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NEIGHBORHOOD

B.W. COOPER NEIGHBORHOOD

HISTORY

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NEIGHBORHOOD

HISTORY

B.W. Cooper was developed by HANO between 1939 and 1941 with additional development in the 1950's. It originally had 1,546 units that were all demolished except two historic buildings which are in severe distress after Hurricane Katrina damage. HANO has been able to rebuild 410 units on the site which were renamed Marrero Commons but the majority of the site is vacant at a time when the City of New Orleans and this community is desperate for affordable housing.

Prior to being named B. W. Cooper, the community was called Calliope projects. This community is responsible for notable music talent that are at the core of the New Orleans sound that is heard throughout the world. The Neville brothers including Aaron song in the Calliope courtyards. The Calliope was also home to sisters, Rosa Lee and Barbara Hawkins, who were part of the Dixie Cups who song the "Chapel of Love" and "Iko Iko" the following year. Henry Butler, a revered pianist, vocalist, and teacher, also grew up in the Calliope. Today, the most widely known musical brothers from the Calliope are Percy, Corey, and Vyshonn Miller or as they were commonly known as Master P, C Murder, and Silk the Shocker.













"Cha Dooky-Doo" by Art Neville (1958), et al. "Calliope (B.W. Cooper) Public Housing Development." New Orleans Music Map, acloserwalknola.com/places/calliope-b-w-cooper-public-housing-development/#:~:text=Today%2C%20the%20most%20widely%20known,the%20complex%20in%20the%201990s. Accessed 17 Apr. 2024.

NEIGHBORHOOD

PLANNING AREA

The B.W. Cooper Choice Neighborhood planning area is 0.9 square miles in size, and is defined by the following geographic boundaries:

• North: Carrollton Avenue

• East: Interstate 10

South: S Claiborne AvenueWest: Toledano Street

The planning area has an estimated population of 4,990 residents. It is home to Marrero Commons, the recently rennovated housing site in the neighborhood.

LEGEND



Choice Neighborhood Boundary



Marrero Commons



Park



School







This edge follows Carrollton Avenue. Carrollton Avenue is a high-traffic road with commercial activity. This street leads into Interstate 10.



EASTERN BOUNDARY

This edge follows Interstate 10. The BioDistrict lies east of Interstate 10 and includes a portion of the Choice Neighborhood. The BioDistrict has significant reinvestment through Economic Development and Placemaking initiatives.



SOUTHERN BOUNDARY

This edge follows S Claiborne Avenue. S Claiborne is also a hightraffic road with commerical activity. This street leads to I-90 and I-10.



WESTERN BOUNDARY

This edge follows Toledano Street. Toledando Street is a mix of residential and commerical.

NEIGHBORHOOD

7

NEIGHBORHOOD ASSETS

The neighborhood includes schools, numerous religious organizations and other community-oriented service providers.

The B.W. Cooper neighborhood features a mixture of residential, and commercial. The neighborhood includes Xavier University of Louisiana.

Other community institutions and amenities are scattered throughout the neighborhood.

LEGEND

Choice Neighborhood Boundary

Marrero Commons

School

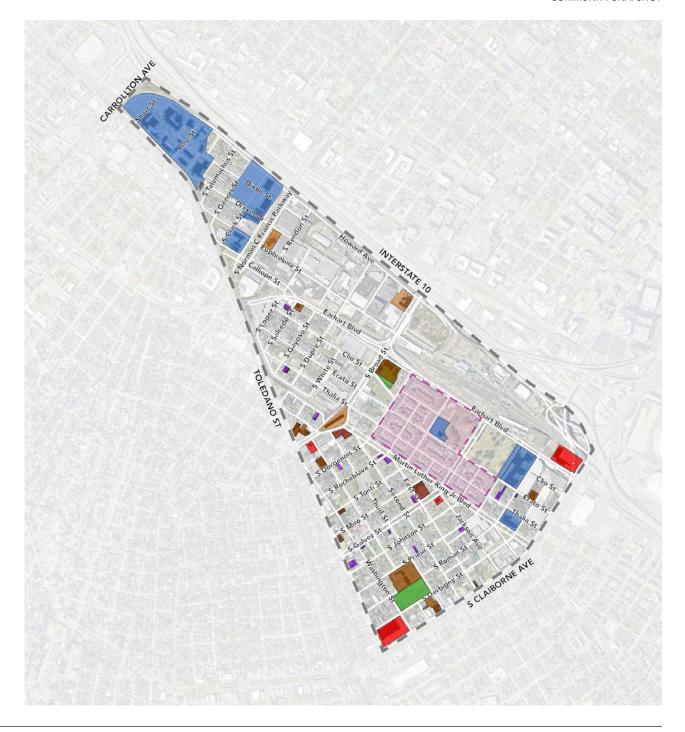
Religious Organization

Government Service

Health-Related Service

Community Amenity

Parks



PARKS

The neighborhood generally lacks dedicated park spacess. There are only two located in the neighborhood, including Taylor Park and Rosenwald Recreation Center.

