

An aerial photograph of a city, likely San Francisco, with a white grid overlay. The map is semi-transparent, showing the city's layout, including streets, parks, and buildings. Overlaid on the map are several semi-transparent colored polygons: a large yellow one in the upper left, and several green ones scattered throughout, particularly in the upper right and lower right. The text 'SECTION 4' is in large black letters, and 'HOUSING' is in smaller green letters below it.

SECTION 4

HOUSING

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HOUSING

INTRODUCTION

The housing market in many communities is indicative of the quality of life for residents. Quality and affordable housing with access to work, school, and social life should be the goal of every community. This section describes the housing market in Gretna, resulting in a SWOT analysis and recommendations for the future.

HOUSING OCCUPANCY

In 2000, Gretna contained approximately 8,337 housing units, with a near even split between owner and renter occupied units. Vacancy in 2000 was approximately 10%, the highest of the Westbank locales studied, yet on par with the state average. By 2010, the most recent year for which full data sets are available, the vacancy rate in Gretna had climbed to 14%. The increase in vacancy throughout the surrounding communities also grew substantially. The increased vacancy rate of housing in the region was likely influenced by Hurricane Katrina and the resulting displacement of large portions of the region's population.

Since 2010, the number of occupied housing units in Gretna grew 3%, from 6,968 to 7,185, in 2016. While this growth rate is in line with state and national averages, it still represents somewhat sluggish growth in comparison to some of the surrounding communities. Occupied housing units in neighboring Harvey increased approximately 10%, while Westwego saw an 8% increase, and New Orleans' occupied housing increased by 10% during the same period. The growth in occupied housing in New Orleans is deceptive, due to the loss of housing units and the high population displacement of the City, following Hurricane Katrina. The growth in the percentage of occupied housing units in Westwego is also somewhat misleading as the quantity of housing is far smaller than other areas, and the increase in number of occupied housing units was in line with both Gretna and Marrero.

Recent data on vacant housing is not as readily available as that on occupancies, however a review of 2010 data is nevertheless informative. In 2010, the largest share (47%) of Gretna's vacant housing was "For Rent", the highest among the Westbank communities studied.

Roughly one-half of the occupied housing units in Gretna are renter-occupied, which is shown in [Figure 4.1](#). The New Garden Park, Bellevue, and Timberlane neighborhoods are primarily composed of owner-occupied housing units. McDonoughville, Old Garden Park, Old Gretna-Mechanickham, and Jonestown have a mix of both owner- and renter-occupied housing. Within each of the neighborhoods there are larger swaths of renter-occupied housing units than in other areas of the City.

1. AGE OF HOUSING STOCK

Gretna has a large quantity of older and historic homes in relation to newer properties. The median year of construction of housing structures in Gretna is 1964 for owner-occupied homes, and 1966 for renter-occupied homes. Regionally, the only area that has an older housing stock for both owner-occupied and renter-occupied housing stock is New Orleans. The greatest period of housing construction in Gretna (14%) of both owner-occupied and renter-occupied units occurred during the 1960s, as indicated by the areas in green.

The growth in the construction of owner-occupied housing in the region began during the 1950s and reached an apex during the 1970s. Similar trends can also be attributed to both the state and nation. The growth in owner-occupied housing during the 1950s is likely the result of various national initiatives including the 1949 Housing Act and the authorization of Federal Housing Authority (FHA) insured-mortgage loans, which decreased the risk of default for banks and allowed a greater number of families to buy private property. The increased availability of home ownership opportunity, coupled with the increase of "Baby-Boomer" buyers during the late 1960s, 1970s, and early 1980s, as well as the tremendous suburban shift between the 1960s and 1980s, is the likely impetus for the sustained trend of owner-occupied housing during that period.

Regionally, the construction of new housing in Gretna and the surrounding Westbank areas during the 1960s and 1970s was driven by the planning and construction of the Greater New Orleans Bridge in 1958, now known

