



Redevelopment Plan Kick-off

January 23, 2024

8:30-10:30 am, 6-8 pm

Franklin Avenue Baptist Church



CITY OF NEW ORLEANS

The logo for Sasaki, consisting of the word "SASAKI" in white, uppercase, sans-serif font, centered within an orange semi-circle.

SASAKI

Interpretation



Today's Agenda

Public Workshop (2 hours)

- Introductions & Opening Presentation (35 min)
- Breakout Groups (50 min)
- Report Back (15 min)
- Closing Discussion (20 min)

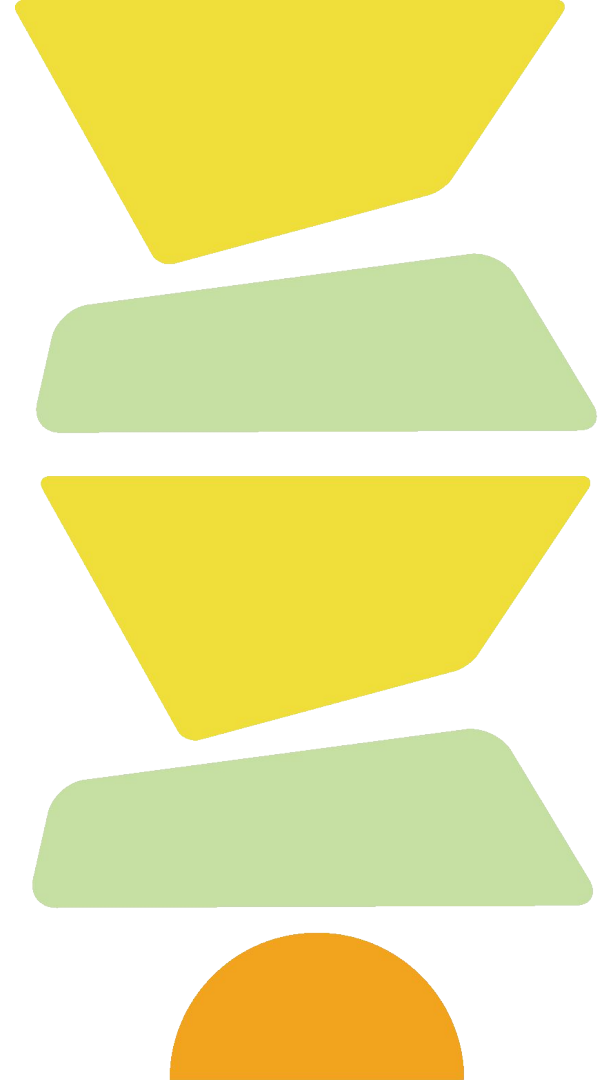
Opening Presentation

- Opening Remarks
- Ground Rules, Goals for the Meeting
- **The Process**
- **Our Team**
- **Your Vision**
- **Initial Explorations**
- **Let's Discuss!**

* Spanish Interpreter Services are provided for the entirety of the event



Opening Remarks



Ground Rules

- One person speaks at a time.
- Be brief and to the point. No speeches.
- Be positive and forward-thinking.
- Allow everyone to participate by listening to and respecting diverse views and opinions.
- Listen with an open mind.
- Respect each other's opinions.
- Avoid side conversations via cell phones.
- Participate!

Goals for Today's Meeting

- Clarify the redevelopment planning process
- Solicit initial feedback to craft project goals and guiding principles

Moving Forward

- We will communicate all of the feedback received at our next meeting and use this data to drive the planning process

So you showed up?

*We are here to
listen to your ideas!*

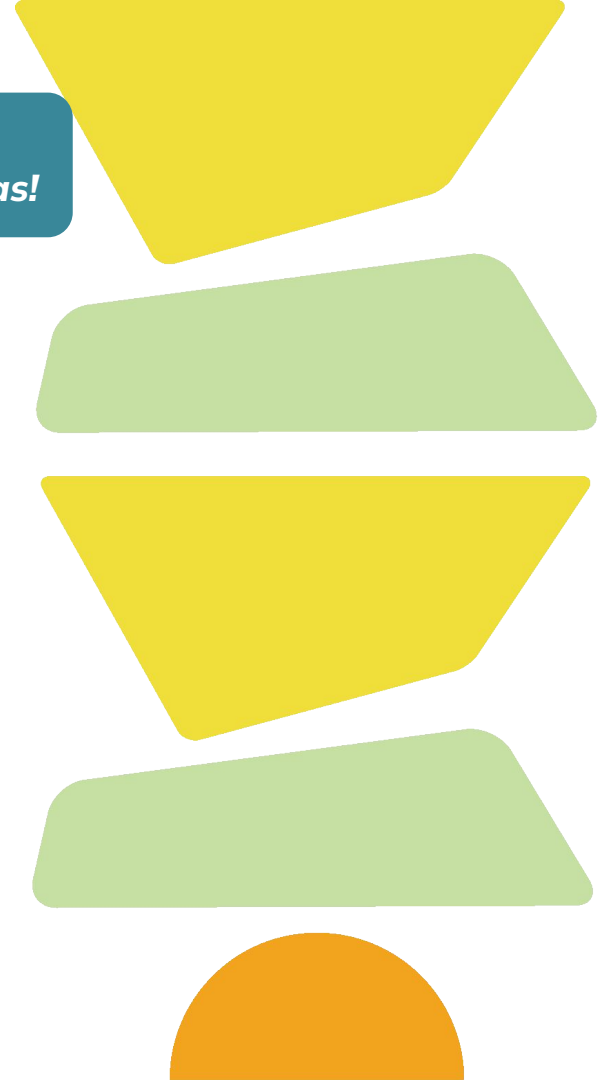


A recording of the presentation
and PDF's of the Boards will be
posted on our project website:

LincolnBeach.nola.gov

**OUR NEXT MEETING WILL BE IN
EARLY SPRING!**

Questions? Email
LincolnBeach@nola.gov



Your Call to Action!

Community Driven Engagement



Be an Advocate!

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



Be a Megaphone!

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



Be a Facilitator!

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

The background features a repeating pattern of abstract shapes. There are yellow trapezoids pointing downwards, light green trapezoids pointing upwards, and orange semi-circles. The shapes are arranged in a staggered, grid-like fashion.

The Process

We Want to Hear Your Ideas!

15 acre beach parcel



10 acre parking lot site



- Adaptive Reuse of Historic Structures
- New Programming
- Waterfront Access
- Nature & Ecology

For the first 2 acres:

- “Quick-open” parking lot plan

For the other 8 acres:

- We want to hear from you!

What Does Planning and Design Do?

This is an opportunity to solidify the community's vision and ensure a long-term sustainable place for New Orleans East.

Environment + Resilience

- Sea Level Rise and Storm Impacts
- Water Quality + Aquatic Habitat
- Sand Beach Erosion + Nourishment
- Existing Tree Health
- Carbon + Energy Emissions
- Habitat Creation
- Long Term Maintenance
- Air Quality

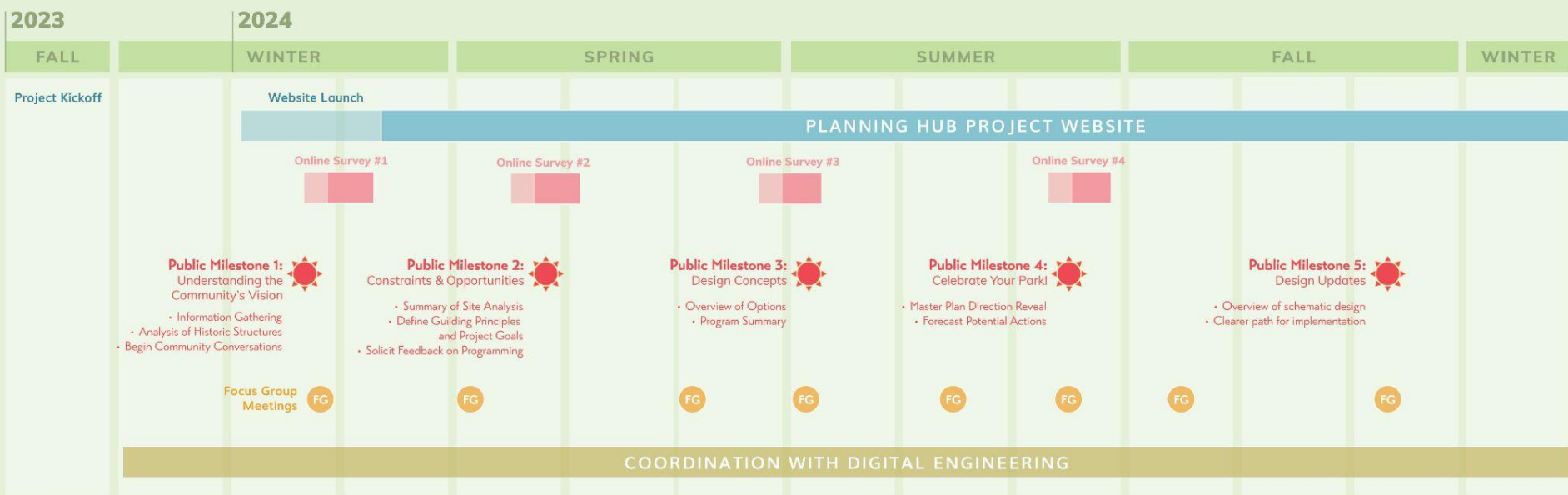
Community Interaction

- Circulation + Site Access
- Traffic Impacts + Parking Demand
- Economic Development Impact
- Stewardship
- Site Programming + Activities
- Event Potential
- Infrastructure Needs
- Branding

