



# B.W. COOPER

## MASTER PLAN SUBMISSION



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# B.W. COOPER

## MASTER PLAN SUBMISSION

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# COMMUNITY DESIGN STATEMENT

## Community Description

B.W. Cooper is a ±55 acre community located in New Orleans, Louisiana. B.W. Cooper was developed by the Housing Authority of New Orleans between the 1939 and 1941 with additional development in the 1950's. B.W. Cooper is a unique housing community in the fact that it is managed by its residents. In 1998, the Resident Management Corporation (RMC) assumed full management of the community. Within the RMC a select group of residents serve at the will of its people, provide leadership, develop a yearly budget and act as a Board of Directors.

B.W. Cooper is close to downtown and several city attractions including the Superdome. The community is located in the northwest of corner the Central Business District in New Orleans and is bordered by Martin Luther King Junior Boulevard, South Prieur Street, Earhart Boulevard, and South Dorgenois Street.

## The Process

In early 2007, KBK Enterprises was selected as the Master Developer for the B.W. Cooper public housing community. B.W. Cooper will be redeveloped into a mixed-income community with a multi-phase redevelopment plan. The B.W. Cooper redevelopment is one of the largest tax credit deals in the history of the United States with approximately \$65 million in tax credits. The total project cost will be over \$115 million dollars.

During the first phase of the design and redevelopment process the goal of is to create a Master Plan for the entire site. This plan is based on input from HANO, the residents, the community, and the City of New Orleans. In general, the master planning process includes the following steps;

- Receive initial input (community residents) – survey and imaging exercises
- Create schematic architectural plans and site design
- Review schematic home and site plans with Resident Design Committee
- Revise plans based on comments
- Create preliminary architectural floor plans and Master Plan
- Review floor plans and Preliminary Master Plan with HANO
- Revise plans based on comments
- Review schematic home and site plans with Design Committee
- Review floor plans and Master Plan with community residents
- Prepare Final Master Plan for public review and comment
- Comments will be reviewed and any changes to the plans will be incorporated as part of the next phase of redevelopment.

The first step of the design process was to meet with B.W. Cooper residents. The objective of these meetings was to determine the needs and desires of the residents. A six question survey and an image rating exercise were created to acquire information that could establish goals and objectives for the home and community design. A complete list of the community questionnaire is located in the appendix of this document. The following is a summary of the significant resident responses from Community Charrette #1:

- Manicured and secure open space
- Single family style of homes
- Unit configuration of up to 4 units
- Useable front porches on streets or greens
- Front yard setbacks +/- 10' vary by street
- Programmed open spaces



# COMMUNITY DESIGN STATEMENT

- Include playgrounds with resilient surface (not sand)
- Alley based parking
- Minimize large areas of parking
- Contextual architecture

## Community Design Statement

Based in input from the residents, B.W. Cooper is an isolated residential area within the urban fabric of New Orleans. The design team believes that the most critical element is to address the desire to be a part of the broader City and the adjacent neighborhoods. Creating a plan that addresses this consistency will give residents a stronger perception of ownership. Based on this overriding principle, the team created the following objectives.

### *Physical*

- The Neighborhood of B.W. Cooper should be designed as part of the larger fabric of the New Orleans Community and not as an isolated new subdivision.
- Streets and street grid should be designed to maximize the use of existing streets and utilities while creating patterns that abstractly reflect the geometry of the existing and historic grid.
- B.W. Cooper should be a reflection of the city's neighborhood fabric in terms of density, character, and site design.
  - Elements that will achieve this goal
    - Block sizes similar to the surrounding area
    - Building setbacks of +/- 10'
    - Unobtrusive parking
    - Useable Front porches
- The character of the architecture should be varied while maintaining a coherent neighborhood identity.
- The style should reflect Louisiana architecture but should not be a replication. It should be a simplified version to make the neighborhood more harmonious with its surroundings.

### *Social*

- Residents should feel a sense of pride and ownership in the community
- The design of B.W. Cooper should reflect how the community will best function as a neighborhood.
- B.W. Cooper homes should have front porches that will act as semi-private spaces allowing residents to interact with each other.
- Green spaces should be strategically placed through out the site with a focus on safety and "eyes on greens".
- The design of B.W. Cooper should create a functional hub that allows residents to come to a centralized location for community activities and services. These activities and services will be provided in existing structures. The existing community structures will be utilized but will be evaluated for future use.
  - Resident Management Office
  - Daycare
  - Maintenance



# COMMUNITY DESIGN STATEMENT

- Earhart Boulevard
  - B.W. Cooper residents enjoy interaction with outside residents of community.
  - Fronting homes on to Earhart Boulevard allows for this interaction to take place especially during events at the Louisiana Superdome and the New Orleans Arena.

## *Utilities*

- Existing utilities will determine certain elements of the site design.
  - Location of walkways and green connections

## *Program*

- Phase 1 - 410 total units
- B.W. Cooper will include a variety of unit types.
  - 42 Handicap accessible units (UFAS)
  - 1-4 Bedroom mix
  - maximize home visitability
- Open Space –  
Open spaces should be visible by the public and/ or residents to provide “eyes on the space” for increased safety and security
- Central Green – Organizing feature of the buildings and services for the residents of B.W. Cooper
  - Passive space – sitting, reading, and socializing
  - Active space with structured play area and recreation
  - Play structures with resilient surface dispersed evenly throughout the community.
- Community Greens
  - Generally passive spaces – sitting, reading, and socializing
  - Some may have structured play area for children
- Community Core – Facilities will be evaluated for appropriate use or adaptive reuse
  - Existing Facilities



# REGIONAL CONTEXT MAP

## LANDMARKS

- a** PUMPING STATION NO. 1
- b** ROSENWALD CENTER PARK
- c** NFL BOYS / GIRLS CAMP
- d** LOUISIANA SUPERDOME
- e** NEW ORLEANS ARENA
- f** RAIL YARD

## SCHOOLS

- 1** CARTER G. WOODSON MIDDLE SCHOOL
- 2** BOOKER T. WASHINGTON HIGH SCHOOL
- 3** JOHN W. HOFFMAN ELEMENTARY SCHOOL
- 4** WILLIAM J. GUSTE ELEMENTARY SCHOOL

## HOUSING DEVELOPMENT

- A** WILLIAM J. GUSTE HOUSING DEVELOPMENT (GUSTE HOMES)

