



## America Walks

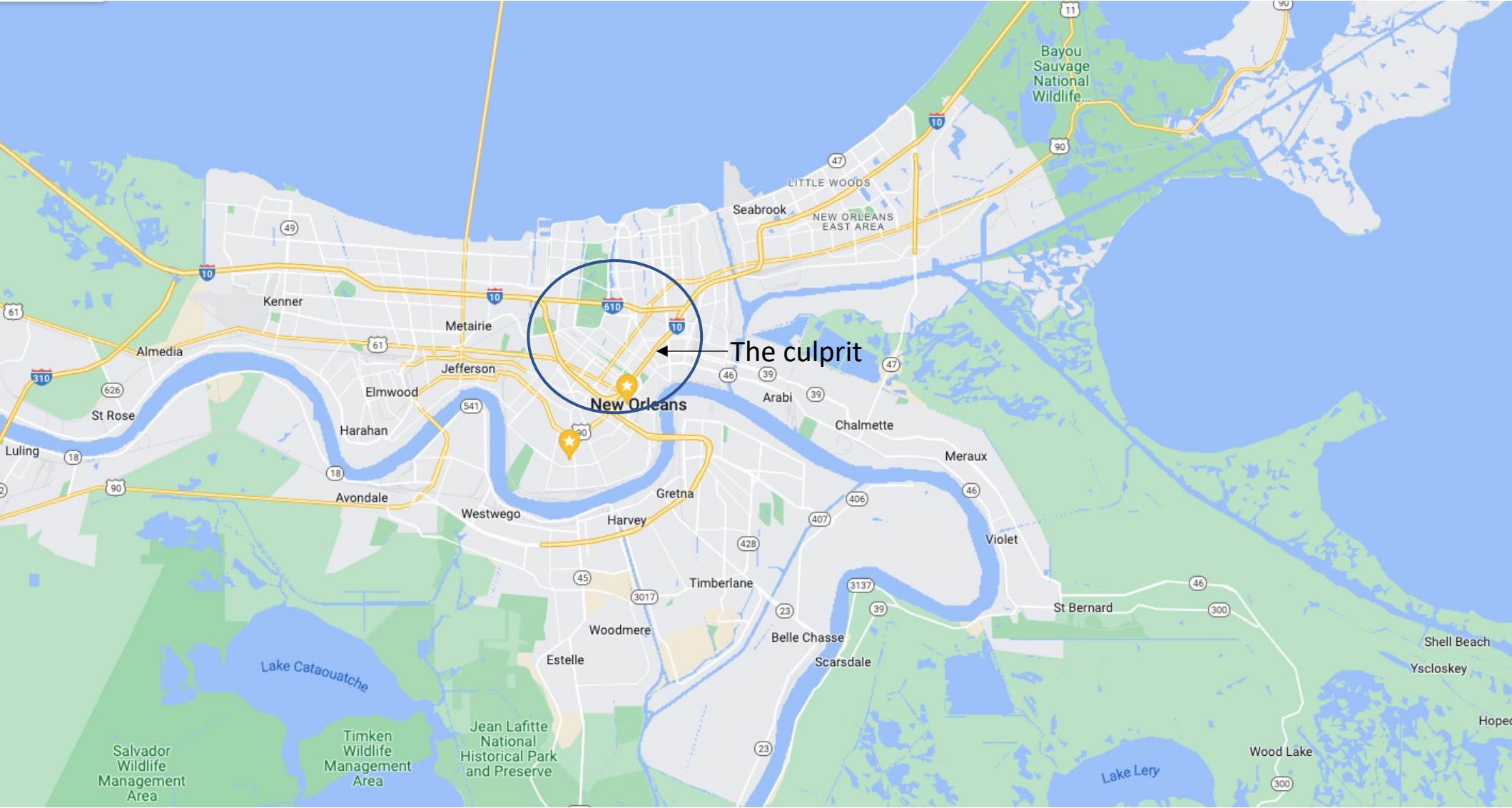
### Road to Nowhere: How to Fight Freeways and Reconnect Communities