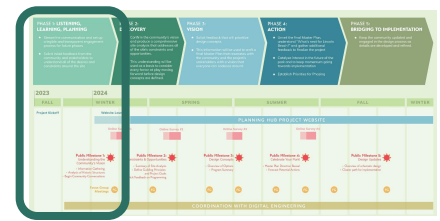
Financials + Logistics

- Phasing
- Construction Logistics
- Long Term Operations + Maintenance
- Potential Funding
- Potential Revenue Streams
- Economic Development Impact

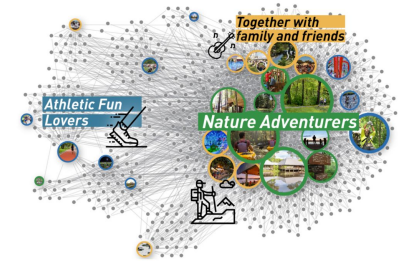
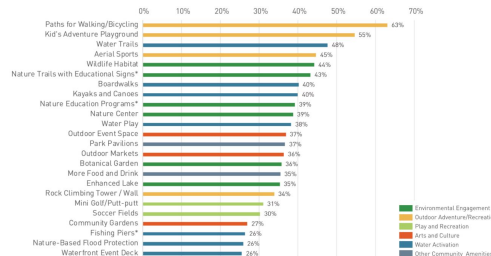
Planning and Design Schedule



Phase 1: Listening, Learning, Planning

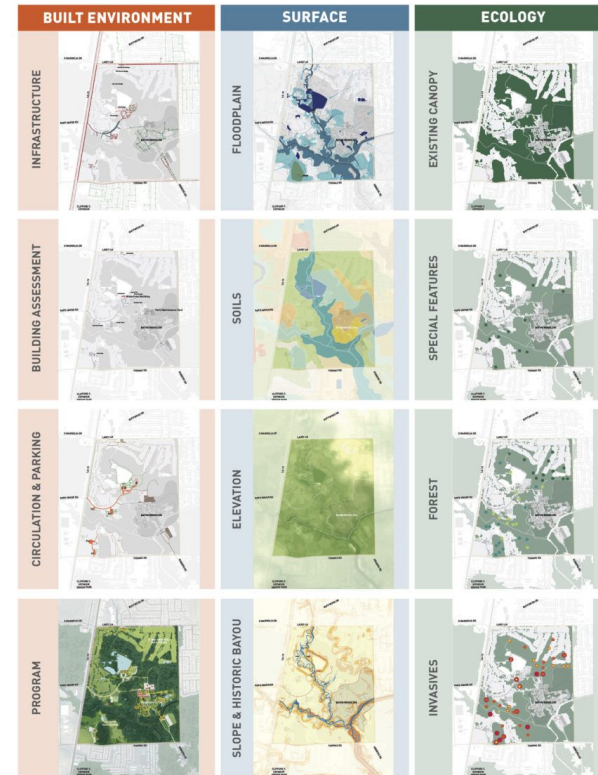
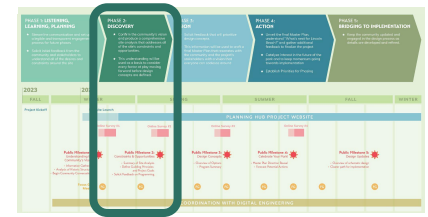


- Streamline communication and set up a legible and transparent engagement process for future phases
- Solicit initial feedback from the community and stakeholders to understand all of the desires and constraints around the site
- Begin site Due-Diligence to understand site constraints



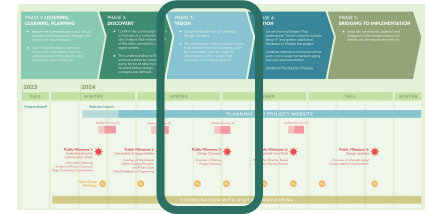
Phase 2: Discovery

- Build of the communities vision and align that with site's technical opportunities and constraints
- Establish design framework and programmatic make up.
- Explore economic impacts and analyze potential fiscal and operational impacts



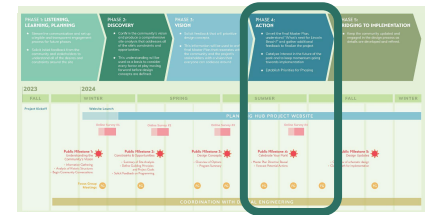
Phase 3: Vision

- Develop redevelopment scenarios and gather feedback
- Solidify master plan framework direction
- Explore Overall Cost Impacts and begin to understand implementation scenarios

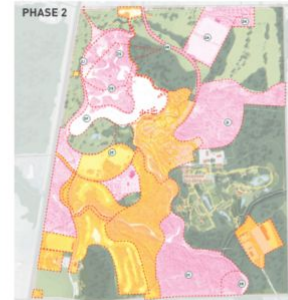


Phase 4: Action

- Finalize Redevelopment Plan Direction
- Develop Design details that outline character, operations and maintenance, finalize cost and funding mechanisms
- Outline Phasing



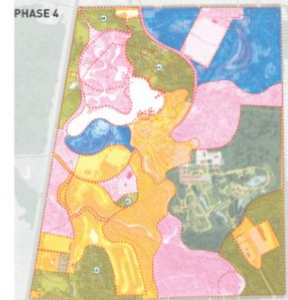
#	Project Name	#	Dependency
1	Parking	1	
2	Adventure Play and Waterfront Parking	2	
3	Bayou Promenade	3	
4	Road Renovation	4	
5	Sediment Forebay	5	
6	Mini Golf	6	
7	Disc Golf	7	
8	Signage and Art	8	
9	Maintenance Core	9	
10	Improvements to U.S. Club's Golf Course	10	
11	Trail Connections	11	
12	Interim Dog Park	12	
13	Fairground and Temporary Nursery	13	



#	Project Name	#	Dependency
14	Sooner Fields and Amenities	14	
15	Grass Beach and Parking	15	
16	Equine Trail	16	
17	Zipline	17	
18	Sports Facilities	18	
19	Lake Enriching and Lake Extension	19	
20	Waterways Expansion	20	
21	Greenwood Parkway Extension to Lacey Lane	21	
22	Forest Restoration	22	
23	Trail Connections	23	
24	Dog Park	24	



#	Project Name	#	Dependency
25	Multi-Venue	25	
26	Landforms, Community Gardens, Road Extension	26	
27	Trail Connections	27	

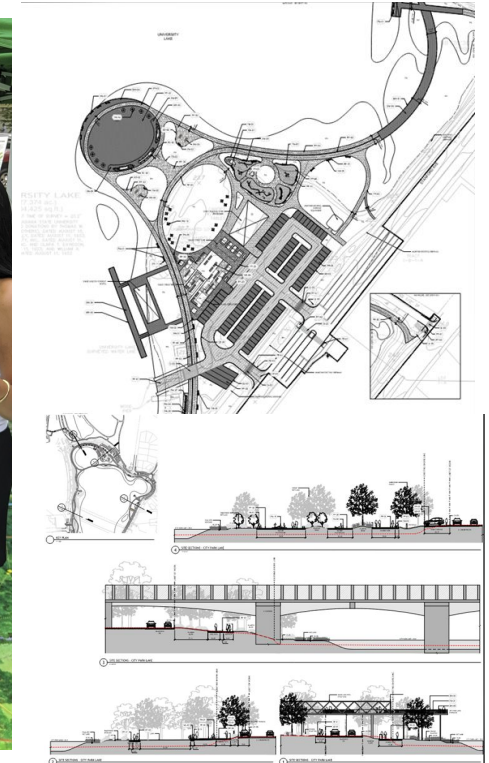
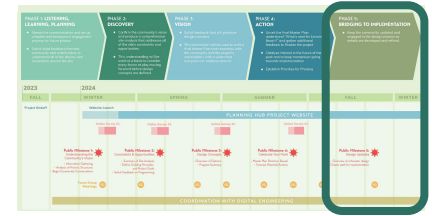


