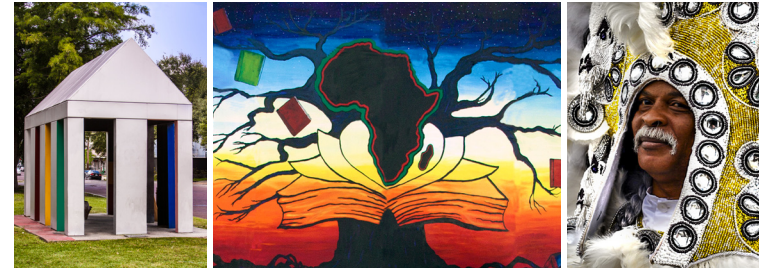


take a stroll THROUGH BAYOU ROAD

COMMUNITY CULTURE FOOD nola



a short history of BAYOU ROAD

new orleans // louisiana

Bayou Road was laid along the historic portage route from Bayou Saint John to the Mississippi River. The portage permitted travelers to land up river of New Orleans along the bayou and then journey down to the river for trade. The route was shown to European settlers by Native Americans who had established a trading ground at the location of the historic LeBreton Market - halfway between the bayou and the French Quarter.



Bayou Road was one of the first brick roads laid down in New Orleans.

As plantations were divided and developed in the area, much of the historic road was incorporated into other streets, but the distinctive diagonal section of the brick road survived. Cutting across the regular street grid, Bayou Road connects several neighborhoods - Tremé, the Seventh Ward, Bayou Saint John, and the Fairgrounds.

Urban out-migration and disinvestment in the mid-20th century plagued Bayou Road - St Rose de Lima School closed, the market shut down, and many shops went out of business. Reggae music filled in some of the empty space along Bayou Road in the 1980s and '90s and a few street vendors catering to the reggae crowd decided to lease or buy their own storefronts in the area. The neighborhood naturally took on an Afro-Caribbean vibe.

By 2000, a significant group of African-American women owned property and businesses along the corridor, establishing a community of women entrepreneurs.

Since Hurricane Katrina, music and art have gained a stronger foothold in the area through shops, artist support programs, and the presence of culture bearers. Several notable rehabilitation projects are currently in the works to revive the resources and legacies that have defined this particularly historic section of New Orleans.

1 Community Book Center 2523 Bayou Road | 504.948.7323
 In 1983 Vera Warren-Williams started Community Book Center (CBC), with a \$300.00 investment and a dream, from her parents' home in the Lower Ninth Ward. As a substitute teacher, Vera shared books by and about people of African descent from her personal library with interested students and teachers. Since its inception, "Community" is (has been) "more than a book store"... Mama Jennifer has a wealth of knowledge and will welcome you along with the "unusual" cast of characters. A literary hub and cultural resource center for locals and visitors alike; where Black History is proudly celebrated 365 days a year! Come by and help them celebrate their 30th Anniversary and chart the course for the next generation.

2 King and Queen Emporium 2500 Bayou Road | 504.317.7570
 Sula Janet Evans and Andaiyé Alimayu occupy a sacred site on Bayou Road; the grounds where their business stands served as a Native American trading center. The open air LeBreton Market was built on the site in 1867 and the market structure was improved and enclosed as part of a WPA project in the 1930s. One of the building's many incarnations since being a market was the Church of I Am that I Am. Their space is now a laboratory and shop for their homemade oils, candles, soaps, and incense varieties.

3 Duchesne Volunteer House 2545 Bayou Road
 In 2007, the Sisters of the Sacred Heart, a service missionary order of the Catholic Church, established a presence in New Orleans and took over the rectory of the former Saint Rose de Lima Church. The Sisters of the Sacred Heart were called to help New Orleans rebuild after Hurricane Katrina, and, in particular, to provide a place for rebuilding volunteers to stay. The half dozen sisters who live in the large historic house on Bayou Road provide lodging, as well as counsel to volunteer groups, and they continue to serve in this unique capacity for the area and for New Orleans.

