

# EXECUTIVE SUMMARY



01

# PROJECT OVERVIEW

## PROJECT PURPOSE

The purpose of this project is to create a community-led, community-supported master plan that reopens Lincoln Beach as a safe, accessible, and welcoming waterfront destination for year-round use. Site priorities were developed through extensive public engagement, including community meetings and surveys, and recommendations for the site's long-term governance have been established. This vision will be realized through a clear, phaseable, and implementable plan, supported by design and governance strategies that ensure Lincoln Beach remains a sustainable, vibrant public space for all of New Orleans. Together, these efforts provide a lasting framework for Lincoln Beach to thrive as a treasured place for recreation, and cultural expression.

## PROJECT GOALS

The Lincoln Beach Master Plan is guided by a clear set of goals and guiding principles that reflect community priorities and respond to the site's unique historic, cultural, ecological, and infrastructural context. These provide a foundation for shaping a resilient, inclusive, and inspiring public space for generations to come.

- 01** Reestablish safe, equitable access to Lake Pontchartrain for surrounding neighborhoods and the broader New Orleans community.
- 02** Celebrate Lincoln Beach's cultural and historical significance through storytelling and interpretation that honor the communities who shaped it.
- 03** Restore and protect native ecosystems while designing for long-term resilience to flooding, storms, and climate change.
- 04** Provide a welcoming site experience with amenities and programming for all ages, backgrounds, and abilities.
- 05** Foster opportunities for local jobs, vendors, and cultural tourism that benefit the surrounding community.

# MASTER PLAN VISION

## A WALK THROUGH THE SITE

The park's programming is diverse, nature-focused, and shaped by public input. Just south of the flood wall, the entry zone prioritizes accessibility, offering parking, restrooms, a welcome center and history museum, an administrative security office, and a flexible pavilion for court sports and market events.

Adjacent to these programs, a shaded plaza offers gathering space and meals from adjacent food trucks. At night, part of the parking lot transforms into a drive-in theater with lawn seating under the stars.

Beachside, visitors arriving by tunnel or bridge find central amenities—restrooms, showers, lockers, concessions, and an upper-level restaurant and event space with lake views.

The beachfront lawn supports yoga and community gatherings, while the west side hosts the children's playground, discovery trail, and amphitheater. The historic pavilion serves as a concert bandshell, near kayak rentals and a refreshment kiosk.

To the east, the quiet side of the site offers a picnic lawn with grills and tables for relaxed, nature-oriented use. Woodland trails meander through the live oak forest, inviting visitors to explore the site's natural beauty at a slower pace.



- Restrooms
- ① Welcome Center & History Museum
- ② Administrative Security Office
- ③ Sports Courts & Flexible Market Hall
- ④ Lockers, Loading & Storage
- ⑤ Event Center
- ⑥ Restaurant
- ⑦ Kayak Rental Pavilion & Concessions
- ⑧ Historic Pavilion as Band Shell
- ⑨ Historic Pavilion as Shade Structure
- ⑩ Pedestrian Bridge
- ⑪ Oak Canopy Walk
- ⑫ Arcing Boardwalk

- ⑬ Fishing Pier
- ⑭ Sunset Pier
- ⑮ Felled Tree Marsh Habitat
- ⑯ Midway Gardens
- ⑰ Beachfront Lawn
- ⑱ Waterfront Terraces
- ⑲ Historic Boardwalk Relic
- ⑳ Children's Playground
- ㉑ Flexible Event Lawn
- ㉒ Picnic Lawn
- ㉓ Food Truck Plaza
- ㉔ Movie Screening Lawn
- ㉕ Drive-In Movie Zone