#	Project Name	#	Dependency
28	Rental Facilities	28	
29	Trail Connections	29	
30	Pumping Track	30	
31	Forest Restoration	31	



Phase 5: Bridging to Implementation

- Develop detailed design and coordinate all needs from implementation and permitting standpoint
- Continue to keep the community informed on progress
- Begin formal approval processes



Beyond 2024: Building a Waterfront Destination

- Construction Documents and Bidding - Typical 6 Months
- Construction - 18-24 Months



Levels of Engagement

Broader New Orleans community



Public Open Houses



Surrounding Neighborhoods

Specific Stakeholders



Community Fellows



On-Site Activities

Community Leaders



Less Engagement

More Engagement

Planning and Design Guidance

Transparency in Process

**Existing Community
Advisory Committee**

Community Fellows

Working Groups

**Community
Stakeholder
Group**

**Technical
Stakeholder
Group**

**Economic
Development
Stakeholder
Group**

**Executive
Stakeholder
Group**

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Our team

Our Team



CITY OF NEW ORLEANS

Client



Lead Consultant

(Denver, Boston, New York)



THE VILLAVASO GROUP, LLC

Local Consultant



Local Consultant



Consultant (Baton Rouge)



Consultant (New York)



Local Consultant



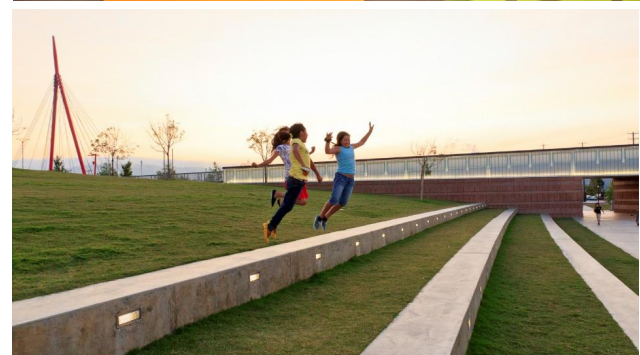
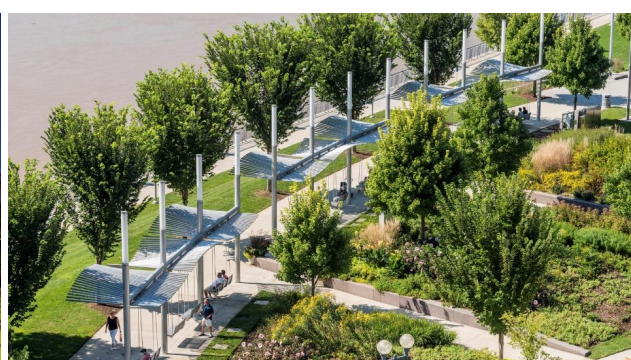
Local Consultant



Consultant (Baton Rouge)

Together, we hail from 30 countries, speak 45 languages, and are over 50% female.





**Our Passion
is Public Life**

PLANNING

Recreation Programming,
Economic Models

ARCHITECTURE

Park Pavilions and
Recreation Centers

LANDSCAPE ARCHITECTURE

Park Programming, Hardscape
and Planting Design

URBAN DESIGN

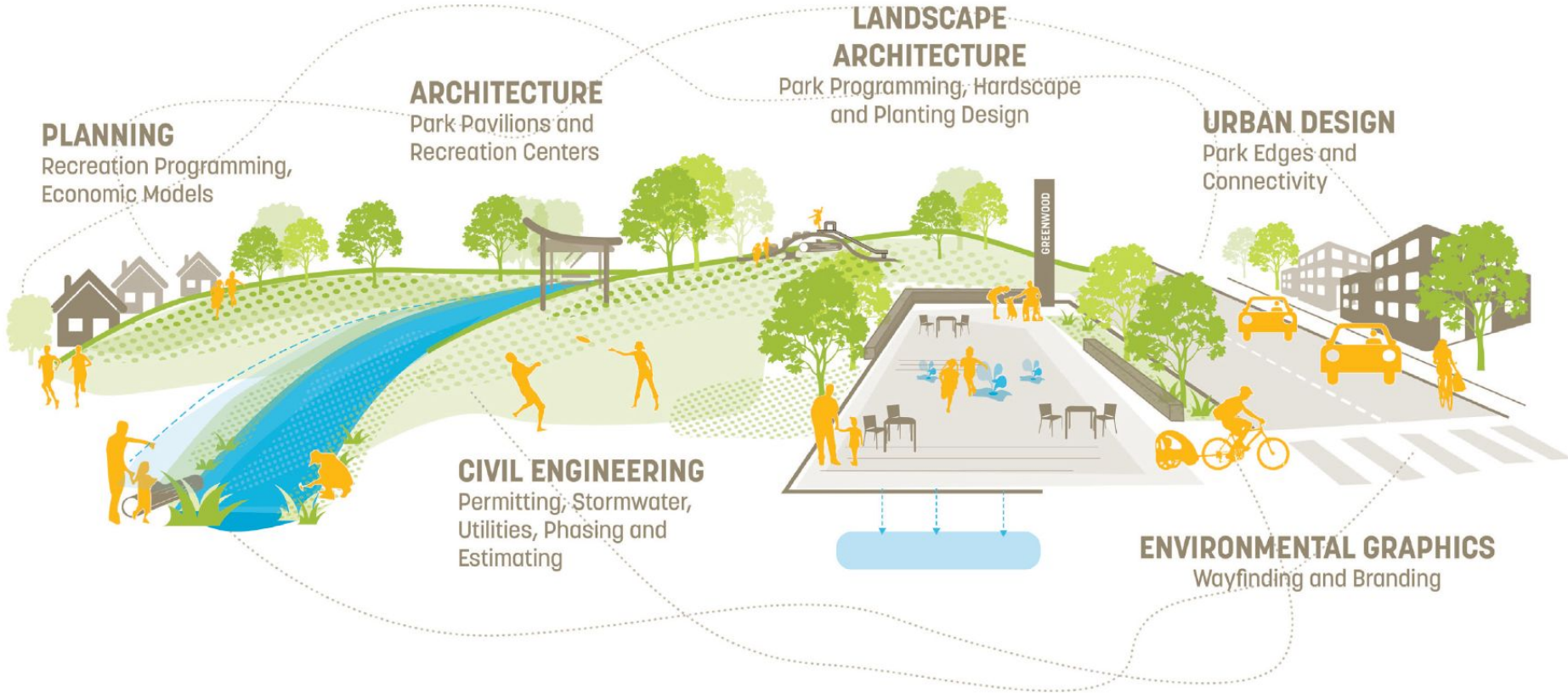
Park Edges and
Connectivity

CIVIL ENGINEERING

Permitting, Stormwater,
Utilities, Phasing and
Estimating

ENVIRONMENTAL GRAPHICS

Wayfinding and Branding



ENGAGEMENT IS IN OUR DNA



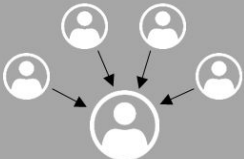
Public Participation Goal

INFORM



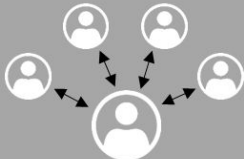
Provide the public with information to assist in understanding the problem, alternatives, opportunities, and solutions

CONSULT



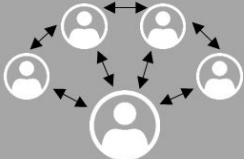
Obtain public feedback on analysis, alternatives, and decisions

INVOLVE



Work directly with the public to ensure that public concerns are understood and considered

COLLABORATE



Partner with the public in each aspect of the decision, development of alternatives, and preferred solutions

EMPOWER



Place final decision-making in the hands of the public

Desired Outcome

Keep the public informed

Keep the public informed, acknowledge concerns, and provide feedback on how public input influenced the decision

The public's concerns are directly reflected in the development alternatives

Look to the public for advice and innovation in formulating recommendations and solutions

Public's ideas will be implemented

No “Best Practices”

Every community is different: let’s discover the best way to talk about Lincoln Beach!





