

# City Park: What's Ahead

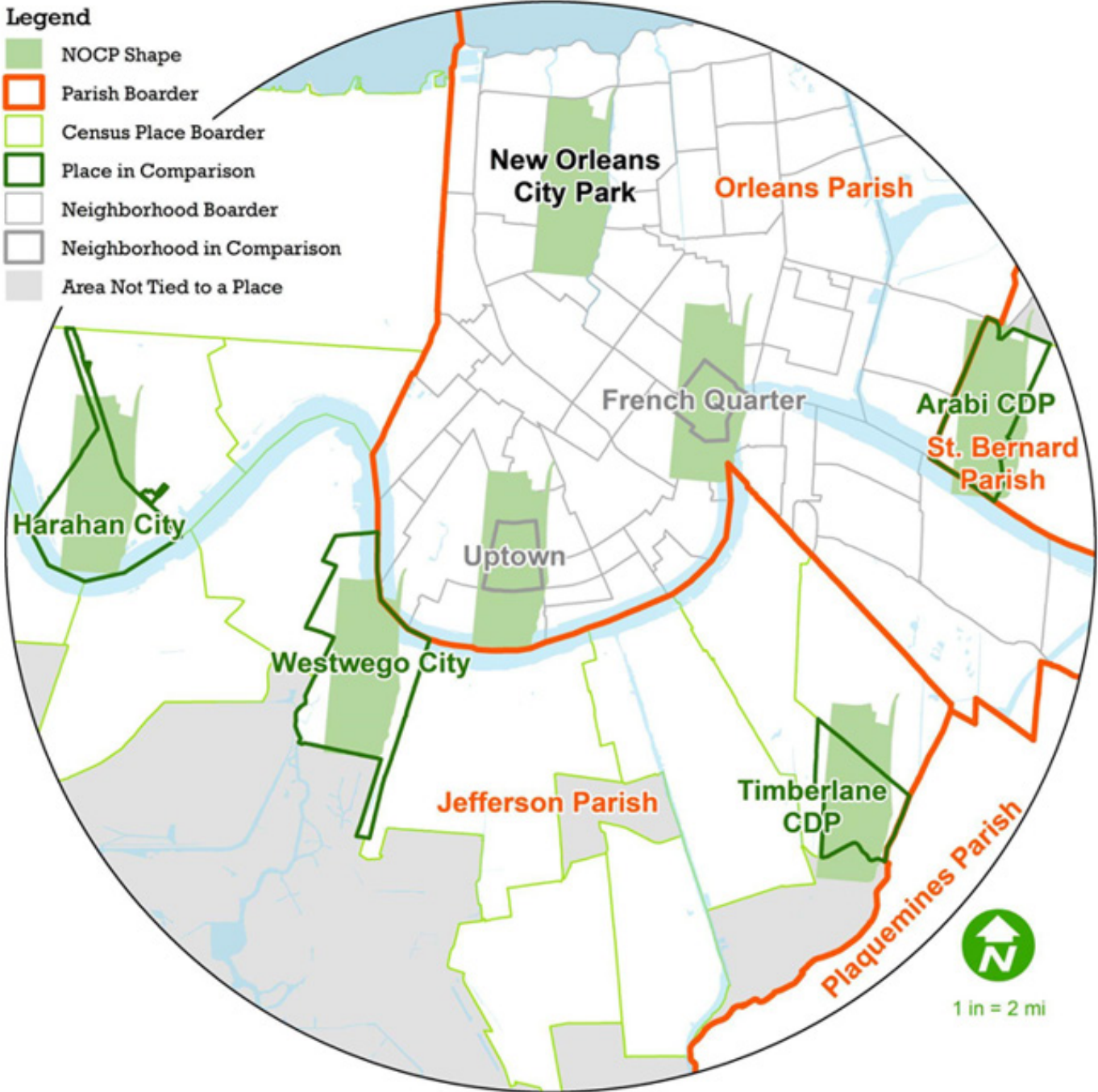


**CITY PARK**  
CONSERVANCY

## About City Park: KEY STATS

- **131** Budgeted Full-time Employees
- **~200** Part-time or Seasonal Employees
- **13** Departments
- Annual Budget **\$25M**
- Highest Generating **Revenue Sources:** Catering/Events, Celebration in the Parks, Parks Millage
- Operating at a **Loss:** Administration, Grounds and Maintenance, Police, Carousel Gardens, Botanical Gardens

# About City Park: URBAN PARK OR SMALL CITY?



## About City Park: STATE AGENCY CHALLENGES

- Limited Benefits – No Pension, No Operating Support, No Insurance Support
- Did Not Receive Annual State Support
- Fundraising Limitations
- Procurement Limitations
- Inability to Invest Funds
- Significant Bureaucratic Reporting Burden
- Public Perception/Confusion

## About City Park: THE CPC MODEL

- CPIA created 501c3 (City Park Conservancy - CPC) to oversee park operations and capital projects
- CPIA remains as state agency, contracting CPC for operations and maintenance
- All 300+ employees transferred to CPC
- Friends of City Park merged with CPC

**“ONE CITY PARK”**

# The Conservancy Model: IMMEDIATE IMPACT



Investment income



Streamlined management and operations



Improved procurement



Ability to fundraise + lobby

## The Master Plan: WHY NOW?

- Required by law
- Ad-hoc decision making
- Competing needs
- Improve resiliency
- Improve the visitor experience
- Check-in with the community: what do the people want?
- What about something even **BOLDER?**

## The Master Plan: WHAT DID WE LOOK FOR?

- Repeated experience in large urban parks
- Diverse team
- Range of styles (passive vs/active)
- Authentic public engagement
- Stormwater expertise
- 'Wow' factor



## Past Project Surveys



- City of New Orleans Park Plan 2023
- Wisner Tract Master Plan 2019

## Opportunities for Interaction Today

### **1. Q&A at End of Presentation**

Write your questions on the flash cards and hand them off to a project team member.

### **2. One-on-one Conversations with Project Team Members**

Search for people with the bright green name tags.

### **3. Submit Written Questions**

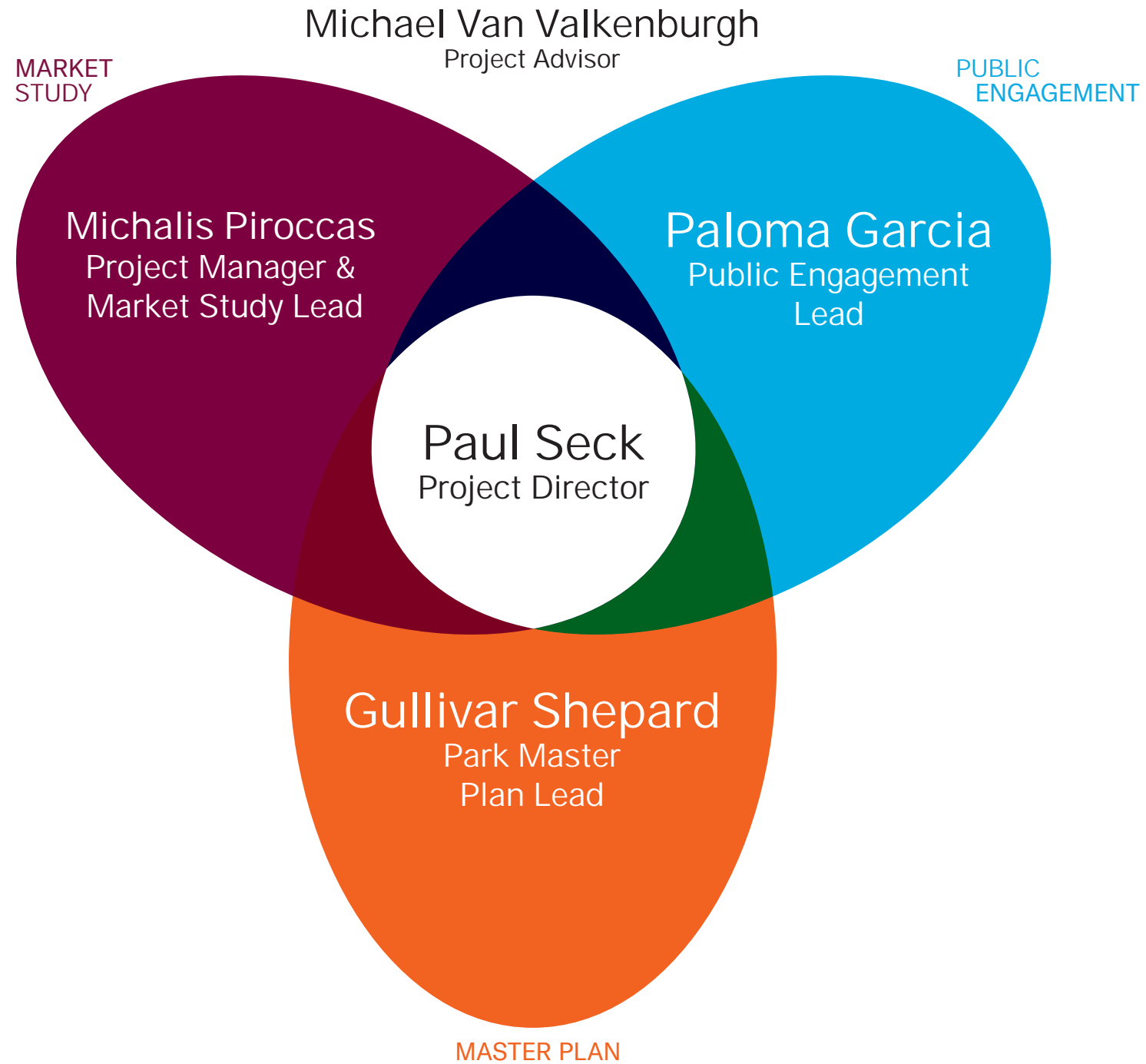
Stop by the Feedback Station or mail us a postcard with your comments later.

