



**MEDIA RELEASE**

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## **City Council Adopts Motion to Develop a Smart Housing Mix**

*Study will evaluate policies to introduce affordable housing in high opportunity areas*

NEW ORLEANS — October 21, 2016 — The New Orleans City Council voted unanimously yesterday to direct the City Planning Commission (CPC) to conduct a study and public hearings on the creation and implementation of a Smart Housing Mix that leverages market rate development activity to build and preserve lower-priced housing, such as by requiring or incentivizing the addition of lower-priced homes and apartments within otherwise market-rate developments, and to recommend potential changes to the Comprehensive Zoning Ordinance and other applicable codes, if necessary. The motion was introduced by Councilmembers Williams and Cantrell at the request of Mayor Mitch Landrieu.

“New Orleans is experiencing an affordable housing crisis. The Smart Housing Mix is one of the proactive tools in the toolkit for ensuring that all of our residents have access to affordable, quality housing,” said Councilwoman Latoya Cantrell. “We owe it to our people to consider all viable options that increase our affordable housing stock, and I am happy to sponsor this motion that directs CPC to study this policy.”

The Smart Housing Mix Ordinance builds on a review of the feasibility of Inclusionary Housing programs and the City’s existing Density Bonus as a part of the *HousingNOLA 10-Year Strategy and Implementation Plan*. Grounded Solutions Network, a national public policy nonprofit that promotes housing solutions, provided technical support to the HousingNOLA working group as it considered policy recommendations. Grounded Solutions’ expertise was made possible through support provided by Enterprise Community Partners and the Ford Foundation.

“Enterprise is proud to help fund the study of smart, effective policies used by cities around the country to develop more affordable housing,” said Michelle Whetten, Vice President and Gulf Coast market leader at Enterprise. “We’re pleased that both HousingNOLA and *Housing for a Resilient New Orleans* call for adoption of inclusionary zoning and that the City Council has directed the CPC to further study the issue. Adopting these policies and tailoring them to the challenges and needs in New Orleans would be an important tool to address the city’s housing affordability problems.”

The public hearing and study on the creation and implementation of a Smart Housing Mix Ordinance will examine how private market developers can contribute to addressing the affordable housing crisis. HousingNOLA Executive Director Andreanecia M. Morris applauded the council’s decision, “There is a mismatch in New Orleans—we have available units, vacant land, but still 56% renters are cost burdened. We need to fix the mix.” The City Planning Commission has been directed to conduct and complete the study within 90 days and conduct the public hearing within 30 days.

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*HousingNOLA's mission is to provide a road map to maximize the effectiveness of scarce government resources, increasing non-traditional resources, and assisting private sector investors in making strategic choices. HousingNOLA is a 10-year partnership between the community leaders, and dozens of public, private, and nonprofit organizations working to solve New Orleans' affordable housing crisis. HousingNOLA partners with the Greater New Orleans Housing Alliance (GNOHA), a collaborative of home builders and community development organization advocating for the preservation and production of affordable housing.*

*HousingNOLA is made possible through support from the Ford Foundation, Greater New Orleans Foundation, JP Morgan Chase Foundation, Enterprise Community Partners, Capital One, Energy Foundation, University of Pennsylvania Robert A. Fox Leadership Program, the Foundation the Foundation for Louisiana and the people of New Orleans.*

*For more information about HousingNOLA visit [www.HousingNOLA.org](http://www.HousingNOLA.org) and for more information about GNOHA, visit [www.gnoha.org](http://www.gnoha.org), @GNOHA on Twitter, @GNOHousingAlliance on Instagram, and Facebook.com/GNOHA.*