LINCOLN BEACH REDEVELOPMENT

MASTER PLAN REPORT

August 2025





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CITY OF NEW ORLEANS

Resilience + Sustainability
CITY OF NEW ORLEANS

LETTER OF SUPPORT FROM MAYOR LATOYA CANTRELL

This Master Plan for the Redevelopment of Lincoln Beach represents not only a historic milestone, but also a testament to the power of community vision and persistence. What began with the grassroots work of residents through the 2022 Lincoln Beach Community Vision Report has grown into a comprehensive plan shaped by countless conversations, workshops, surveys, and meetings. This iterative and inclusive process ensured that at every step, community voices remained at the center of the work.

This Master Plan serves as a roadmap to restore, reimagine, and reopen Lincoln Beach as one of New Orleans' signature waterfront destinations. It honors the site's history while embracing bold new ideas that reflect our city's cultural richness, ecological resilience, and shared aspirations for the future. Through a phased approach, Lincoln Beach will be transformed thoughtfully and sustainably, with each stage deepening our commitment to equity, access, and environmental stewardship.

Together, we have charted a path for Lincoln Beach to once again become a thriving public treasure that offers spaces for recreation, gathering, education, and cultural celebration, while also protecting the shoreline and surrounding neighborhoods from climate risks.

The creation of this Master Plan reflects more than a year and a half of hard work, dialogue, and shared dedication among community members, the Lincoln Beach Community Advisory Committee, our Community Working Group, the City's Office of Resilience & Sustainability, our design team, and so many others. To each person who contributed their time, energy, and imagination: thank you. This Plan belongs to all of us.

Lincoln Beach's revitalization is more than a project—it is a promise. A promise that when we work together, led by community vision and guided by shared values, we can bring forth places that inspire hope, foster connection, and endure for generations to come.

RECOGNITION AND CONTRIBUTIONS

OFFICE OF RESILIENCE & SUSTAINABILITY

Cheryn Robles, Environmental Affairs Administrator
Greg R. Nichols, Deputy Chief Resilience Officer
Anne Rheams, Environmental Outreach Manager
Kiksha Constantine Martin, Environmental Project Manager

NEW ORLEANS FOR LINCOLN BEACH

Tricia 'Blyss' Wallace
Dawn Hebert
Ar'tra Abraham McNeil

CITY OF NEW ORLEANS

Mayor LaToya Cantrell
Council member At-Large Helena N. Moreno
Council member At-Large Jean Paul 'JP" Morell
Council member Oliver Thomas

EASTERN NEW ORLEANS NEIGHBORHOOD ADVISORY COMMISSION (ENONAC)

Dawn Hebert
Brenda Jackson
Marcia McWilliams
Lydia Leon
Karol Sanders
Maxine Weaver
Claudia Celestand
Arthur Busby

LINCOLN BEACH COMMUNITY ADVISORY COMMITTEE (LBCAC)

Tricia 'Blyss' Wallace
Dawn Hebert
Ar'tra Abraham McNeil
Shawon Bernard
Wesley Bishop
Yvonne Martin

COMMUNITY FELLOWS

Sierra Blanchard
Monica Millon
Oliver Faure
Kenydra Christopher
Khater Salomon
Nhi Pham

MASTER PLAN TEAM

Sasaki - Planning, Landscape Architecture, & Architecture
The Villavaso Group - Local Engagement & Outreach
Concordia - Local Design Partner
Mia Kaplan Studio - Historic Preservation Architects
Baird & Associates - Marine & Beach Engineering
Southern Shores Engineering - Environmental Engineering & Permitting
Marais Consultants - Civil & Structural Engineering
James Lima Planning & Development- Operations & Revenue Modeling
Urban Systems Inc. - Transportation Planning
ETM Associates - Operations and Maintenance
Electrical Design Solutions - Lighting and Electrical
Salas O'Brien - Telecommunications
Marrero, Couvilon & Associates, LLC - Mechanical and Plumbing
Zach Smith Consulting - Code Review

WITH SPECIAL THANKS TO

Sage Michael Pellet
Tricia 'Blyss' Wallace
Reggie Ford

For igniting the reawakening of Lincoln Beach and for their unwavering stewardship and dedication to both the site and the community it serves.

And to the community, whose passion, input, and time have been instrumental in shaping the vision for the Lincoln Beach Redevelopment Master Plan.

ACKNOWLEDGMENTS

TECHNICAL ADVISORY COMMITTEE

Coastal Protection and Restoration Authority
State Office of Natural Resources
Louisiana Department of Transportation and Development
Regional Planning Commission
Lakefront Management Authority
New Orleans Public Belt
Port of New Orleans
Southeast Flood Protection Authority
Lake Pontchartrain Capital Conservancy
USACE, New Orleans District New Orleans District, U.S. Army Corps of Engineers
New Orleans District
ENTERGY New Orleans
Sewarage and Water Board of New Orleans
AT&T
COX Communications
Louisiana Public Service Commission
Louisiana Department of Wildlife and Fisheries
City Planning Commission
Parks and Parkways
New Orleans Recreation Development Commission

COMMUNITY ADVISORY COMMITTEE

New Orleans for Lincoln Beach
East New Orleans Neighborhood Advisory Commission
East Shore Village Neighborhood Association
Little Woods Neighborhood Association
New Orleans East Matters
Mary Queen of Vietnam (Vietnamese Community)
Puentes New Orleans (Spanish Speaking Community)
Our Voice Nuestra Voz (Spanish Speaking Community)
UNO Pontchartrain Institute for Environmental Sciences

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

City of New Orleans
New Orleans Business Alliance
New Orleans Chamber of Commerce
Regional Black Chamber of Commerce
Hispanic Chamber of Commerce Louisiana
New Orleans Regional Business Park
Urban League of Louisiana
Audubon Nature Institute
Ashe Cultural Arts Center
GNO, Inc
SUNO Small Business Incubator
Capital One
Fidelity
Hancock Whitney
Liberty Bank and Trust
New Orleans and Company
New Orleans Business Council
Greater New Orleans East Business Alliance
Coaxum Enterprises
VIP City Tours
Cajun Encounters
New Orleans Ernest N. Morial Convention Center
New Orleans Metropolitan Association of Realtors
National Association of Real Estate Brokers New Orleans Chapter

BACKGROUND INFORMATION & RELEVANT DOCUMENTS

SITE ASSESSMENTS AND PUBLIC WORKS ENGINEERING TEAM*

Digital Engineering and Imaging, Inc - Site Assessment, Engineer of Record for public works infrastructure, pedestrian, and life and safety elements on site
Wingate Engineers, LLC - Design of Repairs/Improvements to Existing Structures
Infinity Engineering Consultants, LLC - Structural, Mechanical and Electrical Design
Elos Environmental, LLC - Environmental Assessments, Wetland Delineation, and Phase 1 Cultural Resources and Historic Structures Evaluations and Reports
The Beta Group Engineering and Construction Services, LLC - Geotechnical Engineering

*separate consultant team directly contracted to City

RELEVANT PLANNING EFFORTS & DOCUMENTS

2000 Citywide Master Plan
2008 The Unified New Orleans Plan
2010 Plan for the 21st Century - New Orleans 2030
2021 Lincoln Beach Site Assessment Report
2022 Community Vision Report
2024 The Big Green Easy - A Citywide Park and Recreation Vision Plan for New Orleans

RELEVANT ORGANIZATIONS

Office of Recovery Development and Administrations (ORDA)
Pontchartrain Conservancy



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.

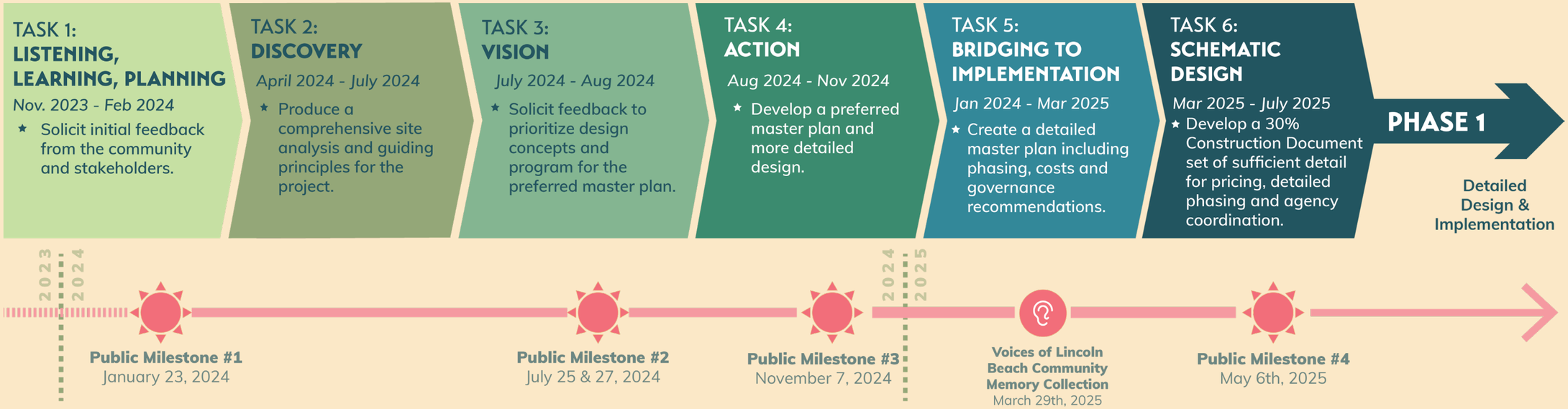




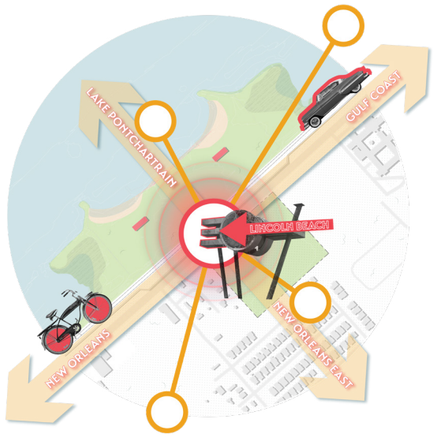
A neighborhood park for **Little Woods** & **New Orleans East**. A regional destination for **New Orleans** and **beyond!**

MASTER PLAN PROCESS

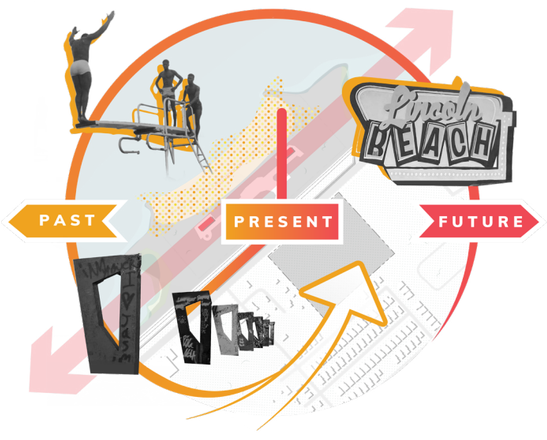
SCHEDULE



GUIDING PRINCIPLES



1 REACH OUT & CONNECT



2 REMEMBER, CELEBRATE, SHAPE

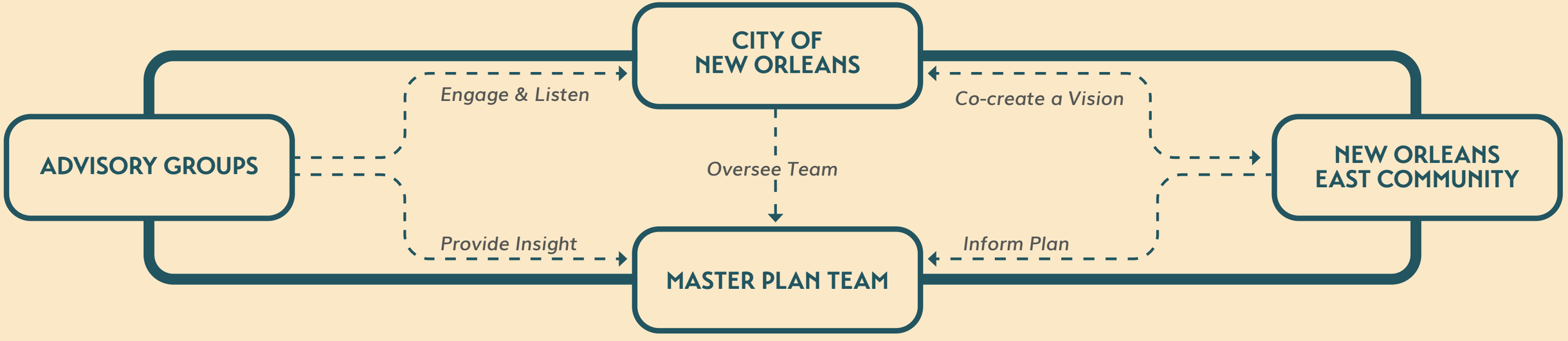


3 BALANCE THE TRANQUIL & THE THRILLING



4 EMBRACE GULF COAST ECOLOGY

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

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.



MILESTONE MEETING #3

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

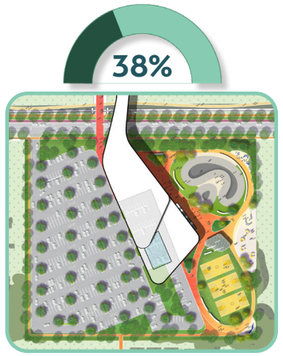


2. Two smaller, separated beaches that are slightly bigger than the two beach areas today and integrated with existing trees

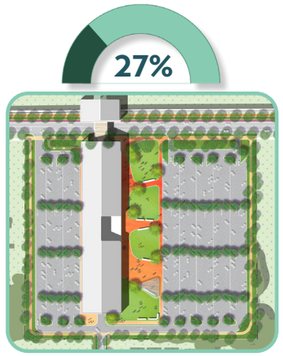


3. Two separate beach spaces that are larger than what is there today but not big enough to where they are away from existing trees

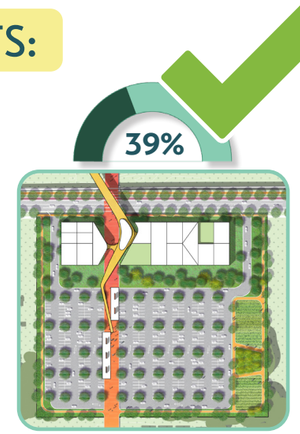
PARKING CONCEPTS:



Concept 1



Concept 2



Concept 3

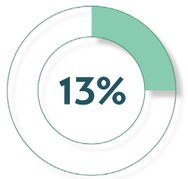
BRIDGE CONCEPTS:



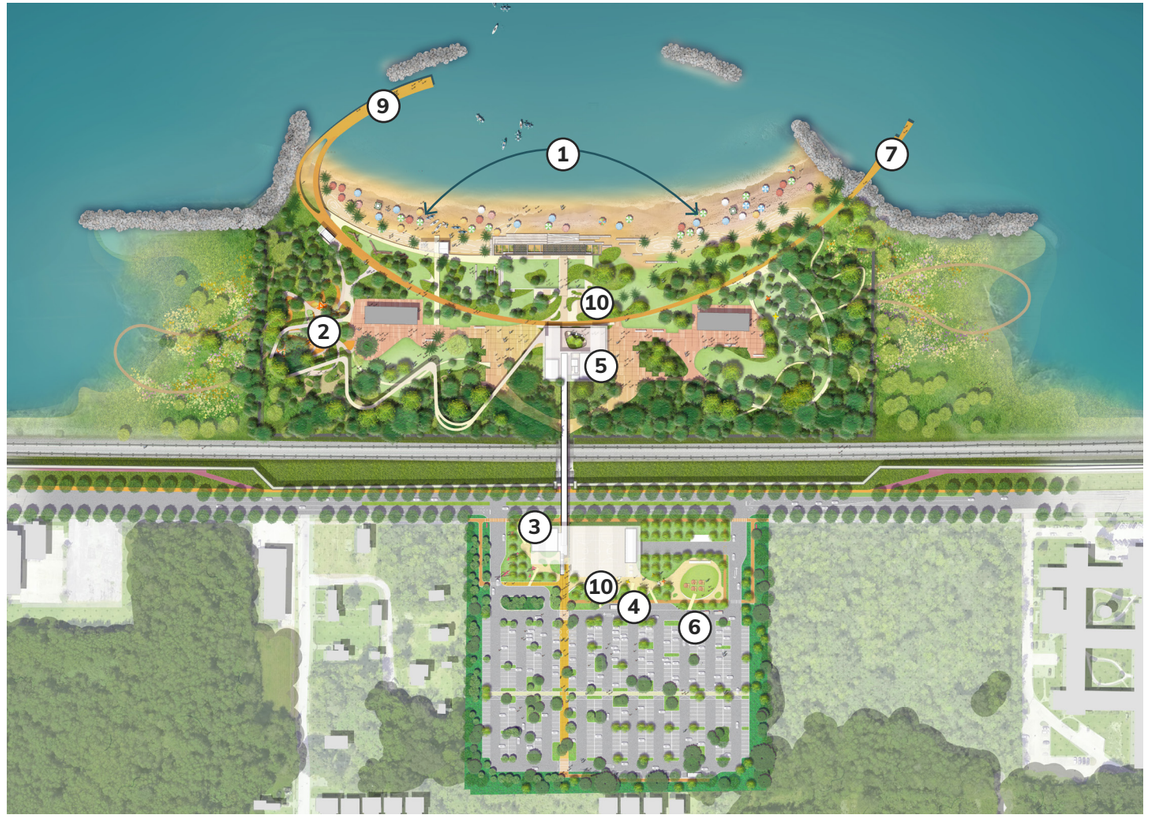
1. An open-air pedestrian bridge that becomes a continuous winding boardwalk on the beach side



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



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

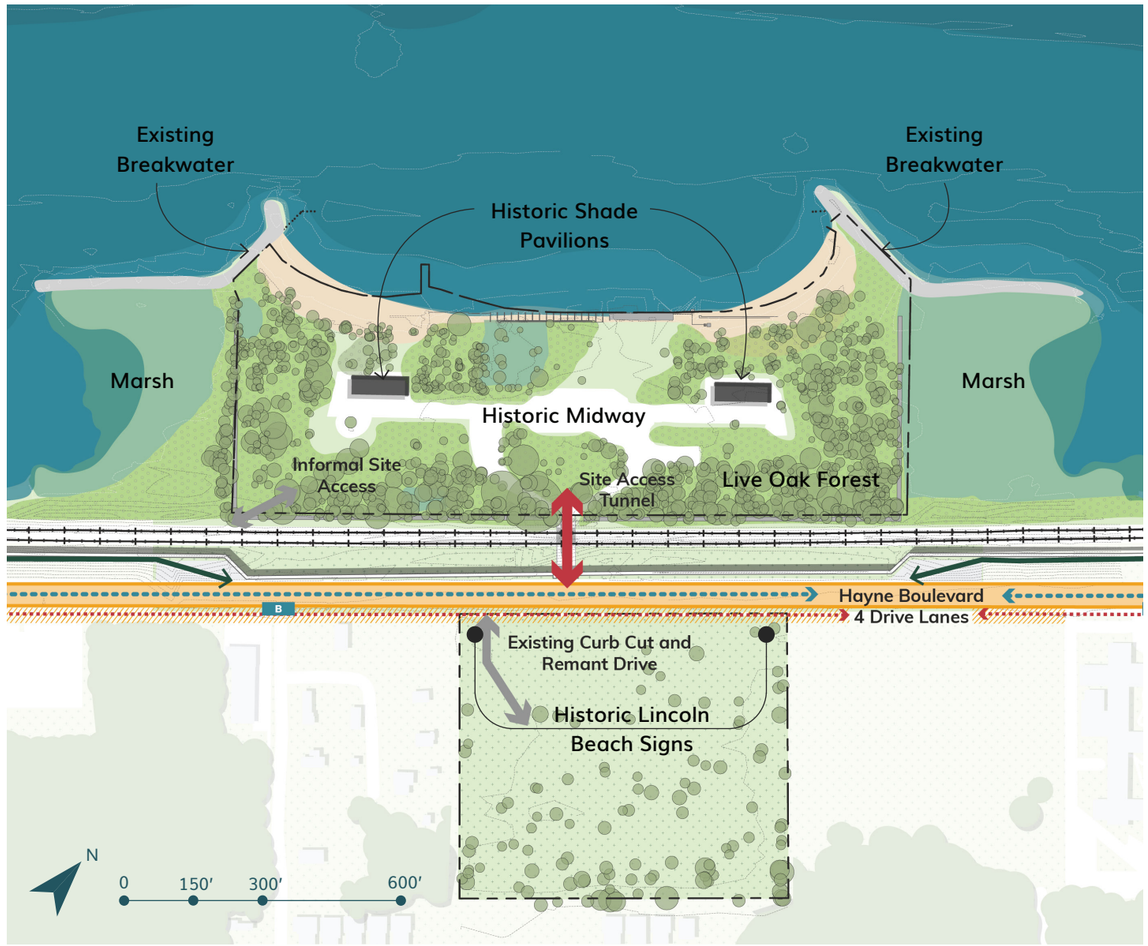


MILESTONE MEETING 3 TOP 10 RANKING

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.

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





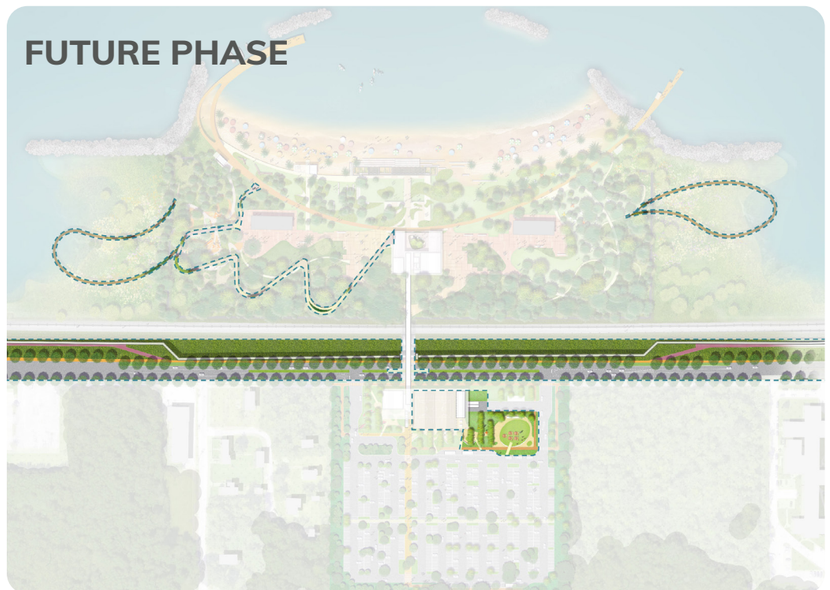
Includes:

- 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





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 constrains 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
5. Crossing
6. Elevator and Stairs
7. Pedestrian Bridge
8. Tunnel Drainage
9. Level 2 Restaurant
10. Level 2 Shade Pavilion
11. Level 2 Restrooms
12. Level 1 Restrooms & Lockers
13. Level 1 Lifeguard Office
14. Midway Pavement Rehabilitation
15. Boardwalk Relic Rehabilitation and Terraces
16. Beach Nourishment
17. Brick Wall Rehabilitation
18. Selective Demolition

Existing Breakwaters Rehabilitation

*Utility Improvements



2023 Q4 | 2024 Q1 Q2 Q3 Q4 | 2025 Q1 Q2 Q3 Q4 | 2026 Q1 Q2 Q3 Q4 | 2027 Q1 Q2

TASKS 1-5: MASTER PLANNING

Nov. 2023 - May 2025

★ Solicit community feedback, analyze the site, develop a detailed master plan.

☐ IN PROGRESS

TASK 6: SCHEMATIC DESIGN

April - July 2025

★ Develop a 30% Design set of sufficient detail for pricing, detailed phasing and agency coordination.

☐ IN PROGRESS

TASK 7: DETAILED DESIGN

July 2025 - Jan. 2026

★ Develop 30% - 100% Construction Documents for permitting & construction of the design of Phase 1 of the Master Plan.

PHASE 1 CONSTRUCTION

Dec. 2025-2027

BEACH OPERATIONAL

SCHEDULE IS SUBJECT TO CHANGE

CONCURRENTLY: PERMITTING

Mar. 2025- Construction

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

FEDERAL

- FAA PERMIT
- ENDANGERED SPECIES ACT SECTION 7
- JURISDICTIONAL DETERMINATION
- RIVERS & HARBORS SECTION 10 PERMIT

STATE

- CLEAN WATER ACT SECTION 404 PERMIT
- POLLUTANT DISCHARGE ELIMINATION SYSTEM PERMIT
- CLEAN WATER ACT SECTION 402 -CONSTRUCTION STORMWATER GENERAL PERMIT
- CLEAN WATER ACT SECTION 401 - WATER QUALITY CERTIFICATION
- DEPARTMENT OF WILDLIFE & FISHERIES FILL MATERIAL PERMIT
- CULTURAL EVALUATION
- LIFE SAFETY BUILDING DESIGN APPROVAL
- COASTAL USE PERMIT
- APPROVAL OF SANITARY WASTEWATER AND POTABLE WATER SYSTEMS

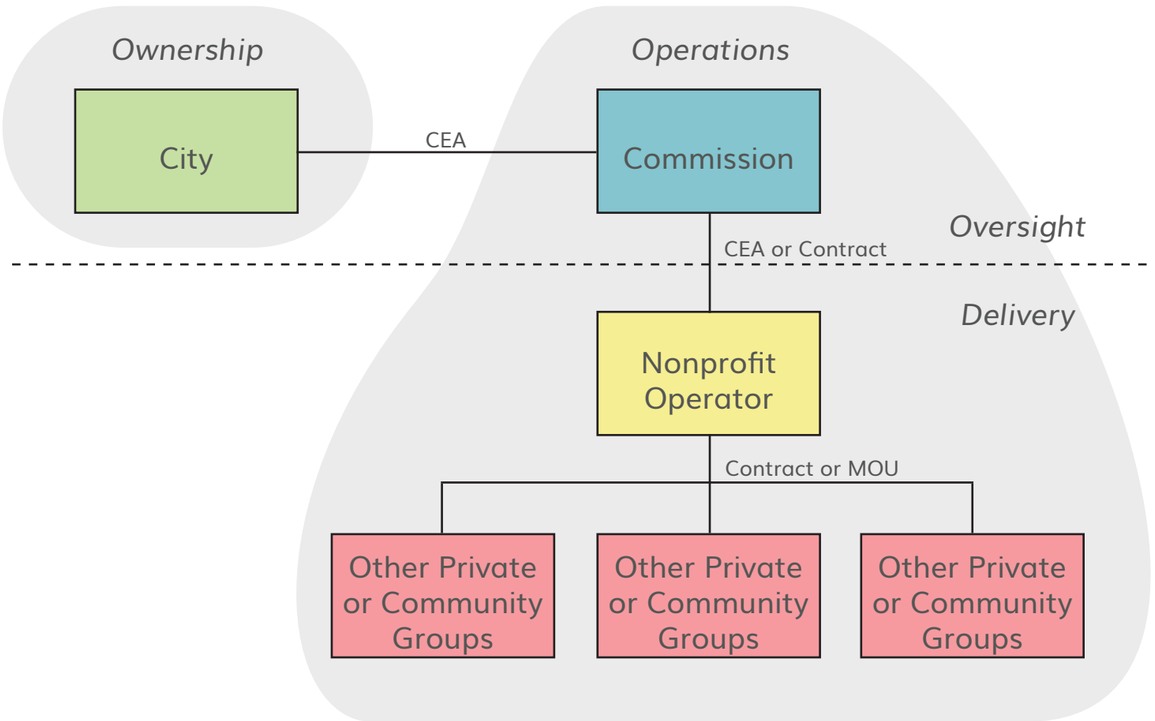
LOCAL

- BUILDING PERMITS, ELECTRICAL & MECHANICAL, & ELEVATION CERTIFICATES
- SITE PLAN & STORMWATER MANAGEMENT PERMIT
- BOARD OF BUILDING STANDARDS & APPEALS WAIVER
- DEMOLITIONS IN NATIONAL REGISTER DEMOLITION REVIEW DISTRICT
- SIGNAGE PERMIT
- ZONING VERIFICATION
- DEVELOPMENT PLAN AND DESIGN REVIEW
- DESIGN ADVISORY COMMITTEE
- MAINTENANCE OR ALTERATION TO PUBLIC PROPERTY
- ARMY CORPS OF ENGINEERS LEVEE PERMIT & LEVEE SAFETY BOARD PERMIT
- CERTIFICATE OF APPROPRIATENESS
- RIGHT OF WAY, TRAFFIC, & DRIVEWAY PERMIT
- DEPARTMENT OF TRANSPORTATION OVERSIZE HAULING PERMIT

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

INTRODUCTION & BACKGROUND

02

PROJECT CONTEXT

SITE INTRODUCTION & CONTEXT

Lincoln Beach is situated on the south side of Lake Pontchartrain in the Little Woods Neighborhood of New Orleans East. Developed as a beach for the black community in 1954, it was an active community destination for over a decade before it was shut down in the post-Jim Crow Era when the passage of the Civil Rights Act in 1964 spurred racial integration.

The site currently sits vacant but has been utilized for community members in recent years as one of the few access points in the city to Lake Pontchartrain. Serving as a respite from the heat and humidity of New Orleans and offering ample opportunities for recreation, interest in re-envisioning the beach began to build momentum in 2020. These initial efforts led to the establishment of "New Orleans for Lincoln Beach," a non-profit, grassroots organization that engaged the community through a series of workshops. The organization developed their work into a Community Vision Plan, completed in late-2022, which became the basis for the subsequent planning and design efforts to return Lincoln Beach to the community.

The site's strategic location gives it the potential to become a vibrant regional destination, drawing visitors not only from New Orleans but also from nearby cities across the lake, such as Slidell and Mandeville.



THEN

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, gathering, and cultural expression.





There was an incredible amount of enabling work conducted by the community and the City of New Orleans that led to the creation of a master plan for Lincoln Beach. This includes but is not limited to:

- Site Assessment 2021, Digital Engineering
- The Community Vision Report 2022, New Orleans for Lincoln Beach
- Traffic Study 2023, Digital Engineering

NOW

PROJECT SITE



The Lincoln Beach site is divided into two distinct parcels by Lincoln Beach (Hayne) Boulevard, a floodwall, and a railroad that runs adjacent to the levee. The southern parcel spans 10 acres and is largely vacant, while the 15-acre northern parcel contains remnants from the site's historic heyday. Both parcels are part of the redevelopment scope.

The site is rich and dynamic, with unique features that showcase its evolving landscape. Intermediate marshes flank the area, built up over time by the site's breakwaters. Remnants of the eroded beach occupy both ends, while Lake Pontchartrain reaches the weathered boardwalk that once held a shade canopy by the historic pool. The expansive concrete midway, once a bustling fair corridor, connects the site's two sides. All trees and vegetation seen on the site today have naturally emerged, highlighting the site's resilience and adaptive character.



MARSH



BEACH



HISTORIC BOARDWALK RELIC



HISTORIC SHELTER PAVILION



MIDWAY CONCRETE



MURALS & FLOODWALL



TUNNEL



RAILROAD TRACKS



HISTORIC TRAPEZOIDAL STRUCTURES



HISTORIC PIER FOOTING



WEST BREAKWATER



EAST BREAKWATER



HISTORIC POOL EDGE



LIVE OAK FOREST



HISTORIC PARKING SIGN



PATH THROUGH OAKS

EXISTING SITE USE

Introduction & Background



Although currently closed and unsafe for use, Lincoln Beach has continued to be a gathering place for a diverse range of visitors, particularly members of the Black and Hispanic communities. The beach thrives as a hub for spontaneous gatherings, where families and friends come together for picnics, fishing, and relaxation, fostering a vibrant atmosphere that honors the beach's legacy as a communal haven. This organic resurgence reflects the community's deep connection to the site and its dedication to preserving Lincoln Beach as an inclusive and accessible space for all.









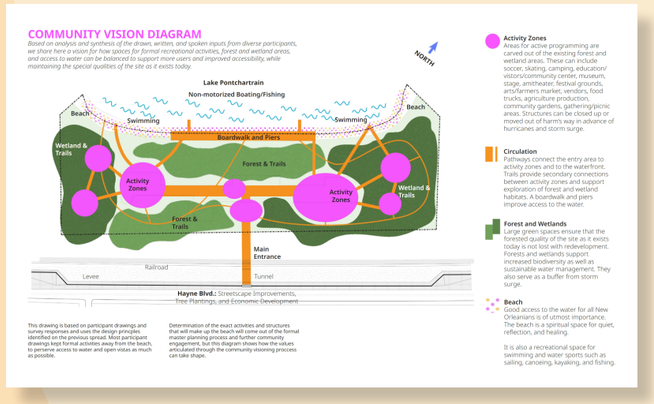
*All photos by Cheree Franco

PROJECT OVERVIEW

COMMUNITY VISION REPORT

The Community Vision Report, completed in December 2022, summarizes a series of community engagement activities that shaped an early conceptual vision for the redevelopment of Lincoln Beach. Facilitated by New Orleans for Lincoln Beach, the report captures key findings, values, priorities, site analysis, and design ideas contributed by over 100 community members during the fall of 2022. These insights played a foundational role in shaping the Lincoln Beach Redevelopment Master Plan.





