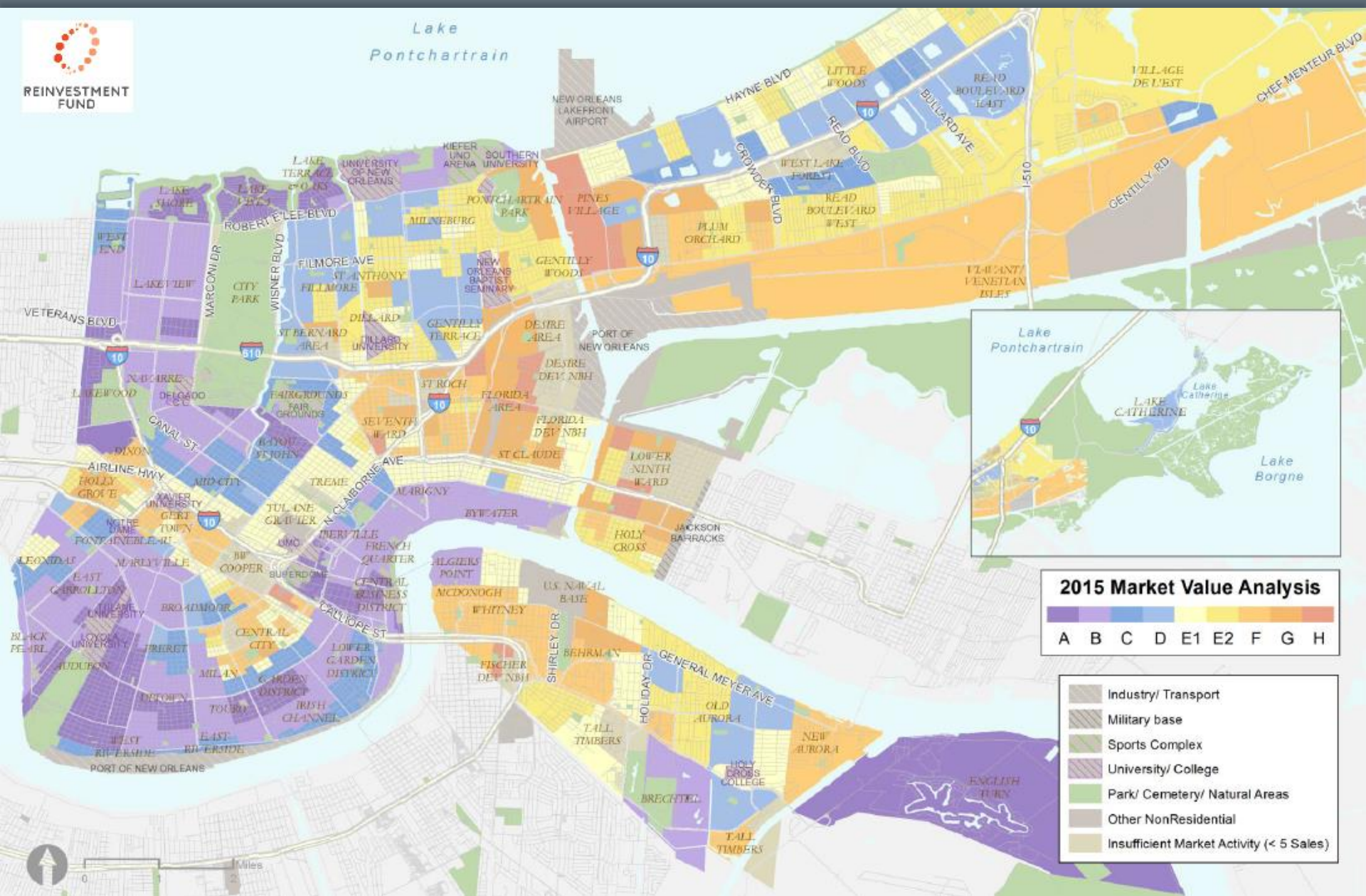


New Orleans Market Value Analysis Presentation to the GNOHA Lender's Roundtable

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GNOHA
October 5th, 2017



2012 MVA

- Blight identified by the incoming Landrieu Administration as a priority.
- Establishment of the City of New Orleans Office of Performance and Accountability in 2010
- Existing publicly available Real Estate Research not granular enough - done at the
 - Planning District
 - Zipcode
 - Neighborhood