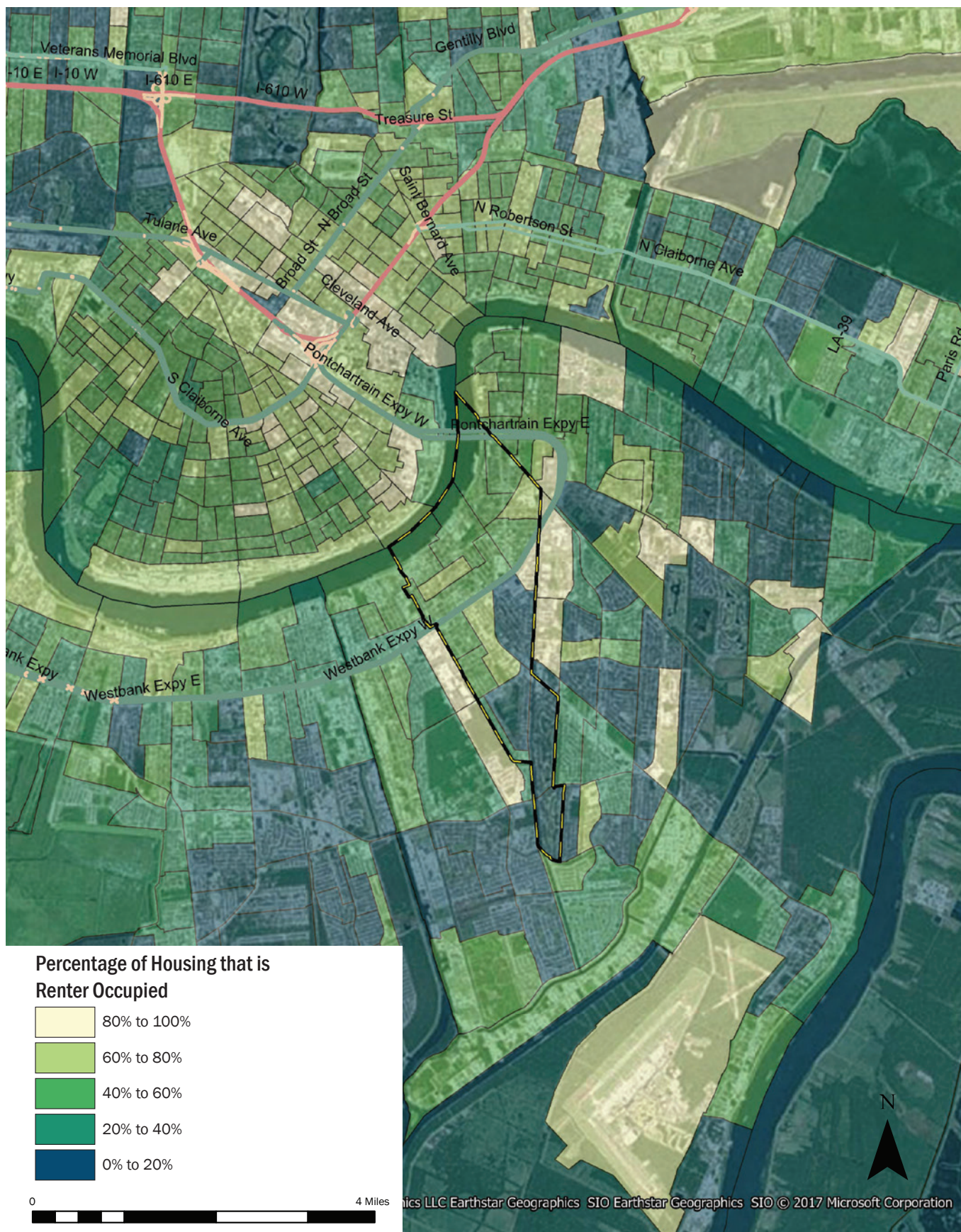


Figure 4.1: Percent of Housing that is Renter Occupied

as the Crescent City Connection. The Bridge was part of the larger plan for the Greater New Orleans Region as created by Robert Moses in 1946. The Bridge allowed for a greater ease of transport between the City of New Orleans and the Westbank communities, which previously relied on ferries. Shifts out of the City of New Orleans into the surrounding communities on the Westbank were spurred further by the construction of the second span of the Crescent City Connection, which was completed in 1989 (BGS 2011). The anticipated and eventual expansion of bridge services, as well as the national trend of the urban depopulation and suburban population during 1980s saw continued high levels of construction in the suburban areas of the Westbank.

The dip in the construction of new owner-occupied housing in Gretna and surrounding areas between 1990 and 2010 is likely due to the density of properties in the area, and the resulting decrease in available and desirable lots. Following 2010, the construction of new owner-occupied housing is almost non-existent across all areas. This was also likely influenced by the 2008 housing crisis, which is just now beginning to subside.

Trends regarding the construction of renter-occupied housing units are less apparent from the data. However, the construction of rental housing was also likely impacted by more stable investor funding, stemming from the introduction of the FHA insured mortgage loans. The increase of rental housing, which reached its peak during the 1960s (14%), was likely also impacted by the construction of the Greater New Orleans Bridge and the movement of populations from New Orleans to the more suburban surrounding areas. A similar trend occurred for both Kenner and Metairie during the 1970s, two other communities in the New Orleans Metropolitan Area.

Table 4.1: 2015 Median Housing Value vs. Average Housing Value		
	Median	Average
Metairie	\$210,528	\$260,192
New Orleans	\$183,933	\$265,481
Kenner	\$174,797	\$215,633
Gretna	\$150,580	\$173,734
Harvey	\$148,786	\$165,126
Marrero	\$139,676	\$158,994
Westwego	\$120,422	\$131,747

Source: AnySite2015; TMG Consulting analysis

2. HOUSING TYPES

The highest concentration of housing options in Gretna, like its surrounding communities, the State of Louisiana, and the nation, is the single-unit detached structure. However, Gretna has a more diverse spread of housing types than some of its neighbors. Forty-two percent of the occupied housing units in Gretna are in attached, two-, or multi-unit structures, compared with 35% in Harvey, 27% in Westwego, and only 19% in Marrero. By this metric, the forms of housing in Gretna are similar to New Orleans, which has over 51% of its housing units in non-single family detached structures. Furthermore, the variety of housing options in Gretna is greater than both the State average (33%), and the national average (37%).

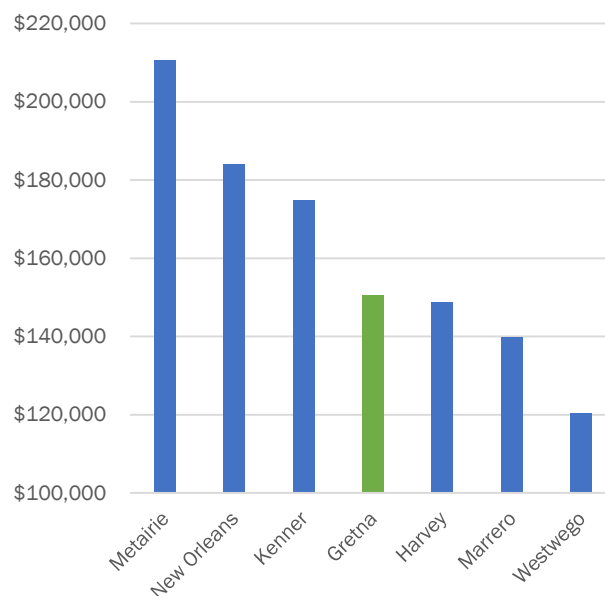
3. AFFORDABILITY

The relative affordability of housing can be measured in various ways. This section assesses the values of homes in Gretna, as well as rental rates.

