theurbanconservancy

dedicated to research, education, and advocacy that promote the wise stewardship of the urban built environment and local economies

A Fresh Look at St. Claude Avenue

When The Urban Conservancy organized a meeting of St. Claude business owners and community members last summer, attendees told us that merchants on St. Claude Avenue needed to get the word out about the services they offered and that people in the adjacent neighborhoods were unaware of the variety businesses on the Avenue. In response to their request, this past month The Urban Conservancy published a directory of over 150 locally owned and operated businesses located along St. Claude Avenue between Elysian Fields and the Parish line.

The Printing and distribution of 10,000 copies of this business directory for St. Claude Avenue Merchants was the fruit of much labor of The Urban Conservancy staff and volunteers. The Urban Conservancy partnered with the St. Claude Avenue Merchants Association, Tulane University's Office of Service Learning, and the Bywater Marigny Current to provide residents of Holy Cross, St. Roch, Marigny, and Bywater with a listing of over 150 locally-owned and operated businesses along St. Claude Ave. The directory (reprinted as a pull-out section of this newsletter) provides residents with an easy-to-use listing of local merchants and service providers organized by type of business or service. Each listing provides the name of the business along with the address and a phone number for added convenience.

The St. Claude Business Directory was printed as a special pull-out section of the Bywater Marigny Current newspaper so that residents can keep a copy around the house for easy reference. The guide is reproduced in this newsletter and is also available on the web at www.StayLocal.org/StClaudeDirectory.

continued on p.2



Spring 2005

VOL. III, NO. 1

WWW.UCNO.ORG

NEW ORLEANS, LA

Albertsons' Grocery chain promised jobs and amenitites to the residents of Mid-City in 2000. But they needed a several hundred car parking lot and a gas station to "make the numbers work." At the urging of Councilman Oliver Thomas, City Council bought the corporate line and gave them everything they asked for. What did tax payers get for our investment in this project? A boarded up grocery store, a vacant sea of asphalt, and an abandoned gas station - a potential environmental hazzard.

Meanwhile, in the heart of the city, Crescent City Farmer's Market's second annual Festivus Celebration unites local shoppers, local artists, and local merchants—keeping local dollars in the economy. Lets talk about real Economic Development!



Put Your Money Where Your House is! continued from p. 1

The Urban Conservancy began laying the foundation for the directory in the fall of 2003 when we teamed up with Tulane University's Office of Service Learning to conduct a survey of existing businesses along St. Claude. As we documented the businesses, we talked with shop owners about the particular challenges they perceived in doing business on St. Claude. This initial work was expanded in the spring of this year with follow-up interviews and additional community outreach.

Our work on St. Claude Avenue received a tremendous boost over the summer when The Urban Conservancy partnered with Cornell University to bring Sara Hernandez, a graduate student intern, to the neighborhood to assist with community outreach and organization.

With Sarah's skill and enthusiasm, The Urban Conservancy and the St. Claude Avenue Merchants Association were able to organize two community meetings of business owners and residents. It was at these meetings that the need for the business directory became clear. Understanding the business owner's desire for this tool, The Urban Conservancy and the St. Claude Avenue Merchants Association worked with Tulane and the Bywater Marigny Current to make the directory a reality



URBAN CONSERVANCY SUMMER INTERN SARAH HERNÁNDEZ LEADS A PLANNING SESSION WITH BUSINESS OWENRS ON ST. CLAUDE AVENUE.

A Few of Our Friends

As part of our mission to enhance other community organizations' efforts, The Urban Conservancy has acted as a fiscal agent and sponsor to a number of local startups that complement the Urban Conservancy's mission. Here are some of our favorites.

The New Orleans Food Cooperative

A grassroots organization founded in 2002 to support healthy and affordable food choices, the NOFC has been successful in the launch of its Buying Club, which allows cooperative members to purchase organic and locally produced foods at competitive prices. The Buying Club continues to grow and innovate, and recently added online ordering for its members.

