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# 2011 RUDY BRUNER AWARD PROJECT DATA



# PROJECT DATA

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

NOTE: This sheet and a selected image will be sent to the Committee in advance.

Project Name Hollygrove Growers Market and Farm Location New Orleans, LA  
Owner Carrollton-Hollygrove Community Development Corporation  
Project Use(s) Storefront Retail Center and Urban Farm  
Project Size Masterplan: 40,00 sf, Pavilion: 800 sf Masterplan: \$750,000, Pavilion: \$20,000  
Annual Operating Budget (if appropriate) NA  
Date Initiated 09.2008 Percent Completed by December 1, 2010 50%  
Project Completion Date (if appropriate) 2011; Phase 1 was completed in the spring of 2010

Attach, if you wish, a list of relevant project dates

### Application submitted by:

Name Carey Clouse Title Assistant Professor of Architecture  
Organization Tulane City Center, Richardson Memorial Hall  
Address 6823 St. Charles Ave New Orleans, LA 70118  
Telephone ( ) 504 314-2330 City/State/Zip  
E-mail clouse@tulane.edu Fax ( )  
Weekend Contact Number (for notification): 510.883.1280

### Perspective Sheets:

| Organization    | Name | Telephone/e-mail |
|-----------------|------|------------------|
| Public Agencies |      |                  |

Architect/Designer Cordula Roser Gray: www.crgarchitecture.com

Developer Carrollton-Hollygrove Community Development Corporation: www.hollygrovemarket.com

Professional Consultant Spackman, Mossop + Michaels Landscape Architects: www.mossopmichaels.com

Community Group New Orleans Food and Farm Network: www.noffn.org

Master Gardeners of Greater New Orleans

Other The Tulane City Center: www.tulanecitycenter.org

Please indicate how you learned of the Rudy Bruner Award for Urban Excellence. (Check all that apply).

- Direct Mailing  Magazine Announcement  Previous Selection Committee member  Other (please specify)  
 Professional Organization  Previous RBA entrant  Online Notice  Bruner/Loeb Forum

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Signature Carey Clouse Date 12.11.2010

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**2011**  
**RUDY BRUNER AWARD**  
**PROJECT**  
**AT-A-GLANCE**



# PROJECT AT-A-GLANCE

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*NOTE: This sheet and a selected image will be sent to the Committee in advance.*

## Hollygrove Growers Market and Farm

Project Name

8301 Olive St

New Orleans, LA 70118

Address

City/State/ZIP

1. Give a brief overview of the project.

The Carrollton - Hollygrove Community Development Corporation (CHCDC), in partnership with the New Orleans Food and Farm Network (NOFFN) and the Tulane City Center (TCC) has created the Hollygrove Growers Market and Farm (HGMF) on a 1-acre site in New Orleans, LA. Located in a neighborhood that was badly damaged by Hurricane Katrina in 2005, this project demonstrates community food engagement in a portion of the city long abandoned by full-service food retailers.

Hollygrove Growers Market and Farm provides community meeting space, an affordable indoor farmer's market, teaching and workshop space, non-profit office space, a chicken coop and a vast area of teaching and showcase garden beds. At every level, the project incorporates sustainability goals and green building technologies, ranging from working models of cistern irrigation and rainwater catchment systems to the less visible material and product selection, energy efficiency measures and permaculture principles.

Growers, workshop participants, and customers all enter through a working fruit and vegetable farm in order to access the market space. These processes of planting, growing and training are transparent and accessible, highlighting a new model for sustainable food-driven community space.

2. Why does the project merit the *Rudy Bruner Award for Urban Excellence*? (You may wish to consider such factors as: effect on the urban environment; innovative or unique approaches to any aspect of project development; new and creative approaches to urban issues; design quality.)

The design concept for the Hollygrove Growers Market and Farm revolved around the idea of neighborhood revitalization and recovery. Project program requirements of exterior and interior training grounds and a fresh produce market made use of existing site features such as an existing nursery building and infrastructure while incorporating many new 'sustainable' items. The project has been broken up into three phases for building and fundraising, with the first phase already complete.

A major initiative for this project is the provision of fresh, affordable and accessible produce for Hollygrove residents, with an emphasis on offering educational opportunities for urban agriculture in New Orleans. In this case sustainability refers to the many significant economic, social and environmental benefits that are associated with the HGMF: natural gardening in association with an on-site certification program for micro-farmers in New Orleans, composting and recycling facilities accessible to the neighborhood, fresh produce purchased from local and regional growers and high-efficiency greenhouses.

Overall, the design of the HGMF creates exciting opportunities to demonstrate techniques for healthy lifestyles and sustainability in the urban context. The three-phase scheme supports a logical approach towards solidifying the retail operation which has already proven itself successful; this market space announces, supports and accelerates the development of the associated urban farming training grounds. In addition to showcasing a successful model for the rehabilitation of blighted and vacant urban space, the project also demonstrates the synergies possible between food security and environmental stewardship, promoting awareness of sustainable growing and living beyond the neighborhood borders.

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# 2011 RUDY BRUNER AWARD PROJECT DESCRIPTION



# PROJECT DESCRIPTION

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1. Describe the underlying values and goals of the project. What, if any, significant trade-offs were required to implement the project?

Hollygrove Growers Market and Farm combines farming education with a commercial space for market growers. As such, the project must function as a working laboratory for budding farmers while attracting an income-generating market clientele. In order to achieve this delicate balance, Hollygrove has joined forces with the New Orleans Food and Farm Network to support an 18-24 month Certification Program for entrepreneurial micro-farmers in New Orleans. The larger site includes large plots for participants, high-efficiency greenhouses, and the composting and recycling facilities that model working farms.

CHCDC manages the 'green grocery' store at the heart of this larger urban site. This space offers fresh affordable food to the community, (and accepts food stamps) and is partially subsidized by sales to restaurants and an in-house community supported agriculture program. Produce sold at this market is purchased directly from local and regional growers, encouraging the growth of urban agriculture and reinforcing the local links between field and table.

Project goals include the following:

- establishment of environmentally responsible food systems
- support of the local economy through buying local
- incentive for creation of sustainable urban farms throughout the city
- sharing of resources as well as training and education opportunities
- re-use of existing facilities to avoid wasteful demolition and reconstruction

2. Briefly describe the project's urban context. How has the project impacted the local community? Who does the project serve? How many people are served by the project?

Hollygrove Growers Market and Farm is located on a 1-acre site at the former Guillot's Nursery on Olive Street near Carrollton Avenue in New Orleans. This site was abandoned before Hurricane Katrina and stood empty for several years. Although it is adjacent to a busy vehicular corridor (Carrollton Ave.), this site is embedded in a residential neighborhood. This neighborhood retains high rates of vacancy post-Katrina, because the landscape held 8 feet of standing water during the flood, and has not yet fully bounced back. In addition, the project addresses revitalization of this neighborhood with a land-use model that is flood-resistant, while simultaneously improving the community's food access. (The neighborhood is currently a food desert, with no grocery stores nearby, and 30% of Hollygrove households live in poverty.)

HGMF's location across the street from the Carrollton Boosters sports fields and in close proximity to Carrollton Avenue allows for easy parking and access from nearby neighborhoods such as Gert Town and Mid-City. In addition to neighboring residents, the site is visited by the city-wide Carrollton Boosters, a large Hollygrove senior citizen facility spearheaded by the national AARP, and cars coming in from major traffic arteries (I-10, Carrollton Avenue).

3. Describe the key elements of the development process, including community participation where appropriate.

The successful implementation of both the market and farm at Hollygrove has been anchored by the team work and collaboration between Carrollton Hollygrove Community Development Corporation and the New Orleans Food and Farm Network. Frequent meetings between the Tulane City Center and community activists, master gardeners and market operators have provided the additional exchange and information necessary to develop designs that integrate the needs of nearby inhabitants.

Hollygrove Growers Market and Farm has engaged the neighboring community at every level of the development process. From the beginning visioning steps to the brass band ribbon cutting, the neighbors and allies of HGMF have shown up and eagerly participated. Perhaps the best testament to this involvement is the ongoing support and interaction occurring weekly at HGMF. Weekly gardening seminars, long-term educational programs, a bi-weekly farmer's market and numerous community events populate and enliven the project.

4. Describe the financing of the project. Please include all funding sources and square foot costs where applicable.

Due to the dependence on private and public financial assistance, the project is broken down into three phases that will help accomplish successful completion in a timely and realistic manner. The Tulane City Center and the New Orleans Food and Farm Network have helped to find funders and grants that have supported HGMF to date.

The approximate cost estimates for major components are:

#### Phase 1.0

interior renovation 1st floor: 80\$/sf  
exterior porous paving: 10\$/sf

#### Phase 2.0

interior renovation 2nd floor: 50\$/sf  
exterior renovation: 150\$/sf

#### Phase 3.0

exterior landscaping /site work: 15\$/sf

5. Is the project unique and/or does it address significant urban issues? Is the model adaptable to other urban settings?

Located in the heart of New Orleans, the Carrollton-Hollygrove Neighborhood is in desperate need of extensive re-development in the post-Katrina era. One urgent issue is the development of infrastructure and resources that support a healthy food system and benefit the community through the availability of fresh foods, beautiful neighborhoods and the promotion of a vibrant local economy.

A major component of the CHCDC's revitalization and recovery work involves promoting sustainable living and healthy lifestyles through support of local growers and accessibility of fresh regional and local produce for neighborhood residents. Some of the great benefits of the store and gardening program will include connecting the residents directly to the growers of the food they are consuming and creating new, 'green' jobs in the retail and agriculture fields, as outlined in the Food Policy Advisory Committee recommendations. While the local economy is expected to be increasingly strengthened through buying local, the economic support will benefit urban and rural farmers by significantly reducing travel distances for both growers and consumers. The implementation of on-site sustainable features as well as green space preservation, neighborhood beautification and blight reduction have begun to act as a catalyst for future city-wide innovation.

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# 2011 RUDY BRUNER AWARD AWARD USE



# AWARD USE

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Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided.

Please separate this page from the rest of the application. Award Use should be submitted in a sealed envelope along with the application materials. It will not be used in judging entries or be seen by members of the Selection Committee.

Please describe how *Award* monies will be used to benefit the project. (The *Award* check will be made out to the Applicant unless otherwise specified.)

The award money will help to support ongoing phases of the Hollyrove Growers Market and Farm. While the initial phase of the project successfully established the commercial entity of the store and produce distribution center, the building itself still needs to be upgraded. This includes the renovation of the existing building to accommodate the produce market and storage facilities and will take into account any future connections to planned sustainable components. It also requires a new means of access into the rear area of the site to locate composting and consumer recycling components as well as a driveway for truck loading and delivery.

The second phase has not yet begun, which will concentrate on locating the education and administration components and will therefore focus on the renovation of the second floor of the market, allocated for classroom and office space. A 'green' planted roof providing rain water collection as well as the re-organization of the exterior facade with attached solar paneling are also important features of this phase.

The final third phase will incorporate all outstanding items, mainly the organization and landscaping of the entire exterior of the property, including establishing the training farm and attributing sustainable elements to the building and the overall project. A new fence and a 'green' sitting pavilion will also be part of this last phase.

\*\* This statement should be signed by the applicant. Photocopies or facsimile copies of the statement with original signature is acceptable. Award Use statement should be submitted in a sealed envelope along with the application materials.

Carey Clouse, Adjunct Assistant Professor of Architecture

12.11.2010

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Name and Title

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Date

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**2011**  
**RUDY BRUNER AWARD**  
**ARCHITECT**  
**OR DESIGNER**  
**PERSPECTIVE**



# ARCHITECT OR DESIGNER PERSPECTIVE

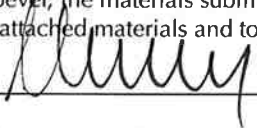
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This sheet is to be filled out by a design professional who worked as a consultant on the project, providing design, planning, or other services.

Name CORDULA ROSE GRAY TULANE Title ARCHITECT AIA, PROFESSOR OF PRACTICE  
Organization crgrayarchitecture.com / SCHOOL OF ARCHITECTURE Telephone TULANE SCHOOL OF ARCHITECTURE (917) 523 1096  
Address 3044 ROYAL STREET City/State/ZIP NEW ORLEANS, LA 70117  
Fax ( ) E-mail croser@tulane.edu

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Signature



Date

11 / 10 / 2010

1. Describe the design concept of this project, including urban design considerations, choice of materials, scale, etc.

2. Describe the most important social and programmatic functions of the design.

## ARCHITECT OR DESIGNER PERSPECTIVE (CONT'D)

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3. Describe the major challenges of designing this project and any design trade-offs or compromises required to complete the project.

4. Describe the ways in which the design relates to its urban context.

# RUDY BRUNER AWARD 2011

## 1. Describe the Design Concept of this project including urban design considerations, choice of materials, scale, etc.

Located in the heart of New Orleans, the Carrollton-Hollygrove Neighborhood was in desperate need of extensive re-development in the post-Katrina era. A part of the city long neglected in terms of a structured community organization around residents, the potential incentives for the area were manifold. One urgent issue was the development of infrastructure and resources that support a healthy food system and benefit the community through the availability of fresh foods, beautiful neighborhoods and the promotion of a vibrant local economy. To implement some of these important incentives, the Carrollton-Hollygrove Community Development Corporation (CHCDC) and the New Orleans Food and Farm Network (FFN) partnered with the Tulane City Center to create the Hollygrove Growers Market & Farm (HGM&F), a storefront retail center in Hollygrove offering locally-grown, affordable, fresh produce as well as 'green jobs' certification programs in urban agriculture.

Beyond the renovation of an existing building and the construction of a shaded seating pavilion, the masterplan for the site includes diverse planting beds and specialized teaching areas where people can learn about growing their own food and eating healthily. The Pavilion itself, constructed with the help of students of the Tulane School of Architecture, uses budget-conscious and ecologically friendly materials and function as a gateway into the Carrollton-Hollygrove neighborhood to help spread commerce and agricultural education city-wide.

## 2. Describe the most important social and programmatic functions of the design.

The Tulane City Center offers opportunities for faculty and students from the Tulane School of Architecture to be engaged in projects with real contextual challenges. Some of the great benefits of the Hollygrove store and gardening program include connecting the residents directly to the growers of the food they are consuming and creating new, 'green' jobs in the retail and agriculture fields, as outlined in the Food Policy Advisory Committee recommendations. While the local economy is expected to be increasingly strengthened through buying local, the economic support benefits urban and rural farmers by significantly reducing travel distances for both growers and consumers. The implementation of on-site sustainable features as well as green space preservation, neighborhood beautification and blight reduction are just a few of the many urban benefits this development continues to spur. Combined with the training farm, the HGM&F is expected to contribute greatly to the revitalization of Hollygrove, serve as an important step in making the neighborhood sustainable and act as a catalyst for future city-wide innovation.