A. Housing Values

In comparison to the surrounding region, Gretna's housing values represent the center point, as seen in [Table 4.1](#). The median home value in Gretna was \$150,590 in 2015, while the average home value was \$173,734. The highest median home value was in Metairie at \$210,528, while the highest average home value was in New Orleans at \$265,481. The lowest

FIGURE 4.2: MEDIA HOME VALUES



Source: AnySite 2015; TMG Consulting analysis

median and average home values were in Westwego at \$120,422 and \$131,747. *Figure 4.2* displays the median home values in the region in 2015, with Gretna shown in the column in green.

The whole of Timberlane and New Garden Park, as well as swaths of Old Gretna and Old Garden Park, are within the third most expensive housing area. The least expensive area within Gretna is located along the border with Harvey, LA in the Jonestown neighborhood. The rest of the area is moderately priced.

In Gretna, as well as its Westbank neighbors, approximately 80% of the housing stock is valued between \$80,000 and \$299,999. By comparison, only 66% of homes in New Orleans are within this value range.

B. Rent Levels

Gretna is one of the least expensive renter's markets in the region, at a median rent of \$686 per month, and an average rent of \$638 per month. The highest median rent was in Kenner at \$804 per month, and the highest average rent was in Metairie at \$802 per month. The lowest rent costs were seen in Westwego, with a median rent of \$597, and an average rent for both Westwego and Marrero of \$592 per month. *Figure 4.3* shows the median contract rent per month, with Gretna shown in green.

Through the comparison of median rents to the median income, we can gauge the affordability of rental properties in the Gretna area. While the cost of rent in Gretna is relatively low in comparison to the surrounding region, the metrics suggest that the rental market in Gretna exhausts a greater percentage of household income. The 2015 median rent represented 24.0% of the median income in Gretna. Only New Orleans fared worse, at 24.3%.

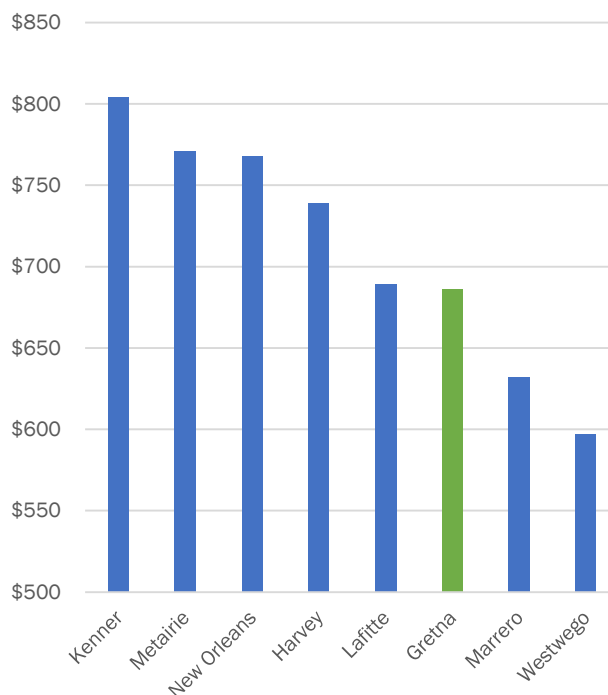
C. Housing Prices versus Income Levels

The comparison of the median home value and the median income of an area allows for a greater understanding of buying potential for the local population. The ratio acts as an indicator of affordability for the region. The smaller the ratio is, the more likely a local population will be able to afford to buy property. Median home values in Gretna are 4.38 times the median income, which is much higher than the majority of surrounding areas, as well as the Nation and State. This level was only surpassed by New Orleans, with median home values at 4.85 times the median income. This metric indicates that housing prices may be burdensome to many of Gretna's residents.

	Median Contract Rent	Median Income	Est. Monthly Income	Median Rent as % of Median
Westwego	\$597	\$31,848	\$2,654	22.50%
Marrero	\$632	\$36,039	\$3,003	21.00%
Gretna	\$686	\$34,347	\$2,862	24.00%
Harvey	\$739	\$39,338	\$3,278	22.50%
New Orleans	\$768	\$37,901	\$3,158	24.30%
Metairie	\$771	\$52,002	\$4,334	17.80%
Kenner	\$804	\$50,836	\$4,236	19.04%

Source: AnySite2015; TMG Consulting analysis

FIGURE 4.3: 2015 MEDIAN CONTRACT RENT PER MONTH



Source: AnySite2015; TMG Consulting analysis

The release of the 2017 Out of Reach report developed by the National Low-Income Housing Coalition (NLIHC) indicates a greater affordability problem for renters in both the New Orleans-Metairie Housing Mortgage Finance Area (HMFA) and the State of Louisiana. The analysis produced by the NLIHC utilizes the same techniques described in the analysis of Gretna, but focuses on the rental of a 2-bedroom, fair market rental, which is traditionally geared to young and small families. The report indicates that to rent a 2-bedroom, fair market rental, a household would need to earn a minimum of \$18.54 per hour in the New Orleans-Metairie HMFA, and \$16.16 per hour in the State. The analysis provided

by the NLIHC report further indicates the need for increased support for low wage households in the areas surrounding New Orleans and throughout the State.