Taylor Park Amenities:

- Covered Basketball Court
- Playground
- Soccer Field
- Playground
- Baseball Field
- Pool

Rosenwald Recreation Center Amenities:

- Playground
- Pool
- All purpose fields

LEGEND



Choice Neighborhood Boundary



Marrero Commons



Parks



Rosenwald Recreation Center



Taylor Park



CHOICE COOPER NEIGHBORHOOD TRANSFORMATION PLAN





1. Rosenwald Recreation Center

2. Taylor Park

EDUCATION

The B.W. Cooper Neighborhood includes one public high school, Booker T Washington as well as a charter school, KIPP Central City Primary. Marrero Commons created the Viney Reynolds Parent/Child Development Center for its residents. The following map also includes the boundary of the Orleans Parish School Board Redistricting Map.

Xavier University of Louisiana (also known as XULA) is a private, historically black (HBCU), Catholic university in New Orleans, Louisiana. It is the only Catholic HBCU and, upon the canonization of Katharine Drexel in 2000, became the first Catholic university founded by a saint. It currently enrolls 2,727 undergraduate students.

LEGEND

Choice Neighborhood Boundary

Marrero Commons

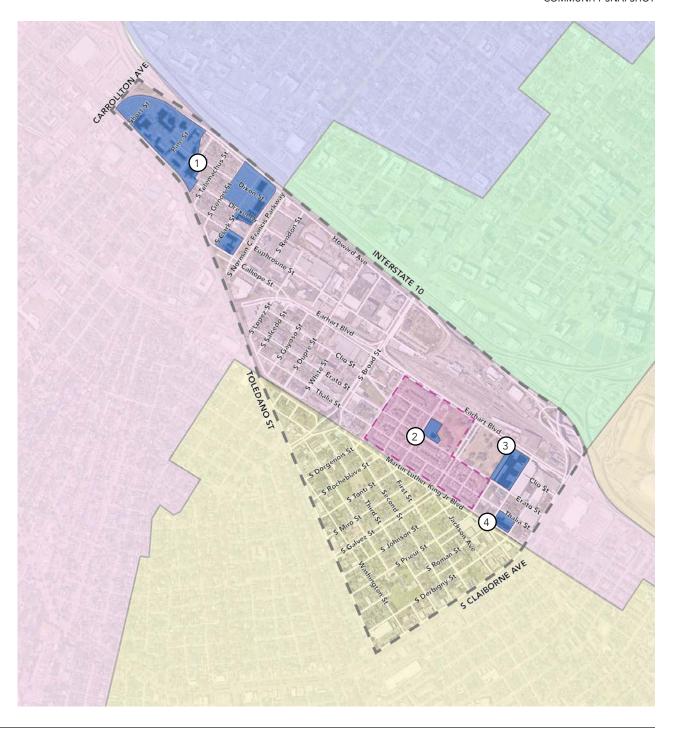
School

Xavier University of Louisiana

2 The Viney Reynolds Parent/Child Development Center

Booker T. Washington High School

4) KIPP Central City Primary





1. Xavier University of Louisiana



3. Booker T. Washington High School



4. KIPP Central City Primary

GOVERNMENT SERVICES

The B.W. Cooper Neighborhood includes several local, state, and federal government services. Some of these services include the Pontchatrain Housing Corporation and the Melpomene Pumping Station.

