

# LINCOLN ≡ BEACH

Redevelopment Master Plan

Public Milestone Meeting 3

11.07.2024

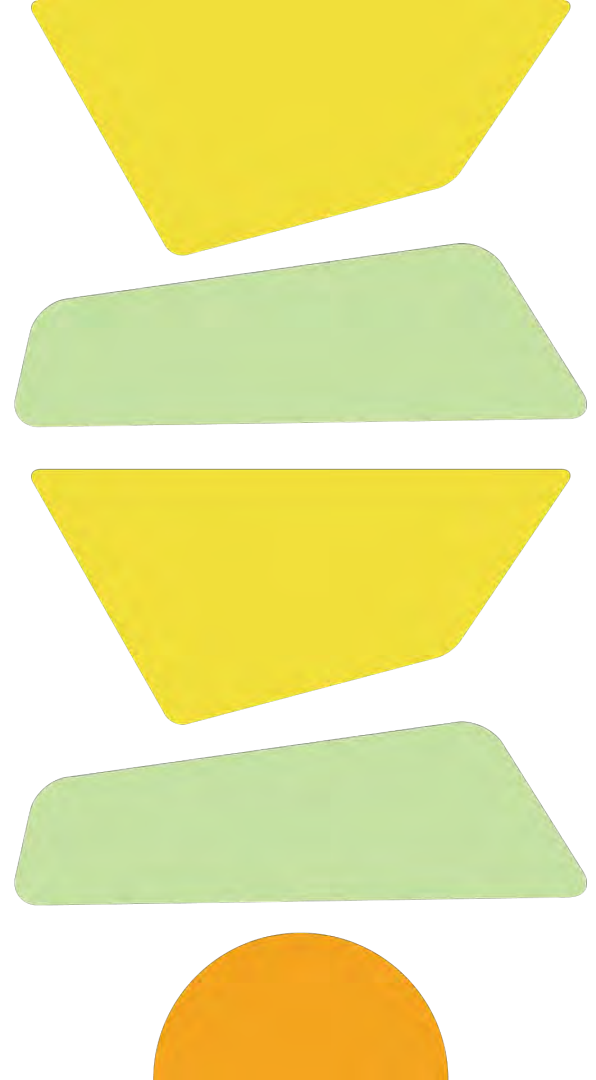


CITY OF NEW ORLEANS



Resilience +  
Sustainability  
CITY OF NEW ORLEANS

SASAKI



# Agenda

- I. **Open House-Individual Prioritization Activity - (20 minutes)**
- II. **Welcome & Ground Rules (5 minutes)**
- III. **Opening Remarks & Introductions**
- IV. **Presentation (20 minutes)**
- V. **Group Table Activity & Report Outs (25 minutes)**
- VI. **Next Steps and Conclusion (5 minutes)**
- VII. **Adjournment / Dismissal**



# Welcome & Ground Rules





## Today's Meeting Goals

- 1. Learn more about the project.**
- 2. Confirm the site programming.**
- 3. Provide input on priorities that will help to shape Phase 1!**



# Opening Remarks & Introductions

# Levels of Engagement

**Broader New Orleans community**



Public Open Houses



**Surrounding Neighborhoods**

**Specific Stakeholders**



Community Fellows



On-Site Activities



**Community Leaders**



**Less Engagement**

**More Engagement**

# Planning and Design Guidance Transparency in Process

**Existing Lincoln Beach  
Community Advisory  
Committee (LBCAC)**

**Mayor  
Appointed**

**Hired by Our  
Team**

**Community Fellows**

**Volunteer  
Interested Parties**

## **Working Groups**

**Community  
Stakeholder  
Group**

**Technical  
Stakeholder  
Group**

**Economic  
Development  
Stakeholder  
Group**

**Executive  
Stakeholder  
Group**

## PROJECT TEAM

Client

**City of New Orleans**  
Office of Resilience & Sustainability (ORS)

Design Consultant

**Sasaki**  
Landscape Architecture, Architecture,  
Civil Engineering

Digital  
Engineering  
Initial Site Due Diligence & Quick Open Plan

Subconsultants

TVG  
Planning  
Local Engagement & Outreach

Concordia  
Local Design Partner

Baird  
Marine & Beach Engineering

JLP+D  
Operations, Maintenance, & Revenue Modeling

Southern  
Shores  
Environmental Engineering, Permitting

Marais  
Civil Engineering

Urban  
Systems  
Transportation Planning

Mia Kaplan  
Studio  
Historic Preservation

## ADVISORY GROUPS



**Community Working Group**

Volunteer Interested Parties & Experts on NOLA East



**Technical Advisory Committee**

Volunteer Interested Parties & Technical Experts



**Economic Development Advisory Committee**

Volunteer Interested Parties & Economic Experts



**Lincoln Beach Community Advisory Committee (LBCAC)**  
Mayor Appointed

**Community Fellows**

Hired by the Project Team

THE NEW ORLEANS EAST COMMUNITY

## Local and Black Owned Partners/Vendors

- ENONAC
- EQA
- NOLAEAST.com
- Franklin Baptist Church
- New Home Full Gospel
- Universal Printing
- PJ's Coffee of New Orleans
- Salads Galore
- New Home Full Gospel Cathedral
- New Orleans East Opportunity Center
- Youth Empowerment Project (YEP)
- St. Augustine High School
- Royal Essence



# Capturing the History of Lincoln Beach

# Potential Historical Narratives & Display

## NARRATIVES

- Context of segregation; creation of the beach and intended use
- Profile of New Orleans East
- Black community and swimming (sinkhole, free swimming classes, diving competitions, drownings)
- Environment and climate

## ARCHIVAL

- Family photos
- Memorabilia
- Documents relating to Lincoln Beach

## THEMES

- Rock 'n' roll nights on Fridays
- Performances
- Talent shows
- Pageants

## SIGNAGE & DESIGN

- Lincoln Beach Historical Marker
- Vintage performance posters
- Wall of fame - notable attendees
- Quotes pulled from oral histories
- Kiosks playing music of Lincoln Beach performers

# Oral Interviews

- Objective: Audio to be formatted and used for historical narrative in Lincoln Beach welcome center/museum
- Interview questions include: favorite memories, connection to New Orleans East, favorite elements of the beach, historical significance both past and present, future of Lincoln Beach and The East
- Mrs. Sylvia Scineaux-Richard on October 10
- Remaining interviews through November 2024



**Mrs. Sylvia Scineaux-Richard**

Former President of East New Orleans  
Advisory Commission



# Community Outreach & Engagement

# MEET YOUR LINCOLN BEACH COMMUNITY FELLOWS!

Community Fellows are individuals selected by the project team to serve as ambassadors of the community. These individuals possess deep community ties, credibility, and are instrumental in recruiting residents and maintaining the community's vision. Effective listening, bridge-building, and communication skills are essential for them.



