New Philippians Missionary Baptist Church, Greater St. Stephen, Maria Goretti Catholic Church, members of the Holy Cross & L9 Homeowners Association.
- Mask and Water Distributions
- Cleaning Supply Distributions
- District E Vaccine Task Force — New Orleans East Hospital, Oschner, Michoud Pharmacy, Methodist Health Foundation, DePaul Community Health Center, EXCELth, Inc. Family Health Center, New Orleans Health Department, Baptiste Community Health Service, NOELA Community Health Center, Winn-Dixie Pharmacy, Pastor Anthony Jeanmarie and Rev. Willie Calhoun.
- Pro Bono Succession Legal Service - partnership with Bonin Law Firm - worked with 26 families in the L9 to complete succession that will allow abandoned properties back into commerce.

Community Engagement



Councilwoman Nguyen has made herself available to the community through various weekly and monthly events to keep constituents informed and engaged via in-person and virtual events.

- Facebook Live (@7pm every Tue., Thu., and Sun.)
- Pastoral Calls
- Wake Up District E (every Wednesday at 9am via Facebook Live)
- Coffee and Conversation (monthly every third Sat.)
- Personal Site Visits
- Text Alerts
- Monthly Newsletters

Community Cleanups



Willing to get their hands dirty, Councilwoman Nguyen's office has worked with The Honor Foundation (#WeCare) and other organizations that mobilize citizens to care for their community through regular clean-up efforts across the District.

- Honor Foundation Cleanups — Every 2nd & 4th Saturday from 9AM -11AM
- New Orleans East Matters cleanups
- Lake Catherine Flood cleanups
- L9 Homeowners Association & Level Up Campaign cleanups
- Holy Cross Homeowners Association community clean ups
- Community volunteer Meredith Green with Councilmember Nguyen & District E staff cleanups
- Other neighborhood and community cleanups

Educational Opportunities for Residents and Businesses



To ensure residents have information relative to city initiatives and processes, Councilwoman Nguyen created committees that meet monthly to educate and inform citizens about projects and initiatives in the District. Furthermore, as the Chair of the Economic Development Committee of the City Council, Councilwoman Nguyen uses this platform to host educational resources for residents and businesses.

- District E C.A.R.E.S. Forum
- District E Economic Development and Land Use Committee
- Economic Development and Special Development Projects Committee of the Council
- SBA Seminars

Holiday Celebrations



District E is “Where Family Comes First.” Councilwoman Nguyen has successfully organized and supported several family-friendly activities for each holiday to ensure residents have a safe and local way to celebrate.

- Jingle on the Boulevard (First Holiday Parade for N.O. East.)
- Annual Christmas Toy Drive
- Sneaux Ball Fest
- Easter Events
- Thanksgiving Distributions
- Shop with a Cop
- Drive-Thru Trick or Treating
- Encouraged the Krewe of Nefertiti to Restore Mardi Gras Parades in the East
- Mother’s and Father’s Day Virtual Concerts

Other Special Projects



Whether responding to a disaster or being presented with a new challenge, Councilwoman Nguyen's office works to advance many notable projects in District E. This includes securing funding for the installation of vital road signage for the Lake Catherine subdivision to assist emergency response workers in finding their destination, distributing sandbags during major weather events, and providing social opportunities and events for our youth.

- Lake Catherine Subdivision Road Signage
- Sandbag Distributions — Thanks to our residents, volunteers, and members of Crossing Jordan Christian Fellowship & Maria Goretti Church
- Back to School Giveaways
- District E Summer Camps
- Ice Cream Socials
- Renaming of Caffin Avenue to Fats Domino
- Tarps Distribution

CHAPTER 6: CRIME & PUBLIC SAFETY

Crime is a major concern for many residents. Councilwoman Nguyen has coordinated several programs to improve public safety in District E. This includes monthly Community Crime Prevention Workshops, assisting residents in creating neighborhood watch programs and events for Night Out Against Crime, supporting the implementation of innovative solutions, and allocating additional funding for safety cameras throughout the District.