# MASTER PLAN VISION



THE WELCOME CENTER BUILDING

SPORTS COURT/FLEXIBLE  
MARKET STRUCTURE

CAFE BUILDING

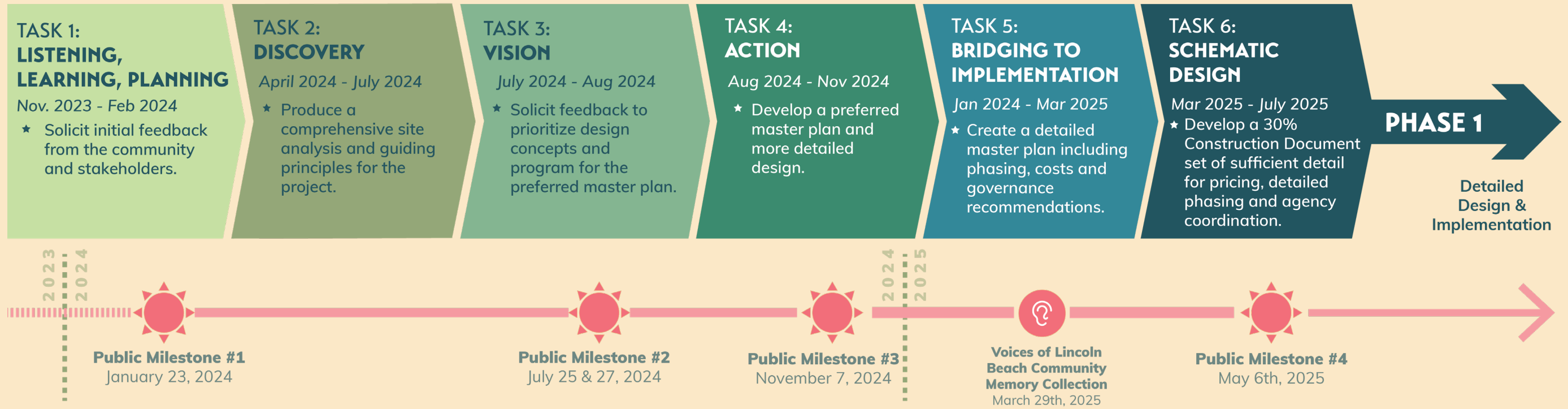
FLEXIBLE COMMUNITY BUILDING

OAK CANOPY WALK

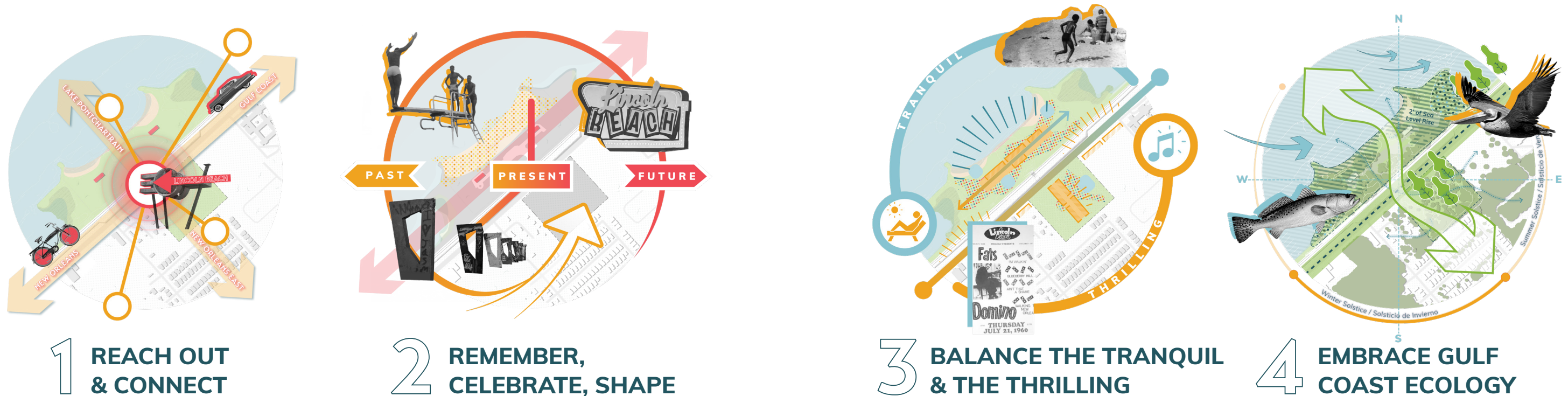
A neighborhood park for **Little Woods & New Orleans East**. A regional destination for **New Orleans and beyond!**

# MASTER PLAN PROCESS

## SCHEDULE

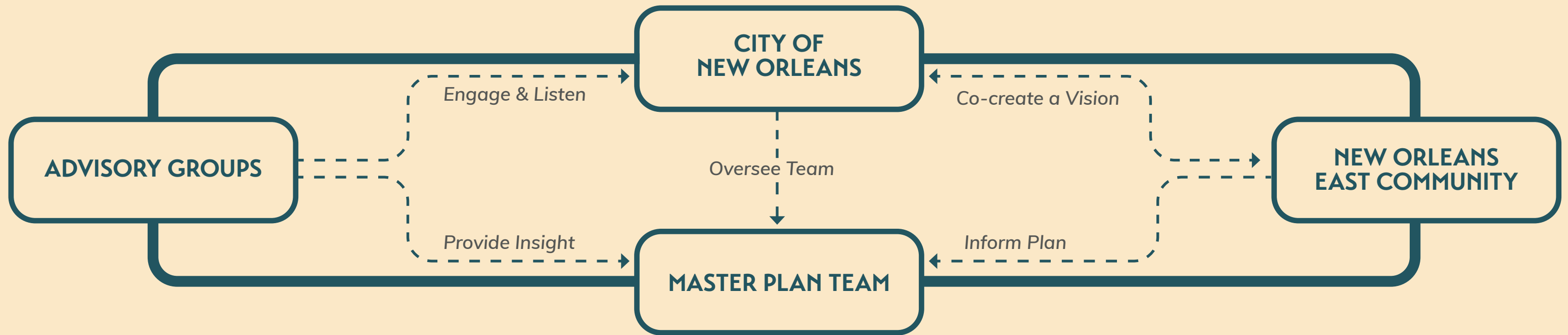


## GUIDING PRINCIPLES



# MASTER PLAN PROCESS

PROJECT TEAM



## COMMUNITY ENGAGEMENT

10,000+  
Points of Engagement

The Lincoln Beach milestone meetings served as key touchpoints for engaging the community and stakeholders throughout the planning process. These meetings provided opportunities to present design concepts, gather feedback, and ensure that the master plan aligned with the needs and desires of the community. In addition to the milestone meetings, there were numerous pop-up events across the city that helped to collect feedback as well.