**SIERRA BLANCHARD**  
Council Districts District A & B



**MONICA MILLON**  
Council Districts C & D



**OLIVER FAURE**  
Council District E



**KENYDRA CHRISTOPHER**  
City Wide Special Events

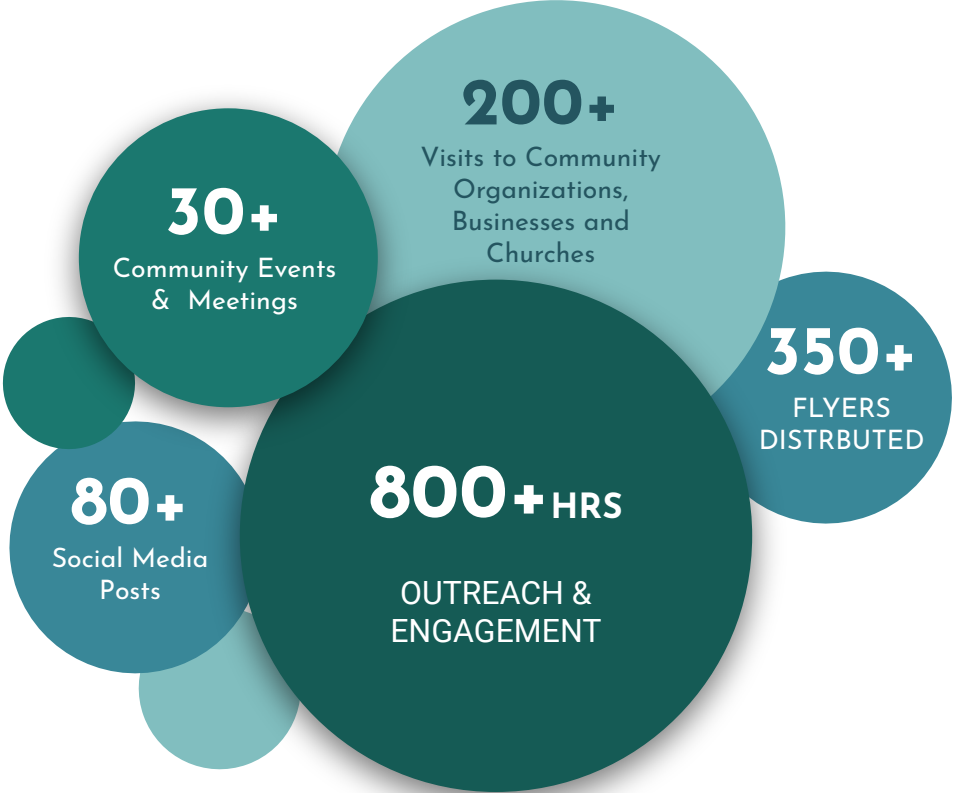


**KHATER SALOMON**  
City Wide Spanish Speaking



**NHI PHAM**  
City Wide Vietnamese Speaking

# Lincoln Beach Community Fellows Outreach & Engagement Activities







# Where We Are + Where We're Going

Getting to the Draft Concept Design

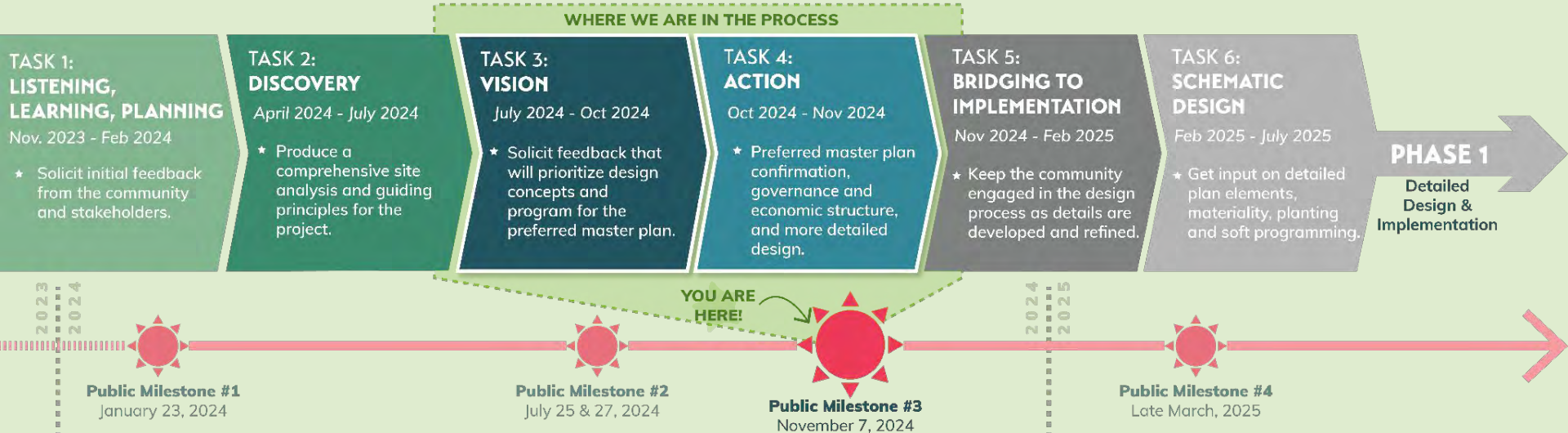
# Major Engagement

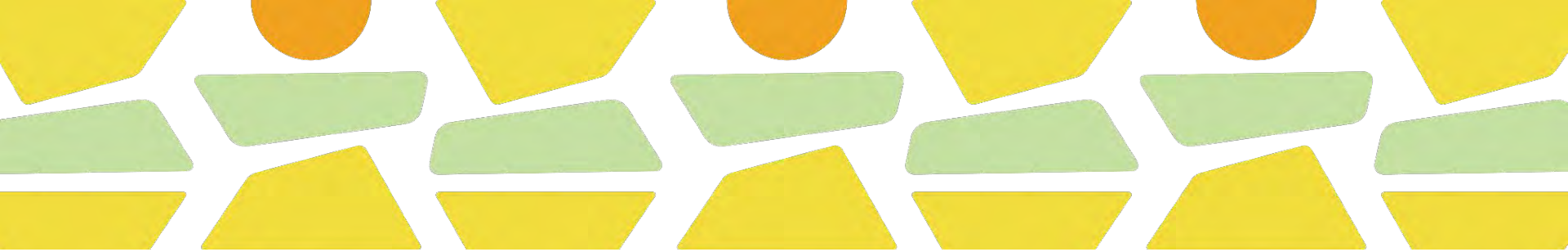
- **January:** Phase 1 Public Milestone Meeting
- **February:** Phase 1 Advisory Committee Meetings
- **March:** Phase 1 Lincoln Beach Community Advisory Committee
- **June:** Phase 2 Joint Advisory Committee Meeting & Site Tour
- **July:** Phase 2 Lincoln Beach Community Meeting
- **August - September:** Phase 3 Individual Advisory Meetings, Focus Groups, Joint Advisory Committee Meeting
- **November:** Phase 3 Lincoln Beach Community Meeting

WE ARE  
HERE



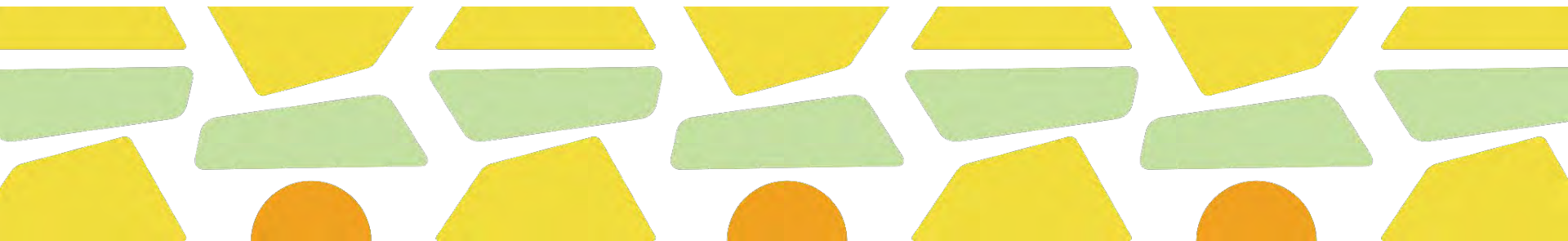
# Project Schedule Snapshot





# What We Heard!

Community Input Results



# We asked for input on three concepts

## Concept 1

The Community's Waterfront



## Concept 2

A Day at the Beach



## Concept 3

Preserve, Enhance, Celebrate

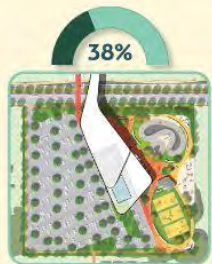


Highest Level of Intervention

