Euterpe Bike Project VISIONING DOCUMENT

A Project Of
THE EUTERPE BIKE PROJECT and SATURN SCREENPRINTING

A Collaboration With
THE TULANE CITY CENTER

And
THE METRO BIKE COALITION
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Euterpe Bike Project (EBP) is a social entrepreneurship endeavor focused on youth skills development in bike design, bike repair and customization, and marketing and small enterprise management.

Located at 1825 Euterpe ST, one block off of the historic O.C Haley Corridor, EBP is one of the several properties being developed as the City of New Orleans pushes to bring life back to a once vibrant cultural corridor.

EBP provides a bike rental, repair and rehabilitation center in Central City, but the primary program of EBP is a custom bike design laboratory. The program targets New Orleans Youth and is modeled after the Artists for Humanity program. New Orleans children, teens and young adults will have a supportive environment in which they design and build the bike of their dreams. An apprenticeship program provides them with the opportunity to design and build custom bikes for clients, and the retail space and infrastructure provides a location from where EBP participants can market their products.

Through this multi-dimensional social entrepreneurship program, participants will learn basic bike mechanics along with more general life skills. As part of the design process, they will learn how to work in a collaborative environment. They will gain the ability to negotiate between the idealism of design and practicality of limited resources. Through the development of these skills and the ongoing support of EBP staff and alumni, program participants will gain confidence in their ability to utilize their creative energy for personal satisfaction and economic benefit.

EBP is also committed to offering its facilities to the broader community for more basic bike repair and education on a limited basis. There are many successful models of these “Community Bike Shops” around the country that the EBP is reaching out to for guidance as we establish these programs.

EBP is also anticipating involving local artists and craftspeople as teachers in our core programs.
Euterpe Bike Project

Revenue generating programs:
- Venue rental
- Retail shop
- Repair shop
- Rental shop

Grants

Community outcomes:
- Youth training to youth programming
- Bicycles
- Greener NOLA

Indirect community impacts:
- Renovation of blighted building
- Small scale economic development
- Increased opportunities for neighborhood youth engagement
- Demonstration of creative re-use of historic structure
- Effective advocacy for improvement of diverse transit infrastructure for New Orleans

Leadership and life skills development
Bike repair and construction
Sales and marketing
Confidence building

Advocate for city wide bike infrastructure
Facilitates alternative forms of transportation
Development of creative industries

Locally designed and built/modified unique bikes!
EBP is located adjacent to the revitalizing cultural corridor of OC Haley Blvd. in Central City. Already home to established and respected non-profit arts and education organizations such as Ashe Cultural Arts Center, Café Reconcile, and Zeitgeist Multidisciplinary Arts Center, the OC Haley corridor is the perfect location for EBP to service the significant needs for youth programming in the surrounding Central City neighborhood and as a specialized destination for bike enthusiasts across the city.

The building at 1825 Euterpe Street is an old residential structure in need of significant repairs. Its position on the site and its existing floor plan accommodate the needs of EBP through renovation and construction of new components. The building is also adjacent to an outdoor courtyard utilized by the Zeitgeist Multidisciplinary Arts Center who has expressed a commitment to sharing the space with the EBP.

The opportunity to customize an existing structure through renovation and addition offers the EBP a unique opportunity to create a facility that will meet its specialized and more general needs for years to come. We are also excited at the prospect of turning one of many abandoned nuisance buildings in the neighborhood into a productive component of our cities physical and cultural landscape.

Zeitgeist [located on O.C Haley] and Euterpe Bike Project share a similar community outlook. The backyard space that joins the Euterpe Bike Project and Zeitgeist will be joined by a back patio. This space will be a rentable outdoor venue for various community events.

The shared patio will also host a screen for New Orleans’ first bike-in-movie theater. The rentable venue space will also serve as an open gallery for EBP’s young designers. Those that attend the events held at this outdoor space will have the opportunity to see the result of the work that goes on at EBP. Not only does this create a connection between EBP and the greater New Orleans community, it also provides the designers with a chance to display their work and attract new clientele.

