



Main Street News

The Newsletter of the Old Algiers Main Street Corporation

Summer 2012

Imagine... A New Look for Old Algiers!

Join the Old Algiers Main Street Corporation on September 11 for an opportunity to put your imagination to work and visualize the Newton/Teche corridors with a fresh, new look. You can provide input into a plan to upgrade the streetscape of Newton and Teche streets, and possibly other commercial corridors, within the Old Algiers Cultural District. This is the first step toward making application for a grant from the U.S. Department of Transportation. The program was formerly known as the Transportation Enhancement Program, but was amalgamated into a program called Transportation Alternatives in the recent reauthorization of the Transportation Act, now known as MAP- 21.

Currently, possible use of funds includes bicycle paths, lighting, sidewalk improvements, signage, historical markers, kiosks and amenities such as transit shelters, benches and landscaping, which will provide an attractive back drop for investment. If awarded, the improvements will lead the way for revitalization throughout the Old Algiers area.

The meeting will begin at 6:30 at L.B. Landry High School Library. For more information, email info@oldalgiersmainstreet.org or call 504-529-4341.

Public Meeting

Tuesday,
September 11

6:30 p.m.-8:00 p.m.

L.B. Landry
High School



Old Algiers Gets Two 'Movies in the Park'

NORDC, which presents Movies in the Park throughout the city in partnership with neighborhood organizations, has asked OAMSC to co-host two movies this fall, with the first on August 31. The free, outdoor movie will begin at 7 p.m. at McDonogh Playground on Teche at Mardi Gras Boulevard.

The public is invited to bring blankets and chairs to view "How to Train Your Dragon." OAMSC will sell refreshments. The second fall movie will be on October 19.

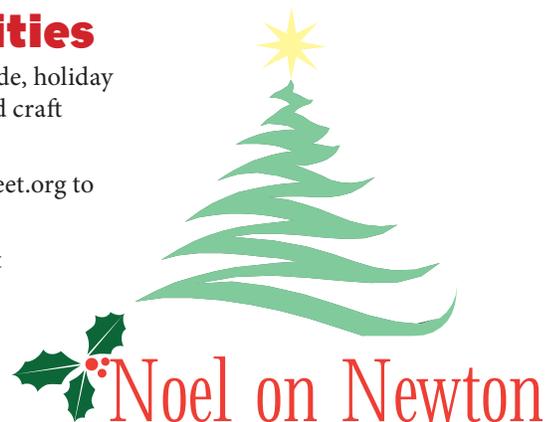
Noel on Newton to Include New Activities

The second annual Noel on Newton event on December 8 will feature a mini-parade, holiday concert by school bands and choirs, children's activities, food vendors and arts and craft boutique.

If you are interested in a vending opportunity, please visit www.oldalgiersmainstreet.org to download an application or call 504-421-6692.

In addition, OAMSC will again sponsor a lighting contest and provide a starter set of 300 lights to any business that requests them. Last year, 10 commercial entities participated, and this year's goal is 20. OAMSC is currently exploring the possibility of lighted Christmas trees in outdoor locations.

For sponsorship information or to volunteer to help with planning and execution, call Valerie at 504-529-4341 or email info@oldalgiersmainstreet.org.



President's Corner

By Valerie Robinson

There is so much going on in Old Algiers, it is hard to keep up. While it may seem like just another old, somewhat sleepy community, major issues and initiatives are taking center stage.

For instance, the governance of Federal City is a conflict between the Algiers Development District and the New Orleans Federal Alliance, and we hope it will be settled soon. Federal City is the development on the former U.S. Naval Support Activity base. It currently houses the headquarters for the Marine Reserves with its more than 1,400 service men and women and civilians, the U.S. Coast Guard Command, NOPD's 4th District offices, a new state-of-the-art YMCA facility, the New Orleans Military and Maritime Academy and several retail options. When fully developed, it will house expanded retail and housing and up to 10,000 employees. We hope that the two organizations can resolve their issues and move the project forward.