A photograph of a person walking a dog on a paved path through a large, mature tree in a park. The scene is overlaid with a warm orange color. The text is positioned in the upper left corner.

# City Park Master Plan New Orleans

## Public Meeting # 1 27 September 2023

# MVVA Team



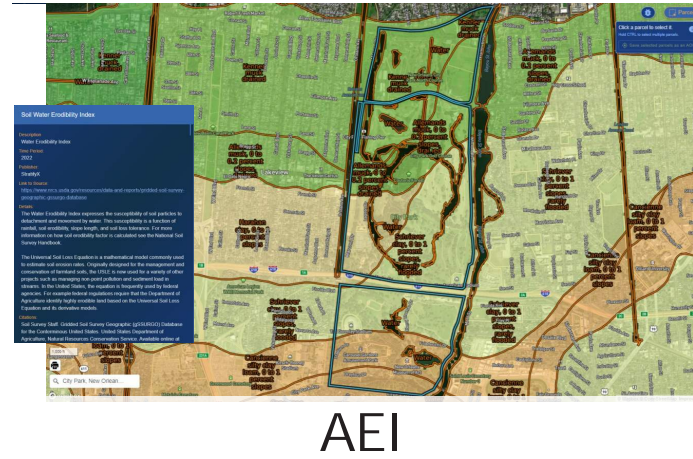
# A Design Team with Local and National Expertise



LimnoTech



Stantec



AEI



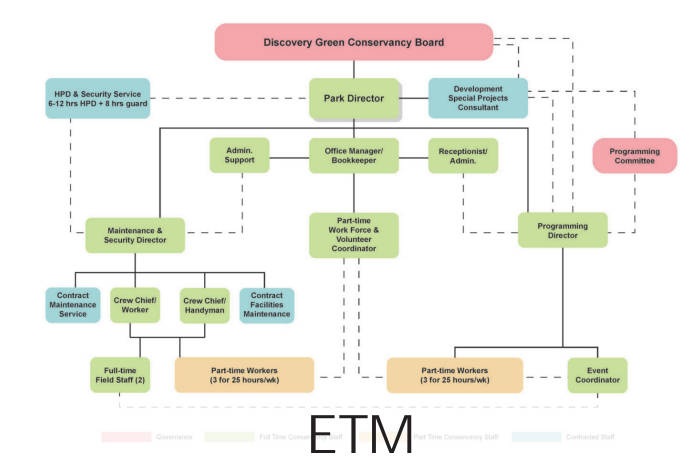
The Hawthorne Agency



OPEN



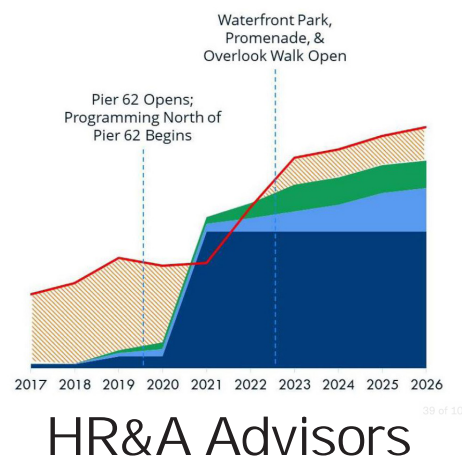
Activitas



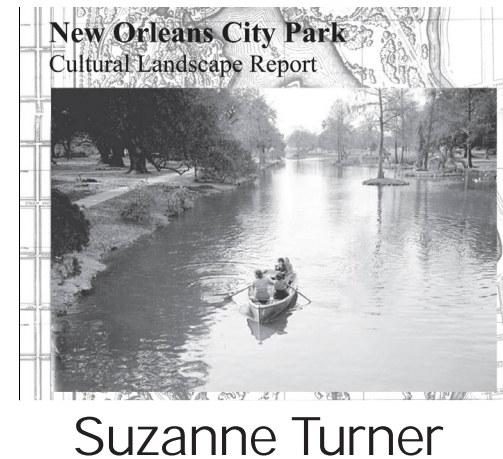
ETM



Attractions MG



HR&A Advisors



Suzanne Turner

| # | DETAIL   | QTY   | UNIT | RATE      | TOTAL        |
|---|--|-------|------|-----------|--------------|
| 1 | WORK TO EXISTING LIBRARY "LEGACY" BUILDING OPTION 1 - EXTENSIVE WORK INCLUDING RELOCATING TO ADJACENT SITE |       |      |           | \$ 3,799,409 |
|   | Gross Floor Area (Assumed)   |       |      |           |              |
|   | Basement   | 1,525 | SF   |           |              |
|   | Ground   | 1,525 | SF   |           |              |
|   | Attic  | 300   | SF   |           |              |
|   | Total  | 3,350 | SF   |           |              |
|   | FOUNDATIONS  |       |      |           |              |
|   | Provide new basement construction and footings at new location   | 1,525 | SF   | 300.00    | 457,500      |
|   | UPPER FLOOR/ROOF CONSTRUCTION  |       |      |           |              |
|   | Allow for remedial works at all retained upper floors and roof   | 3,550 | SF   | 20.00     | 71,000       |
|   | EXTERIOR ENVELOPE  |       |      |           |              |
|   | New Roof - Slate, assuming existing structure is OK  | 1,525 | SF   | 80.00     | 122,000      |
|   | New windows, historic reproduction - allow   | 2,025 | SF   | 125.00    | 253,125      |
|   | Existing masonry walls - repair/repaint  | 2,025 | SF   | 50.00     | 101,250      |
|   | Allow for repairs and repaint wood trim  | 2,025 | SF   | 25.00     | 50,625       |
|   | INTERIOR FIT OUT   |       |      |           |              |
|   | Interior Construction  | 3,550 | SF   | 40.00     | 142,000      |
|   | Finishes   | 3,550 | SF   | 50.00     | 177,500      |
|   | Stairs - Allowance to repair, NEW FLIGHT TO NEW  | 1     | LS   | 50,000.00 | 50,000       |
|   | BASCHBIT   |       |      |           |              |
|   | Concrete - Not required  | 1,525 | SF   | 0.00      | 0.00         |
|   | Paint  | 1,525 | SF   | 30.00     | 45,750       |
|   | Other  | 1,525 | SF   | 30.00     | 45,750       |

Dharam Consulting

# MVVA Master Plans



Brooklyn Bridge Park  
New York  
(85 acres)



Port Lands Flood Protection  
Toronto  
(330 acres)



CityArchRiver  
St. Louis  
(91 acres)