Vision to...



... Reality

The background features a repeating pattern of abstract shapes. It includes bright yellow trapezoids and rounded rectangles, light green rounded rectangles, and orange semi-circles. The shapes are arranged in a staggered, grid-like fashion.

Your Vision



We are not starting from scratch

- **2000** Plan (City of New Orleans)
- **2008** Unified New Orleans Plan (UNOP) (City of New Orleans)
- **2010** Plan for the 21st Century - New Orleans 2030 (City of New Orleans)
- **2021** Site Assessment (City of New Orleans, Digital Engineering)
- **2022** Community Visioning Workshops (New Orleans for Lincoln Beach)

2023: \$24.6 million in Funding committed to Lincoln Beach Redevelopment

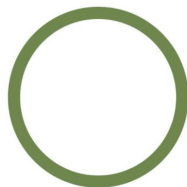
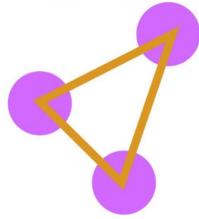
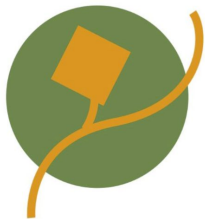
- **Ongoing** “Quick Open Plan” (City of New Orleans, Digital Engineering)
 - **Ongoing** Redevelopment Plan (City of New Orleans, Sasaki)
- } **Coordination**

Community Vision Report (New Orleans for Lincoln Beach)

Design Principles

Based on our analysis and all of the community inputs, a few key principles and priorities emerge

1. Protect the waterfront as a sacred and historic space.



2. Pathways and public spaces feel as if they are set amongst trees and wetland areas. The site should still feel forested.

3. Activities occur in distinct zones connected by pathways and trails. Activities support play, learning, growth, health, and collective well-being.

4. Each person is a steward of the land and water, and relationships between humans and other species.

5. Hayne Blvd. is an important part of the redevelopment of Lincoln Beach, and of New Orleans East as a whole.

SHARED VALUES: *What values should guide the reopening of Lincoln Beach? These came out of the initial stories and values dinner. We used them in the community visioning events that followed to guide design and analysis.*

UNITY

Safety/Security
Fight gentrification
Accessibility
No exclusion/No corruption

PROSPERITY

Economic Development
Seafood/Market
Thriving Community

BEAUTY/NATURE

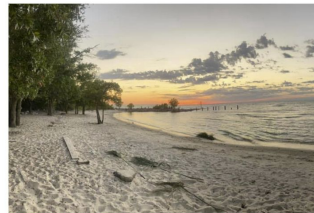
Clean water
Sand/Breeze
Ecosystem

FUN

Swimming
Sports/Recreation
Music

RELATIONSHIPS

Peace
Life/Love/Youth
Ancestry/History
Spirituality/Gods
Family/Respect



Present



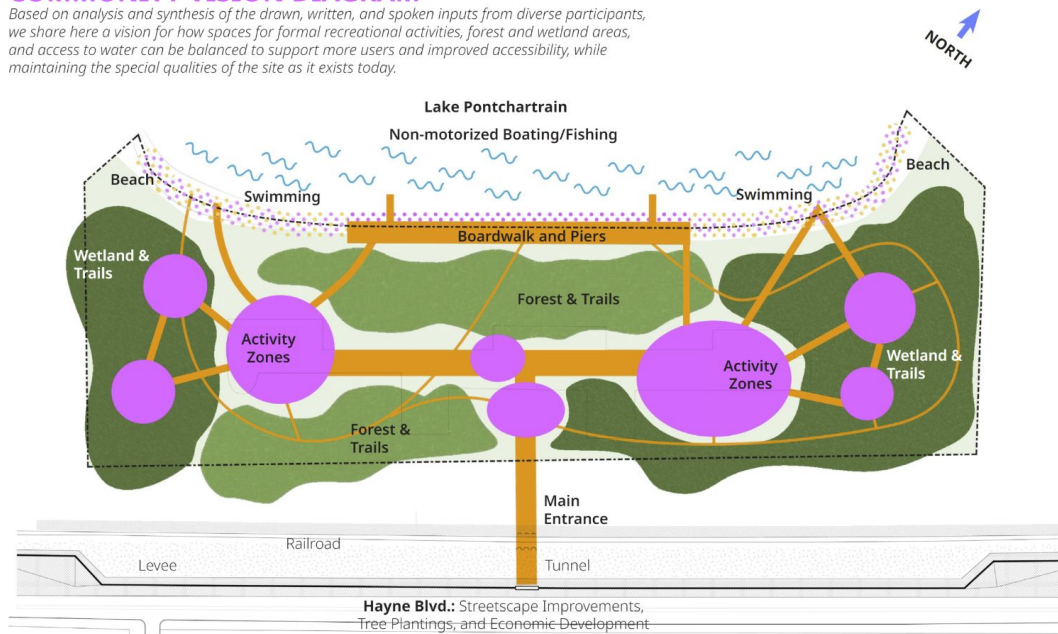
Past

A key tension emerges from the many voices that spoke at the community visioning events, between keeping the wilder, less developed aspects of the beach as it exists today and building towards the more formal, developed space that it once was.

Community Vision Report (New Orleans for Lincoln Beach)

COMMUNITY VISION DIAGRAM

Based on analysis and synthesis of the drawn, written, and spoken inputs from diverse participants, we share here a vision for how spaces for formal recreational activities, forest and wetland areas, and access to water can be balanced to support more users and improved accessibility, while maintaining the special qualities of the site as it exists today.



This drawing is based on participant drawings and survey responses and uses the design principles identified on the previous spread. Most participant drawings kept formal activities away from the beach, to preserve access to water and open vistas as much as possible.

Determination of the exact activities and structures that will make up the beach will come out of the formal master planning process and further community engagement, but this diagram shows how the values articulated through the community visioning process can take shape.

Activity Zones
Areas for active programming are carved out of the existing forest and wetland areas. These can include soccer, skating, camping, education/visitors/community center, museum, stage, amitheater, festival grounds, arts/farmers market, vendors, food trucks, agriculture production, community gardens, gathering/picnic areas. Structures can be closed up or moved out of harm's way in advance of hurricanes and storm surge.

Circulation
Pathways connect the entry area to activity zones and to the waterfront. Trails provide secondary connections between activity zones and support exploration of forest and wetland habitats. A boardwalk and piers improve access to the water.

Forest and Wetlands
Large green spaces ensure that the forested quality of the site as it exists today is not lost with redevelopment. Forests and wetlands support increased biodiversity as well as sustainable water management. They also serve as a buffer from storm surge.

Beach
Good access to the water for all New Orleanians is of utmost importance. The beach is a spiritual space for quiet, reflection, and healing.

It is also a recreational space for swimming and water sports such as sailing, canoeing, kayaking, and fishing.

“Quick Open” Plan (Digital Engineering)