## VICINITY MAP





# SITE CONTEXT MAP

## LEGEND

**a** ADMINISTRATIVE BUILDING

**b** CHILD DAYCARE

**c** MAINTENANCE BUILDING

PHASE ONE

PHASE TWO

## SITE IMAGES



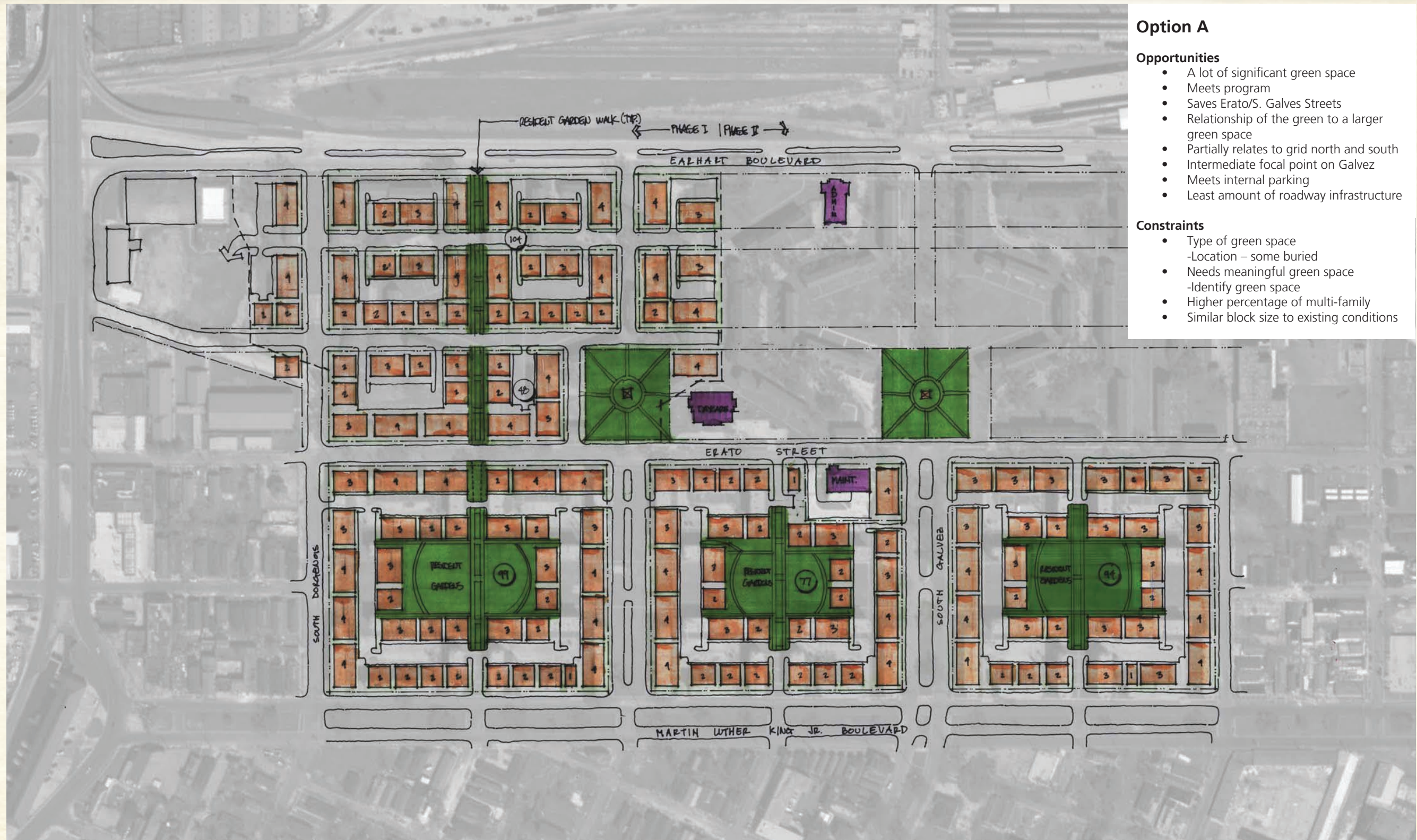


# STREET PATTERN ANALYSIS





# PHASE 1 MASTER PLAN OPTION A



### Option A

## Opportunities

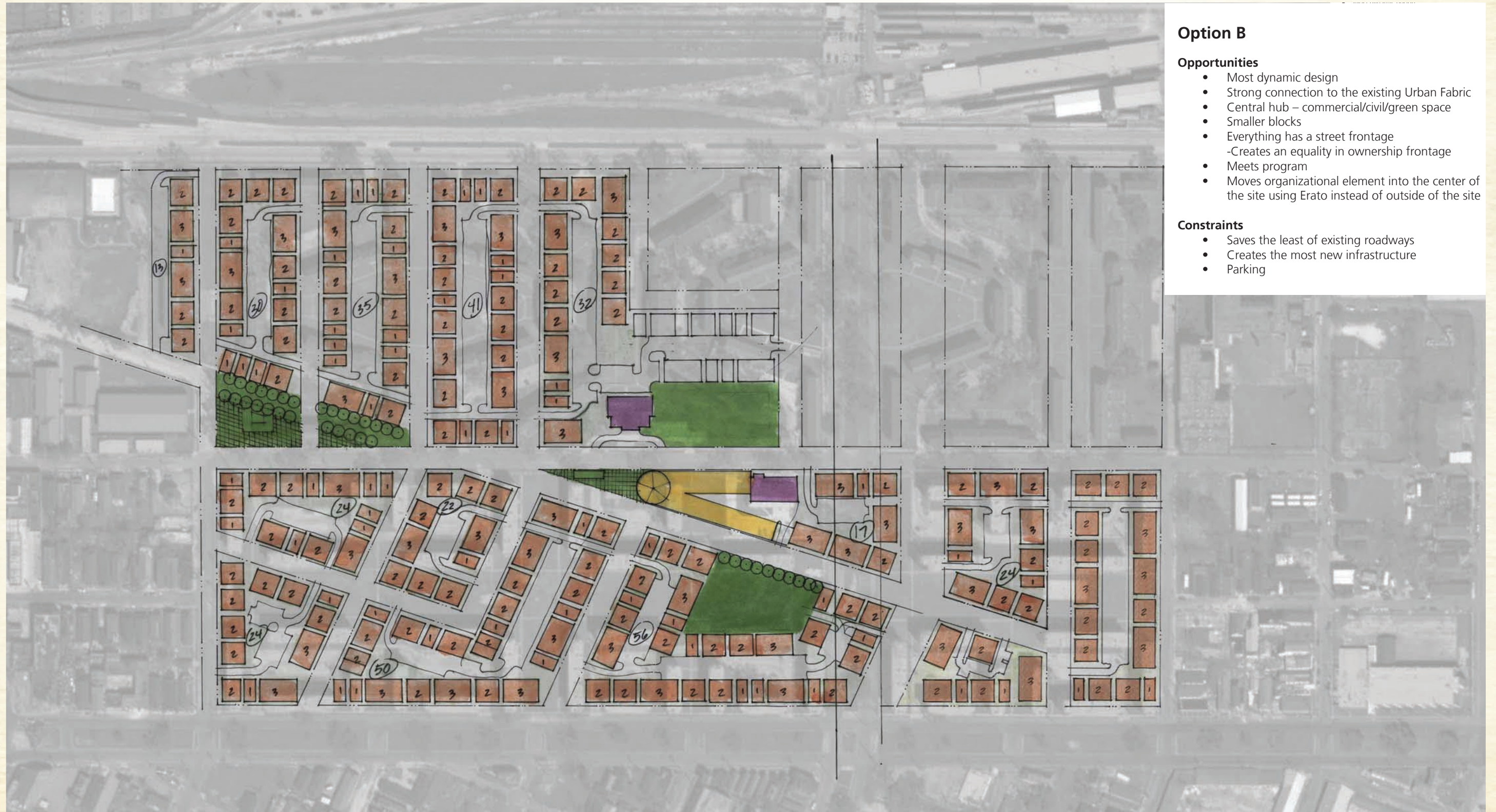
- A lot of significant green space
- Meets program
- Saves Erato/S. Galves Streets
- Relationship of the green to a larger green space
- Partially relates to grid north and south
- Intermediate focal point on Galvez
- Meets internal parking
- Least amount of roadway infrastructure

## Constraints

- Type of green space  
-Location – some buried
- Needs meaningful green space  
-Identify green space
- Higher percentage of multi-family
- Similar block size to existing conditions



# PHASE 1 MASTER PLAN OPTION B



## Option B

### Opportunities

- Most dynamic design
- Strong connection to the existing Urban Fabric
- Central hub – commercial/civil/green space
- Smaller blocks
- Everything has a street frontage
- -Creates an equality in ownership frontage
- Meets program
- Moves organizational element into the center of the site using Erato instead of outside of the site

### Constraints

- Saves the least of existing roadways
- Creates the most new infrastructure
- Parking



# COMPOSITE PHASE 1 MASTER PLAN



## Opportunities

- Design respects both existing New Orleans Grids
- Smaller blocks
- Greenspace spread throughout the community
- New green space near daycare
- Mix of 1-4 unit buildings