Learn more about joining NOFC and the Buying Club at: www.NolaFoodCoop.org

The Metropolitan Bicycle Coalition

This tight band of cycling policy folks has recently been seen pushing their successful initiative to get 5% of the city of New Orleans' recent bond issue devoted to bicycling infrastructure. This \$4 million windfall for alternate modes of transportation is only one of the ways MBC hopes to make way for cyclists.

The wheels roll on at: www.MetroBicycleCoalition.org

The New Orleans Food and Farm Network

What is the importance of food security? In its broadest sense, it means that everyone should have access to healthy, flavorful and culturally appropriate foods. With innovative programs to support growers and consumers of food, the NOFFN sees food not just as the essence of life, but as a marker of our cultural and societal well being.

Learn to grow a garden or prepare a funky-fresh and healthy meal at their unique workshops, that you can learn more about here: www.NOFFN.ORG



Take a Fresh Look at St. Claude Ave.

A special pull-out shopping guide brought to you by <u>SAINT CLAUDE AVENUE</u> and StayLocal!

ARCHITECTURE & DESIGN

Jeff Treffinger 3024 St. Claude Ave. 944-7776

ART GALLERY

Visual Jazz Art Gallery 2337 St. Claude Ave. 949-9822

AUTO PARTS & REPAIR

Beard Auto Repairs 2301 St. Claude Ave. 947-4208

Big John Tire SVC 3231 St. Claude Ave. 949-4784

Crescent Auto Parts Inc. 3131 St. Claude Ave. 943-3366

Danny's Service Center 3060 St. Claude Ave. 949-7656

Express Auto Parts 2713 St. Claude Ave. 943-4040

F & S Automotive Services 4961 St. Claude Ave. 949-8151

Mark's Muffler Shop 5229 St. Claude Ave. 944-7733

Rod's Auto Body 3047 St. Claude Ave. 949-9092

Royal Auto Parts 6411 St. Claude Ave. 279-6464

Save Auto Sales 2909 St. Claude Ave. 940-6300

St. Claude Used Tires 3201 St. Claude Ave.

BAR & LOUNGE

Cowpokes 2240 St. Claude Ave. 947-0505

Hi-Ho Lounge 2239 St. Claude Ave. 947-9344

Kajun's Vieux Carre Pub, LLC 2256 St. Claude Ave. 947-3735

Mor's Lounge 5131 St. Claude Ave. 940-6268

Nell's Sports Bar 6311 B St. Claude Ave. 276-NELL

Saturn Bar 3067 St. Claude Ave. 949-7532 Sweet Lorraine's 1931 St. Claude Ave. 945-9654

BARBER & BEAUTY

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Abiba African Hair Braiding 4102 St. Claude Ave. 945-4080

The Avenue Barbershop 6300 St. Claude Ave. 276-8669

Beauty Spot 5501 St. Claude Ave. 943-4451

Divine Hands 2709 St. Claude Ave. 949-4263

Girlfriend's Beauty Salon 2251 St. Claude Ave. 948-2900

Head Hunter Hair Fashion 5101 St. Claude Ave. 943-4747

Jack's Barber Shop 2277 St. Claude Ave. 947-8905

Keep It Real Barber 3600 St. Claude Ave. 940-6970

Lachic Nails 3334 St. Claude Ave. 940-0411

The Looking Glass 6032 St. Claude Ave. 271-3198

Morris Beauty Salon 5119 St. Claude Ave. 949-8577

Nails by Sam 2242 St. Claude Ave. 949-0220

Off Da Hook Barber/Beauty Salon 2927 St. Claude Ave. 940-0002

Perfect Nails Two 6304 St. Claude Ave. 271-4153

Positive Attitude Beauty Salon 3104 St. Claude Ave. 945-0163

Salon 3101 3101 St. Claude Ave. 944-9007

Secrets Barber and Beauty Salon 3304 St. Claude Ave. 947-7680

Snappy Nail 5701 St. Claude Ave. 944-8110

Soft and Sassy Beauty Salon 6302 St. Claude Ave. 277-0706

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Sports Barber Shop 2345 St. Claude Ave. 945-8030