Key themes that emerged from the report include a shared commitment to nature, recreation, economic opportunity, unity, safety, and peaceful community relationships. Participants overwhelmingly expressed that Lincoln Beach should be an inclusive space for all while honoring its rich history as a beach for the Black community.

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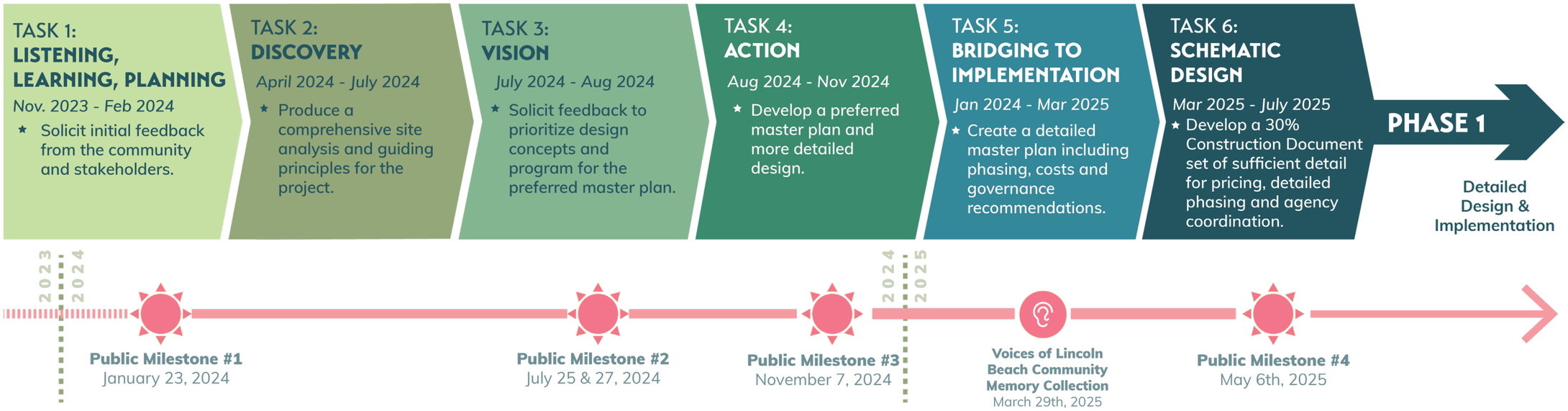
PROCESS & ENGAGEMENT

03

ENGAGEMENT APPROACH

Project Schedule



OVERVIEW OF ENGAGEMENT

The Lincoln Beach Redevelopment Master Plan utilized a thorough engagement process that relied heavily on local engagement partners and their extended networks. The project team braided analysis, engagement, and design to ensure that no single process or aspect took place without consideration of another. This was implemented through an iterative process composed of various checkpoints in multiple formats with key stakeholders and community members. These connections revealed desires, visions, and hopes of those who participated in this process in regards to future of the beach.

The Redevelopment Master Plan for Lincoln Beach engagement process was an integral part of the master plan. From the outset, the team and City wanted as many voices at the table as possible

Committees and Roles

to envision a renewed beach that was authored by the people it will serve. To do so required a multifaceted engagement approach that involved in-person engagement workshops, multiple recurring meetings with advisory committee members, as well as local engagement initiatives. At every phase, the project team made a consistent effort to conduct engagement from a variety of approaches to reach a range of different stakeholders. National and local engagement expertise provided important regional knowledge, boots on the ground and a trust with the community that ensured a smooth process. Additionally, the team was able to create a continuous conversation with the community between major milestone meetings through the integration of the Community Fellows (described on the following page).

SCHEDULE

The engagement process for the Lincoln Beach Redevelopment Master Plan spanned from November of 2023 through early summer of 2025.

June 2023: *Master Plan RFQ is released*
November 2023: *Lincoln Beach Community Advisory Committee & Sasaki Selected as the Prime*
January 2024: *Task 1 Public Milestone Meeting*
February 2024: *Task 1 Advisory Committee Meetings*
March 2024: *Task 1 Lincoln Beach Community Advisory Committee*
April 2024: *Lincoln Beach Community Advisory Committee*
June 2024: *Task 2 Joint Advisory Committee Meeting & Site Tour*
July 2024: *Task 2 Lincoln Beach Community Meeting & Lincoln Beach Community Advisory Committee*
August - September 2024: *Task 3 Individual Advisory Meetings, Focus Groups, Joint Advisory Committee Meeting*
November 2024: *Task 3 Lincoln Beach Community Meeting*
March 2025: *Voices of Lincoln Beach Oral History Event*
April 2025: *Small & Emerging Business Boot Camp*

COMMITTEES & ROLES

Process & Engagement

ADVISORY COMMITTEES

Three advisory committees were formed to support the process, ensure adequate oversight, and to be available as a third party to provide constructive feedback.

Community Master Plan Working Group
Composed of representatives from New Orleans East and long-time organizers of the Beach. The Master Plan Working Group is a diverse collection of community organization leaders and independent community activists who represent the quality of life interests and concerns of the residents of eastern New Orleans.

Technical Advisory Committee
Industry and technical experts specific to the beach's planning, infrastructure, and permitting environment. This standing committee is composed of the Lincoln Beach Redevelopment Project engineering and design team, as well as public and industry specialists impacted by the redevelopment of Lincoln Beach. The committee members are industry specialists in public utilities (power and communications) and public works (rail transportation, levee protection, highway management, water, and waterway management) and associated state-level managing agencies that have oversight in these areas.

Economic Development Advisory Committee
Composed of local business community members who advise on the considerations for commerce and business development as part of the redevelopment. This stakeholder committee focuses on identifying short and long term economic opportunities that are consistent with the character of the project, complementary to the surrounding area, an enhancement to the New Orleans East economy, and amenable to the community.

ADDITIONAL ADVISORY ENTITIES

Lincoln Beach Community Advisory Committee (LBCAC)
Appointed by the Mayor and serves as an oversight group that is independent of the project team.

Community Fellows
The Community Fellows are community members participating in the process to provide opportunities for local residents to conduct outreach for the master plan. The fellows were selected through a public application process and received compensation for their time and commitment to the project. The community fellows provided invaluable feedback through the development of the Master Plan and have participated in over 50 events and interacted with over 1,000 people through the process.













WHAT WE'VE HEARD

"Prioritize nature and local community access to recreation"

Fresh fruit, beverages available, provided by local business

"Beach chairs, umbrellas to make sure the beach experience is relaxing, recycling and composting, all native plants, use environmental friendly products."

"Dedicated transportation for those in New Orleans east region (adding tram, dedicated bus and ferry"

Keep Graffiti and Art on old structures. Incorporate interactive water feature other than lake/ splash pad/water. Some people can't swim in. Equipment rentals (paddle boats, etc.)

Access to the site, access to water, shade & bathrooms.

"Shade, bathroom, off the ground seating, beach access, resilient ecological design."

ENGAGEMENT APPROACH



PROCESS & PURPOSE

The approach to engagement in this project established a design process that was in dialogue with prior planning and visioning efforts for Lincoln Beach, as well as the live feedback from community members in the master planning process. This structure enabled the team to gather data and verify findings with stakeholders. Throughout all planning phases, the team prioritized the balance of a long-term vision for the site with a practical near-term reopening of the beach.

Each project phase utilized data-gathering tools including surveys, focus group conversations, one-on-one meetings, and in-person group meetings and workshops. The planning and design work was broken into multiple smaller phases, which dovetailed with the information and feedback that the team received from the community. The cadence of engagement for each task was as follows:

- Design and Planning Phase Kick-Off
- Stakeholder Meetings & Advisory Groups
- Focus Group Conversations
- Public Milestone Meeting & Survey Launch
- Survey Close
- Engagement Report Out

Data from milestone meetings and the survey were critical for analyzing findings and developing questions that would frame the next task and shape the project vision.

THE ROLE OF LINCOLN BEACH COMMUNITY ADVISORY COMMITTEE (LBCAC) & NEW ORLEANS FOR LINCOLN BEACH

The project team interfaced with the LBCAC and New Orleans for Lincoln Beach throughout the duration of the master planning effort. Both of these groups were brought into the process through their cooperation with the advisory committees but also to help plan workshop events that took place at the end of each phase. Members from the LBCAC and New Orleans for Lincoln Beach were able to preview content while in development and shared feedback for the project team to incorporate into our efforts and engagement approach.

10,000+
Points of Engagement







10
Stakeholder Meetings

3
Community Engagement Workshops
with over 483 attendees

2,000
community fellow interactions over 45+ locations and online engagements



3
Community Surveys
with over 1,268 total survey responses



100+
Hours of virtual engagement, with 5,836 unique website visitors and 8,159 website sessions

WHERE DID YOU SEE US?

Engagement Workshops, Pop-Up Events, and Tabling

1400+
Community Fellow Interactions during summer and fall 2024

600+
Interactions at Citywide Events

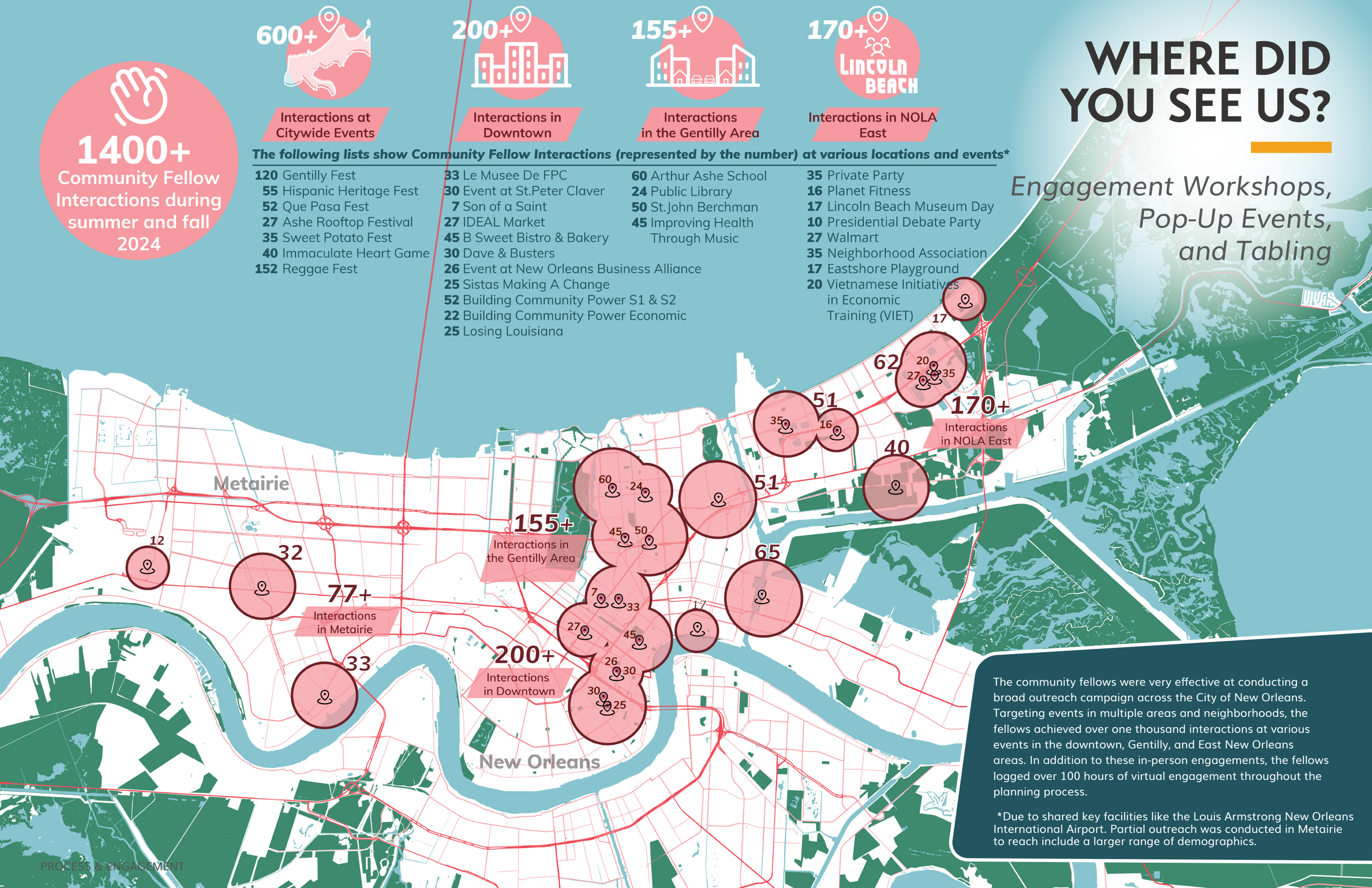
200+
Interactions in Downtown

155+
Interactions in the Gentilly Area

170+
Interactions in NOLA East

The following lists show Community Fellow Interactions (represented by the number) at various locations and events*

- **120** Gentilly Fest
- **55** Hispanic Heritage Fest
- **52** Que Pasa Fest
- **27** Ashe Rooftop Festival
- **35** Sweet Potato Fest
- **40** Immaculate Heart Game
- **152** Reggae Fest
- **33** Le Musee De FPC
- **30** Event at St.Peter Claver
- **7** Son of a Saint
- **27** IDEAL Market
- **45** B Sweet Bistro & Bakery
- **30** Dave & Busters
- **26** Event at New Orleans Business Alliance
- **25** Sistas Making A Change
- **52** Building Community Power S1 & S2
- **22** Building Community Power Economic
- **25** Losing Louisiana
- **60** Arthur Ashe School
- **24** Public Library
- **50** St.John Berchman
- **45** Improving Health Through Music
- **35** Private Party
- **16** Planet Fitness
- **17** Lincoln Beach Museum Day
- **10** Presidential Debate Party
- **27** Walmart
- **35** Neighborhood Association
- **17** Eastshore Playground
- **20** Vietnamese Initiatives in Economic Training (VIET)



The community fellows were very effective at conducting a broad outreach campaign across the City of New Orleans. Targeting events in multiple areas and neighborhoods, the fellows achieved over one thousand interactions at various events in the downtown, Gentilly, and East New Orleans areas. In addition to these in-person engagements, the fellows logged over 100 hours of virtual engagement throughout the planning process.

*Due to shared key facilities like the Louis Armstrong New Orleans International Airport. Partial outreach was conducted in Metairie to reach include a larger range of demographics.

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COMMUNITY ENGAGEMENT

Meetings in Detail

01 Task 1: Listening, Learning & Planning

Top Ranked Program:

Recreation	9.9
Pavilion / Gazebo	9.7
Welcome Center	9.7
Nature / Science	9.6
Live Music Venue	9.6

"Keep the beach as natural as possible"

93%

of participants were familiar with Lincoln Beach before the meetings

218

Total participants, who heard about the meetings from email blasts, local news, social media, and more!

"This is a historic site for the Black community"

Task 1 began in support of on-going planning efforts taking place around Lincoln Beach. A primary goal of this task was engaging the community regarding the implementation of a master plan for Lincoln Beach. Given the cultural and historical significance of the site, the project team sought to use this task to explore the existing conditions of the site today and listen to the community and advocates that brought the beach to this critical moment.

MILESTONE MEETING #1

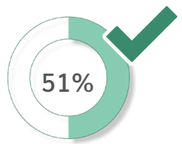
The first Public Meeting introduced and welcomed the community to the Lincoln Beach Redevelopment Master Plan process. This meeting was aspirational and helped to craft the project goals and guiding principles that were further refined in the following phases. The project team presented a site analysis containing an inventory of historical structures, design elements, and a summary of prior planning regarding the beach. Critical feedback included interest in balancing a modern aesthetic while referencing and celebrating the past, opportunities to provide a cultural experience, access and visibility to the water, as well as a range of potential programming such as a welcome center, music venue spaces, and recreation.



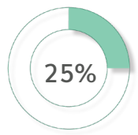


02 Task 2: Discovery

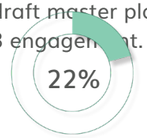
The goal in the discovery process was to get additional input on the range of potential programming amenities, including the theoretic size and location of each that would shape the draft vision for the master plan. Also referenced in this phase of the process was a comprehensive site analysis that addressed constraints and opportunities for the beach as a whole. This information was utilized to create three distinctly different concepts that presented a range of programming scenarios from highest intensity of use to the lowest. These three concepts were intentionally bold and different from one another to help the community identify trade-offs and priorities among diverse cultural, recreational, and environmental opportunities.



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

MILESTONE MEETING #2

The milestone meeting for Task 2 entailed presenting three “beach concepts” to the community filled with a diverse range of amenities and program that referenced the active nature of the site’s historical uses in addition to more contemporary ideas for activating the beach. Participants were instructed to select the elements that they liked from each concept to help generate a range of program opportunity rankings from most to least desirable. At the conclusion of this milestone meeting, an online survey (which had over 300 responses) was launched that mimicked the in-person activity. The input received during this stage of the process informed the draft master plan, which was the basis of Task 3 engagement.

Program Verification

01 Restrooms / Showers / Lockers on Each Side
02 Large Flexible Structure
03 Central Restrooms / Showers / Lockers
04 Open-Air Multipurpose Shade Structure
05 Quiet Side Beach / Active Side Beach
06 Shaded Garden Seating Areas
07 Welcome Center
08 Food Truck Zone
09 Historic Boardwalk Relic:
10 Welcome Pavilion & History Museum

106
participants attended the two public engagement workshops

350
people filled out the online survey





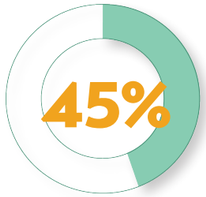


03 Task 3: Vision

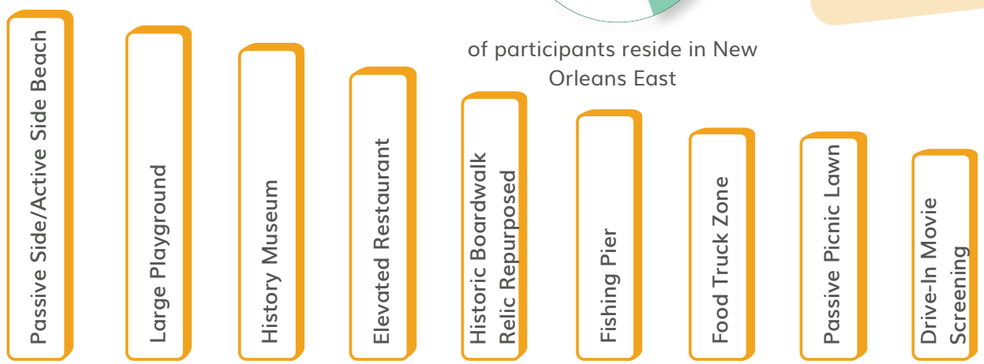
"A place for bicycling and book reading"

159
participants attended the two public engagement workshops

587
people filled out the online survey



of participants reside in New Orleans East



Budget Prioritization



The goal of Task 3 was to gain feedback on the preferred concept by confirming the direction the community and stakeholders provided on the master plan alternatives in Task 2 of engagement. The aim was to ensure that the draft of the final master plan resonated with the community and the project's stakeholders - creating both a vision that everyone could coalescence around, and to catalyze interest in the future of the park to keep momentum focused on implementation.

MILESTONE MEETING #3

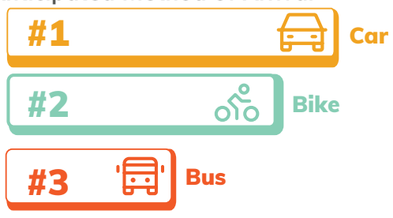
At the third milestone meeting, participants were invited to review the programming and amenities shown in the design concepts individually and in breakout groups and make a list of preferred or "confirmed" programs and amenities. Participants then shared their lists with their group and discussed how different elements of the site could be prioritized in the construction phase of Lincoln Beach. With gradual implementation in mind, participants were encouraged to create a preferred priority plan for all of the programming, structures, and amenities on the beach. This confirmation and prioritization exercise provided ample benefit for the project team to narrow in on program opportunities.

At the conclusion of this third milestone meeting, an online survey was launched that mimicked the in-person activity to capture input and feedback from those who could not make the in-person event. A paper survey was used to capture additional feedback from the Spanish community

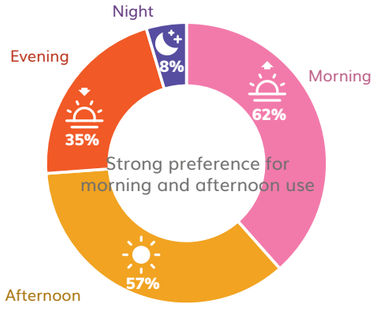


04 Task 4: Action

Anticipated Method of Arrival



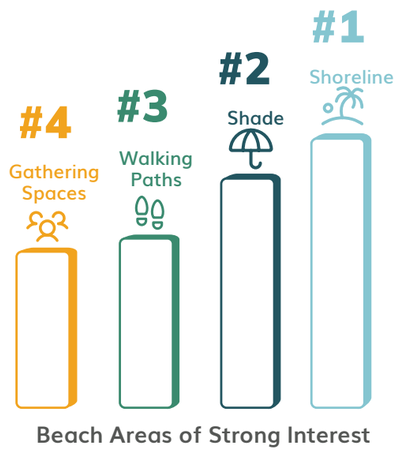
Time of Day Preferences



75
participants attended the two public engagement workshops

45%
of participants intend to spend 4-6 hours on the beach

> The boardwalk is a nice addition that can be used as a nature walk, and in the shaded pavilion can be used as a temporary area to participate or facilitate recreational activities for small or large groups.



Beach Areas of Strong Interest



MILESTONE MEETING #4

Milestone Meeting #4 marked a significant phase in the Lincoln Beach Redevelopment process, transitioning from conceptual planning to implementation. The meeting began with a welcome from city officials and planning consultants, who guided attendees through the provided materials, including a meeting agenda, an individual worksheet, and an After Action Review form. Participants were encouraged to use these tools to understand and engage with the status and vision of the redevelopment.

A foundational overview was presented, beginning with key clarifying statements about the current condition of Lincoln Beach and the City's vision for its future. The beach will be reopened and maintained as a free, safe, and accessible space for all, addressing both physical hazards and infrastructure constraints. Accessibility, particularly for individuals with mobility challenges, remains a central focus.

Attendees were invited to participate in a guided table activity focused on Phase 1 versus long-term Master Plan experiences. They answered questions about visions for using the site, preferences for access and amenities, and ideas for inclusive, enjoyable beach experiences. This exercise was structured to gather feedback that will inform operations planning and reflect community priorities in both design and function. Participants were also asked to evaluate the language based on historical accuracy, emotional resonance, and cultural significance.

The historical marker aims to center the community's lived experiences, balancing the joyful history of Lincoln Beach with its broader context of racial segregation and Black resilience. The meeting concluded with resources for additional learning and participation, including a station for oral history collection and procurement opportunities. The community was reminded that their continued involvement is essential to the success of the Lincoln Beach revitalization, and that every step from design to implementation and long-term management will incorporate their voice.

As part of the Public Milestone #4 Meeting for the Lincoln Beach Redevelopment project, participants engaged in a Guided Master Plan Walkthrough table activity. This interactive exercise invited community members to imagine a full day spent at Lincoln Beach, both in the near-term Phase 1 condition and in the long-term final vision. The activity included two components:

1. **Time-Based Beach Itinerary:** Participants were asked to map out a hypothetical visit to Lincoln Beach, selecting specific times and activities or destinations they would engage with throughout the day (from 8:00 AM to 8:00 PM). This helped the project team understand how the beach might be used across different hours and by different types of visitors.

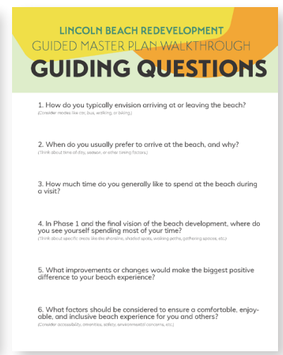
2. **Guiding Questions for Feedback:** Participants then responded to a set of reflective questions, such as:
    1. How they typically travel to and from the beach.
    2. Their preferred time of arrival and length of stay.
    3. Areas they would likely use most (e.g., shoreline, walking paths, shaded areas).
    4. Improvements that would enhance their beach experience.
    5. Factors needed to ensure the beach is inclusive, safe, and welcoming for all.

This hands-on activity was designed to gather detailed input on how people envision using Lincoln


LINCOLN BEACH REDEVELOPMENT
GUIDED MASTER PLAN WALKTHROUGH

PHASE 1 / FINAL MASTER PLAN VISION

Time	Activities/Destinations	Time	Activities/Destinations
8:00 - 9:00		8:00 - 9:00	
9:00 - 10:00		9:00 - 10:00	
10:00 - 11:00		10:00 - 11:00	
11:00 - 12:00		11:00 - 12:00	
12:00 - 1:00		12:00 - 1:00	
1:00 - 2:00		1:00 - 2:00	
2:00 - 3:00		2:00 - 3:00	
3:00 - 4:00		3:00 - 4:00	
4:00 - 5:00		4:00 - 5:00	
5:00 - 6:00		5:00 - 6:00	
7:00 - 8:00		7:00 - 8:00	
Phase 1 Notes:		Final Vision Notes:	


LINCOLN BEACH REDEVELOPMENT
GUIDED MASTER PLAN WALKTHROUGH
GUIDING QUESTIONS

1. How do you typically envision arriving at or leaving the beach?
(Consider modes like car, bus, walking, or biking.)

2. When do you usually prefer to arrive at the beach, and why?
(Think about time of day, season, or other travel factors.)

3. How much time do you generally like to spend at the beach during a visit?

4. In Phase 1 and the final vision of the beach development, where do you see yourself spending most of your time?
(Think about specific areas like day shade ns, shaded spots, walking paths, gathering spaces, etc.)

5. What improvements or changes would make the biggest positive difference to your beach experience?

6. What factors should be considered to ensure a comfortable, enjoyable, and inclusive beach experience for you and others?
(Consider accessibility, amenities, safety, environmental concerns, etc.)

Time of Day	Attendee #1	Attendee #2	Attendee #3	Attendee #4
8 - 9 AM		Park	Arrive	
9 - 10 AM		Sunrise	Time at beach	
10 - 11AM	Welcome Center	Leave	Lunch	Arrive in a car, cross over the pedestrian bridge, select a location in the shade.
11 AM - Noon	Café		Lunch	Relax in the shade
Noon - 1 PM			Beach	Fish from the Pier
1 - 2 PM	Relax(Beach,shoreline,swim)		Activity	
2 - 3PM			Shade	Leave in the car at 2 PM
3 - 4 PM		Park	Shade	
4 - 5 PM		Beach	Shade	
5 - 6 PM		Beach	Cold beer	
6 -7 PM		Sunset		
7 - 8 PM		Leave	Leave	

Participant Itineraries: *Workshop attendees created personalized itineraries to communicate how they would use the beach during both phase 1 and the final phase of the master plan. Above are some sample responses.*

Time of Day	Attendee #5	Attendee #6	Attendee #7	Attendee #8
8 - 9 AM	Visitors center, set up, on Beach	Parking lot		
9 - 10 AM		Shaded pavilion		
10 - 11AM	Snacks, swimming, water	Oak canopy walk	Picking up/packing snacks	
11 AM - Noon	Swimming schedule	Felled Tree Marsh Habitat	Lunch	Welcome center & history museum, loading area, elevated restaurant & kayak rental/concessions
Noon - 1 PM	Lunch	Oak canopy walk	Packing up my car/dog	Historic pavilions (band shell & shade), & pedestrian bridge
1 - 2 PM	Swimming in shade, explore pathways	Historic Pavilion & Restaurant	Drive to Beech	
2 - 3PM		Felled Tree Marsh Habitat	Park	Sunset pier, felled tree marsh habitat, midway gardens
3 - 4 PM	Swimming and cheese, snacks, explore paths	Oak canopy walk	Use the bridge/swim/kayak	
4 - 5 PM			Walk with my dog	
5 - 6 PM	Swimming in shade	Parking lot	Eat the food I packed	
6 -7 PM	Pathways		Watch the sunset	
7 - 8 PM	Visitor center	Leave	Leave	

Participant Itineraries: *Workshop attendees created personalized itineraries to communicate how they would use the beach during both phase 1 and the final phase of the master plan. Above are some sample responses.*

Beach, providing the design team with practical insights to help refine operations, accessibility, amenities, and programming in both the short and long term.

Key Consensus & Commonalities

1. Preferred Modes of Arrival: Most participants expressed a strong preference for arriving at Lincoln Beach by personal vehicle, underscoring the importance of sufficient parking access. However, several participants also indicated interest in walking or biking if safe, accessible pedestrian routes and bike paths were available. A smaller but notable group mentioned the importance of public transportation access, suggesting the need for clear, convenient transit connections.

2. Arrival Time and Duration of Visit: There was a general trend toward late morning or early afternoon arrivals, with many participants planning to stay for several hours, often between 3 to 6 hours. This implies a desire for robust onsite amenities, such as restrooms, food, and shaded seating, that support extended visits. Families and older adults in particular noted the importance of comfort and convenience during longer stays.

3. High-Use Areas and Popular Activities: Respondents consistently indicated they would spend most of their time in the beachfront and swimming areas, followed by picnic spaces, walking trails, and historic/cultural interpretive spaces. There was strong appreciation for spaces that allowed both active recreation (e.g., beach sports, walking) and passive leisure (e.g., relaxing, enjoying views). The inclusion of a café or food vendors was frequently cited as a positive and highly anticipated feature.

4. Desired Improvements for a Positive Experience: Participants repeatedly emphasized the need for:

- Clean and accessible restrooms
- Shaded seating areas
- Safe pedestrian pathways
- Consistent security and lifeguard presence
- Ample parking and ADA accessibility
- There was also a common call for historical storytelling elements that honored the Black history of Lincoln Beach, integrated thoughtfully into the overall site design.

5. Factors for Comfort and Inclusion: Community members stressed the importance of safety, cleanliness, cultural representation, and affordability. Many favored features that accommodate all age groups, particularly children and seniors, and expressed support for inclusive programming that reflects the cultural heritage of New Orleans East. While overall responses were positive and enthusiastic, some aspects were less commonly chosen or raised concerns:

Indoor Pool Facility: Although it ranked highly in earlier phases, the indoor pool on the land side was not included in the proposed plan elements presented,

and participants indicated they would prioritize a day at the pool in their beach itinerary.

Drive-in Movie Screenings: Mentioned by some, but it was not a common priority, with participants more focused on daytime, outdoor experiences.

Lengthy Travel Time or Unclear Access: Several participants expressed concern about unclear or potentially unsafe access routes, especially for those without personal vehicles. This reinforced the need for pedestrian bridges and improved transit signage.

Concerns about Overcrowding and Maintenance: A few respondents flagged the potential for overuse or crowding as a concern and asked that long-term operations and maintenance be a high priority from the outset.

The feedback from the "Day at the Beach" activity paints a clear picture: the community envisions Lincoln Beach as a vibrant, inclusive, and accessible destination rooted in cultural heritage and designed for multigenerational use. *The strongest support lies in restoring the natural beach experience, enhancing amenities that support extended visits, and embedding historical and cultural elements that resonate with community memory. Attention to access, comfort, and long-term stewardship will be key to delivering a beloved and sustainable public space.*

EXISTING CONDITIONS ANALYSIS

04

INVENTORY & ANALYSIS

The design and planning team performed site reconnaissance, research, and analysis to understand the character of Lincoln Beach, its strengths and opportunities for improvement. This rigorous analysis process was grouped into major themes to better understand relationships between the existing conditions of the site, immediate context, neighborhood, and region.

BUILT ENVIRONMENT

Structures The historic layout of Lincoln Beach was thoroughly researched and digitally recreated, providing the planning team with a clear understanding of the site's appearance circa 1954. Today, two pavilions still stand, along with remnants of the shaded boardwalk adjacent to the beach, the brick wall, and two historic entry signs.

Infrastructure Some utilities are located beneath Lincoln Beach Blvd (Hayne Blvd), with limited existing infrastructure on the Lincoln Beach site.

Circulation near the site is focused on vehicular traffic. There is one sidewalk on the south side of Lincoln Beach Blvd (Hayne Blvd) as well as a walking path along the flood wall.

SURFACE

Topography The site is relatively flat, reaching approximately 5' near the center of the lake-side. The site's topography features a higher elevation on the lake-side compared to the protected side, influencing views, drainage, and site uses.

Hydrology The lake-side is prone to flooding due to its proximity to the water, while the land-side is safeguarded by the floodwall.

Soils Lincoln Beach's soil is primarily fine-grained alluvial dredge material, which is poorly drained and poses challenges for planting and construction.

Shorelines The site offers diverse shoreline typologies - sandy, rocky, vegetated, and protected - supporting unique ecosystems and varied experiences.

ECOLOGY

Ecologic Zones The site at Lincoln Beach is predominantly composed of Coast Live Oak Forest and Intermediate Marsh habitats.

Existing Canopy There is extensive existing canopy which has taken hold over the decades of the site being closed. Only trees with a diameter at breast height (DBH) greater than 6 inches were surveyed.

Tree Health The majority of the surveyed trees are in good health (782 out of 1005), making them valuable assets for integration into the site's design.