# COMMUNITY MASTER PLAN

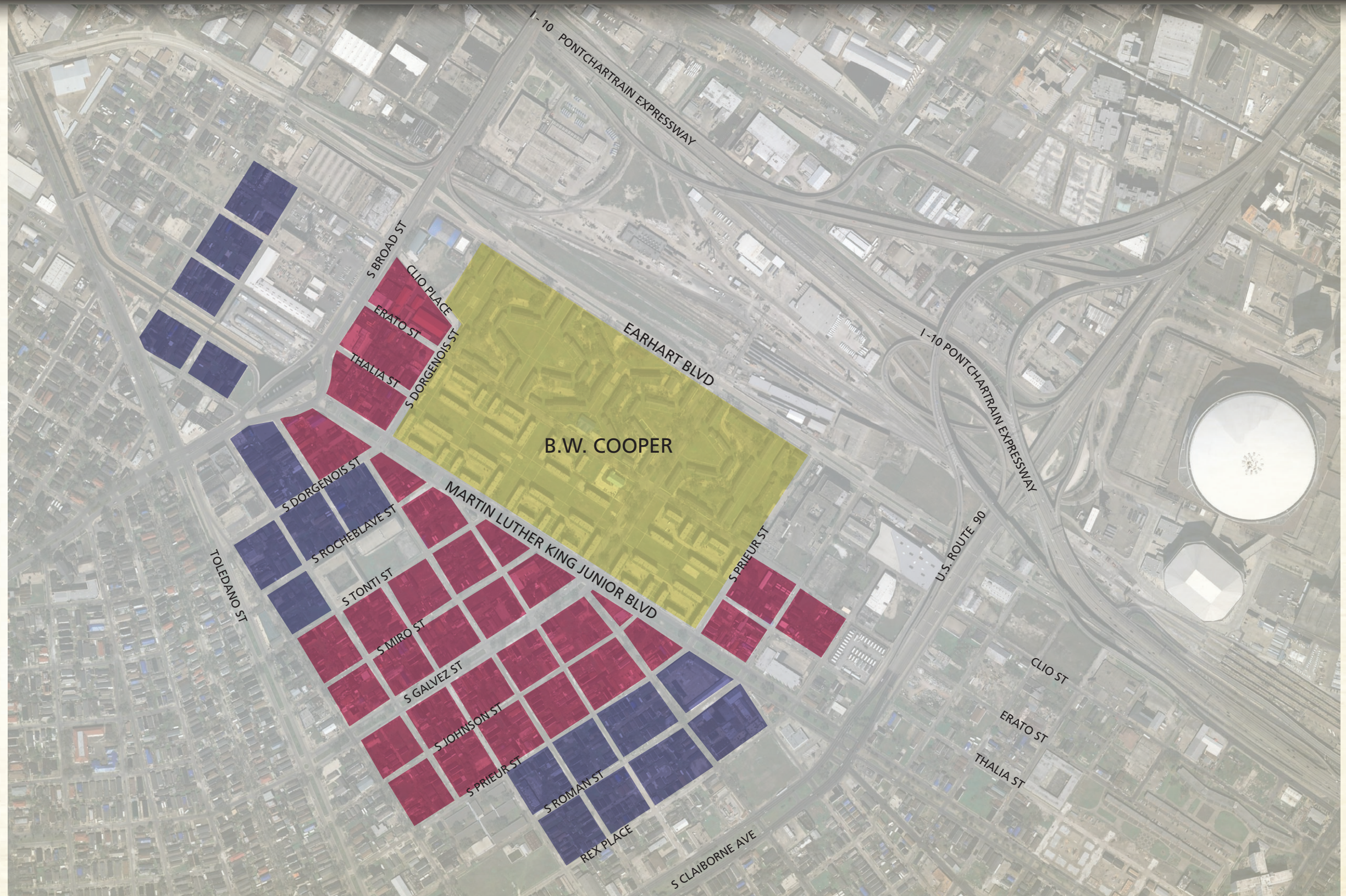




# COMMUNITY REINVESTMENT AREAS

## COMMUNITY REINVESTMENT AREAS

- PRIMARY
- SECONDARY





# COMMUNITY QUESTIONNAIRE DATA

## **BW Cooper Community October 11, 2007 Resident Meeting**

### **Developed by: KBK Enterprises**

Facilitated By: Moody Nolan Inc. & The EDGE Group

### **Question/ Answer Interaction Exercise (111 registered participants) Broken into 4 groups**

The \* indicate repetitive responses from multiple groups.

#### **What do you like about BW Cooper as a community?**

- The people\*\*\*
- Sense of community\*\*\*
- Home, sense of family \*\*
- Roof over your head
- Affordable home ownership – Low income\*\*\*
- Multiple floors in each home
- Small family size in each home
- People who come back returning residents
- Rent limits
- Small town close nit\*
- Good security / safe\*\*\*\*
- Solid structure
- Still standing
- Place of employment
- Location – Close to business\*
- Close to seafood
- Close to high school
- Community participation\*
- Clean
- Fire plan – units
- Senior citizen involvement
- All coming together\*
- Employees
- Communication
- Operational daycare\*
- Big get togethers
- Festival areas/ plazas
- Porch
- 2 exits
- Interiors
- 4 beds



- Trees
- Livable
- Parking
- Lighting

#### **What are the essential elements needed in a site design and architecture that would permit the BW Cooper community to fit into New Orleans?**

- Cabinets
- Large rooms\*
- 3bdr/2bth
- 2bdr/2bth
- Shower and tub\*
- Modern kitchen
- Garbage disposal
- Closet space
- Counter space
- Family Room
- Open flow\*
- Porches/Balconies\*
- Swings
- Parking front and back\*\*
- Off street parking
- Accessible units/HC #1
- Gated/controlled security /safe\*
- 3 & 4 bedrooms for larger families
- Total overhaul
- More houses
- Part of the city
- Screen doors and windows
- Traditional style but updated
- Central air but good to open doors and windows
- No units on top of each other
- More exterior lighting



# COMMUNITY QUESTIONNAIRE DATA

- More connection to Earhardt & ML King
- Trees/plants\*\*
- Sidewalks\*\*
- Play ground
- Public transportation
- Picnic Area
- Renovate existing buildings for condos
- Trash management
- Car pool
- Different colors
- River garden
- Make it look like we live somewhere
- Arch details
- All bricks
- Raised foundation
- New consistent look
- Pool
- Diversity of housing mix

## What does the ideal BW Cooper community include?

- Decent streets\*
- Sidewalks
- Lighting\*
- Trash pick up
- "Diverse don't hurt"
- Maintain rent cost
- Living better now
- More space\*\*
- Businesses
- More parking\*
- Gardens\*\*
- People getting along
- Stability
- Everyone makes money
- Community involvement
- Kids programs\*
- Speed bumps traffic control
- Single door to single home
- Fences\*
- Variety of bedroom numbers
- No public hallways
- More closet/cabinet/storage\*
- Playgrounds\*
- Washer/dryers
- Larger kitchens/ double sinks\*
- Better housing quality
- Privacy\*
- Accommodate elderly\*

- Community house\*
- Security\*
- Childcare center
- On site employment opportunities
- Residence only access
- Foundation raised
- Hypoallergenic finished and natural materials
- Easy rules for visitors
- Look and feel like river garden\*
- Library
- Better screening of tenants



- Central air/heat
- Cleaner water

## How do you envision the BW Cooper community in 10 year?

- Improved – modernized units\*\*
- Affordable
- Good transit – more transit\*
- Safe/neighborhood/security\*\*
- Park/Recreational Opportunities\*\*\*\*
- Senior services / senior village\*\*
- Access to medical/clinic\*
- Supermarket/ Everyday goods\*\*\*
- No shared halls
- Personal/ Private areas
- Landscaping/ Flowers\*\*
- Parking
- Cleaners
- Community fairs/ Festivals/centers\*\*
- 1-2 4 units