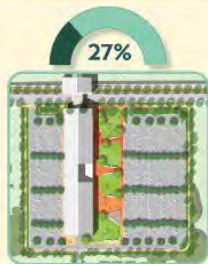
Least Level of Intervention



## PARKING CONCEPTS:



Concept 1



Concept 2



Concept 3

## ADAPTIVE REUSE:

63%

Provide educational signage around the site explaining historical aspects

61%

Provide opportunities for local artists to create pieces that celebrate culture & history

55%

Adaptively reuse existing structures & materials within the new design for amenities

53%

Provide a museum space on site that tells the story of New Orleans East & Lincoln Beach

48%

Preserve and add onto historic structures

43%

Utilize the historic layout of the site as inspiration for the new design

## 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

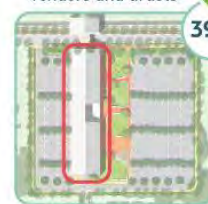
## COMMUNITY COMMERCE

Informal places on the parking lot side for things like pop-up farmers markets



Concept 1

A large flexible shade structure on the parking lot side with spaces for local vendors and artists



Concept 2

A smaller open-air multipurpose space for vendors and artists with a community food hub



Concept 3

## 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

## SAND RETENTION:

Regularly replenish the sand every few years so that there is no form of breakwater needed

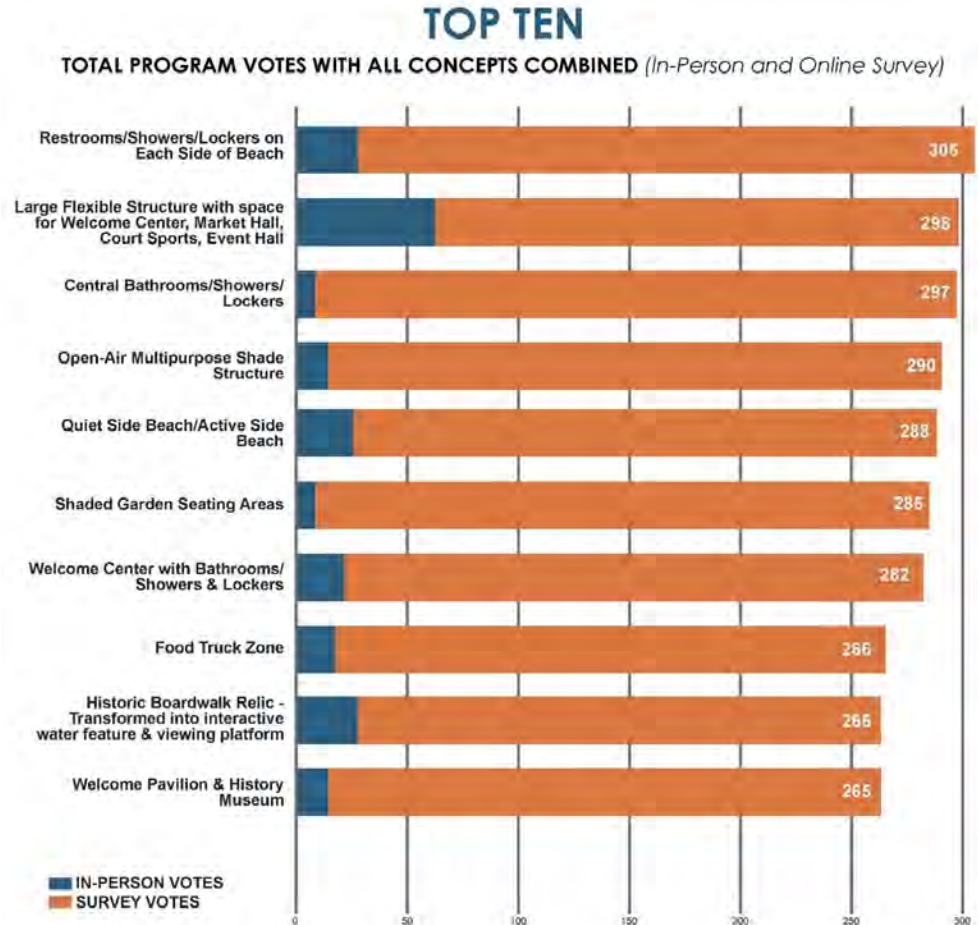


Provide an underwater, non-visible breakwater that slows down erosion but would still require some sand placement every decade or so