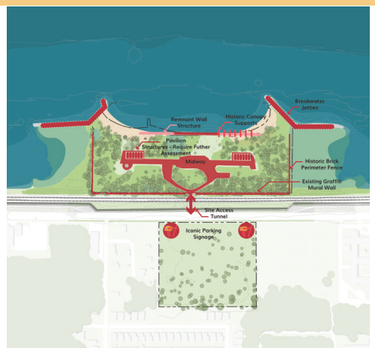
Invasive Species Two invasive tree species, the Camphor Tree and Chinese Tallow, were identified on-site.

BUILT ENVIRONMENT

HISTORIC STRUCTURES



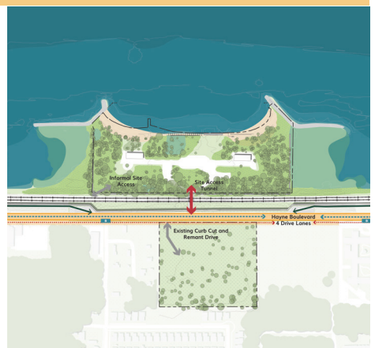
EXISTING STRUCTURES



INFRASTRUCTURE

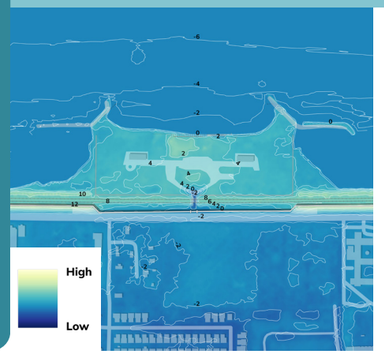


CIRCULATION

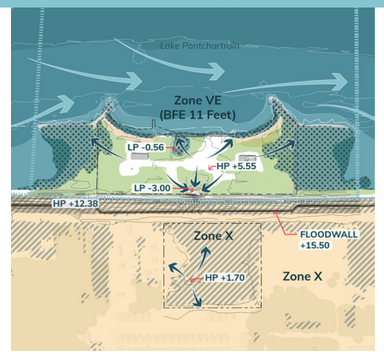


SURFACE

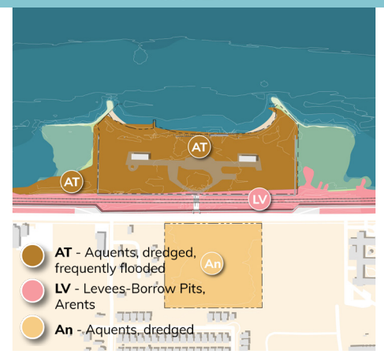
TOPOGRAPHY



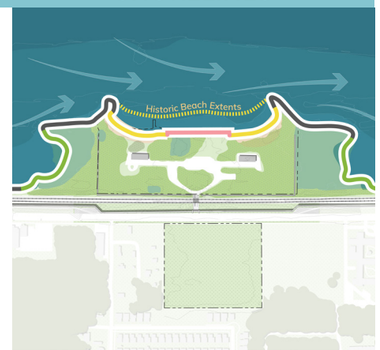
HYDROLOGY



SOILS

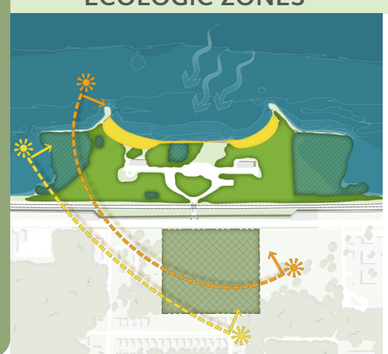


SHORELINES



ECOLOGY

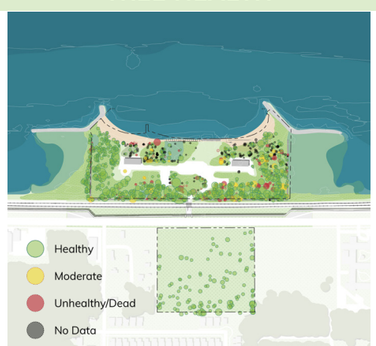
ECOLOGIC ZONES



EXISTING CANOPY



TREE HEALTH



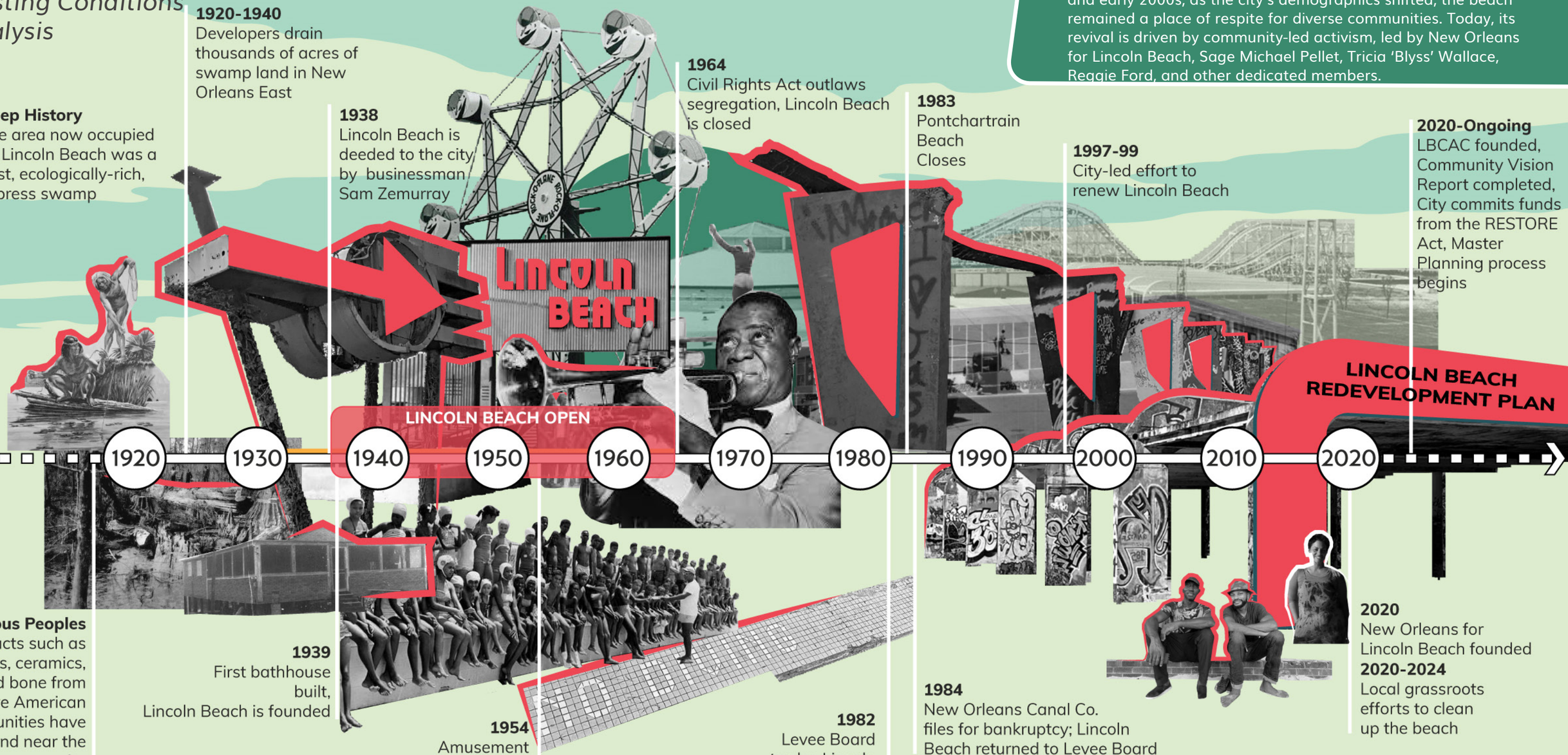
INVASIVE SPECIES



HISTORIC TIMELINE

Existing Conditions Analysis

Lincoln Beach holds a significant place in New Orleans' history, emerging during segregation as the only safe access point to Lake Pontchartrain for Black residents. Established in 1938, it provided a haven for the Black community, offering an alternative to racially exclusive beaches. With its vibrant atmosphere, Lincoln Beach became a beloved family destination, fostering community and pride. After closing in the 1960s, its facilities deteriorated, creating unsafe conditions. By the 1990s and early 2000s, as the city's demographics shifted, the beach remained a place of respite for diverse communities. Today, its revival is driven by community-led activism, led by New Orleans for Lincoln Beach, Sage Michael Pellet, Tricia 'Blyss' Wallace, Reggie Ford, and other dedicated members.



Deep History
The area now occupied by Lincoln Beach was a vast, ecologically-rich, cypress swamp

Indigenous Peoples
Artifacts such as middens, ceramics, shell and bone from Native American communities have been found near the site

1920-1940
Developers drain thousands of acres of swamp land in New Orleans East

1938
Lincoln Beach is deeded to the city by businessman Sam Zemurray

1939
First bathhouse built, Lincoln Beach is founded

1954
Amusement park built at Lincoln Beach

1964
Civil Rights Act outlaws segregation, Lincoln Beach is closed

1982
Levee Board trades Lincoln Beach to New Orleans Canal Co.

1983
Pontchartrain Beach Closes

1984
New Orleans Canal Co. files for bankruptcy; Lincoln Beach returned to Levee Board

1997-99
City-led effort to renew Lincoln Beach

2020-Ongoing
LBCAC founded, Community Vision Report completed, City commits funds from the RESTORE Act, Master Planning process begins

2020
New Orleans for Lincoln Beach founded

2020-2024
Local grassroots efforts to clean up the beach

HISTORIC SITE PLAN

Existing Conditions Analysis

LAKE PONTCHARTRAIN

PIER

SECTION A

SHADE CANOPY

BEACH

POOLS

POOL HOUSE

1800 SHORELINE

ROLLER COASTER

SHELTER PAVILION

SHELTER PAVILION

CONCESSIONS

THE MIDWAY

FERRIS WHEEL

THE CARVER HOUSE

FLYING HORSES & KIDDIE LAND

TUNNEL

BRICK WALL

THE NEW ORLEANS & NORTH EASTERN RAILROAD

WELCOME SIGN

ENTRY CANOPY

DROP-OFF

HAYNE BOULEVARD

PARKING SIGNS

N

0 100' 200' 400'

FISHING CAMPS

A favorite destination for New Orleanians, now all but vanished from the lakeshore

AGRICULTURE FIELDS

Most of the residential areas you see today were once cypress swamp, drained, then used for agricultural production



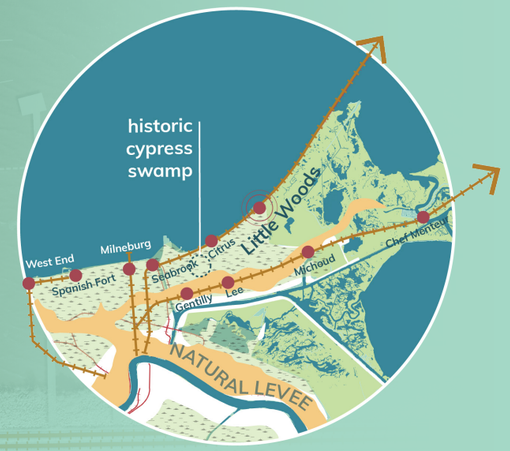
Historic Lincoln Beach was both a beach and a lively fairground. Its bustling midway featured a small roller coaster, bumper cars, concession stands, and a Ferris wheel—all centered around the swimming pools. For many children in New Orleans East, these pools were where they first learned to swim.

Historic structure still existing



RAILROADS, SWAMPS & NATURAL LEVEES

Development in New Orleans East began in the mid-1800's, driven by a lure towards Lake Pontchartrain and its vital connection to nearby cities. As railroads brought passengers towards the lake, a culture of swimming, picnicking, and entertainment followed.



ENTERTAINMENT ON THE LAKE SHORE

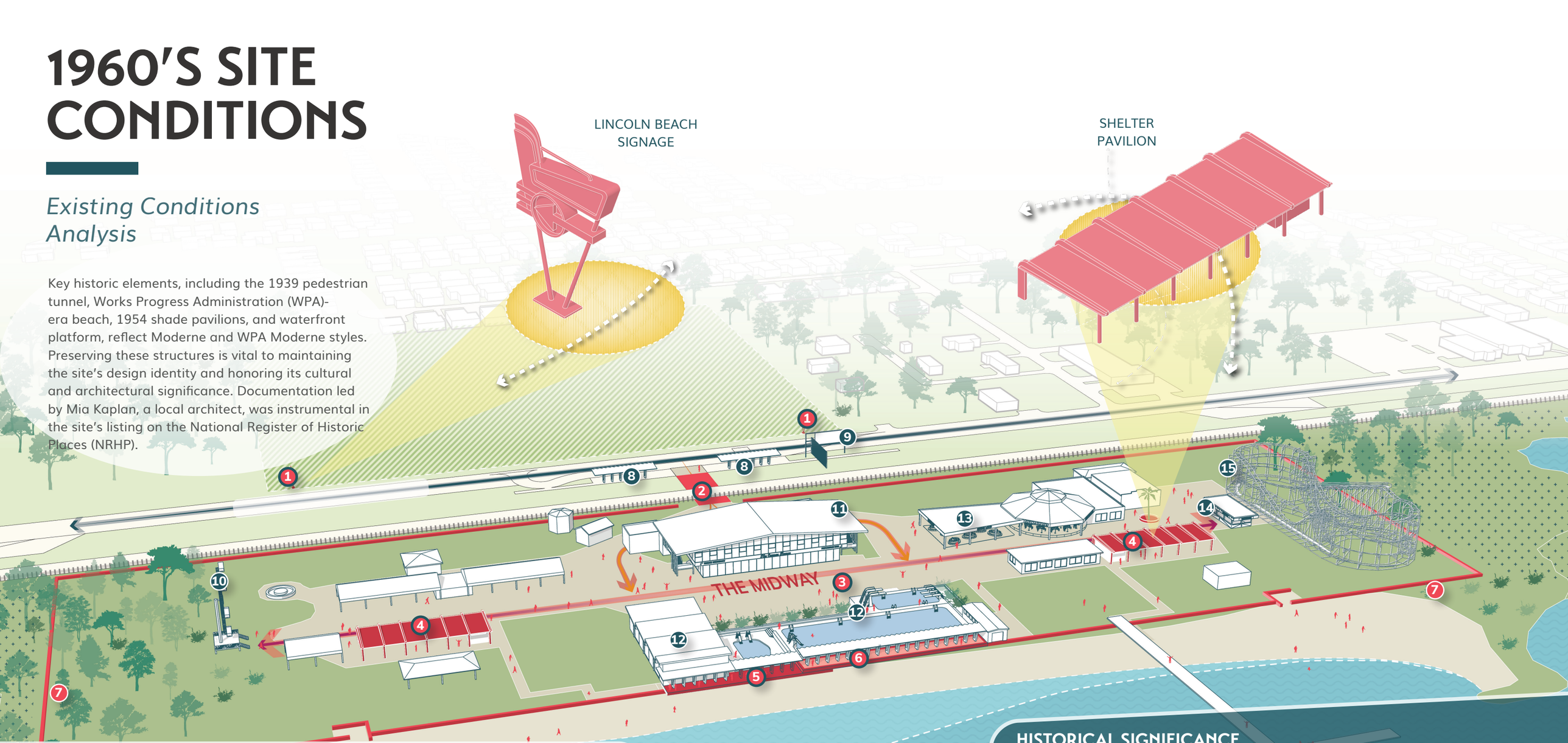
The lake shore became synonymous with leisure and entertainment. Lincoln Beach hosted beauty pageants, dance nights, and diving competitions in addition to big musical acts like Fats Domino, The Drifters, and Nat King Cole.



1960'S SITE CONDITIONS

Existing Conditions Analysis

Key historic elements, including the 1939 pedestrian tunnel, Works Progress Administration (WPA)-era beach, 1954 shade pavilions, and waterfront platform, reflect Moderne and WPA Moderne styles. Preserving these structures is vital to maintaining the site's design identity and honoring its cultural and architectural significance. Documentation led by Mia Kaplan, a local architect, was instrumental in the site's listing on the National Register of Historic Places (NRHP).



- Historic structure still existing
- Contributing Structures to NRHP Nomination

1 Lincoln Beach Signage
2 Tunnel
3 The Midway
4 Shelter Pavilions
5 Trapezoidal Canopy Support Structures
6 Boardwalk Concrete
7 Brick Perimeter Wall
8 Drop-Off Canopies
9 Lincoln Beach Entry Sign
10 Rock-O-Plane Ferris Wheel
11 The Carver House Restaurant
12 Pools, Pool-House, & Water Filtration Center
13 Flying Horses & Kiddie Land
14 Concessions
15 Roller Coaster

HISTORICAL SIGNIFICANCE

(Period of significance 1940-1965)
Lincoln Beach is significant under Criterion A for Ethnic/Black Heritage as a site which is associated with events that played a significant role within the broad patterns of our history, especially regarding the areas of Social History and Recreation. Lincoln Beach was chosen for nomination to the National Register of Historic Places due to the value the community places on the preservation of this unique historic site within the city of New Orleans. The site encompasses both tangible and intangible forms of heritage, with examples of physical remaining contributing elements that are well-positioned for historic interpretation as well as the many personal accounts of those who associate the site with its historic role and use.

TODAY'S SITE PLAN

Key Themes & Deep Dive

LAKE PONTCHARTRAIN

BEACH
the beach has since eroded back to a fragment of it's historic extents

MARSH
The marshes flanking Lincoln Beach bring ecological diversity to the site

SECTION A

BREAKWATER

BULKHEAD

PIER FOOTING

BOARDWALK RELIC

TRAPEZOIDAL CANOPY STRUCTURES

BREAKWATER

MARSH

SHELTER PAVILION

THE MIDWAY

SHELTER PAVILION

MARSH

HISTORIC CONCRETE

BRICK PERIMETER WALL

ENTRANCE ROUTE

TUNNEL

NORFOLK SOUTHERN RAILROAD

FLOOD GATE

FLOOD WALL

LINCOLN BEACH BOULEVARD

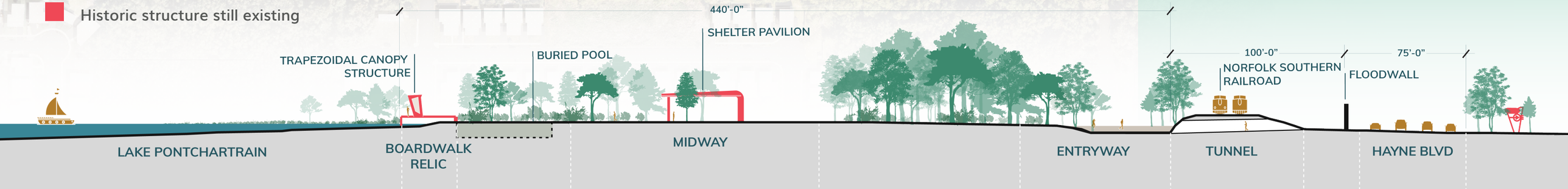
ENTRY
makeshift ladder over flood wall

PARKING SIGN RELICS

N

0 100' 200' 400'

Historic structure still existing



SITE STRUCTURES ASSESSMENT

Digital Engineering conducted multiple site visits to evaluate the structures at Lincoln Beach. Their assessment included, but was not limited to, the following structures:

Parking Sign Relics Advanced damage and missing pieces would require refurbishment.



Tunnel Appears to be in good condition with some repairs needed to prevent further erosion.



The Midway 80,000 SF of existing concrete panels that are in good shape, with joints that need to be cleaned and resealed.



Shelter Pavilions (2) pavilions with structurally sound columns, minor spalling and stress cracking. Further testing needed.



Brick Perimeter Wall 2,250 LF surrounding the site, damaged portions would need to be replaced.



Trapezoidal Structures (7) structures with visual damage, could be salvaged and repurposed with minor crack repairs.



Boardwalk Relic Appears to be in poor condition, with severe cracking and spalling.

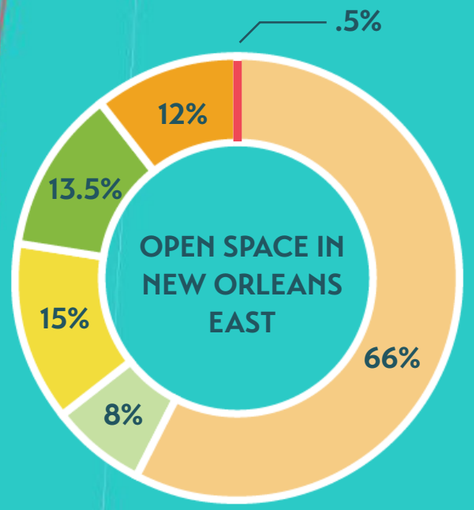


PROGRAMMING & ECONOMICS

Key Themes & Deep Dive

GAP ANALYSIS & DISINVESTMENT

New Orleans East has assets that support community, but lags in amenities that support recreation and lifestyle enjoyment. These assets are vital to community development and individual growth as they provide access to valuable community resources that help to educate, engage, and expose residents to new interests or opportunities at low to no cost.



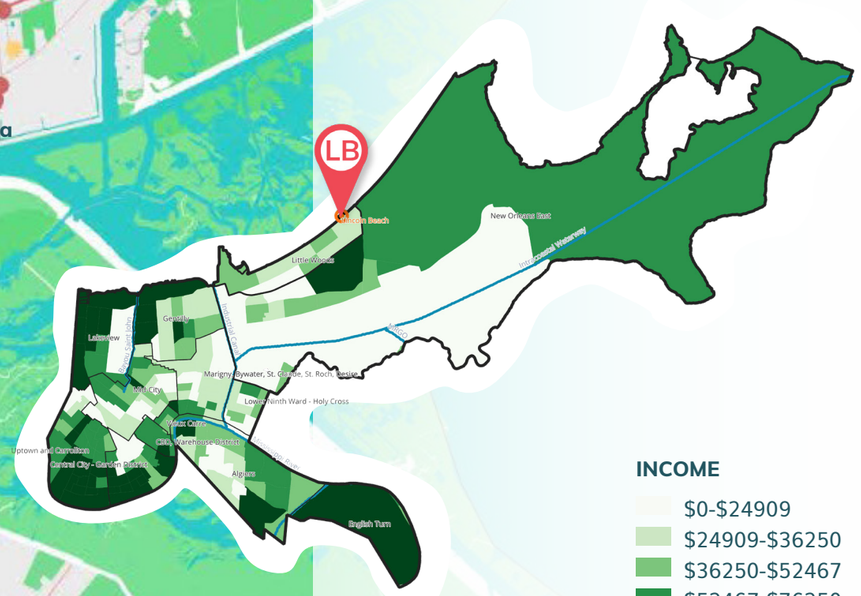
NEW ORLEANS EAST AMENITIES

Despite being home to roughly 20% of New Orleans' total population, New Orleans East contains only 12% of parks and open space, 14.7% of schools, 12.8% of groceries, 20% of fire stations, 8% of police stations, and 16% of drug stores.

- Schools
- Groceries
- Fire Stations
- Police Stations
- Drug Stores

INCOME & ECONOMICS

The median income in the Little Woods neighborhood is considerably lower than citywide figures. 33.9% of residents in Little Woods live below the poverty line, compared to 24% of residents citywide. The per capita household income of $21,186 suggests that individuals, on average, have low economic spending power. Lower incomes often indicate lower disposable income (and time) for recreational activities.



SITE CONNECTIVITY

Existing Conditions Analysis

Lincoln Beach is located in New Orleans East, spanning both sides of Lincoln Beach (Hayne) Boulevard, the levee, floodwall, and railroad, with one half on the parking lot-side and the other on Lake Pontchartrain. Access is primarily via Lincoln Beach (Hayne) Boulevard, which bisects the site and is served by car and public transit, including bus routes 68 and 62-0.

Venetian Isles

To Downtown NOLA!

NOPD 7th District

Audubon Louisiana Nature Center

Joe W. Brown Regional Park

Read Public Library

Lake Forest Boulevard

Read Blvd.

I-510

Lake Forest Boulevard

I-10

Wright Road

Morrison Rd

To Lincoln Beach!

LINCOLN BEACH

CURRENTLY NO SAFE CROSSING OF STREET

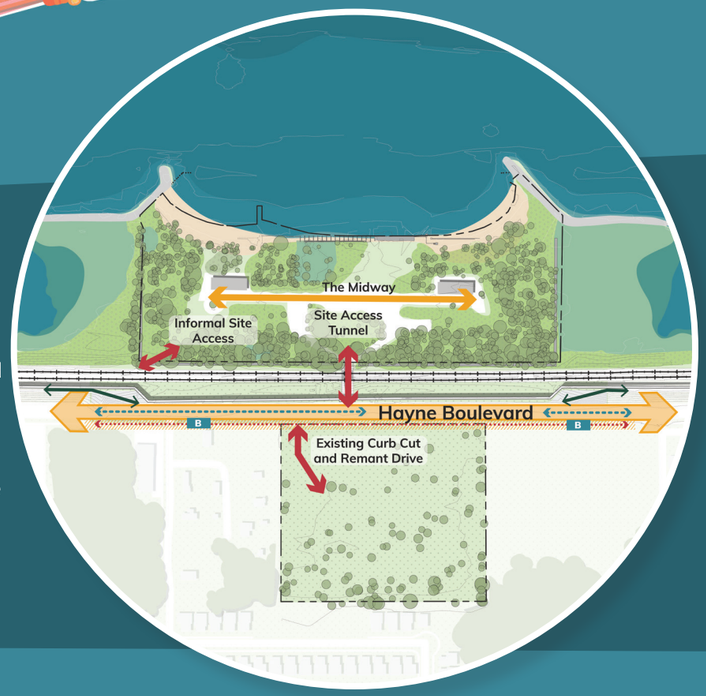
NO TRANSIT STOPS AT LINCOLN BEACH

"Lincoln Beach Blvd"

Bayou Sauvage

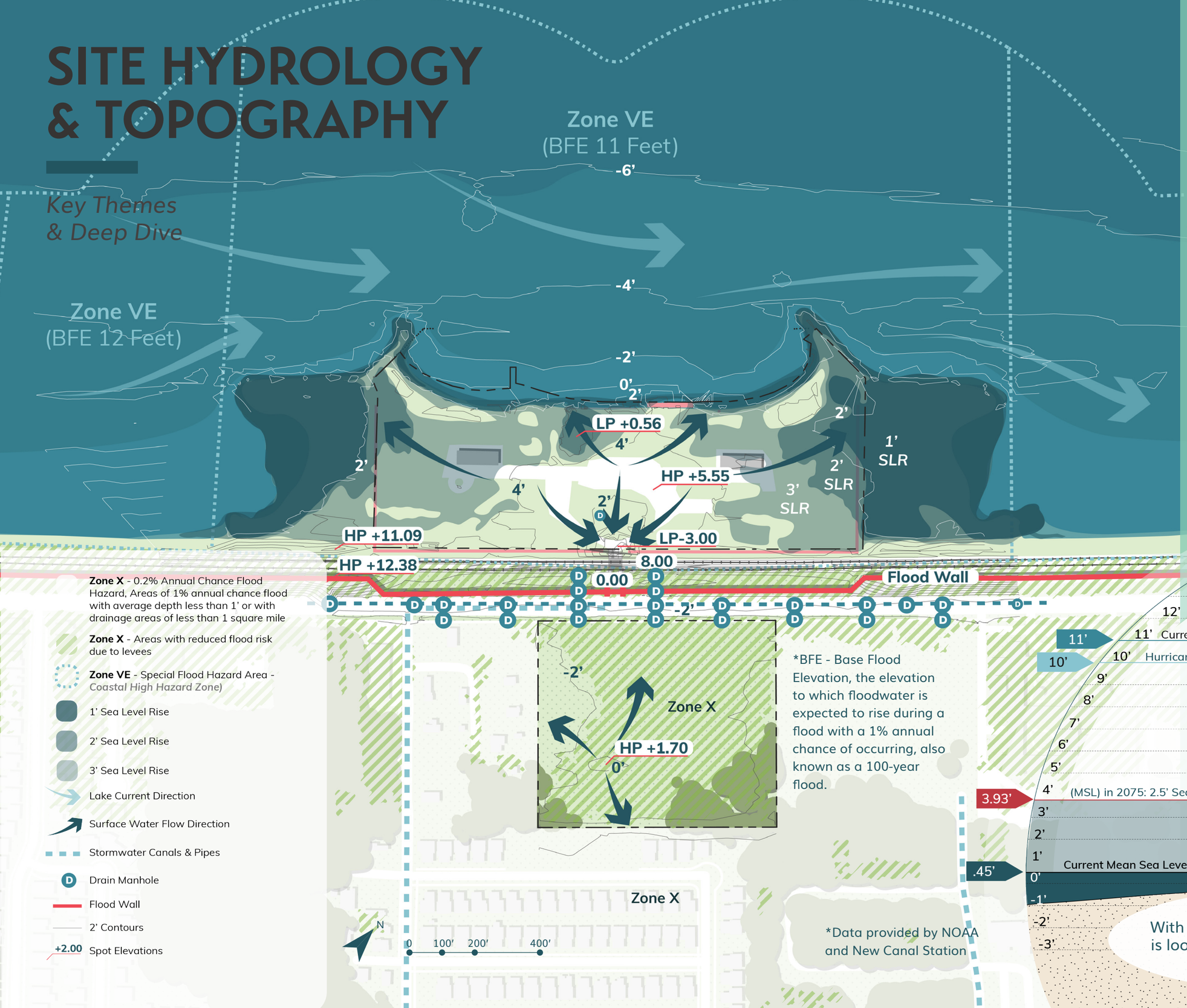
CURRENTLY NO FORMAL WATER ACCESS

The primary access to Lincoln Beach is from the parking lot-side along Lincoln Beach (Hayne) Boulevard. People trying to access the site must cross a four lane highway and then enter the site through the floodgates and then continue through the tunnel beneath the levee and railroad tracks. However, due to prolonged flooding of the tunnel, all visitors now use an informal entrance that crosses the train tracks and enters from the southwest. Once on the lake side, the midway serves as the site's main circulation spine, with a wide concrete walkway connecting key areas on both sides.



SITE HYDROLOGY & TOPOGRAPHY

Key Themes & Deep Dive



Zone X - 0.2% Annual Chance Flood Hazard, Areas of 1% annual chance flood with average depth less than 1' or with drainage areas of less than 1 square mile

Zone X - Areas with reduced flood risk due to levees

Zone VE - Special Flood Hazard Area - *Coastal High Hazard Zone)*

1' Sea Level Rise

2' Sea Level Rise

3' Sea Level Rise

Lake Current Direction

Surface Water Flow Direction

Stormwater Canals & Pipes

Drain Manhole

Flood Wall

2' Contours

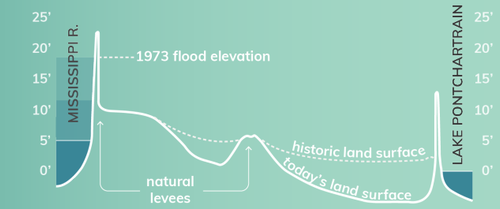
+2.00 Spot Elevations

*BFE - Base Flood Elevation, the elevation to which floodwater is expected to rise during a flood with a 1% annual chance of occurring, also known as a 100-year flood.

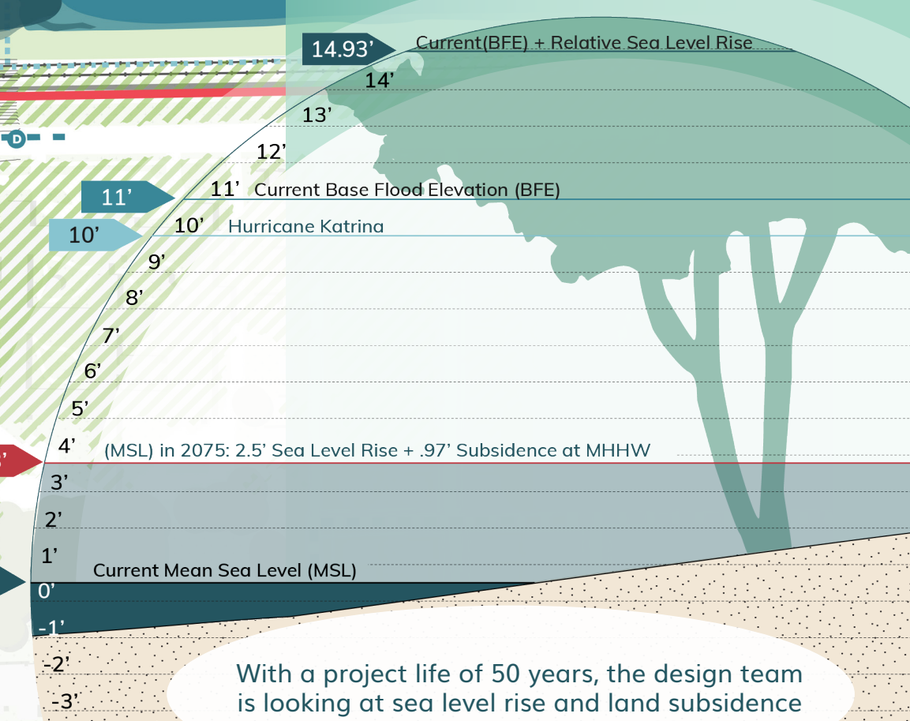
*Data provided by NOAA and New Canal Station

LEVEES, FLOODING, & HISTORIC HYDROLOGY

Lincoln Beach sits in an area that was once made up of vast cypress swamps. Development led to the draining of these swamps and increased salinity from canals, dredging, and storm surges have made it so that cypress trees no longer grow here. The addition of a levee and flood wall has led the ground to sink below mean sea level in most parts of New Orleans. The site crests in the middle and water sheds in all directions, towards Lake Pontchartrain, the marshes, and the levee.