# COMMUNITY QUESTIONNAIRE DATA

- More jobs and businesses
- Better Schools
- More closets, bigger rooms
- Laundromats\*
- Air conditioning\*
- The way it is now
- No utility bills
- Technology center
- After care programs
- Community to be a front runner in leadership for New Orleans
- ADA accessible units
- 2 or more bathrooms for larger units
- Single family homes
- Library
- Like Garfield Heights
- St. Thomas
- Accessibility
- Better streets





# IMAGE RATING EXERCISE PHOTOS

**October 11, 2007  
Resident Meeting  
Visioning and Image  
Rating Exercise  
(111 registered  
participants)**



During this meeting the residents and participants were asked to view a series of images and respond as to whether they viewed the images to portray a desirable (positive) scenario or feature for the new BW Cooper community or an undesirable (negative) feature. Every participant received five orange and five green dots. The residents were asked to place the green dots on image(s) that were desirable and place orange dots on the image(s) that are undesirable. Participants could place one or all of their dots on the any image, to reflect the amount of like or dislike.

It is possible, in this exercise that an individual will respond to different aspects of the scene or image. Some images may inspire both positive and negative reactions. In an effort to put forth a variety of examples, there were sixty-three 63 images. Some images depicted the same or similar element or building type from multiple angles. This method helps to distinguish the characteristics that are considered desirable or objectionable in the context of the BW Cooper community. The analysis is categorized by the type of building or activity, but aesthetics are noted if discerned to have noticeable impact.

**Based on the images below the following elements are very desirable;** front porches, single family homes, new buildings, contextual architecture, modest (10-12') setbacks with landscaping, and oak trees.

**Based on the images below the following elements are desirable;** maintained green space and public art, secure parking areas, playgrounds for kids, moderate density with individual entrances, and recreation for adults.

**Based on the images below the following elements are neither considered desirable nor undesirable;** large open spaces, two story units, and garden district architecture.

**Based on the images below the following elements are undesirable;** buildings with undefined entry's, un-manicured green space, large parking areas, and poor street performers.

**Based on the images below the following elements are very undesirable;** high density, the





# IMAGE RATING EXERCISE PHOTOS

BW Cooper buildings, tight and close porches, minimal setbacks (less than 8'), sand surface in playgrounds, nightclubs and bars, buildings up to the sidewalks, no landscaping, and small units.

## Suggested Community Design Goals

- Secure spaces
- Unit configuration of up to 4 units
- Useable front porches on streets or greens
- Front yard setbacks +/- 10' vary by street
- Programmed open spaces
- Include playgrounds with resilient surface (not sand)
- Alley based parking with minimal dimension
- Minimize large areas of parking