The venue space is one of the for profit aspects of the Euterpe Bike Project.
The building at 1825 Euterpe Street is an old wood frame residential structure most likely built in the late 19th century and is typical of the neighborhood. It is in poor condition and is in immediate need of structural stabilization. The two-story building has a front section that is two rooms deep and a rear portion likely added on some time after the original construction. The rear portion of the building has recently been deconstructed as a structural assessment of the building determined this section unfeasible to renovate.

The building enjoys a generous 30’ setback from the street front and features a mature live oak tree in the front yard. There is also a generous side yard down one side of the building that allows for easy access to the rear without needing to enter the building.

It is also important to note that the property is owned by EBP’s primary operational partner, Saturn Screen Printing. Saturn Screen Printing is committed to providing the building at well below market rate rent on a long-term lease once the renovation is complete. We welcome the opportunity to discuss these partnership and lease arrangements with interested funders.
existing building

recent selective demolition of site by volunteer groups
1825 Euterpe Street is an excellent home for the EBP for three core reasons:

> We are committed to improving the existing conditions of the neighborhood and this is an opportunity to renovate a blighted structure.
> The location of the building on the lot facilitates our programmatic need for flexible ‘front yard’ gathering and shop front space, side access for people and equipment, and sufficient rear yard space for a separate welding and machinery workshop.
> The two-story layout easily facilitates our needs for separation of public and private components of the program.

With this in mind we have developed a design approach that carefully and sensitively adds and subtracts components to maximize the buildings ability to house our current and future programming needs. The initial deconstruction work on the rear section of the building is the first step in this process. With this space cleared we have developed a scheme that adds a small amount of square footage attached to the front of the building that will serve as a public entrance and ‘shop front’ space. We have also developed a new structure set to the opposite side of the lot at the rear that will house EBP more intensive workshop programming, specifically housing welding and other heavy equipment.

The design approach for resurrecting the structure centers around two basis ideas, repairing and reviving the old historic structure, and adding new conspicuous elements for storage, workspace, and display that act to support the bike shop’s activities. The core of the site, the historic building, will be clad in traditional clapboard material while wood salvaged from the building will be used for the interior surfaces such as the long storage wall and display counter. The new additions to the building will be made out of metal and durable exterior materials and will stand out in contrast to the existing building as a way to signal the activities and inclusive community intentions of the EBP.

The Euterpe Bike Shop will initiate its services by providing a bike repair kiosk for neighbors and bikers near the street while the main building and back work yard are under renovation. This symbolic yet useful act will provide the New Orleans community with a stop for fixing flats, changing tires, and performing minor bike repairs.
1. euterpe bike project retail and work space
2. ramped entry
3. welding shop and storage space
4. outdoor covered work space
5. bike repair kiosk
6. young leadership council
7. existing commercial buildings fronting o.c. haley blvd.
8. saturn screenprinting/zeitgeist
9. patio/outdoor film viewing/community gathering space
10. community recycling drop off spot
11. urban impact headquarters
12. to st. charles streetcar
13. to cafe reconcile and o.c. haley boulevard
Euterpe Bike Project’s core mission is to engage youth in arts, mechanical, and leadership skills development through the meaningful work of bike repair and customization. The core program elements of the building are focused on supporting this mission. However we have developed some specific program elements that support other complimentary programming at the space as well as revenue generating activities.

The core programmatic components are:

Bike rental/retail shop: a store-front area where bike parts, customized bikes and other accessories are sold, and where transactions for bike rentals are handled.

Repair shop: area where basic bike repairs are performed by EBP staff, and youth program participants.

Metal and wood shop: space where youth program participants work on their unique bike customization projects. This shop is also available on a limited basis to approved groups needing access to the specialized tools.

Bike-in-movie-theater: out door courtyard space equipped to screen movies (a drive-in for bike people!).

Flexible arts workshop and community meeting space: a second floor space that is available for appropriate youth arts programming either run by EBP, or rented out to other organizations for their own programs.

Administration/office space: second floor area that houses the administration functions of EBP.

Storage for Bikes, Tools, and Supplies

Bike Repair Kiosk at Street

SQUARE FOOTAGES

280 s.f.
230 s.f.
480 s.f.

shared outdoor space

250s.f.
220 s.f.
160 s.f.
32s.f.