LEGEND

Choice Neighborhood Boundary

Marrero Commons

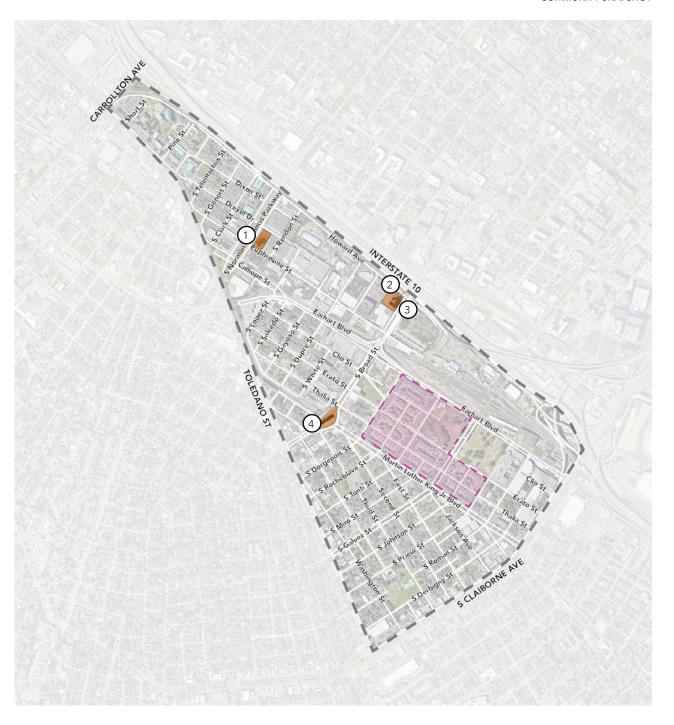
Government Service

Express Employment Professionals

2 Pontchatrain Housing Corporation

Willwoods Community

4) Melpomene Pumping Station #1



NEIGHBORHOOD



1. Express Employment Professionals



2. Pontchatrain Housing Corporation



4. Melpomene Pumping Station #1

RELIGIOUS ORGANIZATIONS

The B.W. Cooper Neighborhood is home to a number of religious organizations that represent different denominations. Some of the churches also offer space for non-profits and food distribution services.

LEGEND

Choice Neighborhood Boundary

Marrero Commons

Religious Organizations Beulah Baptist Church

James Chapel Baptist Church

Ephesian Baptist Church

Pure Light Baptist Church

Ministerio Profetico Cristo Viene

Jerusalem Church of God-Christ

St. John's Family Worship Center

Peck United Methodist Church

La. Iglesia-Profetica Jesus-Viene En-Las Nubes

234567899112 Pleasant Zion Baptist Church

Pleasant Hill Baptist Church

Castle Rock Community Church

13 Stronger Hope Baptist Church

14) Regeneration Church NOLA

<u>(15)</u> New Mount Era M.B.C.

Morning Glory Fellowship Church

First Agape Baptist Church

Solid Rock Baptist Church

New Tree of Life Baptist Church





1. Beulah Baptist Church



4. Pure Light Baptist Church



7. St. John's Family Worship Center



10. Pleasant Zion Baptist Church



16. Morning Glory Fellowship Church



19. New Tree of Life Baptist Church

COMMUNITY AMENITIES

The B.W. Cooper Neighborhood includes several non-profits, cultural organizations, and other staple amenities that provide indispensable resources for the community. Some amenities include Rosenwald Recreation Center located just north of Marrero Commons.

LEGEND

::3

Choice Neighborhood Boundary



Marrero Commons



Community Amenity



STEM NOLA



_



El Centro



Propeller



Youth Run NOLA



CASA New Orleans



Together New Orleans



3....



Peace Headstart LLC



Aeren's Supermarket



Rosenwald Recreation Center



Heart Foundation Inc.