Provide a visible offshore breakwater that greatly reduces sand erosion but still allows for continuous water flow

# How your input informed the concept

1. Restrooms/Showers/Lockers on Each Side of Beach
2. Large Flexible Structure with space for a Welcome Center, Market Hall, Court Sports, Event Hall
3. Central Restrooms/Showers/Lockers
4. Open-Air Multipurpose Shade Structure
5. Quiet Side Beach/Active Side Beach
6. Welcome Center with Restrooms/Showers & Lockers
7. Food Truck Zone
8. Historic Boardwalk Relic - Transformed into Interactive Water Feature & Viewing Platform
9. Welcome Pavilion & History Museum
10. Shaded Garden Seating Areas



The image features a decorative border at the top and bottom. The border consists of repeating patterns of yellow and orange circles, yellow trapezoids, and light green trapezoids. The central text is in a bold, teal, sans-serif font.

# How Community Input Shaped The Concept Plan!

See how the votes informed the updated concept plan!



## TOP PROGRAM ELEMENTS:

\*Listed in order of ranking

Restrooms

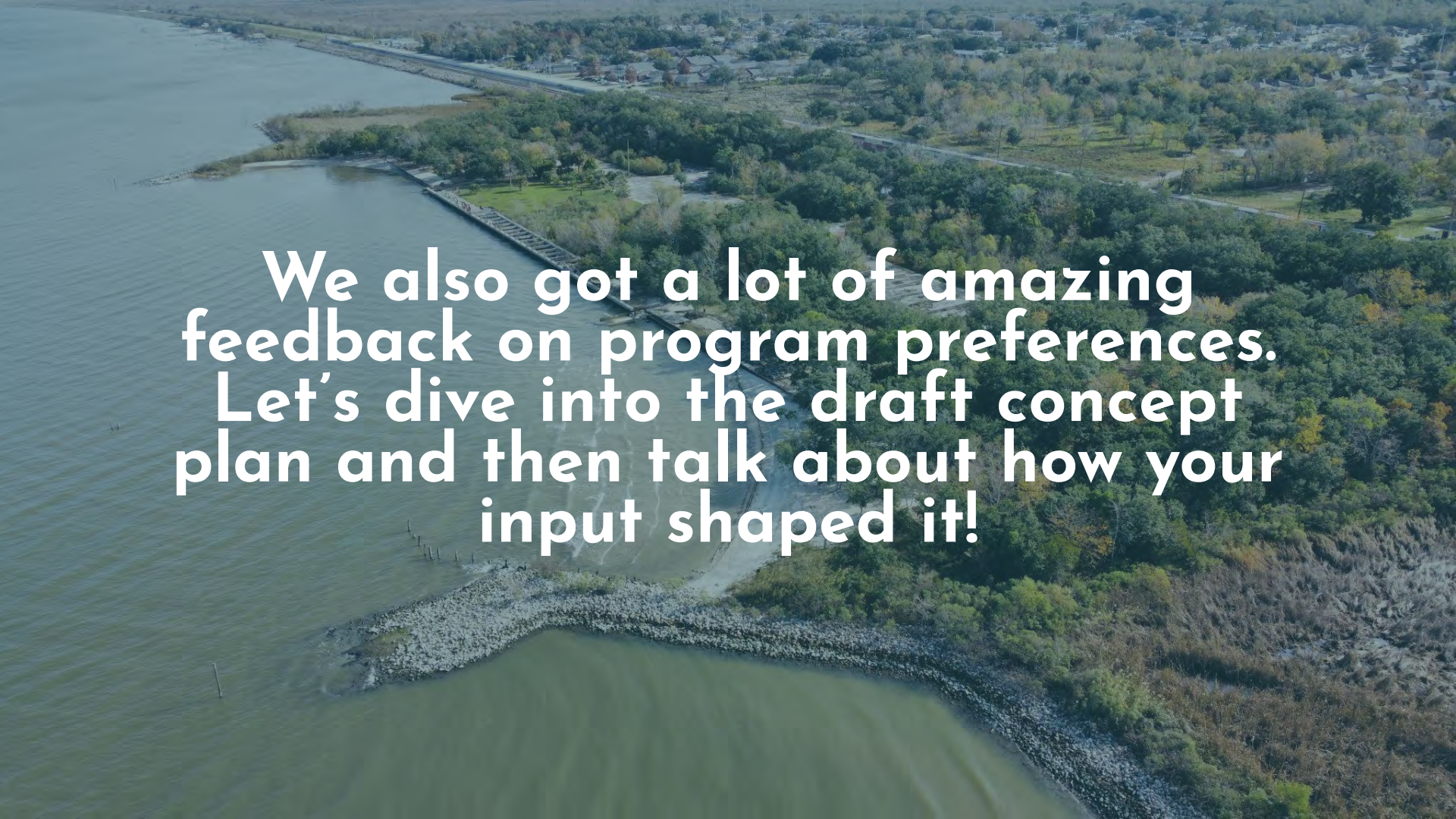
1 Large Flexible Structure:

- 1a NOPD Outpost
- 1b Arts Incubator/Community Hub
- 1c Welcome Center/Concessions
- 1d Market Hall/Court Sports & Recreation Equipment
- 1e Indoor Pool

- 2 Quiet Side Beach/Active Side Beach
- 3 Shaded Garden Seating Areas
- 4 Food Truck Zone
- 5 Historic Boardwalk Relic - Preserved as a Feature of Historic Interpretation & Viewing Platform
- 6 History Museum
- 7 Central Cafe/Restaurant