D. Income with Occupations

While there are numerous indicators of the effectiveness or power of a household's income to support their necessities, the most widely applied method is a household's ability to pay for housing. A family that spends greater than 30% of monthly household income on housing is defined as burdened by the cost of housing, or the cost of housing negatively impacts the ability of the household to spend on other necessities, including food, healthcare, and savings. A simple analysis of income levels and housing prices can show what occupations can support households in an area.

Two of the largest sectors of occupations for Gretna residents are construction and extraction (11.9%), and food preparation and serving (9.6%). According to data from United States Bureau of Labor and Statistics, employment positions in the food preparation and serving related occupations are typically lower income jobs than other sectors. The high level of employment within this occupation is significant, as it contributes to two thirds of the U.S. population who earn at or below the federal minimum wage (*U.S. Bureau of Labor and Statistics 2015a*).

Positions in the construction and extraction field comprise 11.9% of the total available occupations in Gretna. These positions yield a moderate income, in comparison with the other occupations in the region. Employment and income is discussed in greater depth in *Element 3: Economic Development*.

For an individual earning the median annual rate in Louisiana for construction and extraction occupations, 30% of the available monthly income is \$996.00. This exceeds the \$686 per month median rent in Gretna, therefore a person in this field can pay a monthly rent of \$686 without being burdened by the cost of housing. However, for an individual working in a food preparation and serving related occupation, the rental market outweighs the 30% rule and comprises approximately 44% of the individuals monthly pay.

For a home buyer in Gretna, if an individual was interested in a property at the median household cost of \$150,580, and could provide a 20% down payment on a house to avoid mortgage insurance, with a home insurance rate of 0.525%, property tax rate of 0.5% (the average tax

rate for Jefferson Parish), and a 30-year fixed rate loan with an interest rate of 4.125%, the monthly cost would be approximately \$715 per month. While the median income for construction and extraction occupations outweighs the monthly cost of purchasing a home by \$281, the cost would \$246.25 dollars greater than the affordable rate for an individual in the food preparation and serving related occupations.

For the City of Gretna, there are a total of five occupation groups that are burdened by the median cost of rent, and are far from being able to enter homeownership.

LOW INCOME HOUSING IN JEFFERSON PARISH

To combat affordability issues in Gretna and surrounding Jefferson Parish, there are several low-income housing programs. Low-income housing options in Gretna are controlled and administered by the Housing Program of Jefferson Parish (HPJP). There are no conventional public housing options available for residents within Gretna's city limits. The closest conventional public housing option is the Fischer Public Housing Development, located in the Algiers neighborhood of Orleans Parish, and administered by the Housing Authority of New Orleans (HANO). The HPJP oversees 200 private apartments in Marrero at the Acre Road Housing Development. There are three other conventional public housing options, two on the Westbank in Westwego (Mid City Heights Housing Development and Woodland Acres Housing Development), operated by the Housing Authority of Westwego, and one on the Eastbank in Kenner (Glenwood Housing Development), operated by the Housing Authority of the City of Kenner.

While the HPJP is in direct oversight over much of the Parish, the cities of Kenner and Westwego have organized their own housing authorities to best deal with more localized housing issues. The development of these agencies has permitted both cities to regulate the placement and dispersal of Housing Choice Vouchers, as well as the development of conventional public housing developments. While Westwego has a lower quantity of housing units, those units that are available to lower income individuals comprise a large portion of that housing stock. Of the Westbank communities analyzed, Gretna has the smallest percentage of total housing units that assist low-income residents with costs of housing.

The other low income housing options for residents of Gretna are relatively limited in form, and are reliant on the federal Housing Choice Voucher Program (HCV program or Section 8). As of 2014, there are 10,000 households in the Parish who are seeking inclusion into the HCV program (Myers 2014). Since that period there has been no advertised opening of the waiting list for new applicants. Within Jefferson Parish there are a total of 5,631 subsidized private rental properties that take part in the HCV program spread throughout the Parish, 498 of which are located in the City of Gretna. Available HCV housing in Gretna is primarily located in the Jonestown neighborhood along the border of Harvey.

Jefferson Parish is currently not accepting applications for the Section 8 Housing Choice Voucher program. In addition to the HCVs, the HPJP administers the Disaster Voucher Program (DVP), and the Disaster Housing Assistance Program (DHAP), which are meant to aid individuals who are adversely impacted by disasters and are burdened by the costs of repairs or increased housing costs.

Beyond the HCV program, Gretna has two possible options for moderate to low income renters. During construction, the St. Joseph Apartments utilized Federal Low Income Housing Tax Credits to aid in the development of the site. As a result of these tax credits, the St. Joseph Apartments provide 52 low to moderate income housing options. Gretna Park Apartments advertises itself as a low-cost apartment complex and provides 203 potential affordable units for low to moderate income residents.

ADJUDICATED PROPERTIES

An adjudicated property or a tax deeded property is a property adopted by a local, parish, or state authority following the nonpayment of property taxes and nonpurchase during the subsequent tax sale. The receipt of these properties can be both a benefit and a burden for local governments. The benefit of these properties is that they provide potential resources for a local government to recoup unpaid property taxes. Further, they can play a role in the development of affordable housing stock for a local government. If adjudicated properties are not sold, they have the potential to become a financial burden if they remain vacant for long periods of time and are unable to be maintained. The cost of yard maintenance, as well as securing the property, can create problems for the local municipality.

