



Call to Action:

Don't Dumb Down the Smart Housing Mix

We really appreciate your helping us get out the word and promoting the Smart Housing Mix. If you haven't saw the video, you can check it out [here](#). We can't replace what we displace, and we have to #FixTheMix to ensure our residents have a place to stay. 50% of New Orleans households are cost-burdened due to housing costs, the Smart Housing Mix is an easy and simple way to start addressing the problem immediately.

The City Council needs to pass a motion that **requires and mandates** private developers create affordable housing when they build new projects by creating a mandatory inclusionary base zoning district in areas of high need. The New Orleans City Council will vote on the ordinance to make text amendments to the Comprehensive Zoning Ordinance, which will include the Smart Housing Mix/Inclusionary Zoning, next Thursday. The Council meeting is **tomorrow, January 24th at 11:30am** in the **City Council Chambers, 1300 Perdido St., New Orleans, LA 70112.**

Contact information and talking points below:

Councilwoman At-Large, Helena Moreno – Phone: 504.658.1010. **Email:** morenocouncil@nola.gov

Councilman At-Large, Jason Williams – Phone: 504.658.1070. **Email:** jasonwilliams@nola.gov

District A Councilman, Joe Giarrusso – Phone: 504.658.1010. **Email:** joseph.giarrusso@nola.gov

District B Councilman, Jay Banks – Phone: 504.658.1020 **Email:** jay.banks@nola.gov

District C Councilwoman, Kristin Gisleson Palmer – Phone: 504.658.1030 **Email:** Kristin.palmer@nola.gov

District D Councilman, Jared Brossett – Phone: 504.658.1040 **Email:** councildistrictd@nola.gov

District E Councilwoman, Cyndi Nguyen – Phone: 504.658.1050 **Email:** Cyndi.nguyen@nola.gov

Talking Points

We need a mandatory inclusionary zoning because the market won't correct itself

The economics are such that the only way that market rate developers can afford to build something new is to build for higher income residents. That way, they can charge high prices to recoup their costs and also pay back their debts to investors. Mandatory inclusionary zoning policies ensure that

developers have clear process to produce affordable housing and creates a fair market for all developers. When all developers in New Orleans are required to help New Orleans with its affordable housing crisis, it levels the playing field for developers, and New Orleans and its residents win.

Cities across the country are adopting Smart Housing Mixes.

Over 800 jurisdictions across the country have adopted inclusionary zoning policies, and the Supreme Court has upheld Inclusionary Zoning laws in a recent case in November of 2017. When Irvine, California, which only had voluntary inclusionary zoning, added a mandatory inclusionary zoning ordinance in 2003, the inclusionary zoning policy was able to create 3,400 affordable units and collect \$3.8 million in fees. [<http://www.bpichicago.org/documents/mandatoryv.voluntary5.06.pdf>]

Mandatory inclusionary zoning addresses economic segregation

One study found that a parent's income makes less of a difference to a child's future economic success than the zip code where they grow up. An [April 2018 report by The Data Center](#) traced how New Orleans housing policy has been marked by discrimination and segregation for more than a century. With 50% of New Orleans residents cost-burdened, mandatory inclusionary zoning ensures affordable housing can be built near fresh food retailers, public transit, and jobs, improving the quality of life for many New Orleans residents.

Mandatory inclusionary zoning is needed because federal housing programs are shrinking

Historically, affordable housing developers have relied heavily on federal dollars to fund the purchase of land and to pay for construction. With federal funding drying up, local solutions are becoming more important across the country, especially local solutions where the market growth can help pay for more affordable homes. By 2025, 10 years after the HousingNOLA plan and process was introduced, the affordability period 79.21% of LHC's LIHTC credits will be expiring. The voluntary incentives that New Orleans currently has in place are and will not be enough to produce affordable housing to meet the need, we need a mandatory policy that does. We need to #FixTheMix.

Mandatory inclusionary zoning addresses sustained affordability

Several cities in Louisiana are facing an affordable housing crisis. Housing costs are rising, yet wages have remained stagnant. Increasingly, we are seeing awareness around affordable units coming offline now and in the coming years. Inclusionary zoning ensure sustained affordability. Every day new units are coming online and every day we don't fully implement the Smart Housing Mix, local workers, culture bearers, and families are missing out on opportunities to live close to their job and have greater access to opportunity. [Experts agree Downtown New Orleans is teed up for more residential growth](#). Land in New Orleans is limited and getting more expensive, and flooding is a big concern for many younger buyers

We look forward to seeing you tomorrow and really appreciate your support! Let us know if you have any questions.