- 8 Medium-Sized Amphitheater Lawn with Historic Pavilion Repurposed as Stage/Bandshell
- 9 Flexible Space for Pop-Up Vendors
- 10 Waterfront Terraced Seating
- 11 Shaded Drop-Off On Haynve Blvd.
- 12 Passive Picnic Lawn with Park Grills
- 13 Extensive Oak Canopy Walk with Overlooks
- 14 Drive-In Movie Screening
- 15 Kayak Rental Pavilion
- 16 Large Children's Playground
- 17 Central Swimming Pier
- 18 Fishing Pier
- 19 Event Space
- 20 Marsh Boardwalk Paths
- 21 Sunset Boardwalk with Boat Dock
- 22 Community Mural Walk
- 23 Waterfront Plaza

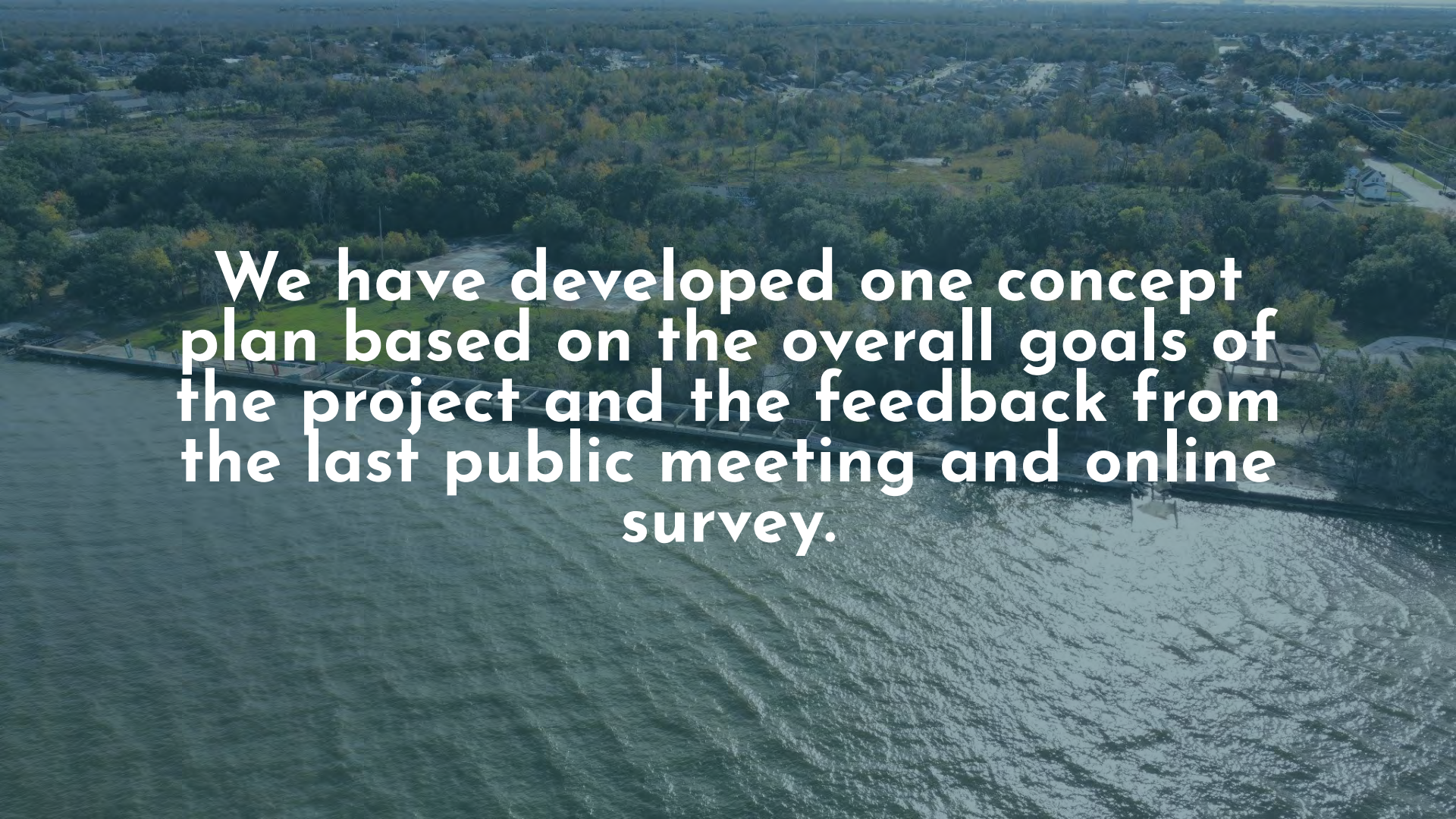


An aerial photograph of a coastal area. In the foreground, there is a body of water with a rocky shoreline. A long, narrow pier or breakwater extends from the shore into the water. In the background, there is a residential neighborhood with houses and trees. The text is overlaid on the image in a large, white, sans-serif font.

**We also got a lot of amazing  
feedback on program preferences.  
Let's dive into the draft concept  
plan and then talk about how your  
input shaped it!**



# Draft Preferred Concept Plan

An aerial photograph showing a residential neighborhood with numerous houses and trees. In the foreground, there is a large body of water with a dark, possibly paved or concrete area along the shore. The text is overlaid on the image in a large, white, sans-serif font.

**We have developed one concept plan based on the overall goals of the project and the feedback from the last public meeting and online survey.**

# Draft Concept Lincoln Beach

## Core Ideas:

- + Historic Preservation
- + Raised Centralized Programming
- + Diverse Program Options
- + Passive Side and Active Side
- + Light Touch to the majority of the site

## Left Side

- NOPD Security Outpost
- Welcome Center & Concessions
- Arts Incubator and Community Center

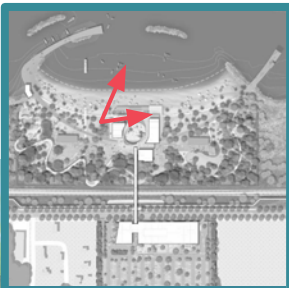
## Right Side

- Flexible Market Hall
- Court Sports & Recreation Equipment
- Indoor Pool



# View of Beach & Historic Bulkhead

Looking Northeast



Key Plan

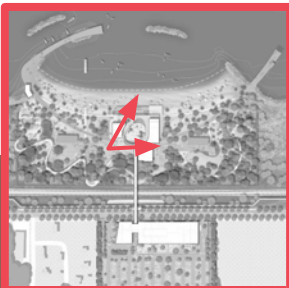
# View of Entry Along Hayne Blvd Looking Northeast