# MVVA Master Plan: Brooklyn Bridge Park



1990



2021





# MVVA Master Plan: Port Lands Flood Protection



Base Flow



Regulatory Event



# MVVA Master Plan: CityArchRiver







# Why We Are Doing a Master Plan

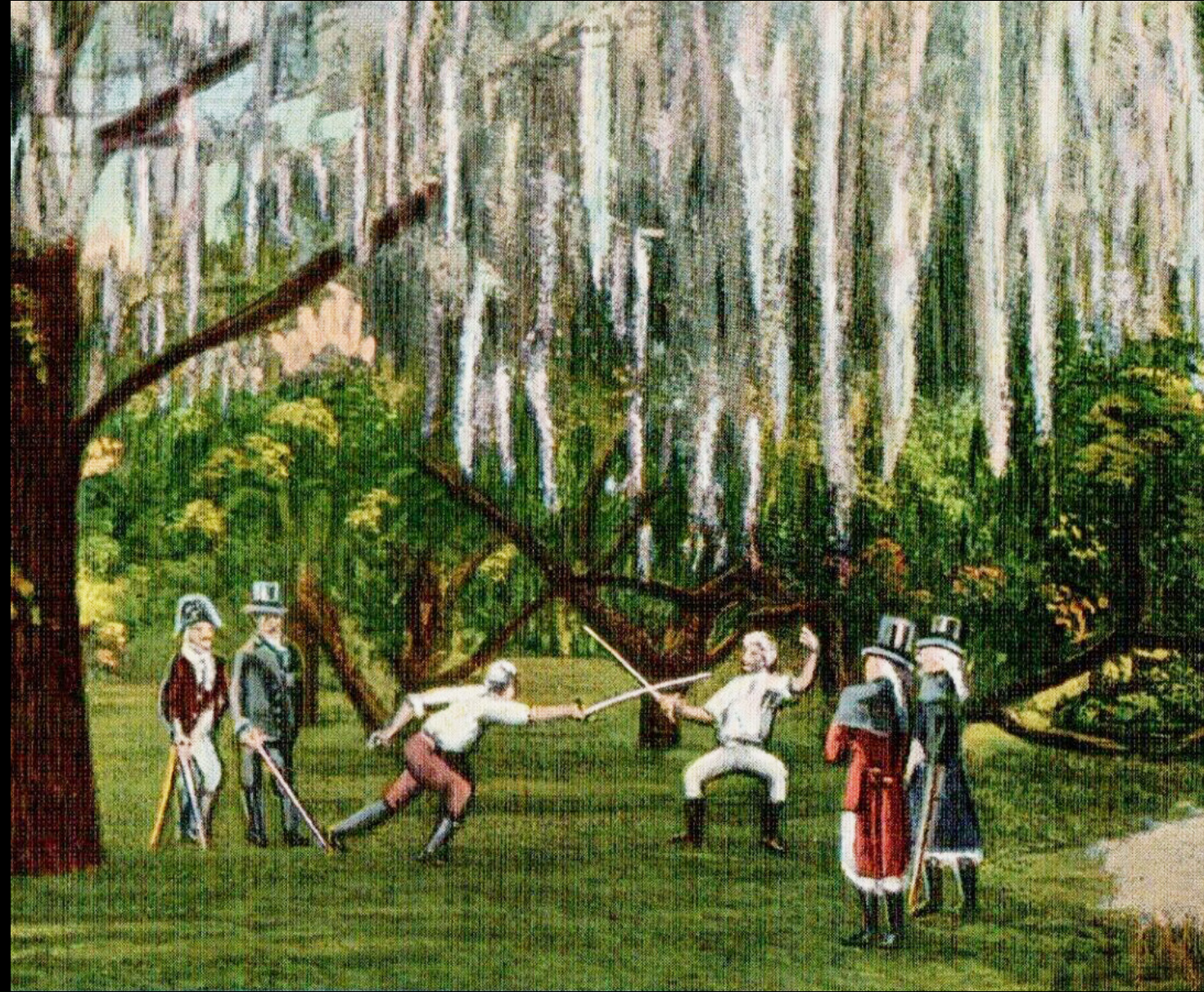


PARKS ARE **UNIQUE PLACES** IN THE **WORLD**



PARKS ARE **NOT FROZEN IN TIME**, THEY **CHANGE CONTINUALLY**

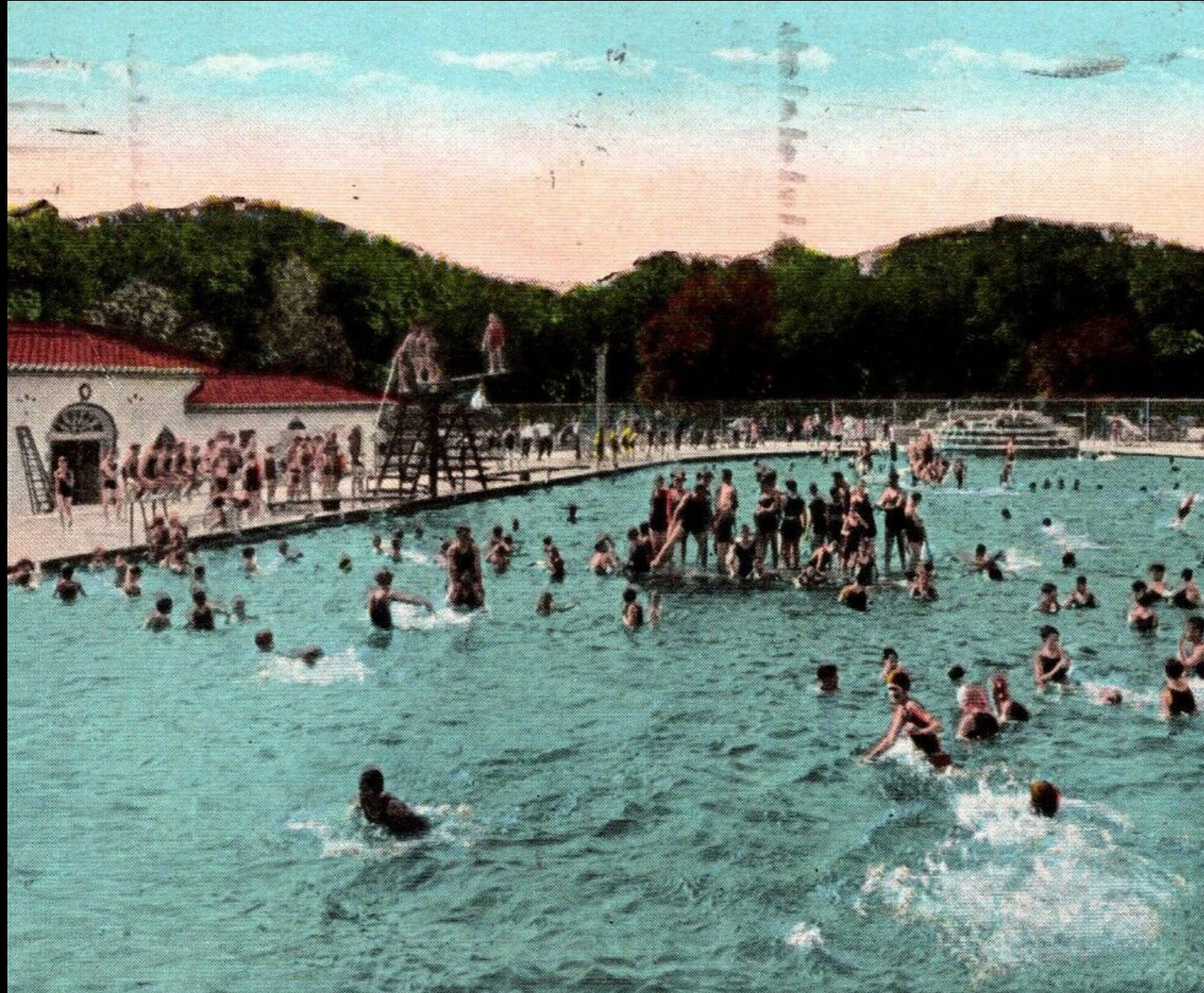




CITIES **EVOLVE**, AND PARKS **CHANGE**



A PARK'S MASTER PLAN LOOKS AT **HISTORY**, CONSIDERS THE **PRESENT**,  
AND IMAGINES THE **FUTURE**



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AND IMAGINES THE **FUTURE**



PLACES TO **ESCAPE** IN A CITY



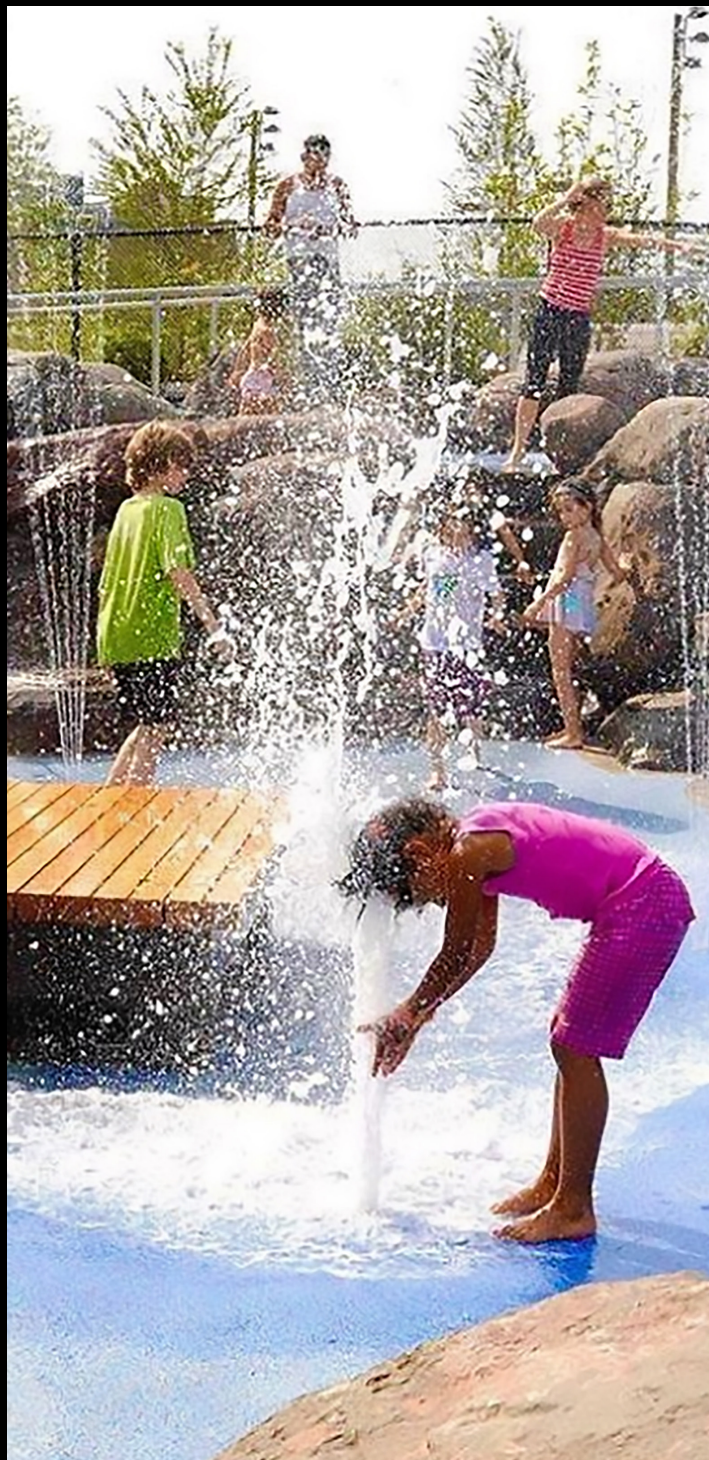
PLACES FOR **HIGHSCHOOL** AND **COLLEGE ATHLETICS**



PLACES FOR **PEOPLE** TO COME **TOGETHER**



THE CITY PARK MASTER PLAN WILL **EXPAND NIGHT TIME USE**



THE CITY PARK MASTER PLAN WILL **WELCOME ALL**