Cultivating Youth



Urban Impact New Orleans



Hoffman Early Learning Center



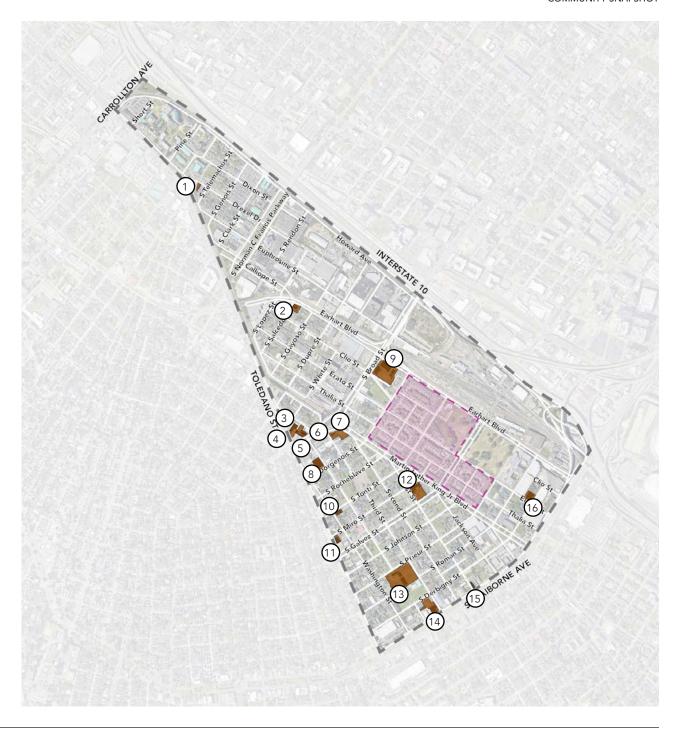
Mc Millian's First Steps Child



South Claiborne Market



Us Helping Us New Orleans





1. STEM NOLA



3. Propeller



7. Aeren's Supermarket



8. Rosenwald Recreation Center



11. Urban Impact New Orleans



12. Hoffman Early Learning Center

BIODISTRICT NEW ORLEANS ECONOMIC DEVELOPMENT & PLACEMAKING

The BioDistrict New Orleans is an economic development district that seeks to evolve and transform the biosciences sector into a jobs engine for the city and region while improving the broader lives of communities across New Orleans.

The BioDistrict has the opportunity to strengthen its role in driving the regional economy through strategic investments and programming in the district that will catalyze private investment, grow the city's biosciences and health innovation ecosystem, and create jobs and economic opportunities for New Orleanians.



*The BioDistrict underwent community-focused modifications in 2022, which reshaped the boundaries of the BioDistrict. The map above illustrates the current BioDistrict boundary. The 1,500-acre BioDistrict connects educational institutions, health systems, industry partners, entrepreneurs, and neighboring communities from Tulane-Gravier northwest along Tulane Ave. to Gert Town and Mid-City.

LEGEND



Choice Neighborhood Boundary

NEIGHBORHOOD 19

HEALTH-RELATED SERVICES

The neighborhood includes an emergency medical center off of Earhart Boulevard. There are a few medical clinics including the Start Community Health Center and Oak Street Health Clinic.