The City of Gretna currently controls 65 adjudicated properties. These properties are in four neighborhoods: Jonestown, McDonoghville, Old Garden Park, and Old Gretna-Mechanickham. The majority of the adjudicated properties (48) are located within the McDonoghville neighborhood, with lesser amounts in Old Gretna-Mechanickham (7), Jonestown (7), and Old Garden Park (3). While the concentration of these properties is in McDonoghville, they are spread throughout the neighborhood. The properties are comprised of both vacant lots, as well as those with structures. All of the properties were adjudicated to the City of Gretna during or before 2001.

SWOT ANALYSIS

1. STRENGTHS

- *Various forms of housing available to the public, including new construction, historic homes, multi-family and single family housing.*
- *Historic areas which provide a housing stock that could be attractive to renovators and regional residents in search of historic housing.*
- *Neighborhoods such as Old Gretna and McDonoghville which offer proximity to employment in both the legal and government sectors (such as the 24th Judicial District Court and Jefferson Parish Office Building), as well as retail sectors in Gretna.*
- *Neighborhoods which provide ease of access to employment outside of Gretna.*
- *Housing within Gretna is relatively affordable in comparison with the nearby New Orleans MSA.*

2. WEAKNESSES

The greatest weakness of housing in Gretna is the moderate to higher pricing of housing when compared to income levels of the local population. The current price points for housing ownership in Gretna exceed affordable levels for many local residents. If Gretna is hoping to draw populations from the rental market into the buyers' market, prices will need to decrease or income levels will need to increase. The development of the area cannot rely exclusively on new buyers from outside the area, but must also seek to move rooted populations into the ownership roles.

3. OPPORTUNITIES

There are several opportunities with regard to housing that the City of Gretna could take advantage of, including:

- *Historic tax credits for housing, both owner-occupied and rental units. Utilizing the median age of the homes available (1964 for owner occupied and 1967 for rentals), as well as the National Register of Historic Places designation of 50 years of age for inclusion, many of the homes that are present are eligible to apply for historic structure tax credits. Utilizing such a program may allow for housing and structures to be repaired at reduced cost, or possibly invite further outside funding.*
- *Gretna has the unique potential to pull first time home buyers in the region who are looking for relatively low housing costs, while still enjoying proximity to jobs in New Orleans.*
- *Synergy with the 24th Judicial District Court and Jefferson Parish Government Complex, offering housing opportunities within walking or short travel distances of employment.*

4. THREATS

The greatest threat to the housing market in Gretna is the income ratio to both owner-occupied and renter-occupied housing. The median income in comparison to the two forms of housing at the current rates leaves the occupant burdened by the cost of housing. Despite having middle of the row ownership pricing and low rental prices, the impact of low incomes leaves much of the population vulnerable to economic and housing market fluctuations.

RECOMMENDATIONS

1. HOUSING LIFE CYCLE

The development of a complete housing life cycle within a neighborhood or city is an important component to the establishment of a healthy and stable community. An appropriate and productive housing life cycle not only allows for young prospective homeowners to enter into the market, but also for the older populations to age in place. The traditional life cycle for middle-income populations extends from childhood in a semi-detached home; to pre-parenthood in rental apartment complexes or multifamily housing options, such as doubles; to small family or child-rearing families in an owned starter home; to growing families with primary-age children in an owned family home; to established families with adolescent children in an owned family home; and ending with grandparenthood or elderly populations with an owned retirement “bungalow” or other smaller property (Guinness and Nagle 2002). Typically, the age of the housing options within this framework ranges from older to newer as the population ages. While there are numerous variations to this model typically associated with the incomes of the populations, as well as the sociological shifts such as the increase of elderly populations into retirement communities, the general framework developed by Guinness and Nagle is appropriate for the City of Gretna. However, it is important to note the increased trend in the United States for small or emerging families to remain in the rental market longer due to stagnant wages, the increase scrutiny of young buyers, and the high cost of mortgages.

An important aspect of the housing life cycle is ability for a population to age in place. Traditionally, aging in place has referred to the availability for older populations to remain in neighborhoods and communities safely, independently, and comfortably despite their age, income, or ability level (CDC 2013: Graff & Wiseman 1978). The work by researchers at the American Association of Retired Persons (AARP) has indicated that the large-scale block development of suburbs was not developed for a complete life cycle and the movement of an aging population into smaller properties. The lack of housing options in their neighborhoods have resulted in older populations either remaining in housing that does not fit their needs or being required to move into new areas or retirement communities. The traditional housing life cycle would have these older populations, without dependent children, moving within the community into a smaller property or bungalow that better fits their needs while maintaining their connections to people and places where they have long lived.

As discussed in *Element 7: Community Design*, a variety of Gretna neighborhoods have different block lengths and house sizes, providing an opportunity to bring a choice of housing types and sizes to areas where it is most appropriate. Providing mixed-use housing along existing commercial corridors tends to be most appealing to young professionals. These mixed-use options make most sense in denser, more urban areas of Gretna, as in Downtown Gretna along 4th Street, 5th Street, and Lafayette Street. This allows for a more walkable environment to which young adults are attracted.

Smaller houses, duplexes, or appropriately scaled apartments in more suburban neighborhoods, such as Jonestown and Bellevue, would provide aging citizens of those neighborhoods the opportunity to downsize and reduce maintenance. The redevelopment of Gretna Boulevard near Huey P. Long Avenue could provide new housing options for existing residents seeking to move out of their current homes, while still providing access amenities like City Park, Bellevue Park, and neighborhood commercial stores.