Key Plan

# View of Central Plaza & Midway

Looking North



Key Plan

# View of Canopy Walk & Lawn/Pavilion

Looking North



Key Plan



# Draft Concept Lincoln Beach

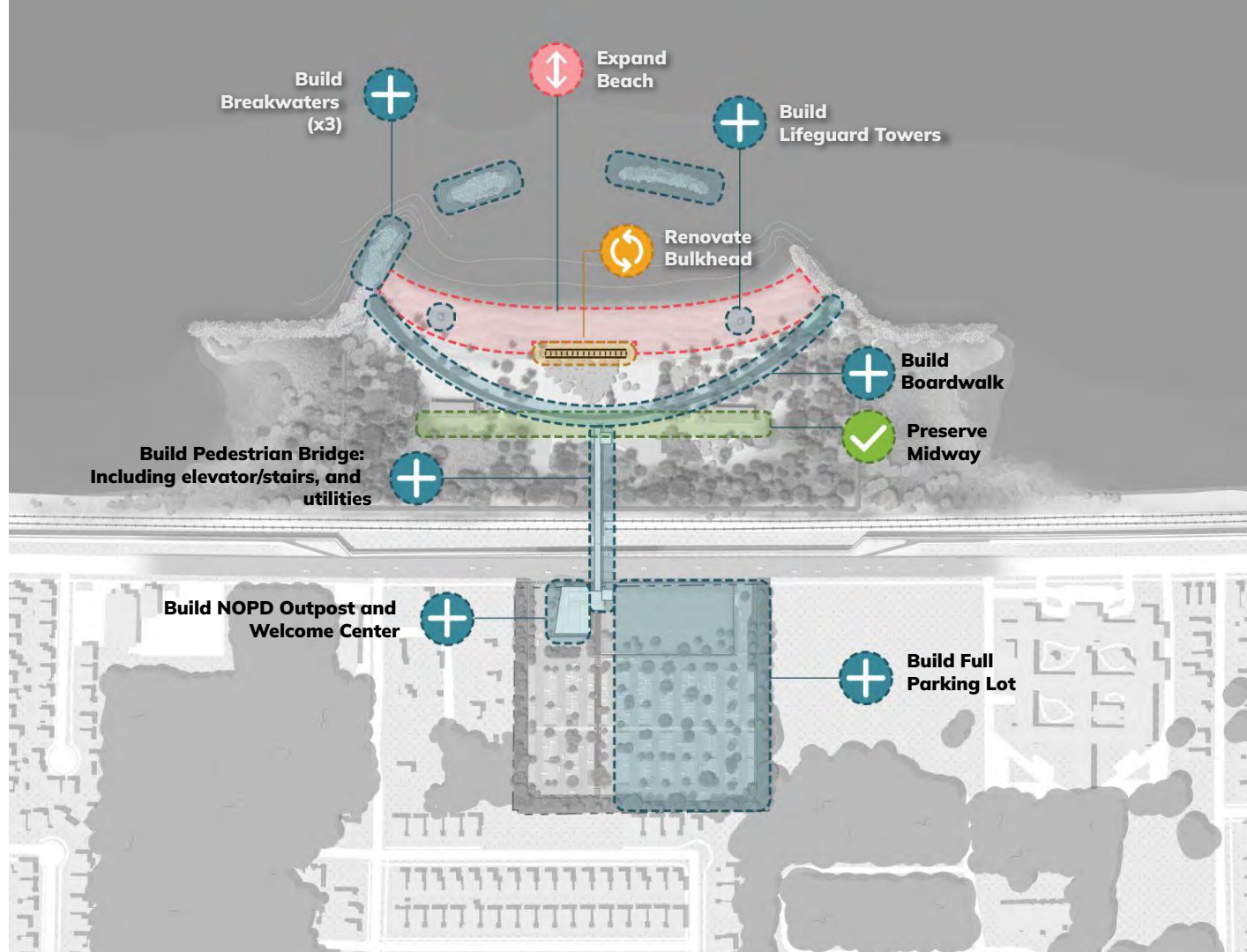
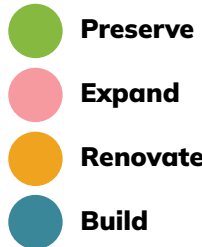


# Quick Open vs Phase 1 Plan



# Phase 1 'Givens'

- Remaining parking lot (additional 340 spaces from Quick Open)
- NOPD Outpost and Welcome Center
- Pedestrian Bridge and Main Utilities
- Main boardwalk circulation
- Breakwaters
- Expand and nourish beach
- Renovate bulkhead and make it accessible
- Protect and engage Midway