BUILDING TYPE 1



BUILDING TYPE 2



BUILDING TYPE 3



BUILDING TYPE 4



BUILDING TYPE 5



BUILDING TYPE 6



BUILDING TYPE 7

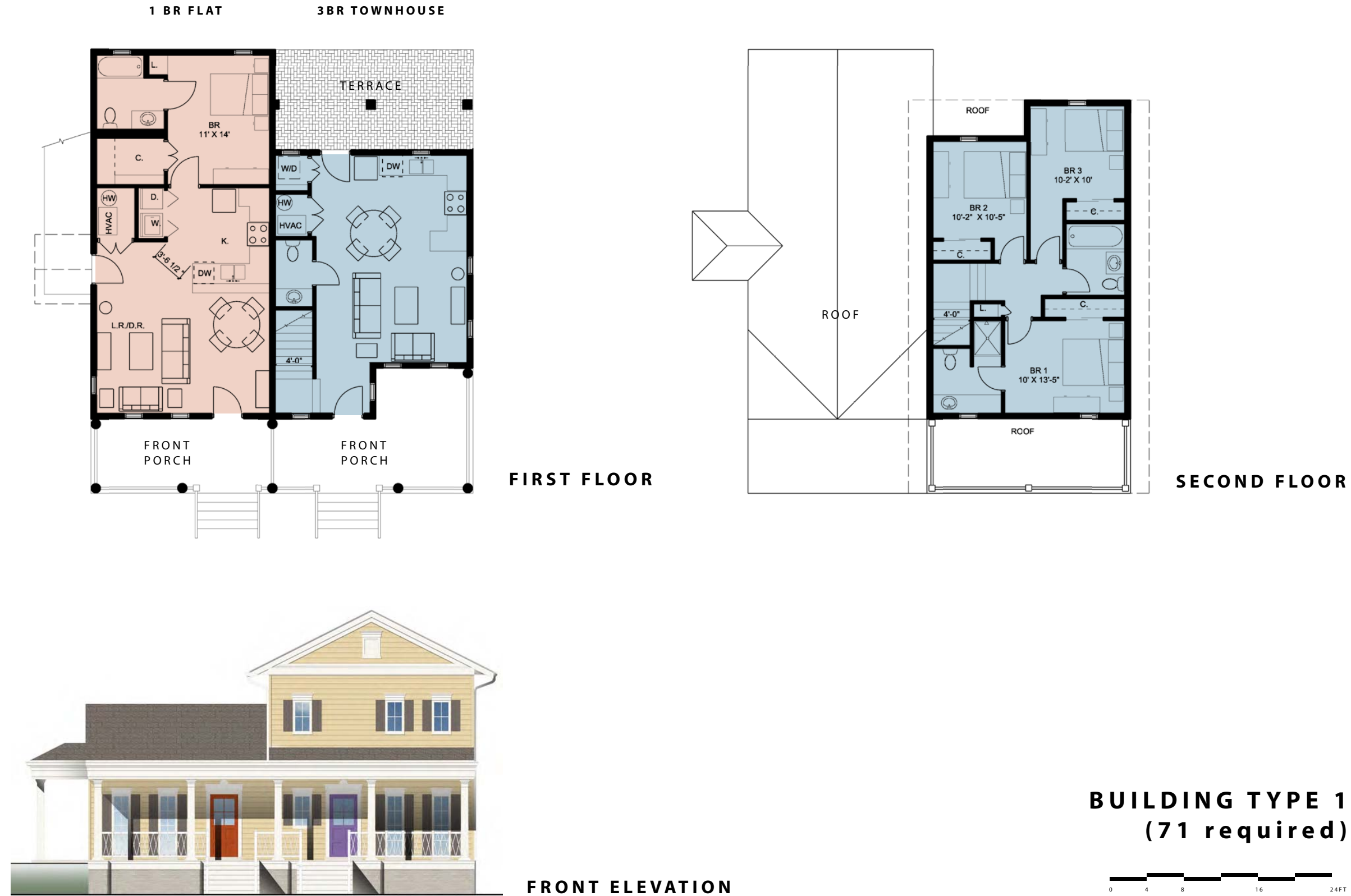


BUILDING TYPE 8



BUILDING TYPE 9





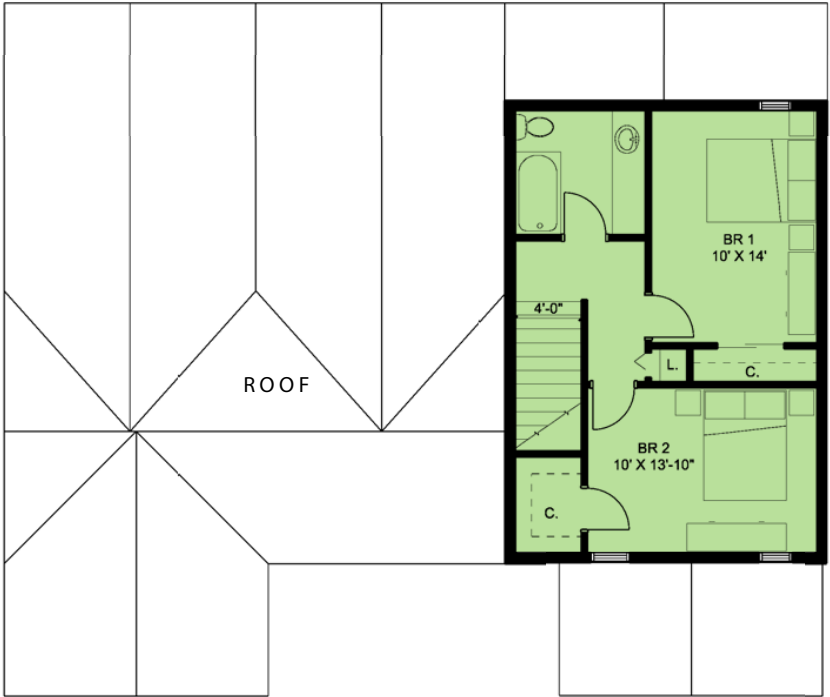


2 BR FLAT

2BR TOWNHOUSE



FIRST FLOOR



SECOND FLOOR

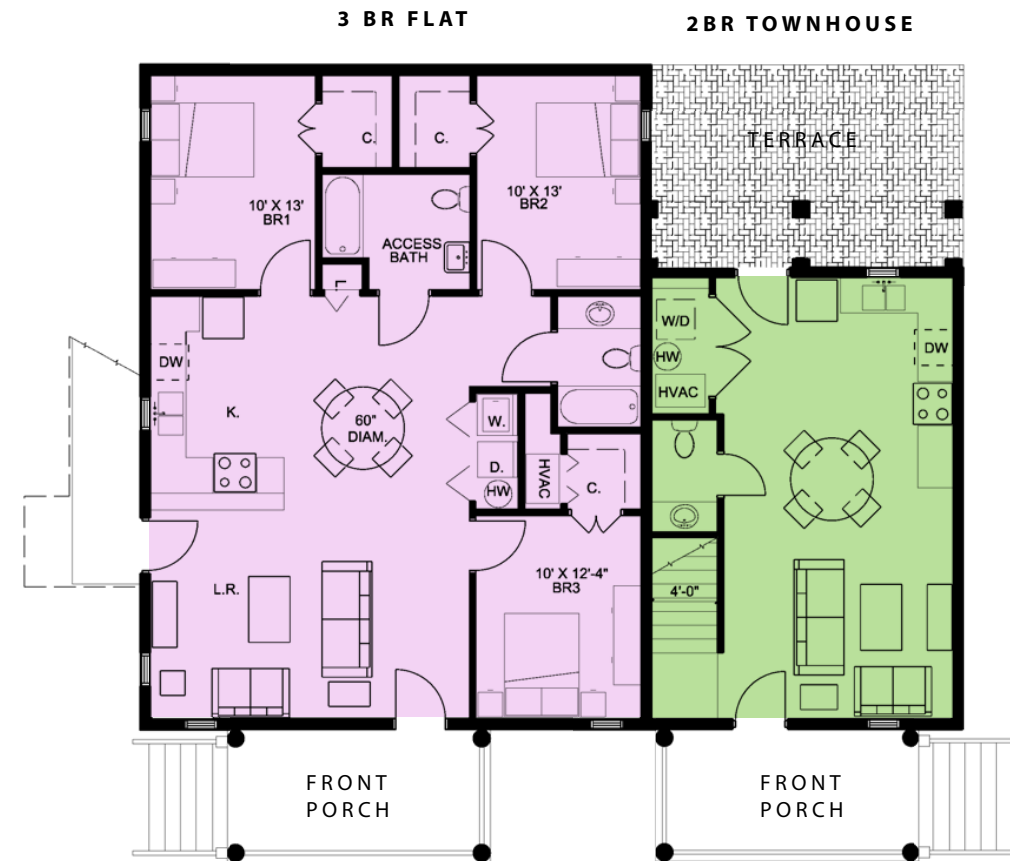


FRONT ELEVATION

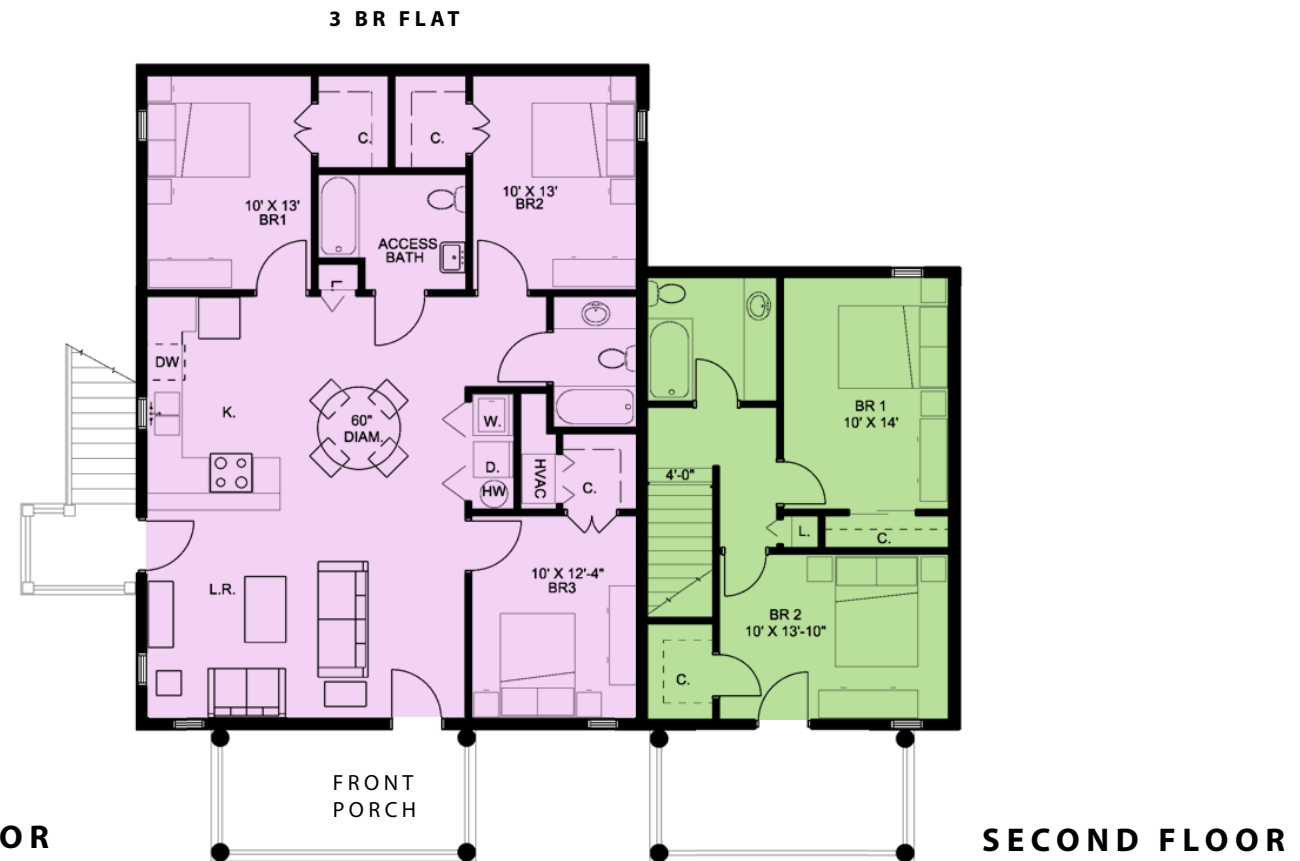
BUILDING TYPE 2  
(14 required)