- Launched Community Crime Prevention Workshops in July 2020 to engage residents on how to help reduce crime in their neighborhoods, understand how the criminal justice system works, and hear from different criminal entities (e.g., Chief Ferguson & Captain Nicholas Gernon from 7th District NOPD, District Attorney Jason Williams, Director of 911, 311, etc.)
- Neighborhood Watch Programs
- Drag Racing Solutions
- Crime & Illegal Dumping Cameras Installation - Secured over \$500,000 and worked with NOPD & Sanitation to strategically place cameras to improve enforcement.
- Night Out Against Crime events
- Advocating for Increased Patrols from Louisiana State Police and Orleans Levee District Police.
- Advocating to increase additional officers to the 5th & 7th NOPD Districts
- Investment in Youth & Young People Job Opportunities
- Investing in Prevention Programs like the Evening Reporting Center

CHAPTER 7: CAPITAL IMPROVEMENTS

In 2018 and 2019, the Mayor and the Council completed capital improvement projects from bonds sold by the previous administration. This chart highlights Capital Improvement Projects in District E.

| Ongoing Capital Improvement Projects (2018 - 2020) | | |
|--|---------------|--|
| Project Name | Total Funding | Scope |
| Almonaster Auto Pound Demo & Pre-Fab Construction | \$598,516 | Demolition and installation of new pre-fabricated building |
| NOPD Firing Range - RFQ for AE | \$100,000 | Renovations to the existing NOPD Firing Range that has been out of service since Hurricane Katrina to current codes and standards |
| Citywide Parks and Playground Improvements (Package #3) Peace Playspot/Rome Play Spot/Sampson Playground | \$450,000 | Miscellaneous park improvements that include Peace Playspot Fencing, Rome Play Spot Play Equipment, Sampson Playground Pool Repairs, and Basketball Court Refurbishment |
| Eastshore Playground Improvements | \$1,197,190 | Construction of a new community building, approximately 1,300 sq. ft., that will contain a concession area, restrooms, a multi-use room, and office for a staff person |
| Village de L'Est Playground Phase II - Community Building & Park Improvements | \$653,999 | Construction of a new 1,860 SF multi-purpose building (conference room, concession/break room, storage, women/men/family restrooms and an office), site grading concerning the building construction, and new playground, including concrete slab, equipment, and safety surface |
| NOFD Engine 36 | \$8,661,890 | Engine 36 in the Fire Department's 4th District is almost complete and replaces the previously existing facility with a new 12,000 SF 4-bay station |

In 2020, voters approved the sale of a \$300 million bond to fund permanent capital improvements and investments city-wide. Councilwoman Nguyen worked closely with the Capital Projects Administration to assure District E received capital to fund projects that benefit our district.

| Future Capital Improvement Projects (2021 - 2025) | | |
|---|---------------|--|
| Project Name | Total Funding | Scope |
| COVID-19 Memorial | \$150,000 | Commemorative sculpture to honor individuals in Orleans Parish who lost their lives due to COVID-19 |
| Lincoln Beach | \$5,000,000 | Restoration of Lincoln Beach to include repairs to concrete shelters, parking areas, new bathrooms, and removal of a brick wall to prepare area for re-opening. |
| Lake Forest Walking Path (Wright to Bullard) | \$400,000 | Extension of the Lake Forest Blvd. walking path from Wright Rd. to Bullard Ave |
| Michoud Blvd Walking Path Extension | \$1,100,000 | Extension of the Michoud Blvd. walking path from Willowbrook Rd. to Adventure Ave |
| N.O. East Radio Tower Emergency Backup Power | \$500,000 | Public safety radio tower located at 13400 Old Gentilly Road requires an upgrade to the emergency backup power system to accommodate the site and capacity of the site |
| Public Safety Cameras | \$1,000,000 | Increase in coverage of Real-Time Crime Center cameras by installing 200 public safety (crime) cameras in high demand areas |
| NOPD Firing Range | \$3,500,000 | Renovation of the former outdoor firing range located at 13400 Old Gentilly Road |
| Pecan Grove Recreation Center | \$3,300,000 | Interior renovations to the existing HANO owned building to accommodate a new community center at 7607 Chef Menteur Hwy |
| Richard Lee Playground | \$2,550,000 | Improvements to include passive recreation areas, walking trails, a splash pad, picnic pavilions, concessions, restroom building, and stormwater retention amenities |
| Village de l'Est Playground Splash Pad | \$600,000 | Installation of a splash pad and other miscellaneous park repairs at the playground located at 13512 Granville St. |

CHAPTER 8: THE ROAD FORWARD

We have many projects and investments under development in District E. Below are pending developments and initiatives that will continue to move the District forward. This is not a complete list, but rather an overview of some of the transformative developments coming to District E.

