

An aerial photograph of New Orleans, Louisiana, showing the Mississippi River and the Crescent City area. The river is highlighted with a thick orange line. The city's grid pattern and various buildings are visible in shades of blue and white.

new orleans

riverfront:

Reinventing  
the Crescent

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ESKEW+DUMEZ+RIPPLE

What areas of the riverfront are part of the 'Reinventing the Crescent' project scope?

- On the following page, the blue dashes outline the study area defined by the Cooperative Endeavor Agreement. The orange highlighted zone references the Riverfront Vision 2004 Proposed Zoning Overlay District.



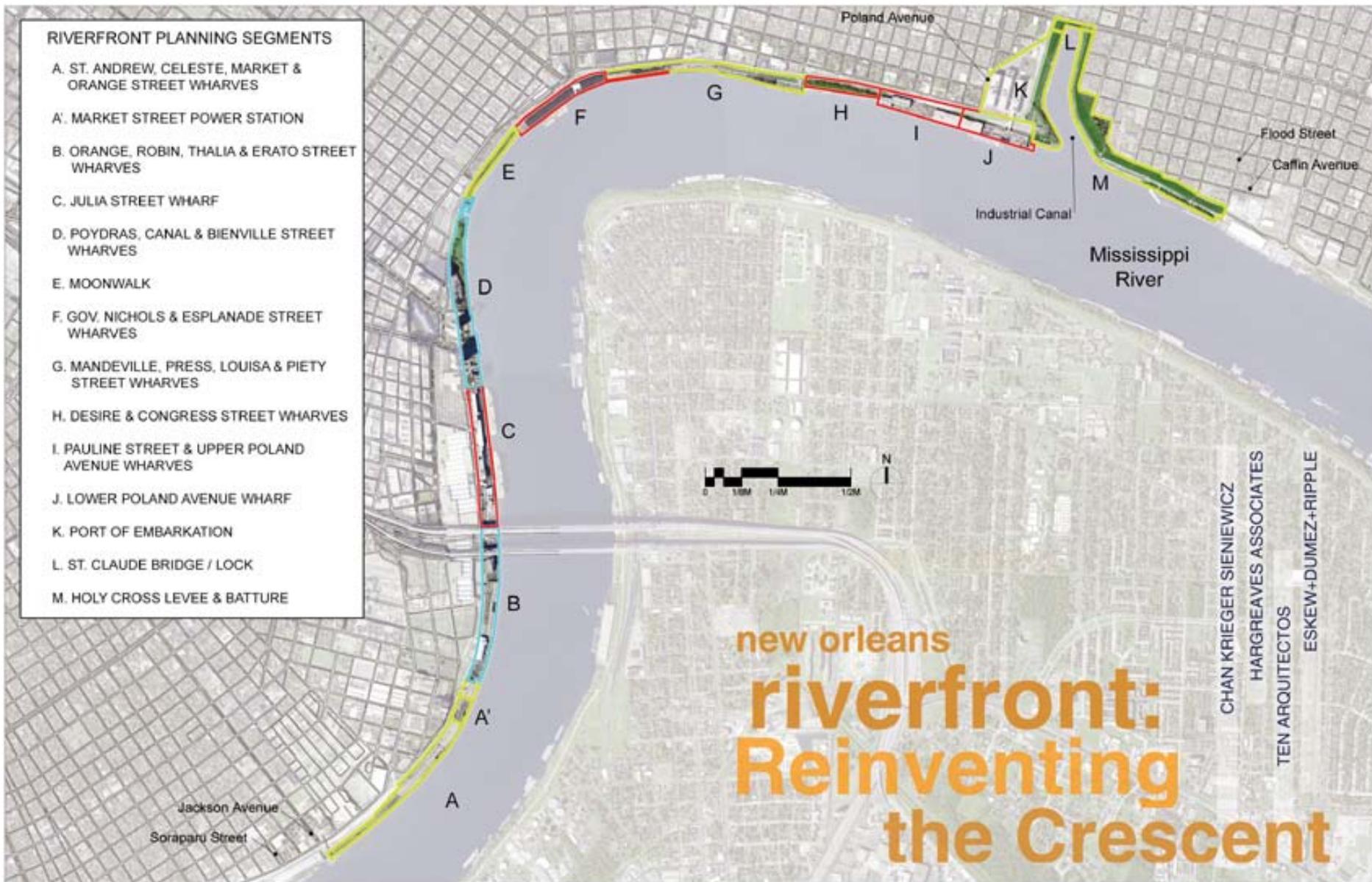
What are some of the resources that are being included to influence the 'Reinventing the Crescent' work?