MILESTONE MEETING #1



MILESTONE MEETING #2



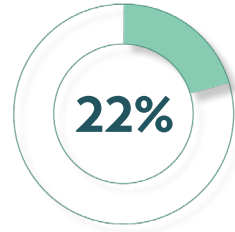
MILESTONE MEETING #3

At each milestone, participants reviewed and discussed the proposed program and amenities, identified priorities, and offered input on key elements of the site's design. Activities such as breakout group discussions and surveys allowed for comprehensive feedback, which was incorporated into the evolving design.

# COMMUNITY-DRIVEN VISION



## BEACH SIZE:

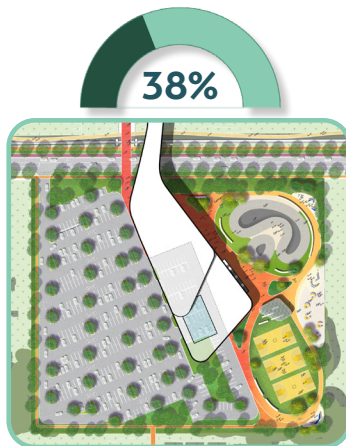


**1.** One large continuous sand surface that stretches the entire length of the site and extends out into the water

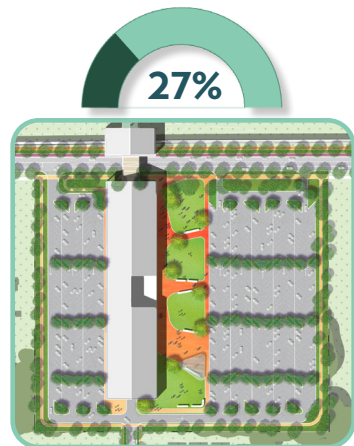
**2.** Two smaller, separated beaches that are slightly bigger than the two beach areas today and integrated with existing trees

**3.** Two separate beach spaces that are larger than what is there today but not big enough to where they are away from existing trees

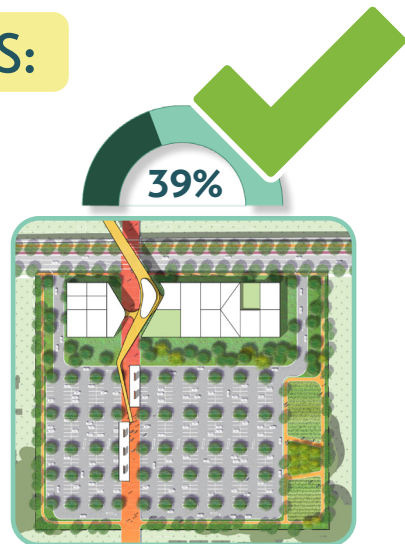
## PARKING CONCEPTS:



Concept 1

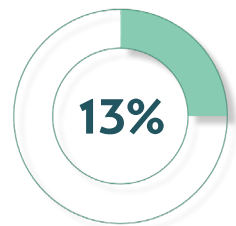
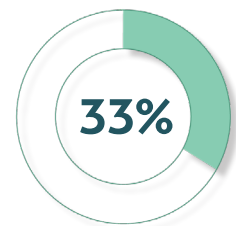