Another issue is the tolls on the **Crescent City Connection**, which will come to a vote on November 6.

Voters will have an opportunity to decide to keep the tolls (\$1 per car or 40 cents with a pre-paid toll tag) or allow them to sunset on December 31. The tolls provide for enhanced maintenance on the bridge, the fifth busiest in the nation, as well as a dedicated police force, lighting and landscaping at the entrance ramps throughout the West Bank. If you use the bridge, you know how vital a link it is, and how important it is to keep the traffic flowing. You can find out more on the Web site, [Friends of theferry.org](http://Friendsoftheferry.org).

Speaking of links, the voter referendum does not allow for the bridge tolls to subsidize the **Algiers Ferry**, which is also an important transit route for many who live on the West Bank and work downtown and for the many visitors who ride the ferry from Canal Street to Old Algiers for a slice of New Orleans they can't find anywhere else. This is a separate issue, and as of this date, the state has agreed to provide \$24 million for new, high speed ferries and \$4 million in subsidies to attract a private company to operate them.

While the ferries, which have operated from Algiers since 1827, were once run by for-profit companies, it is time to understand that it is a public transit option and thus should be operated as other public transit, such as buses and streetcars. That does not preclude privatization or charging more for cars and requiring a fee for pedestrians, who currently ride for free.

Stay tuned for more of the story as it develops!

Riverfront Development is another ongoing issue in Old Algiers. While OAMSC opposed the Kern development plan in 2007, the organization is firmly in favor of sensitive and viable commercial and residential development along the river. The riverfront is one of the area's greatest assets, but it should not be spoiled for the many for the benefit of the few. A 2005 Riverfront Plan was adopted by the City Council, but has not been considered since. People of Old Algiers should push for it to be included in the Comprehensive Zoning Ordinance (CZO) that will be considered this fall by the City Planning

Commission. OAMSC will be emailing its members about meetings and hearings to come. Become a member and ensure that you are notified.

Levee Bike Path Closer to Reality

Congratulations to the Algiers Development District, which announced that to construction of a top-of-the-levee bicycle path from the Algiers Ferry terminal to Federal City is on schedule to begin in October. This is the first segment of the path, which will ultimately run to the Chalmette Ferry, and will connect to the paved Jazz Walk of Fame, which follows the levee on the upriver side of the ferry terminal to the City of Gretna. The second phase will begin when the U.S. Army Corps of Engineers completes its West Bank Mississippi River levee improvements.

This will be a valuable asset to the Old Algiers community for both a transportation and recreational purposes.

Welcome New At-Large Councilmember Stacy Head

Stacy Head has taken an interest in Old Algiers since she was elected last March to the City Council at-large seat vacated by Arnie Fielkow. Head was the former District B Councilmember, who spearheaded the renaissance along Freret Street and the burgeoning redevelopment along O.C. Haley Boulevard. Old Algiers Main Street Corporation is pleased to have her join Council President Jacquelyn Brechtel Clarkson and District C Councilmember Kristin Gilseson Palmer as an advocate for development of the important historic and cultural districts of Old Algiers.

Attention Real Estate Agents/ Commercial Property Owners

Old Algiers Main Street wants to help connect buyers and sellers of commercial properties, and has a section of its Web site, oldalgiermainstreet.org, available for posting properties for sale. Send your photos and listings to info@oldalgiermainstreet.org, and they will be placed on the site. Once we get listings, we will promote the site as a resource. We also hope to engage in a Site Optimization program before the end of the year, which help the site come up as one of the primary sites for Old Algiers real estate.



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AEDF, NOBA Focus on Algiers Development Opportunities

Algiers Economic Development Foundation and the New Orleans Business Alliance partnered recently to present a workshop for developers and real estate brokers that highlighted economic development opportunities in Algiers.