1650 Total Square Feet
The first floor of the Euterpe Bike Project contains most of the work space and revenue generating components of the program. Retail space is located near the street while two distinct outdoor work spaces support adjacent indoor work spaces, both the bike repair space and the rear yard chop shop.

1. Bike Repair Kiosk
2. Display Space
3. Retail Shop
4. Bike Repair Area
5. Restroom
6. Welding Shop
7. Outdoor Work Space
8. Storage
9. Outdoor Bike Repair Area
10. Storage Wall

FIRST FLOOR PLAN

proposed first floor plan not to scale
rendering of entry/retail space
The second floor of the Euterpe Bike Shop is largely contained within the original historic building. This space will be used for an office and activity/teaching space. Generous exterior balconies line these second floor spaces.

9. Office Space
10. Activity Room
11. Storage
12. Shade Structure for Outdoor Work Space
NEXT STEPS

back work yard by day supporting the welding, chop shop, and community activities
The purpose of this booklet is to gather funding and other support to develop the property at 1825 Euterpe Street into the permanent home for the EBP. The design work done thus far represents significant research into the programmatic requirements of our organization and demonstrates the excellent opportunity this property represents for the neighborhood and the city. While this document does not include a full phased development outline with associated development costs, we are confident that for a relatively modest investment (not to exceed $250,000), we can develop this property into a state of the art bike repair and customization facility that is a critical piece of the youth programming infrastructure in New Orleans.

We welcome any enquiries about the project and can meet in person to discuss in more detail any of our aspirations for this work. We are grateful for your interest. Ride on!
COMMUNITY BIKE SHOP PRECEDENTS

Community Bike Works
Allentown, PA
www.communitybikeworks.org

Community Bike Works provides inner-city children, living in at-risk situations, meaningful workethic alternatives to gangs, drugs, and the streets. Using adult and youth mentors, we develop nurturing relationships encouraging brighter futures. Community Bike Works has a very far-reaching service program that almost makes the bicycle aspect seem secondary. The cycling aspect is in fact used to attract kids to the program, which involves a rigorous tutoring and mentoring program. They have repaired and donated over 200 bikes locally, and 750 overseas. In fourteen years, of the some 1,800 kids who began the Earn-a-Bike course -- which is a rigorous 3 months over 1,400 completed it.

Artists For Humanity
Boston, MA
www.afhboston.com

Founded in 1991, Artists For Humanity’s mission is to bridge economic, racial and social divisions by providing underserved youth with the keys to self-sufficiency through paid employment in the arts. At the heart of Artists for Humanity is the belief that skills equal power and opportunity. AFH has three goals, which provide inner-city teens with:
- a safe meaningful place where they are respected for their contributions and develop mentoring relationships;
- an opportunity to have a voice through exhibitions, commercial services, and public presentations;
- the respect and responsibility of paid employment that promotes self-esteem and financial accountability. At AFH, young people learn entrepreneurship and get paid for their own creative production.
Workshop Houston
Houston, TX
www.workshophouston.org

Workshop Houston’s mission is to provide youth with creative, technical and educational resources. Our vision is to lay the groundwork for a just society by creating a community that provides youth with support, expanded opportunities and alternative definitions of success. Workshop Houston has five shops that provide resources and support for young people: the Third Ward Bike Shop (do-it-yourself bike repair), the Chopper Shop (welding and metal fabrication), the Beat Shop (hip-hop music production), the Style Shop (fashion design) and the Scholar Shop (tutoring and academic enrichment).

Rubarb Bikes
New Orleans, LA
http://rubarbike.com

Our primary goal is to provide adequate tools and competent help to meet the needs of those who desire to build and repair bikes. RUBARB is an educational space where we all can share and learn from each other’s skills and experiences. R.U.B.A.R.B is an all volunteer run space, which means no bosses, no workers and no pay. We all participate in making the space, tools and parts organized and accessible, and any money that is received goes toward tools and parts and all other basic needs of the shop.

To meet these goals we currently offer:
Program to build your own bike
the EARN-A-BIKE program
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COMMUNITY PARTNERS

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PROJECT TEAM

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