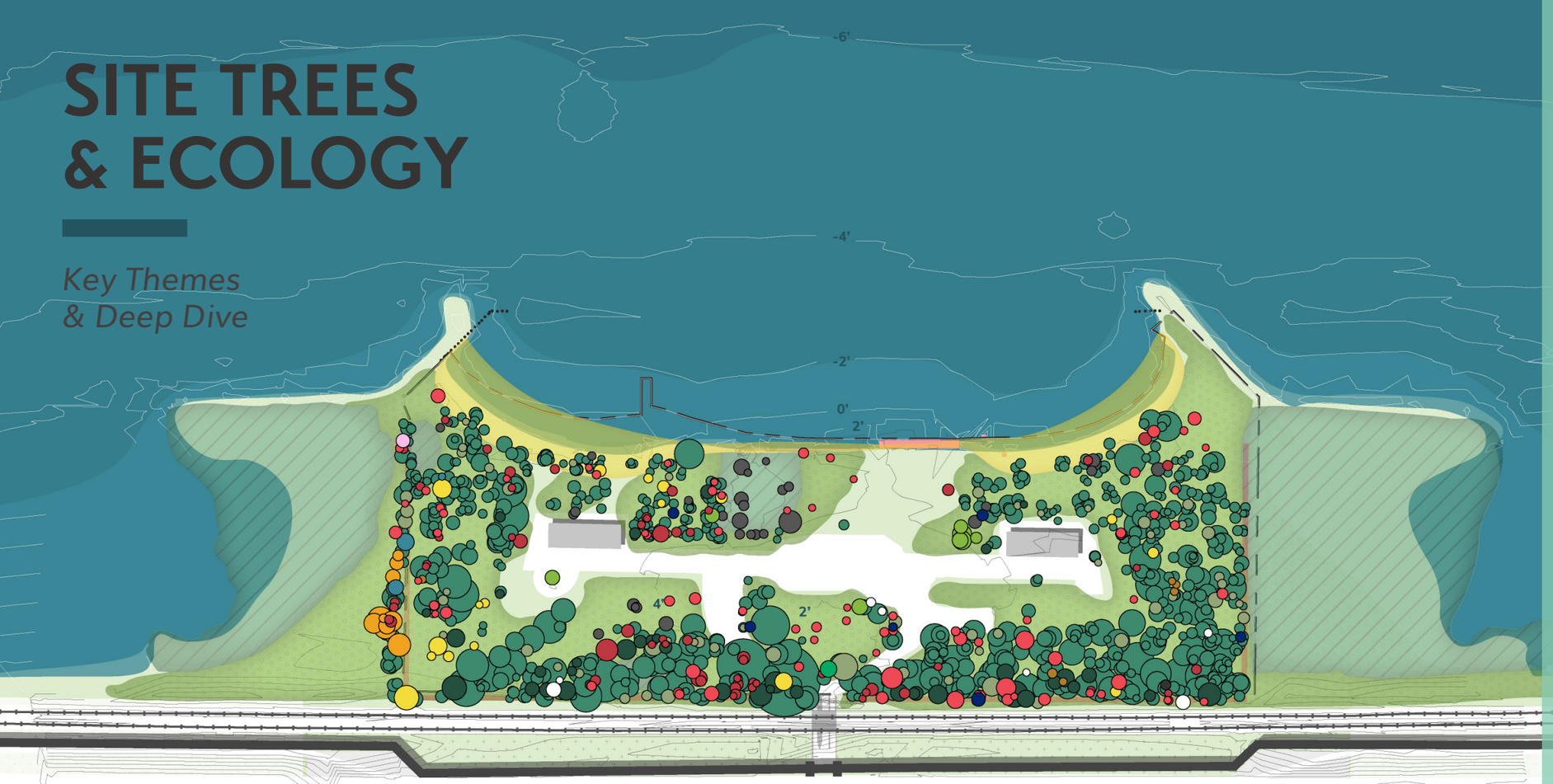




With a project life of 50 years, the design team is looking at sea level rise and land subsidence projections out to the year 2075.

SITE TREES & ECOLOGY

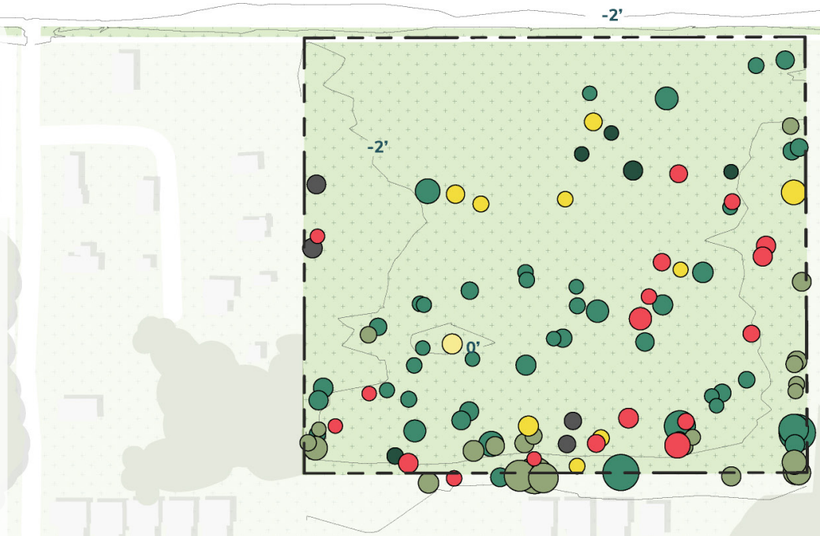
Key Themes & Deep Dive



- **Live Oak** *Quercus virginiana (802)*
- **Sugarberry** *Celtis laevigata (84)*
- **Pecan** *Carya illinoiensis (46)*
- **Black Willow** *Salix nigra (37)*
- **American Elm** *Ulmus americana (28)*
- **Bald Cypress** *Taxodium distichum (10)*
- **Palm** *Arecaceae (8)*
- **Red Mulberry** *Morus rubra (7)*
- **Cedar** *Cedrus (7)*
- **Sugargum** *Liquidambar (3)*
- **Other** *(10)*

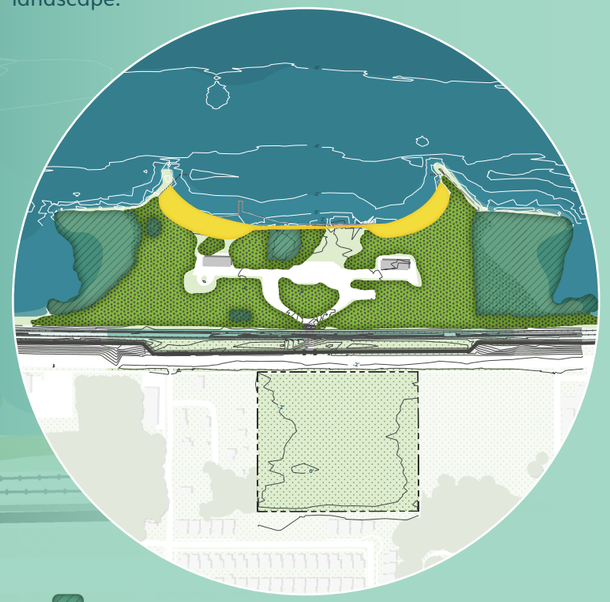
Invasives

- **Camphor** *Cinnamomum camphora (59)*
- **Tallow** *Triadica sebifera (95)*

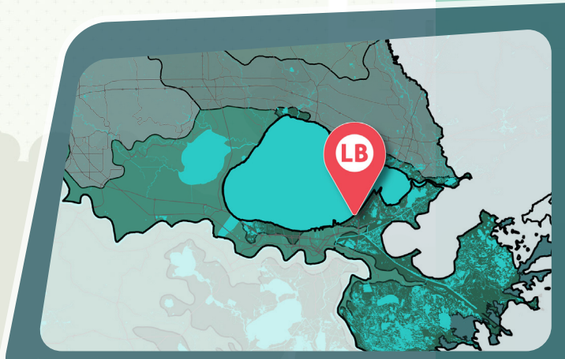


SITE ECO ZONES

Lincoln Beach is home to a diverse range of natural habitats, including Live Oak Forest, Intermediate Marshes, beach, and old field habitat. The emergent vegetation of the forests support rich biodiversity and enhance the site's ecological resilience. The Intermediate Marshes, shaped by the site's breakwaters, offer vital ecosystem services like water filtration and wildlife habitat. Together, these ecozones create a dynamic and ecologically rich landscape.

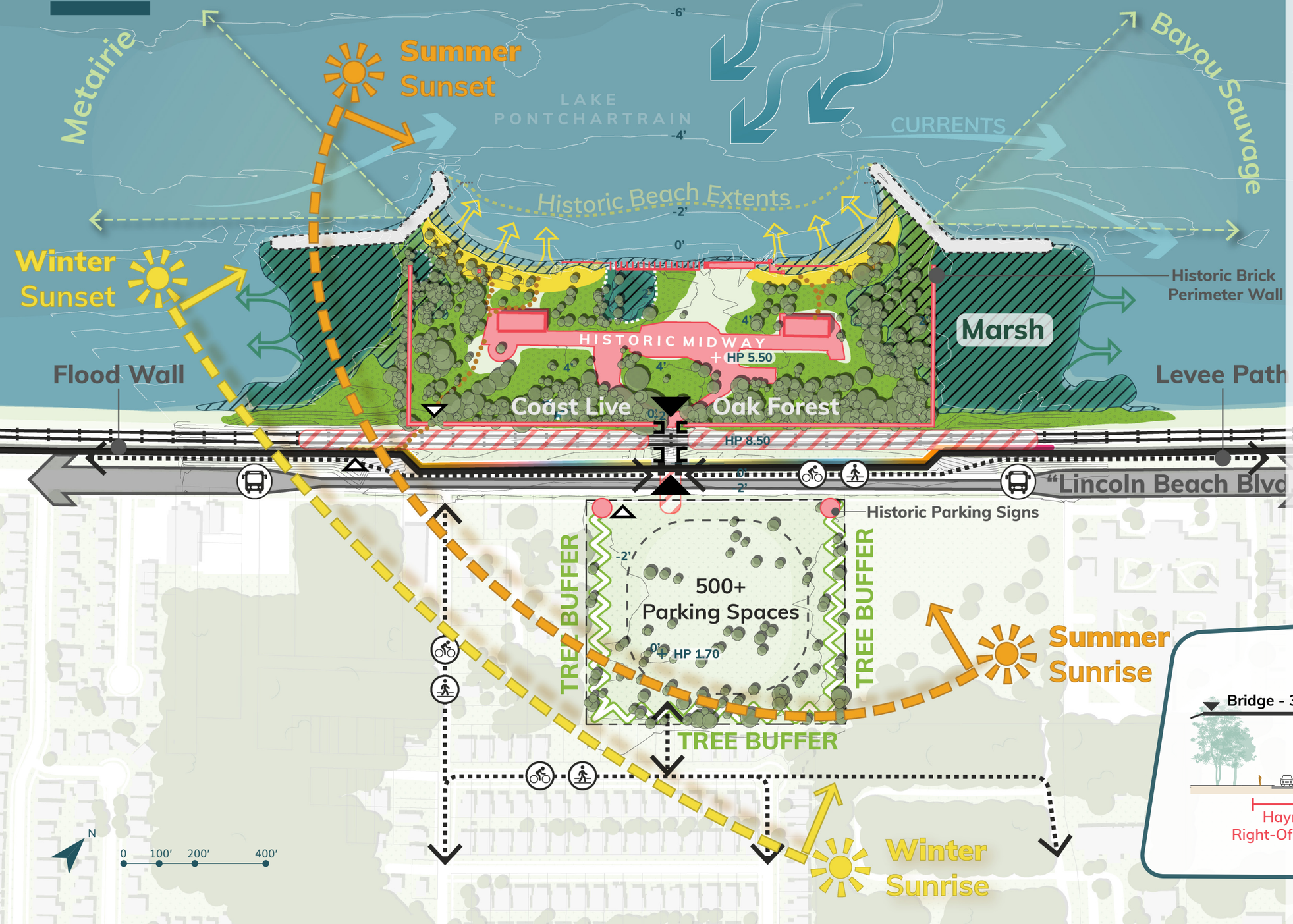


- Intermediate Marsh
- Coast Live-Oak Forest
- Beach



More broadly, Lincoln Beach sits in the **Deltaic Coastal Marshes & Barrier Islands ecoregion,** which is dominated by brackish and saline marshes. The region supports vegetation including salt marsh cordgrass, marsh hay cordgrass, black needlerush, and coastal saltgrass. The wetlands and marshes act as a buffer to help moderate flooding and tidal inundation during storm events. Lack of sediment input, delta erosion, land subsidence, and rising sea levels threaten the region.

OPPORTUNITIES & CONSTRAINTS



SITE ANALYSIS

This site diagram identifies key opportunities, such as views and existing vegetation, as well as constraints, including the railroad, levee, and flood risk. Lincoln Beach's cultural and architectural history is reflected in its historic relics, offering a chance to connect with the site's past. The design team prioritized preserving these elements, along with existing vegetation, to develop a functional, community-centered, and resilient plan.

BUILT ENVIRONMENT

- Historic Relics
- "Lincoln Beach Blvd." - Road Diet
- Bus Routes: 68/62
- Potential Bike & Pedestrian Connections
- Hazards
- Informal Pathways
- Murals - to remain
- Breakwaters
- Primary Entrance
- Secondary Entrance
- Tunnel
- Flood Gate

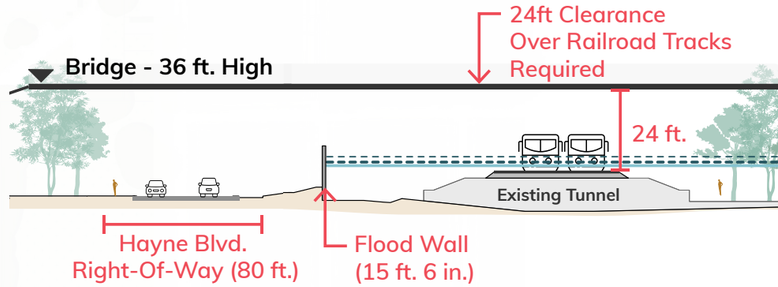
SURFACE

- 2' Contours
- 2' of Sea Level Rise (2075)
- Lake Current Direction

ECOLOGY

- Wind Direction
- Beach
- Marsh
- Existing Trees (over 10" DBH)
- Summer & Winter Sun Paths

BRIDGE CONSTRAINTS



PROJECT VISION

05

GUIDING PRINCIPLES

Project Vision



SETTING UP THE VISION

The vision for the master plan is driven by the ideas and preferences expressed by the New Orleans East community and informed by a thorough analysis of Lincoln Beach's existing ecological, historical, and contextual conditions. Key themes emerging from in-person and online engagement, stakeholder discussions, past engagement efforts, and a detailed site analysis have shaped the four guiding principles that will guide the master plan.

Each guiding principle serves as a category that defines the goals and aspirations of the master plan, collectively forming a framework for the creative process. The design concept is developed to integrate all four principles, ensuring it reflects the community's shared vision and supports Lincoln Beach in achieving the master plan's aspirations.

"Elevated bridge from parking lot to beach is a priority"

2024 Public Milestone Meeting #1

Common Theme:
IMPROVE CONNECTIVITY

2024 Public Milestone Meeting #1

Improved connection to the site via a bridge and increased parking was expressed by the community

"Cultural experience for family and friends and those that just stop by!"

2024 Public Milestone Meeting #1

Common Theme:
A PARK FOR THE EVERY DAY AND THE BIG DAY

Community members agreed that the site should balance passive and active uses

"Opportunity to reconnect New Orleanians to nature and the water"

2024 Public Milestone Meeting #1

22

comments mentioned nature & ecology

As one of the only sites in NOLA with access to the water, we heard loud and clear that people want to prioritize the beach and ecology

"Share oral histories from the people in the community"

2024 Public Milestone Meeting #1

Common Theme

44

comments mentioned historic character and preservation

Community members desired a balance between preservation and modernization of the site

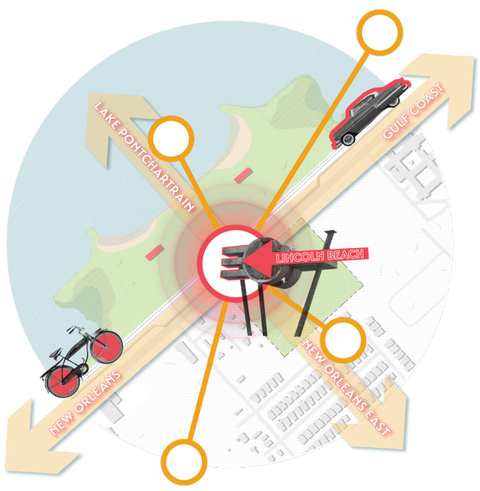
"A thriving community space that stimulates both economic and cultural activity in the area"

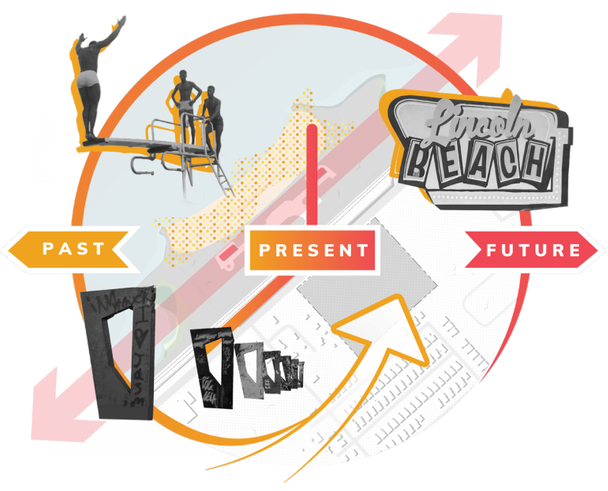
2024 Public Milestone Meeting #1

Common Theme:
PROMOTE LOCAL

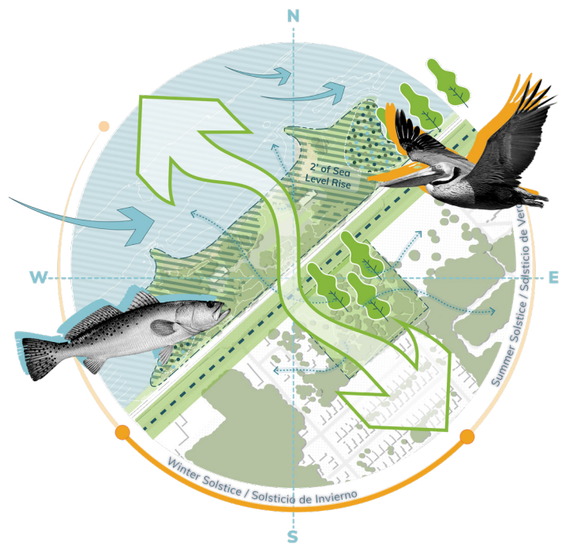
GUIDING PRINCIPLES

Project Vision









1 REACH OUT & CONNECT

A park that builds physical connections, expands recreational access, and increases local economic opportunities.

DESIGN DRIVERS

- Develop a resilient operations model to ensure the long-term success of the project
- Fill the gap for safe access to the waterfront
- Re-imagine Lincoln Beach (Hayne) Boulevard as a multi-modal neighborhood corridor
- Provide economic benefits to local Disadvantaged Business Enterprise (DBE) businesses
- Provide a multi-generational space that is inclusive and accessible to all ages and abilities

2 REMEMBER, CELEBRATE, SHAPE

A park that is cherished by both locals and visitors for its vibrant history and celebration of the rich character of New Orleans East.

DESIGN DRIVERS

- Draw inspiration from local architecture and visual cues from the natural landscape
- Embed the legacy of the site into the design in order to commemorate the past
- Preserve and salvage historic structures
- Tell the story of the site and neighborhood's history through art and wayfinding
- Ensure the ongoing involvement of local community members and businesses

3 BALANCE THE TRANQUIL & THE THRILLING

A park that accommodates a diverse range of activities, offering everyday amenities for the local community as well as destination-worthy regional attractions.

DESIGN DRIVERS

- Ensure the site remains a peaceful retreat, while also providing increased amenities
- Maintain and expand the capacity of the site to host concerts and community events
- Encourage cultural expression by providing inclusive spaces and infrastructure
- Relaxing and recreational
- Diversity of programming
- Seasonal and year-round programming

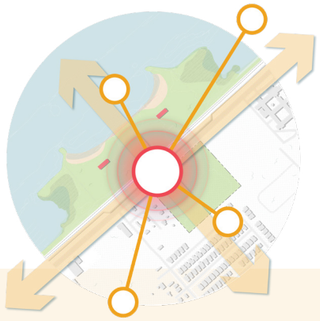
4 EMBRACE GULF COAST ECOLOGY

A resilient park that provides a peaceful retreat and promotes environmental education through immersion in the natural landscape.

DESIGN DRIVERS

- Address the impacts of climate change such as sea level rise, storm surge, and extreme temperatures
- Provide environmental education opportunities
- Preserve most of the existing emergent vegetation
- Provide walking paths
- Provide educational opportunities for locals, youths, and colleges
- Provide safe access to the water

GUIDING PRINCIPLE TO SITE STRATEGY OVERVIEW



REACH OUT & CONNECT

BUILD PHYSICAL CONNECTIONS

Pedestrian bridge access across Lincoln Beach (Hayne) Boulevard

Bike lane and sidewalks on Lincoln Beach (Hayne) Boulevard

New bus shelters on either side of Lincoln Beach (Hayne) Boulevard

Pedestrian crossing across Lincoln Beach (Hayne) Boulevard

INCLUSIVE & ACCESSIBLE SPACES

ADA parking spaces

Raised pedestrian walkways in parking lot

Comfortable indoor and outdoor spaces

ADA accessibility through site to promote intergenerational spaces

ADA access to the beach

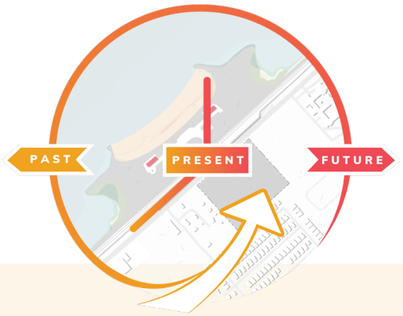
INCREASE LOCAL ECONOMIC OPPORTUNITIES

Beach-side restaurant

Beach-side rentable event space

Parking lot and beach side market space for local vendors

Festivals & events put on by local vendors



REMEMBER, CELEBRATE, SHAPE

PRESERVE & SALVAGE HISTORIC STRUCTURES

Preservation and transformation of the historic Midway concrete

Preservation and transformation of the historic boardwalk relic

Preservation and repurposing of existing pavilions and trapezoidal structures

Refurbishment of historic parking signs

TELL THE STORY OF THE SITE

Informational signage that tells the story of the sites history

A history loop that encourages deeper immersion in the sites history

History Museum

DRAW CUES FROM THE LOCAL LANDSCAPE

Draw from local vernacular for building and landscape forms

Material choices that reflect New Orleans heritage

The site's live oak forest habitat informs planting

Mimicking of the site's native hydrology for stormwater infiltration



BALANCE THE TRANQUIL & THE THRILLING

ACCOMMODATE DIVERSE ACTIVITIES

Active and passive sides of the beach

Large playground, kayak rental facility, restaurant, and event space

Woodland trails, passive picnic lawns, and unprogrammed beach areas

A variety of inclusive spaces

ENCOURAGE CULTURAL EXPRESSION

Flexible event lawn and bandshell for local and regional performers

Movie-ccreening lawn for viewing and gathering

Beach-side spaces for local vendors

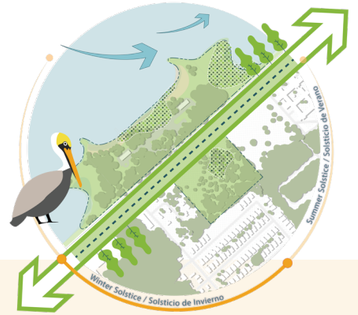
SEASONAL & YEAR-ROUND PROGRAMMING

Ample parking for festivals & events

Stormwater strategy for sun and rain

Hurricane-resilient buildings at safe elevations

Indoor event hall for gatherings in all seasons



EMBRACE GULF COAST ECOLOGY

ADDRESS THE IMPACTS OF CLIMATE CHANGE

Buildings raised above BFE + SLR + subsidence

Plaza and playground above SLR

Cooling misters and shade structures

Protection of large existing shade trees

Solar panels on the pedestrian bridge

PROVIDE ECO-EDUCATION OPPORTUNITIES

Biophilic design that promotes relaxation

Native planting palette

Informational signage about the site's ecology

Spaces that promote learning and stewardship

PRESERVE EXISTING VEGETATION

Preservation of the majority of existing trees

Removal of invasive species

Preservation of marshes

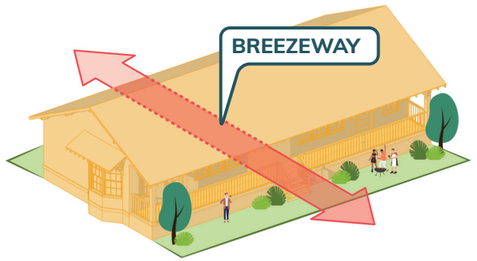
Increased aquatic marsh habitat with felled-trees

Lincoln Beach will provide essential access to the water, offering a unique opportunity for recreation, connection to nature, and the celebration of the rich history of New Orleans East.

VERNACULAR & HISTORIC INFLUENCE

Project Vision

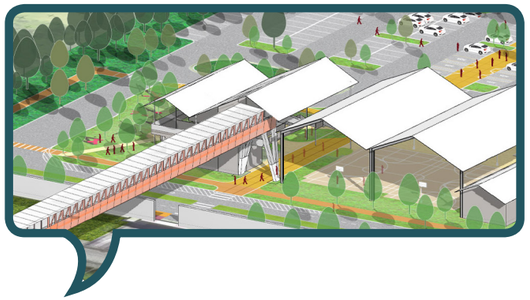
The following diagrams illustrate the rich diversity of local vernacular—both architectural and landscape—that have shaped the forms within the Lincoln Beach Master Plan.

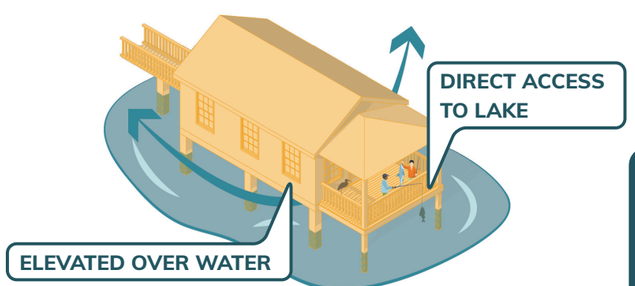


THE DOG TROT HOUSE

Dog Trot style architecture is a traditional southern style, demarcated with an open breezeway or corridor running through the center of the home to promote cross ventilation in the humid climate.

The architecture is designed to react to circulation pathways and enhance the pedestrian experience while keeping them protected.



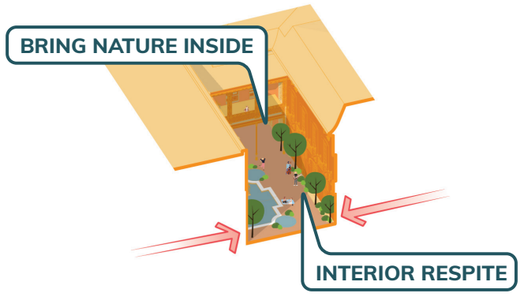


FISHING CAMPS

Fishing camps were prevalent in New Orleans East, elevating dwellings above the lake to garner direct access to fishing.

Elevating the architecture on the beach side aids in protection from storm surge.

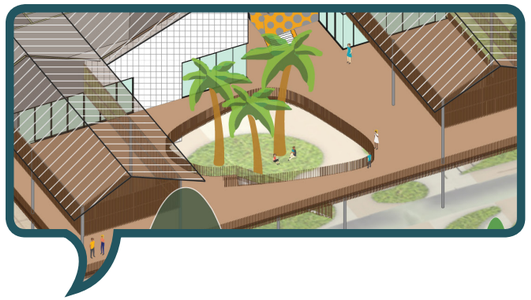


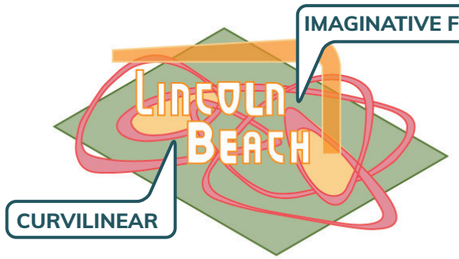


INTERIOR COURTYARD

Interior courtyards are a central feature in the city of New Orleans, providing a serene exterior space surrounded by decorative facades and often lush plantings and fountains to offer a space for repose and congregation.

Introduction of landscape through the mezzanine level creates porous moments of connection to nature.



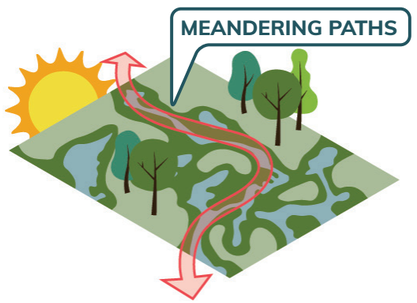


MID CENTURY MODERN

The Mid-Century Modern - specifically Googie - architectural style prevalent at Lincoln Beach is re-imagined through the form of the landscape's planting design and gathering spaces.

Curvilinear pathways that undulate and curve back on themselves navigate around existing trees.

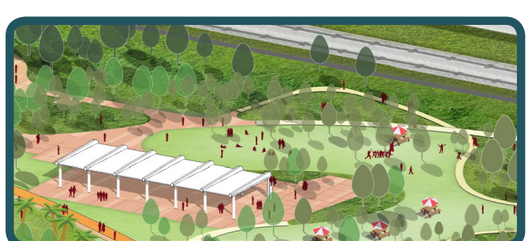




BAYOUS

The curvilinear landscape forms and carefully selected planting palette draw inspiration from the bayous of Louisiana. Their meandering waterways create a serene atmosphere while reflecting the region's rich natural ecology.

Reinterpretation of the slow-moving and meandering pathways are implemented throughout the site.



MASTER PLAN VISION

Birds Eye Rendering



The new vision for Lincoln Beach strikes a balance between vibrant recreational opportunities and peaceful spaces for solitude in nature. Drawing inspiration from the site's rich history, layout, and programming, the design seamlessly integrates modern amenities while honoring the past. It preserves cultural heritage through the conservation of historic relics and the creation of a Lincoln Beach history museum, while respecting the ecological legacy by safeguarding existing trees and minimizing site disturbance. Ultimately, the vision for Lincoln Beach is centered on balance—between history, nature, and modernity.

MASTER PLAN

A Closer Look

Lincoln Beach blends natural landscapes, diverse recreation, and cultural spaces into a welcoming beach front park for New Orleans East. Every element is inspired by the guiding principles which are deeply rooted in public feedback, ensuring the park reflects the needs and aspirations of the community.

REACH OUT & CONNECT

Improving access is key to the redevelopment of Lincoln Beach. Lincoln Beach (Hayne) Boulevard is redesigned with a road diet, bike lanes, and a pedestrian crossing. A new pedestrian bridge connects the community to the park, while improved path networks enhance site circulation and accessibility.

REMEMBER, CELEBRATE, SHAPE

Honoring Lincoln Beach's history is central to the plan. Buildings reflect the dog trot house vernacular, and a new restaurant stands where Carver's Restaurant once did. Historic trapezoidal structures are repurposed for wayfinding and site furnishings, while interpretive signage highlights the site's cultural and ecological history. Preserved elements include the midway pavement, boardwalk relic, and shade pavilions, with one re-imagined as a concert band shell. A history museum near the parking lot serves as a hub for learning and reflection.

BALANCE THE TRANQUIL & THE THRILLING

Lincoln Beach offers both active and passive experiences. Active spaces include a food truck zone, drive-in movie screening, sports courts, the restaurant, event space, the playground, an event lawn, and the kayak rental pavilion. For quieter experiences, visitors can enjoy the History Museum, picnic lawns, the beach, woodland trails, an oak canopy walk, waterfront terraces, and the fishing pier.