- Infrastructure Improvements

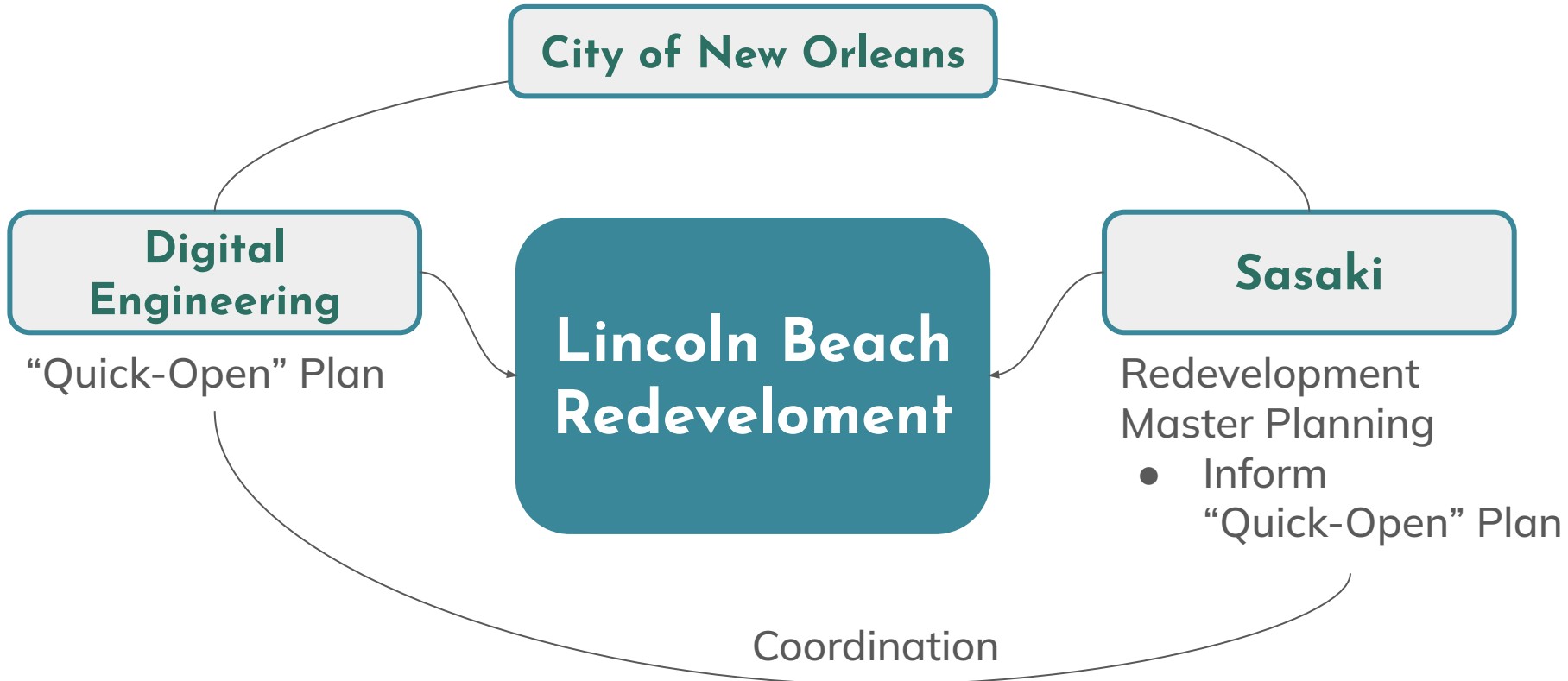
- Water and sewer utility design
- Structural rehabilitation of pavilions and perimeter walls
- Shoreline stabilization and waterfront structures basis of design
- Hayne Blvd Crossing (Traffic analysis and at-grade pedestrian improvements)
- Parking Lot
- Cultural Resources Assessment
- Geotechnical Investigations (boring & samples) for all components

- Coordination with the Redevelopment Plan

- Inform the Design of Basic Infrastructure (utility demands and aesthetics)

GOAL:

Establish the basic infrastructure needed to allow for the redevelopment of Lincoln Beach and enable the vision of the Redevelopment Master Plan



City of New Orleans

Digital Engineering

"Quick-Open" Plan

Lincoln Beach Redevelopment

Sasaki

Redevelopment Master Planning

- Inform "Quick-Open" Plan

Coordination



Bonnet Springs Park, Lakeland Florida (Sasaki)

What Makes a Great Waterfront Destination?



Corpus Christi North Bayfront Park, Texas (Sasaki)



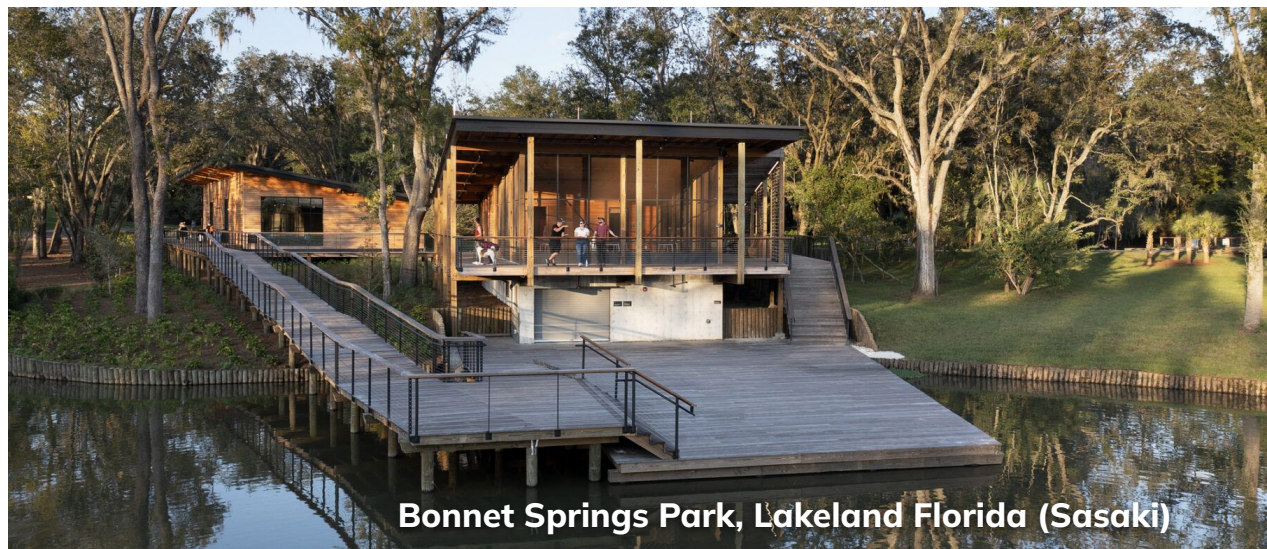
Losner Park, Florida (Sasaki)



**The Bay, Sarasota Florida
(Sasaki - Master Plan, Agency - Phase 1)**



Wilmington Waterfront Promenade, Los Angeles California (Sasaki)



Bonnet Springs Park, Lakeland Florida (Sasaki)

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Initial Explorations

What we have explored to date

- The Site's History
- Historic Pattern Language
- The Cultural Context
- Existing Neighborhood Assets
- Remaining Structures and Site Organization
- Sea Level Rise
- Regional Connectivity

What we will analyze next!

- Landscape Health and Patterns
- Hydraulics and Hydrology
- Infrastructure Demands and Constraints
- Topography and Flood Impacts
- Economic Impacts and Programmatic Context