June 29, 2022

Amy F. Stelly

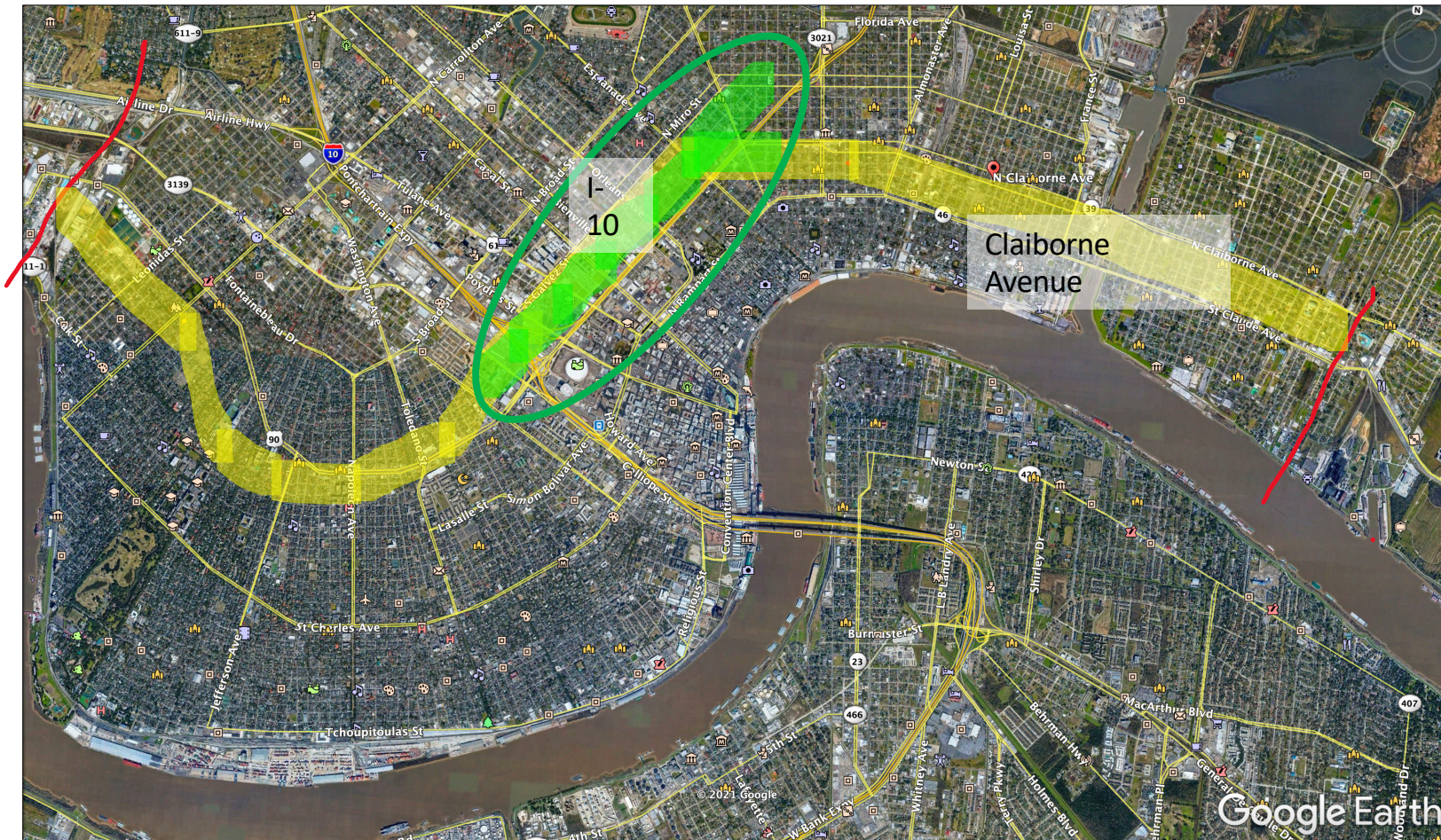
Claiborne Avenue Alliance Design Studio, New Orleans

# New Orleans' Road to Nowhere



**New Orleans has a network of boulevards. The Claiborne Corridor is its spine.**

I-10 injured the social and economic backbone of the city.





**Result : Destruction of the Historic Core**

I-10 destroyed historically Black neighborhoods.



## **Result: Destruction of the Black Economy**

I-10 destroyed a thriving commercial corridor and the quality of life in Black neighborhoods.



How do we build back what was lost?