FIRST FLOOR



SECOND FLOOR

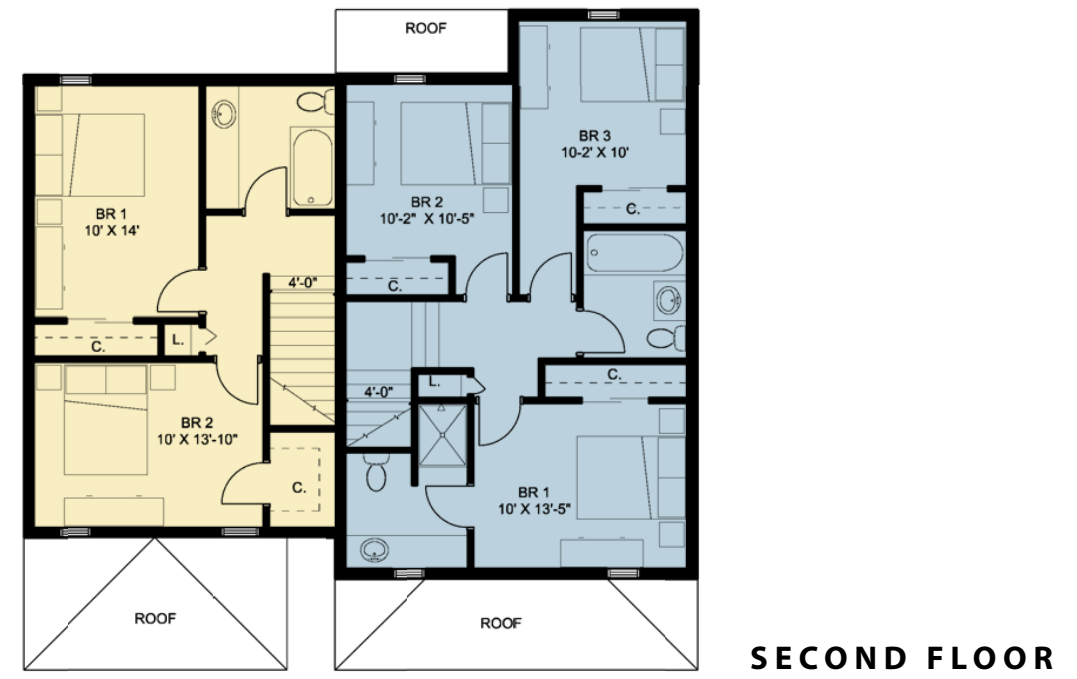
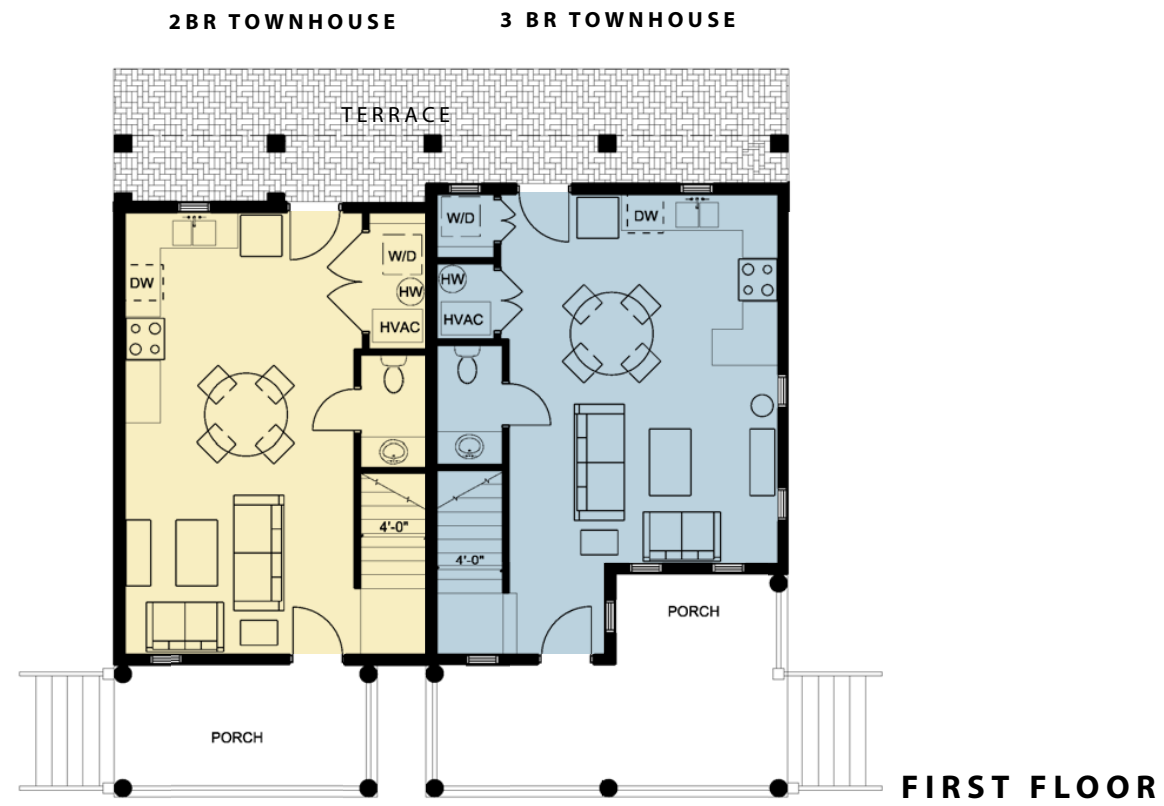