Concept 2



Concept 3

## BRIDGE CONCEPTS:



**1.** An open-air pedestrian bridge that becomes a continuous winding boardwalk on the beach side

**2.** A closed climate-controlled pedestrian bridge that is also a building

**3.** An open-air pedestrian bridge that terminates at the midway

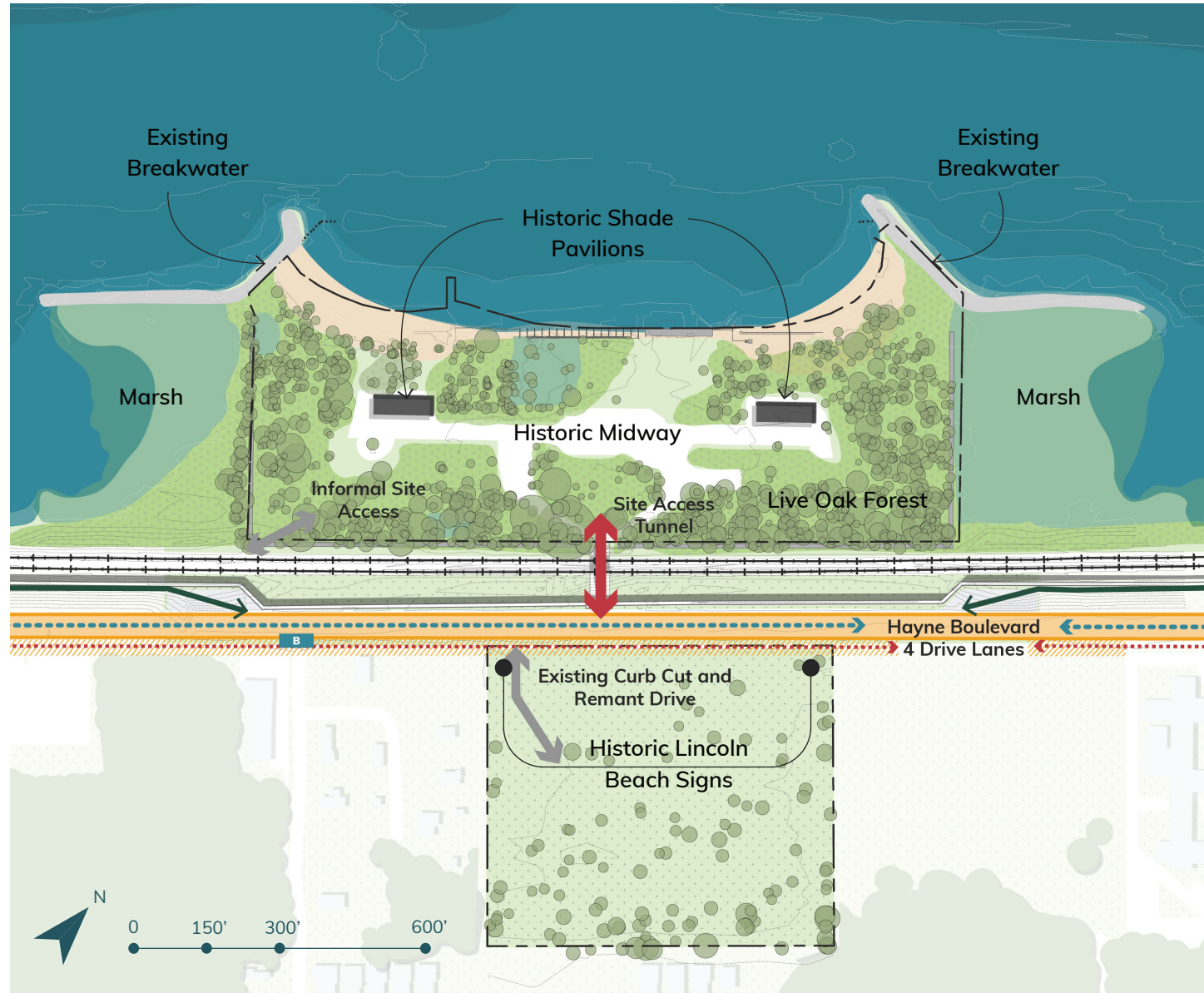


## MILESTONE MEETING 3 TOP 10 RANKING

①	Passive Side/Active Beach	498	⑥	Drive-In Movie Screening	299
②	Large Playground	433	⑦	Fishing Pier	266
③	History Museum	410	⑧	Indoor Pool*	213
④	Food Truck Zone	384	⑨	Central Swimming Pier	197
⑤	Elevated Restaurant	341	⑩	Shaded Garden Seating Areas	196

\*note: the indoor pool was eliminated from the final master plan vision for logistical and budgetary reasons

# TODAY



Lincoln Beach remains a cherished community space along Lake Pontchartrain, rich in cultural and historical significance. Though the site lacks modern infrastructure, its spirit endures—sustained by the care of community members who maintain informal trails and the forest understory. Two historic shade pavilions, along with other architectural remnants, offer glimpses into its storied past. Marshlands anchor the site at both ends, while the historic tunnel remains flooded and inaccessible. Coastal erosion has reshaped the original beach, leaving behind two smaller shoreline areas on either side of the site.


# TOMORROW



The reimagined Lincoln Beach will be a vibrant, welcoming destination that honors its history while embracing a resilient and inclusive future. Guided by community input, the master plan envisions restored shorelines, accessible pathways, a pedestrian bridge, revitalized gathering spaces, and enhanced ecological zones that connect people to the water. With improved infrastructure, resilient design strategies, and programming that reflects the culture of New Orleans East, Lincoln Beach will continue to be a thriving hub for recreation, reflection, and community pride.

### A Community-Guided Gateway to Lincoln Beach

The Lincoln Beach entry experience was shaped by both community input and site analysis. At Milestone Meeting 2, the 500+ space parking lot layout and pedestrian bridge typology were presented, voted on, and approved by the public. The History Museum—located on the left side of the main building—emerged as a top community priority, along with a flexible structure for sports courts and market stalls. A designated food truck zone with shaded garden seating also ranked highly. One idea that sparked particular excitement was the drive-in movie theater, now featured as a movie lawn with an adjacent parking area.

An architectural rendering of the Lincoln Beach entry building and surrounding park area. The building is a two-story structure with a prominent red facade and a large, overhanging roof. A red pedestrian bridge with a perforated metal railing spans across the building. The foreground is a lush park with tall bald cypress trees, greenery, and a paved walkway. People are shown walking, pushing a stroller, and sitting on a bench. A sign on the left reads "LINCOLN BEACH" with a red arrow pointing right. A green car is parked in the background.

Shown here: The entry building, with color inspired by the vibrant sunrises of New Orleans East, welcomes visitors with a thoughtfully designed welcome center and history museum that highlights the site's rich past. The entry feels like a park, offering court sports, picnicking, and shaded relaxation beneath towering bald cypress trees.