**3. Describe the major challenges of designing this project and any design trade-offs or compromises required to complete the project.**

Through the Tulane City Center, we initially put together a master plan that summarized the intent of the project and was designed to assist with fund-raising purposes. It proposed the creation of a market and training farm that could teach about the sustainability of locally grown and organic food, food security and green building. It also included a location for a pavilion at the entrance of the site. Originally the pavilion was part of the last phase of the master plan, but became the first thing to be built due to a grant donated specifically towards the realization of a pavilion and water-catchment system. Since we only had two and a half months to design and build the structure (until the donors visited the site), we quickly assembled a design/build group consisting of students and faculty of the Tulane School of Architecture to put together the project. Time and budget constraints made this a challenging task, but in the end the pavilion has become the center piece of the site offering flexible use while demonstrating sustainable features such as a cistern and the use of ecologically responsible materials.

**4. Describe the way in which the design relates to its urban context.**

The work that the Tulane City Center and the architects involved do is affordable and most often faces the challenge to work within social and economic constraints. The projects generated need to offer potential in regards to vision and use in order to attract potential donors and strive to become beacons for success in the underprivileged communities they are typically located in. The Hollygrove Market and Farm intends to spread an educational agenda and create a cornerstone that people are attracted to as a focal point within their community. Many recent construction projects in the city have been successful at the neighborhood level because members have come together and organized themselves. Hollygrove hopes to function as a place where people can come to gather and to talk to and learn from each other, a place they can identify themselves with and share the common desire for a healthy and responsible lifestyle.

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**2011**  
**RUDY BRUNER AWARD**  
**COMMUNITY**  
**REPRESENTATIVE**  
**PERSPECTIVE**



# COMMUNITY REPRESENTATIVE PERSPECTIVE

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This sheet is to be filled out by someone who was involved, or who represents an organization that was involved, in helping the project respond to neighborhood issues.

Name MALON FRIJ Title MENTOR FARMER HOLLYBROOK MARKET FARM  
Organization HOLLYBROOK MARKET FARM, NOFFEN Telephone (504) 610-0376  
Address #6 DAKIN ST City/State/ZIP NEW ORLEANS, LA 70121  
Fax ( ) MACONFRY@ROCKETMAIL.COM E-mail

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Signature  Date 12/12/10

1. How did you, or the organization you represent, become involved in this project? What role did you play?

AS A GARDEN-BUILDER AND EDUCATOR WITH THE NEW ORLEANS FOOD & FARM NETWORK I HAVE WORKED WITH THE PLANNERS, DESIGNERS & BUILDERS AT TULANE CITY CENTER SINCE THE HOLLYBROOK FARM AND MARKET WAS IN EARLY DEVELOPMENT. THE TULANE CITY CENTER CONSULTED WITH ME AND OTHER GROWERS, GARDENERS AND FARMERS TO CREATE A COMFORTABLE, FUNCTIONAL AND SUSTAINABLE ENVIRONMENT AND INFRASTRUCTURE FOR AN URBAN FARM.

I WORKED WITH STUDENTS AND VOLUNTEERS, DONATING MY TIME TO HELP DEVELOP THE FARM STRUCTURES AND FIELDS. UPON COMPLETION OF THE FIRST PHASE OF DEVELOPMENT I BECAME AN EDUCATOR OR "MENTOR" FARMER.

2. From the community's point of view, what were the major issues concerning this project? AT THE SITE.

THE HOLLYBROOK NEIGHBORHOOD AND COMMUNITY IS BECOMING A HOT-BED OF URBAN AGRICULTURE AND RESIDENTS HAVE DESIRED A COMFORTABLE SPACE TO MEET, SHARE GARDENING INFORMATION, SEEDS AND PLANTS AND TO SOCIALIZE AROUND FOOD.

MANY RESIDENTS HAVE BUILT BACKYARD GARDENS AND WITH THE HELP OF TULANE CITY CENTER MEETING SPACE FOR GARDENERS AND CONVENIENT STORAGE SPACE HAS BEEN DESIGNED & INSTALLED.

## COMMUNITY REPRESENTATIVE PERSPECTIVE (CONT'D)

3. Has this project made the community a better place to live or work? If so, how?

I AM AT THE Holy Grows Farm EVERY DAY AND NOT A DAY GOES BY THAT THERE IS NOT A COMMUNITY ACTIVITY, A SCHOOL GROUP OR A NEIGHBORHOOD GARDENER VISITING THE SITE. WHAT WAS (AFTER KATRINA) AN URBAN BROWNFIELD IS NOW A PLACE OF ACTIVITY AND INSPIRATION FOR THE NEIGHBORHOOD AND ACTUALLY A MODEL FOR OTHER COMMUNITIES AROUND THE SOUTH AND THE SOUTH.

IT IS INCREDIBLY EXCITING TO HAVE YOUTH FROM THE NEIGHBORHOOD INQUIRING ABOUT PLANTS, TRYING NEW FOOD AND VOLUNTEERING AT HOLYGROWS.

4. Would you change anything about this project or the development process you went through?

I THINK THAT THE LEADERS AT THE CITY COMMISSION @ TULANE ARE NOW EVEN MORE ATTUNED TO THE PROCESS OF ENGAGING AND CONSULTING THE END USERS OF PROJECTS ON DESIGN DETAILS. THIS IS EVIDENT IN THE FOLLOW-UP WORK THEY CONTINUE TO DO AT THE SITE.

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**2011**  
**RUDY BRUNER AWARD**  
**PUBLIC AGENCY**  
**PERSPECTIVE**



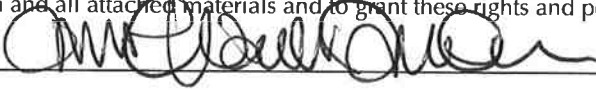
# PUBLIC AGENCY PERSPECTIVE

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This sheet is to be filled out by a staff representative of a public agency directly involved in the financing, design review, or public approvals that affected this project.

Name Ariel Wallace Dorfman Title Urban Agriculturalist & Educator  
Organization New Orleans Food & Farm Network Telephone (504) 864-2009  
Address 4840 Banks St. City/State/ZIP N.O. LA 70119  
Fax (504) 483-6968 E-mail ariel@noffen.org

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Signature  Date 12/9/10

1. What role did your agency play in the development of this project? Describe any requirements made of this project by your agency (e.g., zoning, public participation, public benefits, impact statements).

We, NOFFN, provided logistical start-up support including, but not limited to: site development & planning, joint fundraising, staff capacity building, programmatic partnership development, volunteer capacity building, community outreach, neighborhood organizing, and coalition building.

2. How was this project intended to benefit your city? What trade-offs and compromises were required to implement the project? How did your agency participate in making them?

To increase the production of healthy, sustainability produced food within the city of New Orleans;  
To increase access to locally produced food and to increase distribution of locally produced foods to local consumers

Compromises included co-developing and phasing in the installation of site specific infrastructure facilities and structures. NOFFN provided technical support towards the development of the site plan & implementation.

## PUBLIC AGENCY PERSPECTIVE (CONT'D)

3. Describe the project's impact on your city. Please be as specific as possible.

In partnership with Hollygrove Market & Farm, we have collectively: increased the number & local understanding and support of urban agriculture, increased capacity amongst urban farmers in trading, increased the # of local farmers through training & mentoring opportunities, increased consumption of locally produced foods, increased sustainable and organic farming practices locally, etc.

4. Did this project result in new models of public/private partnerships? Are there aspects of this project that would be instructive to agencies like yours in other cities?

Extensive cross-organizational partnership resulted from the development of Hollygrove Market & Farm. Many aspects of this project would be instructive to others engaged in similar fields of interest, such as: organizational development, partnership collaboration and community engagement.

5. What do you consider to be the most and least successful aspects of this project?

Hollygrove Market & Farm is an amazing place for all New Orleanians to engage in and access sustainable urban agriculture, local foods, and related educational opportunities.

Continuing to work towards immediate neighborhood engagement and participation will strengthen the farms place within the immediate neighborhood.

Paul Baricos



December 13, 2010

Executive Director, Hollygrove Market & Farm  
(504)453-0789  
paul@hollygrovemarket.com

#### Developer Perspective

1. The Carrollton-Hollygrove Community Development Corporation (CHCDC) is the owner of the Hollygrove Market & Farm (HMF). We are a neighborhood revitalization/anti poverty nonprofit organization working primarily in the Hollygrove neighborhood of New Orleans. As a result of neighborhood-based planning after Hurricane Katrina, we looked for ways for neighborhood residents to gain access to fresh produce (in an area considered a food desert). As a result we partnered with several organizations to accomplish that goal: the New Orleans Food and Farm Network, whose mission is to train residents in developing backyard and community gardens; Trinity Christian Community, a long time Hollygrove social service agency, and Tulane City Center for developing our Master Plan and design and build work on site. As a result we have created a produce market that sells exclusively locally grown produce and an urban agriculture training farm on a one acre, formally blighted site in a disadvantaged, underserved New Orleans neighborhood.
2. One of our goals is to develop the site, building and grounds, as a "sustainable living learning center." Although we have developed many projects – rain gardens, composting, cistern irrigation - financing constraints have forced the postponement of some aspects of the master plan. For example many of the green projects have been put on hold: solar panels, geothermal heat pumps, permeable concrete driveways, etc.
3. Financing for renovation of the building and grounds and construction projects was received from several private foundations. Initially we had counted on receiving CDBG funds from the City of New Orleans set aside for urban agriculture and green groceries in underserved (flooded) neighborhoods. This money never came through and has hampered some of the innovative projects set forth in the master plan. Core operating expenses are paid for through market sales. We have expanded our customer base beyond the Hollygrove neighborhood and now have customers form throughout the city. Or, put in another way, we are able to subsidize our work in a disadvantaged neighborhood by expanding our customer base city-wide. We also have developed satellite markets in several other areas of the city.

4. We have accomplished our primary goal of helping Hollygrove residents gain access to fresh produce, and, with our partner organization NOFFN, we have built over 75 resident produce gardens. Furthermore, through fulfilling our primary goals we have expanded our mission. All of our produce sold in the market is bought from local sources – small, family rural farms and urban growers. Urban farming has tremendous economic, environmental, and community health and well-being potential. We believe we can be a critical link in that endeavor that will benefit Hollygrove and all of New Orleans. We have initiated education programs for children and adults. Also, through fulfilling our mission and the way our building and grounds have been designed, we have become a center of community activity. Numerous groups “table” during market hours allowing residents to gain valuable information on products, services, volunteer opportunities, etc. Neighborhood groups and nonprofits throughout New Orleans use our facility as a meeting place and we regularly sponsor or host neighborhood-wide events. Through addressing a critical neighborhood need, access to fresh fruits and vegetables and other food staples, we have become an integral part of the community life of Hollygrove.

Our business model, calling for paying core operating expenses from market sales, has not succeeded. It has become apparent that, in order to survive, we must develop a comprehensive fund development plan to help cover operating costs.

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**2011  
RUDY BRUNER AWARD  
OTHER  
PERSPECTIVE**



## OTHER PERSPECTIVE

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Name Alyssa Denny Title Market Manager  
Organization Hollygrove Market & Farm Telephone (914) 262-9941 <sup>cell</sup> 504 483-4031 <sup>office</sup>  
Address 8301 Olive Street City/State/ZIP New Orleans LA 70118  
Fax (504) 483- E-mail Alyssa.denny@gmail.com

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Signature Alyssa Denny Date 12/12/10

1. What role did you play in the development of this project?

Early on in the project I was a volunteer, helping out in whatever way I could. Soon after I was hired on part-time as Market support staff and I am currently the Market manager. . .  
-maintaining farmer relationships and ordering the produce wky are my primary responsibilities.

2. Describe the impact that this project has had on the your community. Please be as specific as possible.

It has made individuals more aware of where their food comes from and how made locally produced food more accessible. I have had several customers tell me that "It has changed the way our family eats".

for the immediate community, the Market has provided needed meeting space. The farm & community gardens allow for space to grow food and learn about reconnecting with our natural food sources.

3. What trade-offs and compromises were required during the development of the project? Did you participate in making them?

It is my understanding that initially, the plan was to be a small grocery open regular hours. As time and partnerships progressed the focus shifted to locally produced fruits and vegetables available certain hours each wk. I did not participate in the discussion at the start but certainly came to support more locally, sustainable and over all healthy products with an educational, experiential component.

4. What do you consider to be the the most and least successful aspects of this project?

The most successful aspects:

- \* the stable purchasing from small regional farms
- \* the strong partnerships with community groups and individuals

The least successful:

- \* Being able to determine our customer base from wk to wk
- \* We've been successful at drawing residents into the garden, but not as much with the market... we are actively working on this!

Hollygrove

# PROJECT DATA

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

NOTE: This sheet and a selected image will be sent to the Committee in advance.

Hollygrove Growers Market and Farm New Orleans, LA  
Project Name Location  
Carrollton-Hollygrove Community Development Corporation  
Owner  
Storefront Retail Center and Urban Farm  
Project Use(s)  
Masterplan: 40,00 sf, Pavilion: 800 sf Masterplan: \$750,000,  
Project Size NA Total Development Cost Pavilion: \$20,000  
Annual Operating Budget (if appropriate) NA  
Date Initiated 09.2008 50%  
Percent Completed by December 1, 2010  
Project Completion Date (if appropriate) 2011; Phase 1 was completed in the spring of 2010

Attach, if you wish, a list of relevant project dates

### Application submitted by:

Carey Clouse Assistant Professor of Architecture  
Name Title  
Tulane City Center, Richardson Memorial Hall  
Organization  
6823 St. Charles Ave New Orleans, LA 70118  
Address City/State/Zip  
504 314-2330 clouse@tulane.edu  
Telephone ( ) Fax ( )  
E-mail 510.883.1280  
Weekend Contact Number (for notification):

### Perspective Sheets:

| Organization    | Name | Telephone/e-mail |
|-----------------|------|------------------|
| Public Agencies |      |                  |

Cordula Roser Gray: www.crgarchitecture.com  
Architect/Designer

Carrollton-Hollygrove Community Development Corporation: www.hollygrovemarket.com  
Developer

Spackman, Mossop + Michaels Landscape Architects: www.mossopmichaels.com  
Professional Consultant

New Orleans Food and Farm Network: www.noffn.org  
Community Group

Master Gardeners of Greater New Orleans

The Tulane City Center: www.tulanecitycenter.org  
Other

Please indicate how you learned of the *Rudy Bruner Award for Urban Excellence*. (Check all that apply).

- Direct Mailing  Magazine Announcement  Previous Selection Committee member  Other (please specify)  
 Professional Organization  Previous RBA entrant  Online Notice  Bruner/Loeb Forum

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Signature Carey Clouse Date 12.11.2010

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**2011**  
**RUDY BRUNER AWARD**  
**ARCHITECT**  
**OR DESIGNER**  
**PERSPECTIVE**



# ARCHITECT OR DESIGNER PERSPECTIVE

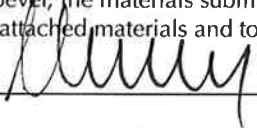
Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by a design professional who worked as a consultant on the project, providing design, planning, or other services.