2012 MVA

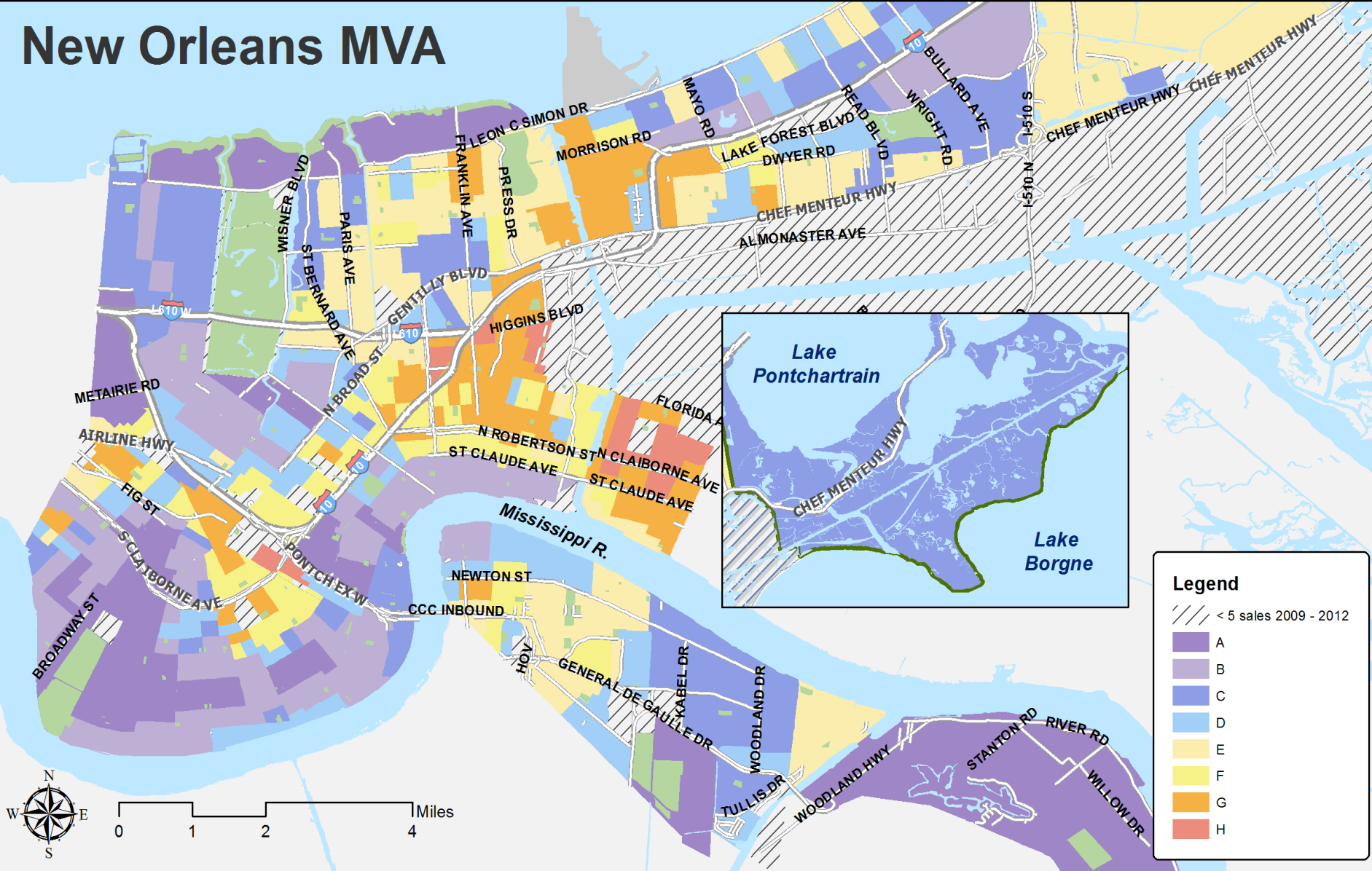
- Finalized in 2013.
- Produced by the Reinvestment Fund (Philadelphia) who had done it in a dozen other cities.
- Made use of the best available data (2009-2012 Data).
- Final Report used by Code Enforcement and NORA.