### **A Revitalized Shoreline**

The beach experience has been thoughtfully shaped by community input and ecological goals. During Milestone Meeting 2, a clear desire emerged for a large, continuous shoreline that echoes the historic beach extents. In response, the plan restores a connected beachfront with shaded seating, picnic areas, and an accessible kayak launch—all highly requested features. To maintain the new beach extents, the design proposes two new breakwaters which will reduce wave action on the beach. Additionally, the beach is backed by sand dunes that will act to slowly replenish the beach sand over time. The existing marshes that flank the site are preserved and enhanced to provide greater aquatic habitat.

Shown here: The expansive beach, framed by the preserved remnants of the historic boardwalk, serves as the heart of Lincoln Beach. Visitors can stretch out on the sand, fly kites, rent kayaks, or play a game of beach volleyball. A walk to the end of the arcing boardwalk rewards guests with a breathtaking panoramic view of Lake Pontchartrain.

# PHASING & IMPLEMENTATION

## Includes:

- Half of Parking Lot
- Restored Lincoln Beach Sign
- Pedestrian Spine
- Pedestrian Crossing
- Elevator and Stairs
- Pedestrian Bridge
- Tunnel Drainage
- Restaurant
- Restrooms & Lockers
- Midway Pavement Rehab
- Boardwalk Relic Rehab and Terraces
- Beach Nourishment
- Utility Improvements



## PHASE 2



## Includes:

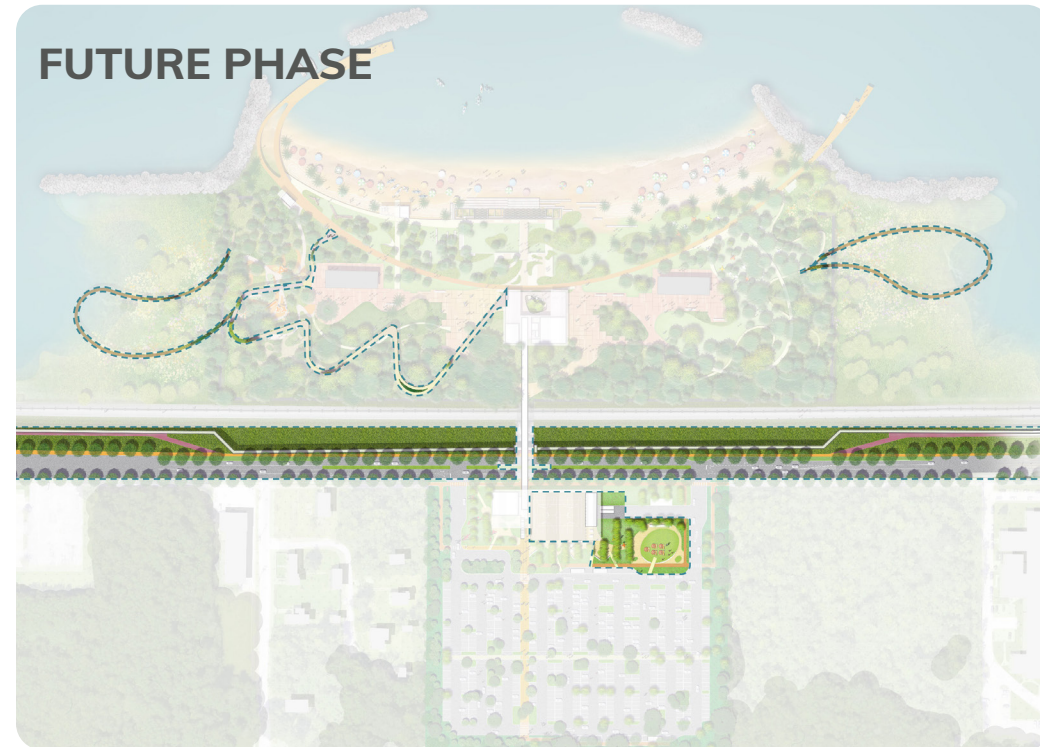
- Welcome center & history museum
- Administrative Security Building
- Concessions & Community Flex Room
- Event Space
- Midway Gardens & Central Plaza
- Beachfront Lawn
- Arcing Boardwalk Path
- Fishing Pier
- Sunset Pier
- Kayak Rental Pavilion
- Large Children's Playground
- Flexible Event Lawn
- New Breakwaters

## Includes:

- Parking Lot Extension
- Restored Lincoln Beach Sign
- Picnic Lawn & Planting
- Woodland Trails
- Discovery Path