CONNECTING THE DOTS

Connecting Community Priorities to the Master Plan Vision

BEACH SIZE:



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

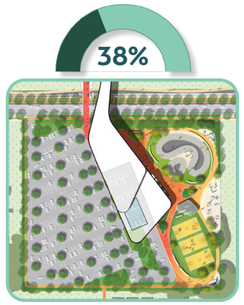


2. Two smaller, separated beaches that are slightly bigger than the two beach areas today and integrated with existing trees

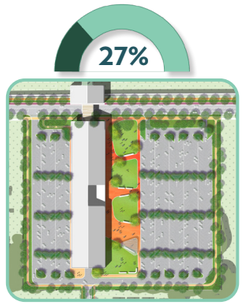


3. Two separate beach spaces that are larger than what is there today but not big enough to where they are away from existing trees

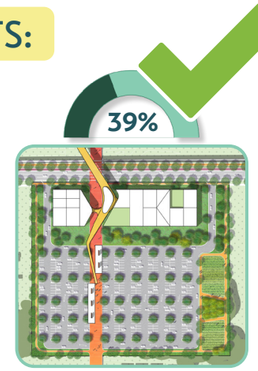
PARKING CONCEPTS:



Concept 1



Concept 2



Concept 3

BRIDGE CONCEPTS:



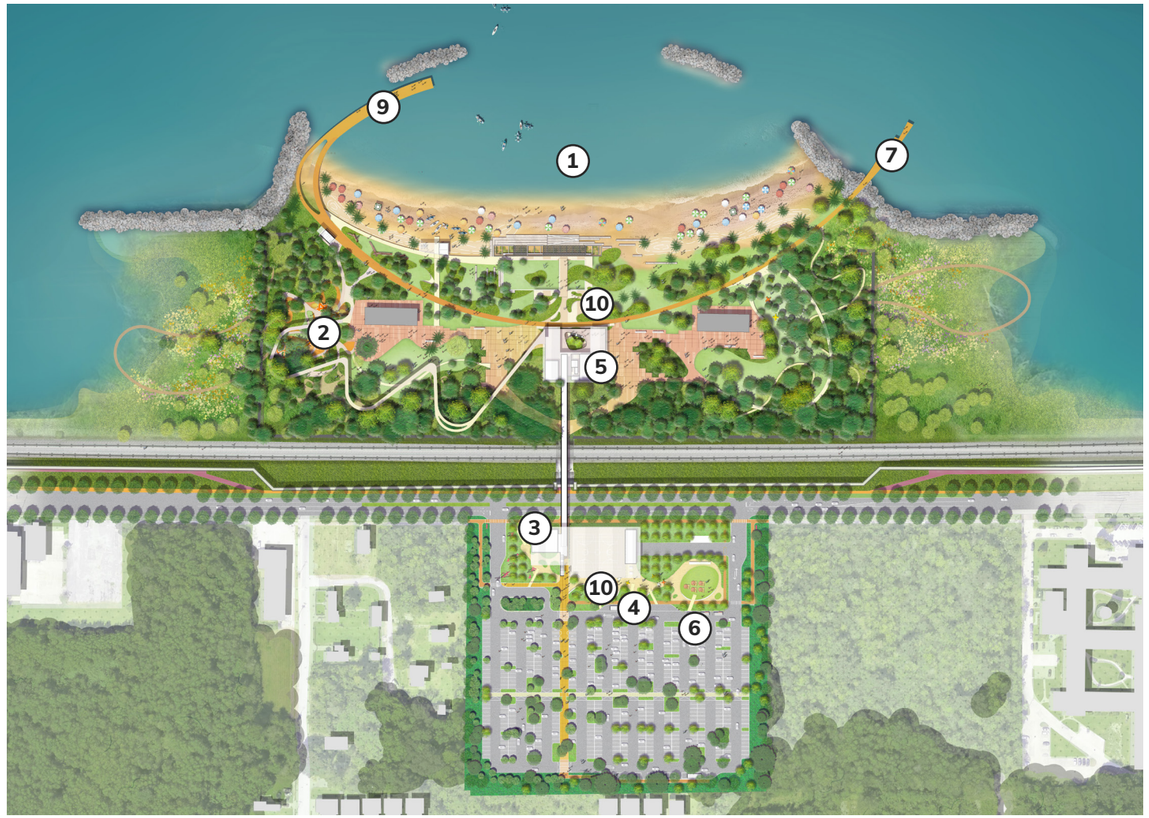
1. An open-air pedestrian bridge that becomes a continuous winding boardwalk on the beach side



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

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

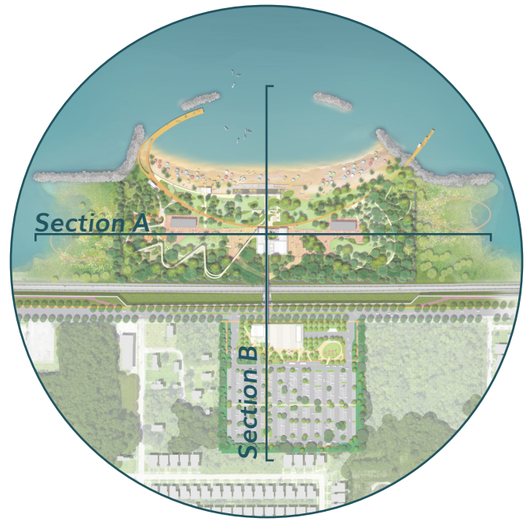
MASTER PLAN SECTIONS

A Closer Look

EMBRACE GULF COAST ECOLOGY

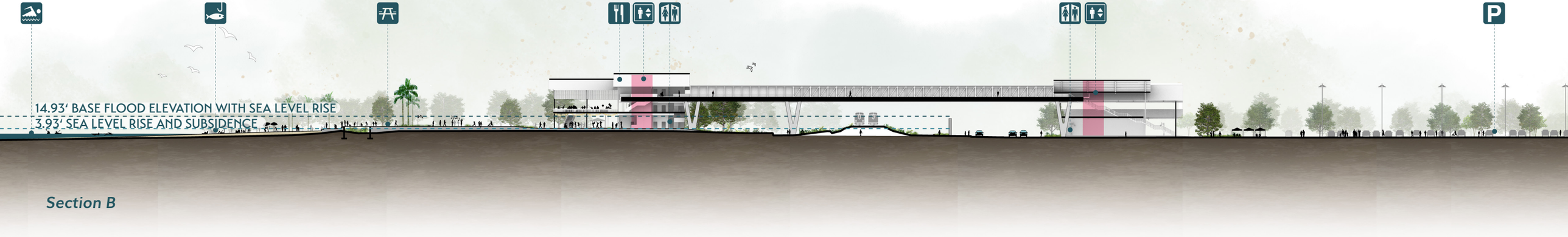
Resilience and sustainability guide the design. Although the site is relatively flat, minor adjustments in elevation, as shown in the sections below, make a big difference in protecting certain investments from flooding.

The parking lot is designed to preserve as many existing trees as possible, while stormwater bioretention areas manage runoff and irrigate plantings. Bald cypress trees recall the site's swamp history, and the marshes flanking the site remain untouched. Any necessary tree removals are repurposed into playground structures or into marsh habitat. To combat shoreline erosion, new breakwaters will protect the beach from storm surge and wave action.





Section A



Section B

THE ENTRY

Site Experience



At the entry to Lincoln Beach, site visitors are greeted with restored in-place historic parking signage, lush cypress trees, the pedestrian bridge, and the iconic welcome center building. These design moves create an exciting sense of arrival and intuitively guide visitors on their journey to the beach.

Vehicles, including cars, buses, and ride-shares, can access the 500-space, permeable parking lot via two entry points on either side of the main building. A raised pedestrian corridor leads visitors toward the welcome center, where they encounter shaded seating areas framed by cypress trees and native Louisiana plantings. Nearby food trucks offer refreshments, inviting guests to pause or continue their journey. On clear evenings, the parking lot accommodates parked vehicles, while the flexible lawn welcomes guests for an immersive drive-in movie experience.

The main pedestrian spine connects key destinations, including the welcome center and history museum, restrooms and lockers, a flexible sports court pavilion, and, most critically, the stairs and elevators leading to the pedestrian bridge. This bridge carries visitors over Lincoln Beach (Hayne) Boulevard and the railroad tracks, providing safe and direct access to the beach.

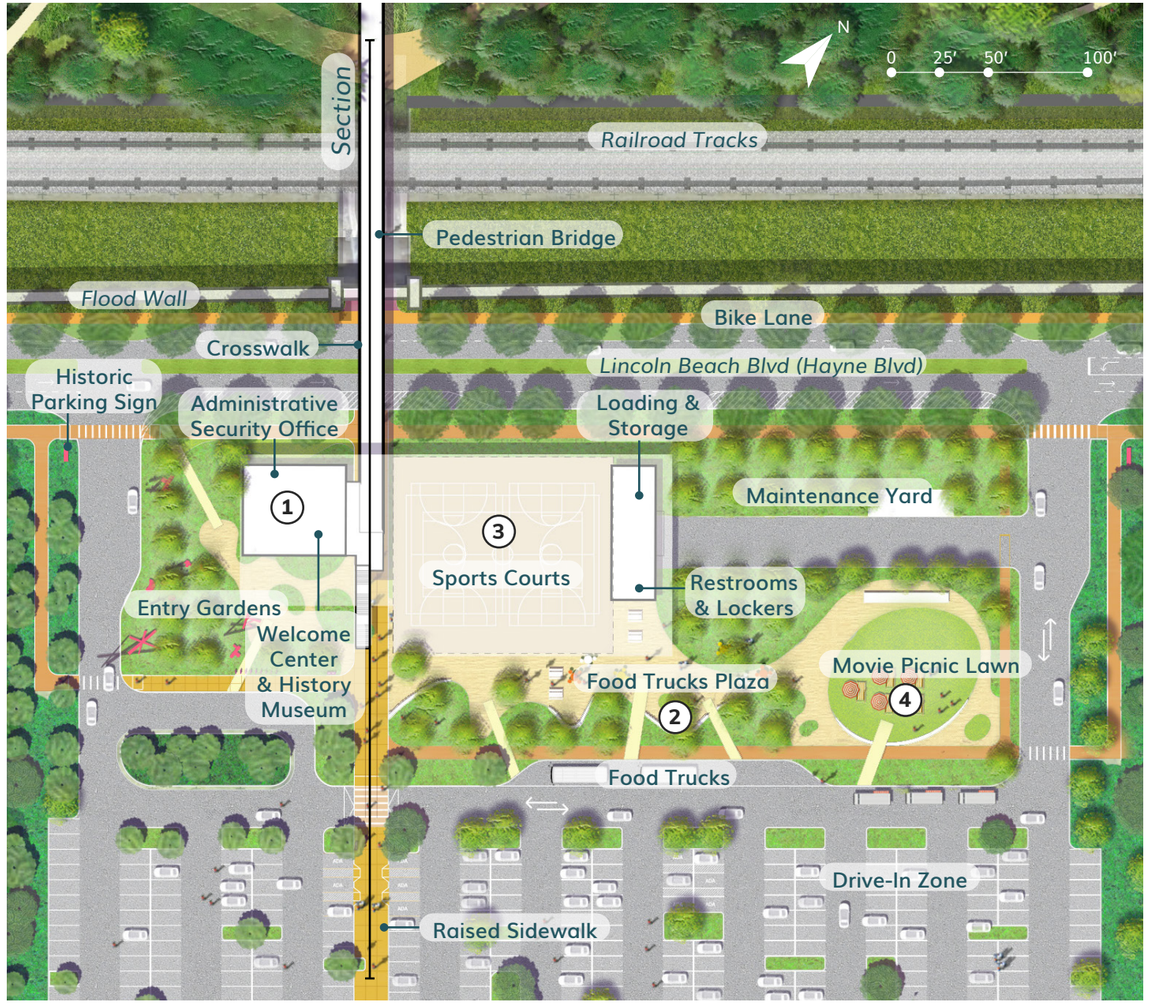
Inspiration Imagery:

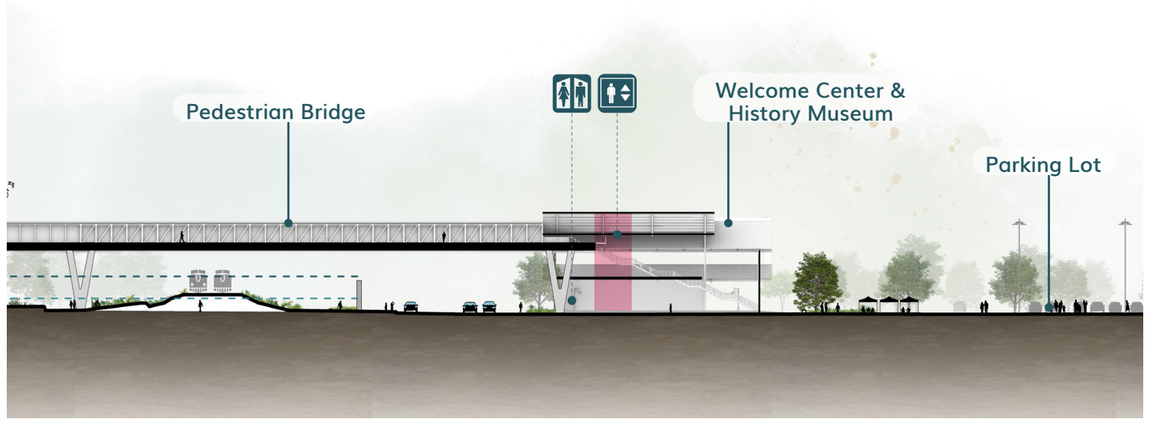












THE ENTRY



PROJECT VISION

Inspired by the vibrant sunrises of New Orleans East, Lincoln Beach welcomes visitors with a colorful, 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.

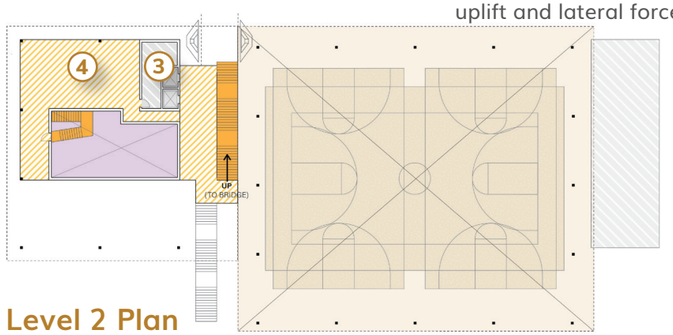
THE ENTRY

Building Experience

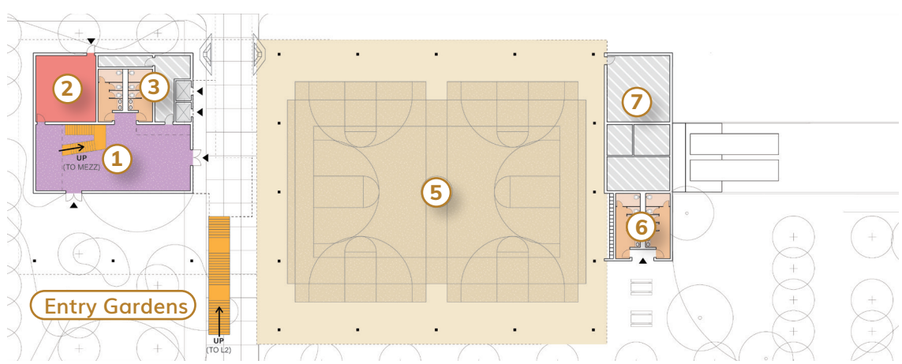
The welcome center building at Lincoln Beach is designed to serve both visitors and the local community, creating a functional yet welcoming atmosphere with a flexible capacity of 100-200+ people for various events and gatherings. The center includes a visitor kiosk, a welcome area that doubles as a history museum showcasing the significance of Lincoln Beach, and space for both informal and formal seating areas to foster community engagement. Additionally, a covered terrace on the second floor, with the same capacity, will serve as a gathering space, allowing visitors to spill out from the mezzanine level above the welcome center.

The building will also feature an open, yet covered sports court designed to flex with a capacity of 500+ people, making it ideal for markets and flexible events. In addition to this, the facility will include restrooms, lockers and support space.

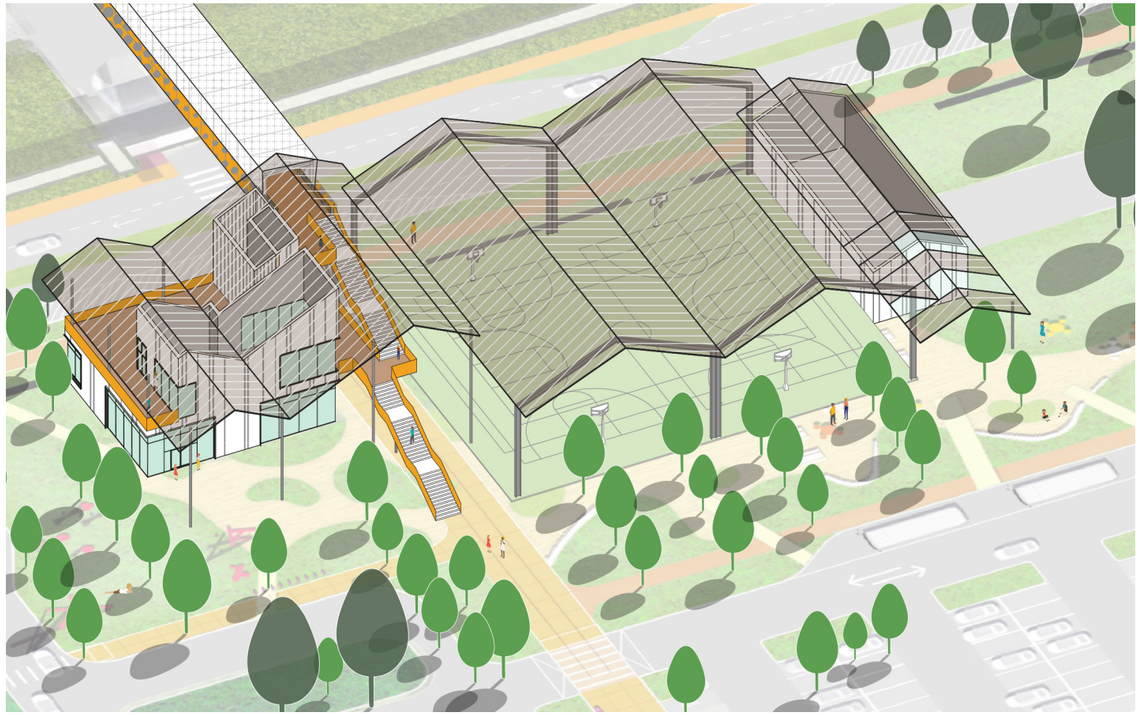
The building will be designed with assembly-rated materials to withstand hazardous weather, including high winds and flooding, ensuring durability and safety. Materials that are durable yet aesthetically pleasing will be implemented throughout, with consideration to sustainability and longevity. In addition, designing large overhangs and roof extensions requires accounting for elevated wind load factors per ASCE standards, with an emphasis on uplift and lateral forces will be implemented.



Level 2 Plan



Level 1 Plan



	PROGRAM	DESCRIPTION	SF	PHASE
	Welcome Center Building			
1	Welcome Center & History Museum	Visitor kiosk, Museum Space, Formal / Informal seating	1,500 SF	Phase 1
2	Administrative Security Office	Office space, Local support and visitor safety	575 SF	Phase 1
3	Support	Restrooms, Mechanical, Storage, Elec. Closet	1,500 SF	Phase 1
4	Terrace	Flexible covered outdoor space	1,600 SF	Phase 1
	Sports Court / Flexible Market & Support			
5	Sports Courts/ Flexible Market	Open air structure, three sports courts & Indoor market space	13,330 SF	Phase 3
6	Restrooms & Lockers	Female & Male restrooms, lockers for personal item storage	450 SF	Phase 3
7	Support	Storage, Trash, Loading & Receiving	2,350 SF	Phase 3

THE BEACH

Site Experience

The expanded beach returns to its historic size, creating a generous shoreline for visitors to lounge, play, and enjoy the water. Protected by breakwaters, it is seamlessly integrated with the landscape and bordered by an elegant arcing boardwalk that enhances access and views.

A key aspect of the beach design, shaped by strong community feedback, is the balance between active and passive spaces. The west side is designated as the "active" zone, featuring an adjacent playground, flexible event lawn and repurposed historic pavilion as an event space, kayak rental pavilion, and an



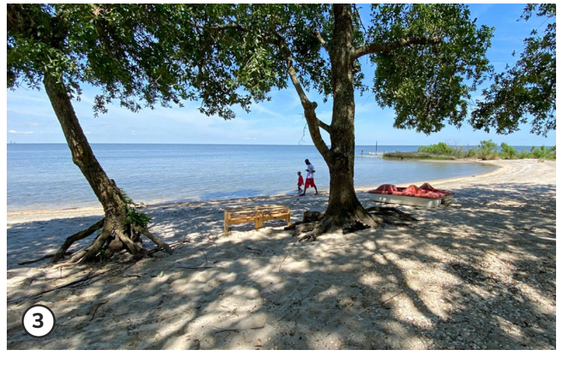
arcing boardwalk, creating a lively and energetic atmosphere. In contrast, the east side serves as a "quiet" retreat, where minimal programming and a blend of sand, trees, and native plantings foster a more natural and tranquil setting.

The two sides are gently separated by the preserved historic boardwalk relic, along with its steps and waterfront terraces. This area offers an accessible vantage point to gaze out over Lake Pontchartrain and feel the sand beneath your feet. The historic boardwalk relic is complemented by informational signage and handrails, inviting visitors to explore its interesting forms and history.

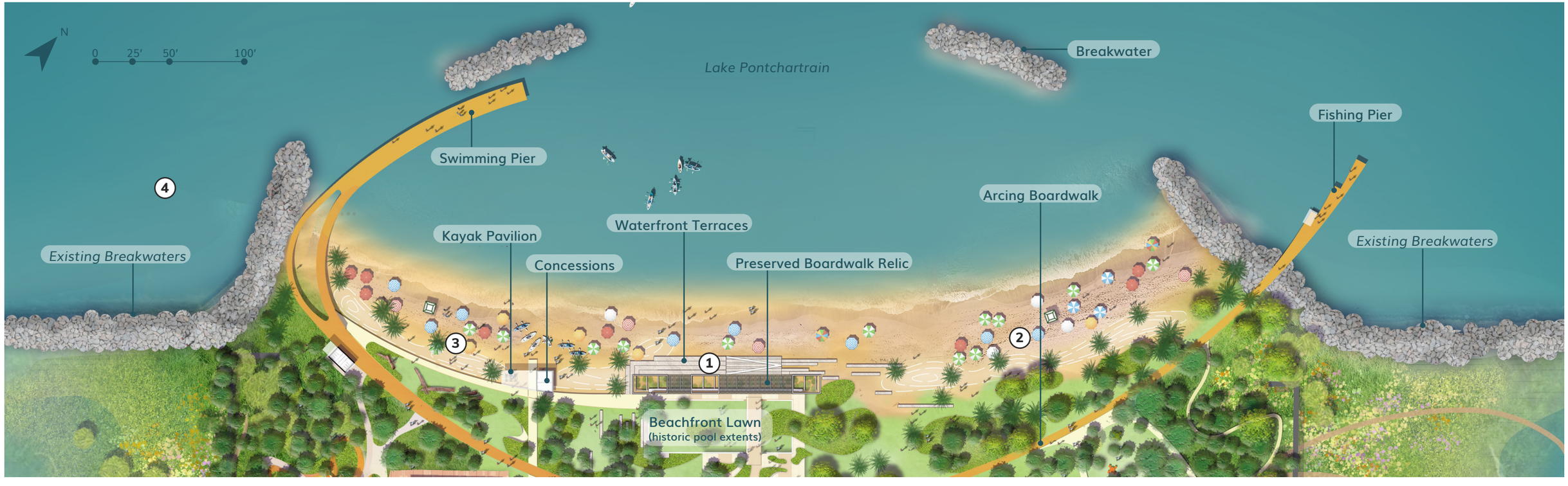
Inspiration Imagery:











THE BEACH



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.

THE BEACH

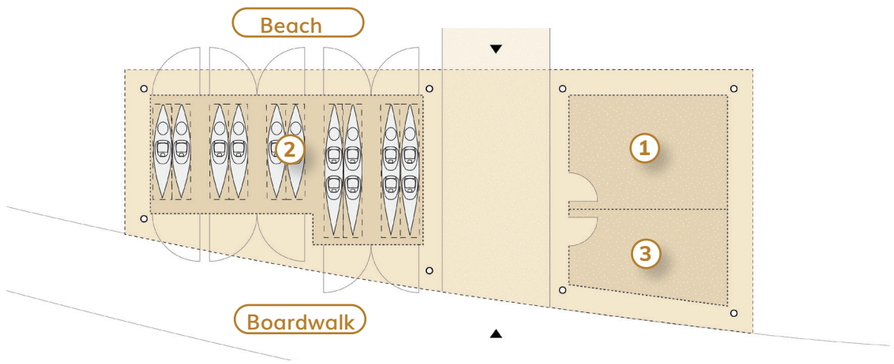
Building Experience

The fishing pier structures at Lincoln Beach breathe new life into the historic canopy structures that once were along the bulkhead. A fish cleaning station equipped with two sinks as well as two open zones for fishing and congregation. This design preserves the site's heritage while also integrating a shade structure to cover the fish cleaning station.

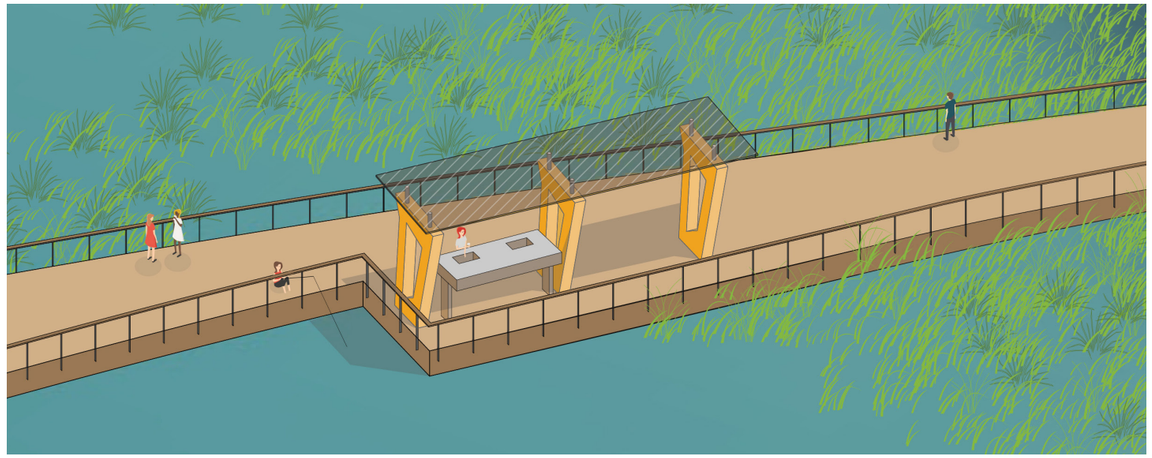
The kayak storage building at Lincoln Beach features a porous wall assembly that allows water to pass through, reducing potential damage during storm surges. Designed to house 50 kayaks, it also includes dedicated spaces for personal items, life vests, and other essential equipment. This design provides resilience with functionality, providing secure and convenient storage for beachgoers while withstanding the challenges of coastal weather.

The fishing pier structures and kayak storage building are designed with sea level rise and storm surge in mind, incorporating flood-able materials to ensure resilience against rising waters. These structures also prioritize utility by integrating practical wall assemblies, such as break-away walls while maintaining environmental sensitivity and long-term sustainability.

Fishing Pier Floor Plan



Kayak Pavilion Floor Plan





	PROGRAM	DESCRIPTION	SF	PHASE
	Kayak Pavilion Structure			
1	Kayak Rental Room	Storage room for personal items and life vest's	260 SF	Phase 2
2	Kayak Storage	Enclosed kayak storage (small and large) 50 Kayaks	400 SF	Phase 2
3	Concessions	Sales of food, drinks and essentials	190 SF	Phase 2
	Fishing Pier Structure			
4	Fish Cleaning Station	Fish cleaning station with sinks	-	Phase 1
5	Fishing Area	Flexible zone for seating, etc.	-	Phase 1

THE MIDWAY

Site Experience

The existing Midway at Lincoln Beach serves as the park's central hub, linking diverse programming on both sides. Historically, this concrete walkway hosted concessions, games, pools, a roller coaster, and a Ferris wheel. Today, it remains a vital circulation route and will act as a spine of activity, providing the space and infrastructure for flexible markets, seasonal festivals, and local vendors.

As visitors cross the pedestrian bridge from the parking lot, they arrive at the heart of the beach-side, where they are greeted by spectacular views of Lake Pontchartrain. From here, they can choose to descend



via stairs or elevators to either the mezzanine or ground level. At the mezzanine, visitors can access the elevated restaurant, event center, or shaded pavilions. On the ground level, they can explore the raised entry plaza, which leads to the beach or down to the Midway spine. This shaded plaza honors the historic Midway, featuring an iconic oculus that offers a glimpse down into the Midway pavement below.

As beach-goers make their way toward the sand, they pass through a botanical garden experience and small plaza space that leads to a flexible rectangular lawn. This lawn, echoing the footprint of the historic pool, serves as a vibrant backdrop to the preserved boardwalk relic, celebrating the site's rich history.

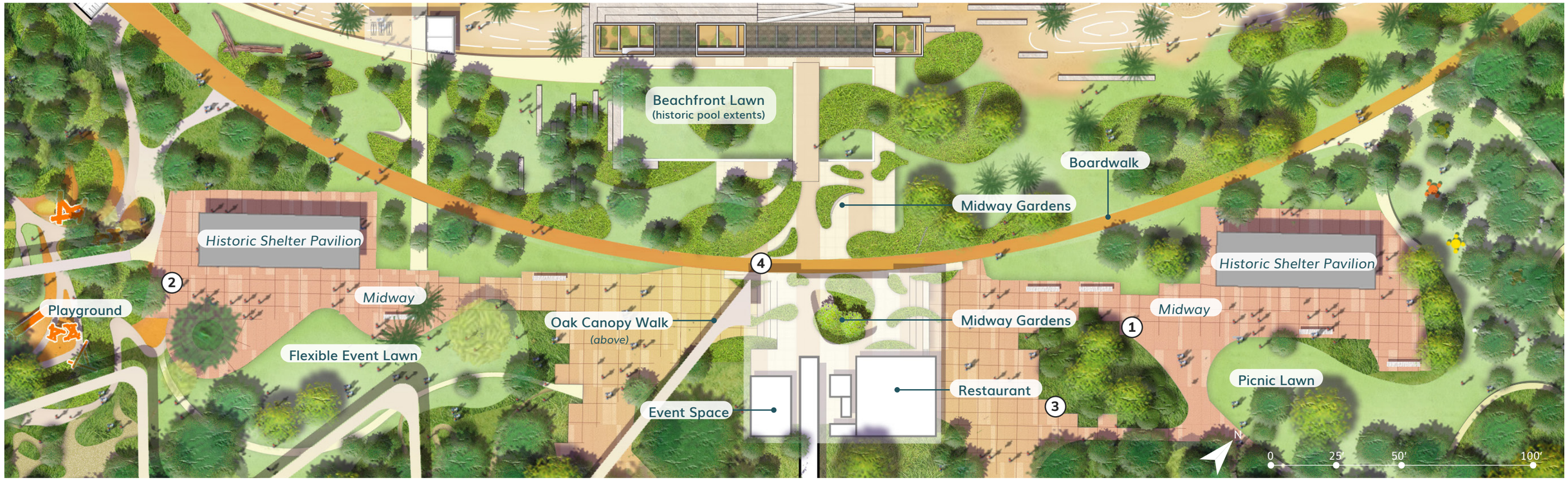
Inspiration Imagery:











THE MIDWAY



PROJECT VISION

Where the arcing boardwalk meets the historic Midway marks a central gathering space at Lincoln Beach. This is where visitors arrive and depart, kids grab a refreshment from the concession stand, and families sit down for a meal.

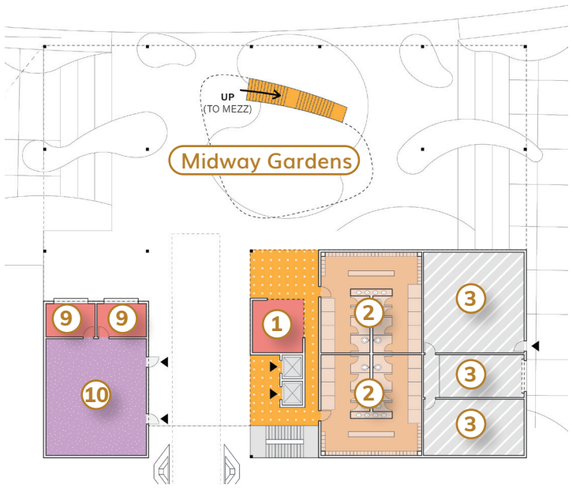
THE MIDWAY

Building Experience

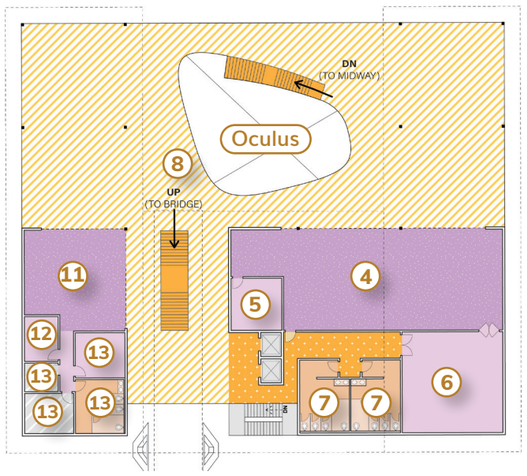
The beach-side buildings, located where the Carver House Terrace Restaurant once stood, are designed to offer a mix of recreational and event-driven spaces while honoring the site's historical significance. These buildings includes essential facilities for beachgoers. Level one of the cafe and support building features locker rooms, restrooms, a pump room, storage, and a trash dock to ensure support and functionality. On level two, a flexible dining and event center designed to accommodate 200-300 + people, with connection to an outdoor mezzanine offers elevated views of the beach, beachfront lawn, and Midway, while supporting both public gatherings and private events.