2012 MVA

- **The MVA Five Assumptions:**
 - **Public subsidy is scarce** and it alone cannot create a market where there is none;
 - Public subsidy must **leverage or clear the path for private investment**;
 - Public subsidy in distressed markets should **build from local nodes of strength**, (i.e. transportation hubs, parks, public amenities, and anchor institutions);
 - Decisions about places must be **informed by empirical data**; and
 - All city residents are consumers that **expect quality services**.

2012 MVA

New Orleans MVA



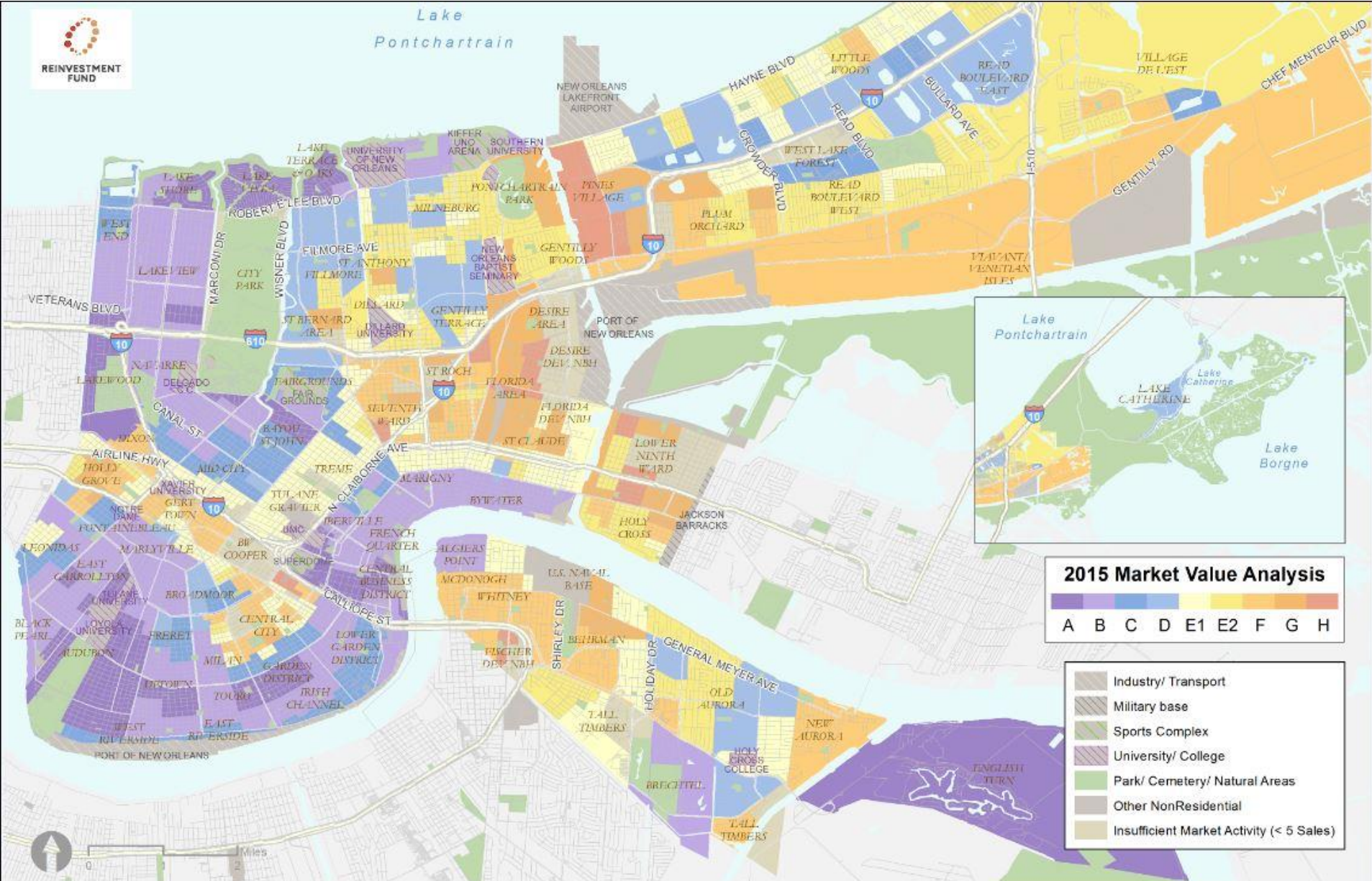
2015 MVA

- Why?
 - Rapidly evolving Real Estate Market since 2012.
 - Best Practice to monitor it every 2 – 3 years so that it is possible to assess past investments.
- Improvements:
 - Use of better data (thanks to City of New Orleans Office of Performance and Accountability)
 - Larger and Longer stakeholder engagement phase

2015 New Orleans MVA Components

- Median Sales Price, 2013 – Aug 2015
- Coefficient of Variance for Sales Price, 2013 – Aug 2015
- Vacant Land Sales, 2013 – Aug 2015
- Subsidized Rental Units, 2015 **IMPROVED**
- Owner-Occupied Units, 2013
- Foreclosure Filings and Sheriff Sales, 2013 - 2014
- New Construction and Rehab Permits, 2012 – Apr 2015 **NEW**
- Vacant Housing Units, 2014 Q2 – 2015 Q1
- Inspection Violations and Guilty Findings, 2013-2015 **NEW**
- Vacant Land Parcels, 2014