## FUTURE PHASE



## Includes:

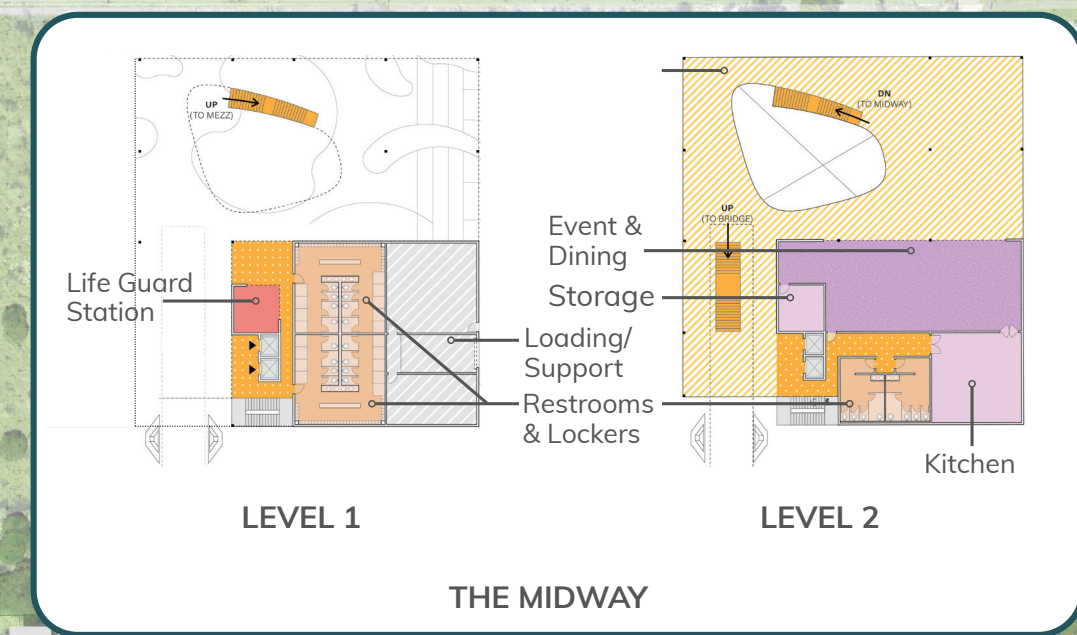
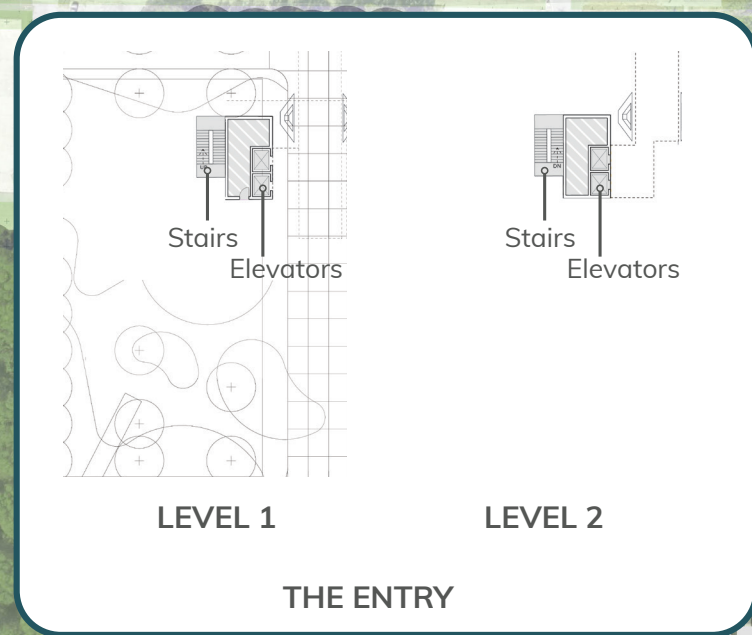
- Lincoln Beach (Hayne) Boulevard Improvements
- Flexible Market Hall & Sports Courts
- Food Truck Zone
- Drive-In Movie Lawn
- Oak Canopy Walk
- Marsh Boardwalk Paths

# DETAILED PHASE 1

Phase 1 focuses on establishing the site's foundational elements - those necessary to ensure safety and make Lincoln Beach usable as a public waterfront destination. These core improvements, or 'givens', were identified through ongoing community engagement and carefully considered logistical planning, shaped by budget constraints and implementation sequencing.

Phase 1 of the project implementation will introduce several key site elements, laying the foundation for Lincoln Beach's transformation. These site elements include a portion of the parking lot, the pedestrian bridge, the beach-side elevated restaurant with associated restrooms, rehabilitated boardwalk relic and waterfront terraces, and a large, renourished beach.

- ① Parking Lot
  - ② Restored Lincoln Beach Sign (first)
  - ③ Pedestrian Spine
  - ④ Lincoln Beach Blvd (Hayne Blvd) Pedestrian Crossing
  - ⑤ Elevator and Stairs
  - ⑥ Pedestrian Bridge
  - ⑦ Tunnel Drainage
  - ⑧ Level 2 Restaurant
  - ⑨ Level 2 Shade Pavilion
  - ⑩ Level 2 Restrooms
  - ⑪ Level 1 Restrooms & Lockers
  - ⑫ Level 1 Lifeguard Office
  - ⑬ Midway Pavement Rehabilitation
  - ⑭ Boardwalk Relic Rehabilitation and Terraces
  - ⑮ Beach Nourishment
  - ⑯ Brick Wall Rehabilitation
  - ⑰ Selective Demolition
  - ⑱ Existing Breakwaters Rehabilitation
- \*Utility Improvements