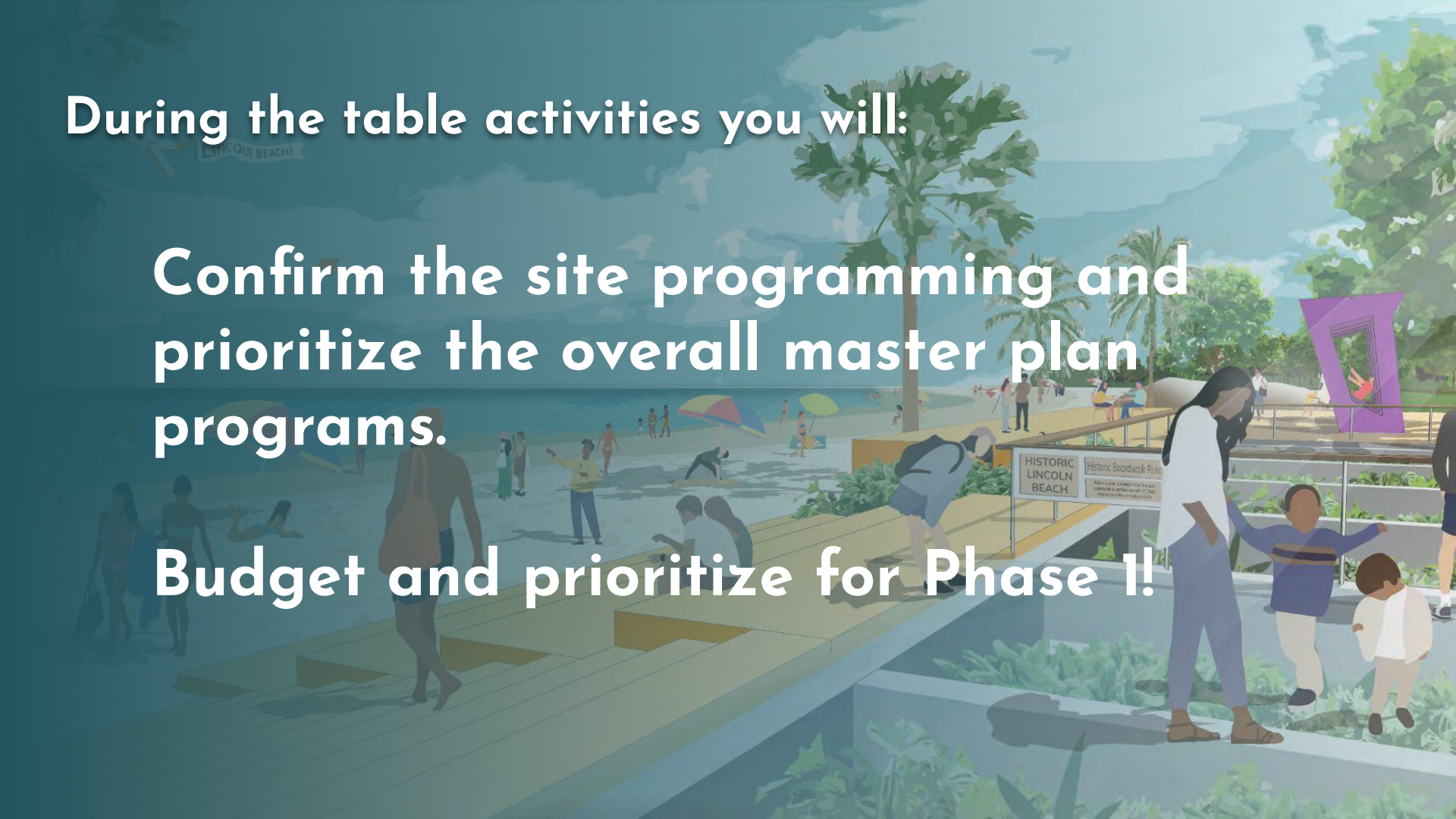
# Today's Activities



**During the table activities you will:**

**Confirm the site programming and  
prioritize the overall master plan  
programs.**

**Budget and prioritize for Phase I!**



# Table Activity 1

## Individual Activity & Group Discussion Instructions

For the first 10 minutes:

1. On a handout go through the draft concept plan and confirm if we got the programming right! Indicate Yes for what you want to see and No if you think it needs to be removed from the plan.
2. If we missed something, please write it in.
3. Then develop a list of your top five priorities for the entire project! 1 being the most important, 5 being the least important.
4. Write in your program preferences individually

For the next 10 minutes:

1. As a group compare and discuss responses

## Phase 1 - Program Priorities

Review the proposed programs below. Write down your top 5 preferred program elements you'd like to see at Lincoln Beach. Each program element has been assigned a relative value based on its cost (\$ being the least expensive, \$\$\$ being the most expensive). Add up the total dollar amount of your top 5.

Building Program	Program	Cost
1	Large Flexible Structure*	
1b	NOPD Outpost*	
1b	\$\$ Arts Incubator/Community Hub	
1c	Welcome Center/Concessions*	
1d	\$\$ Market Hall/Court Sports & Recreation Equipment	
1e	\$\$\$ Indoor Pool	
2	\$\$\$ History Museum	
3	\$\$\$ Elevated Central Cafe/Restaurant	
4	\$\$ Historic Pavilion Repurposed as Bandshell	
5	\$\$ Shaded Drop-Off on Hayne Blvd	
6	\$\$\$ Kayak Rental Pavilion with Small Concessions	
7	\$\$\$ Elevated Event Space	
8	Pedestrian Bridge*	
9	\$ Passive Side Beach/Active Side Beach	
10	\$\$\$ Shaded Garden Seating Areas	
11	\$ Food Truck Zone	
12	\$\$\$ Large Children's Playground	
13	\$\$ Central Swimming Pier	
14	\$\$ Fishing Pier	
15	\$\$ Marsh Boardwalk Paths	
16	\$ Kayak Launch (beach)	
17	\$\$\$ Sunset Boardwalk with Boat Dock	
18	\$ Community Mural Walk	
19	\$\$ Historic Boardwalk Relic - Preserved as a Feature of Historic Interpretation & Viewing Platform	
20	\$\$ Flexible Event Lawn	
21	\$ Flexible Space for Pop-Up Vendors	
22	\$ Waterfront Terraced Seating	
23	\$\$ Passive Picnic Lawn with Park Grills	
24	\$\$\$ Extensive Oak Canopy Walk with Overlooks	
25	\$\$ Waterfront Plaza	
26	\$ Historic Trapezoidal Structures - Repurposed into Waterfront Swings	
27	\$\$ Commemorative Art Garden	
28	\$\$ Woodland Trails	
29	\$\$\$ Interactive Rainfall Water Feature	
30	\$\$ Drive-In Movie Screening	

Place your top 5 here. Write the Program number and cost next to the ranking.		
	#	\$
1	<input type="text"/>	<input type="text"/>
2	<input type="text"/>	<input type="text"/>
3	<input type="text"/>	<input type="text"/>
4	<input type="text"/>	<input type="text"/>
5	<input type="text"/>	<input type="text"/>
Total \$: _____		

\*Programs that are "Givens" for Phase 0 & 1.

# Table Activity 2

## Group Activity & Report Back Instructions

For the first 10 minutes:

- As individuals budget for for Phase 1 to prioritize the first step of implementation.

For the next 10 minutes:

- As a group compare and discuss responses.
- Then work together to develop a priority list of the programs that you would like to see in Phase 1, 1 being the most important, 5 being the least important.

**Prioritization Activity:** Put your budget hat on and get in the shoes of the design team and City! Each program element has been assigned a relative value based on its cost (\$ being the least expensive, \$\$\$ being the most expensive) You have a budget of **\$10 total** to spend, please use that to budget for Phase 1.