FRONT ELEVATION

**BUILDING TYPE 3**  
**(29 required)**





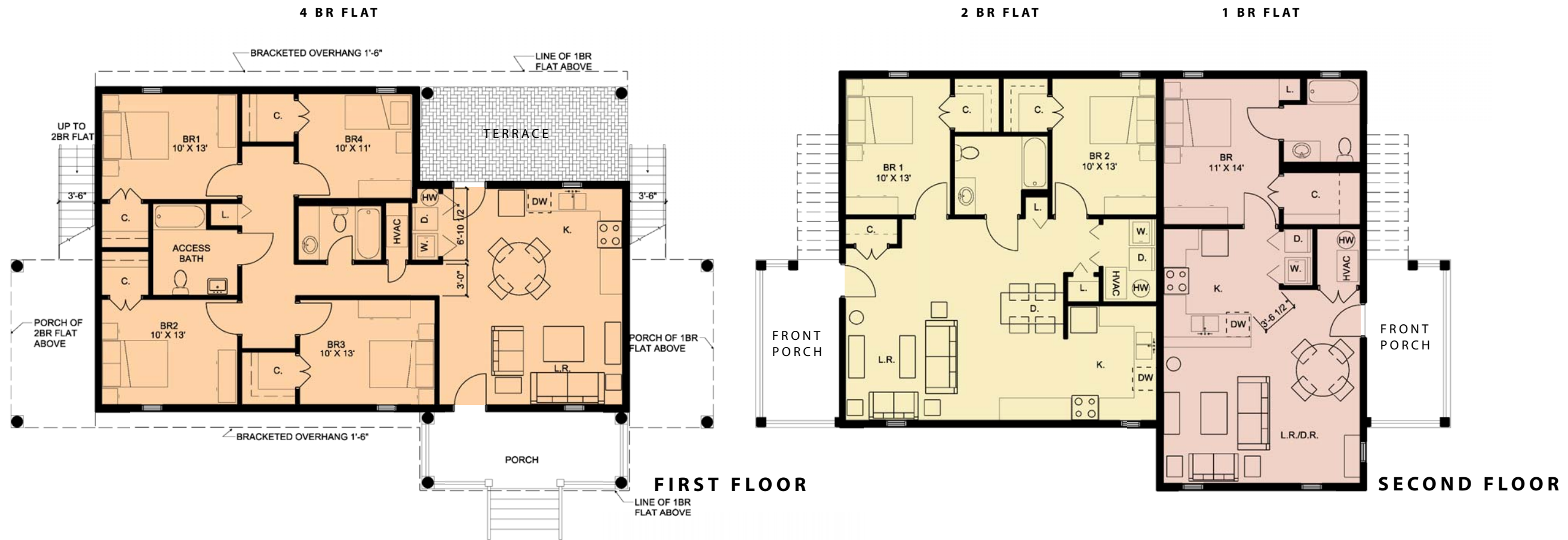


FRONT ELEVATION

**BUILDING TYPE 4  
(11 required)**





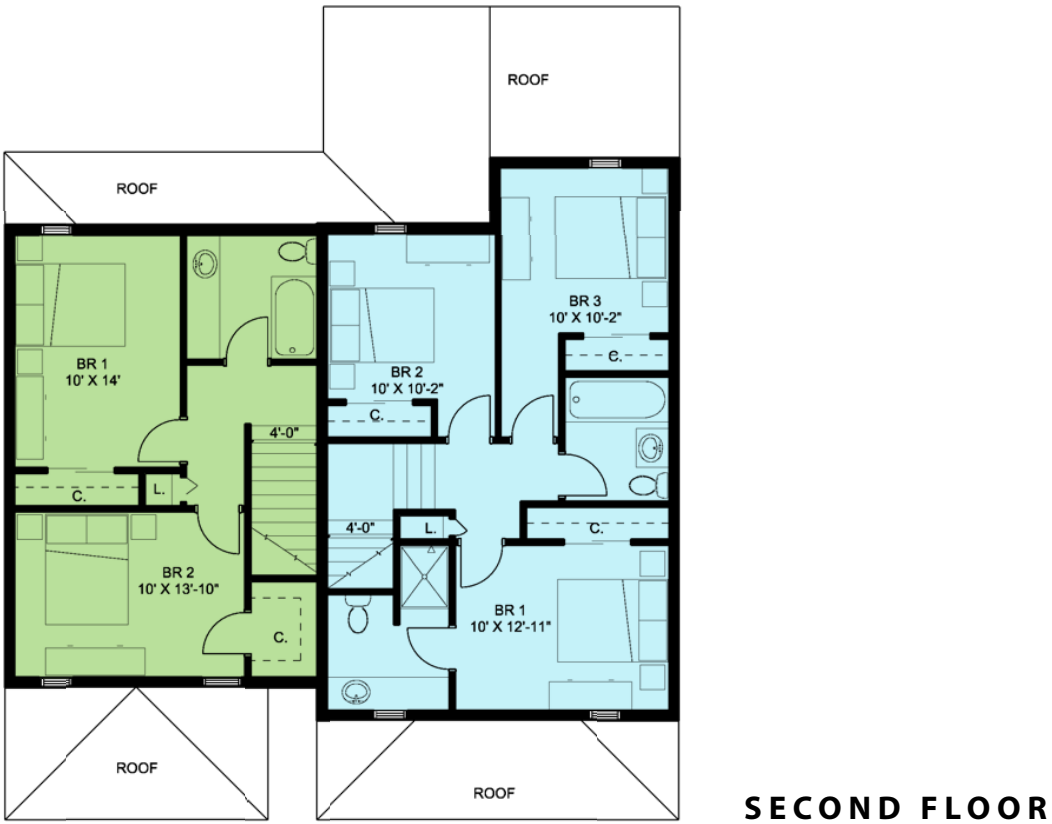
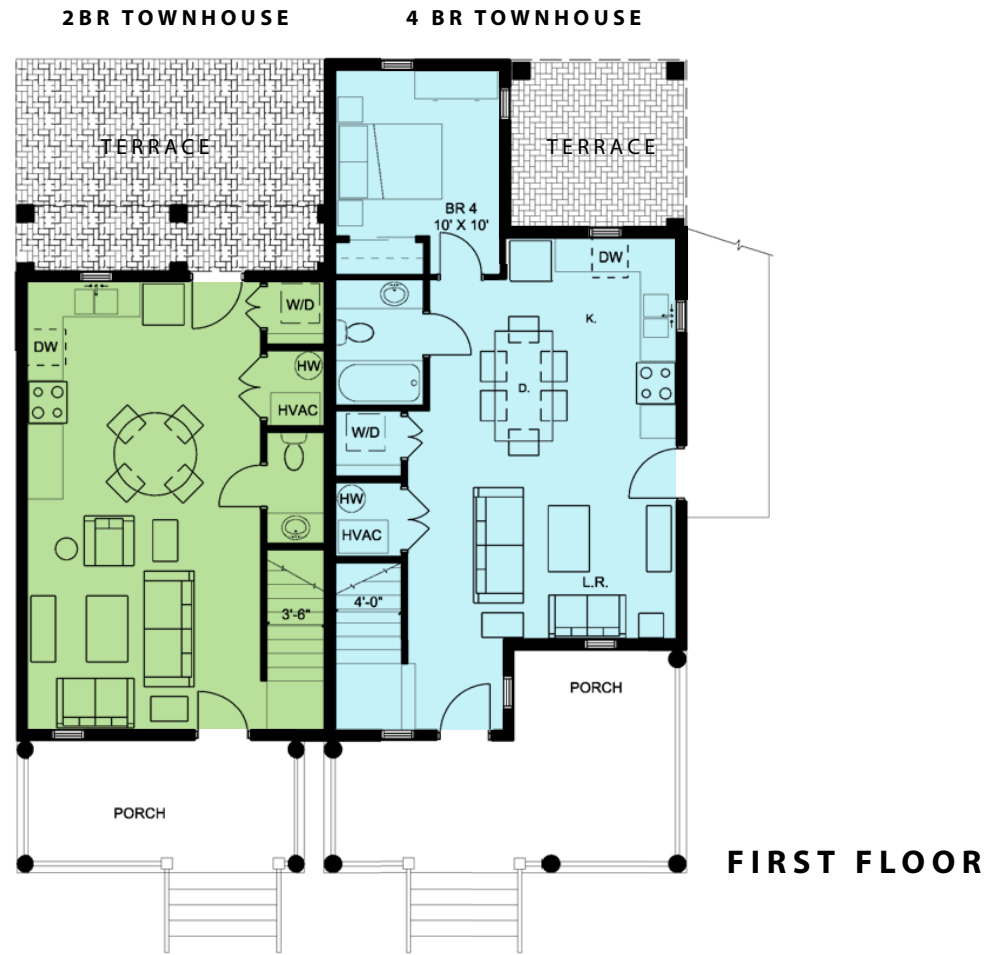


FRONT ELEVATION

BUILDING TYPE 5  
(11 required)