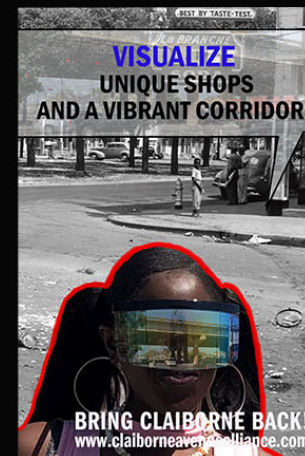
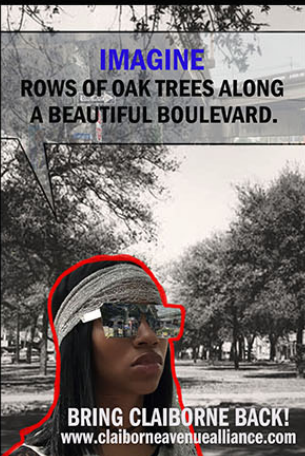
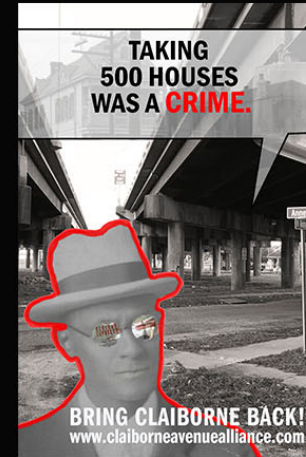
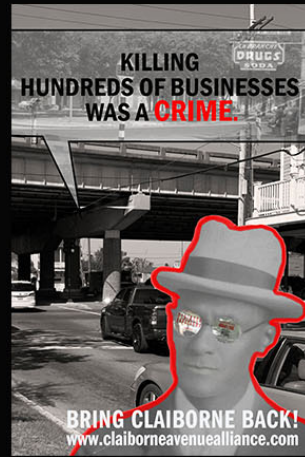
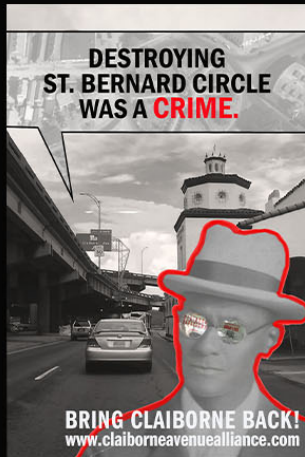
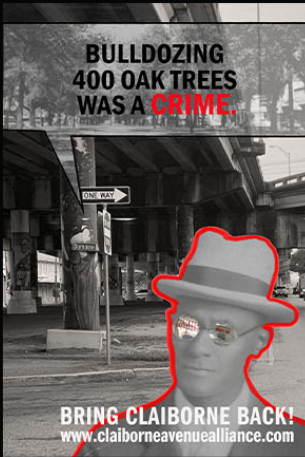
Second Line Sunday 2020

## Occupy!

- The community has never let Claiborne go.
- Claiborne continues to be a place of gathering.
- Streets are for parades and people.

## MEDIA

- Second Line Sundays are consisted recorded by journalists, photographers, videographers, film makers, and social media influencers
- Conference presentations.