Figure 4.9: Variety of Housing Stock in a New Orleans Neighborhood; Image Courtesy of NPR



Figure 4.10: Variety of Housing Stock in a New Orleans Neighborhood; Image Courtesy of The New Orleans Tribune

While traditionally the concept of aging in place has been attributed to age and health, recent publications have been more encompassing, referring to the ability of populations to remain in neighborhoods and communities safely, independently, and comfortably despite their age, health, race, or income (CDC 2013; Hrostowski 2010). The additional aspects of race and income have emerged with the increased lifespan of minority populations in the United States, the increased movement back into urban locations by white populations, and the effects of gentrification and pricing out of minority populations who have long standing roots in communities. The pricing out of populations has largely been attributed to increased property taxes or increased rents driven by the influx of new money into the area. The gentrification of areas can largely be attributed to younger, predominantly white populations moving into areas of rooted minority populations. The following recommendations provide strategies to support equitable and sustainable solutions for a livable Gretna Community.

2. HOUSING COMMISSION

The Jefferson Parish Housing Authority administers the Section 8 Housing Program in Gretna, which provides housing vouchers for very low income households. Other housing needs and issues in Gretna are not under the purview of any specific agency or department. Housing choices that are affordable for low to moderate income families are lacking. Many that do exist are not well maintained, resulting in poor living conditions or blighted properties. To aid the City in improving conditions for renters, it is recommended that the City establish a local housing commission. The commission will be in charge of establishing Gretna housing policies, including minimum housing standards and procedures for enforcement and adjudication. Developing new rental housing that is of quality and is affordable, reducing blight, inspecting rental property, and ensuring code enforcement for the upkeep of rental properties would also be included in the mission of the commission. To ensure properties meet minimum standards before renters sign leases and move in, it is recommended that the commission consider a requirement that the rental units are inspected and that landlords pay an inspection fee. The commission would also serve as an avenue for tenants to report substandard living conditions without the fear of being evicted or penalized because of complaints.

3. RENTERS BILL OF RIGHTS

Following the creation of the City of Gretna Housing Commission, housing policies can be implemented to protect the character and quality of life in the city. One such policy would be a renters bill of rights which would address issues and questions regarding basic landlord and tenant relationships, such as lease and rental agreements, lease termination and renewal, utility issues, security deposits, rent payments and other charges, repairs and maintenance, evictions and the dispossession process, military service members as tenants, renting with roommates, rental of manufactured housing and mobile homes, lead paint and environmental issues, and additional resources regarding variations in zoning code. By providing clear and coherent answers to these questions, the City can improve transparency in the rental market and allow for both renters and property owners to know the rights and requirements associated with rental agreements. A major focus of the renter's bill of rights would be the prevention of slumlord practices to protect tenants from inferior housing conditions.

While these handbooks typically do not apply to commercial or business leases, Gretna could also develop a commercial renter's bill of rights, which may help attract new business to the region.

4. WORKFORCE HOUSING

Housing that is affordable to teachers, police officers, and similar professionals that work within the city for moderate wages. Enabling them to live where they work strengthens the community and retention of those workers. Stemming from the framework developed in the renter's bill of rights, the local Housing Commission could seek to develop workforce housing to provide more affordable housing options for local citizens. The development of workforce housing in Gretna can be in partnership with the Good Neighbor Next Door Sales Program developed by the U.S. Department of Housing and Urban Development. This program offers substantial incentives in the form of a 50% discount of listed home price to law enforcement officers, pre-Kindergarten through 12th grade teachers, firefighters, and emergency medical technicians. The program is designed to pull populations into neighborhoods that are targeted for investment or reinvestment. By providing opportunities for these civil servants, such as with Good Neighbor Next Door Sales Program, neighborhoods are able to support the development of home ownership to lower income, entry-level positions, while also seeking to solidify trust and community between private citizens

and public servants. The availability of housing to civil servants would also act as an early step in the development of the localized housing stock life-cycle. As such, the city should identify a housing stock that would be attractive to smaller families to the area. As part of the program, these populations must live in the property for 36 months as the sole residence. This program is active within Gretna and the surrounding areas.

5. METHODS FOR MAINTAINING AFFORDABILITY

An alternative to the Good Neighbor Next Door Sales Program is the partnering with a non-profit organization to create a Community Land Trust (CLT). A CLT is governed by a board of residents, community members, and public representatives, and functions to protect and preserve the affordable housing in communities by acquiring and retaining ownership of real property. The CLT sells the improvements to that land via a 99-year ground lease to a homeowner. Through the sale of the improvements to the land, whether that is residential or commercial, the CLT can keep the costs for potential buyers lower. Furthermore, through deed covenants the CLT can regulate the percent increase of the value of the improvements that might be sold in the future. The covenants allow for the CLT to maintain future housing affordability, while allowing the homeowner to gain some equity from the property.

Another potential solution to stave off the increase of unaffordable housing in Gretna is to incorporate inclusionary zoning policies. These policies seek to blend new residential development with the sustainable production of affordable housing within a community. Inclusionary zoning requires developers to build and incorporate affordable housing units within the framework of larger developments. Through the incorporation of inclusionary zoning, local governments have the ability to ensure sufficient development of affordable housing that is integrated across communities and promoted areas of mixed-income, and diverse populations. While inclusionary zoning typically is attributed to the construction of 10 or more housing units, smaller developments (less than ten units) could also add in the development of affordable housing through payment in lieu of development.