2015 MVA



- Industry/ Transport
- Military base
- Sports Complex
- University/ College
- Park/ Cemetery/ Natural Areas
- Other NonResidential
- Insufficient Market Activity (< 5 Sales)

2015 New Orleans MVA Market Characteristics

MVA Market Type	# of BGs	Median Sales Price, 2013- Aug 2015	Variance Sales Price, 2013- Aug 2015	% Foreclosures & Sherriff Sales, 2013-15	% Owner Occupied, 2013	% Permits, 2012-14	% Vacant Land, 2014	% Violations, 2013-15	% Vacant Housing Units, 2014-15 (Valassis)	% Public Subsidized Rental, 2015	% Vacant Land Sales, 2013- Aug 2015
A	36	\$ 531,953	0.54	0.81%	65.86%	10.99%	1.41%	1.40%	3.47%	0.36%	2.66%
B	106	\$ 305,969	0.59	1.73%	46.96%	8.75%	2.24%	3.47%	6.02%	3.50%	6.31%
C	48	\$ 173,728	0.78	5.60%	28.51%	9.00%	4.76%	7.64%	10.06%	15.07%	9.63%
D	46	\$ 157,230	0.61	4.71%	67.26%	12.01%	7.30%	10.11%	6.49%	34.60%	15.44%
E1	71	\$ 86,199	0.78	9.49%	33.02%	7.91%	7.96%	12.79%	15.84%	29.77%	14.83%
E2	54	\$ 84,880	0.67	4.54%	73.20%	10.55%	11.00%	11.51%	7.35%	70.37%	17.67%
F	56	\$ 46,349	0.89	8.31%	34.06%	5.64%	9.88%	13.07%	17.36%	31.63%	12.77%
G	32	\$ 40,354	1.00	4.26%	64.74%	7.55%	18.60%	18.00%	14.12%	60.90%	27.45%
H	10	\$ 17,108	0.90	4.50%	48.92%	4.59%	30.65%	19.50%	31.21%	76.07%	27.07%
Not Classified	37	NULL	NULL	4.29%	30.49%	8.82%	24.04%	11.63%	25.27%	40.66%	38.38%
Study Area	459	\$ 178,467	0.72	4.93%	49.19%	8.81%	7.55%	9.33%	10.46%	28.53%	12.65%