**TRANSFORMING** A BELOVED PARK TO **SERVE EVERYONE**

# What Parks Can Do for Cities



**SUPPORT** URBAN LIFE



CREATE PLACES FOR **ASSEMBLY**



OFFER PLACES FOR **DELIGHT**



ENCOURAGE US TO **PLAY**



WELCOME **FAMILIES**



OFFER A CHANCE TO **UNWIND**

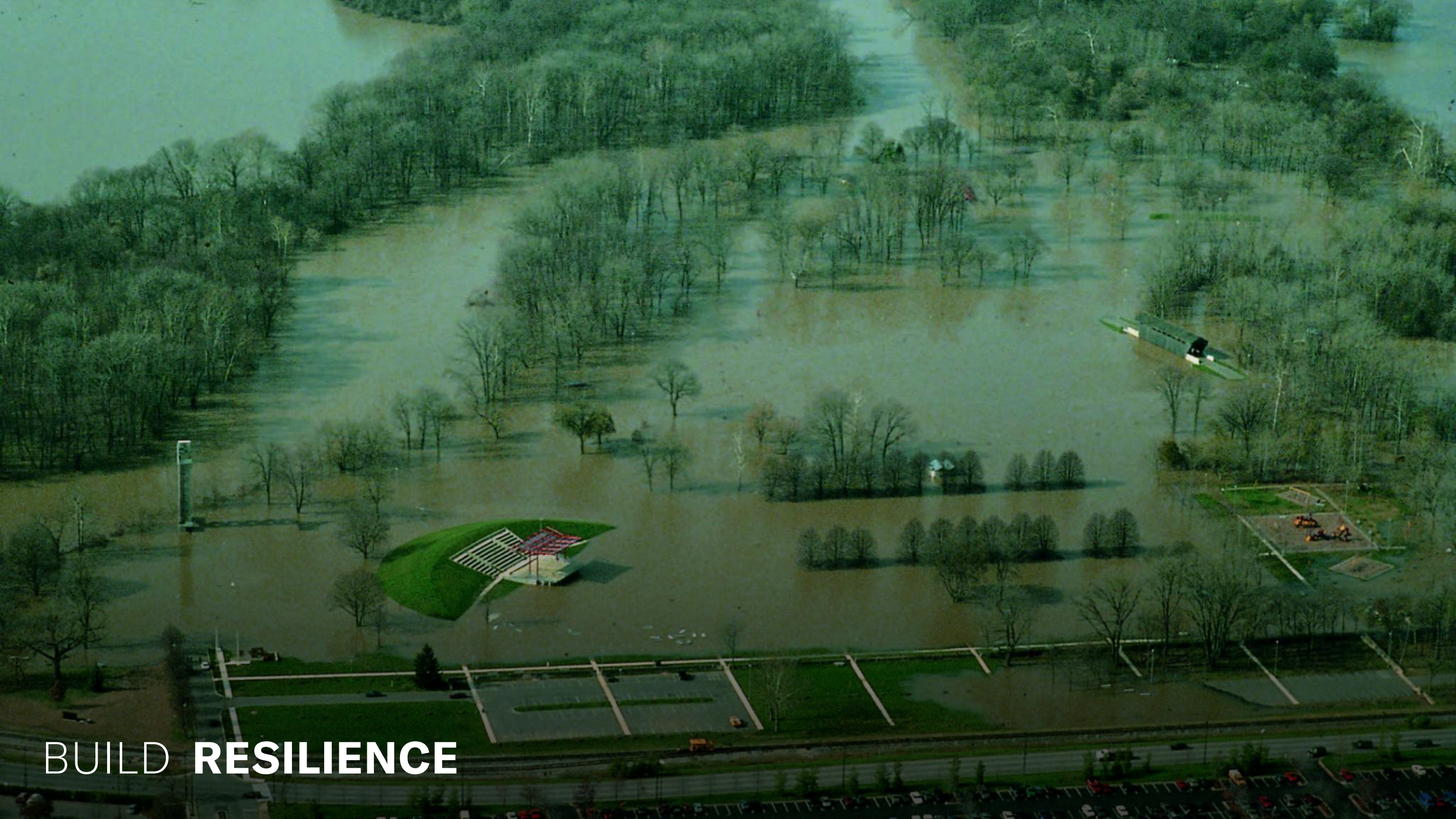




**EMBRACE HISTORY**



**BUILD RESILIENCE**



**BUILD RESILIENCE**



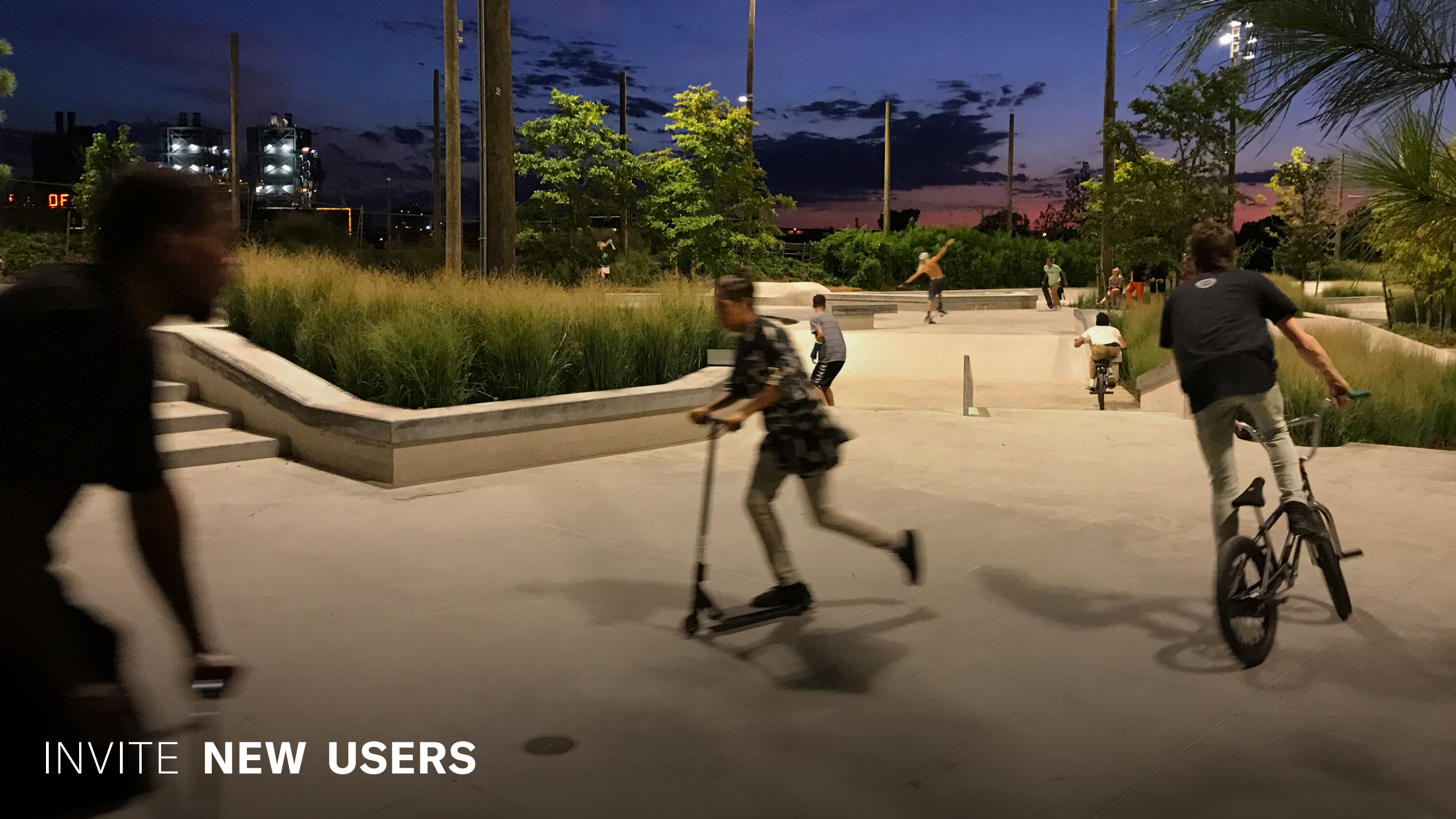
**CONNECT US WITH NATURE**



ENABLE US TO **GATHER**



PROVIDE PLACES FOR **SO**CIALIZING



**INVITE NEW USERS**

What  
ground  
look like.  
Are you  
excited  
about?  
😊  
😊



EMBODY THE **COMMUNITY'S** ASPIRATIONS



# City Park Master Plan Process



# Master Plan for CITY PARK: Layered Approach



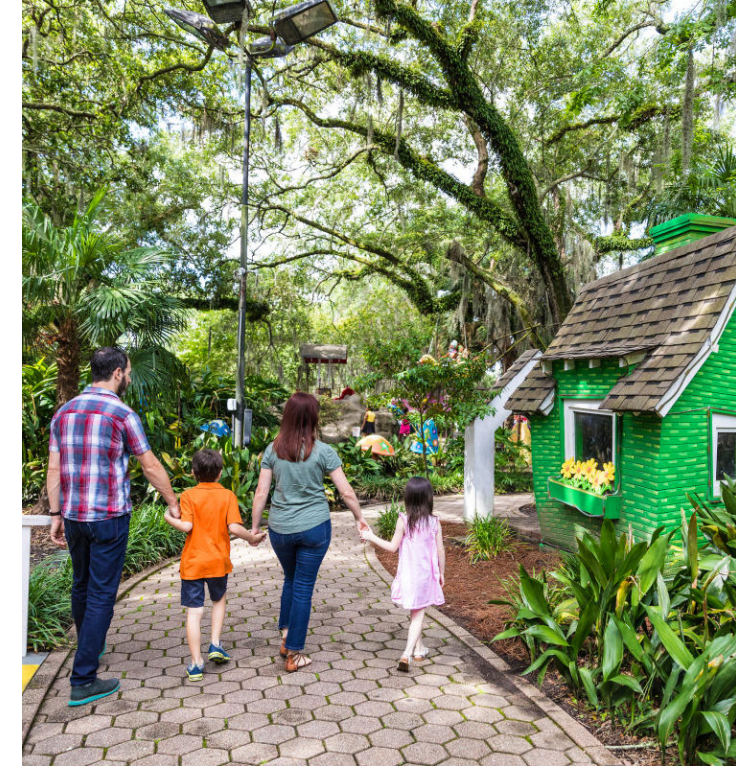
Circulation & Access



Lagoons, Lakes & Water



Landscape Types



Destinations, Traditions, & Programming

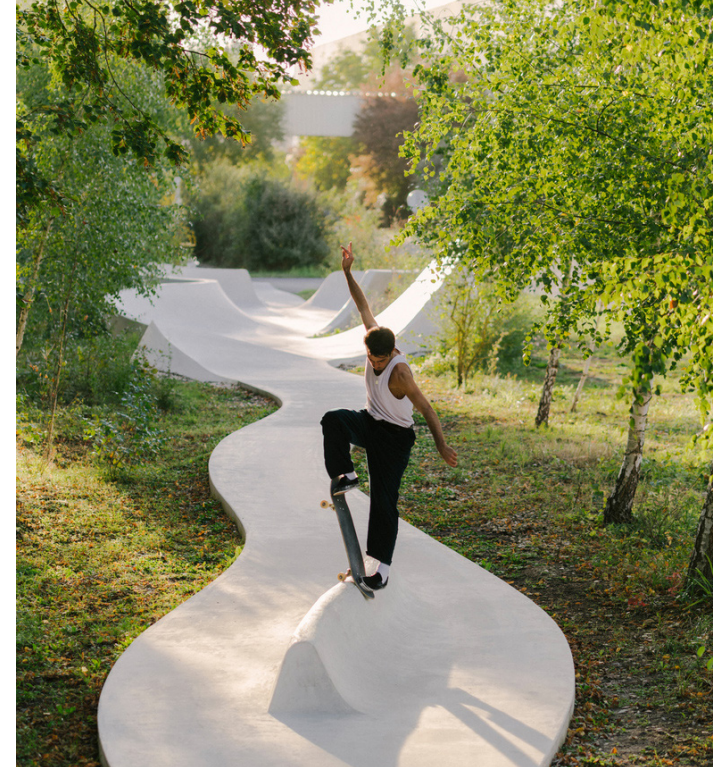
# Master Plan for CITY PARK: Layered Approach