Figure 4.11: Historic Home in Gretna



Figure 4.12: Historic Homes in Gretna

6. HISTORIC HOUSING

As the City continues to build new housing stock, a greater emphasis must be put on increasing the variability of housing stock in the area. It is important to note that if Gretna is to maintain and promote the historic nature of the area, new construction will need to take this goal into account. Potential strategies for the rehabilitation of historic properties are the inclusion of such properties into an historic district within the area to take advantage of façade rehabilitation grants and historic property tax credits. More on historic preservation can be found in [Element 10: Historic Preservation](#).

GOALS

Goal 1: Retain current residents of Gretna.

Objective 1.1:

Retain and grow retail and commercial uses serving residents.

Objective 1.2:

Make neighborhoods walkable.

Objective 1.3:

Build off nationwide trends of populations concentrating in cities.

Objective 1.4:

Preserve vibrant neighborhoods.

Objective 1.5:

Facilitate appropriate infill development, compatible with existing residential uses.

Objective 1.6:

Provide assistance for elderly residents to modify homes and seek group housing opportunities.

Objective 1.7:

Diversify housing stock offered and enable housing typologies within updated land use regulations.

Goal 2: Attract new, younger residents to Gretna.

Objective 2.1:

Promote the affordability of Gretna housing compared to New Orleans and East Bank of Jefferson Parish, especially for first time homebuyers.

Objective 2.2:

Preserve and promote Gretna's small town character and strong sense of community.

Objective 2.3:

Promote the short travel time to New Orleans CBD and other regional employment centers.

Objective 2.4:

Promote quality and selection of public, private, and parochial schools in Gretna.

Objective 2.5:

Diversify housing stock offered and enable more housing typologies within updated land use regulations.

Objective 2.6:

Ease the ability for new development in mixed use and core commercial areas of the City to accommodate residential units.

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Table 4.3: Housing Occupancy Trends									
	Gretna	Harvey	Marrero	Westwego	Kenner	Metairie	New Orleans	Louisiana	United States
2000									
Total Housing Units	8,337	8,745	13,051	4,507	27,335	67,256	215,092	1,847,183	115,904,339
Owner Occupied Units	3,829	4,555	8,695	2,300	15,547	67,256	215,092	1,125,129	69,815,693
Renter Occupied Units	3,688	3,415	3,740	1,901	10,057	24,341	87,589	530,915	35,664,246
Total Occupied Units	7,517	7,970	12,435	4,201	25,604	91,597	302,681	1,656,044	105,479,939
Vacant Units	820	775	615	306	1,726	3,479	26,838	191,129	10,424,423
Vacancy Rate (%)	10%	9%	5%	7%	6%	5%	12%	10%	9%
2010									
Total Housing Units	8,122	8,739	13,214	4,135	28,076	65,686	189,896	1,964,981	131,704,730
Owner Occupied Units	3,522	4,534	8,146	1,982	15,041	37,177	68,003	1,162,299	75,986,074
Renter Occupied Units	3,446	3,010	4,072	1,455	9,803	22,738	74,155	566,061	40,730,218
Total Occupied Units	6,968	7,544	12,218	3,437	24,844	59,915	142,158	1,728,360	116,716,292
Vacant Units	1,154	1,195	996	698	3,232	5,771	47,738	236,621	14,988,438
Vacancy Rate (%)	14%	14%	8%	17%	12%	9%	25%	12%	11%
Growth in Occupied Housing Units (2000-2010)	-549	-426	-217	-764	-760	-31,682	-160,523	72,316	11,236,353
% Growth in Occupied Housing Units (2000-2010)	-7%	-5%	-2%	-18%	-3%	-35%	-53%	4%	11%
Change in Vacancy Rate (% points)	4.4	4.8	2.8	10.1	5.2	3.6	12.7	1.7	2.4
2016									
Total Housing Units	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Owner Occupied Units	3,644	4,816	8,244	2,089	15,607	38,008	75,048	1,207,024	78,448,660
Renter Occupied Units	3,541	3,445	4,244	1,636	9,782	22,936	81,696	586,154	41,906,547
Total Occupied Units	7,185	8,261	12,488	3,725	25,389	60,944	156,744	1,793,178	120,355,207
Vacant Units	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Growth in Occupied Housing Units (2010-2016)	217	717	270	288	545	1,029	14,586	64,818	3,638,915
% Growth in Occupied Housing Units (2010-2016)	3%	10%	2%	8%	2%	2%	10%	4%	3%
Source: AnySite; TMG Consulting Analysis									

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Table 4.4: Vacant Housing Analysis, 2010

	Gretna	Harvey	Marrero	Westwego	Kenner	Metairie	New Orleans	Louisiana	United States
2010 Vacant housing units	1,154	1,195	996	698	3,232	5,771	47,738	236,621	14,988,438
For rent	47%	43%	36%	18%	66%	52%	31%	28%	28%
Rented, not occupied	1%	0%	1%	1%	4%	1%	1%	1%	1%
For sale only	9%	9%	17%	32%	7%	14%	7%	9%	13%
Sold, not occupied	2%	1%	3%	2%	2%	3%	3%	3%	3%
For seasonal, recreational, occasional use	2%	1%	3%	2%	2%	6%	7%	18%	31%
For migrant workers	0%	0%	1%	0%	0%	0%	0%	0%	0%
Other vacant	38%	46%	39%	45%	18%	23%	50%	40%	24%

Source: AnySite; TMG Consulting analysis

Table 4.5: Median Year of Construction

	Owner Occupied	Renter Occupied
New Orleans	1958	1958
Gretna	1964	1966
Metairie	1968	1974
Westwego	1969	1966
Marrero	1974	1969
Kenner	1976	1978
Harvey	1977	1975