LEGEND

Choice Neighborhood Boundary

Marrero Commons

Health-Related Service

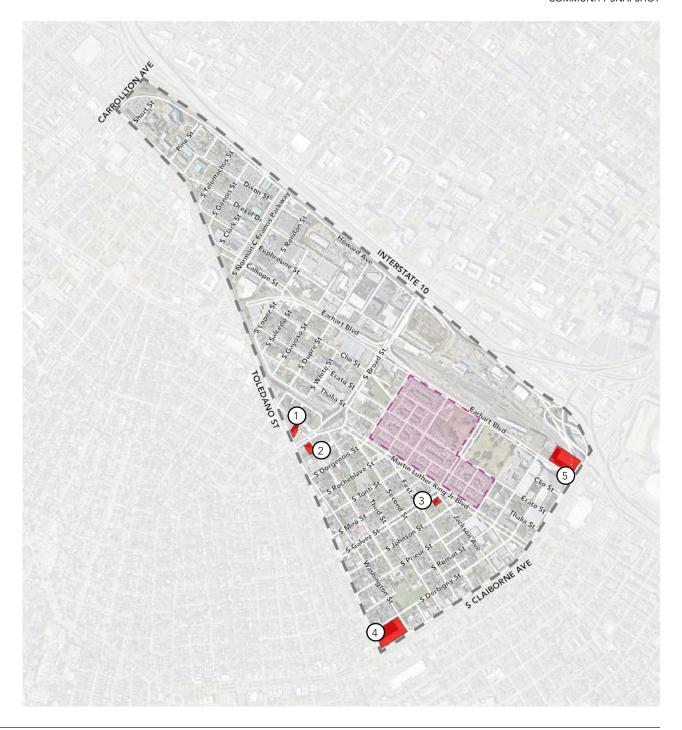
1 Jackson Hands of Change

2) Odyssey House Louisiana Detox

3 Start Community Health Center

Oak Street Health South Claiborne Primary Care
Clinic

(5) New Orleans Emergency Med Services





2. Odyssey House Louisiana Detox



3. Start Community Health Center



4. Oak Street Health South Claiborne Primary Care



5. New Orleans Emergency Med Services

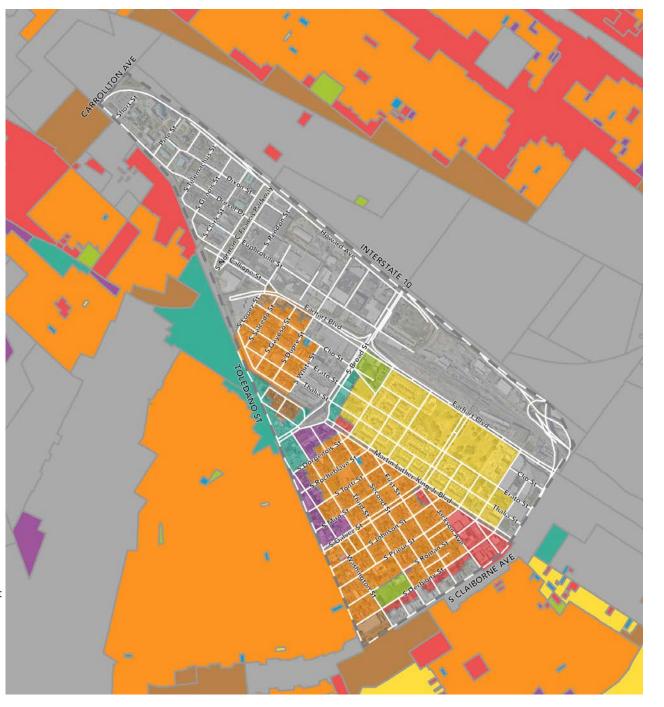
ZONING

The B.W. Cooper Neighborhood has a variety of uses including residential, commercial, and industrial. Most commercial properties are located along Toledano Street and a few along Broad Street. The eastern portion of the target neighborhood includes light industrial as well as heavy commerical. Residential is concentrated south of Broad Street between Toledano Street and Earhart Boulevard.

LEGEND

Choice Neighborhood Boundary
Historic Urban Neighborhood Mixed-Use District
Historic Urban Neighborhood Business District
Neighborhood Open Space District
Historic Urban Neighborhood Business District
Historic Urban Two-Family Residential District
Historic Urban Multi-Family Residential District
Historic Marigny/Tremé/Bywater Commercial District
Medium Intensity Mixed-Use District
General Commercial District

Suburban Business District



NEIGHBORHOOD

Other

FUTURE LAND USE

The map reflects the land uses that correspond to the long term vision, goals and policies expressed in the master plan, and it constitutes the most direct link between the Master Plan and the Comprehensive Zoning Ordinance.