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Lagoons, Lakes & Water



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# Master Plan for CITY PARK: Layered Approach

Destinations,  
Traditions, &  
Programming

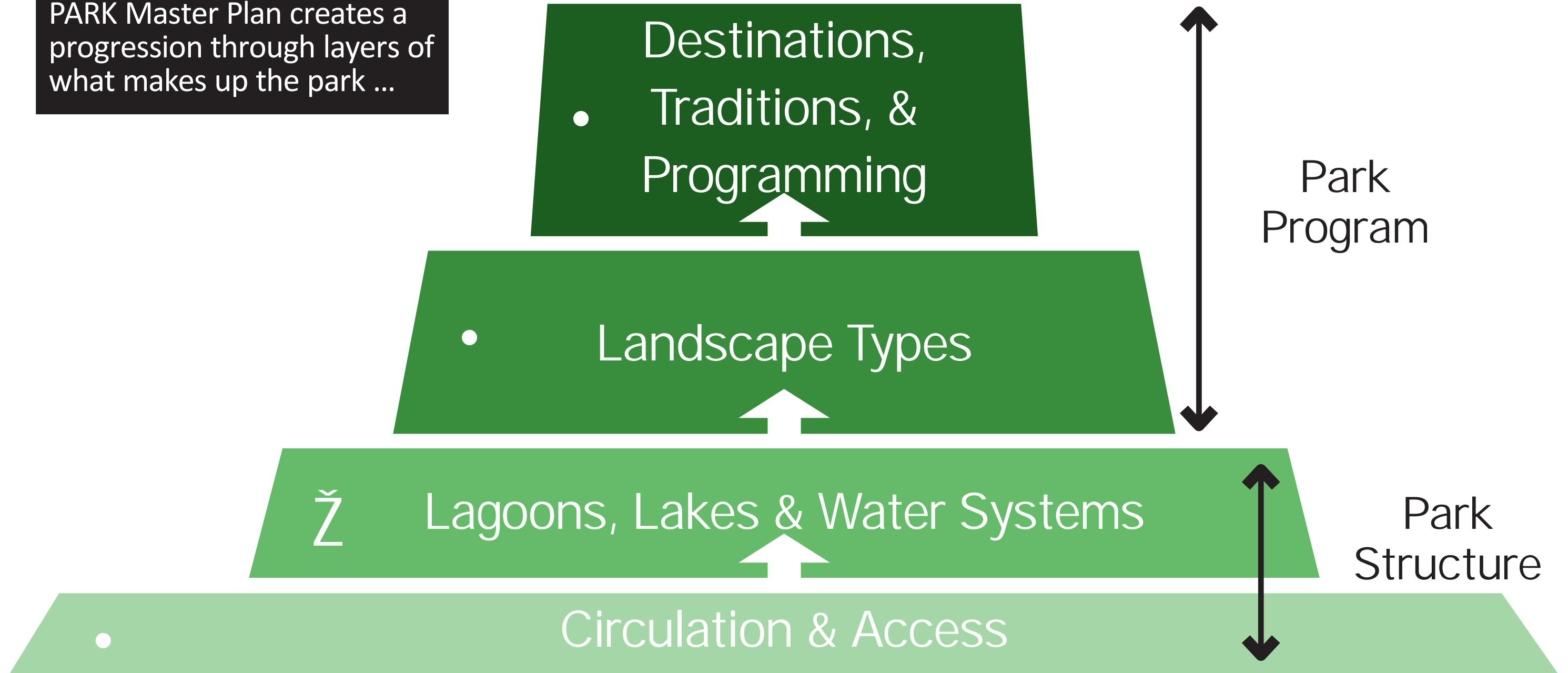
Landscape Types

Lagoons, Lakes & Water Systems

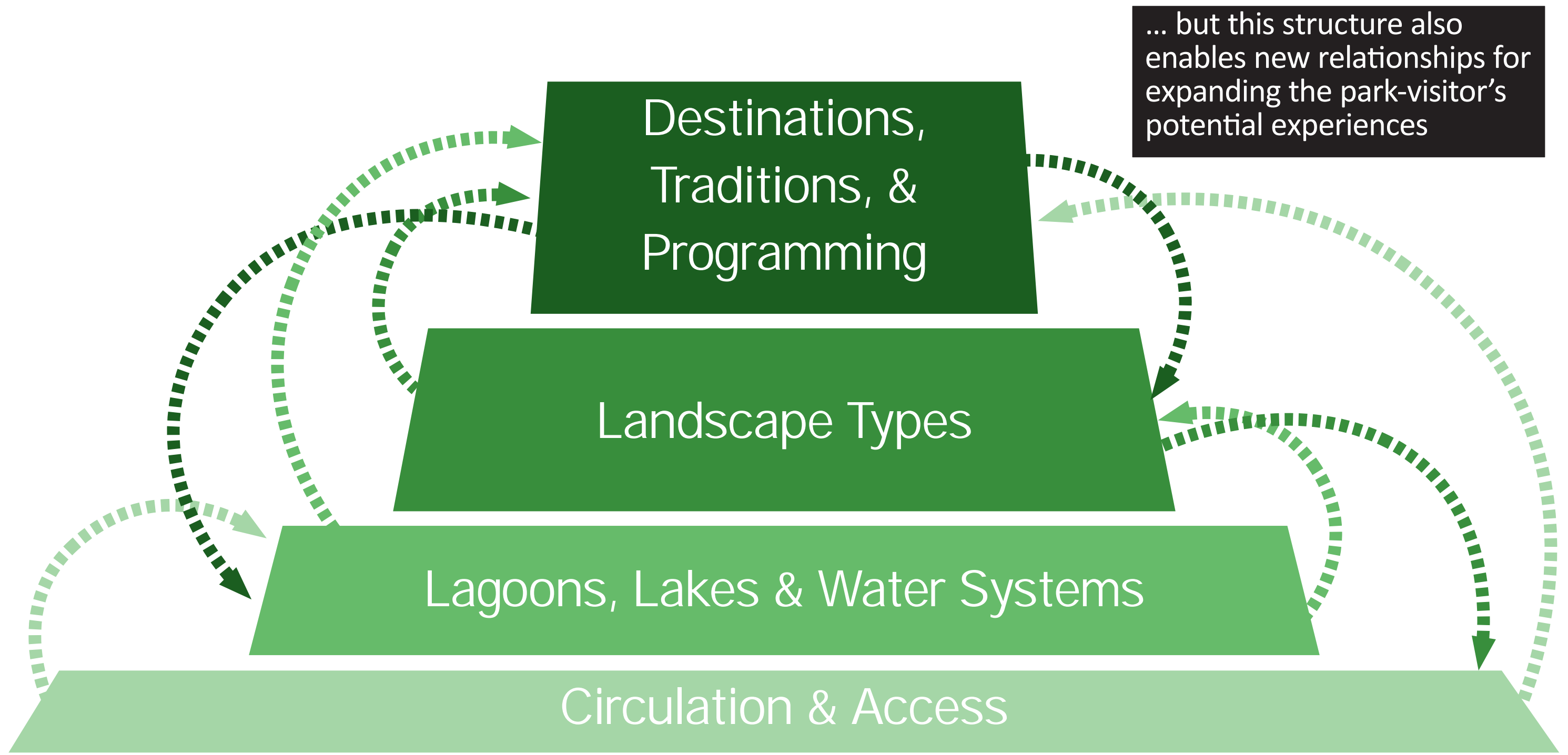
Circulation & Access

# Master Plan for CITY PARK: Layered Approach

The structure for the CITY PARK Master Plan creates a progression through layers of what makes up the park ...



