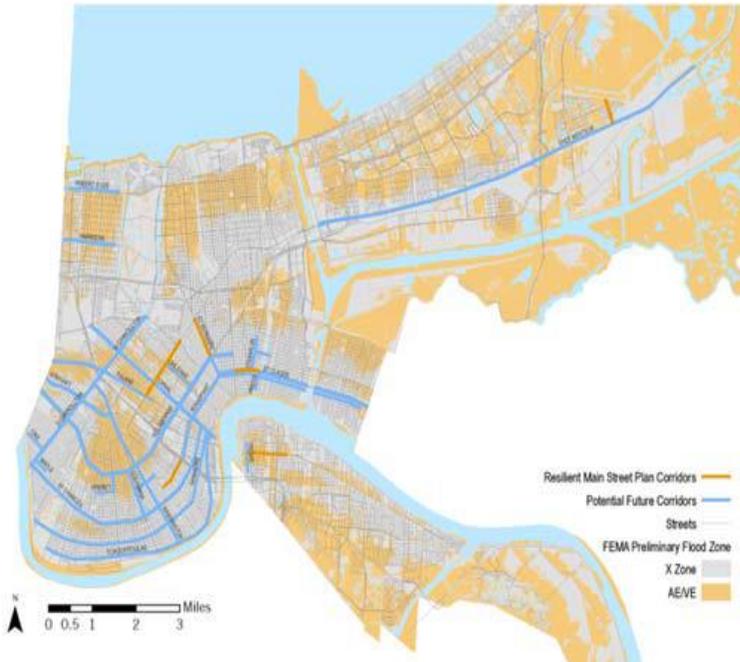


**Owner** City of New Orleans Planning Commission  
**Reference** Mr. Robert Rivers, Executive Director, 504-658-7033

New Orleans small business owners have learned that surviving the shocks of occasional disasters and the stresses of longer-term economic challenges takes strong, well-prepared physical surroundings, as well as proactive business and financial planning. The City therefore sought to increase the capacity of businesses in its commercial street corridors to weather the impacts of business interruption and physical damage through structural hardening, and business planning. It also aimed to promote business resiliency as a sustainable revitalization strategy for underutilized neighborhood commercial corridors.

MSMM was selected as part of a team to lead a comprehensive corridor and business resiliency program that would achieve these goals. The team first led a collaborative process to define what makes a business and corridor “resilient,” and then create an assessment tool to measure the relative resilience of select corridors, and identify gaps in each corridor’s ability to rebound from shocks and stresses.

Evaluated criteria include built, environmental, economic and demographic conditions. The project team is also organizing business resiliency trainings and developing a how-to/best practices guide and companion website for corridor business-owners.



**Figure 1** GIS-based app to efficiently collect data

**Objectives**

- Sustainable infrastructure
- Capital planning
- Disaster Recovery planning
- Community outreach
- Community Education

**Project Areas of Focus**

- Broad St. (From Tulane Ave. to Bayou Rd.)
- O. C. Haley Blvd. (From Phillip to Caliope Str.)
- St. Claude Ave. (From Elysian Fields Ave. to Press St.)
- Newton Street (From Teche St. to Behrman Hwy)
- St. Bernard Ave. (From N. Claiborne Ave. to Broad St.)
- Alcee Fortier Blvd. (From Chef Hwy to Michoud Lagoon)