Many previous and concurrent efforts are being considered, such as:

- Unified New Orleans Plan
- Lambert Plan
- Riverfront Vision 2005
- AIA, CPC, Port of NO Riverfront Charrette 2004
- Port of NO Cruise Terminal Study 2004

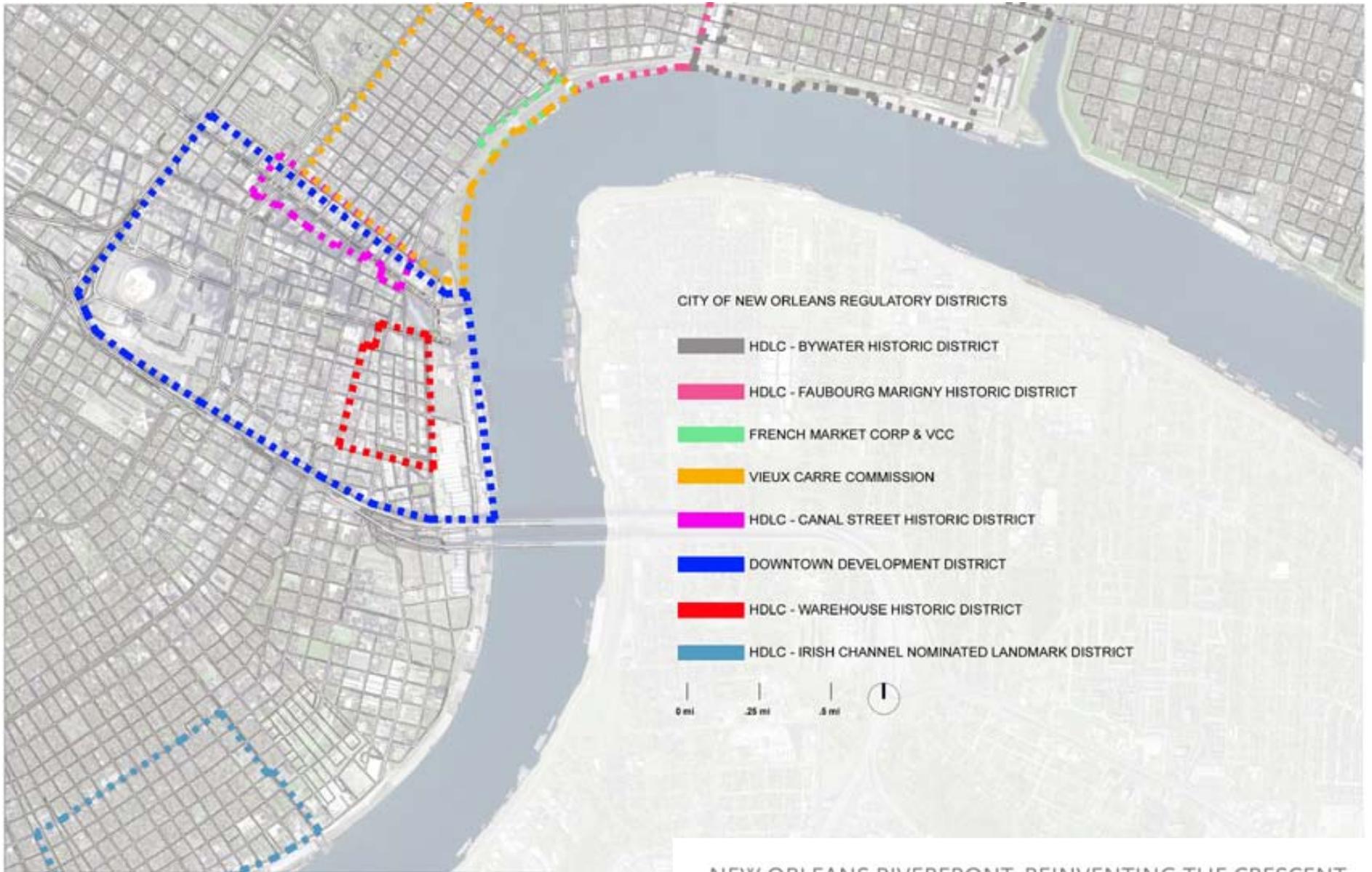
**RIVERFRONT PLANNING SEGMENTS**

- A. ST. ANDREW, CELESTE, MARKET & ORANGE STREET WHARVES
- A'. MARKET STREET POWER STATION
- B. ORANGE, ROBIN, THALIA & ERATO STREET WHARVES
- C. JULIA STREET WHARF
- D. POYDRAS, CANAL & BIENVILLE STREET WHARVES
- E. MOONWALK
- F. GOV. NICHOLS & ESPLANADE STREET WHARVES
- G. MANDEVILLE, PRESS, LOUISA & PIETY STREET WHARVES
- H. DESIRE & CONGRESS STREET WHARVES
- I. PAULINE STREET & UPPER POLAND AVENUE WHARVES
- J. LOWER POLAND AVENUE WHARF
- K. PORT OF EMBARKATION
- L. ST. CLAUDE BRIDGE / LOCK
- M. HOLY CROSS LEVEE & BATTURE