# Master Plan for CITY PARK: Layered Approach



# The Experience of These Layers is What Makes Parks Unique

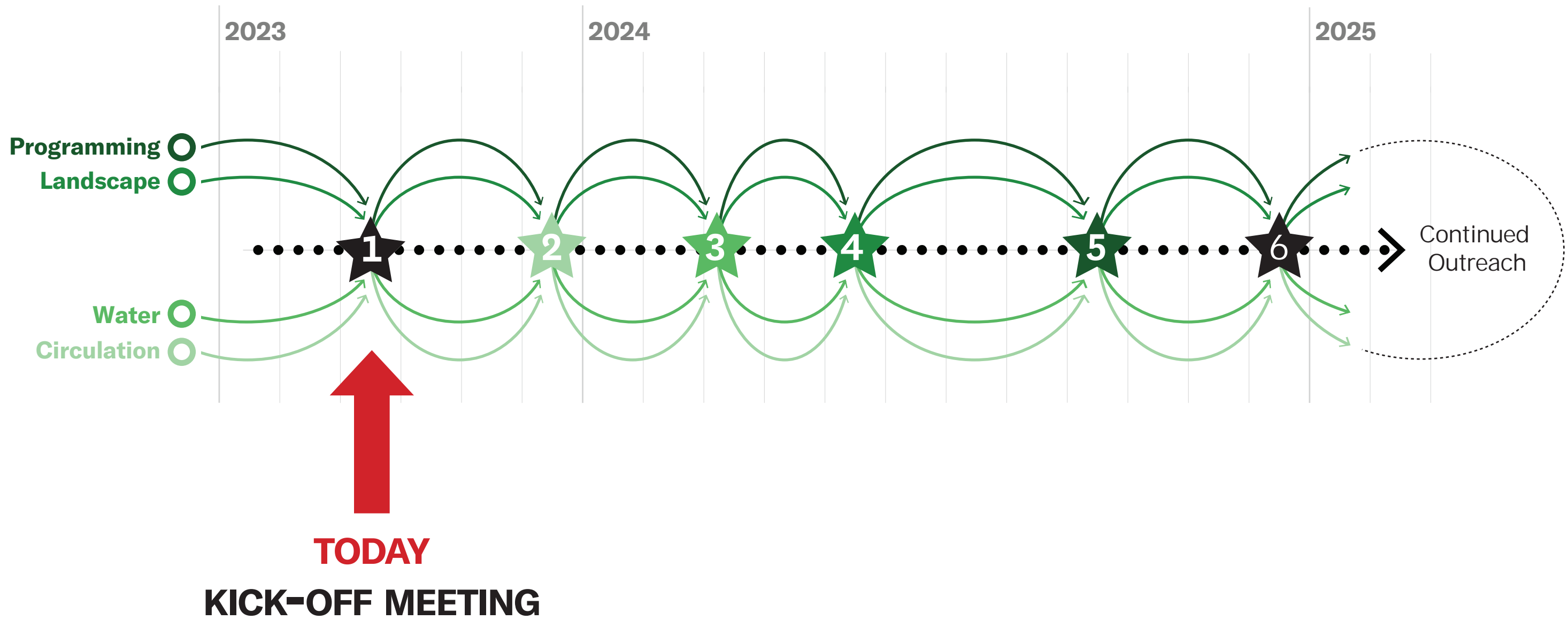


Storyland



The Sydney and Walda Besthoff Sculpture Garden

# Public Meetings Schedule





# Study Model



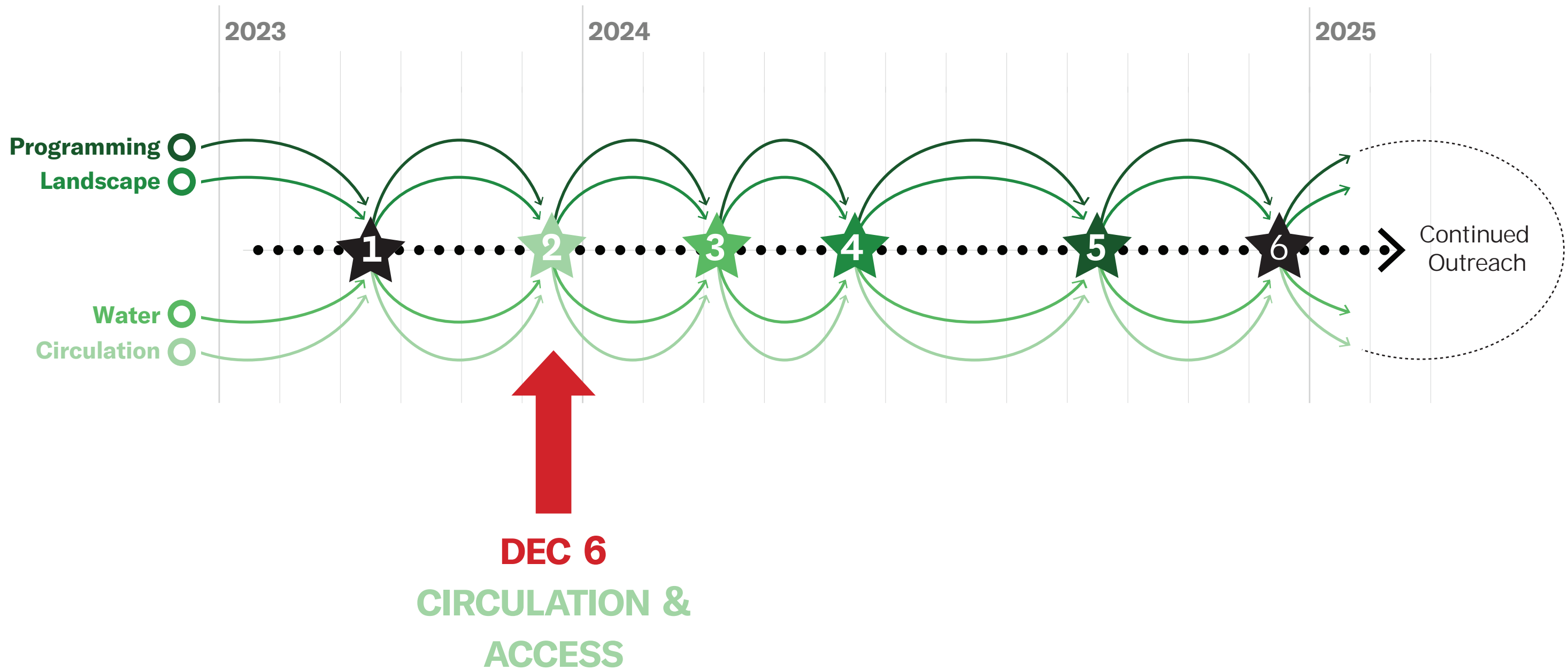
# Design and Research Wall



# Design Team Site Visit



# Public Meetings Schedule



# Public Engagement

**Cultural Events**  
What cultural activities/events do you do at the park?  
What cultural activities/events would you like to see at the park?

**Event Pavilion**  
What event at the pavilion do you attend throughout the year?  
What kind of event would you like to see at the pavilion?

Clipboard with survey form titled "Cultural Events" and "Event Pavilion".

**RECREATION**  
Do you play sports through an organized league or informal pick-up games?  
What other recreational activities would encourage year-round use?

Which playground do you use most and why?  
What play equipment is missing?  
What would improve the experience at the pool and splash pad?

Clipboard with survey form titled "RECREATION".