Initial Explorations

History

*We want to hear
your memories!*

**Existing
Conditions**

*We want to hear
your experience!*

Future Vision

*We want to hear
your aspirations!*

HISTORICAL TIMELINE



De Jure Segregation

De Facto Segregation

1939:
FIRST BATHHOUSE
BUILT ON LINCOLN BEACH

1954:
LINCOLN BEACH
OFFICIALLY OPENS

1964:
CIVIL RIGHTS ACT OUTLAW
SEGREGATION, TRIGGERS
CLOSING OF LINCOLN BEACH

1984:
NEW ORLEANS CANAL CO. FILES
FOR BANKRUPTCY; LINCOLN BEACH
RETURNED TO LEVEE BOARD

1997-99:
CITY-LED EFFORT
TO RENEW
LINCOLN BEACH

2020:
NEW ORLEANS FOR
LINCOLN BEACH FOUNDED

**HELP US PLAN FOR
THE FUTURE!**

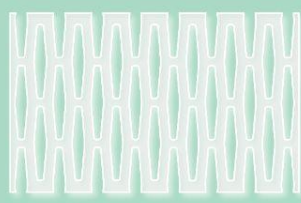




PAVILION CONCRETE
STRUCTURE



CANOPY PRECAST
COLUMN

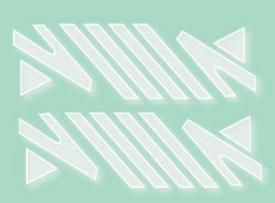


POOL DECK
PRIVACY SCREEN

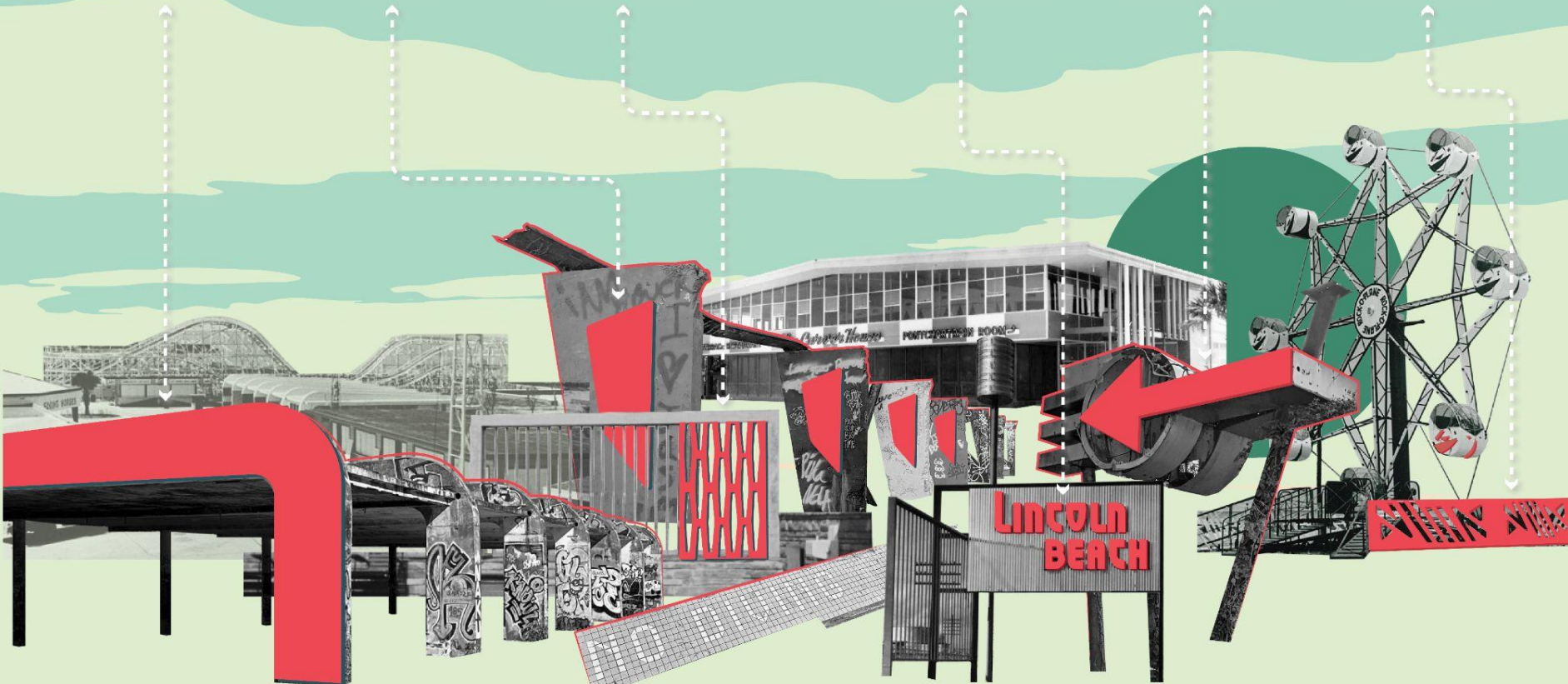
LINCOLN BEACH

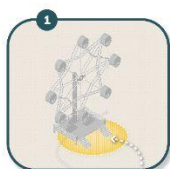


PARKING SIGNAGE
ARROW & DESIGN

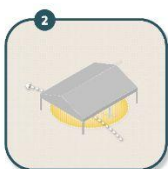


FERRIS WHEEL
SUPER GRAPHICS





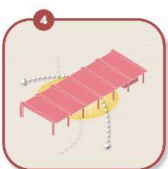
1
ROCK-O-PLANE
FERRIS WHEEL



2
UNKNOWN
STRUCTURE #1



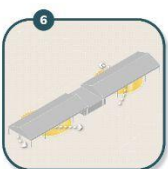
3
LINCOLN BEACH
PARKING SIGNAGE



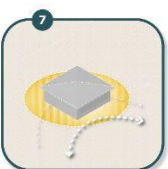
4
SHELTER PAVILION



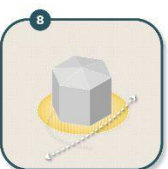
5
UNKNOWN
STRUCTURE #2



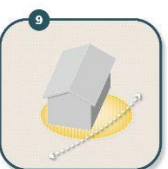
6
UNKNOWN
STRUCTURE #3



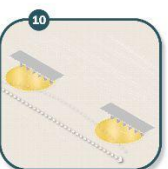
7
UNKNOWN
STRUCTURE #4



8
UNKNOWN
STRUCTURE #5



9
UNKNOWN
STRUCTURE #6



10
DROP OFF CANOPIES



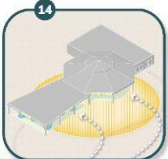
11
THE CARVER HOUSE



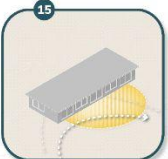
12
POOLS, POOLHOUSE &
WATER FILTRATION CENTER



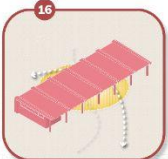
13
LINCOLN BEACH
ENTRY SIGN



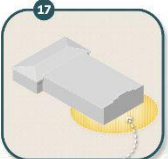
14
FLYING HORSES
& KIDDIE LAND



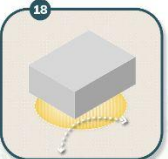
15
UNKNOWN
STRUCTURE #6



16
SHELTER PAVILION



17
UNKNOWN
STRUCTURE #7



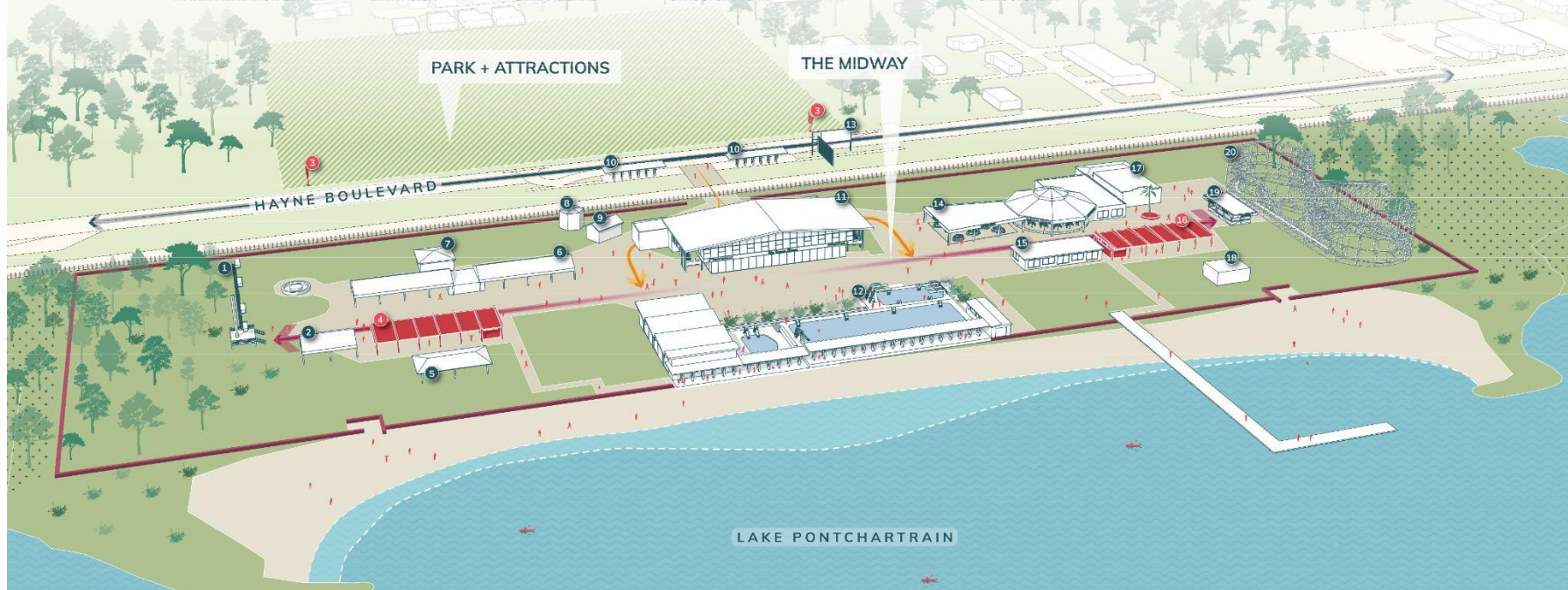
18
UNKNOWN
STRUCTURE #8




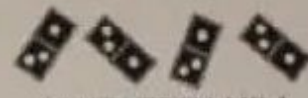

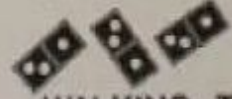
19
CONCESSIONS




20
ROLLERCOASTER



Lincoln Beach
 AIR LITS - \$1.00 PROUDLY PRESENTS CHILDREN - 50¢

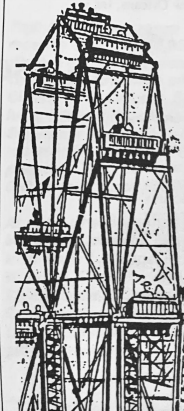
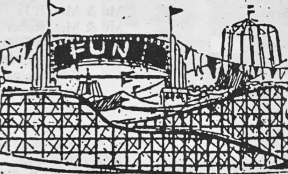
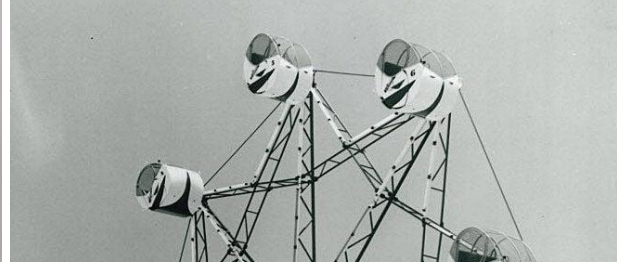
Fats 
 I'M WALKIN'