## Campaign!

### *Paradise Lost | Paradise Found*

- Sought to express planning notions with different voices

### MEDIA

- ANTIGRAVITY magazine
- CNU publications
- Reuters
- Land Lines Magazine





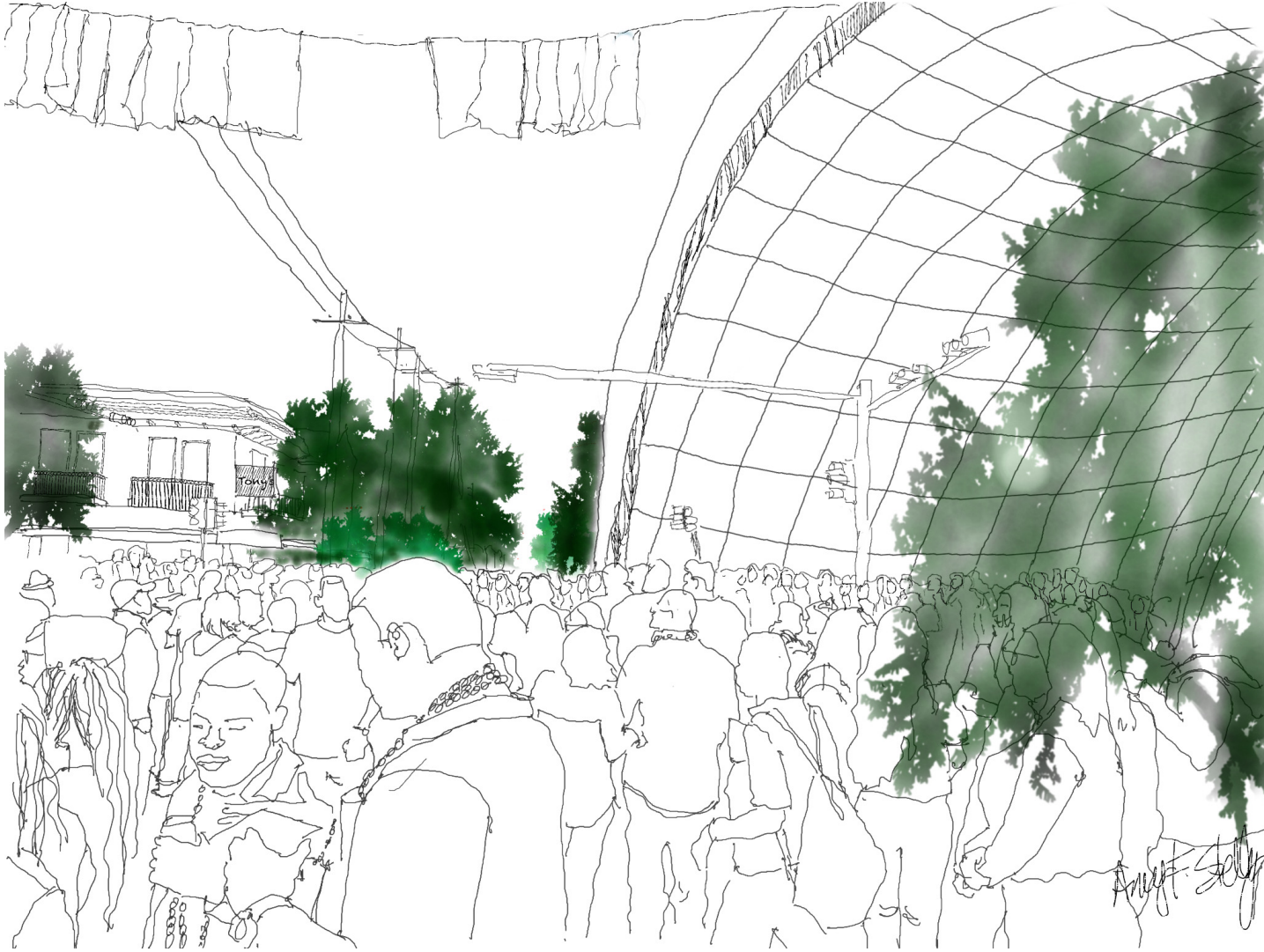
## Organize a fight!

Align yourself with like-minded individuals and find new ways to present the discussion and talk to the press

- Claiborne Avenue Alliance
- LSU School of Public Health – report; teaching partners
- Farr Associates – tactical urbanism campaign
- Collective Form – 3-D model
- Build capacity in other neighborhoods
- Teach others
  - Local schools (k thru 12 & alternative) – public health & the environment
  - Tulane – advocacy and preservation
  - Harvard – design mentor & juror
  - Utah – guest speaker & juror

### MEDIA

- Thriving Earth Exchange Newsletter
- Freeways Without Futures
- The New Orleans Advocate
- WWLTV
- The Harvard Gazette



**Articulate a community vision.**

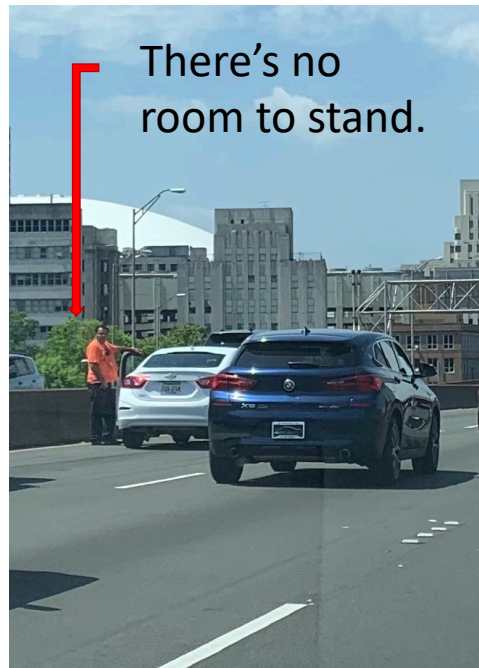
There's a path. Saying no to bad planning paves the way for you to create a new vision.

**Vehicles:**

- Position papers
- Petitions and
- Op-eds
- Manifestos
- Drawings
- 3-D modeling
- Book chapters

**MEDIA**

- The Lens
- Washington Post
- Common Edge
- Strong Towns
- Library of Congress



## Work with public officials.

Keep talking even if state and local officials have their ears plugged.

Someone will hear you and others will begin to listen.