Name CORDULA ROSE GRAY TULANE Title ARCHITECT AIA, PROFESSOR OF PRACTICE  
Organization crgrayarchitecture.com / SCHOOL OF ARCHITECTURE Telephone (917) 523 1096  
Address 3044 ROYAL STREET City/State/ZIP NEW ORLEANS, LA 70117  
Fax ( ) E-mail croser@tulane.edu

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Signature



Date

11 / 10 / 2010

1. Describe the design concept of this project, including urban design considerations, choice of materials, scale, etc.

2. Describe the most important social and programmatic functions of the design.

## ARCHITECT OR DESIGNER PERSPECTIVE (CONT'D)

---

3. Describe the major challenges of designing this project and any design trade-offs or compromises required to complete the project.

4. Describe the ways in which the design relates to its urban context.

# RUDY BRUNER AWARD 2011

## 1. Describe the Design Concept of this project including urban design considerations, choice of materials, scale, etc.

Located in the heart of New Orleans, the Carrollton-Hollygrove Neighborhood was in desperate need of extensive re-development in the post-Katrina era. A part of the city long neglected in terms of a structured community organization around residents, the potential incentives for the area were manifold. One urgent issue was the development of infrastructure and resources that support a healthy food system and benefit the community through the availability of fresh foods, beautiful neighborhoods and the promotion of a vibrant local economy. To implement some of these important incentives, the Carrollton-Hollygrove Community Development Corporation (CHCDC) and the New Orleans Food and Farm Network (FFN) partnered with the Tulane City Center to create the Hollygrove Growers Market & Farm (HGM&F), a storefront retail center in Hollygrove offering locally-grown, affordable, fresh produce as well as 'green jobs' certification programs in urban agriculture.

Beyond the renovation of an existing building and the construction of a shaded seating pavilion, the masterplan for the site includes diverse planting beds and specialized teaching areas where people can learn about growing their own food and eating healthily. The Pavilion itself, constructed with the help of students of the Tulane School of Architecture, uses budget-conscious and ecologically friendly materials and function as a gateway into the Carrollton-Hollygrove neighborhood to help spread commerce and agricultural education city-wide.

## 2. Describe the most important social and programmatic functions of the design.

The Tulane City Center offers opportunities for faculty and students from the Tulane School of Architecture to be engaged in projects with real contextual challenges. Some of the great benefits of the Hollygrove store and gardening program include connecting the residents directly to the growers of the food they are consuming and creating new, 'green' jobs in the retail and agriculture fields, as outlined in the Food Policy Advisory Committee recommendations. While the local economy is expected to be increasingly strengthened through buying local, the economic support benefits urban and rural farmers by significantly reducing travel distances for both growers and consumers. The implementation of on-site sustainable features as well as green space preservation, neighborhood beautification and blight reduction are just a few of the many urban benefits this development continues to spur. Combined with the training farm, the HGM&F is expected to contribute greatly to the revitalization of Hollygrove, serve as an important step in making the neighborhood sustainable and act as a catalyst for future city-wide innovation.

**3. Describe the major challenges of designing this project and any design trade-offs or compromises required to complete the project.**

Through the Tulane City Center, we initially put together a master plan that summarized the intent of the project and was designed to assist with fund-raising purposes. It proposed the creation of a market and training farm that could teach about the sustainability of locally grown and organic food, food security and green building. It also included a location for a pavilion at the entrance of the site. Originally the pavilion was part of the last phase of the master plan, but became the first thing to be built due to a grant donated specifically towards the realization of a pavilion and water-catchment system. Since we only had two and a half months to design and build the structure (until the donors visited the site), we quickly assembled a design/build group consisting of students and faculty of the Tulane School of Architecture to put together the project. Time and budget constraints made this a challenging task, but in the end the pavilion has become the center piece of the site offering flexible use while demonstrating sustainable features such as a cistern and the use of ecologically responsible materials.

**4. Describe the way in which the design relates to its urban context.**

The work that the Tulane City Center and the architects involved do is affordable and most often faces the challenge to work within social and economic constraints. The projects generated need to offer potential in regards to vision and use in order to attract potential donors and strive to become beacons for success in the underprivileged communities they are typically located in. The Hollygrove Market and Farm intends to spread an educational agenda and create a cornerstone that people are attracted to as a focal point within their community. Many recent construction projects in the city have been successful at the neighborhood level because members have come together and organized themselves. Hollygrove hopes to function as a place where people can come to gather and to talk to and learn from each other, a place they can identify themselves with and share the common desire for a healthy and responsible lifestyle.

---

**2011**  
**RUDY BRUNER AWARD**  
**COMMUNITY**  
**REPRESENTATIVE**  
**PERSPECTIVE**



# COMMUNITY REPRESENTATIVE PERSPECTIVE

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by someone who was involved, or who represents an organization that was involved, in helping the project respond to neighborhood issues.

Name MALON FRIJ Title MENTOR FARMER HOLLYBROOK MARKET FARM  
Organization HOLLYBROOK MARKET FARM, NOFFEN Telephone (504) 610-0376  
Address #6 DAKIN ST City/State/ZIP NEW ORLEANS, LA 70121  
Fax ( ) MACONFRY@ROCKETMAIL.COM E-mail

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Signature

Date

12/12/10

1. How did you, or the organization you represent, become involved in this project? What role did you play?

AS A GARDEN-BUILDER AND EDUCATOR WITH THE NEW ORLEANS FOOD & FARM NETWORK I HAVE WORKED WITH THE PLANNERS, DESIGNERS & BUILDERS AT TULANE CITY CENTER SINCE THE HOLLYBROOK FARM AND MARKET WAS IN EARLY DEVELOPMENT. THE TULANE CITY CENTER CONSULTED WITH ME AND OTHER GROWERS, GARDENERS AND FARMERS TO CREATE A COMFORTABLE, FUNCTIONAL AND SUSTAINABLE ENVIRONMENT AND INFRASTRUCTURE FOR AN URBAN FARM.

I WORKED WITH STUDENTS AND VOLUNTEERS, DONATING MY TIME TO HELP DEVELOP THE FARM STRUCTURES AND FIELDS. UPON COMPLETION OF THE FIRST PHASE OF DEVELOPMENT I BECAME AN EDUCATOR OR "MENTOR" FARMER.

2. From the community's point of view, what were the major issues concerning this project? AT THE SITE.

THE HOLLYBROOK NEIGHBORHOOD AND COMMUNITY IS BECOMING A HOT-BED OF URBAN AGRICULTURE AND RESIDENTS HAVE DESIRED A COMFORTABLE SPACE TO MEET, SHARE GARDENING INFORMATION, SEEDS AND PLANTS AND TO SOCIALIZE AROUND FOOD.

MANY RESIDENTS HAVE BUILT BACKYARD GARDENS AND WITH THE HELP OF TULANE CITY CENTER MEETING SPACE FOR GARDENERS AND CONVENIENT STORAGE SPACE HAS BEEN DESIGNED & INSTALLED.

## COMMUNITY REPRESENTATIVE PERSPECTIVE (CONT'D)

3. Has this project made the community a better place to live or work? If so, how?

I AM AT THE HOLY GROVES FARM EVERY DAY AND NOT A DAY GOES BY THAT THERE IS NOT A COMMUNITY ACTIVITY, A SCHOOL GROUP OR A NEIGHBORHOOD GARDENER VISITING THE SITE. WHAT WAS (AFTER KATRINA) AN URBAN BROWNFIELD IS NOW A PLACE OF ACTIVITY AND INSPIRATION FOR THE NEIGHBORHOOD AND ACTUALLY A MODEL FOR OTHER COMMUNITIES AROUND THE SOUTH AND THE SOUTH.

IT IS INCREDIBLY EXCITING TO HAVE YOUTH FROM THE NEIGHBORHOOD INQUIRING ABOUT PLANTS, TRYING NEW FOOD AND VOLUNTEERING AT HOLY GROVES.

4. Would you change anything about this project or the development process you went through?

I THINK THAT THE LEADERS AT THE CITY COMMISSION @ TULANE ARE NOW EVEN MORE ATTUNED TO THE PROCESS OF ENGAGING AND CONSULTING THE END USERS OF PROJECTS ON DESIGN DETAILS. THIS IS EVIDENT IN THE FOLLOW-UP WORK THEY CONTINUE TO DO AT THE SITE.

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**2011**  
**RUDY BRUNER AWARD**  
**PUBLIC AGENCY**  
**PERSPECTIVE**



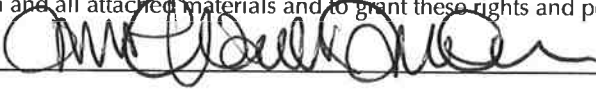
# PUBLIC AGENCY PERSPECTIVE

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by a staff representative of a public agency directly involved in the financing, design review, or public approvals that affected this project.

Name Ariel Wallace Dorfman Title Urban Agriculturalist & Educator  
Organization New Orleans Food & Farm Network Telephone (504) 864-2009  
Address 4840 Banks St. City/State/ZIP N.O. LA 70119  
Fax (504) 483-6968 E-mail ariel@noffn.org

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Signature  Date 12/9/10

1. What role did your agency play in the development of this project? Describe any requirements made of this project by your agency (e.g., zoning, public participation, public benefits, impact statements).

We, NOFFN, provided logistical start-up support including, but not limited to: site development & planning, joint fundraising, staff capacity building, programmatic partnership development, volunteer capacity building, community outreach, neighborhood organizing, and coalition building.

2. How was this project intended to benefit your city? What trade-offs and compromises were required to implement the project? How did your agency participate in making them?

To increase the production of healthy, sustainability produced food within the city of New Orleans;  
To increase access to locally produced food and to increase distribution of locally produced foods to local consumers

Compromises included co-developing and phasing in the installation of site specific infrastructure facilities and structures. NOFFN provided technical support towards the development of the site plan & implementation.

## PUBLIC AGENCY PERSPECTIVE (CONT'D)

3. Describe the project's impact on your city. Please be as specific as possible.

In partnership with Hollygrove Market & Farm, we have collectively: increased the number & local understanding and support of urban agriculture, increased capacity amongst urban farmers in trading, increased the # of local farmers through training & mentoring opportunities, increased consumption of locally produced foods, increased sustainable and organic farming practices locally, etc.

4. Did this project result in new models of public/private partnerships? Are there aspects of this project that would be instructive to agencies like yours in other cities?

Extensive cross-organizational partnership resulted from the development of Hollygrove Market & Farm. Many aspects of this project would be instructive to others engaged in similar fields of interest, such as: organizational development, partnership collaboration and community engagement.

5. What do you consider to be the most and least successful aspects of this project?

Hollygrove Market & Farm is an amazing place for all New Orleansians to engage in and access sustainable urban agriculture, local foods, and related educational opportunities.

Continuing to work towards immediate neighborhood engagement and participation will strengthen the farms place within the immediate neighborhood.

Paul Baricos



December 13, 2010

Executive Director, Hollygrove Market & Farm  
(504)453-0789  
paul@hollygrovemarket.com

#### Developer Perspective

1. The Carrollton-Hollygrove Community Development Corporation (CHCDC) is the owner of the Hollygrove Market & Farm (HMF). We are a neighborhood revitalization/anti poverty nonprofit organization working primarily in the Hollygrove neighborhood of New Orleans. As a result of neighborhood-based planning after Hurricane Katrina, we looked for ways for neighborhood residents to gain access to fresh produce (in an area considered a food desert). As a result we partnered with several organizations to accomplish that goal: the New Orleans Food and Farm Network, whose mission is to train residents in developing backyard and community gardens; Trinity Christian Community, a long time Hollygrove social service agency, and Tulane City Center for developing our Master Plan and design and build work on site. As a result we have created a produce market that sells exclusively locally grown produce and an urban agriculture training farm on a one acre, formally blighted site in a disadvantaged, underserved New Orleans neighborhood.
2. One of our goals is to develop the site, building and grounds, as a "sustainable living learning center." Although we have developed many projects – rain gardens, composting, cistern irrigation - financing constraints have forced the postponement of some aspects of the master plan. For example many of the green projects have been put on hold: solar panels, geothermal heat pumps, permeable concrete driveways, etc.
3. Financing for renovation of the building and grounds and construction projects was received from several private foundations. Initially we had counted on receiving CDBG funds from the City of New Orleans set aside for urban agriculture and green groceries in underserved (flooded) neighborhoods. This money never came through and has hampered some of the innovative projects set forth in the master plan. Core operating expenses are paid for through market sales. We have expanded our customer base beyond the Hollygrove neighborhood and now have customers form throughout the city. Or, put in another way, we are able to subsidize our work in a disadvantaged neighborhood by expanding our customer base city-wide. We also have developed satellite markets in several other areas of the city.

4. We have accomplished our primary goal of helping Hollygrove residents gain access to fresh produce, and, with our partner organization NOFFN, we have built over 75 resident produce gardens. Furthermore, through fulfilling our primary goals we have expanded our mission. All of our produce sold in the market is bought from local sources – small, family rural farms and urban growers. Urban farming has tremendous economic, environmental, and community health and well-being potential. We believe we can be a critical link in that endeavor that will benefit Hollygrove and all of New Orleans. We have initiated education programs for children and adults. Also, through fulfilling our mission and the way our building and grounds have been designed, we have become a center of community activity. Numerous groups “table” during market hours allowing residents to gain valuable information on products, services, volunteer opportunities, etc. Neighborhood groups and nonprofits throughout New Orleans use our facility as a meeting place and we regularly sponsor or host neighborhood-wide events. Through addressing a critical neighborhood need, access to fresh fruits and vegetables and other food staples, we have become an integral part of the community life of Hollygrove.

Our business model, calling for paying core operating expenses from market sales, has not succeeded. It has become apparent that, in order to survive, we must develop a comprehensive fund development plan to help cover operating costs.

---

**2011  
RUDY BRUNER AWARD  
OTHER  
PERSPECTIVE**



## OTHER PERSPECTIVE

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

Name Alyssa Denny Title Market Manager  
Organization Hollygrove Market & Farm Telephone (914) 262-9941 <sup>cell</sup> 504 483-4031 <sup>office</sup>  
Address 8301 Olive Street City/State/ZIP New Orleans LA 70118  
Fax (504) 483- E-mail Alyssa.denny@gmail.com

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Signature Alyssa Denny Date 12/12/10

1. What role did you play in the development of this project?

Early on in the project I was a volunteer, helping out in whatever way I could. Soon after I was hired on part-time as Market support staff and I am currently the Market manager. . .  
-maintaining farmer relationships and ordering the produce wky are my primary responsibilities.

2. Describe the impact that this project has had on the your community. Please be as specific as possible.

It has made individuals more aware of where their food comes from and how made locally produced food more accessible. I have had several customers tell me that "It has changed the way our family eats".

for the immediate community, the Market has provided needed meeting space. The farm & community gardens allow for space to grow food and learn about reconnecting with our natural food sources.

3. What trade-offs and compromises were required during the development of the project? Did you participate in making them?

It is my understanding that initially, the plan was to be a small grocery open regular hours. As time and partnerships progressed the focus shifted to locally produced fruits and vegetables available certain hours each wk. I did not participate in the discussion at the start but certainly came to support more locally, sustainable and over all healthy products with an educational, experiential component.

4. What do you consider to be the the most and least successful aspects of this project?

The most successful aspects:

- \* the stable purchasing from small regional farms
- \* the strong partnerships with community groups and individuals

The least successful:

- \* Being able to determine our customer base from wk to wk
- \* We've been successful at drawing residents into the garden, but not as much with the market... we are actively working on this!