LEGEND

Choice Neighborhood Boundary

Residential Low Density Pre-War

Mixed-Use Low Density

Parkland and Open Space

Mixed-Use Medium Density

Neighborhood Commercial

Mixed-Use Historic Core

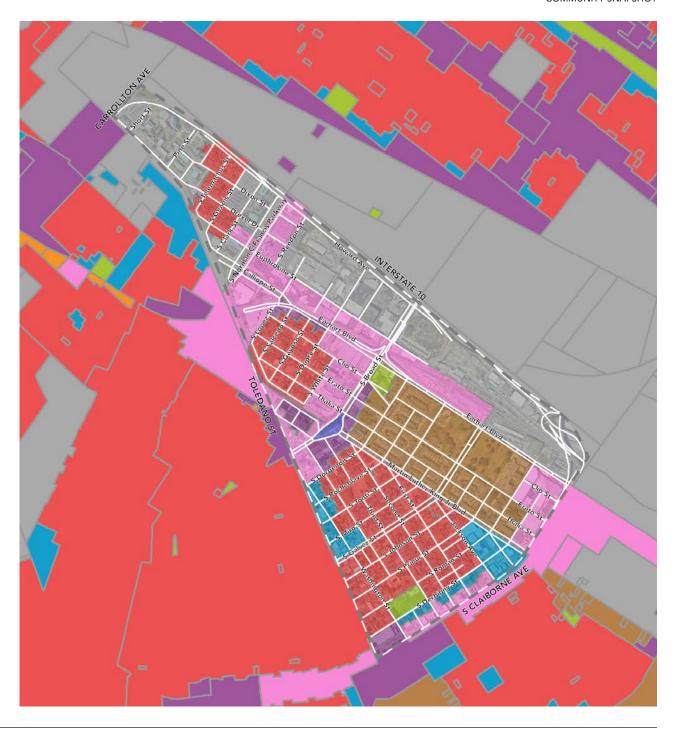
General Commercial

Residential Medium Density Pre-War

Residential Historic Core

Industrial

Other



FLOOD HAZARD

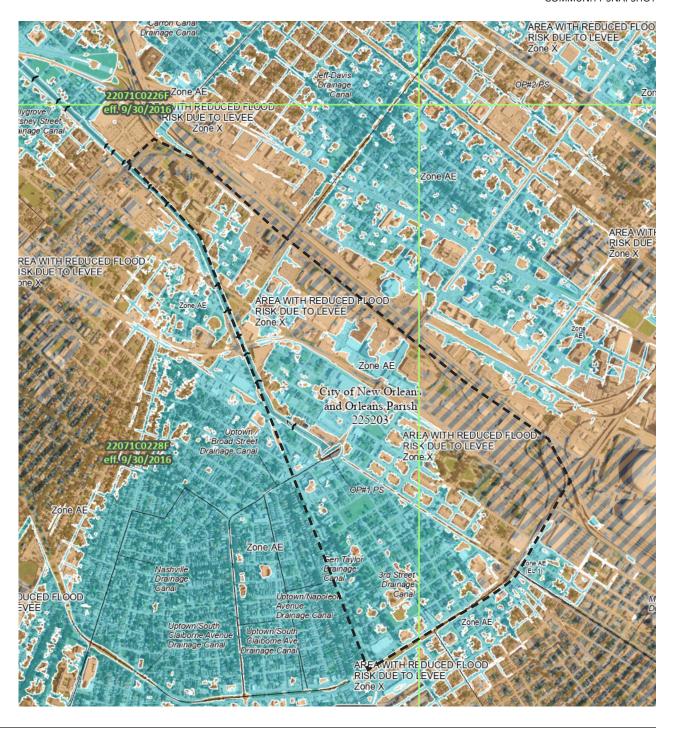
The map to the right delineates the areas of the neighborhood that are within the floodplain. Some portions of the neighborhood are located in FEMA Flood Zone AE, meaning they have a 1% annual chance of flooding. The eastern boundary classified Zone X, meaning they have 0.2% annual chance of flooding. The area along Washington St.up to the Melpomene Pumping Station has reduced flood risk due to levee.

LEGEND

Choice Neighborhood Boundary

Zone AE - 100 Year Floodplain

Zone X - 500 Year Floodplain



NEIGHBORHOOD

TRANSIT NETWORK

The Regional Transit Authority builds and operates regional transit service throughout Jefferson, Orleans and St. Bernard Parishes. The RTA system currently includes five streetcar lines, 30 bus routes, and two ferry routes, plus paratransit services. The RTA moves more than 19 million passengers throughout the system every year. Five routes run on the perimeter of the B.W. Cooper Neighborhood.

LEGEND

Choice Neighborhood Boundary

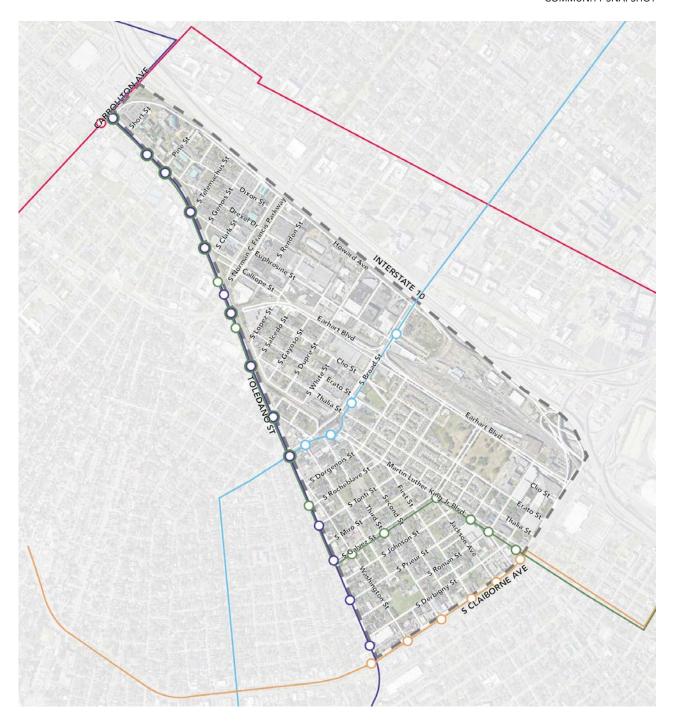
3 - Tulane - Elwood

9 - Broad - Napoleon

27 - Louisiana

51 - St. Bernard-Claiborne

52 - Paris - Broadmoor



BIKE NETWORK

The B.W. Cooper Neighborhood includes a few bike lanes along Washington St, Broad St, and MLK Jr Blvd. The neighborhood also includes shared lanes near the Xavier University.