- The City Council appearances
- Presidential callout
- Support from Congressman Troy Carter and Rep. Royce Duplessis
- Acknowledgement from the Mayor
- AASHTO technical tour for State DOT officials.
- Dr. Shawn Wilson, LADOTD, has pledged support for reconnecting communities.
- Partnership with Regional Transit Authority

## MEDIA

- The White House Briefing Room
- The Washington Post
- BBC
- WBUR
- MSNBC
- The New York Times
- Biz New Orleans
- Strong Towns



## Stopping the highway is social and environmental justice.

- Findings from LSU and local school kids
- Drugs, prostitution, homelessness
- Flooding and standing water
- Protecting sacred spaces

### MEDIA

- Webinars
- Conference Presentations



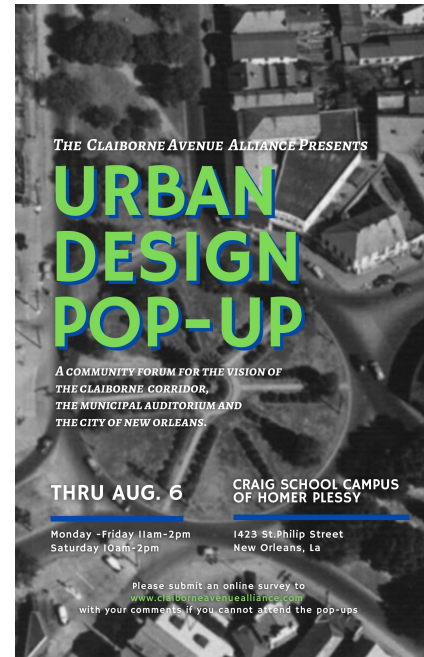
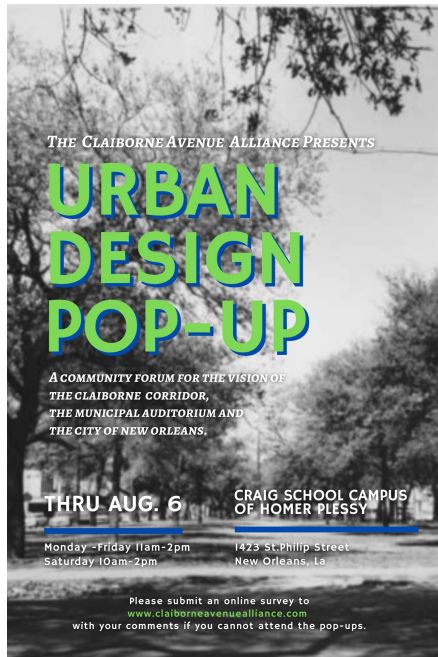
## **Reconnecting communities is equity.**

Start by listening to community: April Community Meeting

- Return our open space
- Bring back our Black Wall Street
- Let community help

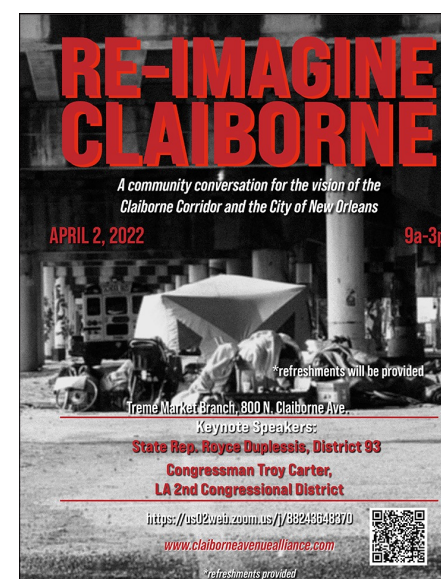
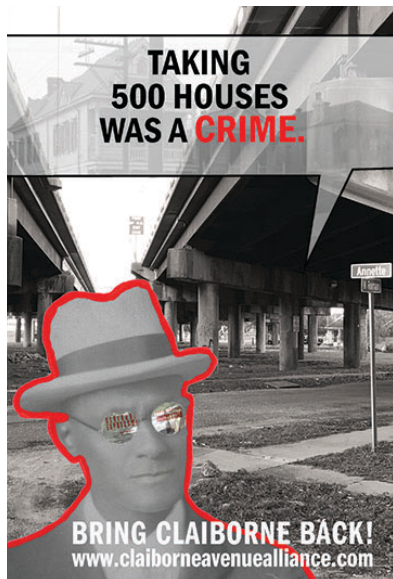
### **MEDIA**

- Public Service Announcements
- Flyers
- Facebook
- Twitter
- Instagram



**Tips:**

- Do your homework
- Find many ways to tell your story
- Think abundance and pitch a big tent
- Engage and feature those who are typically marginalized
- Develop a consistent message
- Develop consistent aesthetics
- Create a website



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