Louisiana Space Campus

Through partnerships between Louisiana Economic Development, the Michoud Assembly Facility, State of Louisiana, and City of New Orleans, plans are in the work for a 50-acre Louisiana Space Campus at NASA in New Orleans East.

Brownfield's Program Funding

Councilwoman Nguyen's office is working with the Regional Planning Commission, Louisiana Department of Environmental Quality, and Environmental Protection Agency to secure brownfield remediation funding for sites in the Lower Ninth Ward and New Orleans East.

Former Six Flags Site Revitalization

The ongoing RFQ process will hopefully result in the selection of a long-term development partner for the former Six Flags site.

Lincoln Beach Restoration

Councilwoman Nguyen has allocated funding via the Capital Improvements Plan to fund community-led design processes for Lincoln Beach following the completion of the environmental surveys, and then plans to allocate additional funding for development of the site following design completion.

Stormwater Retention Credit Program

This innovative policy will create further stormwater retention in our city and restructure our current stormwater management program. At this time, developers can pay a one-time fee for stormwater management which will offset their development project. This program will encourage developers to fund stormwater management projects that protect our city's infrastructure long-term rather than paying a one-time penalty fee.

Greater St. Stephen Full Gospel Baptist Church Eljeanette White Parent Child Center

The \$3.8 million Eljeanette White Parent Child Center coming to Lake Forest Boulevard is set to be complete by March 2022 and will be a community center housing childcare and other services for parents, as well as arts and technology programs and an auditorium.

St. Claude Avenue Louisiana Main Street Program

Our office is working with the Lower Ninth Ward Economic Development District and other stakeholders to secure Louisiana Main Street funding for assistance in revitalizing the St. Claude corridor.

Blackstar Diversified

Blackstar Diversified is a minority owned small business certified electrical distribution and traffic controls systems integrator that recently located their Louisiana headquarters on Chef Menteur Highway at a formerly unused warehouse. The business will be building out the existing site, expanding their Louisiana contracts, and creating high-paying and skilled jobs in the area.

Former Lake Forest Plaza Site

There has been movement regarding the former Lake Forest Plaza site. One of the former owners is seeking to pay off the debts associated with the property and bring it back into commerce.

Sideshow Props

Currently located in Slidell, Side Show Props and Art Gallery is moving to District E on Chef Menteur Highway. They just signed an agreement to purchase the property and will begin cleanup of the currently unused site within the next couple of months. They make and rent a variety of props and sets used in the film industry and also use their space and props to create memorable events on site.

Truck Route Enforcement

The Department of Public Works is placing signage throughout the Lower Ninth Ward and New Orleans East to ensure that 18-wheelers and oversized vehicles are adhering to the approved truck routes.

STEM NOLA Training Center

STEM NOLA is moving to the district and creating a 42,000 square foot Innovation Hub to teach and expand high quality STEM education to all students. The site will include specialized STEM-exploration lab space, classrooms, meeting spaces and serve as the headquarters for STEM NOLA's ongoing programming.

Former Lowe's building

Lowe's continues to actively seek a developer to transform the over 90,000 square foot building on Read Boulevard. Several potential groups have been engaged in revitalizing the site.

Neighborhood Mapping

Councilwoman Nguyen's team is working on an interactive map to outline the unique neighborhoods and communities in New Orleans East and the Lower Ninth Ward to serve as a reference for the district.

Safety Cameras

Through bond funding, Councilwoman Nguyen secured \$800,000 to place additional safety cameras in District E. When the bond is sold, these cameras will be installed around the district in locations proposed by NOPD and community members.

Lineage Logistics Expansion

Lineage Logistics will build a \$42 million expansion of its Jourdan Road cold storage facility in New Orleans East, where Lineage plans to create 50 new direct jobs. The project is projected to be complete in the second quarter of 2022, and the company will begin hiring for its new jobs in early 2022.

BRIGHTER FUTURE

There are many exciting developments taking place across District E. Councilwoman Nguyen hopes this roadmap shows the work that the District E team has been doing in the 3 years since she began serving and will continue to do as your City Councilwoman for District E.

Should you have any questions about information provided in this Roadmap to Revitalization, please use the contact information provided on page 3 to reach the Councilwoman or her team. We look forward to continuing to serve you in District E.



DISTRICT E

WHERE FAMILY COMES FIRST