Hollygrove

# HOLLYGROVE GROWERS MARKET AND FARM

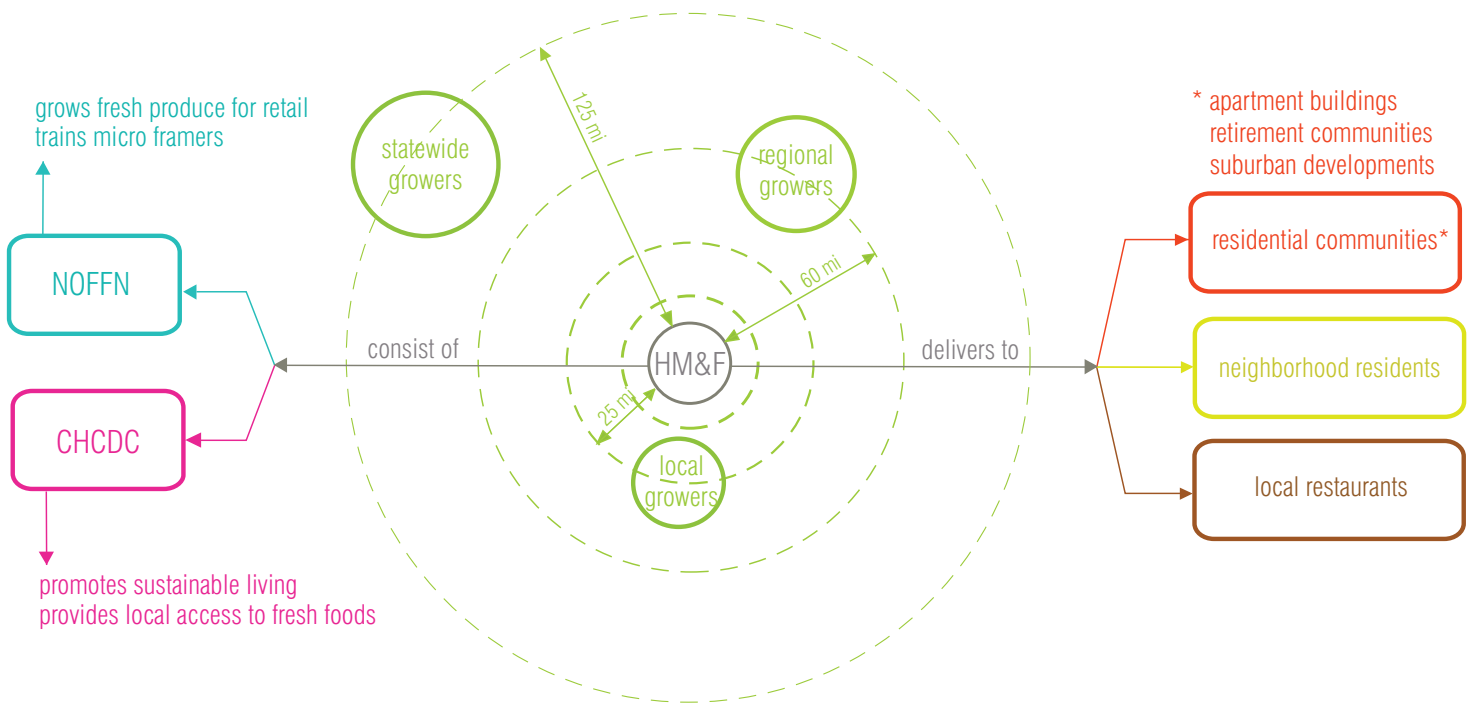


image of completed grower's pavilion



rendering of the farm and grower's market

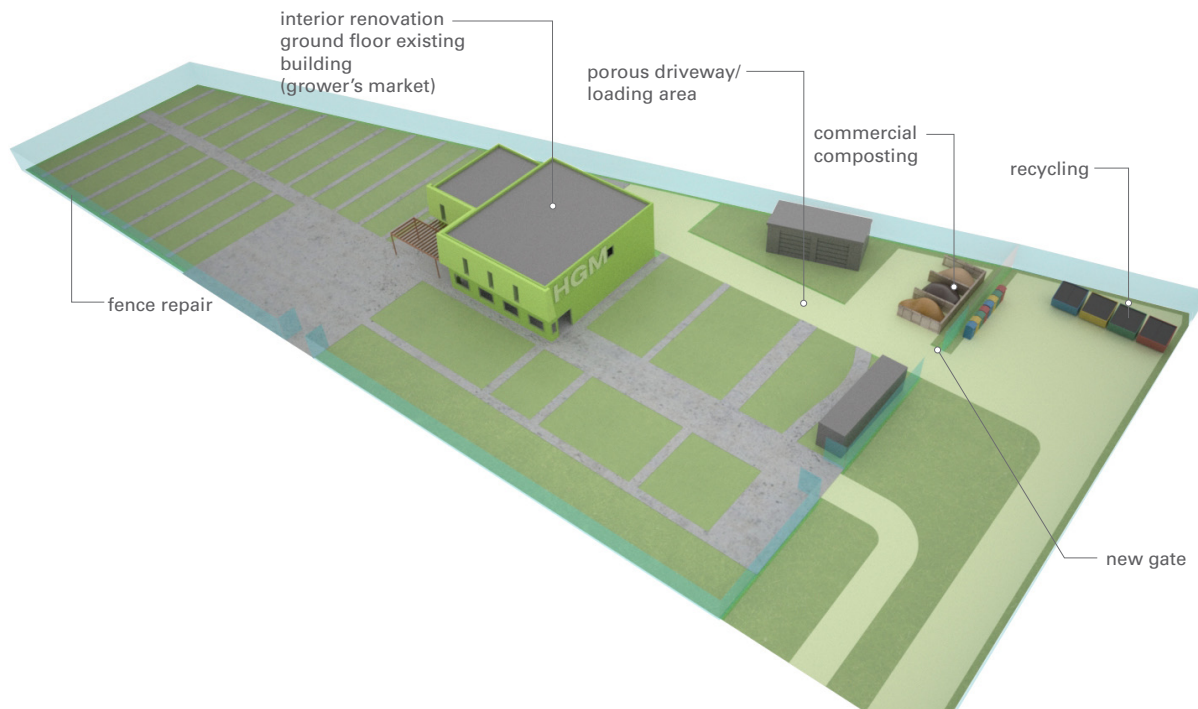
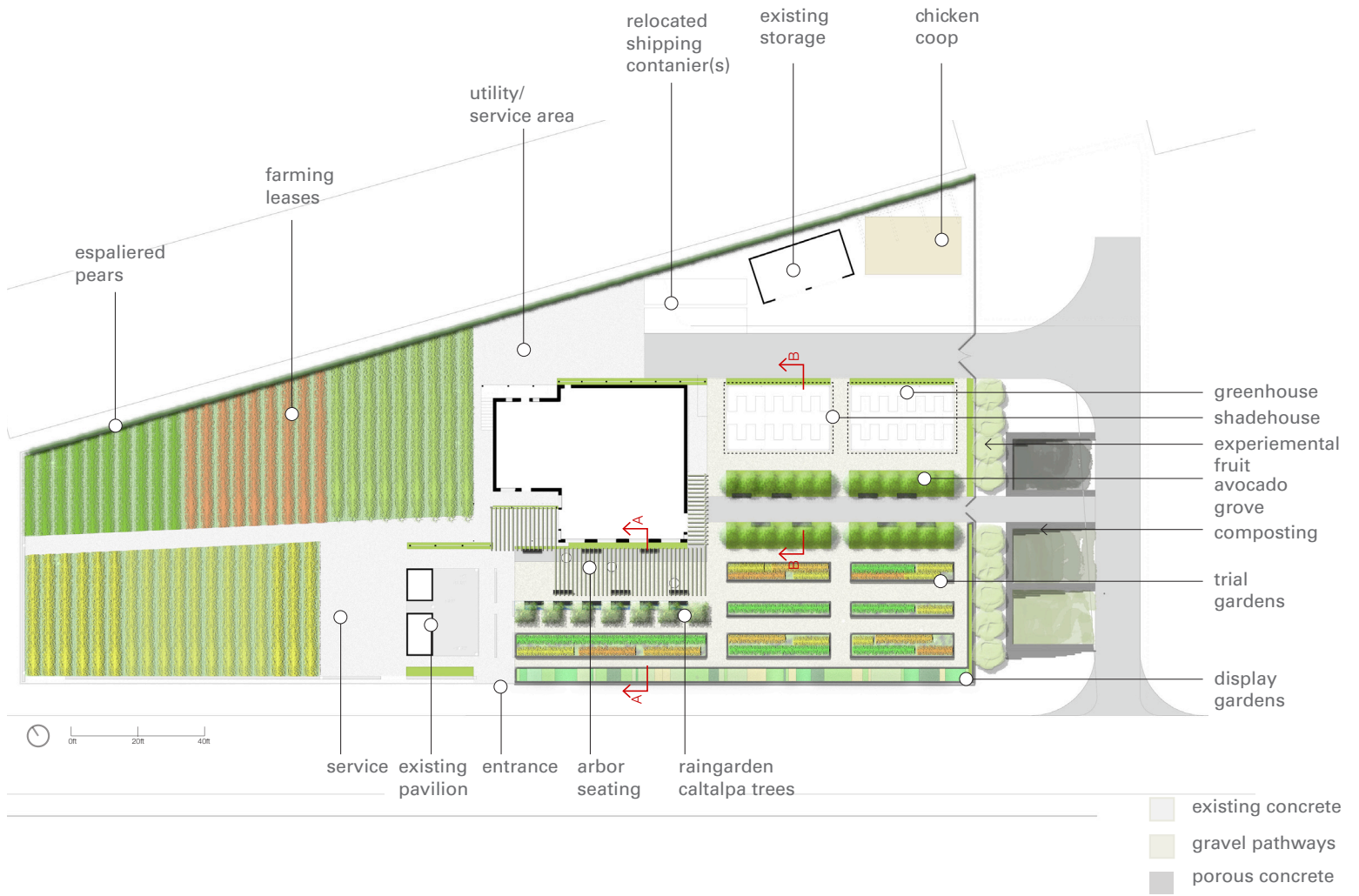
# PROJECT ORGANIZATION



# SITE



# SITE ORGANIZATION











[UF02+3]

# Hollygrove Farm and Market





Located in the heart of New Orleans, the Carrollton-Hollygrove Neighborhood is in need of extensive re-development in the post-Katrina era. One urgent issue is the development of infrastructure and resources that support a healthy food system and benefit the community through the availability of fresh foods, beautiful neighborhoods and the promotion of a vibrant local economy. To implement some of these important incentives a team of collaborators have been working to create the Hollygrove Growers Market & Farm (HGM&F), a storefront retail center in Hollygrove offering locally-grown, affordable fresh produce as well as 'green jobs' certification programs in urban agriculture.

**Partners: Tulane City Center, New Orleans Food and Farm Network, Carrollton-Hollygrove Community Development Corporation**



## tulane city center

The Tulane City Center houses the School of Architecture's urban research and outreach programs. Programs of the City Center vary over time but share a focus on improving cities through fostering global urban research, the development of flexible and innovative urban strategies, and the provision of environmentally and culturally informed principles to guide the design and revitalization of the contemporary metropolis.

As the principal venue for outreach projects at the Tulane School of Architecture, the Tulane City Center, along with our primary collaborator the Tulane/Xavier Center for Bioenvironmental Research, enjoys a broad range of partnerships with numerous off-campus community-based organizations. Each of these partnerships provides opportunities for faculty and students to engage real issues in the community and participate in the life of our city. Projects range in scale from small mobile neighborhood communication devices to urban scale neighborhood planning processes. The Tulane City Center works in both private and public spaces and always recognizes the importance of thinking beyond the scale of the individual project.

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Updated Spring 2010

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|  | 03   | Hollygrove Shade Units                                    |
| University/Community Design Partnerships | 04   | Greenline   |
|  | 05   | Hope Haven & Café Hope                                    |
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|  | 14   | Project Sprout  |
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| Applied Research                         | 17   | Greenbuild 1  |
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01



## Hollygrove Growers Market & Farm

8301 Olive Street  
(Olive Street near Joliet Street)

Project Team:  
**Cordula Roser Gray**, advising professor  
Seth Welty

Partnering Organizations:  
Tulane City Center, New Orleans  
Food and Farm Network, Carrollton-  
Hollygrove Community Development  
Corporation

<http://hollygrovemarket.com/>

Located in the heart of New Orleans, the Carrollton-Hollygrove Neighborhood is in desperate need of extensive re-development in the post-Katrina era. One urgent issue is the development of infrastructure and resources that support a healthy food system and benefit the community through the availability of fresh foods, beautiful neighborhoods, and the promotion of a vibrant local economy. To implement some of these important incentives, the Carrollton-Hollygrove Community Development Corporation (CHCDC) and the New Orleans Food and Farm Network (FFN) have partnered with the Tulane City Center to create the Hollygrove Growers Market & Farm (HGM&F), a storefront retail center in Hollygrove offering locally-grown, affordable fresh produce as well as 'green jobs' certification programs in urban agriculture.

A major component of the CHCDC's revitalization and recovery work involves promoting sustainable living and healthy lifestyles through support of local growers and accessibility of fresh regional and local produce for neighborhood residents. The community food center will be a centerpiece for FFN's food security recovery planning. Combined with the training farm, the HGM&F will contribute greatly to the revitalization of Hollygrove, serve as an important step in making the neighborhood sustainable, and act as a catalyst for future city-wide innovation.



02



## Hollygrove Growers Pavilion

8301 Olive Street  
(Olive Street near Joliet Street)

Project Team:  
**Cordula Roser Gray**, advising professor  
Sam Richards, Emilie Taylor  
Dan Etheridge

Nels Erickson, Ian Daniels, Kerry Frech  
Joseph Kimbrell, Dominic Lang  
Kimberly Lewis, Joe Rodriguez  
Jeff Schwartz, Mike Visintainer

TCC consultants:  
Jackson Blalock  
Walter Zehner, Engineer  
FutureProof

Partnering Organizations:  
TCC, New Orleans Food and Farm  
Network, Carrollton-Hollygrove CDC



Tulane students have built the Hollygrove Growers Pavilion as a way to jump start the development of the entire Hollygrove Green Growers and Urban Farm master plan. Led by faculty members and staff, the team designed and built a structure that provides a shaded space for teaching while also serving as an example of environmentally conscious architecture. The pavilion collects rainwater for use in the training gardens, incorporates recycled content building materials, and minimizes construction waste.

Located in the heart of New Orleans, the Carrollton-Hollygrove Neighborhood is in desperate need of extensive re-development in the post-Katrina era. One urgent issue is the development of infrastructure and resources that support a healthy food system and benefit the community through the availability of fresh foods, beautiful neighborhoods and the promotion of a vibrant local economy. To implement some of these important incentives, the Carrollton-Hollygrove Community Development Corporation (CHCDC) and the New Orleans Food and Farm Network (FFN) have partnered with the Tulane City Center to create the Hollygrove Growers Market & Farm (HGM&F), a storefront retail center in Hollygrove offering locally-grown, affordable fresh produce as well as 'green jobs' certification programs in urban agriculture.