LEGEND

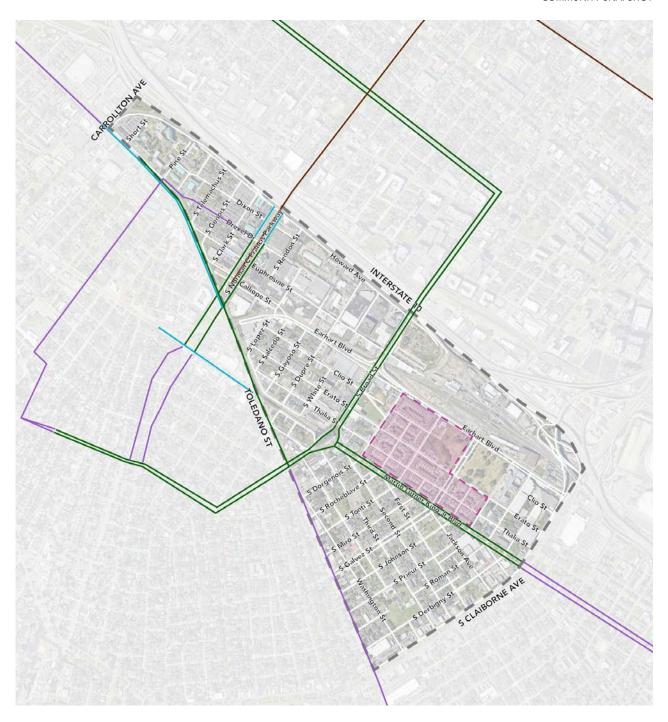
Choice Neighborhood Boundary

Bike Lanes

Shared Lanes

Off-Street Trails/Access Points

Bicycle Connector Routes



PEOPLE

CENSUS TRACTS

DEMOGRAPHICS

EDUCATION

HEALTH

ECONOMY

ACCESS

CENSUS TRACTS

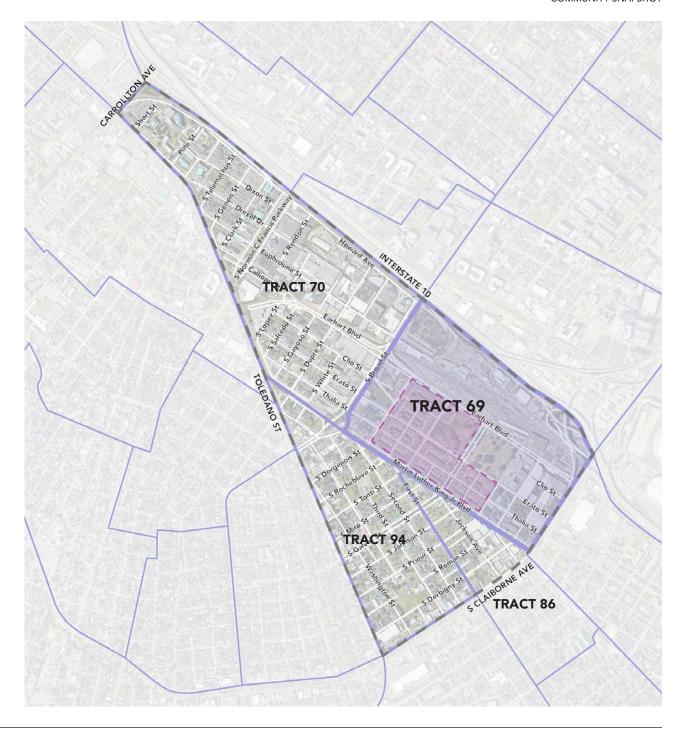
The Choice Neighborhood Boundary lies within four Census Tracts: 69, 70, 86 and 94. The data collected for this section focuses on Census Tract 69, which includes the Marrero Commons site. Census data is collected from the ACS 2021.