St. Claude Beauty Supply 3711 St. Claude Ave. 947-8929

Tammy's Nail Boutique 4233 St. Claude Ave. 947-9374

Top Notch Hip Hop Barber & Beauty Salon 4100 St. Claude Ave. 940-1991

Webb's Beauty Salon and Supply 6325 St. Claude Ave. 227-7070

BED & BREAKFAST

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Nola Guest House, Inc 3111 St. Claude Ave. 947-9410

BUILDING TRADES

Duxworth Roofing & Sheet Metal 5900 St. Claude Ave. 277-5712

JPS Enterprises 2260 St. Claude Ave. 947-3735

Met FAB Inc 4566 St. Claude Ave. 949-3331

P & B Bobcat Service Co. Inc. 6110 St. Claude Ave. 279-5391

CHILD CARE

Jackson Child Development Center 4732 Saint Claude Ave. 949-4928

Kid's Kingdom Academy and Daycare 3309 St. Claude Ave. 948-7096

Kids' World Childcare 3901 St. Claude Ave. 944-9193

CHURCHES & TEMPLES

Good News Baptist Church 3302 St. Claude Ave. 945-3634

New Birth Temple 3116 St. Claude Ave. 945-9020

CLOTHING

Fashion Quarters 2703 St. Claude Ave. 945-8187

St Vincent DePaul 2414 St. Claude Ave. 943-5089

Vo's Jewelers 2718 St. Claude Ave. 940-6646 Wayne's World and Sons 2255 St. Claude Ave. 947-0033

COMMUNICATIONS

Southern Beeper Cellular & Satellite 5624 St. Claude Ave. 943-2517

ENTERTAINMENT

JoKRs Amusement, LLC 2260 St. Claude Ave. 947-3735

Peirce's Hall 4138 St. Claude Ave. 304-8677

St Claude Reception Hall 5707 St. Claude Ave. 949-1050

Troullier's Dancin' Studio 3609 St. Claude Ave. 949-3775

FAST FOOD

Burger Orleans 5826 St. Claude Ave. 277-8181

Captain Sal's Seafood & Chicken 3168 St. Claude Ave. 948-9990

Sunrise Food Store Inc. 3935 St. Claude Ave. 945-3332

FINANCIAL SERVICES

Hibernia National 3157 St. Claude Ave. 533-5309

NOME Federal Credit Union 4000 St. Claude Ave. 944-6663

Whitney National Bank 2421 St. Claude Ave. 586-7381

FUNERAL SERVICES

Heritage Funeral Service 4101 St. Claude Ave. 944-5500

Tilly's Funeral Home 2831 St. Claude Ave. 550-7823

FURNITURE

Factory Discount Furniture Outlet 2272 St. Claude Ave. 949-2763

Mr. T's New and Used Furniture 2352 St. Claude Ave. 944-0238

Payless Furniture 2400 St. Claude Ave. 948-6717

Tapestry Linens, LLC 2258 St. Claude Ave. 915-5719

GENERAL REPAIR

Action Sew-Vac 4200 St. Claude Ave. 944-4310

Edward's Shoe Service 5616 St. Claude Ave. 943-7812

J Marin A/C and Heating Repair 2709 St. Claude Ave. 244-9002

GIFTS

A&A Gifts Plus 4210 St. Claude Ave. 947-3123

Pat's Basket & Novelties 3601 St. Claude Ave. 940-0133

Personal Touch Basket Company 3306 St. Claude Ave. 250-3115

GARDEN SUPPLY

Urban Organics 2805 St. Claude Ave. 945-8845

GROCERY

Adam's Grocery & Deli 6330 St. Claude Ave. 279-9840

D&D Food Store 3316 St. Claude Ave. 949-2155

Danny Supermarket & Seafood 4400 St. Claude Ave. 948-3889

Dora's Supermarket 3034 St. Claude Ave. 945-7972

Hank's Seafood 3634 St. Claude Ave. 947-8000

Kims Food Store 4233 St. Claude Ave. 943-5900

Korner Market 5100 St. Claude Ave. 943-5958

Korner Market #2 3100 St. Claude Ave. 943-9600

Magnolia Super Market 3 4131 St. Claude Ave. 948-2224

Mike's Food Store 3708 St. Claude Ave. 948-3343

Nikki's Food Store 3900 St. Claude Ave. 945-6655

Pham Grocery 6306 St. Claude Ave. 227-1278 **PNT Supermarket** 3340 St. Claude Ave. 943-0848