## Hollygrove Shade Units

8301 Olive Street  
(Olive Street near Joliet Street)

Project Team:  
**Cordula Roser Gray**, advising professor  
Sam Richards

Jonas Flax, Kevin Garfield  
Chris Jackson, Peter Kilgust  
Andrew Liles, Kate O'Connor  
JP Pacelli, Kevin Tulley  
Karla Valdivia, Bliss Young

Partnering Organizations:  
Tulane City Center, New Orleans  
Food and Farm Network, Carrollton-  
Hollygrove Community Development  
Corporation

<http://hollygrovemarket.com/>



The Shade Units project operates in conjunction with the Hollygrove Market and larger Hollygrove Farm site. It is conceived as an exterior extension of the sustainable marketplace currently operating out of the existing building. Carefully placed mobile modular units create a multi-functional seating area that is further defined by expandable shading screens and movable bench and table components and is designed to serve as a work and storage space, outdoor classroom and casual gathering facility. The utilization of recycled and recyclable materials, an economy of means, and maximum spatial flexibility formulate an agenda that follows the general demand for sustainable living and a closely connected neighborhood community.

This project is one of a series of projects with the Hollygrove Market and Farm whose goal is to increase accessibility of fresh produce to under-served neighborhoods and to promote sustainability through support of locally-grown produce. Accessibility to fresh produce means it is both available and affordable. Sustainability refers to the economic, social, and environmental benefits that occur: shorter transport distances for produce, increased support and incentives for local producers, and the formation of a secure source of produce.

Special thanks to Dash Lumber for their support.



## Greenline

Hollygrove Neighborhood

Project Team:  
**Judith Kinnard, FAIA**, advising professor  
Zachary Gong, Intern  
Michael Cohen, Intern

Partnering Organizations:  
Tulane City Center, New Orleans Food  
and Farm Network, Hollygrove Market  
& Farm, the New Orleans Food &  
Farm Network, American Association  
of Retired Persons, Hollygrove  
Neighborhood Association, Trinity  
Christian Communities

This proposal seeks to make a neighborhood amenity out of a divisive infrastructural corridor. Located in a low lying district of New Orleans between Carrollton Avenue and the Jefferson Parish line, the district was crossed by major urban infrastructure long before any residential building occurred there. The Hollygrove Greenline initiative seeks to show how a 50 foot wide swath of land above an underground canal could create a series of places for neighborhood activities and for urban farming. The project layers green infrastructure strategies over conventional engineering practices in a way that seeks to support neighborhood enhancement and economic development.

The study began with research and documentation of the area's historical, physical and social contexts. This analysis has stimulated the development of some initial proposals for the corridor. The band of vacant land that constitutes the Greenline cuts diagonally across the city grid of the neighborhood, and several different types of open space are created. Preliminary design strategies have focused on the development of these spaces as essential neighborhood infrastructure in the form of public park space, water management systems, and community gardens and urban farms. Through continued engagement with neighborhood stakeholders, the Greenline Project aims to transform these otherwise derelict lots into active and healthy community spaces.





## Hope Haven & Café Hope

1108 Barataria Boulevard, Marrero

Project Team:

**Marcella del Signore**, advising professor

Kristian Mizes

Jason Liu

Thomas J. Bogan

Tulane City Center consultants:

Pierre Stouse, Structural Consultant

Mike Ducote, Electrical Consultant

Chuck Sardi, Mechanical Consultant

Partnering Organizations:

Tulane City Center, Catholic Charities

Archdiocese New Orleans

The Tulane City Center partnered with Catholic Charities to develop a programmatic strategy for Madonna Manor building located at the Hope Haven Campus. The project integrates three community based programs (Jefferson Parish Care Center, Café Hope and Hope Haven Farm) in one cohesive plan to revitalize and reactivate the Campus.

Jefferson Care Center will provide temporary shelter for homeless people and programs to reintegrate families in the community. Café Hope will be a fully operational restaurant and will run as a social entrepreneurship business model that will offer job skills for at risk youth. Hope Haven Farm will develop a sustainable Biodiversity farming model for the Café and will promote initiatives to produce local products. The Farm and Café will act as a collaborative platform for the community to help revitalize the iconic Westbank architectural landmark. The Tulane City Center is involved in the schematic design of Café Hope and is working with all of the project's collaborators to devise a site strategy and strategic goals for the project's realization.



## Backstreet Cultural Museum

1116 Saint Claude Avenue

(St. Claude Avenue near Ursulines Street)

Project Team:

**Jonathan Tate**, advising professor

Dan Etheridge

Allison Popper

Kristian Mizes

Whitney Huver

Adriana Camacho

Partnering Organizations:

Tulane City Center, Backstreet Cultural

Museum

Located in the historic Faubourg Treme neighborhood, the Backstreet Cultural Museum preserves and perpetuates New Orleans' African American parading traditions through collections, exhibitions and publications, public programs, and performances. These cultural traditions include Mardi Gras Indians, Skull and Bone gangs, Baby Dolls, jazz funerals, social aid and pleasure clubs, and other related rituals.

Housed in an altered residence and former funeral home dating from the 1930s, the Museum requires significant renovation and modernization to support its growing collection and alleviate the general disrepair of its facilities. The proposed modifications realign the museum entry sequence; expand and update its main gallery; add accessible restrooms; and provide environmental improvements such as a central mechanical system, weatherization and building insulation.

To assist a growing local need, the proposal also includes a community space. With the construction of this facility, general improvements will be made to the exterior of the entire building and a new courtyard entrance will connect the street to the community space.



## Streetcar Shelter

South Carrollton Avenue at South  
Claiborne Avenue

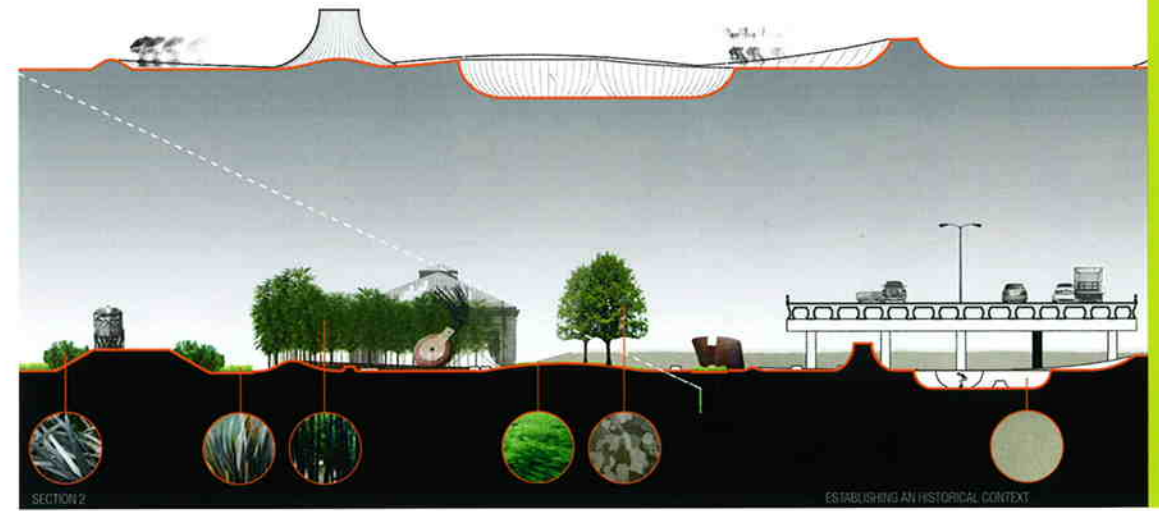
Project Team:  
**John Klingman**, advising professor  
Garrett Jacobs

with assistance from:  
New Orleans City Councilmember  
Midura  
The New Orleans Regional  
Transportation Authority  
Regional Planning Commission  
Federal Transit Administration  
Kara Renne of New Orleans Regional  
Planning Commission  
John Schackai of Carrollton Design  
Review Committee  
The New Orleans Historic Districts  
Landmarks Commission

This project is a pedestrian shelter for the RTA at the beginning of the St. Charles Streetcar line, Carrollton Avenue at Claiborne. The concept is to create a simple form that complements the historic streetcars and provides amenity to passengers as they are waiting at this location. The design evokes the traditional concept of shelter with its pitched roof, while the triangular shapes provide a dynamic emphasis.

The shelter is the length of a streetcar, and a lower pitched roof extension overlaps the streetcar top, providing rain protection for those boarding or disembarking. The upper surface unobtrusively houses photovoltaic panels that provide nighttime LED lighting for the shelter. The Y-shaped steel columns relate to the catenary supports along the streetcar route.

Forms and materials are chosen for durability and low-maintenance requirements. The primary construction is of powder-coat finished steel that resists deterioration and vandalism. The roof is of metal with two colored translucent panels that complete the roof enclosure. The intention is to create a long-lived structure with some iconic character that also defers to and complements the historic Perley Thomas streetcars themselves.



## Skate Park at City Park 2

I-610 underpass at Golf Drive

Project Team:  
**Victor Jones**, advising professor  
Thaddeus Zarse, consultant

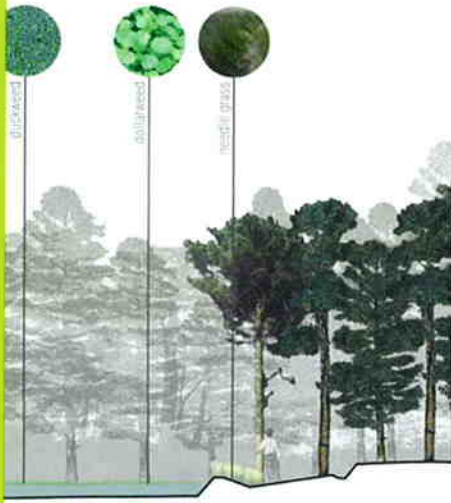
Amarit Dulyapaibul  
Lauren Goetz  
Corey Green  
Nick Cecchi  
Alex Nassar  
Luis Quinones

Partnering Organizations:  
Tulane City Center, Fievre-Jones Inc.,  
City Park New Orleans

Like much of New Orleans, City Park — one of the nation's largest and oldest urban parks — must undergo extensive redevelopment after Hurricane Katrina. To embrace new cultures and sub-cultures, City Park has allotted a generous portion of open space to a new skating facility for use by both skateboarders and roller skaters alike.

To foster awareness and raise funds for this new facility, the Tulane City Center has been selected to provide imaging and ideas for the new proposal. TCC has teamed up with City Park and the New Orleans skateboarding and roller derby communities to create the most versatile and authentic facility. The desire for a leading skatepark in New Orleans has existed within the skating community for many years both pre-Katrina and post-Katrina. This new skating facility has the potential to be one of the premiere parks in the nation, attracting multi-generational users and tourists to the city and the park, as well as facilitating City Park's participation in the growing multi-billion dollar national skateboarding industry. By addressing the local skating community's needs and desires as well as gleaning inspiration from parks nationwide, the City Park skate facility has the potential to be competitive with some of the most successful skateparks and plazas across the nation.





## T.R.E.E. Facility Upgrade

Box 14029 Highway 190  
Covington, LA 70435

### Project Team:

**Jonathan Tate**, Advising Professor  
Dan Etheridge  
Adriana Camacho

### consultants:

Ronny Carter  
Lake Pontchartrain Basin Foundation

John Camacho  
Alpha Engineering and Design Limited

Montana State University  
Bozeman, Montana

Partnering Organizations:  
Tulane City Center, Teaching Responsible Earth Education



Situated along the Tchoufunctra River outside Covington, on Lake Pontchartrain's North Shore, Teaching Responsible Earth Education (TREE) is an organization that provides curriculum-based environmental education to students in Orleans and adjoining Parishes. Under the instruction of executive director Sue Brown and others, upwards of 50 students in grades five and seven spend four to five days at TREE's 22.5 acre training ground. Students learn to make decisions about how to preserve the diversity of the natural world and live more lightly on our planet.

Built in the early 1900s, the facilities at TREE have not been upgraded and therefore lack adequate services to accommodate the growing number of students entering the program. The scheme proposed by the Tulane team adds a new 12-shower bathhouse, completely renovates the septic system and includes water saving plumbing fixtures throughout. Specifically, a large cleansing pond will take the place of the existing field lines, providing for the students another teaching tool about natural processes. The bathhouse, a stand alone building with a simple form, evokes similar qualities of the existing structures, transformed to express raised floor plates required in this flood plane as well as the roof's role in channeling rainwater for use in a didactic water garden.



## Circle Food Store

St Bernard Avenue at Claiborne Avenue

### Project Team:

Tulane City Center  
**Emilie Taylor**, advising professor  
Danielle Abelow, Ryan Anderson  
Ben Flatau, Matt Fox, Jennifer Gaugler  
Meghan Hartney, Whitney Huver, Garrett  
Jacobs, Ana Jimenez, Jason Liu, Lauren  
Martino, Frederica Merkel, Marian  
Prado, Sarah Rinehart, Karla Valdivia

Freeman School of Business  
**Ralph Maurer**, advising professor  
J.J. Rassier, Chris Williams  
Ruth Yomtoubian, Francisco Robert

### Project Partners

Dwayne Boudreaux, Circle Food Store  
Seventh Ward Neighborhood Center



Circle Food Store has been serving the Seventh Ward and downtown community for over a century. The grocery, damaged during the storm, has not been able to secure the funds, political support, and momentum to stage a post-Katrina comeback. The Seventh Ward and much of downtown New Orleans lacks a supermarket, leaving residents to buy groceries at convenience stores or they must travel several miles by car to the nearest grocery. This often leads to poor food choices resulting in long term health problems for neighborhood residents. The owner of the store, Dwayne Boudreaux, and several other social activists are working to bring back Circle Food Stores - a project that incorporates local jobs, provides food access to underserved communities, health education and support for local growers.

The Tulane City Center is working with Mr. Boudreaux on a visioning document to help map out and make a case for the rebirth of the historic grocery. A team of architecture and business students are involved in schematic design, structural analysis, pricing, and a business plan for the store. Students are also working with the Food and Farm Network and the Seventh Ward Neighborhood Center to address issues of food justice and education in the Seventh Ward Community.



## The Alison Montana AMIACT

Dumaine Street at North Claiborne Avenue

Project Team:

**Irene Keil**, advising professor  
Greg Barton  
Dan Kautz  
Michael Keller

Consultant:

Rachel Breunlin, Neighborhood Story Project

Partnering Organizations:

Tulane City Center, Alison Montana Institute of African American Art, Culture and Tradition

The Alison Montana Institute of African American Art, Culture and Tradition (AMIACT) seeks to present, document, preserve and celebrate the unique cultural heritage and street performance traditions of people of color, native to the City of New Orleans, such as the activities of Black Mardi Gras Indians, marching and "stepping" clubs, social aid and pleasure clubs, as well as neighborhood brass bands.