 BLUEBERRY HILL

 AIN'T THAT A SHAME

 WALKING TO NEW ORLEANS

Domino
 8 P.M. THURSDAY 8 P.M.
JULY 21, 1960




PLAN A GRAND AND GLORIOUS "FOURTH"
 At
LINCOLN BEACH
 "Million Dollar Playground of the South"
 FUN FOR THE YOUNG-AT HEART-DAY AND NIGHT
 Relax | Enjoy the | On Beautiful
 In Comfort | Cool Breeze | Lake Pontchartrain

Bring the Family
 Enjoy the Sights on LINCOLN BEACH

TONIGHT - INDEPENDENT THEATRES

HELLS ISLAND
 JOHN DEREK LYNN
 DIANA ANGEL
 AN APOLLO STORY

ANNAPOLIS STORY
 JOHN DEREK LYNN
 DIANA ANGEL

SEVEN ANGRY MEN

GRAND OPENING LINCOLN BEACH WEDNESDAY, JUNE 29
 South's Newest, Most Beautiful AMUSEMENT CENTER

Swim, Play, Have Fun at Fabulous Lincoln Beach Park. Riding, Games, Swimming in Lake or Modern Pools (3). Plenty of Picnic Space, Plenty of Parking. Come Prepared to Have Fun at Our Grand Opening.

FREE ENTERTAINMENT, FREE ADMISSION

Big Free Parking Area
 Big Free Refreshment Stand
 Big Free Picnic Area
 Big Free Restrooms
 Big Free First Aid Station
 Big Free Lost and Found
 Big Free Lost and Found
 Big Free Lost and Found

Special Attractions
 Roller Coaster
 Ferris Wheel
 Drop Tower
 Water Gun
 Water Gun
 Water Gun

Admission Building (over 1000 sq. ft.)
 Restrooms
 Picnic Area
 Parking
 Lake
 Pools
 Games
 Arcade
 Concessions

Operating by Lincoln Beach Corp., Belle d'Arche, President.
 1000 N. O. R. Blvd. in Little Woods, Just 10 Minutes from Downtown Road

PUBLIC SERVICE BUSES
 Stop at Lincoln Beach from Downtown Road and Gentry Boulevard
 Direct to Beach Station

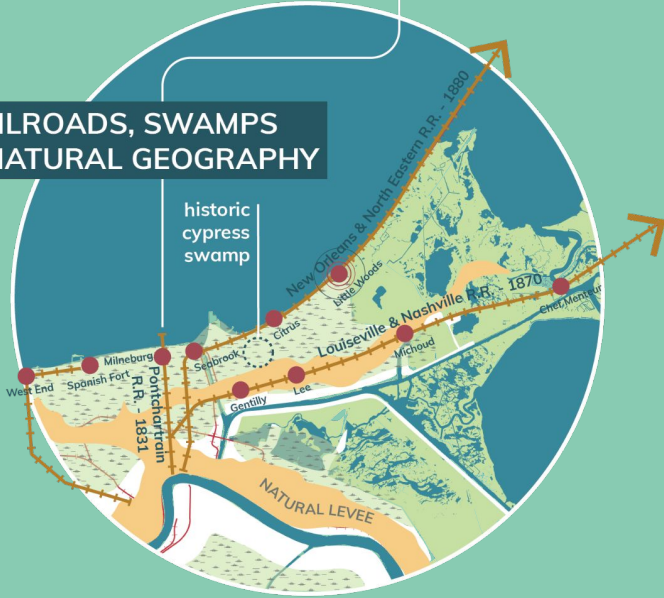
It's Mutual on WTPS Every Day



ENTERTAINMENT ON THE LAKESHORE

The lakeshore 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, Irma Thomas, The Drifters, and Nat King Cole.

RAILROADS, SWAMPS & NATURAL GEOGRAPHY



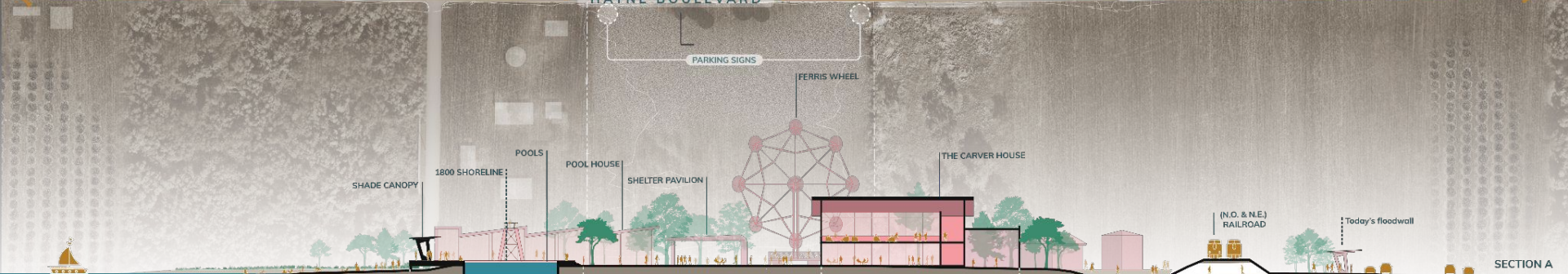
HISTORIC LAYOUT!



THE NEW ORLEANS & NORTH EASTERN RAILROAD



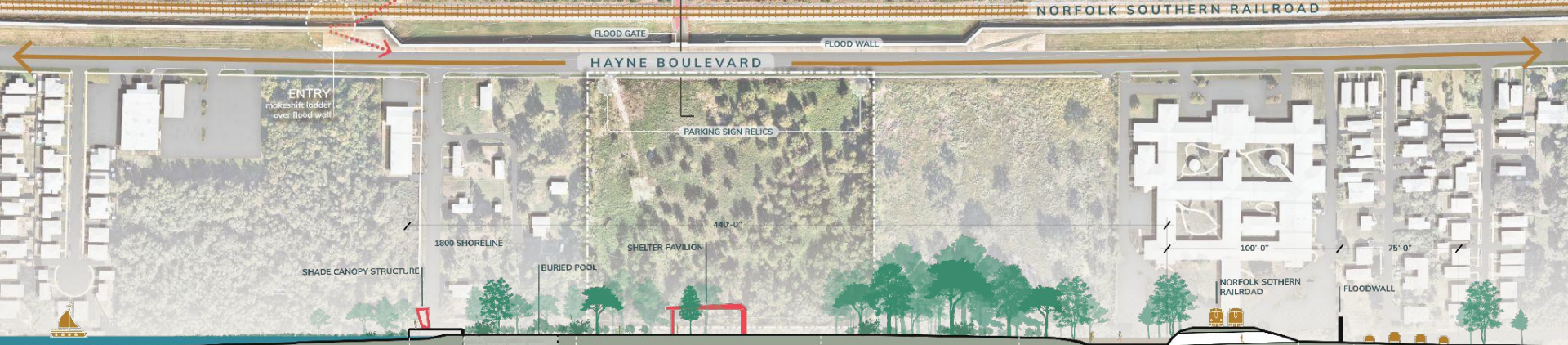
HAYNE BOULEVARD



SECTION A

LAKE PONTCHARTRAIN

EXISTING CONDITIONS!