Source: AnySite2015; TMG Consulting analysis

Table 4.6: Age of Owner Occupied Housing Stock - Gretna vs. Surrounding Area

Owner Occupied Housing Units	Gretna	Harvey	Marrero	Westwego	Kenner	Metairie	New Orleans
Built 2010 or later	0%	0%	0%	0%	0%	0%	0%
Built 2000 to 2009	4%	7%	6%	5%	2%	3%	3%
Built 1990 to 1999	3%	6%	5%	4%	4%	3%	2%
Built 1980 to 1989	4%	12%	11%	8%	13%	7%	4%
Built 1970 to 1979	7%	12%	19%	11%	26%	16%	7%
Built 1960 to 1969	14%	10%	14%	10%	11%	16%	6%
Built 1950 to 1959	11%	6%	8%	10%	4%	13%	7%
Built 1940 to 1949	3%	3%	3%	5%	1%	4%	4%
Built 1939 or earlier	5%	2%	2%	5%	1%	2%	14%

Source: AnySite; TMG Consulting analysis

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Table 4.7: Age of Renter Occupied Housing Stock - Gretna vs. Surrounding Area

Renter Occupied Housing Units	Gretna	Harvey	Marrero	Westwego	Kenner	Metairie	New Orleans
Built 2010 or later	0%	0%	0%	0%	0%	0%	1%
Built 2000 to 2009	3%	3%	4%	5%	2%	1%	5%
Built 1990 to 1999	3%	6%	1%	2%	5%	3%	2%
Built 1980 to 1989	5%	8%	5%	6%	10%	8%	4%
Built 1970 to 1979	7%	7%	6%	6%	14%	13%	7%
Built 1960 to 1969	14%	9%	7%	8%	5%	8%	6%
Built 1950 to 1959	6%	4%	4%	7%	2%	4%	5%
Built 1940 to 1949	5%	3%	3%	4%	1%	1%	5%
Built 1939 or earlier	5%	2%	2%	6%	0%	1%	16%

Source: AnySite; TMG Consulting analysis

Table 4.8: 2015 Occupied Housing Units by Number of Units in Structure

	Gretna	Harvey	Marrero	Westwego	Kenner	Metairie	New Orleans	Louisiana	United States
1, detached	58%	65%	81%	73%	64%	64%	49%	67%	63%
1, attached	10%	6%	5%	5%	3%	4%	12%	3%	6%
2	8%	4%	3%	8%	4%	4%	13%	4%	3%
3 or 4	5%	7%	3%	7%	10%	6%	8%	4%	4%
5 to 9	6%	6%	2%	2%	4%	4%	4%	3%	5%
10 to 19	7%	8%	1%	2%	5%	5%	4%	3%	4%
20 to 49	3%	1%	1%	0%	4%	6%	3%	2%	3%
50 or more	2%	1%	2%	0%	4%	6%	6%	2%	5%
Mobile home	1%	2%	2%	3%	1%	1%	1%	13%	6%
Boat, RV, van, etc.	0%	0%	0%	0%	0%	0%	0%	0%	0%

Source: AnySite2015; TMG Consulting analysis

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Table 4.9: 2015 Housing Stock by Value Bracket							
	Gretna	Harvey	Marrero	Westwego	Kenner	Metairie	New Orleans
Less than \$10,000	1%	2%	2%	2%	1%	1%	1%
\$10,000 to \$14,999	0%	0%	1%	2%	0%	0%	1%
\$15,000 to \$19,999	1%	1%	1%	1%	1%	1%	1%
\$20,000 to \$24,999	1%	0%	1%	1%	0%	0%	0%
\$25,000 to \$29,999	0%	0%	0%	0%	0%	0%	0%
\$30,000 to \$34,999	1%	0%	0%	0%	0%	0%	1%
\$35,000 to \$39,999	0%	0%	0%	1%	0%	0%	0%
\$40,000 to \$49,999	2%	0%	1%	2%	0%	0%	1%
\$50,000 to \$59,999	0%	1%	1%	1%	0%	0%	1%
\$60,000 to \$69,999	2%	2%	3%	2%	1%	1%	2%
\$70,000 to \$79,999	3%	3%	3%	5%	2%	1%	3%
\$80,000 to \$89,999	6%	4%	4%	8%	2%	1%	3%
\$90,000 to \$99,999	5%	7%	8%	9%	3%	1%	4%
\$100,000 to \$124,999	11%	13%	17%	18%	9%	5%	9%
\$125,000 to \$149,999	15%	15%	13%	14%	12%	7%	9%
\$150,000 to \$174,999	17%	19%	14%	13%	18%	14%	13%
\$175,000 to \$199,999	7%	12%	12%	4%	10%	12%	8%
\$200,000 to \$249,999	12%	7%	9%	10%	15%	21%	11%
\$250,000 to \$299,999	7%	4%	3%	3%	10%	13%	9%
\$300,000 to \$399,999	4%	5%	5%	2%	8%	11%	10%
\$400,000 to \$499,999	2%	1%	2%	0%	3%	4%	5%
\$500,000 to \$749,999	2%	0%	0%	0%	3%	4%	6%
\$750,000 to \$999,999	0%	0%	0%	0%	1%	2%	2%
\$1,000,000 or more	0%	0%	0%	0%	0%	1%	2%
Median	\$150,580	\$148,786	\$139,676	\$120,422	\$174,797	\$210,528	\$183,933
Average	\$173,734	\$165,126	\$158,994	\$131,747	\$215,633	\$260,192	\$265,481
Source: AnySite; TMG Consulting analysis							

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