The future site of the AMIACT at Dumaine and North Claiborne Avenue is located in the historic Tremé, one of the oldest African American neighborhoods in the country. This location has often been considered a highly charged place of international significance as a point of origin for countless genres of music, the birthplace of uniquely New Orleans artists and cultural expressions, and the heart of Carnival in the African American community. It is the corner where Uptown and Downtown Mardi Gras Indian tribes meet.

The museum is named after the legendary Chief of Chiefs: the late Alison "Tootie" Montana. The Tulane City Center is partnering with the AMIACT to assist with research and to support fund-raising activities with the preparation of a brochure that, in addition to site and program studies, will show the history of the various cultural groups represented by the museum.



## Storypod

2202 Lapeyrouse Street  
(Lapeyrouse Street at North Miro Street)

Project Team:

**Emilie Taylor**, advising professor  
Danielle Abelow, Ryan Anderson  
Ben Flatau, Matt Fox  
Jennifer Gaugler, Meghan Hartney  
Whitney Huver, Garrett Jacobs  
Ana Jimenez, Jason Liu  
Lauren Martino, Frederica Merkel  
Marian Prado, Sarah Rinehart  
Karla Valdivia

Neighborhood Story Project  
Rachel Breunlin, Abram Himmelstein  
Lea Downing, Lindsey Darnell

[www.neighborhoodstoryproject.org](http://www.neighborhoodstoryproject.org)



Through the Tulane City Center, architecture students have completed a design|build project in the Seventh Ward neighborhood as part of a Fall 2009 studio. Working in collaboration with the Neighborhood Story Project, the studio designed an interview space as well as storage and office pieces. The design strategy involves many small components that are easy to fabricate, transport, and combine to form several storage walls. These walls, backed with a translucent plastic to allow in light, act to partition a more intimate interview space. The goal of the design is to highlight and facilitate the work of the Neighborhood Story Project by creating a multifunctional wall to showcase their publications while creating a space for conversations that are collected for future publications.

The Neighborhood Story Project is a documentary book-making non profit organization in New Orleans. Through writing, interviews, and photography, neighborhood writers create portraits of their places, then edit the stories. With the neighborhoods they create inclusive and honest publications. Writers of these books range from local high school students to social aid and pleasure clubs.

This project is supported by a grant distributed by Transforma Projects/National Performance Network, thanks to the generous support from the Andy Warhol Foundation for Visual Arts. Special thanks to Dash Lumber for their support.



## Community Health Center N.O. East

13085 Chef Menteur Highway

**Project Team:**

**Thaddeus Zarse**, advising professor  
 Scott Berger  
 Joseph Keppel  
 Rebecca Miller

**Partnering Organizations:**

Tulane City Center, Tulane School of Medicine, Mary Queen of Vietnam Community Development Corporation

Awarded: AIA New Orleans Design Award, Projects Category 2010

the Mary Queen of Vietnam Community Development Corporation and the Tulane School of Medicine are working with the Tulane City Center to build a neighborhood-based Community Health Center for the medically under-served community of New Orleans East. The project entails the design and renovation of an existing former post office building within the neighborhood to be utilized as a comprehensive primary care center for the area's largely Vietnamese-American community. The current facility lacks the space to accommodate a community that is gradually returning to the neighborhood and continues to grow, especially with the influx of the Latino workforce. The first phase of the project includes the renovation of the existing building, while strategic visioning foresees a 10,000 square foot addition within three years.

The design of the project takes advantage of the unique opportunities presented by transforming the space of a former post office into a sustainably designed, patient focused health clinic. Vietnamese patterns and landscape are used to add cultural specificity to the project while staying inclusive to all community members.



## Project Sprout

**Pilot Project:**

Jackson Street at Johnson Street

**Project Team:**

**Will Bradshaw**, advising professor

New Orleans Food and Farm Network  
 New Orleans Redevelopment Authority  
 Limitless Vistas, Inc.

**Partnering Organizations:**

Tulane City Center, Green Coast Enterprises, Growth Through Energy & Community Health (GTECH)

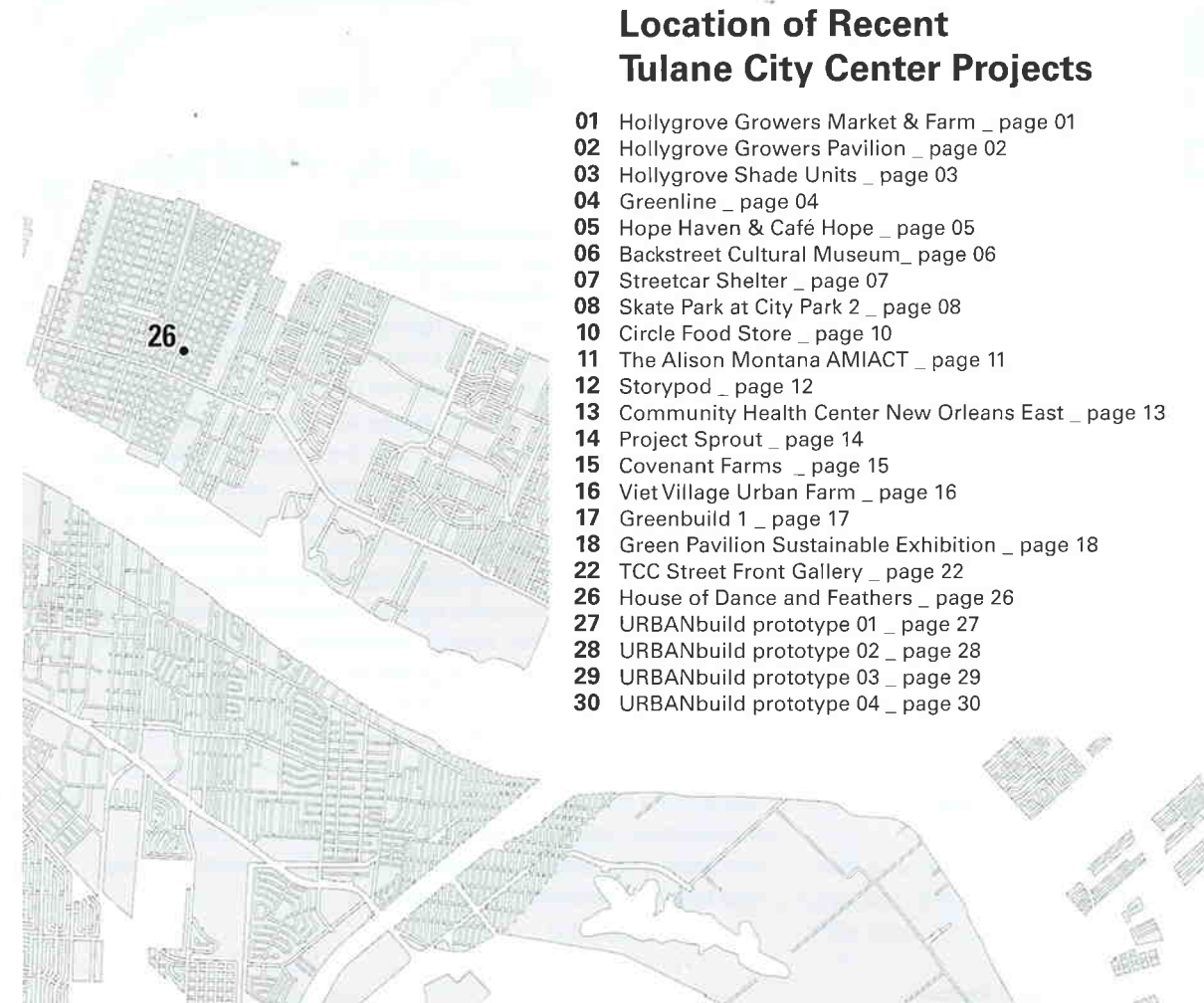
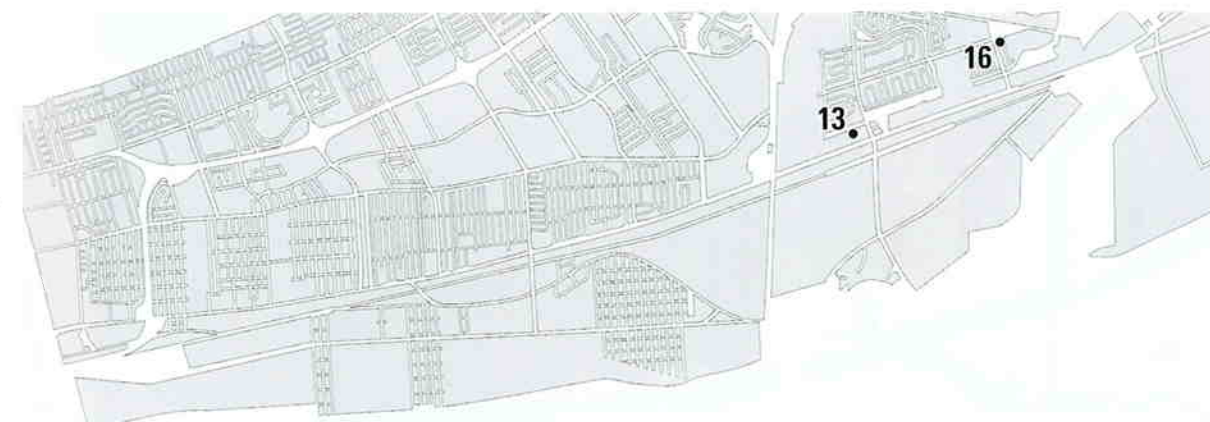
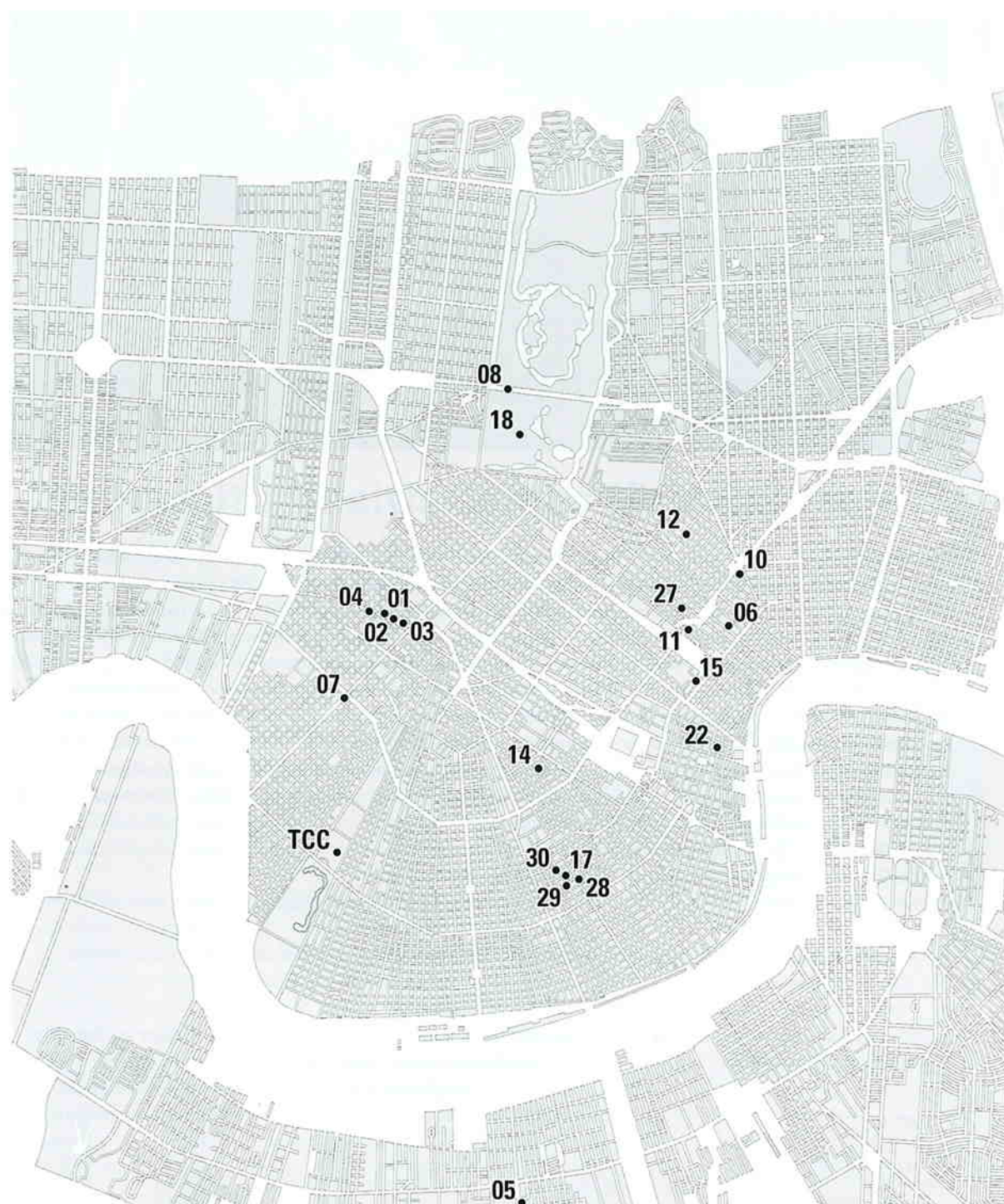
[www.projectsproutnola.com](http://www.projectsproutnola.com)



Project Sprout is a unique strategy for urban revitalization based on the premise that failure reveals opportunity. Shifts in New Orleans' demographics and economic prospects, coupled with catastrophic flooding from Hurricanes Katrina and Rita, left many of the city's neighborhoods devastated by blight and environmental contamination. Through a productive stabilization strategy that unlocks the potential of blighted land, Sprout will transform marginal properties from public health threats into nodes of community redevelopment. Through the planting of bio-energy gardens that include plants such as sunflowers, Project Sprout will:

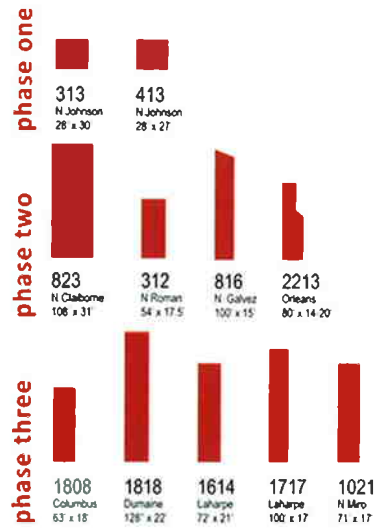
- Remediate soil
- Yield a crop for bio-fuel production
- Provide green-collar job training
- Create hope in communities that suffer from the companion problems of blight and illegal dumping.

As a deliberately transitional strategy, Sprout helps to reposition underutilized land for redevelopment, urban farming, or community recreation space. Project Sprout is a phased pilot project that was begun in the spring of 2009. Several sites are now active.