Robert Fresh Market 2222 St. Claude Ave. 943-8891

St Claude Food Store 5200 St. Claude Ave. 944-8888

St Claude Grocery and Deli 3154 St. Claude Ave. 947-8280

St. Roch Market 2381 St. Claude Ave. 943-6666

Tom's Market 5823 St. Claude Ave. 948-2299

HARDWARE

St Claude True Value Hardware 5422 St. Claude Ave. 944-4610

St. Claude Handy Hardware 3225 St. Claude Ave. 948-3792

HOUSEWARES

Frankie & Johnnie's Furniture 2600 St. Claude Ave. 943-9400

Good Children 2244 St. Claude Ave. 948-4889

Royal Credit Furniture Appliances 2440 St. Claude Ave. 947-6979

Unclaimed Freight Outlet 2518 St. Claude Ave. 945-6361

Universal Furniture 2372 St. Claude Ave. 945-4171

INSURANCE

Craluc Insurance Agency 4011 St. Claude Ave. 944-8225

JANITORIAL SUPPLIES

Care Janitorial Supply 3625 St. Claude Ave. 945-5522

LAUNDROMAT & DRY CLEANERS

EZ Wash 6311 St. Claude Ave. 278-0805

Parkview Cleaners 5425 St. Claude Ave. 947-5544

Special Touch Cleaners 6110 St. Claude Ave. 279-5391

MEDICAL SERVICES

Bywater Hospital 3419 St. Claude Ave. 948-8200

Bywater Medical Clinic 3322 St. Claude Ave. 947-7754

Bywater Open MRI 3330 St. Claude Ave. 949-1123

Daniel Bouchette. MD 3322 St. Claude Ave. 947-7754

Farere Dyer, MD 3400 St. Claude Ave. 943-9578

Lacoste Gentle Dental Centers 4232 St. Claude Ave. 947-2958

Lesser Robert MD and Associates 3330 St. Claude Ave. 949-1123

Lin Edwin Doctor Office 4209 St. Claude Ave. 944-0144

Michelle Donaldson, DPM 3400 St. Claude Ave. 945-8102

Swati J. Shah OB/GYN 3322 St. Claude Ave. 947-7754

Tri Parish Renal Center 2345 St. Claude Ave. 943-1297

NON-PROFIT

Parkway Partners 1137 St. Claude Ave. 620-2226

WHY SUPPORT LOCALLY OWNED BUSINESSES?

SHOPPING LOCAL PROTECTS LOCAL CHARACTER AND PROSPERITY

New Orleans is unlike any other city in the world. By choosing to support locally owned businesses, you help maintain New Orleans' diversity and distinctive flavor.

COMMUNITY WELL-BEING

Locally owned businesses build strong neighborhoods by sustaining communities, linking neighbors, and by contributing more to local causes.

LOCAL DECISION-MAKING

Local ownership means that important decisions are made locally by people who live in the community and who will feel the impacts of those decisions.

KEEPING DOLLARS IN THE LOCAL ECONOMY

Your dollars spent in locally-owned businesses have three times the impact on your community as dollars spent at national chains. When shopping locally, you simultaneously create jobs, fund more city services through sales tax, invest in neighborhood improvement and promote community development.