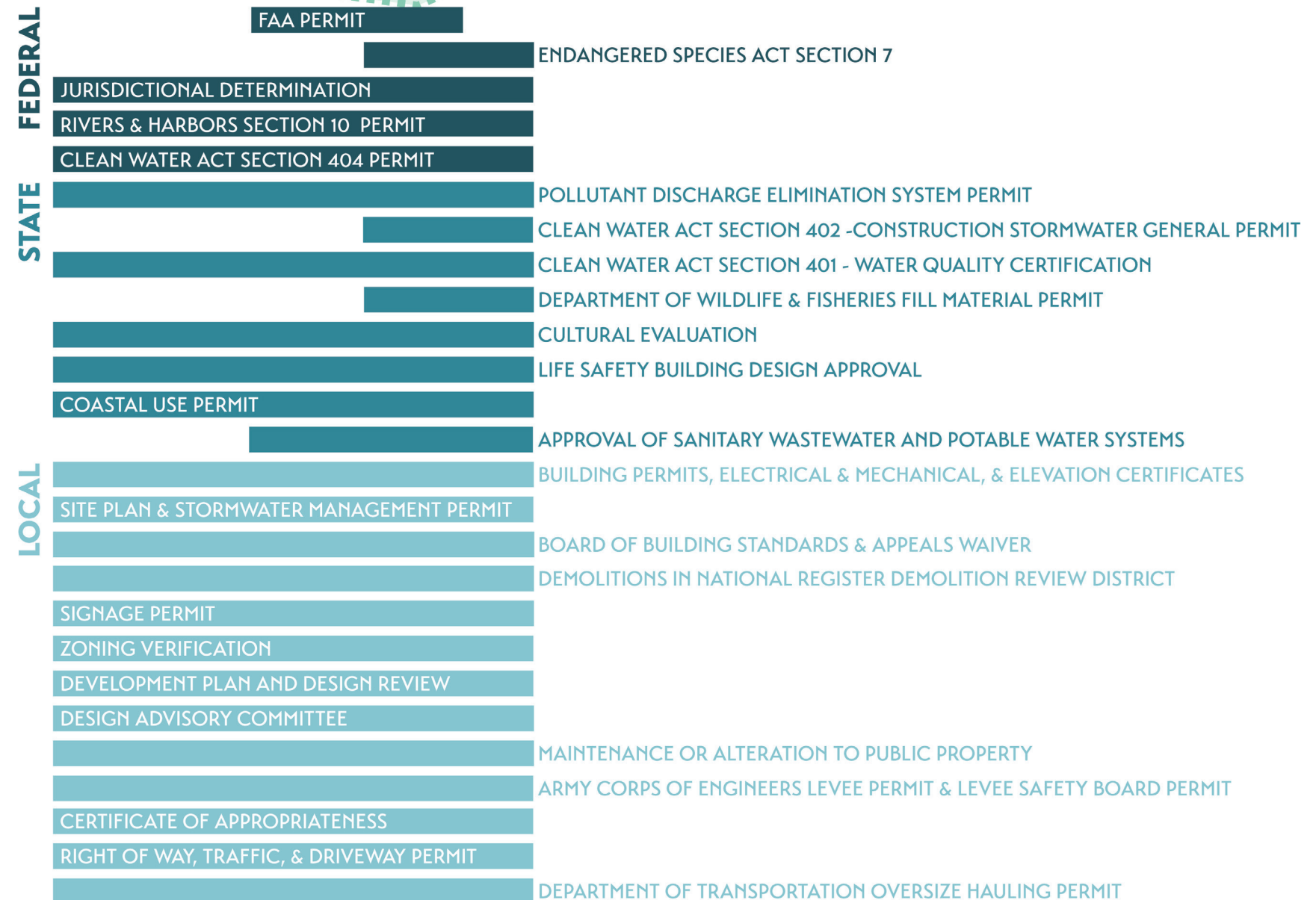




**CONCURRENTLY: PERMITTING**  
Mar. 2025- Construction

SCHEDULE IS SUBJECT TO CHANGE

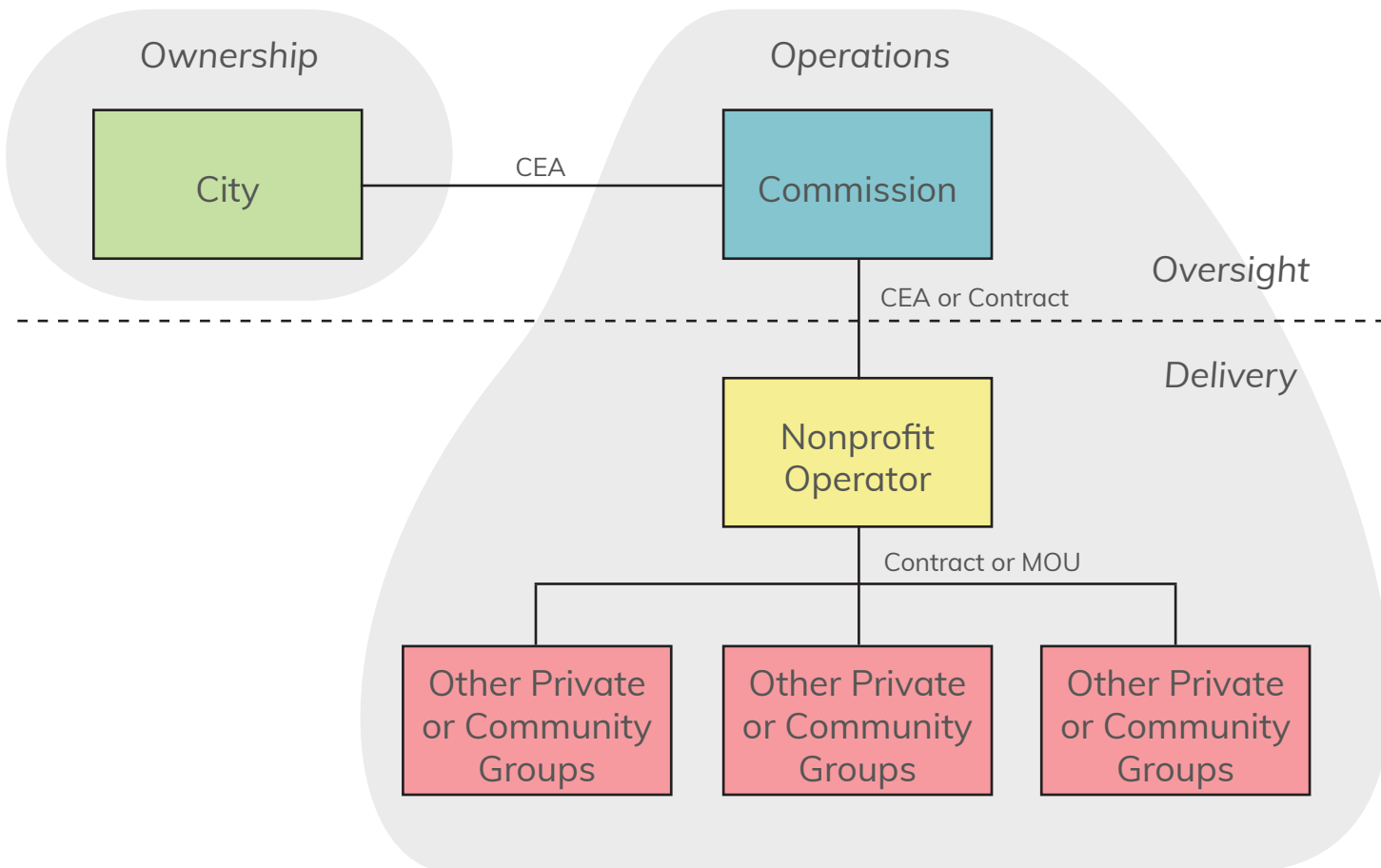
- KEY PROGRAM ELEMENTS DRIVING PERMITTING:**
- ★ Bridge over a Highway & Railroad
  - ★ Work within Levee Right of Way
  - ★ Work in/near Lake Pontchartrain
  - ★ Beach Nourishment/Expansion
  - ★ Tunnel Improvements
  - ★ Work in Existing Wetlands



# GOVERNANCE & OPERATIONS

## A Partnership-Based Approach

Eventually, the success of Lincoln Beach depends on the collaboration and clear delineation of roles and responsibilities among the key entities that shall work in tandem to provide the necessary financial, operational, political, and legal resources. As the operations and governance structure build up and evolve, the City shall retain ownership of the land and assets built on it, including infrastructure. The Commission, potentially initially leveraging the existing NORD structure before transitioning to a new special Lincoln Beach Commission, will be responsible for oversight of Lincoln Beach as a community and regional asset, determined by its charter and a Cooperative Endeavor Agreement (CEA) with the City. This Commission will be accountable to the public, and it shall be set up to be a fiscally independent entity that controls budgets (expense and revenue) for Lincoln Beach's operations. The Nonprofit Operator, accountable to the Commission and its Board, will be responsible for operations of the park, including acquiring resources for ongoing operations and working with a variety of Other Nonprofit Groups.



# NEXT STEPS

## IMMEDIATE

- Release the Construction Manager at Risk (CMAR) RFP and select a proposer
- Complete 30% design documents for full project
- Detailed Design & Permitting for Phase 1
- Submit project permits for federal, state, and local agencies
- Establish Cooperative Endeavor Agreement (CEA)
- Creation and deployment of community preferred governance structure
- Engagement with community on detailed design
- City identifies budget for operations
- City applies for seed grants to support initial nonprofit-led operations

## NEAR-TERM

- Begin construction on Phase 1 (anticipated Q4 of 2025)
- Detailed design Phase 2 (if funding is secured)
- Execute operations and governance structure
- Programming & events calendar defined by community and Nonprofit Operator
- Conduct detailed cost estimate and determine if anything currently allocated to Phase 2 can be delivered for Phase 1
- Fundraising
- Commission contracts the formed or selected Nonprofit Operator for day-to-day operations

## LONG-TERM

- Detailed design Phase 3 (if funding is secured)
- City transfers CEA to a new Lincoln Beach Commission
- City retains ownership of Lincoln Beach, and scales down its direct management/involvement