LEGEND

Choice Neighborhood Boundary

Marrero Commons

Census Tracts



DEMOGRAPHICS

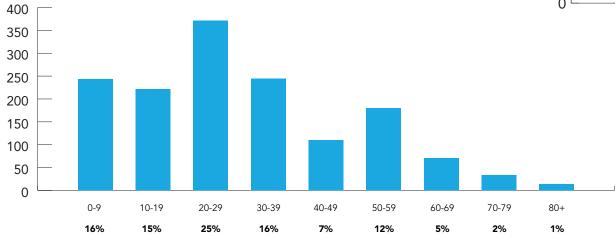
NEW ORLEANS TOTAL POPULATION

376,971

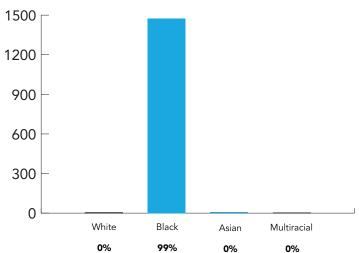
CENSUS TRACT 69 POPULATION

1,487

POPULATION BY AGE

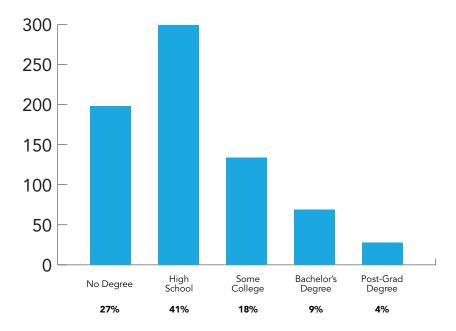


POPULATION BY RACE/ETHNICITY



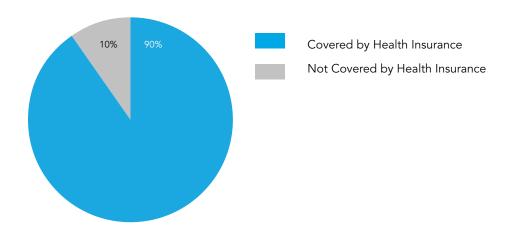
EDUCATION

EDUCATIONAL ATTAINMENT

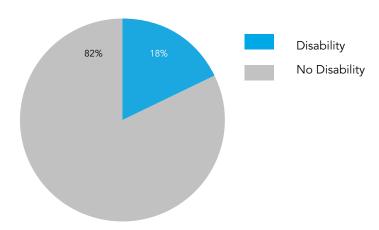


HEALTH

HEALTH INSURANCE COVERAGE



DISABILITY STATUS

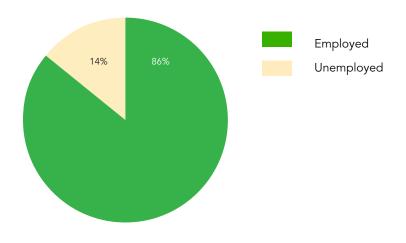


ECONOMY

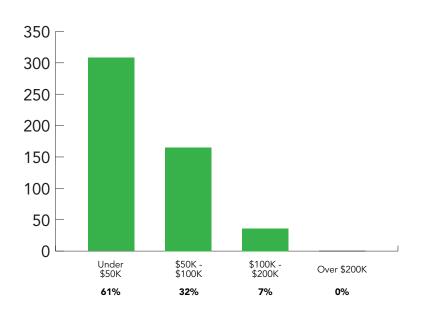
MEDIAN HOUSEHOLD INCOME

\$33,512

EMPLOYMENT RATE



HOUSEHOLD INCOME

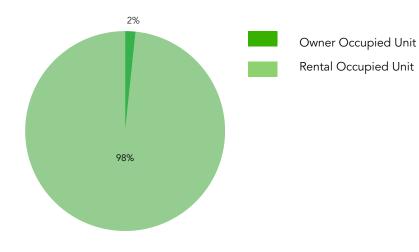


ECONOMY

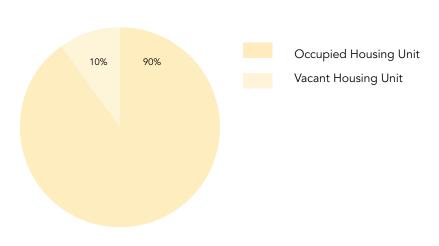
NUMBER OF HOUSING UNITS

565

HOME OWNERSHIP RATES



VACANCY STATUS

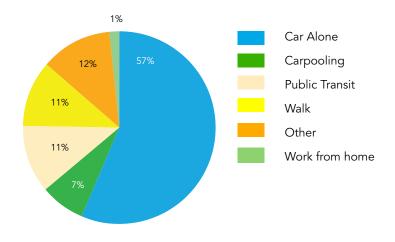


ACCESS

MEAN TRAVEL TIME TO WORK

16.1 Minutes

MODE OF TRANSPORTATION TO WORK



INTERNET ACCESS