Southern Community Development Corp 5640 St. Claude Ave. 948-4442

St David Commodity Center 5617 St. Claude Ave. 949-1763

Urban Heart 3820 St. Claude Ave. 942-2281

NURSERY & FLORIST

Thoughts N Flowers By Laura 4317 St. Claude Ave. 947-5358

PARTY SUPPLIES

Party World 3625 St. Claude Ave. 945-5522

PHARMACY

Majeste's Pharmacy 6142 St. Claude Ave. 279-8515

PRINTING

Howard's Quality Quick Printing 2253 St. Claude Ave. 947-4220

REAL ESTATE

Chandler MR Enterprises Realty 4526 St. Claude Ave. 947-3902

RECORDING SERVICES

Truck Farm Studio 3024 St. Claude Ave. 944-7776

RESTAURANTS

The Family Tree 6000 St. Claude Ave. 271-6519 **Griffin-Sip Family & Friends Restaurant** 4017 St. Claude Ave. 945-3400

Henry's Bakery & Deli 2313 St. Claude Ave. 944-2622

Mandich Restaurant and Bar 3200 St. Claude Ave. 947-9553

R&D's Pizza 3700 St. Claude Ave. 944-4424

RETAIL-OTHER

Mistic Curio 2265 St. Claude Ave. 944-5772

RETIREMENT HOME

Malta Court At Holy Angels 3500 St. Claude Ave. 948-9122

SECURITY

Vanguard Security Enforcement Inc. 3916 St. Claude Ave. 945-5100

Weiser Security Services Inc 3000 St. Claude Ave. 949-7558

SERVICE-OTHER

Affordable Tattoos By Jacci 5727 St. Claude Ave. 949-5377

Post Incorporated Gauges 2245 St. Claude Ave. 944-6751

ENTREPRENEURSHIP

Entrepreneurship fuels America's economic innovation and prosperity, and serves as a key means for families to move out of low-wage jobs and build real wealth.

COMPETITION

A marketplace of tens of thousands of small businesses is the best way to ensure innovation and low prices over the long-term.

SHOP LOCAL **NEW ORLEANS!**

*Inspired by a list from the Institute for Local Self-Reliance

If you would like your business included in a future shopping guide, send a note to: Stay Local!, C/O The Saint Claude Avenue Merchants Association, 4732 St. Claude Ave, New Orleans, LA 70117 or register your business on-line at www.StayLocal.org

> StayLocal! is an initiative of urbanconservancv 504.566.0330

WWW.URBANCONSERVANCY.ORG

SAINT CLALIDE AVENUE MERCHANTS ASSOCIATION

GRETA GLADNEY EXECUTIVE DIRECTOR

504 947 9508 gladne_g@bellsouth.net

Special thanks to the Bywater Marigny Current, Tulane University's Office of Service Learning, and to all the students who assissted in the creation of this directory.

The Urban Conservancy Looks Forward to 2005

2004 was a year of growth for The Urban Conservancy. We participated in a number of public forums related to our core programs, produced two television shows highlighting the benefits of locally-sustainable economics, published articles in the national and local press, and assisted several New Orleans' neighborhoods with setting up their own websites.

In January, Urban Conservancy Principal and co-founder Edward Melendez was interviewed about the importance of shopping locally for the nationally syndicated PBS show "Simple Living Television."

In April, the Urban Conservancy gave a presentation on the long term potential of the commercial corridor on St. Claude Avenue to a workshop of grantees of the department of Housing and Urban Development (HUD).

Also in April, the Urban Conservancy gave a presentation on models of community input in development as part of a program on Urban Land Use and Smart Growth for the 9th Annual Tulane Environmental Law Conference.

Over the summer, The Urban Conservancy partnered with Cornell University to bring Sara Hernandez to New Orleans to work with the businesses and residents along St. Claude Avenue to establish a Stay Local! project in this area of the city.

In August, the Urban Conservancy gave a presentation about the Stay Local! Program to Magazine Merchants Association.

Also during the year, the Urban Conservancy provided web development and technology trainings to a number of groups including Turning Point Partners, Gentilly Sugar Hill Neighborhood Association and St. Roch Improvement Association.

Our year will end with a December 31st presentation to the American Institute of Architectural Students at their annual national convention which is being held in New Orleans.

2004 has also presented The Urban Conservancy with its greatest challenge and opportunity as an organization. In September cofounder Ed Melendez accepted a full-time position with the Louisiana Public Health Institute (LPHI).