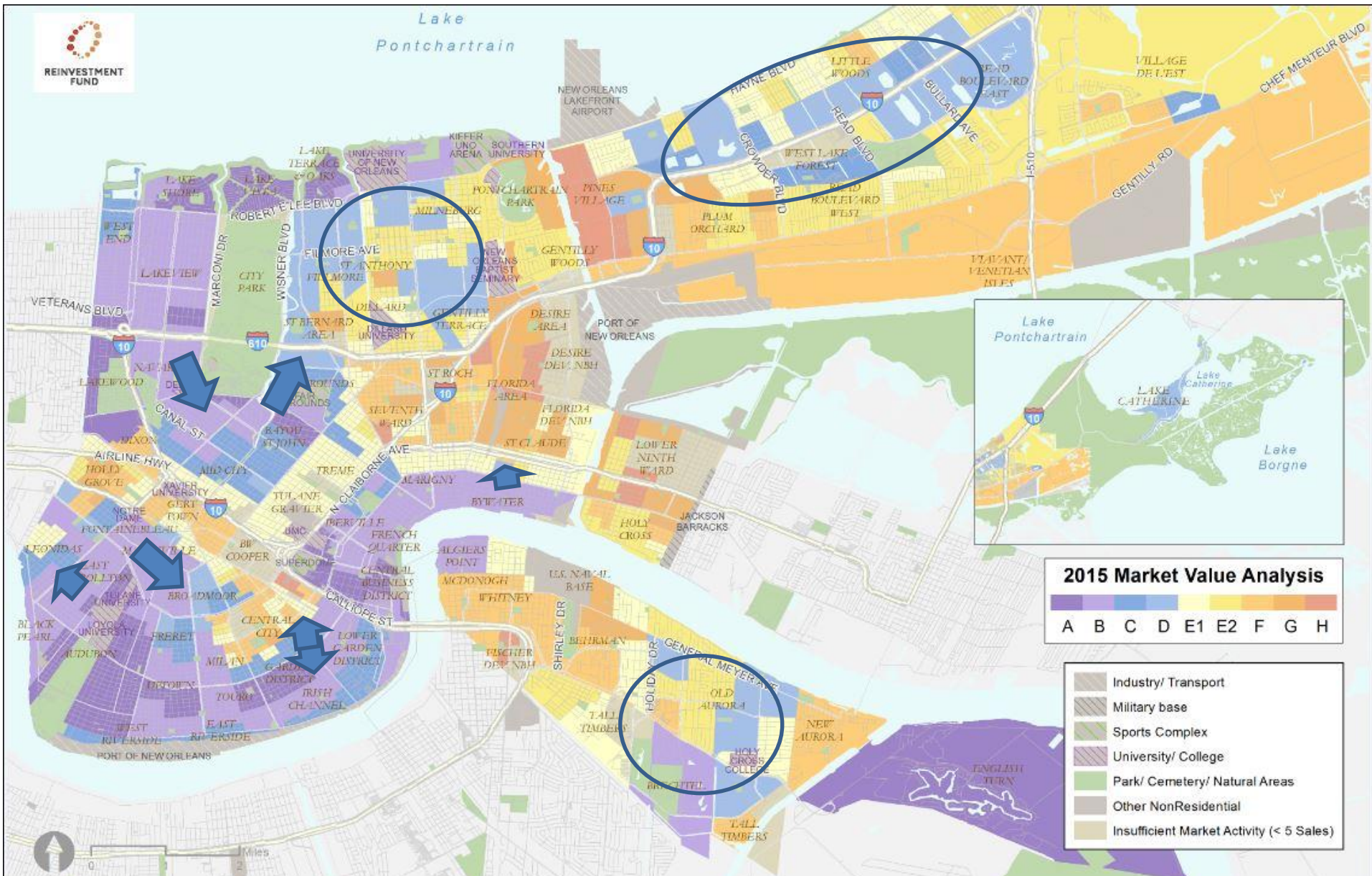
2015 MVA

- What makes a 'Strong' Census Block?:
 - Higher Sales Values
 - Lower levels of Housing and Land Vacancies
 - Lower levels of Code Enforcement Violations
- What Doesn't:
 - Homeownership Rate
 - Subsidized Rental Rate
 - Foreclosure Rate
 - Permit Rate