# Input for City Park Master Plan

**NOLA Community**

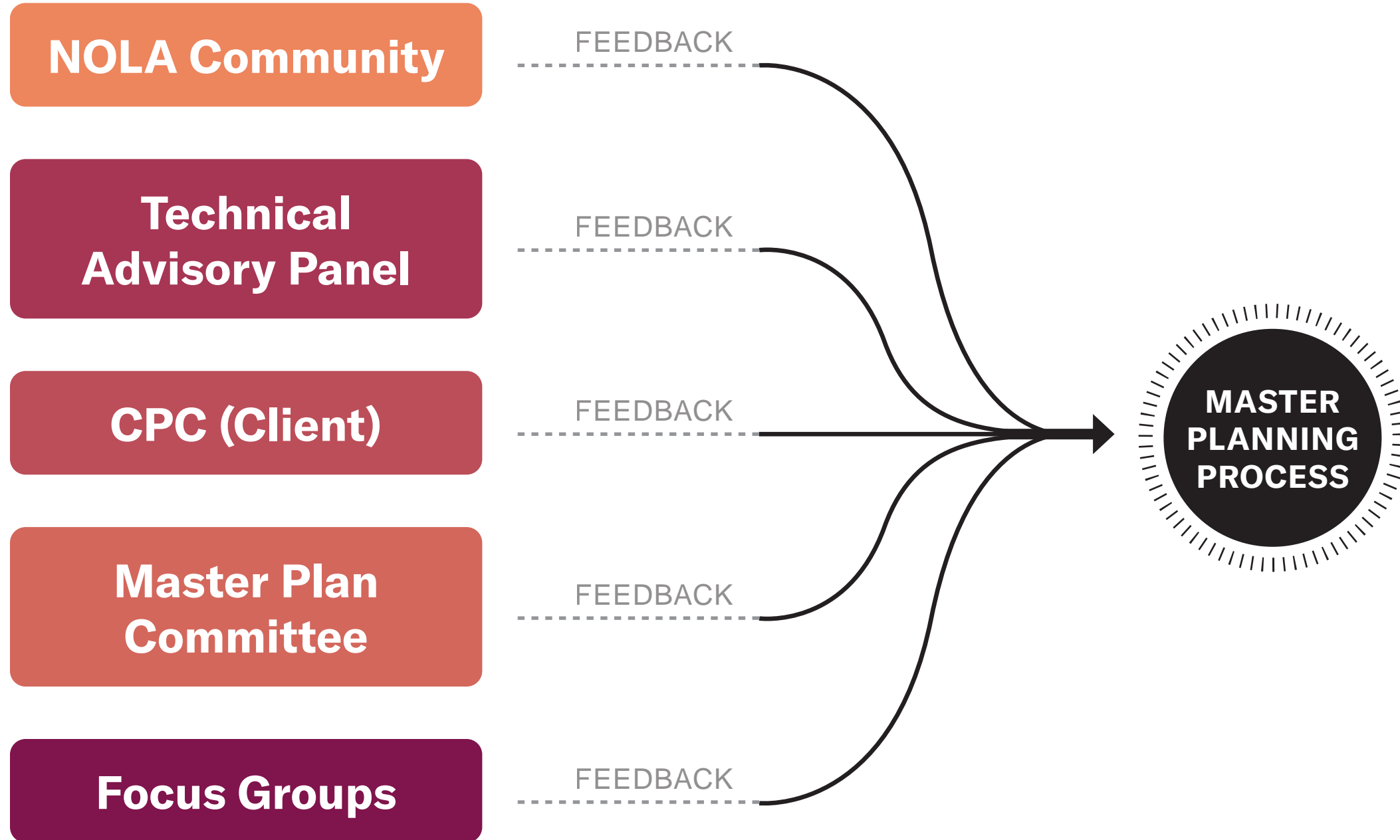
**Technical  
Advisory Panel**

**CPC (Client)**

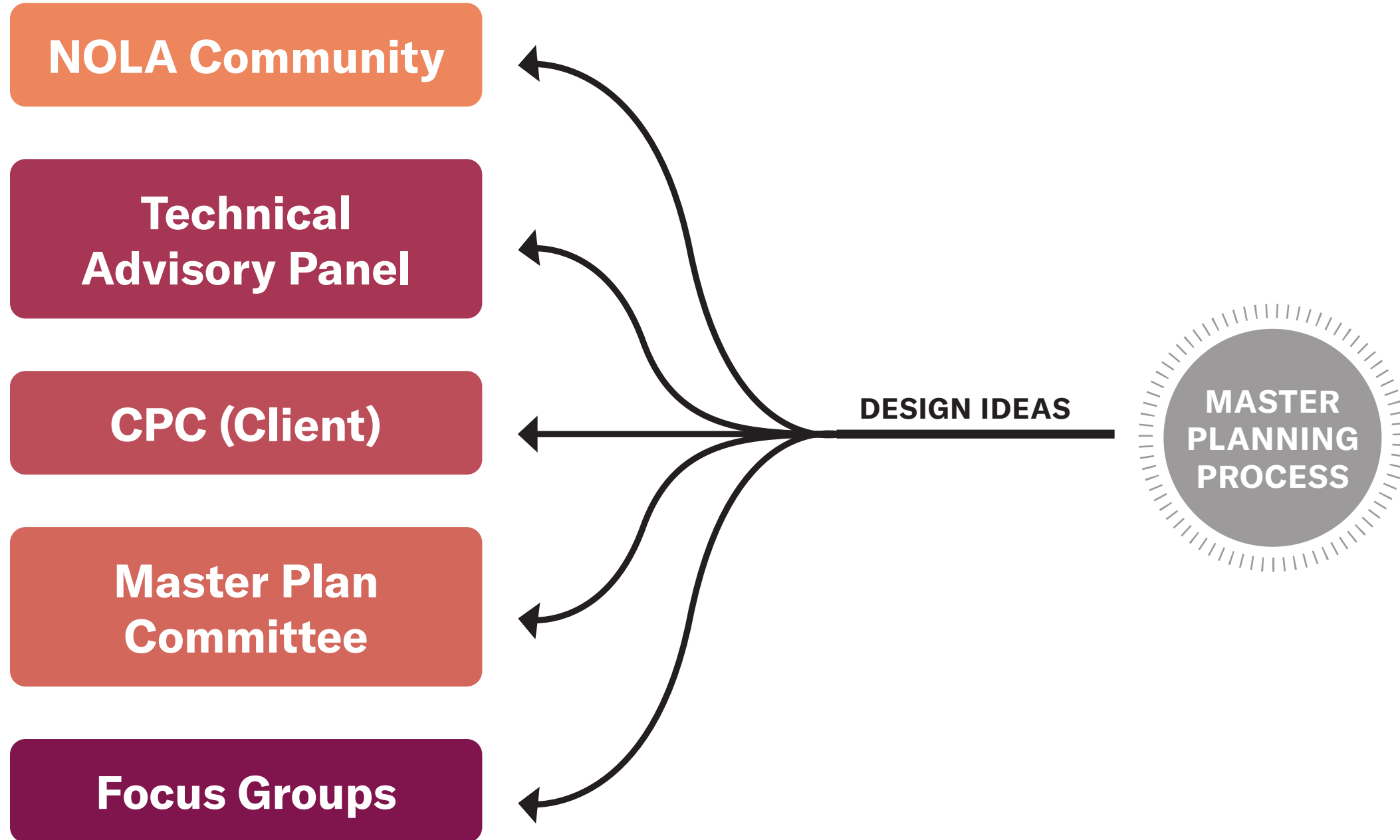
**Master Plan  
Committee**

**Focus Groups**

# Input for City Park Master Plan

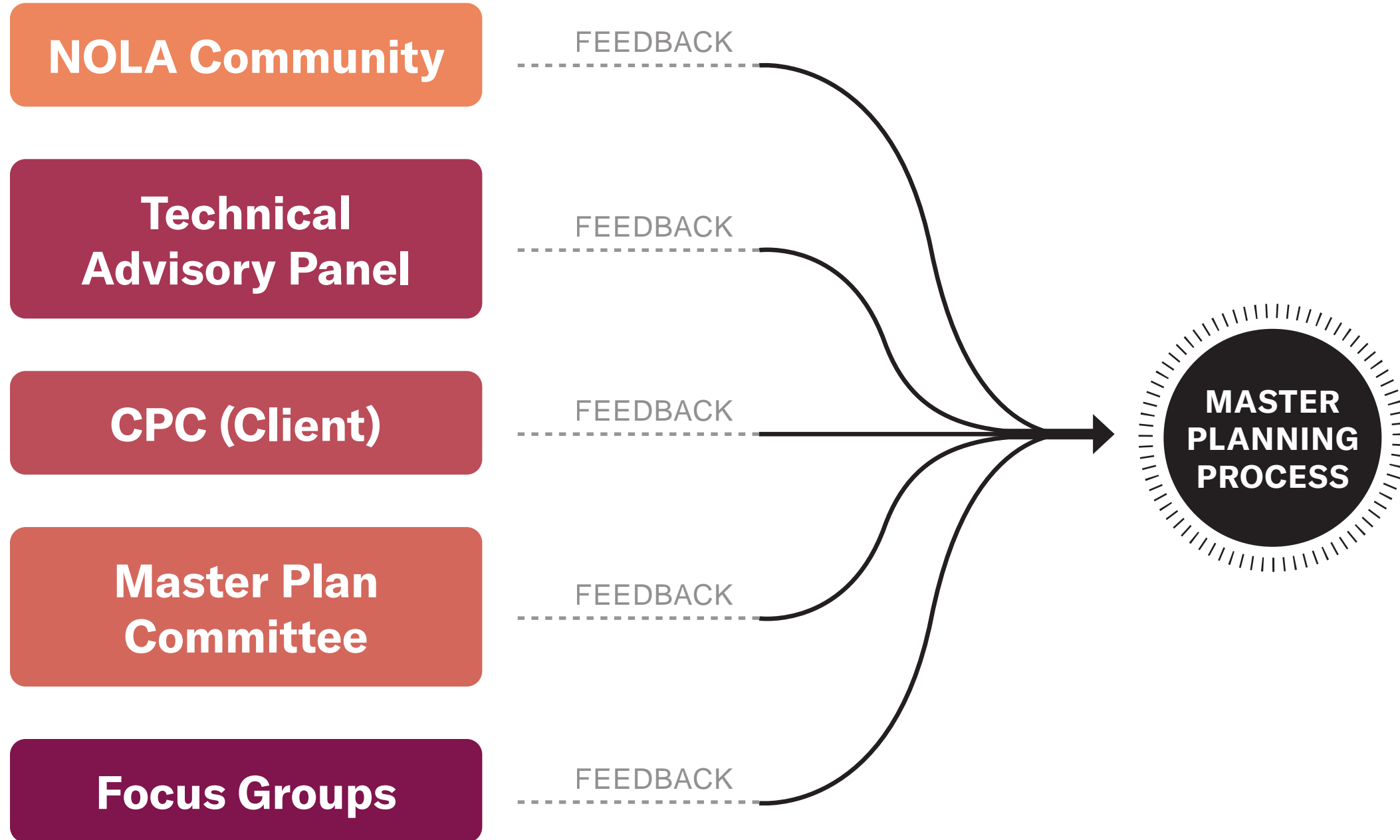


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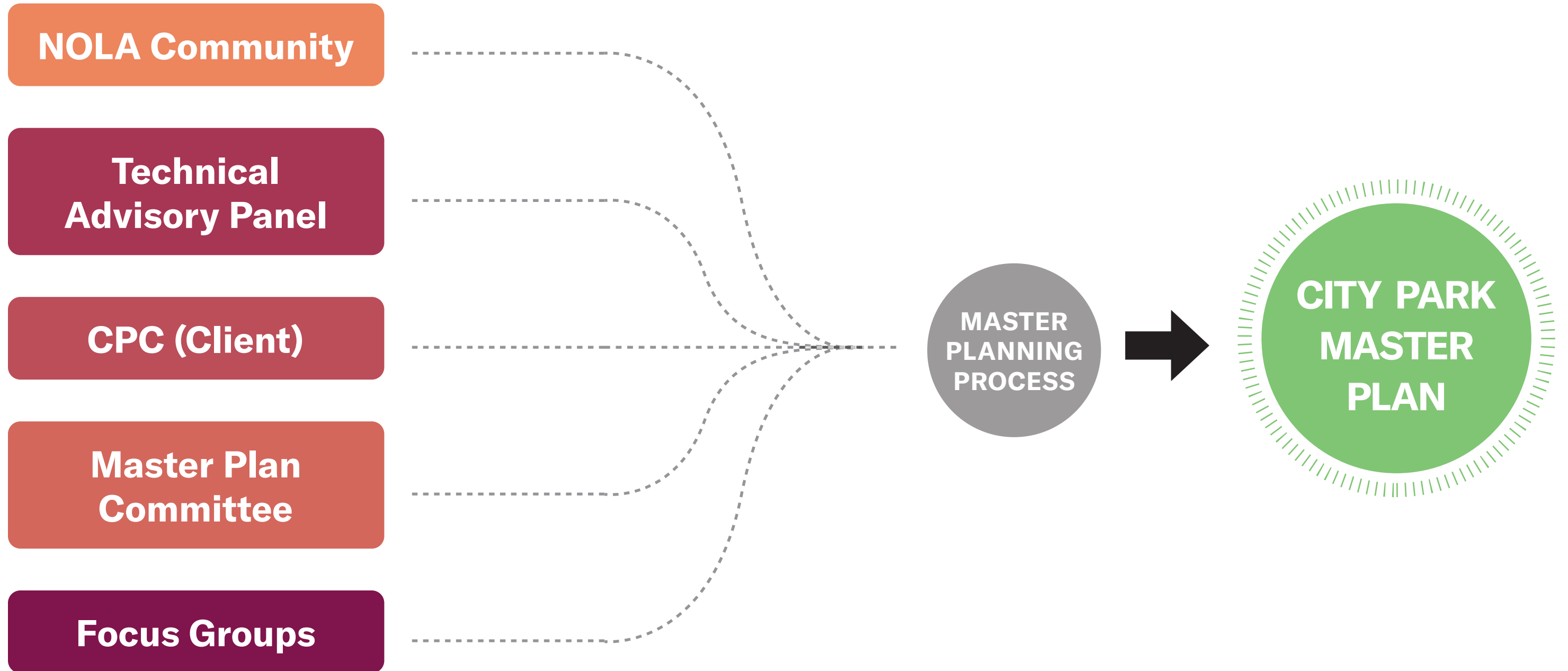