The flexible community building features two ground-floor concession spaces and a 1,000 square foot first-floor community space for smaller events designed to accommodate 25 + people. On level two, a smaller event venue, complete with catering and green rooms, ensures independent operation or alongside the main event center, allowing for simultaneous or larger gatherings and designed to accommodate 50 + people. These elements combine to create a dynamic space that enhances the overall visitor experience.

The beach-side buildings at Lincoln Beach address sea level rise by raising its more sensitive program to level two, with breakaway walls on level one to future-proof the structure against flooding. Utilizing durable materials like masonry, steel, and timber, the building prioritizes resilience while maintaining a functional, sustainable design. In addition, designing large overhangs and roof extensions requires accounting for elevated wind load factors per ASCE standards, with an emphasis on uplift and lateral forces will be implemented.



Level 1 Plan



Level 2 Plan



	PROGRAM	DESCRIPTION	SF	PHASE
	Cafe & Support Building			
1	Lifeguard Station	High visibility office space for personnel of lifeguard	225 SF	Phase 1
2	Bathrooms & Locker Rooms	Male & Female changing rooms and locker storage	1,700 SF	Phase 1
3	Support	Mechanical, Storage, Trash, Loading, Receiving & Utility Room	1,500+ SF	Phase 1
4	Large Event & Dining Room	Large room that supports dining and flexible events, opens up to mezzanine	2,000 SF	Phase 1
5	Storage	Storage space that serves Event & Dining Room	200 SF	Phase 1
6	Kitchen	Fully operational kitchen that supports dining functions	800 SF	Phase 1
7	Restrooms	Male & Female restrooms that supports building users	600 SF	Phase 1
8	Mezzanine	Elevated Mezzanine Deck with stairs to midway garden	8,500 SF	Phase 1
	Flexible Community Building			
9	Concessions	Sales of food, drinks and essentials	300 SF	Phase 2
10	Flexible Community Room	Flexible space for gatherings	1,000 SF	Phase 2
11	Event Space	Flexible room for events	825+ SF	Phase 2
12	Catering	Prep room for food	125 SF	Phase 2
13	Support	Restroom, Storage, MEP	725+ SF	Phase 2

THE PLAYGROUND



Site Experience

The playground at Lincoln Beach is designed as a dynamic, engaging space for children and families, offering a blend of fun and educational play. Positioned to celebrate the surrounding live oak forest, it encourages outdoor exploration while prioritizing resilience in response to community feedback and environmental considerations

Weaving in and around existing live oak forest, elevated tree houses and play structures allow children to get up close and personal with the local ecology. Trees that will be felled on-site will be repurposed into nature-based play experiences including stump climbing obstacles and balance beams. As a nod to the rich musical history of the site, there will be interactive elements that create sound and encourage creativity through self-expression. Local New Orleans elements, like levees and swamps, are reflected in the playground's design through sculpted climbing berms and flowing, organic curves.

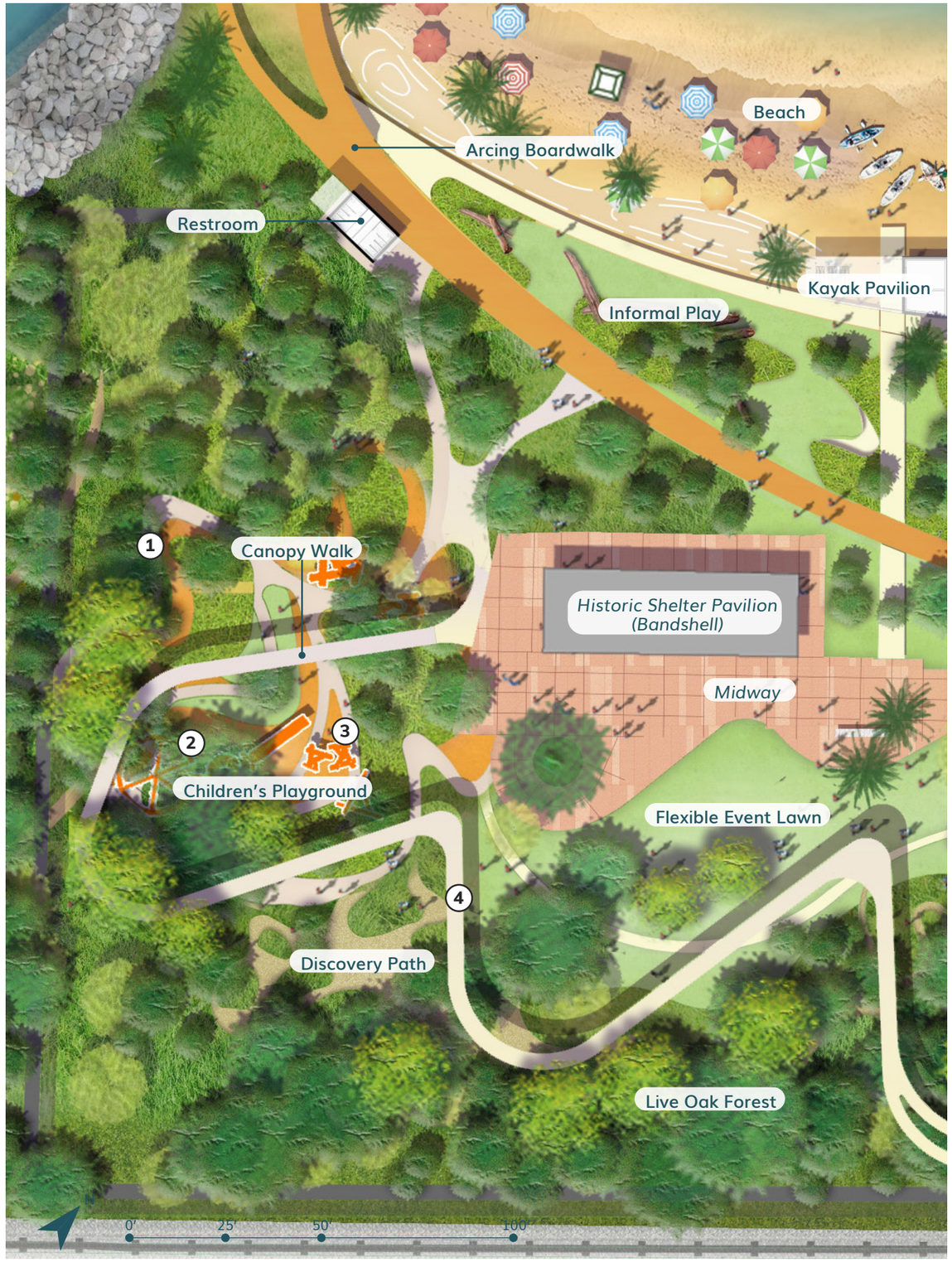
Inspiration Imagery:











THE PLAYGROUND



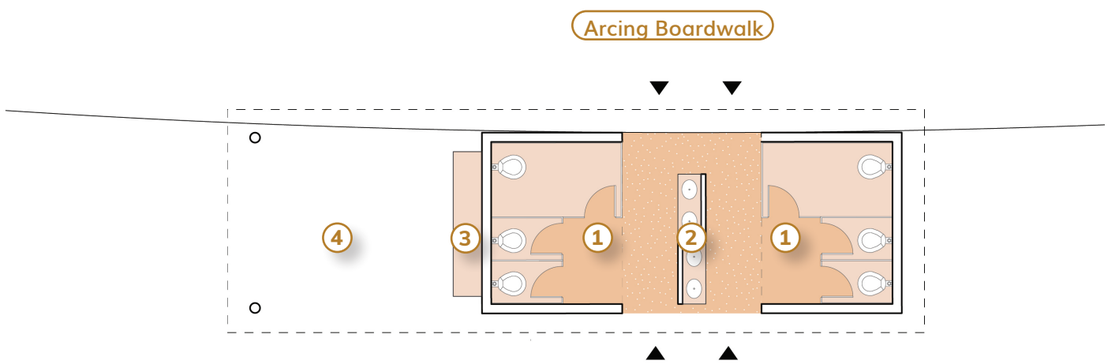
Lincoln Beach's expansive playground offers endless fun for children of all ages. Slides, elevated tree forts, and felled-wood play structures wind through the live oak trees, creating a one-of-a-kind play destination for New Orleans East.

THE PLAYGROUND

Building Experience

The children's playground restroom facility is designed with a focus on functionality and environmental sensitivity. The pavilion, which houses restroom stalls, changing tables and hand-washing stations, provide essential amenities for visitors. Positioned directly off the boardwalk and adjacent to the children's playground entrance, it offers easy access for families and serves as a welcoming point to the playground. The design emphasizes durability, ease of use, and safety. The shade canopy extension also offers visitors a moment to cool off or repose from the intense New Orleans sun. Design elements will balance the user experience as well as sustainability. This facility ensures a comfortable, practical space for both children and adults to utilize.

The design of the playground restroom pays special attention to flood-proofing, with raised plumbing, durable materials and non-porous surfaces that can endure weather events, making it both a safe and sustainable feature for Lincoln Beach.



Playground Restroom Floor Plan



	PROGRAM	DESCRIPTION	SF	PHASE
1	Restrooms	4 standard stalls and 2 ADA stalls	400 SF	Phase 1
2	Hand Wash Stations	Four hand wash stations	-	Phase 1
3	Bench	Seating area	-	Phase 1
4	Roof Overhead	Roof structure above	-	Phase 1

THE PICNIC LAWN & WOODLAND TRAILS

Site Experience

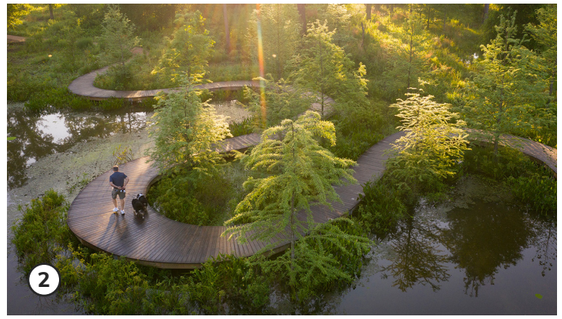
The picnic lawn, located on the eastern side of the park adjacent to the Midway, offers a spacious, flat area for relaxation and enjoyment. Equipped with park grills and picnic tables, it provides the perfect setting for visitors to prepare and enjoy a leisurely outdoor meal.



Shade is provided by the historic pavilion and the existing live oak trees scattered throughout the lawn. For deeper immersion into nature, visitors can follow the meandering woodland trails that wind along the backside of the picnic lawn.

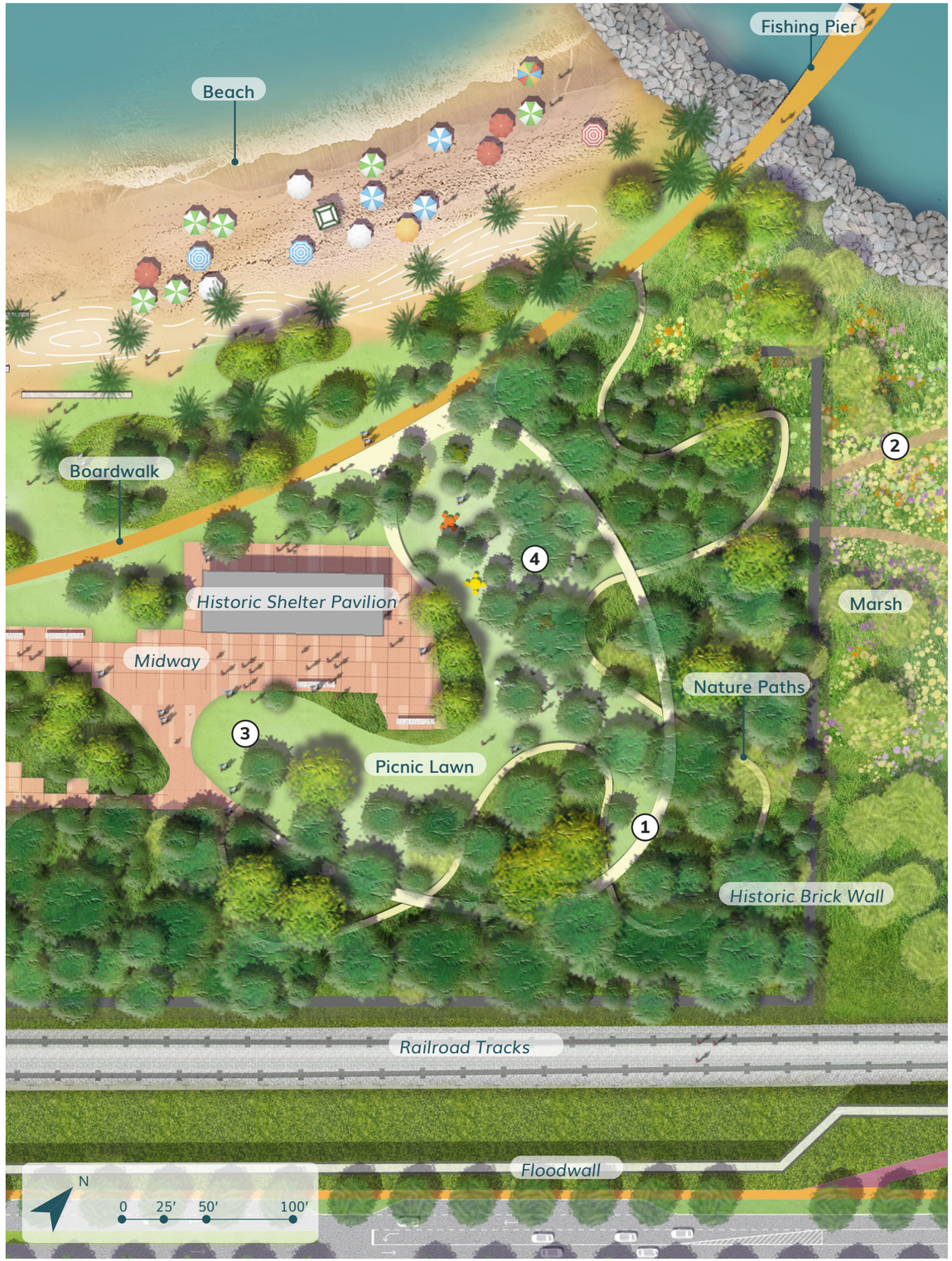
Inspiration Imagery:











SITE SYSTEMS & DETAILS

05

CULTURE & PROGRAM

Site Systems

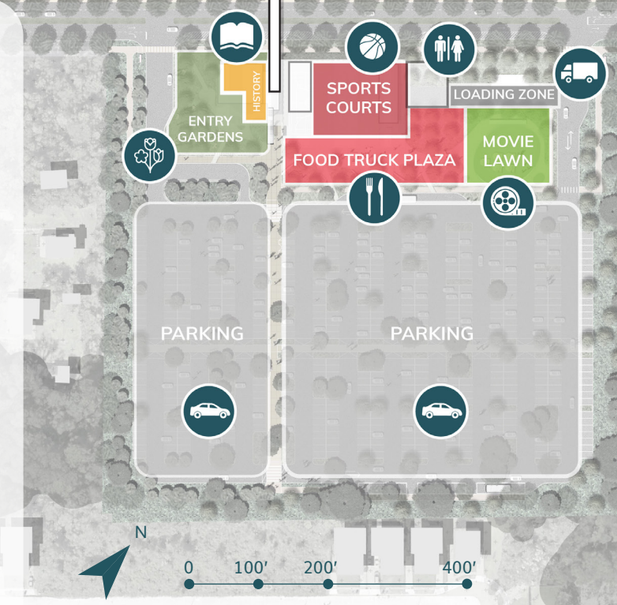


Thanks to the dedication of volunteers, the community, and the project team, the site has now earned a place on the National Register of Historic Places. The master plan vision for Lincoln Beach seeks to honor this recognition by weaving thoughtful historic interpretation and meaningful programming into its future. Once a vibrant destination for swimming, recreation, music, and excitement, the beach now embraces these traditions and more, harmonizing these activities with the surrounding natural landscape.

EVENTS & PROGRAMMING

Site Systems





OUTDOOR EVENT SPACES

SPACE	SQUARE FOOTAGE	CAPACITY (People)
Beach front Lawn	9,723	648
Picnic Lawn	39,391	1,500
Historic Pavilion Band shell	4,960	496
Midway East	28,490	20 10′x10′ Tents
Midway West	33,962	30 10′x10′ Tents
Market Hall Plaza	5,096	510
Movie Lawn	5,422	361
Beach	122,122	1,500
Flexible Event Lawn	22,615	1,130

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.

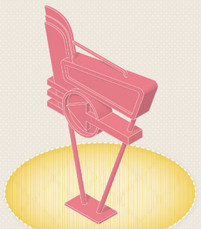
To the east, the quiet side of the site offers a picnic lawn with grills and tables for relaxed, nature-oriented use. Woodland trails meander through the live oak forest, inviting visitors to explore the site's natural beauty at a slower pace.

$$$

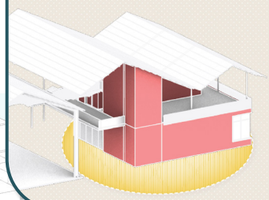
The revitalization of Lincoln Beach and its diverse programming will generate meaningful economic benefits for the broader community by creating a destination that draws both local residents and regional visitors. As a free public amenity with spaces for food vendors, cultural events, and recreational activities, the park will support small businesses, increase foot traffic, and create opportunities for local entrepreneurship. By enhancing quality of life and reinforcing community identity, Lincoln Beach is also expected to boost nearby property values and catalyze reinvestment in the surrounding area. In the long term, the program elements such as the restaurant, event center, and flexible event lawn will generate revenue that will be able to sustain operations & maintenance costs of Lincoln Beach.

HISTORIC INTERPRETATION & EDUCATION

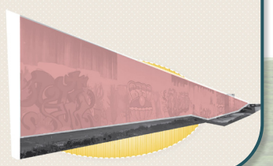
1 **RENOVATED HISTORIC SIGNAGE**



2 **HISTORY MUSEUM**



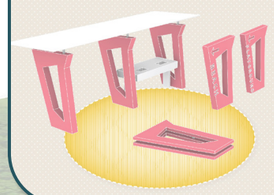
3 **FLOOD WALL MURALS**



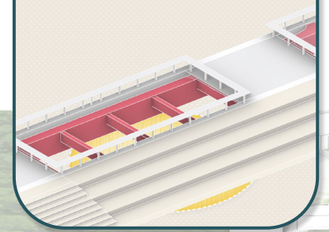
4 **NATIONAL REGISTER OF HISTORIC PLACES**



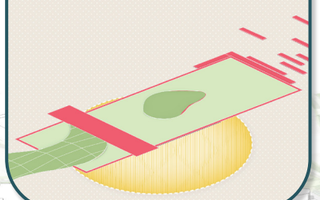
5 **REUSE OF HISTORIC STRUCTURES**



6 **HISTORIC BOARDWALK RELIC**



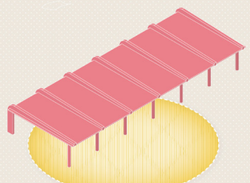
7 **BEACHFRONT LAWN** (HISTORIC POOL EXTENTS)



8 **RENOURISHED BEACH**



9 **HISTORIC PAVILION BAND SHELL**



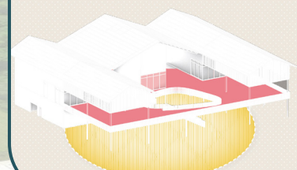
10 **OAK CANOPY WALK**



11 **INFORMATIONAL SIGNAGE**



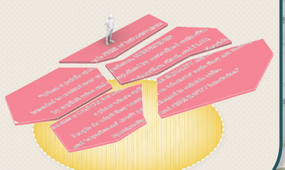
12 **MIDWAY VIEWING DECK**



13 **HISTORICALLY LOCATED RESTAURANT**



14 **PAVING INSCRIPTIONS**



Start at the historic Lincoln Beach sign

Learn about Lincoln Beach at the history museum

Peek at the floodwall murals

Use the historic tunnel to enter the site

Walk through the historic oaks on the canopy walk

Look out at the marsh from the canopy walk

Enjoy the shade of the historic shade pavilion

View the historic midway through the oculus

Hang out at the beachfront lawn which encompasses the historic pool extents

View the remnants of the historic boardwalk relic

History Loop

The site's history is a vital element, both programmatically and culturally. Rather than simply recreating Lincoln Beach as it once was, the design integrates historic relics, interpretive public art, and educational opportunities. These elements honor the past while also highlighting the site's ecological significance, creating a space where visitors can connect with both its cultural and natural heritage. An accessible 'History Loop' highlights the major interpretive elements on the site for those that are interested in diving deeper and learning more about Lincoln Beach's history.

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RESILIENCE & SUSTAINABILITY

Site Systems



UNDERSTANDING & APPROACH

Lincoln Beach faces three major climatological hazards, outlined in the adjacent diagram. Its location on the shores of Lake Pontchartrain creates a uniquely dynamic ecosystem but also makes it highly vulnerable to environmental threats. Since the site's ecological diversity is a major draw for visitors, enhancing its resilience is essential to preserving and sustaining this natural experience.

To mitigate these risks, the design elevates key landscape areas and primary circulation routes above the projected sea level rise (2.87' by 2075). Buildings on the lake side are raised on pilings above the Base Flood Elevation (BFE) to protect critical infrastructure. Any structures below BFE, such as restrooms, lockers, showers, and the kayak pavilion, are designed with breakaway walls intended to detach during heavy storm events, reducing structural damage and ensuring quicker recovery. Hot days on the beach are inevitable, and a dip in the lake will surely cool you off. However, when that isn't enough, the design prioritizes thermal comfort both indoors and outdoors, featuring air-conditioned interiors, ample shade from trees and pavilions, and strategically placed misters to keep visitors cool.

MAJOR HAZARDS IDENTIFIED

FLOODING

INFO

- One of the hazards profiled in the 2020 Hazard Mitigation Plan
- Hazard Mitigation Plan assesses 100% annual probability of flooding
- Base Flood Elevation of beach side is 11', and about 14' with SLR and subsidence

GOAL

- Design site features and amenities to avoid or withstand flooding in order to protect investment over a 50-year project lifespan, aiming for a rapid return to operations in the event of severe storms and flooding.

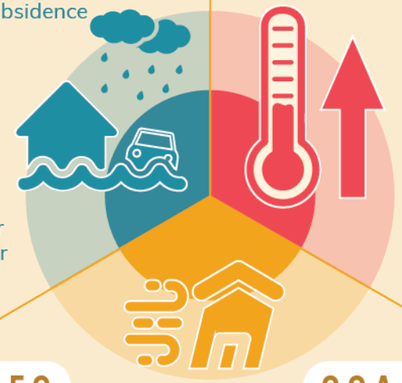
EXTREME HEAT

INFO

- "High Risk" in FEMA National Risk Index
- New Orleans averages 56 days over 90 degrees each year
- Summer, when the beach will be most in use, has the lowest average wind speeds

GOAL

- Provide spaces, both indoor and outdoor, that are thermally comfortable for the public year-round.



HURRICANES & WIND

INFO

- One of the hazards profiled in the 2020 Hazard Mitigation Plan, and "High Risk" in FEMA National Risk Index
- The Hazard Mitigation Plan shows 92% annual probability of tropical cyclone strike

GOAL

- Design high-investment site features to withstand the high winds and other impacts of hurricnanes, and other features designed to 'break-away' during strong winds.

RESILIENCE & SUSTAINABILITY

Site Systems



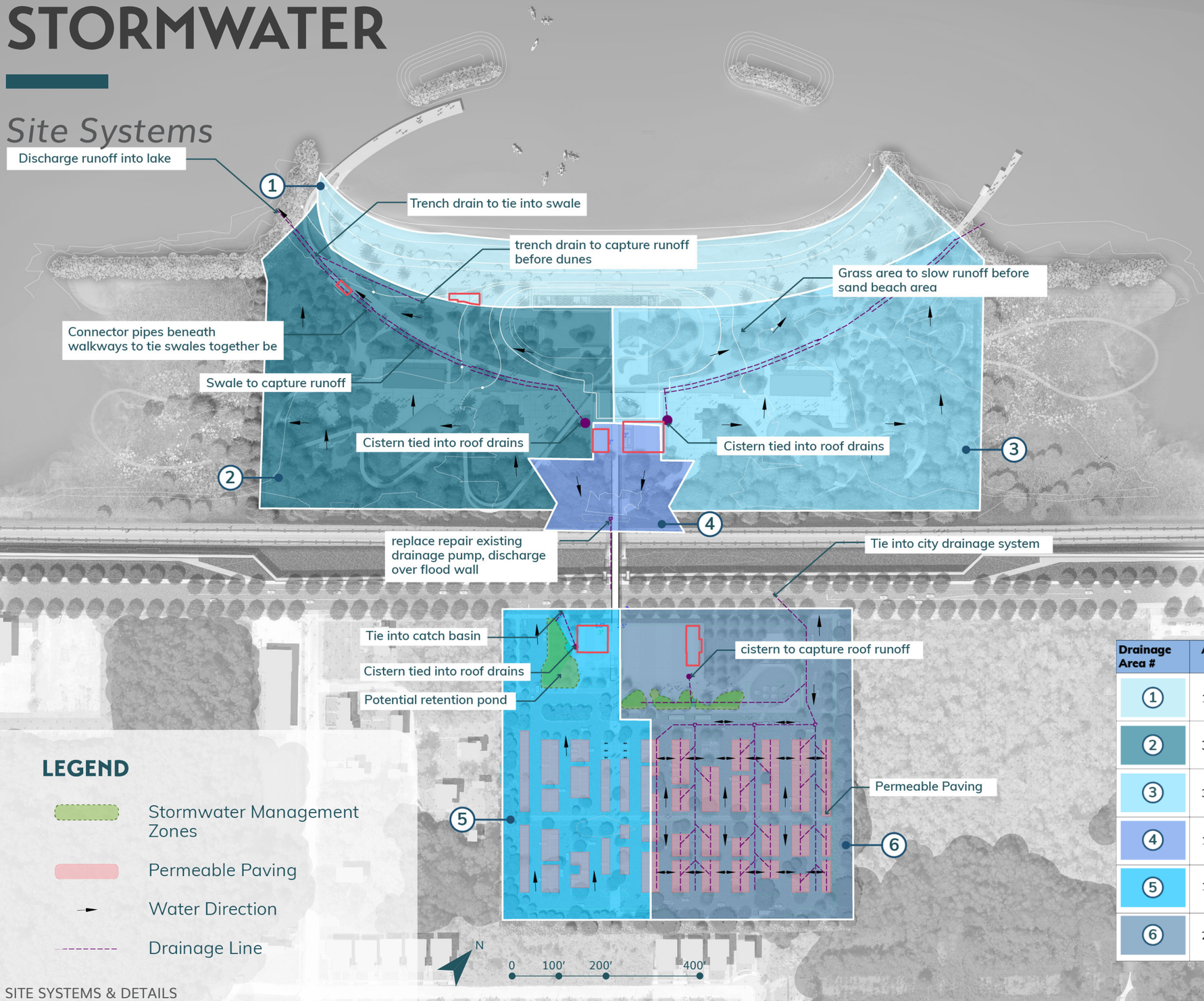
MAIN PROGRAM LIFTED 21′ - 3″ TO ACCOUNT FOR BFE + SLR/ SUBSIDENCE

BREAK AWAY WALL

The resilience and sustainability strategies at Lincoln Beach are comprehensive and integrated throughout the site. These efforts include resilience measures, such as elevating key areas, and sustainability initiatives, like rain gardens and solar panels. In addition to new interventions, the preservation of most existing trees, the planting of additional vegetation, and the protection of the marsh—enhanced with felled trees to support habitat creation—further strengthen the site's ecological resilience and long-term sustainability.

GRADING & STORMWATER

Site Systems



LEGEND

- Stormwater Management Zones
- Permeable Paving
- Water Direction
- Drainage Line

Drainage Area #	Area (SF)	Peak Runoff (10YR)	Outfall/Notes
1	162,094	3.3 CFS	Beach area, outfalls directly to the lake
2	316,360	11.7 CFS	Runoff will be collected by planted swale and directed to the lake
3	332,640	8.4 CFS	Runoff will be collected by planted swale and directed to the lake
4	14,845	1.8 CFS	Outfall to tunnel pump
5	171,212	Digital engineering's scope	Reference digital engineering's plan design that shows tie into 30" drain line in hayne
6	265,540	9.2 CFS	Runoff will be collected through pervious paving and pipes below, which will drain into collector lines that direct runoff to the city system

SITE STORMWATER STRATEGIES

The site's stormwater strategy prioritizes open-system green infrastructure, utilizing bioswales and rain gardens to manage runoff naturally. To support lawn irrigation, the design incorporates rainwater harvesting cisterns on each building, maximizing sustainable water use.

Much of the beach-side of the site retains the existing topography so water therefore sheds into the marshes flanking the site. Water not shed into the marshes is captured in a swale running along the arcing boardwalk and delivered out into Lake Pontchartrain.

The parking lot side of the site includes permeable paving in the parking stalls, allowing rainwater to infiltrate into the soil below. In addition, large bioretention planting areas pick up and infiltrate rainwater from the parking lot as well as the food truck plaza area.

FLOODING & SEA LEVEL RISE

Site Systems

New and breakwaters to protect the beach

Site elements raised to be protected from rising waters

1' Sea Level Rise (2040)

2' Sea Level Rise (2060)

3' Sea Level Rise (2080)

1'

2'

3'

LEGEND

x' Sea Level Rise

Raised Site Areas (to be protected from rising waters)

N

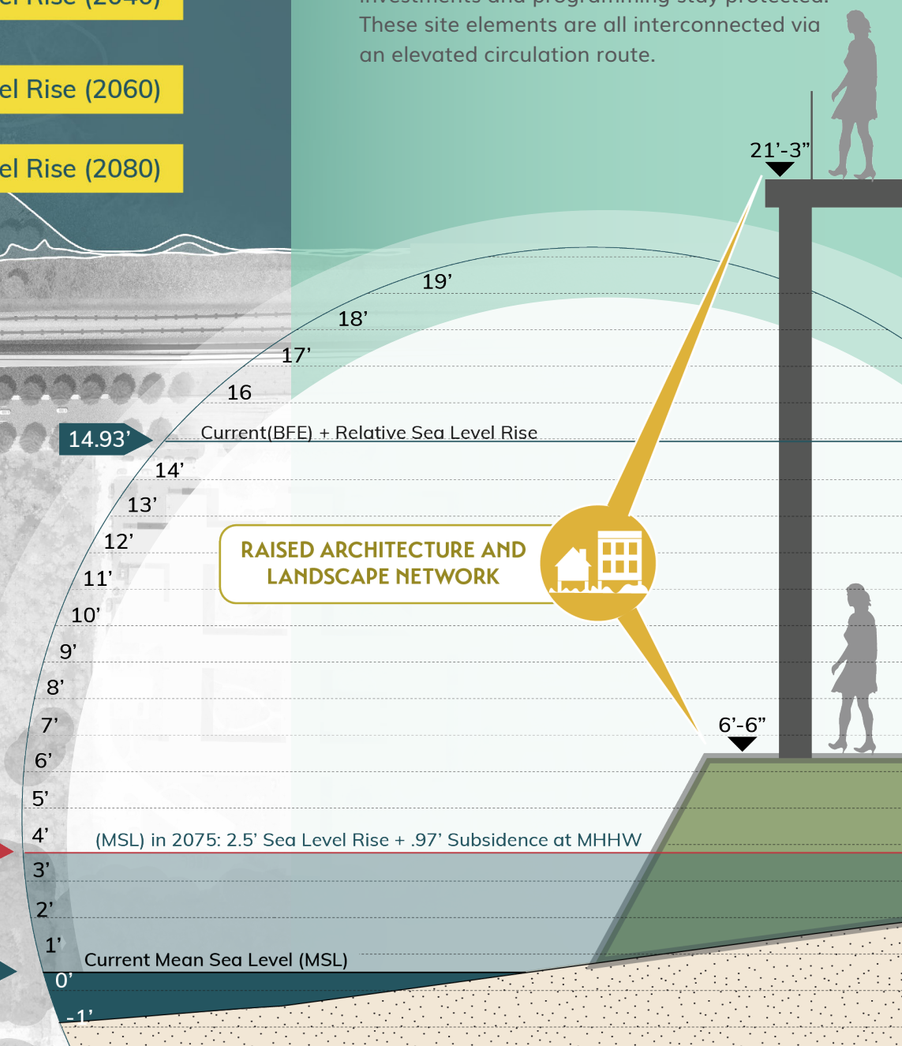
0 100' 200' 400'

*Data provided by NOAA and New Canal Station

SITE HYDROLOGY STRATEGIES

The grading strategy prioritizes the preservation of the site's many existing trees while strategically elevating key areas to enhance flood protection and sea level rise. This approach ensures a balance between protecting the natural landscape while improving the site's resilience to future rising water levels. These key elevated areas include: the beachfront lawn and midway gardens, the midway plaza, the large children's playground, the arcing boardwalk, and the oak canopy walk.