### Location of Recent Tulane City Center Projects

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## Covenant Farms

Various Locations in the Sixth Ward

Project Team:

**Carey Clouse**, advising professor  
Dan Etheridge  
Scott Boroughs

New Orleans Food and Farm Network  
Pamela Broom  
Daphne Derven  
Johanna Gilligan

Covenant House  
Rene Borie Blanch  
Wayne Bruno  
Booth Pohlmann

[www.covenanthouseno.org](http://www.covenanthouseno.org)



Covenant Farms is launching an urban farming initiative in downtown New Orleans. By using abandoned and under-used land in the city's post-Katrina landscape, Covenant Farms is working to resurrect the Victory Garden concept as part of a recovery model. The Tulane City Center, and the New Orleans Food and Farm Network have partnered with Covenant House to devise a strategy for turning some of the city's 30,000 blighted lots into greenspace that can also help to bridge the gap between food and table in one of the city's many 'food deserts'.

At Covenant House, young people between the ages of sixteen and twenty-one receive shelter, education, job training, counseling, clothing, childcare, medical attention and an opportunity to repair their lives. Covenant Farms will introduce students to urban farming through the work of hands-on gardening and a paired curriculum focused on food justice. Using several donated lots in downtown New Orleans, students will clear, plant, cultivate and harvest edibles. They will apply the landscaping techniques and will help to supply local produce for the Covenant Café. At the same time, the gardening expertise learned at Covenant Farms can be considered part of life skills that lead to self-sufficiency for each individual.



## Viet Village Urban Farm

Dwyer Road at Palace Street

Project Team:

**Dan Etheridge**, advising professor  
Art Terry

Louisiana State University School of Landscape Architecture:  
Elizabeth Mossop  
Wes Michaels

Mary Queen of Vietnam CDC:  
Father Vien Nguyen  
Peter Nguyen

University of Montana:  
Lauren Butz  
Erika Edgley

Awards: American Society of Landscape Architecture Award



The Tulane City Center and Mary Queen of Vietnam Community Development Corporation (MQVN) have developed a strategy for implementing a 28 acre urban farm and farmers market in the Village de L'Est neighborhood. Tulane City Center's partners in the projects are the Louisiana State University School of Landscape Architecture, Spackman Mossop + Michaels, and the University of Montana's Environmental Studies program.

The Vietnamese-American community in New Orleans East has maintained an extensive network of community gardens since their migration to the area from Vietnam in the 1970's. These gardens produced food that was not readily available in the region and were used by the growers to feed their families. The gardens were destroyed by the floodwaters of Hurricane Katrina, and this proposal constitutes a vision to re-establish these practices in a more formalized and developed setting.

In the initial proposal, the farm is designed to be sustainable both culturally and environmentally. Agricultural production is organic, energy is used efficiently, water is managed on site, and waste is recycled. The market is envisioned as a place that serves the local community and draws people from other neighborhoods of New Orleans and visitors from other cities.



## Tulane Greenbuild 1

1939 Seventh Street  
(Seventh Street at Daneel Street)

Project Team:  
**Coleman Coker**, advising professor  
Fritz Bader, project manager

Tim Adams Jr., Rebecca Bortolin, Rob Cogliandro, Nick Crowley, Jason Heinze, Mike Kazantzis, Sean Kirkland, Joseph Lai, Andrea Martin, Reade Nossoman, Adam Porter, Jonathan Reyes, Daren Sodowski, Ashley Sparks, David Siegel, Maggie Van Dusen, Jared Watson, Daniel Zangara

[www.tulanegreenbuild.com](http://www.tulanegreenbuild.com)

Partnering Organizations:  
Tulane City Center  
Neighborhood Housing Services



Greenbuild 1, designed and built by a studio of thesis students, is a prototype focused on modular construction and the prefabrication process with an emphasis on eco-friendly building materials and methods. Working as individuals, in small groups, and as an entire studio team, students spent weeks designing an affordable, eco-friendly, modular 1200 square foot home. The modules' roofs are initially built flat to brace the modules in transport and are hinged into position once on site to provide clerestory lighting. Additionally, the three modules can be reconfigured to fit different site conditions and provide varied outdoor porch spaces. The design involves green building techniques and modularity that can be adapted to different sites and neighborhoods with ease of construction at an affordable rate.

The studio's strongest emphasis is on environmentally friendly approaches to building, and how those specific conditions impact the larger environment over time. The aim of this research is to develop an appropriate climatic and cultural prototype that could be produced and developed by the prefabrication industry for New Orleans.

**Awarded:** Honorable Mention, Champions of Sustainability in Community Award, Association for the Advancement of Sustainability in Higher Education



## Green Pavilion Sustainable Exhibition

City Park Botanical Gardens

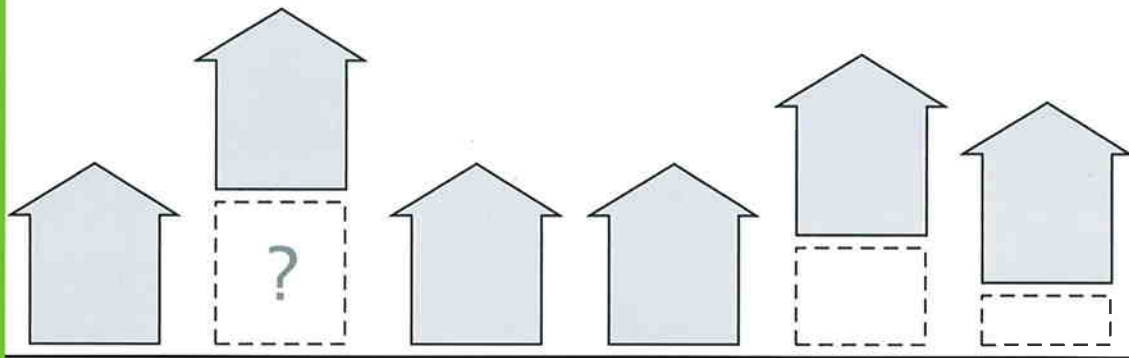
Project Team:  
**Coleman Coker**, advising professor  
Dan Etheridge  
Emilie Taylor  
Seth Welty  
David Dieckhoff, Buildingstudio  
Tom Holloman, Buildingstudio

Partnering Organizations:  
Tulane City Center, City Park of New Orleans

The Tulane City Center and New Orleans City Park have developed an Eco Pavilion to showcase environmentally sensitive building strategies and technologies. Under the guidance of Coleman Coker, the TCC team built the pavilion for the Fall Home and Garden Show in 2008. City Park's Botanical Gardens use the Green Pavilion to provide the public with a full scale educational model of how sustainable technologies can be employed.

The pavilion includes a rainwater catching roof, indigenous plants, salvaged materials, and rainwater filtration systems. The intention of this approachable and informative exhibition is to make these alternative building methods accessible to the public with the hope that individuals might choose to rebuild their homes and gardens in a more sustainable way. The Eco Pavilion is one project in a larger ongoing partnership between City Park and the Tulane City Center.





## How High?

Project Team:  
Dan Etheridge  
Ali Popper  
Scott Bernhard  
Emilie Taylor

Partnering Organizations:  
Tulane City Center, LSU Ag Center,  
Center for Hazard Assessment, Re-  
sponse and Technology (CHART)

How High?: Thoughts about Elevating Your Home is a publication of the Tulane City Center, intended to be used as a reference guide for elevating homes in the New Orleans/Gulf Coast region. The booklet includes primary design issues associated with raising homes for both existing and new structures. This publication is a result of a lack of information in the region about flood preventative measures for home owners. It includes a general discussion of issues and utilizes case studies from the region to illustrate best practices for elevated living. Issues addressed include the effects of elevating a home on access, usable space under the house, and the effects of a raised home on a city block and a larger neighborhood context.

The booklet was produced with the support and technical assistance of the Louisiana State University Ag Center and the Center for Hazard Assessment, Response and Technology at the University of New Orleans.



# CORNERSTONES

CELEBRATING THE EVERYDAY  
MONUMENTS & GATHERING PLACES  
OF NEW ORLEANS' NEIGHBORHOODS



home  
about

This is New Orleans history and culture through place – less from the 'Andrew Jackson slept here' style and more 'this is the last mom and pop store in our neighborhood' style. We invite you to

cornerstones news

## Cornerstones

Project Team:  
**Bethany Rogers**, Cornerstones  
Rachel Breunlin, Neighborhood Story  
Project  
Sarah Cloonan  
Jill Godfrey  
Helen Jeurgens  
Will Rosenthal  
Art Terry  
Seth Welty

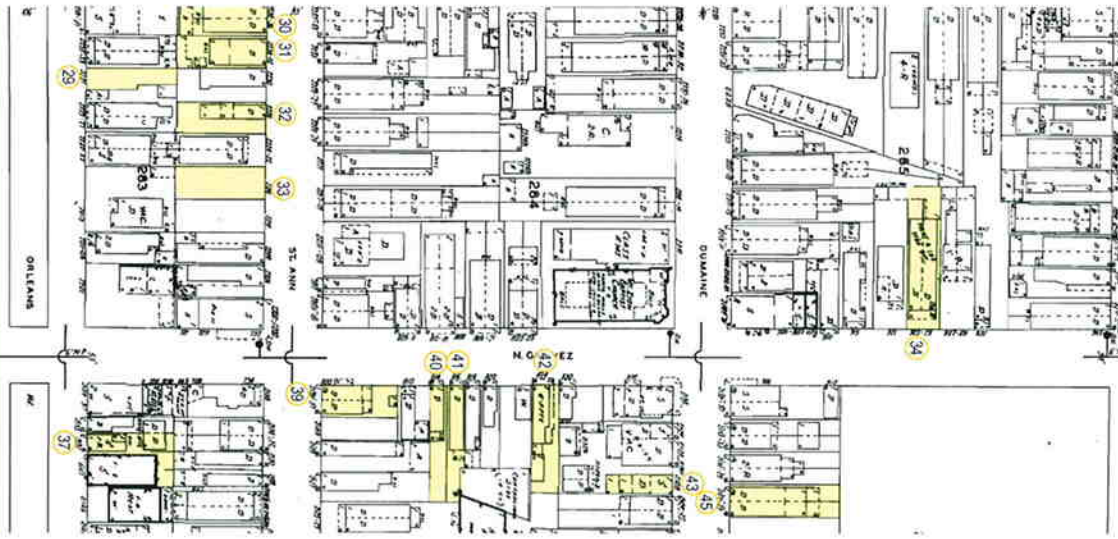
Partnering Organizations:  
Tulane City Center, Cornerstones,  
Neighborhood Story Project

Cornerstones is an effort to document and advocate for overlooked and threatened landmarks of New Orleans. Through a citywide survey of residents, Cornerstones is the first ground-up approach to identify New Orleans' important historical and cultural sites and will broaden ideas about the types of spaces that are important to the city and why they are significant.

Through a partnership with the Neighborhood Story Project, the Tulane City Center has developed a publication, "Cornerstones: Celebrating the Everyday Monuments and Gathering Places of New Orleans Neighborhoods" that features seven local landmarks. Through interviews, site maps, architectural drawings, and photos, the Cornerstones project illustrates the range of ways neighborhood places are important to New Orleans. A survey form is distributed as part of all book release events, so residents can nominate places that are significant to their community.

The Tulane City Center has developed and maintains a public database and website of nominated Cornerstones sites ([www.cornerstonesproject.org/](http://www.cornerstonesproject.org/)). The online registry features written narratives, interview quotes, maps, and architectural drawings, as well as noting any threats to the vitality of nominated places. Cornerstones documents and helps protect the places that make New Orleans unique.





## Adjudicated Properties Research

### Project Team:

**Alan Lewis**, advising professor  
Dan Etheridge  
Julie Kaminski  
Becky Hutchinson

### Documentation Team

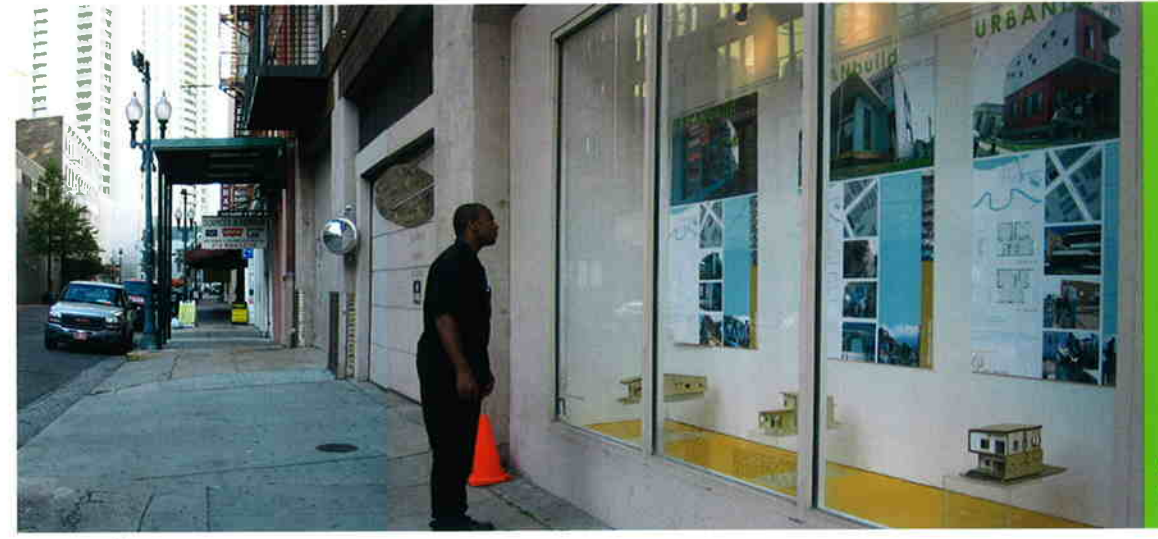
Sam Applebaum  
Claire Cahan  
Jason Heinze  
Emilie Taylor

### Partnering Organizations:

Tulane City Center  
Fannie Mae Foundation

Mapping the adjudicated properties in selected zones across New Orleans is a project initiated at the Re-Inhabiting NOLA conference hosted in November 2005 by Tulane School of Architecture, Xavier University, and the Tulane/Xavier Center for Bioenvironmental Research. The Tulane City Center received support from the Fannie Mae Foundation and hosted a summit in February 2006. In attendance were City of New Orleans agency leadership, local professionals, and experts from the National Vacant Properties Campaign. The Tulane City Center established a methodology for assisting the City of New Orleans with mapping and documenting adjudicated properties in six selected study areas across the city. These areas included portions of the Sixth and Seventh Wards, Central City, Gert Town, and the Tulane/Gravier neighborhoods.

The process entailed synthesizing information from several City agency sources. This data was then supplemented with field documentation of general property conditions, photographs of each adjudicated property, photographs of the adjacent properties, and the location of each adjudicated property on Sanborn maps.



## City Center Streetfront Gallery

### Magazine Street at Gravier Street

### Project Team:

Scott Bernhard  
Dan Etheridge  
Jamie Lookabaugh  
Lori Storm  
Will Rosenthal  
Annie Peyton

The Tulane City Center Street Front Gallery is a new space dedicated to public dialogues about the future of our city. The Gallery consists of three display windows on the ground floor of an old commercial building in New Orleans' Central Business District (corner of Magazine and Gravier Streets). Each of the windows showcases projects engaged by the Tulane City Center in partnership with local community based organizations and other urban, landscape, and architectural design projects that engage our future in meaningful and progressive ways. The gallery is open twenty four hours a day, seven days a week, and can be viewed from the sidewalk in front of the display windows.