Ed's move to LPHI will allow him to continue his work on behalf of the residents of the city in a new and expanded capacity. For The Urban Conservancy, Ed's transition out of day-to-day operations provides an opportunity to continue the evolution of the organization from a labor of love of two guys with a website towards a vibrant organization comprised of diverse individuals united in their passion for a just and sustainable city.

To this end, The Urban Conservancy recently instituted a search for a program coordinator to begin running the daily operations at The Urban Conservancy in January of 2005. We have been overwhelmed by the number and quality of the applicants who have forwarded letters of interest. We are honored that so many talented



individuals are willing to bring their experiences and skills to The Urban Conservancy. This in itself is enough to convince us that 2005 will be our best year yet.

Thank you for your continuing support. We look forward to more great collaborations as we work together to craft creative, equitable, and sustainable solutions to the challenges facing our community.

Ed & Geoff



The newest member of the Urban Conservancy community—Santiago Marcos Melendez—arrived on November 20th, 2004. All members of the Melendez clan are happily adjusting to their new roles and have been passing the time enjoying Baby's Illustrated Arundhati Roy

Take It Online

The Urban Conservancy supports democratic control of neighborhoods by their residents. A critical part of democracy is the open sharing of information. The Internet is a part of that communication process and can be a way of quickly and inexpensively sharing information related to your neighborhood.

The Urban Conservancy has learned a number of lessons from our website and e-mail list which received the Gambit award for Best Activist Use of the Internet in 2002. Now we want to share that knowledge with neighborhood groups and other organizations throughout the city for a price that is more economical than almost anywhere else. Learn More: Call us at 504-566-0330 or visit: www.ucno.org/training

Our Thanks to Sara Hernández

The Urban Conservancy entered into a creative partnership with Cornell University over the summer that allowed UC to bring a graduate intern, Sara Hernandez, to town to assist us with the establishment of a StayLocal! program on St. Claude Ave. Sara's expertise, enthusiasm, and personality enabled her to be an effective outreach person for StayLocal!

With Sara's assistance, The Urban Conservancy was able to talk with merchants and area residents, organize serveral community meetings, provide important assistance to the St. Claude Avenue Merchants Association to help them build capacity and membership, and ultimately produce and distribute 10,000 copies of the St. Claude Avenue Business Directory.

While in New Orleans, Sara lived in the Bywater. In addition to working with The Urban Conservancy, Sara pursued her research on single mothers and their resource networks. Sara returned to Ithaca, NY at the end of the summer to complete her studies and plan her upcoming wedding. We want to thank Sara for the wonderful work she performed and wish her the best in her future endeavors.

City and Community, Academics and Activists

One of the tremendous benefits of collaborating with really smart people is that occasionally they invite you to participate in unique and rewarding endeavors. In March of this year, Jim Elliot and Kevin Fox Gotham (Department of Sociology at Tulane) shared with The Urban Conservancy a paper they had co-authored along with Melinda J. Milligan (Sonoma State University) analyzing the controversy surrounding the HOPE VI redevelopment project at St. Thomas.

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Having been active participants in the process, we were interested in how professional academics were able to use the insights of their discipline to illuminate various aspects of the political process. Nevertheless, we also felt that this intellectual approach to the problem sometimes obscured some important aspects of what we had experienced at street level.

After an exchange of e-mails, the publisher of the accademic journal–City & Community–made a rather unorthodox proposal. The publisher invited The Urban Conservancy to submit our comments on the original paper. The original authors were then provided an opportunity to draft a rebuttal to our comments and all three papers were published in the December issue of the City & Community (official journal of the Community and Urban Studies section of the American Sociological Association).

As activists working for positive change in our community, we benefitted greatly from this opportunity to see an analysis of our efforts. We also hope the exhange of ideas and perspectives published in City & Community will help people in other communities figure out innovative, effective, and creative ways to work for possitive changes in their cities and neighborhoods.

Copies of all three articles may be accessed at:

www.urbanconservancy.org/city_ and_community

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