The ground floor elevations of all structures will follow this strategy so that as certain areas of the site become regularly inundated, key investments and programming stay protected. These site elements are all interconnected via an elevated circulation route.



ECOLOGY

Site Systems

The forested areas of Lincoln Beach are primarily composed of Live Oak (Quercus virginiana), followed by Tallow (Triadica sebifera) and Sugarberry (Celtis laevigata). A key goal of the master plan is to preserve as many existing trees as possible. As a result, only approximately 3% of existing healthy, native trees will be removed for the proposed design. These include select trees that will be repurposed for site elements.

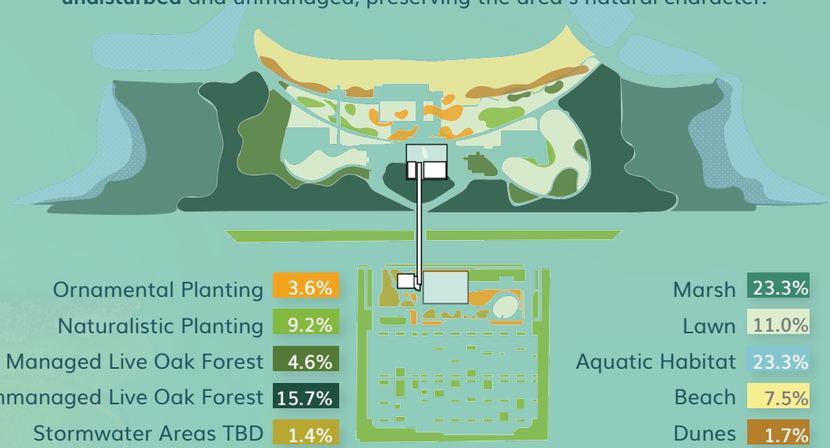
- Healthy - 753 TREES
- Healthy to Be Removed and Repurposed - 23 TREES
- Unhealthy/Dead/Invasive - 225 TREES
- Proposed Trees - 283 TREES

N

0 100′ 200′ 400′

SITE ECO ZONES

The landscape typologies at Lincoln Beach are inspired by its existing natural ecosystems, primarily live oak forest and intermediate marsh. **The majority, about 60%, of the site's trees and understory will remain completely undisturbed** and unmanaged, preserving the area's natural character.



Ornamental Planting	3.6%	Marsh	23.3%
Naturalistic Planting	9.2%	Lawn	11.0%
Managed Live Oak Forest	4.6%	Aquatic Habitat	23.3%
Unmanaged Live Oak Forest	15.7%	Beach	7.5%
Stormwater Areas TBD	1.4%	Dunes	1.7%



Minimally Managed Live Oak Forest:
Dense mature forest with lush understory of ferns and native grasses.



Stormwater Areas:
Water-loving plants that absorb and filter runoff. Dwarf Palmettos and Swamp Milkweed included in planting.

Managed Live Oak Forest:
Canopy coverage with trimmed mid-story and understory planting for pedestrian circulation and activity.

Intermediate Marsh:
Rich transitional habitat that provides flood control, coastal protection, water filtering, nesting habitat and more.

Naturalistic Planting:
Native, minimally-manicured planting that provides bird and pollinator habitat

Beach:
Partially inundated tidally. Scavenging grounds for species like Blue Crab and Pipping Plovers.

Ornamental Planting:
Species with vibrant color and fragrance like Bee Balm and Gulf Coast Muhly Grass that also support pollinators.

Dunes:
Storm barrier and critical habitat for nesting birds. Sea Oats, Wire Grass, and Panic Grass stabilize dunes.

Lawn:
Resilient, warm-season grass for park activity space. Includes species such as Bermuda Grass or St. Augustine.

Aquatic Habitat:
Brackish water estuary, home to 125 fish species, mammals such as manatees, bivalves, blue crabs, and white shrimp.

ECOLOGY

Site Systems

PREDATOR TO PREY

HABITAT

ENDANGERED OR THREATENED

PIPPING PLOVER
Charadrius melodus

BLACK SWALLOWTAIL
Papilio polyxenes

BLACK-CAPPED VIREO
Vireo atricapilla

OSPREY
Pandion hallaetus

BROWN PELICAN
Pelecanus occidentalis

ALLIGATOR
Alligator mississippiensis

EUROPEAN RABBIT
Oryctolagus cuniculus

GREY FOX
Urocyon cinereoargenteus

COAST LIVE OAK
Quercus agrifolia

GULF MENHADEN
Brevoortia patronus

GULF STURGEON
Acipenser oxyrhynchus desotoi

GULF STURGEON
Acipenser oxyrhynchus desotoi

SEA TURTLE
Lepidochelys kempii

SPOTTED GAR
Lepisosteus oculatus

SEA OATS
Uniola paniculata

DWARF PALMETTO
Chamaerops humilis

SPOTTED GAR
Lepisosteus oculatus

BLUE CRAB
Callinectes sapidus

RANGIA CLAM
Rangia Cuneata

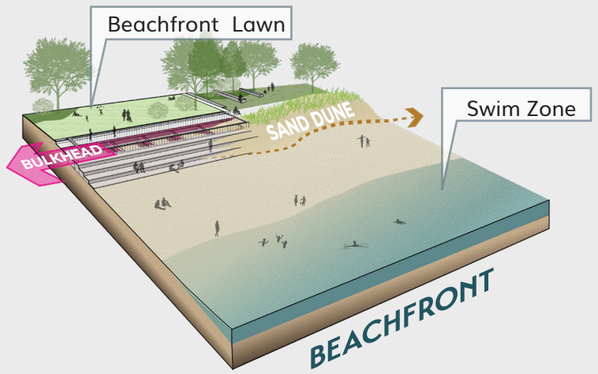
RANGIA CLAM
Rangia Cuneata

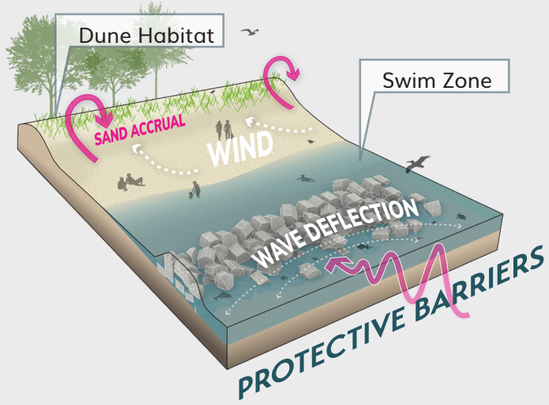
TURTLEGRASS
Thalassia testudinum

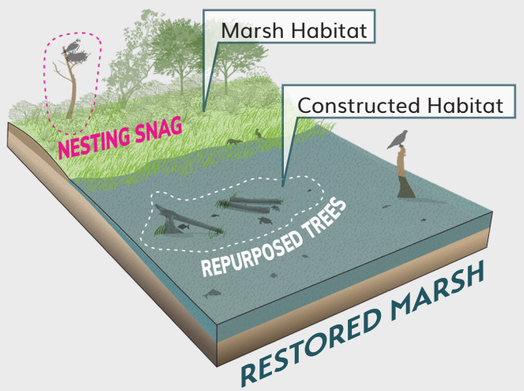
BLUE CRAB
Callinectes sapidus

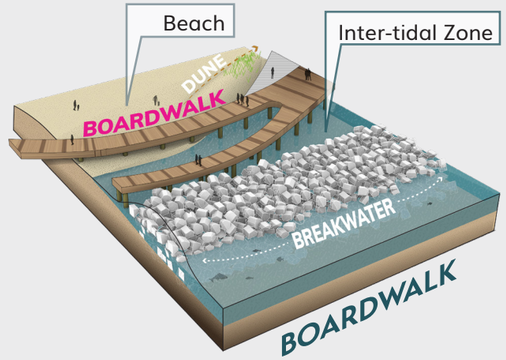
SMOOTH CORDGRASS
Spartina alterniflora

LAKE PONTCHARTRAIN	BEACH	DUNE	NATURALISTIC PLANTING	LIVE OAK FOREST	INTERMEDIATE MARSH	AQUATIC HABITAT
Brackish aquatic habitat supporting fish, reptiles, and mammals	Scavenging and molting grounds.	Nesting grounds, wind/ storm protection, beach stabilization.	Pollinator habitat and stormwater management.	Habitat for avian species and small to large mammals from the Least Shrew to the Grey Fox.	Critical habitat for migratory birds. Provides storm protection. Improves water quality.	Critical habitat to waterfowl, fish, reptiles, and mammals









CIRCULATION & PARKING

Site Systems

SITE CIRCULATION

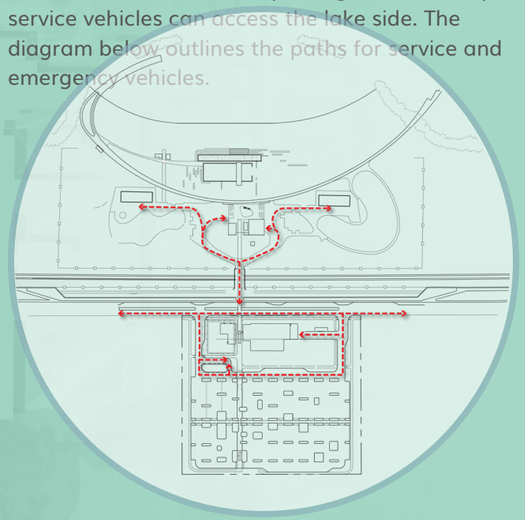
Visitors enter the 500+ space parking lot (developed in phases) through one of two entrances and navigate via two-way parking lanes. Service vehicles, meanwhile, reach the beach-side through a tunnel beneath the railroad tracks, proceeding along the right side of the entry path to the loading zone at the restaurant building.

Pedestrian circulation begins on the parking lot side along a main pedestrian spine, leading visitors to stairs or elevators that ascend to the elevated pedestrian bridge. From here, they can safely cross over the railroad tracks and arrive on the beach-side of the site. Alternatively, visitors can use the tunnel by crossing Lincoln Beach (Hayne) Boulevard.

Stairs and elevators then provide access from the bridge to either the mezzanine level or directly to the elevated waterfront plaza. Serving as the site's central circulatory hub, the plaza connects visitors to the arcing boardwalk path, the midway, and beach access paths. These pathways seamlessly link the east and west sides of the site, ensuring smooth and intuitive movement throughout the park.

SERVICE & EMERGENCY ACCESS

The park's vehicular circulation network is intentionally simple and limited, as public vehicle access is restricted to the parking lot, while only service vehicles can access the lake side. The diagram below outlines the paths for service and emergency vehicles.



LEGEND

- Vehicular Access
- Service Access
- Pedestrian Circulation
- Pedestrian Trails
- Pedestrian Circulation - Above
- Elevator and Stairs
- Stairs Only
- Passenger Drop Off
- Bus Stop
- Bus Parking

N

0 100′ 200′ 400′

LINCOLN BEACH (HAYNE) BOULEVARD

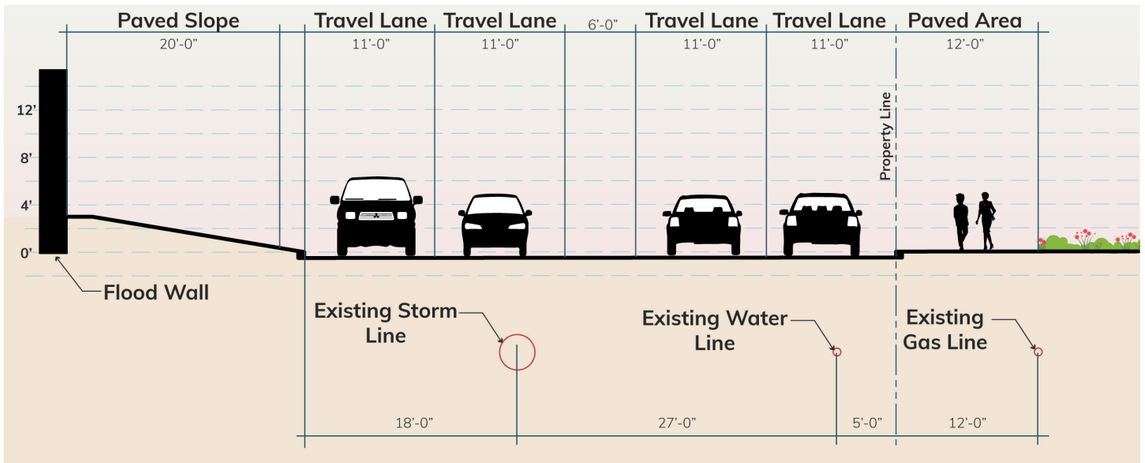
Site Systems

The Lincoln Beach master plan focuses on ensuring safe access for both vehicles and pedestrians. Lincoln Beach (Hayne) Boulevard, which divides the site into the beach-side and parking lot-side, is a key element in achieving this goal.

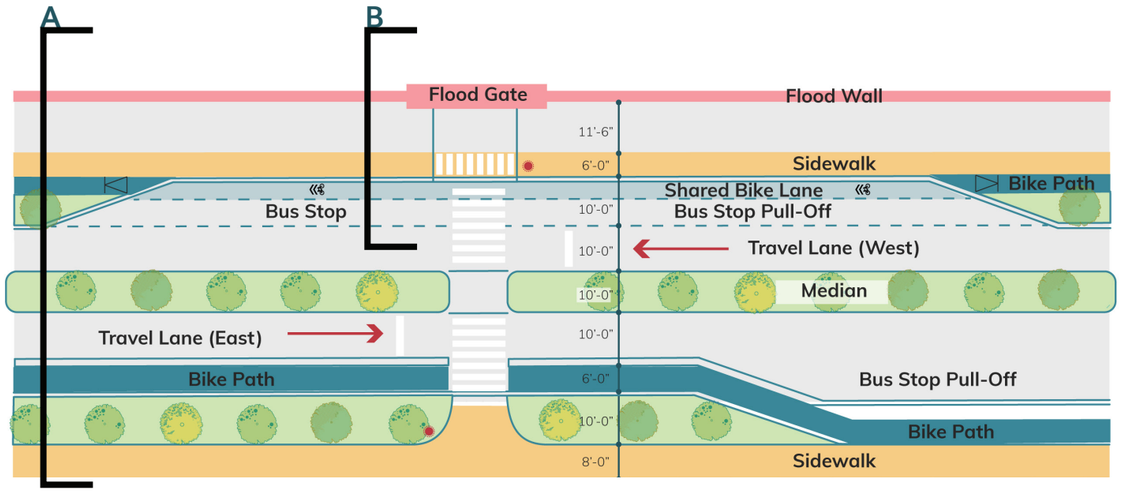
To improve access, the plan proposes converting travel lanes on Lincoln Beach (Hayne) Boulevard into turn lanes, offering safer, more controlled entry and exit for cars and buses. Two dedicated bus stops will be added on both sides of the street to support expanded service and increased ridership. Additionally, the existing bike path along the levee will be connected at curb level and provided with protection from vehicular traffic.

Pedestrian access is equally prioritized. In addition to a pedestrian bridge that spans Lincoln Beach (Hayne) Boulevard, the flood wall, and the railroad tracks, an at-grade pedestrian crossing will be included. The reduction of travel lanes and the addition of a center median will ensure safer crossings with a midway refuge.

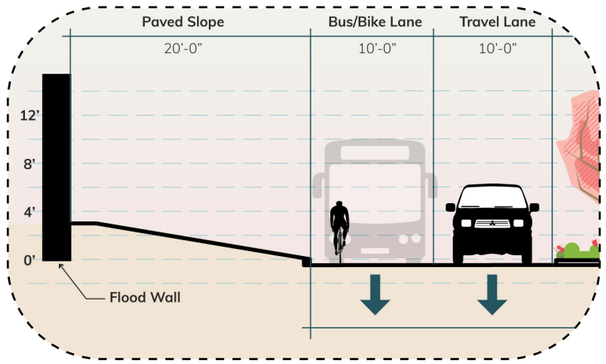
These improvements integrate multiple transportation modes while maintaining the current traffic flow on Lincoln Beach (Hayne) Boulevard.



Existing Lincoln Beach (Hayne) Boulevard Section



Proposed Lincoln Beach (Hayne) Boulevard Plan



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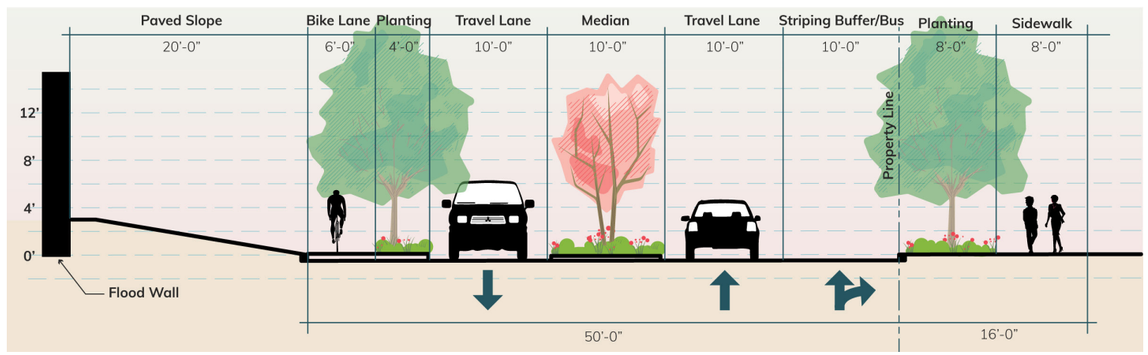
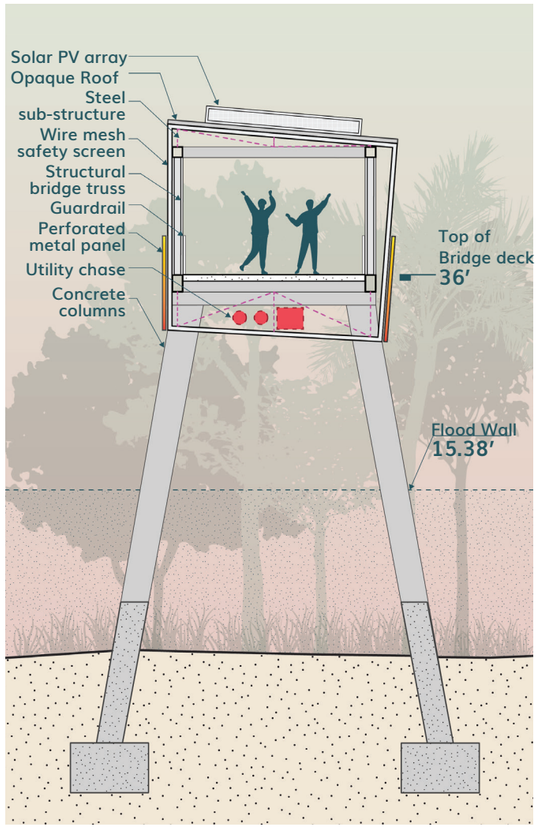


A
Proposed Lincoln Beach (Hayne) Boulevard Sections

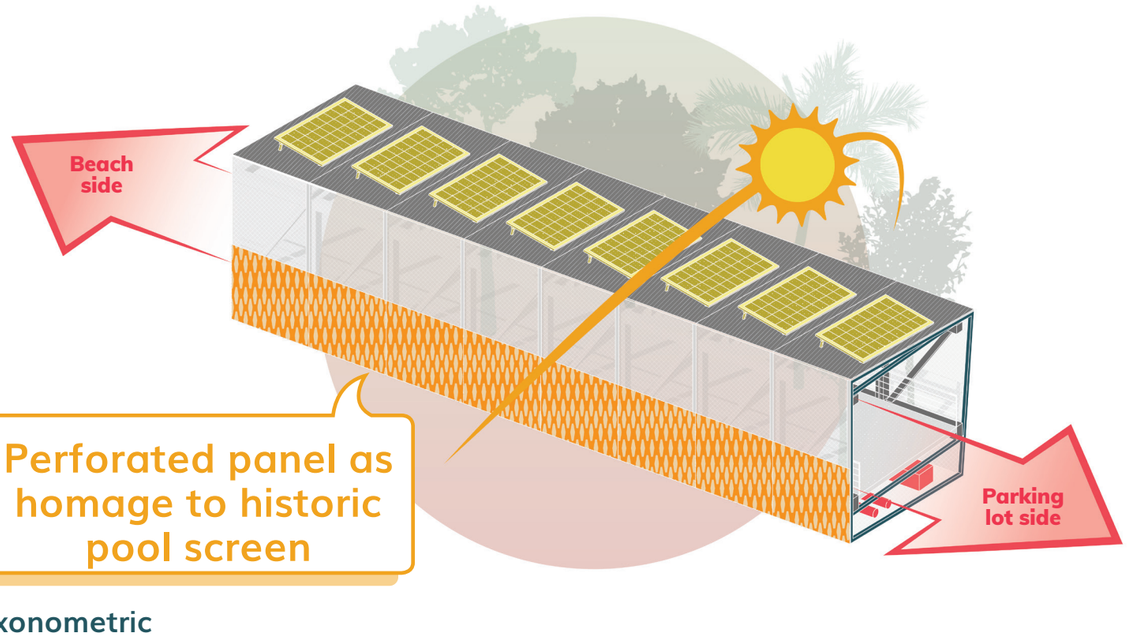
PEDESTRIAN BRIDGE

Site System

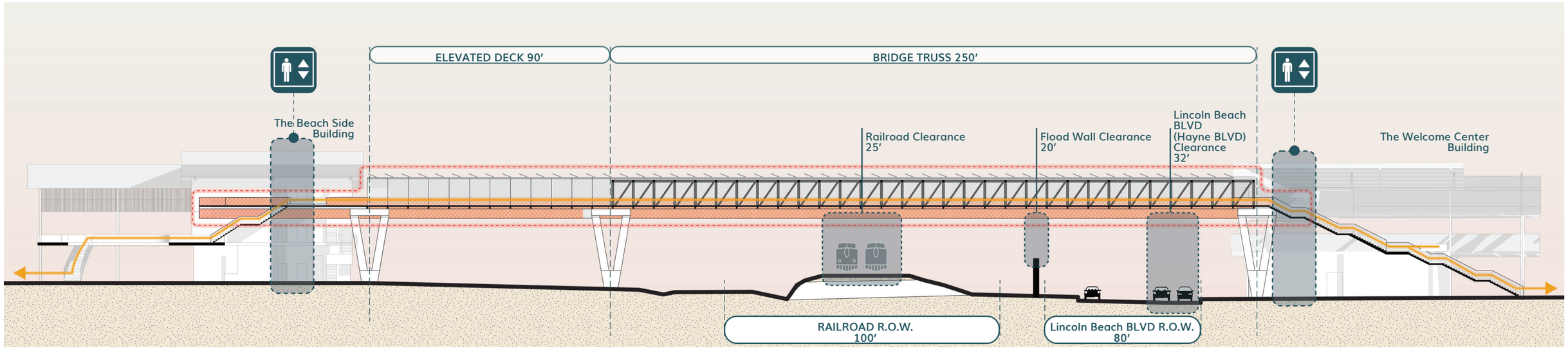
The elevated pedestrian bridge at Lincoln Beach connects the welcome center building and the beach-side building with a design that safely moves visitors up and over Lincoln Beach (Hayne) Boulevard, the levee wall and the railroad tracks. It features a large truss bridge and two elevated pedestrian decks supported by large sculptural concrete columns. Shrouded in a colored perforated screen system to keep visitors safe as well as conceal utilities, the bridge pays homage to the New Orleans East slogan "the sun rises in the east". The pedestrian bridge is accessed via processional stairs at both ends that tie into both buildings, bringing visitors from level one on the welcome center side to the mezzanine on the beach side.



Cross Section



Axonometric



Long Section

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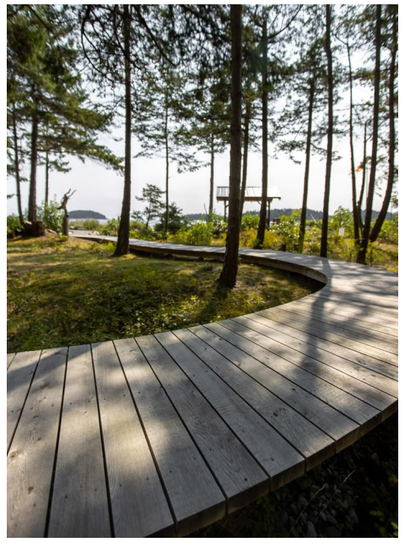
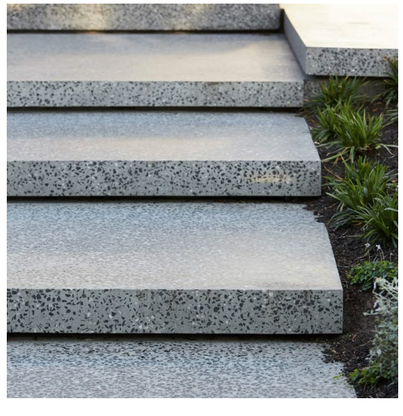
LANDSCAPE MATERIALITY

Site Systems

Paving on-site is primarily concrete and wood, selected for their durability in the harsh shoreline conditions of Lake Pontchartrain. The concrete paving incorporates elegant scoring patterns and a rock salt finish, enhancing visual interest while providing traction in slippery conditions. Elevated boardwalks, constructed from a combination of wood concrete, and steel, offer a natural aesthetic that harmonizes with the surrounding landscape.





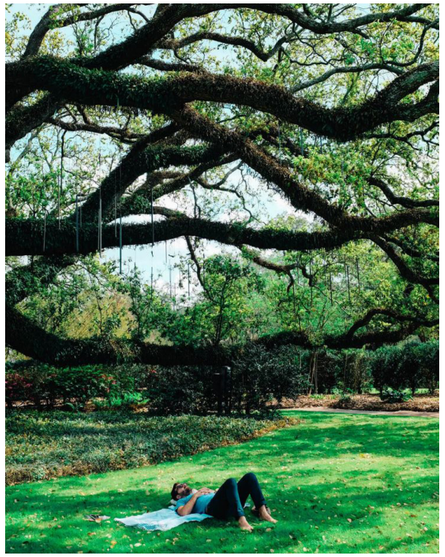






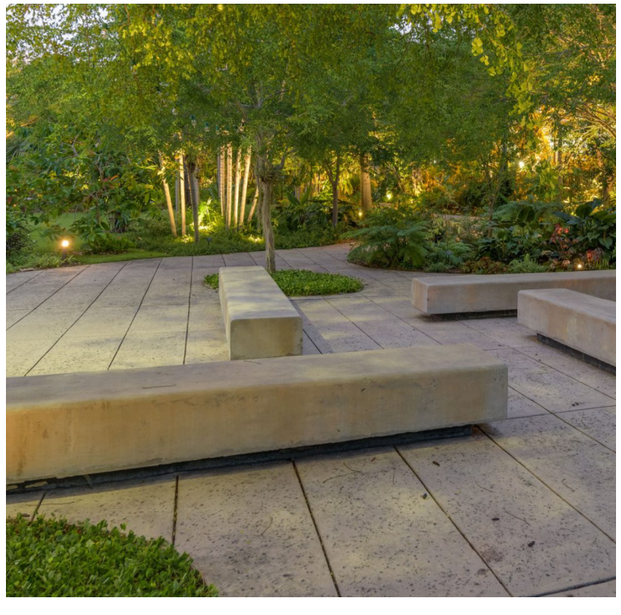
Native plantings are carefully chosen for their resilience to submersion, storms, and hurricanes, while also enhancing the site's natural beauty. Their presence helps maintain the landscape's untouched, organic character, seamlessly blending with the surrounding environment. Sea Oats (Uniola paniculata) stabilize the beach-side dunes and offer nesting habitat. Species such as Dwarf Palmetto (Chamaerops humilis) and Marsh Ferns (Thelypteris spp.) create a lush understory below the site's Live Oak Trees (Quercus virginiana) that collectively offer a naturalistic aesthetic while also serving as a critical habitat for trans-gulf-migratory birds.





Site furnishings, including seat walls and terraces, are built from durable concrete and wood yet thoughtfully designed to harmonize with the landscape. Their forms and finishes complement the surrounding plantings, wood, and sand, creating a cohesive and visually integrated environment.





ARCHITECTURE MATERIALITY

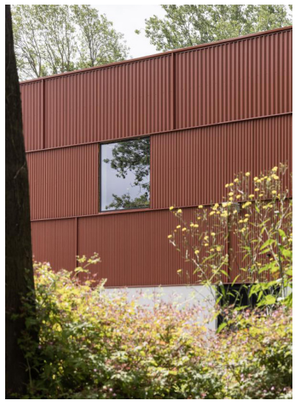
Site Systems

Metal panels are utilized for both the roofing structure and as accent materials, offering a practical and lightweight solution that compliments the masonry facade. The materials versatility in both pattern and color provides an opportunity to enhance the design while serving its functional role in long spans, installation, resilience and effective water shedding. As a durable building material, metal adds visual contrast and practical benefits.



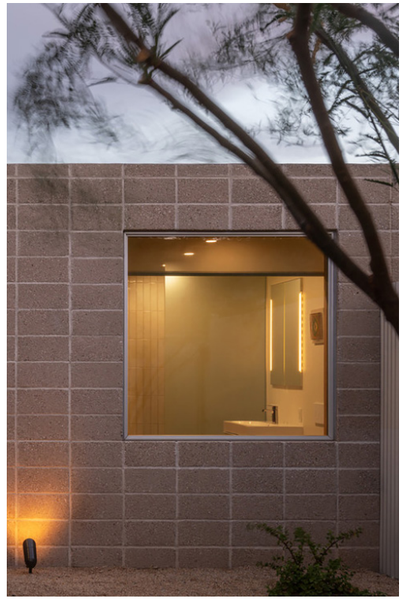


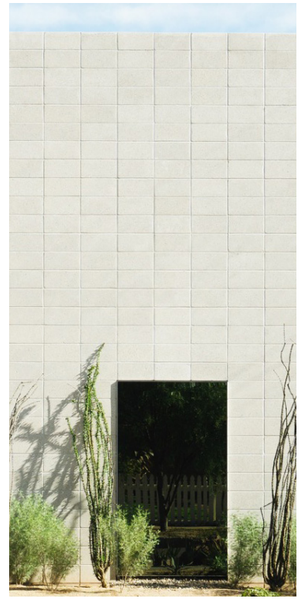


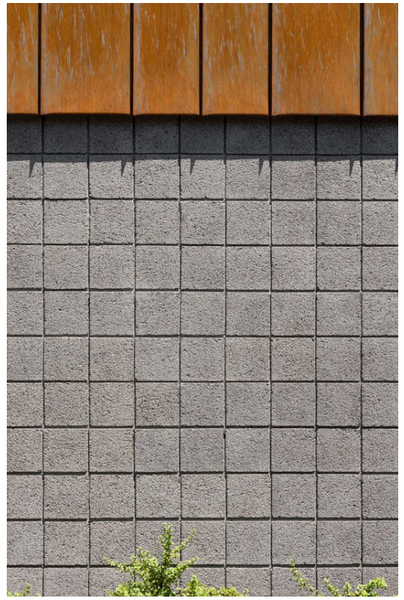




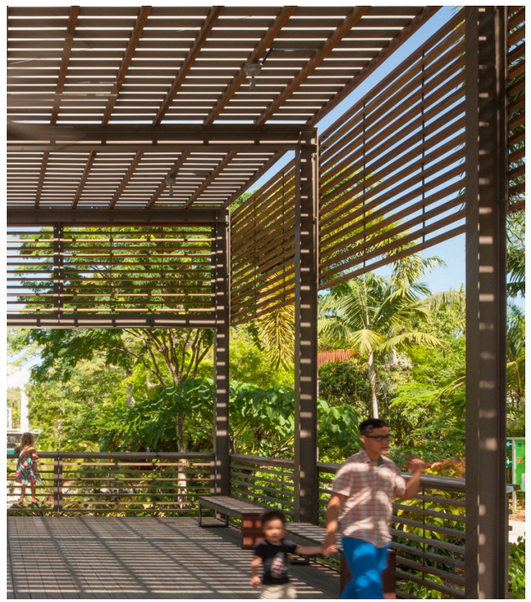
Concrete Masonry Unit (CMU) block walls offer utilitarian strength, providing durability against the harsh environmental conditions present at Lake Pontchartrain and any future storm behavior. The material reflects New Orleans' deep history of masonry construction, offering a familiar building material while echoing the region's traditions of using soft, neutral warm tones that complement the vibrant, lush landscaping.







Wood and timber are used as a modern reinterpretation of traditional screening elements, adding warmth to the building and site palette while effectively shielding visitors from the intense New Orleans sun. This material, in context with the existing foliage and the cool colors of Lake Pontchartrain, creates a strong connection between the building and its landscape, providing a sense of comfort to visitors.