Major developments, such as Federal City, Lakewood Golf & Country Club and Algiers Plaza (formerly Village Aurora) were discussed, and Paul Richard, commercial agent with Latter & Blum Realtors and an Algiers resident, gave an overview of the various commercial corridors, noting that within the next 10-15 years, there will be more than \$1 billion of development in the community.

The highlight was perhaps the presentation by Frank Quinn regarding the redevelopment of the Riverwalk Marketplace in the next 16 months. Directly across the Mississippi River from Old Algiers, the leasable space will grow to 250,000 square feet and will house major brand merchandise outlets. In the meantime, existing tenants have received notice that the mall will close in November, and many of them will look for new locations over the next few months.

NOBA has prepared data sheets on several areas of the city and will assist AEDF in developing some information on major corridors, including Gen. Meyer/Newton Street. OAMSC will be able to use this data to determine what might be a good fit for the Old Algiers area.

Look for additional information on OAMSC Web site in the near future.

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AUTO - HOME - BUSINESS
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Business Spotlight

Kupcakes, Etc.

501 Pelican Street

504-227-0306 or 504-418-7265

Tuesday-Saturday 11:30 a.m. -5 p.m.



There are luscious lemon, sweet strawberry and rich red velvet –20 flavors in all – at Kupcakes, Etc., a gourmet coffee and dessert house on the corner of Pelican and Verret streets.

Kiyann & Kerry Bramlett are owners

of the business, which opened in May 2011 in a building that most recently housed a yoga studio.

Kiyann said that although she has no formal training, she comes from a long line of bakers and has a passion for making cupcakes. She is currently training with a close friend who is an executive pastry chef to expand her repertoire, which already includes everything from mini cupcakes to giant confections that serve 10 people.

Recently, there have been additional menu options, and the Bramletts plan to continue to expand

the offerings and improve the quality of service.

“We are looking into offering outdoor seating, and maybe a second location in the near future,” Kiyann said.

Visit the Web site at kupcakesetc.com for more information or to place an order.



Old Algiers Main Street Corporation is dedicated to the revitalization of the historically commercial corridors of Old Algiers.

2012 BOARD OF DIRECTORS

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504-362-0708

www.oldalgiersmainstreet.org

Get Your Name Out There

Businesses throughout Old Algiers (or elsewhere) can advertise in Main Street News for as little as \$25 per issue for a business card-sized ad. A \$100 membership to Old Algiers Main Street Corporation includes ads in each of the quarterly newsletters.

Join the OAMSC Team!

With your support, OAMSC can continue to offer programs that benefit the businesses and communities of Old Algiers. For as little as \$25 a year become a member today and join us as we revitalize Old Algiers!

Member Benefits:

- Programs and services to enhance business and the community
- Quarterly newsletter with info and articles of interest to the community
- Access to resources that help you enhance the business climate in your neighborhood
- Invitations to special events and annual membership meeting
- A voice in the decisions that affect all of Old Algiers
- An opportunity to serve on committees and task forces

Send this form with your check to:

OAMSC, P.O. Box 740181, NOLA 70174

Name _____

Address _____

Phone _____

E-mail _____

Enclosed: \$25 \$35 \$50 \$100* Other _____

* Business membership of \$100 includes ad for one year.



New Homeowners Coming Soon!

Algiers Redevelopment Foundation and the Salvation Army will soon see families moving into homes that have been constructed in the past six months in the Riverview community.

The energy-efficient homes, which feature granite countertops, laminate wood floors and high ceilings, were constructed on lots awarded by the City of New Orleans to the Jaeger Foundation in 2007. The Salvation Army has provided up to \$75,000 in mortgage assistance to qualified homebuyers.

Currently, there are homeowners in the three model homes – one on Diana Street and two on LeBoeuf – and three more homes have received Certificates of Occupancy. There are 14 in the final stages of construction and/or awaiting occupancy permits.

For more information, call ARF at 504-830-4209.