### Building Program:

Number	Cost	Description
Given		Large Flexible Structure
1-15	\$	NCPO Outpost
1-15	\$	Arts Incubator/Community Hub
1-15	\$	Wellness Center/Concessions
1-15	\$	Market Hall/Court Sports & Recreation Equipment
1-15	\$	Indoor Pool
1-15	\$\$\$	History Museum
1-15	\$\$\$	Elevated Central Cafe/Restaurant
1-15	\$\$	Historic Pavilion Repurposed as Boardwalk
1-15	\$\$	Shaded Drop-Off on Hayne Blvd
1-15	\$\$\$	Kayak Rental Pavilion with Small Concessions
1-15	\$\$\$	Elevated Event Space
1-15	Given	Restrooms

### Landscape Program:

Number	Cost	Description
1-15	\$\$\$	Pedestrian Bridge
1-15	\$	Passive Side Beach/Active Side Beach
1-15	\$\$	Shaded Garden Seating Areas
1-15	\$	Food Truck Zone
1-15	\$\$\$	Large Children's Playground
1-15	\$	Central Swimming Pier
1-15	\$\$	Fishing Pier
1-15	\$\$	Marsh Boardwalk Paths
1-15	\$	Kayak Launch (beach)
1-15	\$\$\$	Sunset Boardwalk with Boat Deck
1-15	\$	Community Mural Walk

Number	Cost	Description
1-15	\$\$	Historic Boardwalk Rebuild - preserved as a Feature of Historic Interpretation & Viewing Platform
1-15	\$\$	Flexible Event Lawn
1-15	\$	Flexible Space for Pop-Up Vendors
1-15	\$	Waterfront Terraced Seating
1-15	\$\$	Passive Picnic Lawn with Park Grills
1-15	\$\$\$	Extensive Oak Canopy Walk with Overlooks
1-15	\$\$	Waterfront Plaza
1-15	\$\$	Existing Trestle Deck Structures - Repurposed into Waterfront Seating
1-15	\$\$	Commemorative Art Garden
1-15	\$\$	Woodland Trails
1-15	\$\$\$	Interactive Rooftop Water Feature
1-15	\$\$	Drive-In Movie Screening

### Phase 1 - Top Program Priorities

Showcases your top five program priorities. The "Given" below are elements that have to be present for Phase 1. Therefore, your group does not need to include these in your top priority list.

Given:

- Flexible Structure \$5
- NCPO Outpost
- Wellness Center & Concessions
- Parking Lot w/ Stormwater Inlet \$5
- Pedestrian Canopy (Ground Level) \$5
- Thematic Pedestrian Bridge \$85
- Boardwalk \$55
- Signage - Avenue \$5
- Boardwalkers \$5

Each program element has been assigned a relative value based on its cost (\$ being the least expensive, \$\$\$ being the most expensive). You have a budget of \$10 to spend for Phase 1. It's ok if it goes over \$10, that just means some program elements will have to come later.

Rank	Program Number	Cost
1	<input type="radio"/>	<input type="text"/>
2	<input type="radio"/>	<input type="text"/>
3	<input type="radio"/>	<input type="text"/>
4	<input type="radio"/>	<input type="text"/>
5	<input type="radio"/>	<input type="text"/>
Total		/\$10



**Remember as  
you prioritize  
we are  
assuming that  
the following  
are going to  
be part of  
Phase 1**

**Pedestrian Bridge +  
Utilities**

**Parking (the entire  
lot)**

**NOPD Outpost and  
Welcome Center**

**Beach Nourishment**

**Breakwaters**

**Stormwater BMPs**

# Ground Rules

- Let everyone participate by listening to and respecting diverse views and opinions.
- Listen with an open mind. Listen to learn and not listen to respond.
- Value learning from different input
- Stay open to new ways of doing things
- Treat others constructively and respectfully
- Be Facilitated
- Respect the role of the facilitator in guiding the group process
- Attack the problem, not the person
- Disagreement, frustrations, and differences of opinion are acknowledged, explored, and addressed
- Please write down questions and comments and wait until the discussion segment of the meeting to ask questions and make comments.



**Be Positive!**

**Find Common  
Ground!**

**Be a Good  
Listener!**

**Build  
Consensus!**

**Have Fun!**

# Want to Stay Involved?

Visit our website to get frequent updates on project information and take our online Survey!


[LincolnBeach.nola.gov](http://LincolnBeach.nola.gov)

OUR NEXT MEETING WILL BE IN MARCH 2025 WHERE WE WILL ASK FOR INPUT ON DETAILED DESIGN ELEMENTS


Questions? Email  
[LincolnBeach@nola.gov](mailto:LincolnBeach@nola.gov)

## HOW WILL YOUR FEEDBACK & INPUT BE GATHERED?

**1 CONFIRMATION ACTIVITY**  
Individually and in breakout groups, please review the programming and amenities in the design concept shown and indicate which ones you absolutely want on the beach as well as program or amenities you'd want to swap out with something you'd like to see at the beach.



**2 PRIORITIZATION ACTIVITY**  
As a group compare your program confirmation lists and begin discussing how they should be prioritized in the phasing of Lincoln Beach. Knowing these can't all happen at once, as a group devise a preferred priority plan for all of the programming, structures, and amenities on the beach.



**3 ONLINE SURVEY**  
Want to provide your feedback later? Or know someone who couldn't make it to this meeting? Find the preferred concept plan and a feedback survey on the Lincoln Beach website. The survey will close on November 24th, at 11:59 p.m.



# Your Call to Action!

## Community Driven Engagement



### Be an Advocate!

Support the planning process and help champion the potential of a long-term plan for Lincoln Beach



### Be a Megaphone!

Tell everyone you know about the plan (social media too!) and tell people to come to meetings take our survey, etc.



### Be a Facilitator!

Talk to your community and try to understand their aspirations and concerns so you can vocalize that back with your group

# Participating New Orleans Black Owned Businesses & Partners

## New Orleans East Vendors & Partners



NEW ORLEANS EAST OPPORTUNITY CENTER



## New Orleans Vendors and Partners



FILM & MEDIA



# SPECIAL THANKS



Aetna Better Health<sup>®</sup>  
of Louisiana



An aerial photograph of a waterfront area. In the foreground, there is a large body of water with a rocky breakwater extending from the shore. A long pier or dock runs along the water's edge, surrounded by lush green trees and vegetation. In the background, a residential area with houses and a road is visible. The overall scene is peaceful and scenic.

**Thank You**