IMPLEMENTATION

06

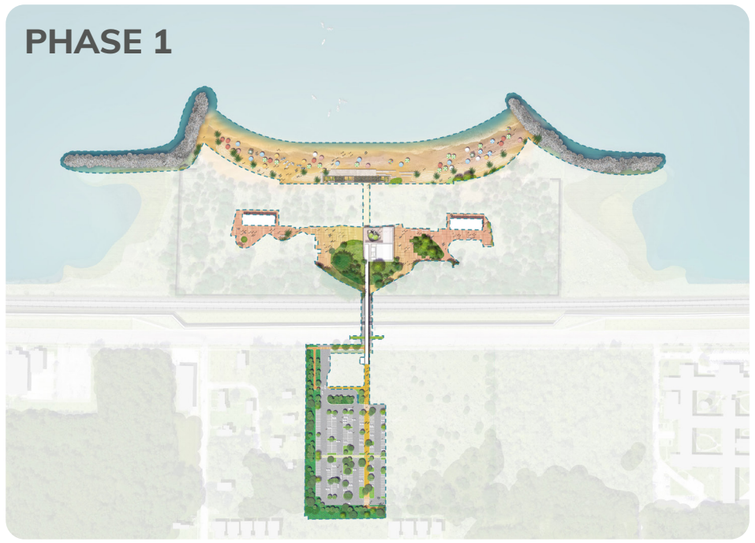
INTRODUCTION TO PHASING

Implementation

Overview
Lincoln Beach is separated into 4 major phases for implementation over the coming years. In each phase, additional studies as well as detailed design will be required to finalize locations, alignments, and final programming. Types of additional studies include governance, permitting, and design studies. Additionally, as the project moves forward into implementation, the community will continue its involvement in the design process and decision making of the project through continued engagement events.

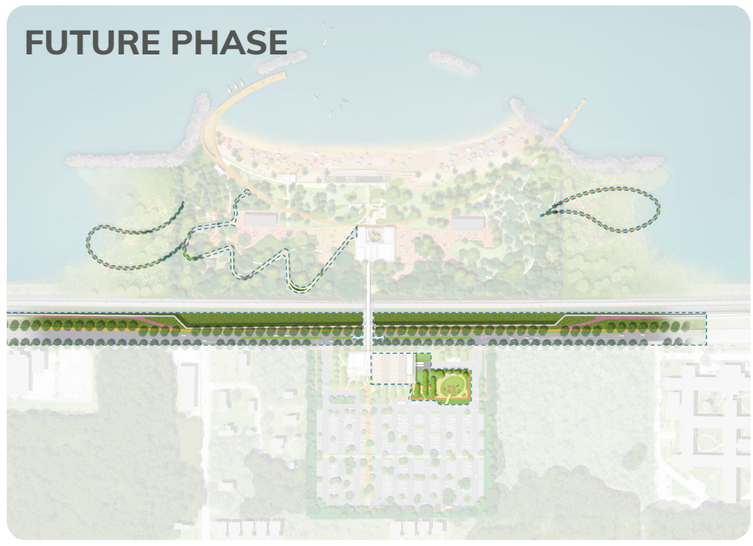
Phasing Costs
Each phasing plan shows a range of costs to realize that phase of the project. These numbers include hard (construction) and soft costs (permitting, engineering fees, etc) and are representative of 2025 dollars. There is not escalation built into these numbers.

Budget
Currently, the City of New Orleans has secured funding from several sources which will cover the costs of Phase 1. This funding has also been used to covered the costs of the master planning work, site due diligence (survey, tree assessment geotech, etc.), and maintenance (parking lot clearing, water testing and site stabilization).









Note: A number of the project funds are from federal sources. Given the current political climate and uncertainties around federal funding including spending freezes or cancellation of previously appropriated funding these numbers are subject to change.

Note: The phasing costs are Rough Order of Magnitude and have been completed as part of the master plan. As more detail is defined at later stages in the design process (technical design and documentation) these numbers will be refined. The numbers shown are for phasing and budgeting purposes and are subject to change.

Note: The numbers on the following pages include soft costs

DETAILED PHASE 1

Implementation

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.

PRELIMINARY PHASE 1 COST
$17 - 23 million

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



COMMUNITY PRIORITIES DRIVING PHASING

Phase 1

Phase 1 elements were selected based on community priorities, budget constraints, and logistical feasibility. Several essential improvements - identified by both the community and design team - as well as two of the top ten program elements, will ensure safe access and day 1 functionality on the site.

GIVENS & MUST HAVES

- ★ Pedestrian Bridge with Elevators & Stairs
- ★ Parking Lot
- ★ Beach Nourishment
- ★ Tunnel Drainage
- ★ Selective Demolition for Safety
- ★ Safe Pedestrian Crossing at Lincoln Beach (Hayne) Blvd
- ★ Midway Paving Rehabilitation
- ★ Boardwalk Relic Rehabilitation

TOP TEN PROGRAM ELEMENTS

1. ★ Passive Side/Active Side Beach
2. Large Playground
3. History Museum
4. Food Truck Zone
5. ★ Elevated Restaurant
6. Drive-In Movie Screening
7. Fishing Pier
8. Indoor Pool*
9. Central Swimming Pier
10. Shaded Garden Seating Areas

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



DETAILED PHASE 2

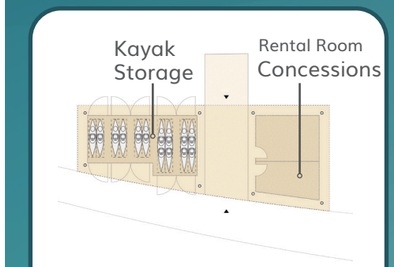
Implementation

Phase 2 will complete the majority of program areas at Lincoln Beach, bringing the project closer to its full realization. Key elements include the welcome center & history museum, the beach-side elevated event space, the central waterfront plaza and lawn, the arcing boardwalk path, the large children's playground, and the flexible event lawn.

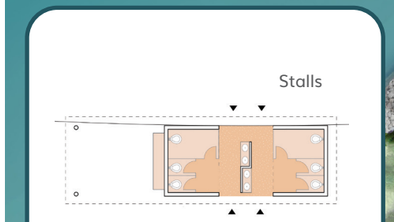
PRELIMINARY PHASE 2 COST
$8-11 million

1. Level 1 Welcome Center & History Museum
2. Level 1 Administrative Security Office
3. Level 2 Terrace
4. Entry Garden
5. Level 1 Concessions & Community Flex Room
6. Level 2 Event Space
7. Level 2 Shade Pavilion
8. Midway Gardens & Central Plaza
9. Beachfront Lawn
10. Arcing Boardwalk Path
11. Fishing Pier & Shade Structure
12. Sunset Pier
13. Kayak Rental Pavilion
14. Large Children's Playground
15. Playground Restroom
16. Informal Play Area
17. Flexible Event Lawn
18. Rehabilitated Shelter Pavilions
19. New Breakwaters

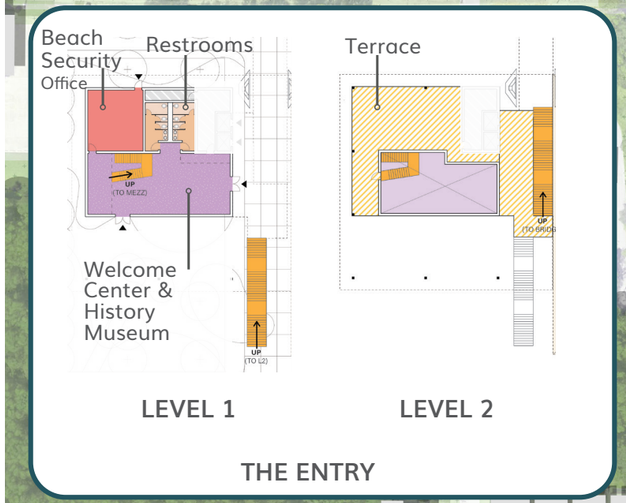
*Utility Improvements



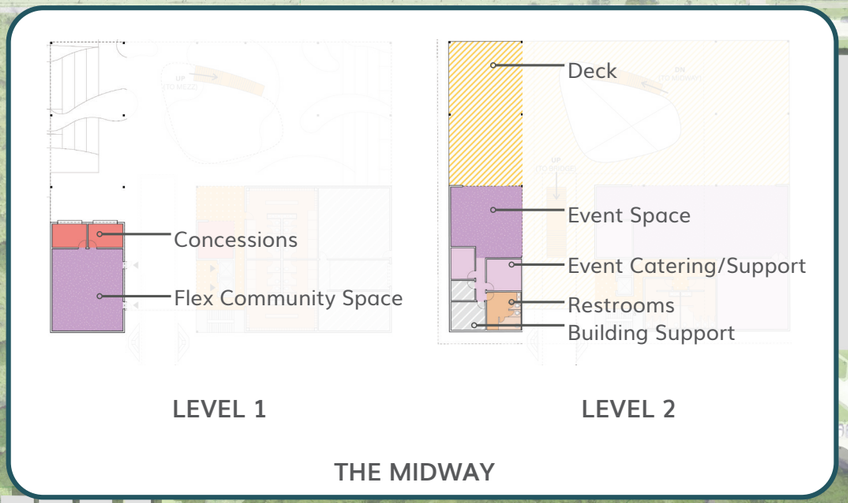
13. KAYAK RENTAL PAVILION



15. PLAYGROUND RESTROOM



THE ENTRY



THE MIDWAY

DETAILED PHASE 3

Implementation

Phase 3 will complete the majority of the development at Lincoln Beach. The final portion of the parking lot will be constructed, increasing the total parking capacity to over 500 spaces, ensuring ample room for visitors.

On the quieter side of the site, the focus will shift to creating the expansive picnic lawn, complemented by a network of scenic woodland paths. On the active side of the site, the final element to be constructed is the nature discovery path. This winding trail will meander through the oak forest at the rear of the flexible event lawn, connecting to the playground and offering visitors a chance to immerse themselves in the natural beauty of the site.

PRELIMINARY PHASE 3 COST
$3-5 million

1. Parking Lot Extension
2. Restored Lincoln Beach Sign (second)
3. Picnic Lawn & Planting
4. Woodland Trails
5. Discovery Path



FUTURE PHASES

Implementation

This phase will mark the completion of the full build-out of the master plan, bringing the vision for Lincoln Beach to life. A standout feature of this phase is the oak canopy walk, an elevated, accessible path that will offer a scenic connection from the restaurant deck to the arcing boardwalk on the active side of the beach. In addition to the arcing boardwalk, the marsh boardwalk paths are planned for this future phase, further increasing opportunities to engage with the site's ecology.

On the parking lot-side, improvements to Lincoln Beach (Hayne) Boulevard will be undertaken, with the goal of setting a new precedent for the future development of the rest of Lincoln Beach (Hayne) Boulevard. Finally, the flexible sports court and market hall structure will be built, along with a food truck plaza and a movie screening lawn, adding to the site's diverse range of recreational and cultural offerings.

PRELIMINARY FUTURE PHASES COST

$8-11 million

1. Lincoln Beach (Hayne) Boulevard Improvements
   - Road Diet
   - Bus Drop Offs & Shelters
2. Flexible Market Hall & Sports Courts
3. Market Hall/Food Truck Plaza
4. Drive-In Movie Lawn Plaza
5. Oak Canopy Walk
6. Marsh Boardwalk Paths



GOVERNANCE & OPERATIONS

Based on the planning vision and principles, community inputs, research on best practices, and budget analysis, the team recommended a governance and operations model that reflect community voices and is capable to grow resources over time.

Key Stakeholders

A series of existing and potentially new entities shall be part of the long-term operations and oversight of Lincoln Beach.

City of New Orleans

The City is overseeing the planning and construction of Lincoln Beach and shall contribute operating funds, especially in early phases. Gradually as other entities increase their capacity, the City may decrease its maintenance/funding responsibility over time. Key departments include:

- City ORS
- City DPW
- City Parks and Parkways
- Other

Commission

A political subdivision can fulfill a specific purpose outlined by its charter. In Lincoln Beach, its purpose would be to oversee the operations of the park and manage funding for and revenue from the property. In New Orleans, local examples of commissions include:

- New Orleans Recreation Development Commission (NORD)
- The New Orleans City Park Improvement Association (City Park)
- Recreation and Park Commission of Baton Rouge (BREC)
- Audubon Commission (Audubon Park)
- Louis Armstrong Park Authority and Historic Jazz District (Louis Armstrong Park)

Nonprofit Operator

In Lincoln Beach, a nonprofit (501(c)(3)) would be a management organization that leads day-to-day operations and contribute to its long-term planning. Often called a conservancy, this type of entity tends to support parks by:

- Serving as the staffed organization for the Commission
- Raising money from different sources in the public and private sector
- Coordinating with other existing community and non-profit organizations
- Managing ongoing parks maintenance and operations
- Developing parks programming
- Pursuing broader parks development mission and contributing to future planning of assets

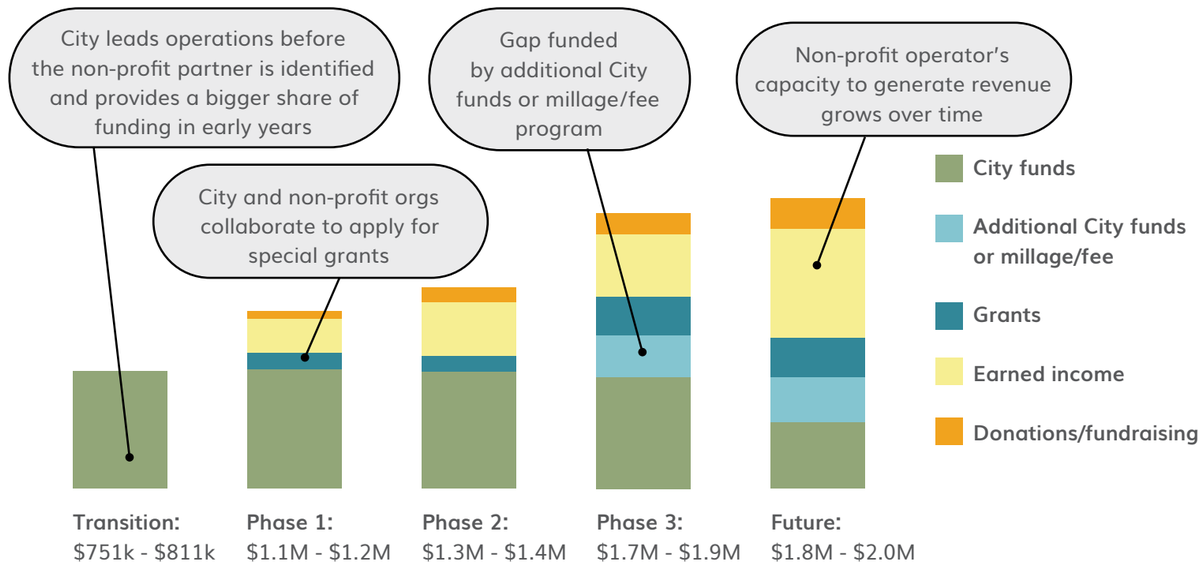
Community and Non-Profit Organizations

Various CBOs, neighborhood groups, and community leaders are already involved in the planning of Lincoln Beach. After the completion of the park, these entities are expected to continue their involvement by:

- Providing outreach and community liaison services
- Contributing to programming and activation efforts
- Providing in-kind contributions to operations and maintenance
- Organizing volunteer groups
- Serving as part of the oversight and decision making infrastructure through potential board representation

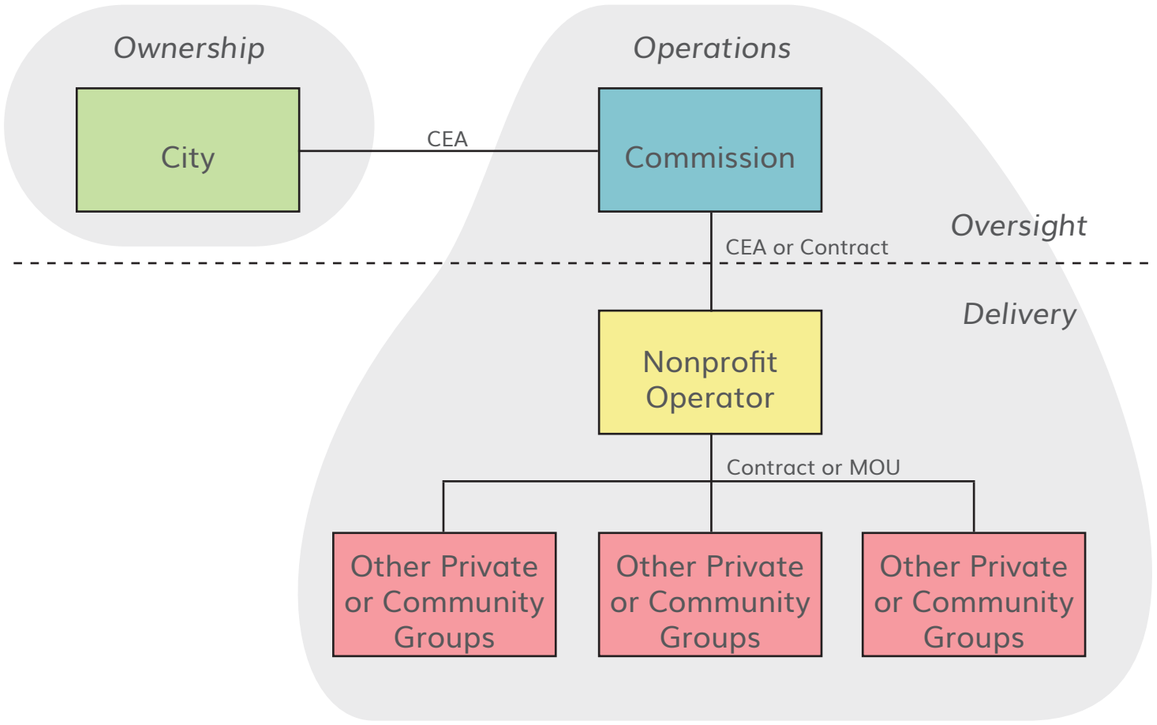
Growing Funding and Capacity Over Time

The implementation of and, correspondingly, the visitor demand for services at Lincoln Beach will grow over time. Sources of funding will also change as different entities formulate and coordinate their efforts.



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.



Key Next Steps

Immediately

City
- Identifies necessary budget for operation, especially in early phases.
- Collaborates with NORD to determine Lincoln Beach's governance structure in the near term.
- Engages with the community and/or the State to discuss legislation for establishing a new Lincoln Beach-specific Commission and securing millage/other tax funding sources for long-term governance.
- In partnership with existing community and private organizations, applies for a seed grant to support initial Nonprofit-led daily operations, particularly in the early phases when other funding sources are still developing.
- With NORD, establishes a Cooperative Endeavor Agreement (CEA) for early-phase management.

NORD
- Establishes CEA with City.
- Initiates a process to identify key Community Partners through a Request for Proposals (RFP). Community Partners remain engaged and respond to the RFP.
- Either incorporates a new Nonprofit Operator or issues an RFP to identify a capable existing entity to oversee daily operations.

Community Orgs.
- Involved in planning and governance decisions and processes

Phases 1 & 2

City
- Contributes funding and seed grants from successful applications to NORD.
- Continues to engage in effort for establishing a new, permanent Lincoln Beach Commission for long-term governance.

NORD
- Serves as the governing entity for Lincoln Beach while efforts to establish a new Lincoln Beach-specific Commission progress.
- If applicable, NORD administers millage funds and other special tax revenues to address funding gaps.
- Contracts the newly formed or selected Nonprofit Operator for day-to-day operations.

Nonprofit Operator
- Assumes responsibility for O&M and initiates fundraising efforts.

Community Orgs.
- Selected from the RFP process, leads outreach efforts in collaboration with the Nonprofit Operator.

Phase 3 & Future

City
- Transfers CEA to a new Lincoln Beach Commission, if created.
- Contributes partial O&M funding.
- Retains ownership of Lincoln Beach but scales down its direct involvement.

NORD
- Transfers CEA to a new Lincoln Beach Commission, if created.

Lincoln Beach Commission
- Assumes oversight role with CEA with City and contract with Non-Profit Operator.
- Administers millage and/or special tax revenues for Lincoln Beach.

Nonprofit Operator
- Now fully developed, manages all aspects of O&M, revenue generation, private fundraising, programming, brand management, and partnerships.
- Collaborates with the City, the Commission, and the community on future facility planning and upgrades.

Community Orgs.
- Continues to lead outreach efforts in partnership with the Nonprofit Operator.

GOVERNANCE & OPERATIONS

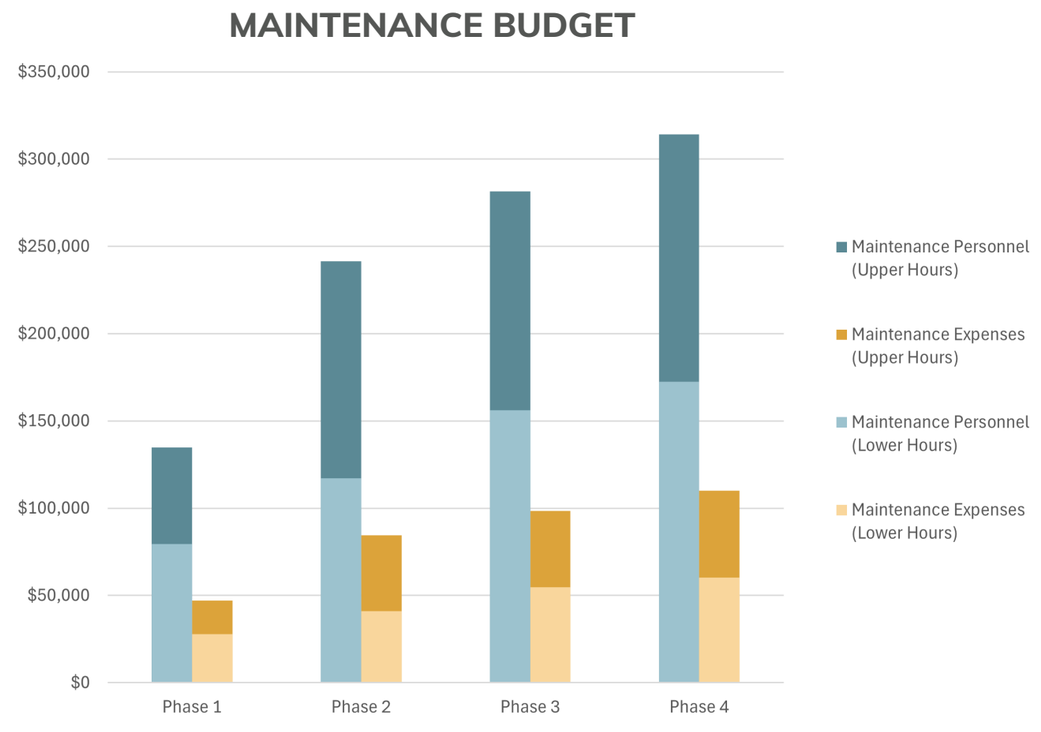
Operations & Maintenance

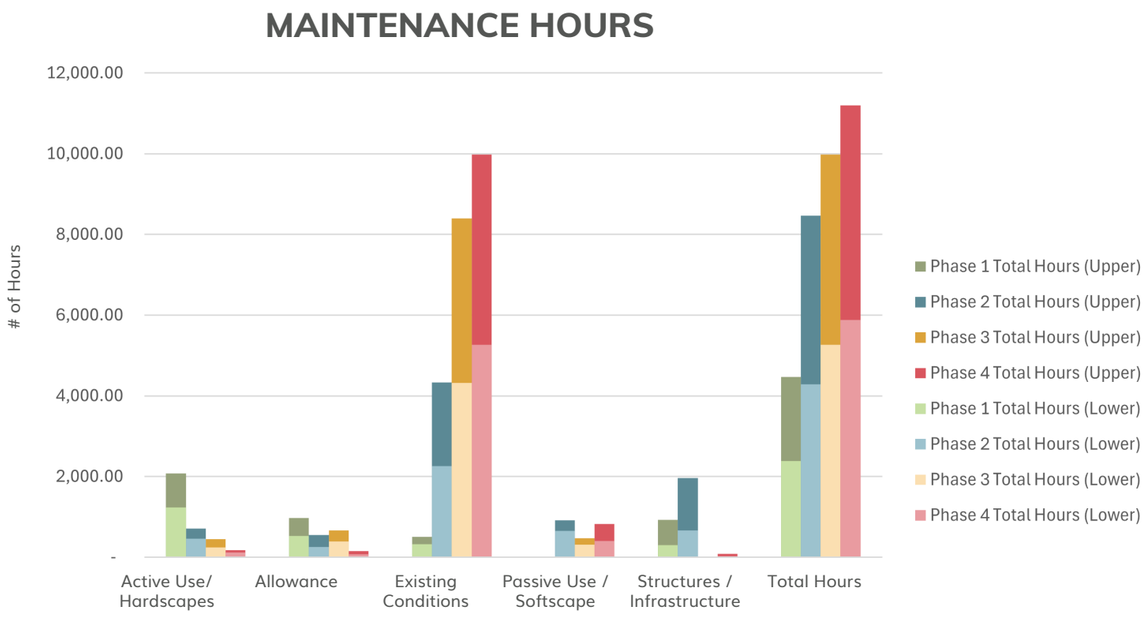
It is intended of the Non-profit Operator (501(c)3) to be fully responsible for the maintenance and operations of Lincoln Beach Park in the future. The City will provide some in-kind services of funding to support the on-going operations and maintenance of the park during Phase 1 and decrease their financial burden over time. Based on the improvements proposed by the Master Plan, it would require approximately 2,400 hours to 4,500 hours, or $110,000 to $185,000 from Phase 1 and up to 5,900 hours to 11,200 hours, or $235,000 to $425,000 in Phase 4 when the park is fully built.

In order to estimate the number of staff needed for the maintenance of Lincoln Beach, ETM first calculated the number of hours one full-time employee would be able to devote to maintenance of the site per year. This number is known as a full-time equivalent, or FTE. The FTE estimated annual hours for one staff is equal to 1,860 hours. The FTE takes into account vacation, holidays, sick time, and mobilization/"non-productive" working time. Non-productive working time includes gathering tools and materials, drive times, clean-up, breaks, and meetings.

The total number of hours is split between two categories: lower and upper. The lower category reflects the least number of hours needed to maintain the space. Though it may be the most cost efficient strategy, a lower level of care could impact the longevity of materials and require more replacement parts and more expensive repairs in the future. Alternatively, the upper category reflects the maximum number of hours needed to maintain the space. Though it may have more upfront costs, materials will last longer and require less serious renovations or replacements down the line. Maintenance of the park may be done by all in-house staff, all contracted staff, or a combination of the two. It is assumed that the new non-profit will initially have limited in-house capacity and will largely contract out the maintenance services. Over time, the in-house capacity will increase with a core team providing day-to-day maintenance and supported by supplemental contracted services. It is estimated that it'd take 1.3 - 2.5 FTEs to maintain the park in Phase 1, while the needs increase to 3.2 - 6.0 FTEs when the park is fully built.

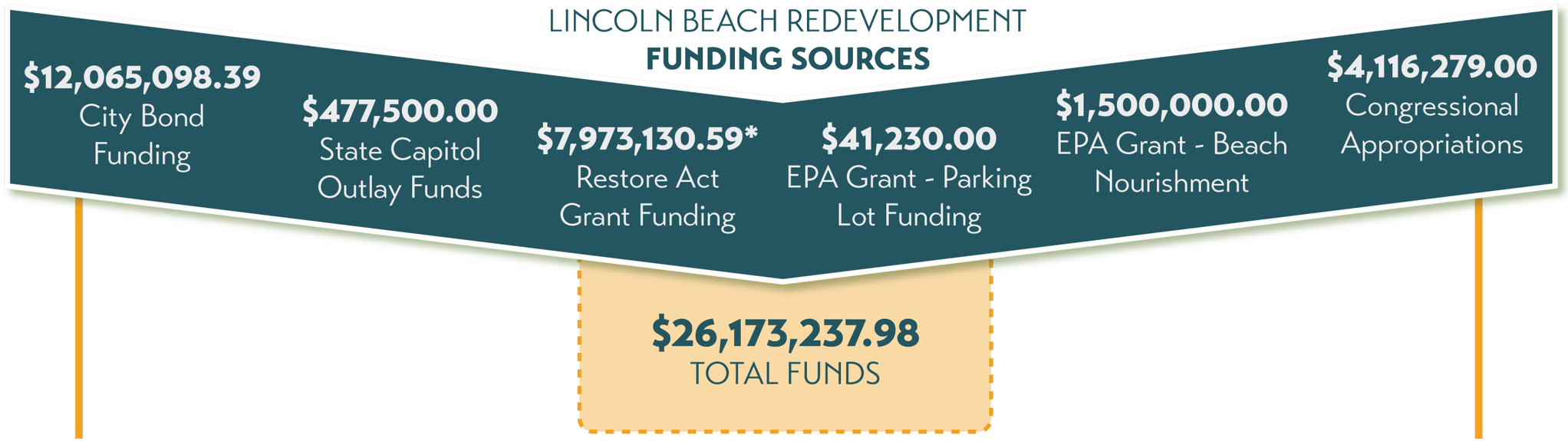
The costs provided are the projected maintenance costs according to 2025 rates and does not take into account inflation. Final costs will be impacted by the selected maintenance strategy, and there may be a ±10% in costs.





FUNDING SOURCES

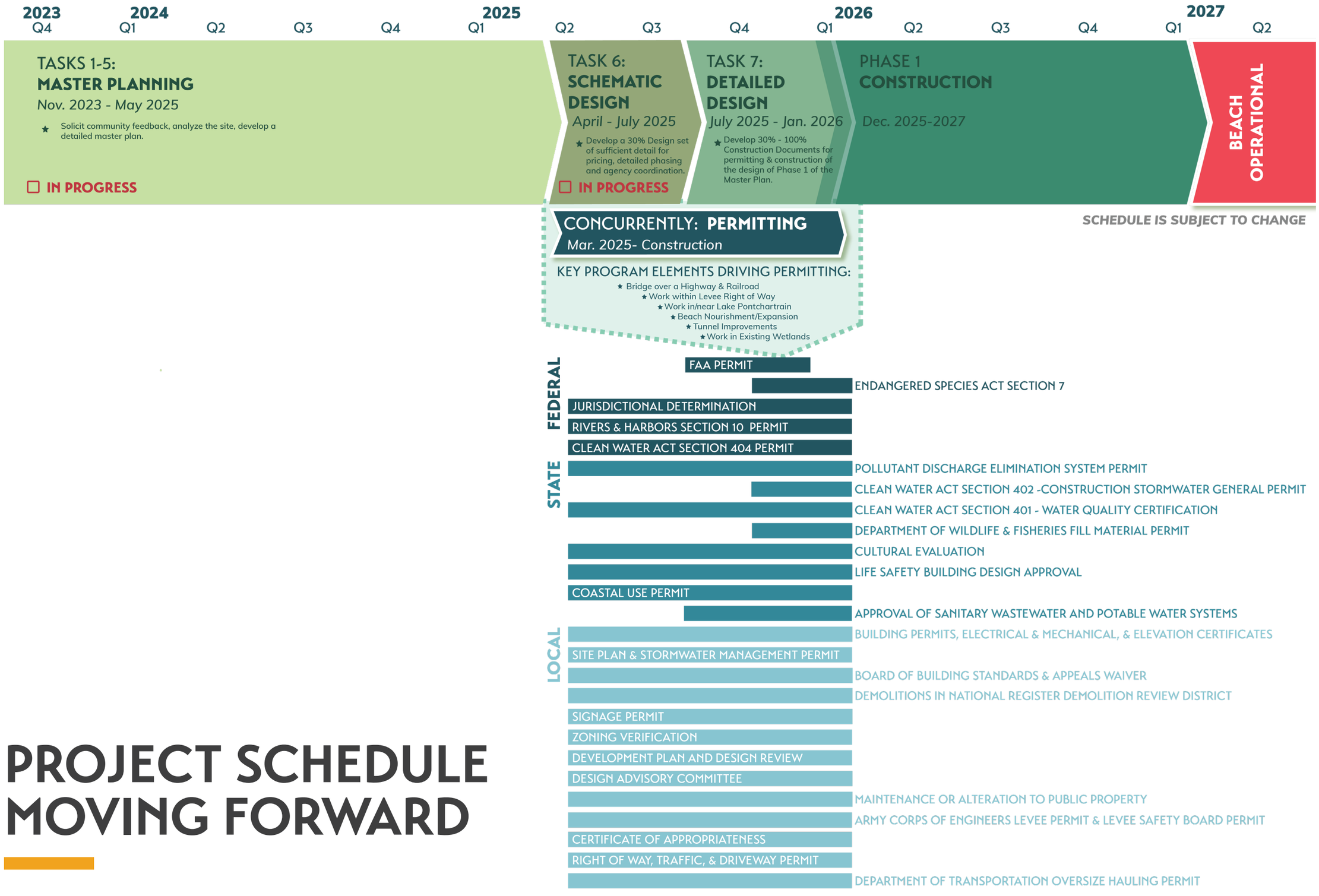
Current Funding Pledged



**as of August 2025*

PROJECT SCHEDULE MOVING FORWARD

IMPLEMENTATION



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