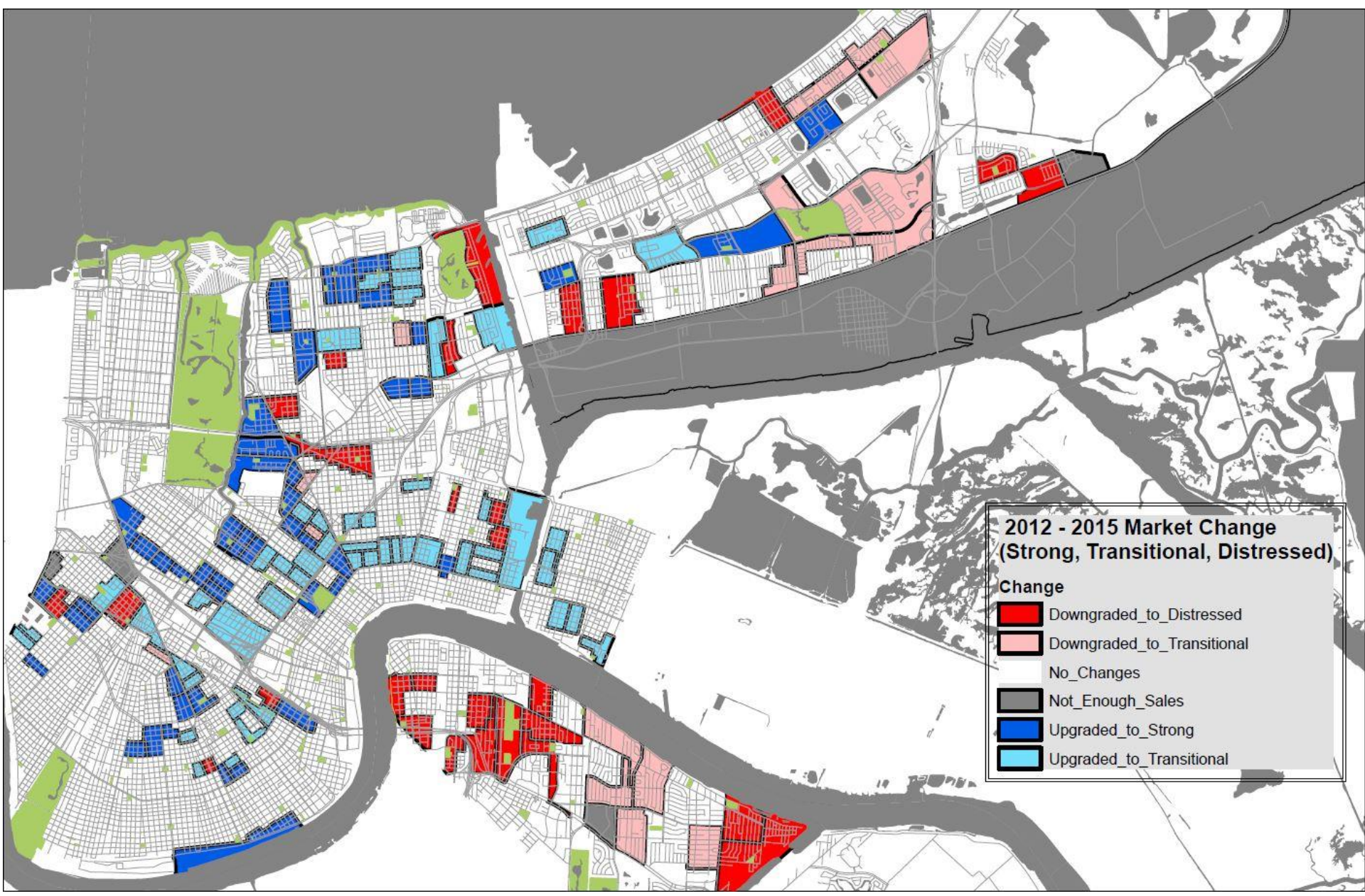
2015 MVA

- 3 Main Type of Cluster Groups to Watch:
 - “D” (softest of the strong):
 - Adjacent to equally strong or stronger clusters
 - Surrounded by equally strong or weaker clusters
 - “E1, E2” (Intermediate)
 - Renter / Homeowners
 - Land locked / Not Land Locked
 - “F, G and H” (Softest)
 - Identifying the possible node of strength