## Priestley High School Partnership

### Project Team:

**Marilyn Feldmeier**, coordinator  
Dan Etheridge  
Scott Bernhard

### Collaborators:

Michelle Biagas, Principal,  
CEO Priestley Charter School  
Jared Hueter, Dean of Design Programs

### Partnering Organizations:

Tulane City Center, Priestley Charter  
School of Architecture and Construc-  
tion, Louisiana American Institute of  
Architecture

[www.priestleycharterschool.org](http://www.priestleycharterschool.org)



The Tulane City Center and the Priestley Charter School of Architecture and Construction partnership provides support for curriculum development, a lecture series for faculty enrichment, and opportunities for Priestley School and Tulane School of Architecture students to collaborate.

The inaugural series of five lectures was launched in the fall of 2008 to open discussion and present aspects of design education between the faculty of the Priestley School and faculty of the Tulane School of Architecture. As part of the continuing support of curriculum development, the Tulane City Center, along with Louisiana AIA, provided financial assistance for a fact-finding visit to Philadelphia's Charter High School of Art and Design (CHAD) to learn firsthand from the nation's earliest architecture-focused charter high school. In the spring of 2009, through Tulane City Center sponsorship, students at Tulane School of Architecture and Priestley had an opportunity to work together on a competition for modular classrooms as part of the partnership's aim to foster student interaction and student exposure to the design fields. Select Priestly juniors have been invited to participate in Tulane's summer design school, Career Explorations in Architecture.



## Modular Classroom Competition

### Project Team:

**Emilie Taylor**, advising professor  
Carey Clouse, advising professor  
Jared Heuter, advising professor

### Tulane student team:

Scott Burroughs, Corey Green, Colm  
Kennedy, Lorrie Tumlinson, Lori Storm

### Priestly student team:

Manuel, Rachel, Abdul, Rashid, Dennis

Anisa Baldwin Metzger, United States  
Green Building Council (USGBC)  
Tiffany DelCour, Tulane School of Public  
Health

### Partnering Organizations:

Tulane City Center, Priestley, Morgan  
Buildings, USGBC New Orleans Chapter



The Tulane City Center and the Priestley School of Architecture and Construction teamed with modular manufacturer Morgan Building Systems to design a sustainable modular classroom. The spring 2009 classroom design collaboration is part of the Open Architecture Network's Classroom Competition. The competition required designers to work with school students to develop proposals for improved learning environments that respond to the growing demand worldwide for classroom structures.

Using Priestly's schoolyard as a site, the design team of high school and university students developed not just a classroom design but a business proposal for Morgan. The team worked with design and engineering staff at MBS to develop a proposal that fits with the requirements of their production facilities and can be incorporated into their production line at the end of the process. MBS is specifically focused on exploring ways to develop a 'green' classroom building utilizing the company's existing manufacturing processes.

Partners from the United States Green Building Council, Tulane's Freeman School of Business, and the Tulane School of Public Health and Tropical Medicine collaborated with the design team on their multidisciplinary approach to creating better learning spaces.



## CITYbuild Consortium of Schools

### Project Team:

**Doug Harmon**, Director  
Jared Hueter, Sarah Gamble, Coordinators  
Dan Etheridge

### participating schools:

University of Arkansas  
Boston Architectural College  
Georgia Institute of Technology  
University of Kansas  
University of Kentucky  
Massachusetts Institute of Technology  
University of Minnesota  
University of Montana  
University of Southern California  
University of Texas at Arlington  
University of Texas at Austin  
Tulane University  
Washington University  
Wentworth Institute of Technology



Through the planning and building processes, CITYbuild worked for social justice by partnering directly with local community groups to address their immediate and long-term sustainable needs.

The idea for CITYbuild Consortium of Schools developed in the fall of 2005 to address the unprecedented design and rebuilding needs in New Orleans. The CITYbuild Consortium was initiated in January 2006 starting with 10 schools representing the fields of architecture, landscape architecture, urban design, planning and policy, real estate development, historic preservation and environmental studies. The role of host and first-year supporter was assumed by the Tulane City Center at the Tulane School of Architecture.

By the end of the first year, CITYbuild involved 30 national and international design based programs, representing 60 faculty and more than 600 students, while partnering with 20 local community based organizations. The results of these partnerships included approximately 16 structures (from urban furniture to housing) built or rehabilitated and more than 200 design and project proposals.

selected publications: Domus, Architectural Record, ID, Cite, CNN, NPR, New York Times, New Yorker  
exhibited in: Venice Biennale, Cooper-Hewitt, Designery, Ogden Museum



## House of Dance and Feathers

1317 Tupelo Street  
(Lower Ninth Ward)

### Project Team:

**Patrick Rhodes**, Advising Professor  
Students from Kansas State University  
Dan Etheridge, Tulane City Center  
Sarah Gamble, CITYbuild  
Ronald Lewis, House of Dance and Feathers

[www.projectlocus.org](http://www.projectlocus.org)  
[www.citybuild.org](http://www.citybuild.org)

### Partnering Organizations:

Tulane City Center  
CITYbuild  
Project Locus

In cooperation with Mr. Ronald Lewis, Project Locus and Kansas State University Architecture students designed and constructed an enclosed, 500 square foot space for the House of Dance and Feathers. This small-scale neighborhood museum is a repository of cultural artifacts, focusing on Mardi Gras Indians, history of Social Aid and Pleasure Clubs, and the Lower Ninth Ward community. Within the structure, there are spaces for display, gathering, and working. In addition, the students redesigned and rehabilitated the Lewis Residence. The House of Dance and Feathers and Lewis Residence were completed in August 2006.

Ronald Lewis' House of Dance and Feathers celebrates the oldest Social Aid and Pleasure Club in the Ninth Ward, the Big Nine Social Club, and Mardi Gras Indian tribes throughout New Orleans. Project Locus rebuilt the backyard museum to help reconstruct a sense of history and identity for this unique culture after Hurricane Katrina destroyed the original location. The museum, a flagship of the devastated Lower Ninth Ward, was rebuilt as a design resource for members of the community.

published in: Oz, Cite, Domus, New York Times, Design for the Other 90%





## URBANbuild Design Build program

### Project Team:

**Byron Mouton**, Director of design build program, Architect of Record  
**Sam Richards**, Construction Co-Director  
**Emilie Taylor**, Project Manager  
**Anthony Christiana Construction**, General Contractor of Record

Individual student credits are on the opposite page

### Partnering Organizations:

Tulane City Center  
 Neighborhood Housing Services

**URBANbuild**  
 a program of the Tulane School of Architecture



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URBANbuild is a design|build studio in which teams of twelve students take on the design and construction of a prototypical home for a neighborhood in New Orleans. URBANbuild's partner in the development of these houses is Neighborhood Housing Services. The first set of prototypical schemes was developed by the studio just six months after Hurricane Katrina devastated 60% of the city's housing stock. Since the storm the studio has continued with one constructed house each year.

The program is an educational collaboration of individuals, organizations, and businesses committed to revitalizing New Orleans' rich cultural and architectural heritage. Neighborhoods are strengthened by the rebuilding of homes, allied professionals and educators come together for a common cause, and students develop as designers with a deep understanding and commitment to the urban environment.

More information on the program can be found at:  
[www.tulaneurbanbuild.com](http://www.tulaneurbanbuild.com)

published in: Domus, Cite, New Orleans Times Picayune, Modern Shoestring, New York Times, Atlantic Monthly, Dwell, Architectural Record, Metropolis, National Public Radio, AIA New Orleans Awards of Merit  
 exhibited in: Venice Biennale, Ogden Muesum, Project NOLA



## prototypes 01-04

### Prototype 01 \_ 1930 Dumaine Street

Jared Bowers, Ned Brown, Claire Cahan, Nick Crowley, Robert Deacon, David Demsey, Mark Enlow, Jason Heinze, Tyler Hutcherson, Matt Hux, Maggie Joyce, Nicole McGlinn, Andrea Patrick, Jonathon Reyes, Carlos Sanchez, Heather Skeehan, Emilie Taylor, Steve Thesman, Ben Wasserman, Seth Welty, Daniel Zangara

### Prototype 02 \_ 2856 Dryades Street

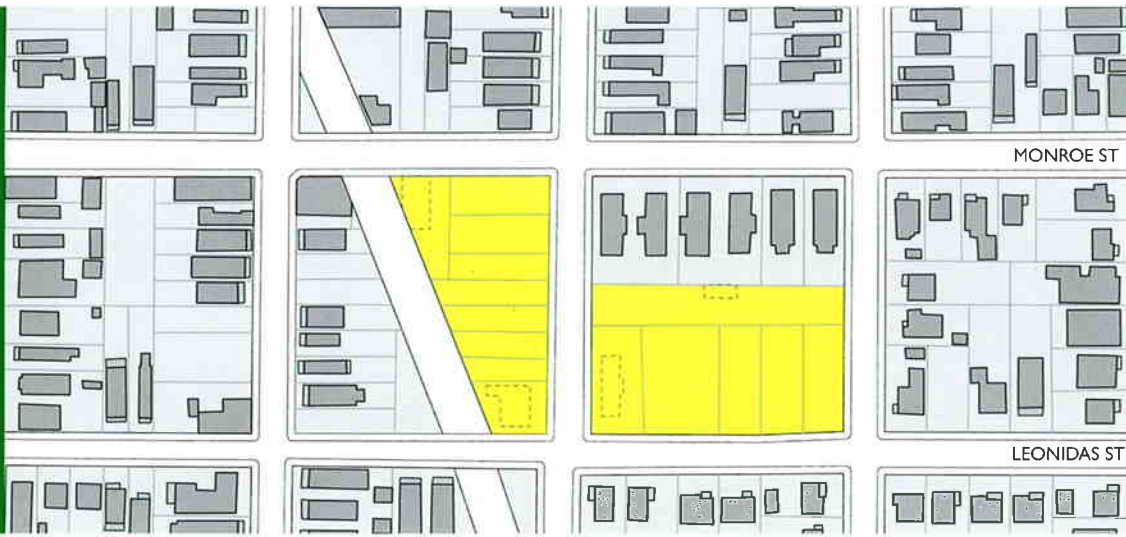
Emily Brudenell, Vincent Cangiamilla, Victoria Hernandez, Greg Hayslett, Emily Levings, Kristyn Cosgrove, Jordan Gargas, Tyler Hutcherson, Charles Lucia, Trevor Meeks, David Merlin, Craig Parker, Matt Shaver, Kristine Shull, Diana Steig, Francisco Tirado, Sam Vasquez, Ben Wasserman, Jesse Zryb

### Prototype 03 \_ 1900 Seventh Street

Christina Alvarado-Suarez, Adriana Camacho, Ian Daniels, Amarit Dulyapaibul, Nik Haak, Chris Halbrooks, Naomi Homison, Cassandra Howard, Kimberly Lewis, Caroline Lossack, Alex Mangimelli, Nicole Magnellia, Eric McClam, Scott Mucci, Casey Rocanova, Amanda Rosen, Carter Scott, Steve Smith, Lori Storm, Sam Vasquez, Ben Wasserman, Jesse Zryb

### Prototype 04 \_ 2036 Seventh Street

Robert Baddour, Amanda Brendle, Ben Flatau, Monica Breziner, Nicholas Cecchi, Katie Champagne, Nick Chan, Chad Cramer, Susan Danielson, Shannon Farrell, Matt Fox, Kevin Garfield, Lauren Goetz, Evan Gracey, Corey Green, Chris Halbrooks, Meaghan Hartney, Matthew Hostetler, Colm Kennedy, Joseph Keppel, Peter Kilgust, Nicolas Mallet, Lauren Martino, Suzanne Mon, Emily Orgeron, JP Pacelli, Marian Prado, Marie Richard, Gregor Schuller, Kevin Tully, Karla Valdivia, Colin VanWingen, Bliss Young, Sam Vasquez, Ben Wasserman, Jesse Zryb



## Scale Shift

Central City Neighborhood  
Martin Luther King Boulevard

Irish Channel Neighborhood  
Tchoupitoulas Street

Hollygrove Neighborhood  
Olive Street

Phase One Project Team:  
Scott Bernhard  
Carrie Bernhard  
Will Bradshaw  
Coleman Coker  
Marcella Del Signore  
Judith Kinnard  
Johnathan Tate

Though many renovated and newly constructed single-family homes are needed in New Orleans, the need for affordable, sustainable, multi-family housing is even more pressing in the post-Katrina city. Multi-family housing has the capacity to develop shared infrastructure and amenities and engage neighborhoods at a more comprehensive scale. This increased project scope can promote more efficient land-use with higher density while creating valuable public space and vibrant urban environments.

Four groups of Tulane School of Architecture faculty (three design groups and one sustainable real-estate developer) have teamed to develop proposals for multi-family housing in three sample neighborhoods in New Orleans. All proposals will work at the scale of two city blocks, with special attention given to the varied elevations of the three neighborhoods. High-ground sites will demonstrate the highest densities while lower elevation sites will investigate new building strategies for flood prone areas. Teams will explore multi-family housing ranging from two units (like the ubiquitous shotgun doubles of the city) to four, eight and twenty units in the same building envelope. All project teams will concentrate on the complex relationship between "affordability" and "sustainability" — seeking innovative models for rebuilding a greener city in our hot-humid climate and rich cultural landscape.



## Tulane City Center: How to Engage

for more information visit  
[www.tulanecitycenter.org](http://www.tulanecitycenter.org)

email: [sbernhard@tulane.edu](mailto:sbernhard@tulane.edu)  
or call: (504) 314-2330

As an outreach organization devoted to creative investigation of complex urban issues we are committed to a wide range of relationships and are eager to facilitate connections between those with skills and support to offer and those who can make use of such help. The Tulane City Center has expertise in projects ranging from street furniture, through single-family house design/build, to large-scale urban and regional design. We work principally with community organizations, institutional clients and other non-profit entities. We support the needs of individuals through our collaboration with Neighborhood Housing Services and the Design Build Center.

We do not compete for work with professional architectural or design firms. Instead we demonstrate the value of good design in venues not often touched by standard models of professional practice, and in so doing, support the growth of the design sector in our communities. Functioning as a not-for-profit organization, the TCC maintains the complimentary goals of progressive design and applied research excellence, and advocacy for a better quality of life for all people.

Please contact us for information about any of the work we have completed or to discuss possible collaboration on future projects. As a grant funded center we welcome the opportunity to speak with any persons/organizations interested in supporting our work.





## Who We Are and What We Do

### **Scott Bernhard**

Director of the Tulane City Center

### **Dan Etheridge**

Associate Director

### **Emilie Taylor**

Senior Program Coordinator

As the primary venue for outreach projects at the Tulane School of Architecture, the Tulane City Center, along with our principal collaborator, the Tulane/Xavier Center for Bioenvironmental Research, enjoys a broad range of partnerships with numerous off-campus community based and civic organizations. Each of these partnerships provides opportunities for faculty and students to engage real issues in the community and participate in the life of the city. Tulane City Center projects range in scale from single family homes to urban scale neighborhood research and planning processes, working in the realm of both private and public spaces and always recognizing the importance of thinking beyond the scale at which a given project is expressed.



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