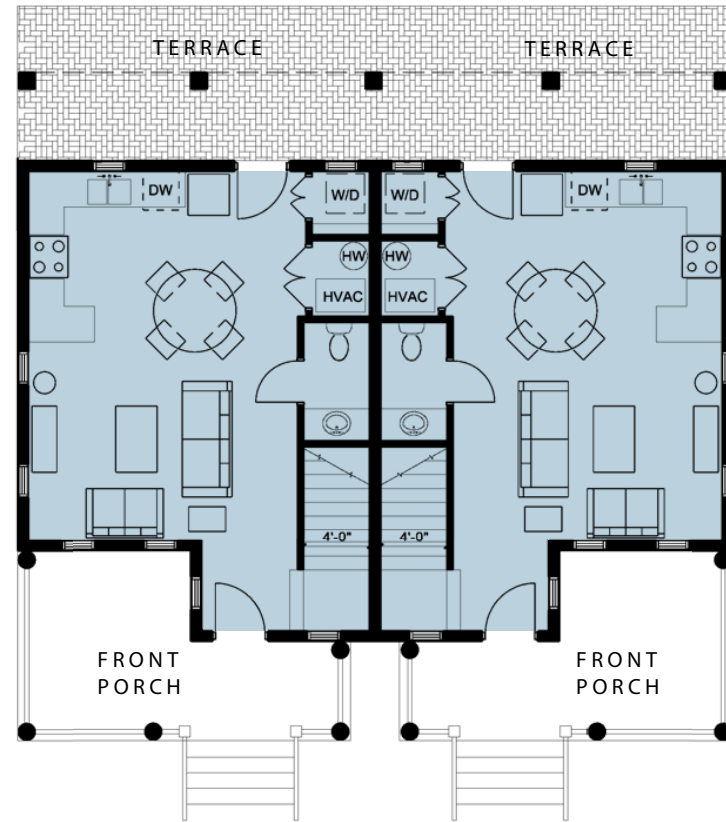


**FRONT ELEVATION**

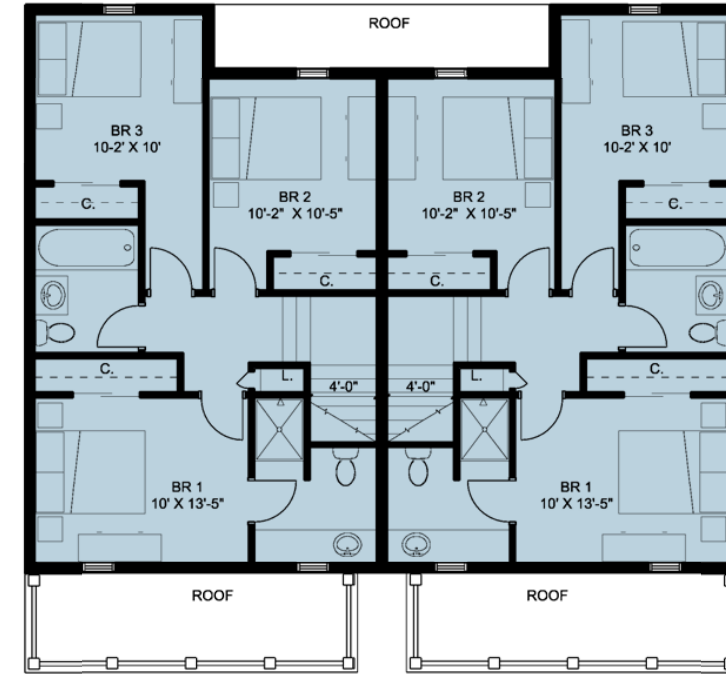
**BUILDING TYPE 6  
(16 required)**







FIRST FLOOR

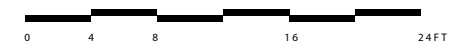


SECOND FLOOR



FRONT ELEVATION

BUILDING TYPE 7  
(12 required)

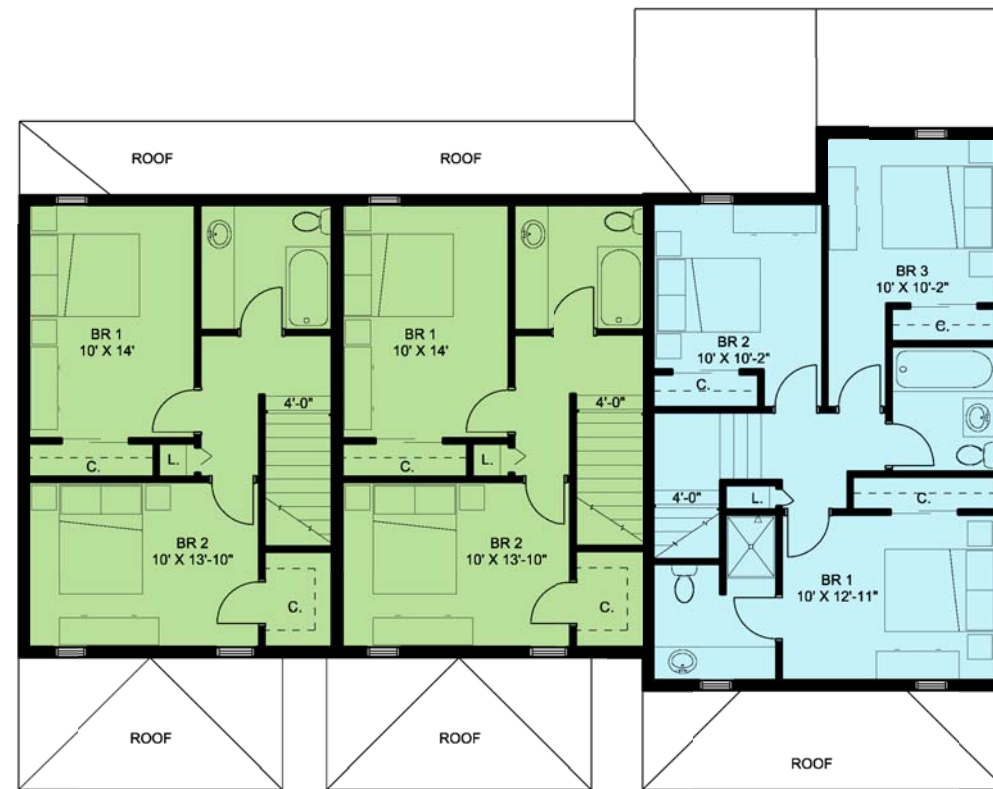




2BR TOWNHOUSE    2BR TOWNHOUSE    4 BR TOWNHOUSE



FIRST FLOOR



SECOND FLOOR



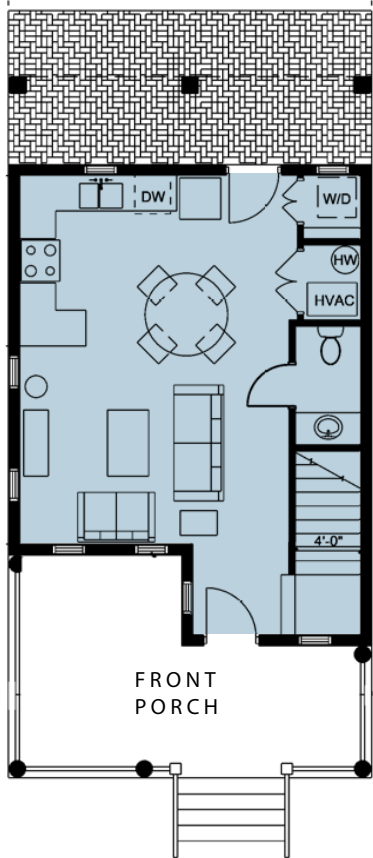
FRONT ELEVATION

**BUILDING TYPE 8  
(14 required)**

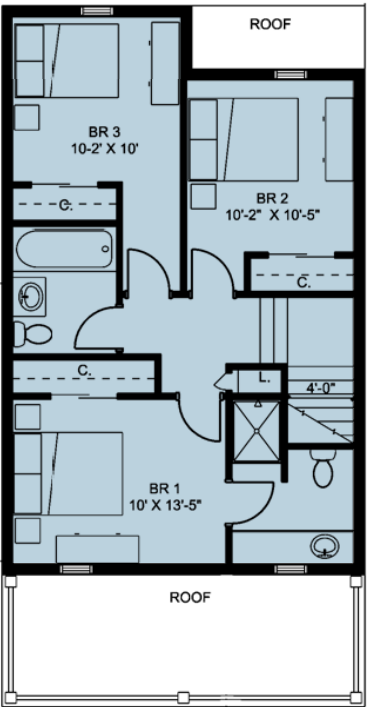




DETACHED 3 BR TOWNHOUSE



FIRST FLOOR



SECOND FLOOR



FRONT ELEVATION

BUILDING TYPE 9  
(Undetermined Quantity)