4 Domino Sound Record Shack 2557 Bayou Road | 504.309.0871
 "Domino Sound" is how some reggae lovers know Matt Knowles, owner of Domino Sound Record Shack. The record store is a tangible mark of his evolution from a reggae DJ and vinyl collector to a business owner. Drawn to the Caribbean feel of Bayou Road, Matt opened his record (and cassette tape) shop on the corridor in 2007. The store has been recognized as one of the top record stores in the U.S. and is a charming, intimate space to browse through the built-in record bins and listen to the eclectic tunes spun by DJ Matt and his staff.

5 Bayou Tremé Center for Arts and Education
 Early in its history, the St Rose de Lima Catholic Church community stood up for racial integration - Father Pascal Maistre led a funeral procession for a fallen African-American civil war soldier through Tremé. The church has been closed since Katrina but there are plans to revive this landmark which include creating a public arts performance space and rehabilitating the two former classroom buildings into a charter school and incubator space for graphic artists.

6 Beauty on De Bayou 2521 Bayou Road | 504.942.5625
 As Dwana Makeba prepared to open her all-natural beauty salon, Hurricane Katrina struck New Orleans. She was committed to being in the Bayou Road area because of its history, the character of the old buildings, and the collection of successful women-run businesses on the corridor. Opened in 2006, the salon now has clients that drive from hours away for braiding, cuts, styling services, and Dwana's own line of all-natural hair products.

7 Club Carribean 2443 Bayou Road | 504.949.9246
 In '99, after Club Oasis closed, Al Reece continued the tradition of a reggae venue on Bayou Rd and opened Club Carribean, across the street from Shotgun Park. It is the only venue in New Orleans dedicated to reggae music - entertaining the city with its dj and live shows, ranging from roots to dance hall reggae.

8 Coco Hut 2515 Bayou Road | 504.945.8788
 Before Pam "Mother Nature" Thompson opened up Coco Hut in 2000, she sold jerk chicken, fried plantains, beans and Jamaican rice at Shotgun Park, across from Club Carribean. Her menu and prices have changed little since she opened the doors and the atmosphere of Coco Hut, like Pam's food, evokes the Caribbean - colorful and spicy.



BAYOU ROAD

Food gotta be fresh. Nothing is fried except the plantains. Everything is cut by hand... and grilled, stewed, or baked! - Pam "Mother Nature" Thompson, Coco Hut

for details on events and visiting **BAYOU ROAD** visit us at www.bayouroadnola.com

I don't know any other street at all like Bayou Road in New Orleans - with the bricks, the angle, the Caribbean vibe - it's got a sweet feel to it. - Matt Knowles, Domino Sound Record Shack

Guide created in collaboration with: tulane city center BROAD COMMUNITY CONNECTIONS

9 Cajun King 2514 Bayou Road | 504.945.1515
10 Shirley Honore's Love Center Learning Academy 2519 Bayou Road | 504.943.1221
11 Bayou Equity Mortgage 2511 Bayou Road | 504.875.4018
12 Look At Me Now Hair Studio 2511 Bayou Road | 504.218.3311
13 The Aftermath Barber and Beauty Salon 2563 Bayou Road (upstairs) | 504.948.0406
14 Nail Studio 2563 Bayou Road (downstairs) | 504.942.7172
15 Petiquette 1474 N Broad St | 504.947.3032
16 Broadview Seafood 1468 N Broad St | 504.944.3001
17 World Deli 2565 Bayou Road | 504.944.3343
18 McHardy's Chicken & Fixin' 1458 N Broad St | 504.949.0000
19 REDSTAR Galerie 2513 Bayou Road | 504.606.2670
20 Katrina National Memorial Museum 2525 DeSoto Street | 504.810.1399
21 Big Chief David Montana's House
22 Kruttschnitt Place - 'Shotgun Park'
23 Le Musee de f.p.c. 2336 Esplanade Ave. | 504.233.0384
24 Musician's Union 2401 Esplanade Ave. | 504.947.1700
25 Joan Mitchell House 2275 Bayou Road | 504.940.2500

I'm four generations of the Mardi Gras Indian... I am a cultural ambassador... I'm a story teller. I can tell you stories about stuff in this city. - Big Chief David Montana

After Katrina, people encouraged me to go somewhere else, but I said I've got a good location. Bayou Road has always been known for Reggae... I can't see the club being anywhere else but here. - Al Reece, Club Carribean