LAKE PONTCHARTRAIN

BULK HEAD

MIDWAY

ENTRYWAY

TUNNEL

HAYNE BLVD

An aerial photograph of a coastal area. On the left, a large body of water with a light brownish-green hue meets a sandy beach. A long, narrow pier or breakwater extends from the land into the water. The land is covered with dense green trees and some residential buildings in the background. A callout box with a teal background and white text points to the beach area. The water in the foreground is a darker greenish-brown, separated from the beach by a rocky breakwater.

*Increased
Beach Access*

An aerial photograph showing a bridge under construction over a wide river. The bridge's steel framework is visible, with numerous wooden planks and beams scattered across the structure. The water is a murky greenish-brown. Below the bridge, a dense forest of trees with varying shades of green and yellow is visible. A teal callout box with white text is positioned in the upper left quadrant of the image.

***Preserve +
Celebrate History***



***Provide Amenities
in Open Space***



**Enhance Ecology
+ Resilience**

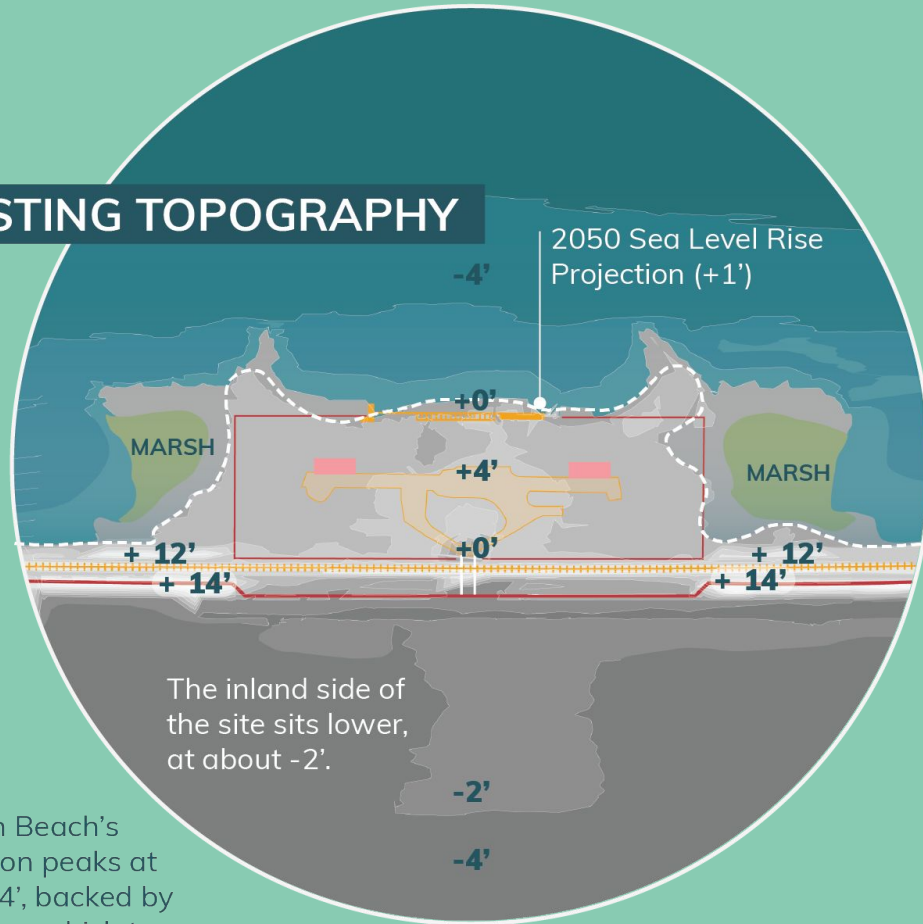




Utilizing Existing Assets



EXISTING TOPOGRAPHY



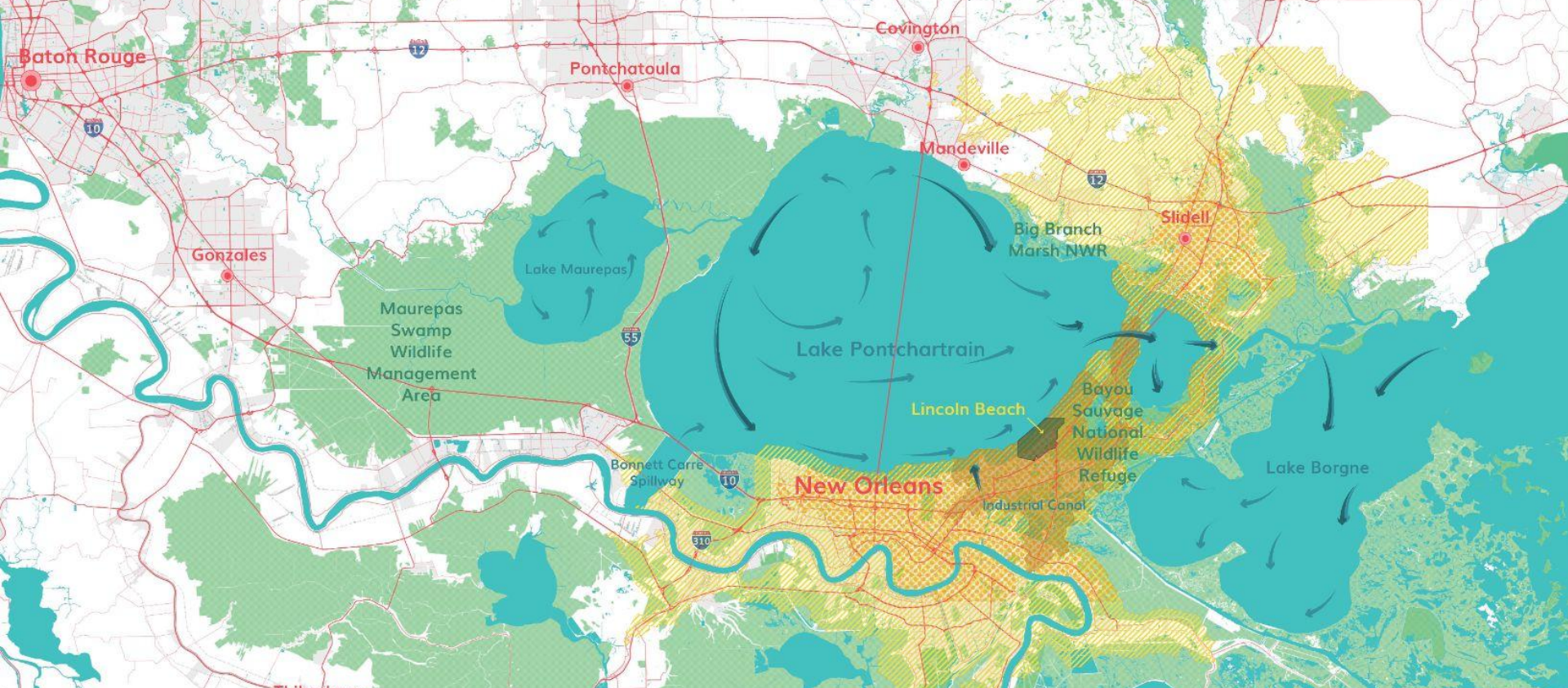
The inland side of the site sits lower, at about -2'.

Lincoln Beach's elevation peaks at about 4', backed by the levee which tops out at about 14'.

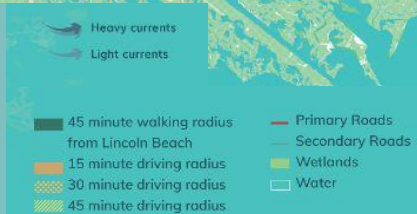
LITTLE WOODS NEIGHBORHOOD

- Food/Beverage
- Entertainment/Recreation
- Shopping/Retail
- Parks/Open Space/Sports
- Services
- Businesses
- Religious





A Regional Asset Rooted in New Orleans East





**Let's
Discuss**

We Want to Hear Your Ideas!

15 acre beach parcel



10 acre parking lot site



- Adaptive Reuse of Historic Structures
- New Programming
- Waterfront Access
- Nature & Ecology

For the first 2 acres:

- “Quick-open” parking lot plan

For the other 8 acres:

- We want to hear from you!

Stay Informed



A recording of the presentation
and PDF's of the Boards will be
posted on our project website:

LincolnBeach.nola.gov

**OUR NEXT MEETING WILL BE IN
EARLY SPRING!**

Questions? Email
LincolnBeach@nola.gov