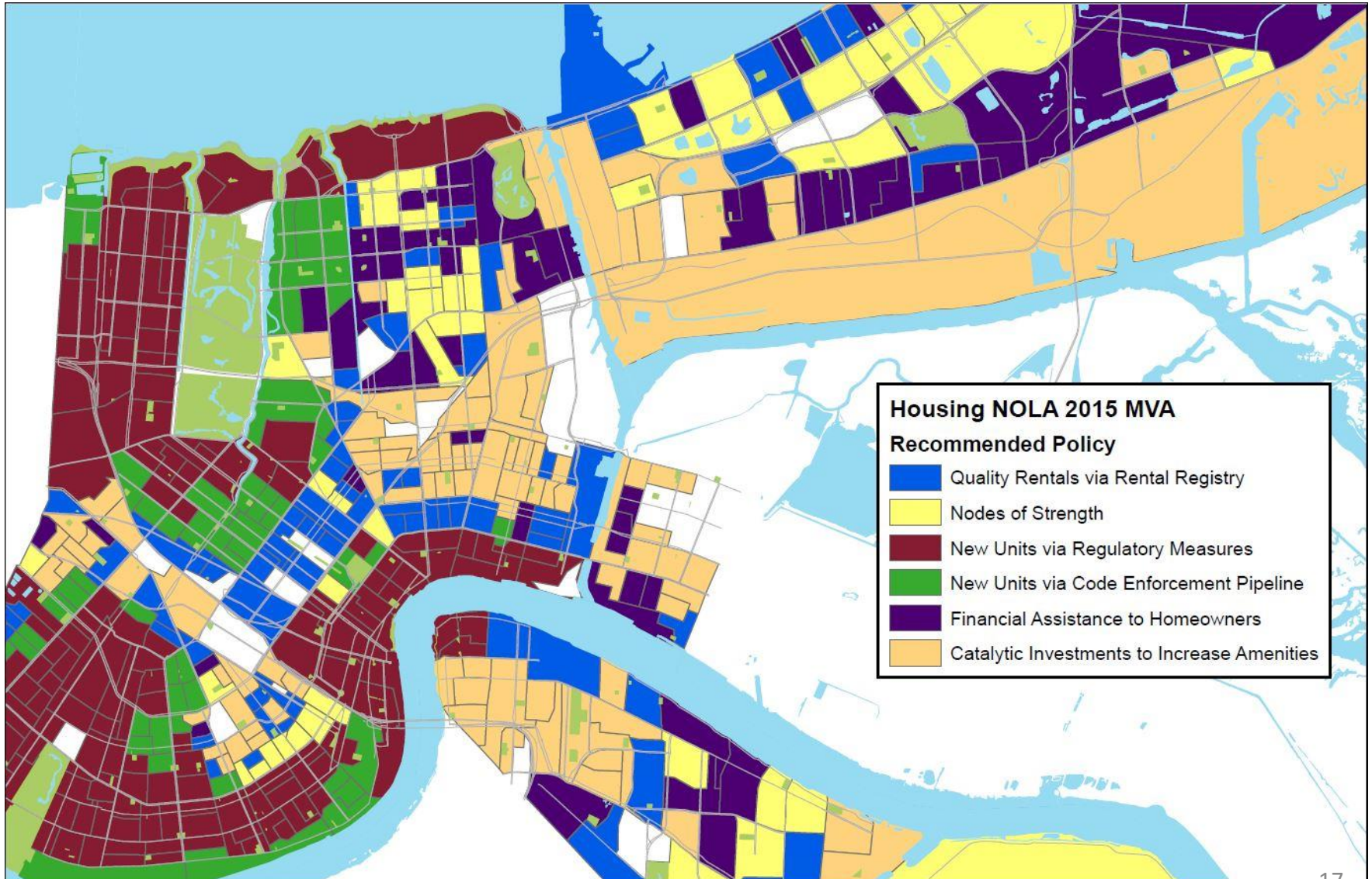
2015 MVA: Clusters D



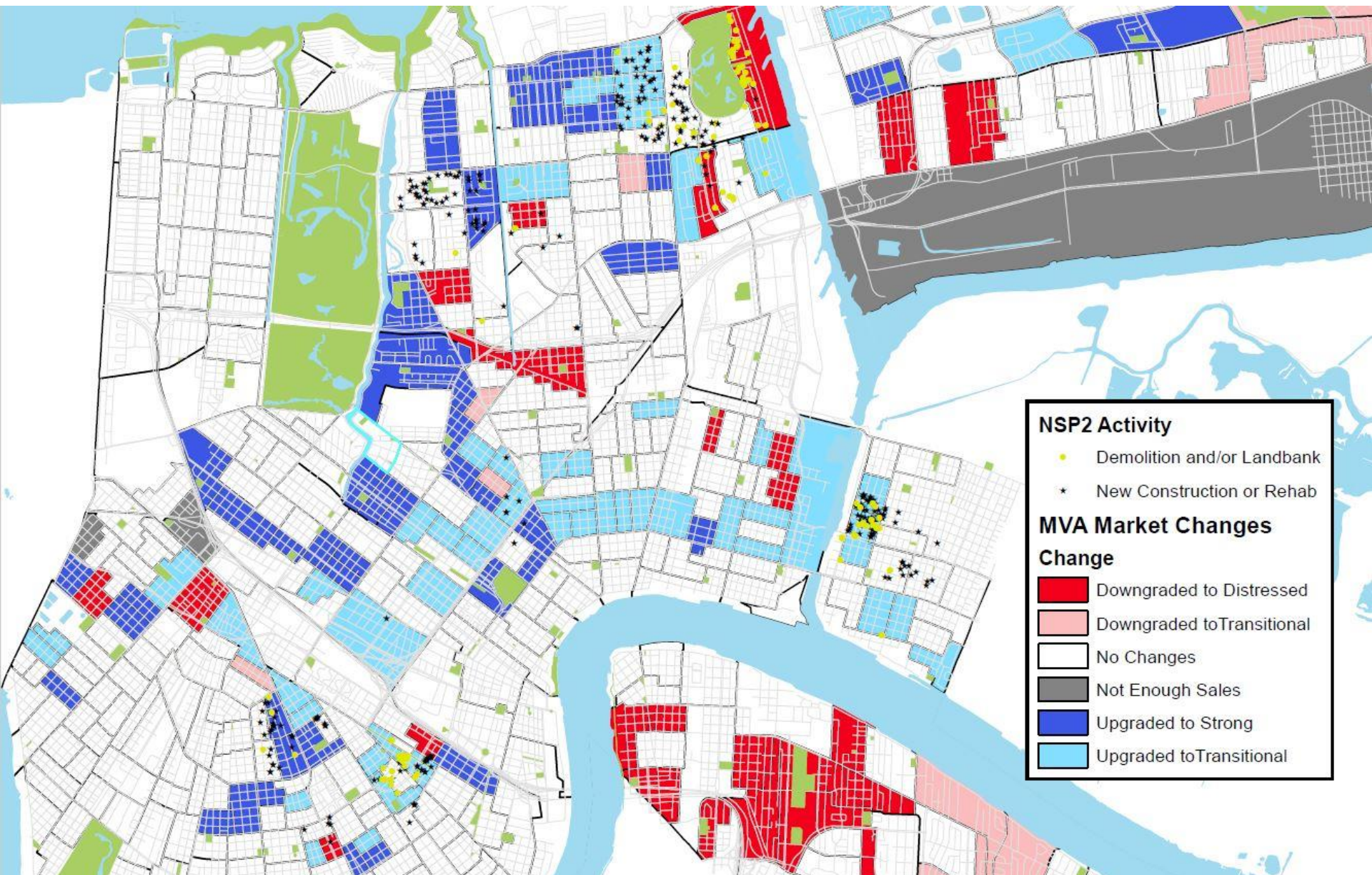
2012-2015 MVA Change



2015 MVA x HousingNOLA Typologies: Policy Priorities having the most impacts



NSP2 Program Evaluation



NORA's Inventory