# Input for City Park Master Plan



# Input for City Park Master Plan



# An Inclusive and Flexible Approach for Public Engagement



Surveys/Interviews



Interactive Boards



Physical Models



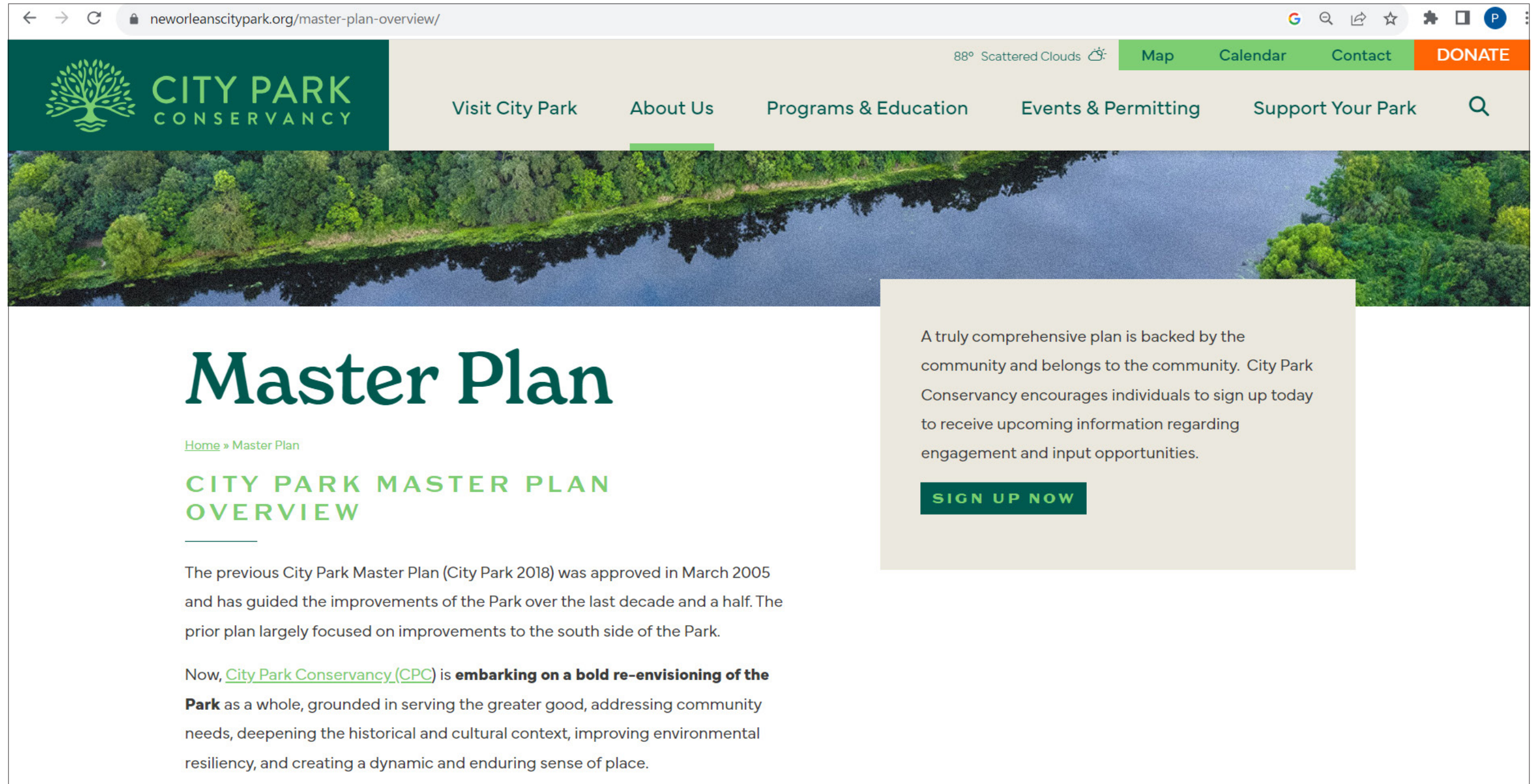
Focus Group Meetings

# Local Partners: The Hawthorne Agency + Seventeen18

**Geneva W. Coleman**  
President, The Hawthorne Agency



# CPC Master Plan Website Page



The screenshot shows a web browser window with the URL [neworleanscitypark.org/master-plan-overview/](http://neworleanscitypark.org/master-plan-overview/). The browser's address bar also shows the weather: 88° Scattered Clouds. The website's header features the City Park Conservancy logo on the left, which includes a stylized tree icon. To the right of the logo is a navigation menu with links for "Visit City Park", "About Us", "Programs & Education", "Events & Permitting", and "Support Your Park". Further right are links for "Map", "Calendar", "Contact", and a prominent orange "DONATE" button. A search icon is located at the far right of the navigation bar. Below the navigation bar is a large banner image of a river flowing through a lush green forest. The main content area has a white background. On the left, the title "Master Plan" is displayed in a large, dark green serif font. Below the title is a breadcrumb link "Home » Master Plan" and the subtitle "CITY PARK MASTER PLAN OVERVIEW" in a smaller, green, all-caps sans-serif font. A horizontal line separates the subtitle from the main text. The text begins with "The previous City Park Master Plan (City Park 2018) was approved in March 2005 and has guided the improvements of the Park over the last decade and a half. The prior plan largely focused on improvements to the south side of the Park." The second paragraph starts with "Now, [City Park Conservancy \(CPC\)](#) is **embarking on a bold re-envisioning of the Park** as a whole, grounded in serving the greater good, addressing community needs, deepening the historical and cultural context, improving environmental resiliency, and creating a dynamic and enduring sense of place." On the right side of the page, there is a light beige callout box containing the text: "A truly comprehensive plan is backed by the community and belongs to the community. City Park Conservancy encourages individuals to sign up today to receive upcoming information regarding engagement and input opportunities." Below this text is a dark green button with the white text "SIGN UP NOW".

neworleanscitypark.org/master-plan-overview/

88° Scattered Clouds

Map Calendar Contact DONATE

Visit City Park About Us Programs & Education Events & Permitting Support Your Park

# Master Plan

[Home » Master Plan](#)

## CITY PARK MASTER PLAN OVERVIEW

The previous City Park Master Plan (City Park 2018) was approved in March 2005 and has guided the improvements of the Park over the last decade and a half. The prior plan largely focused on improvements to the south side of the Park.

Now, [City Park Conservancy \(CPC\)](#) is **embarking on a bold re-envisioning of the Park** as a whole, grounded in serving the greater good, addressing community needs, deepening the historical and cultural context, improving environmental resiliency, and creating a dynamic and enduring sense of place.

A truly comprehensive plan is backed by the community and belongs to the community. City Park Conservancy encourages individuals to sign up today to receive upcoming information regarding engagement and input opportunities.

[SIGN UP NOW](#)

# Past Project Surveys: Existing Park Usage











# Current CITY PARK MASTER PLAN Online Survey (+4,000 responses to date)

## City Park Master Plan Survey #1

Today we want to gather feedback using images to understand what you would like and dislike to see in City Park. This will help guide the Master Plan that we will be developing during the next 17 months.

**\* 1. Which of the following topics are you most interested in giving your feedback on today?**

*Note: You will have an opportunity to give feedback on as many of these topics as you would like.*



Nature Activities



Play



Action Sports



Athletics



Event & Gathering Spaces



Gardens



# Gathering Feedback through Imagery

\* 2. Rock Climbing



In a few words, tell us what you like or dislike about this image:

\* 7. Group Play



In a few words, tell us what you like or dislike about this image:

# Nature Activities



# Play



# Action Sports



# Athletics

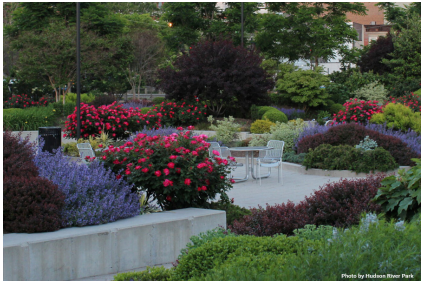


# Event & Gathering Spaces





# Gardens & Green Spaces



# City Park Master Plan Online Survey - KEY FINDINGS

- Interaction with Nature
- Resiliency and Sustainability
- Connectivity and Circulation



- Visitor Support Services
- A MP that's Authentic to NOLA



## Opportunities for Interaction Today

### **1. Q&A at End of Presentation**

Write your questions on the flash cards and hand them off to a project team member.

### **2. One-on-one Conversations with Project Team Members**

Search for people with the bright green name tags.

### **3. Submit Written Questions**

Stop by the Feedback Station or mail us a postcard with your comments later.

Q&A

[masterplan@nocp.org](mailto:masterplan@nocp.org)

504-482-4888



LEEAN  
Suzanne  
Plac  
Invit

MIKE  
THOMAS  
FRANCOIS

SUZAN  
TURNER  
KYTE  
Suzanne

EMMA  
HOSHI  
YUKI  
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