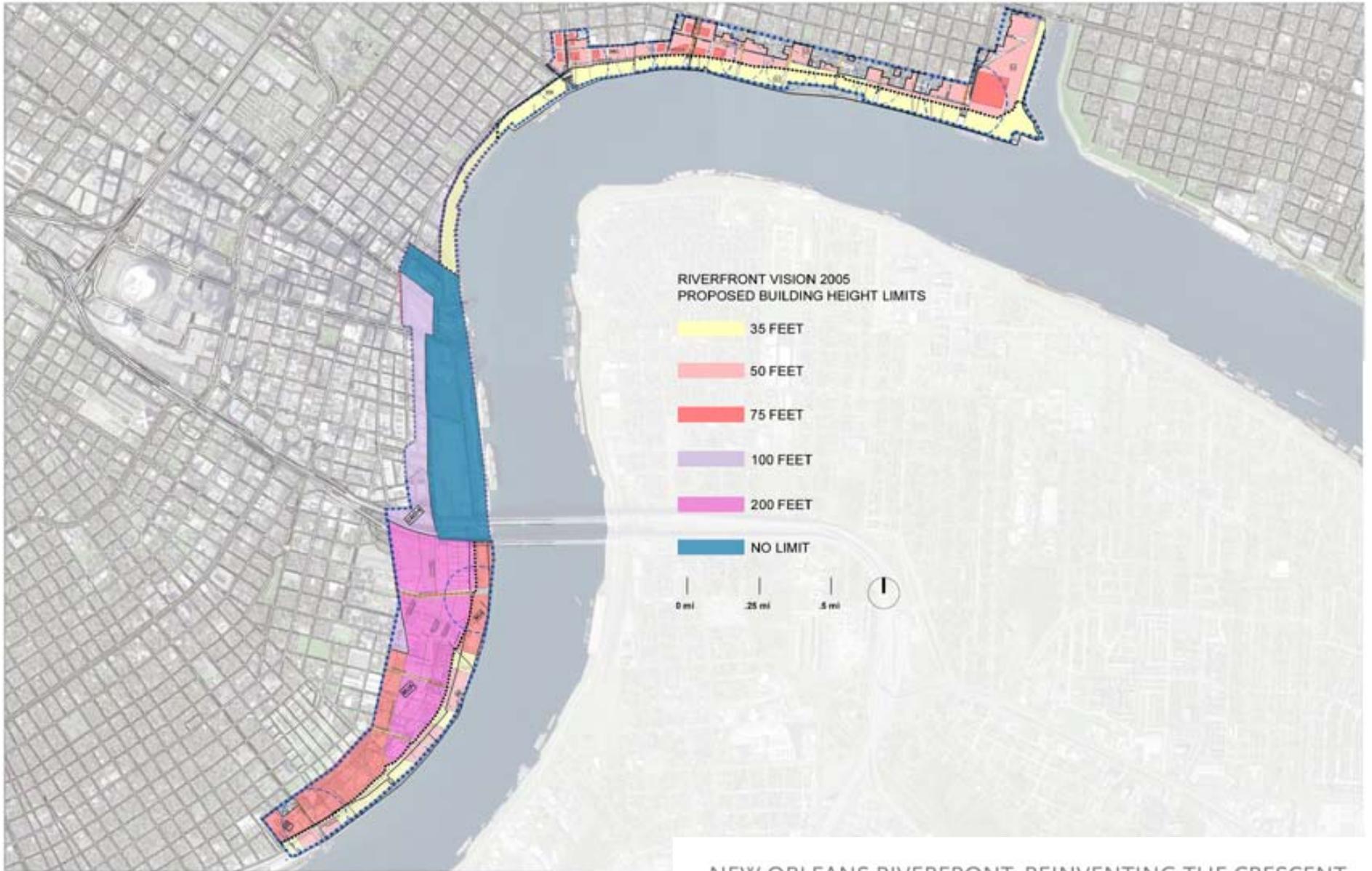
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## NEW ORLEANS RIVERFRONT: REINVENTING THE CRESCENT

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15 MARCH 2007



## NEW ORLEANS RIVERFRONT: REINVENTING THE CRESCENT

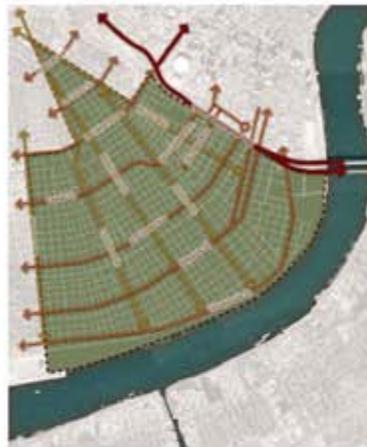
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## District Recovery Assessment Context Summary



### District Economic Context:

Within District 2 there are significant economic drivers that are relevant to the context of the District and City. Touro Infirmary is located within the core of the District, whereas Ochsner Hospital straddles the boundary with District 3. The major boulevards that run parallel to the River within the District, South Claiborne, St. Charles and Magazine Street, specifically are significant commercial corridors that support both residents of the District and those from other areas of the city. The potential growth for these corridors, South Claiborne especially, is great. In addition, Oretha Castle Haley Boulevard has the potential to redevelop as a vibrant cultural corridor and Tchoupitoulas as a mixed-use corridor, which includes light industry. The Port of New Orleans is one of the most critical elements of the economy, a portion of which is located within District 2. Likewise, there is a Wal-Mart store and will soon be a Home Depot outlet, which are both magnets for residents from other Districts.



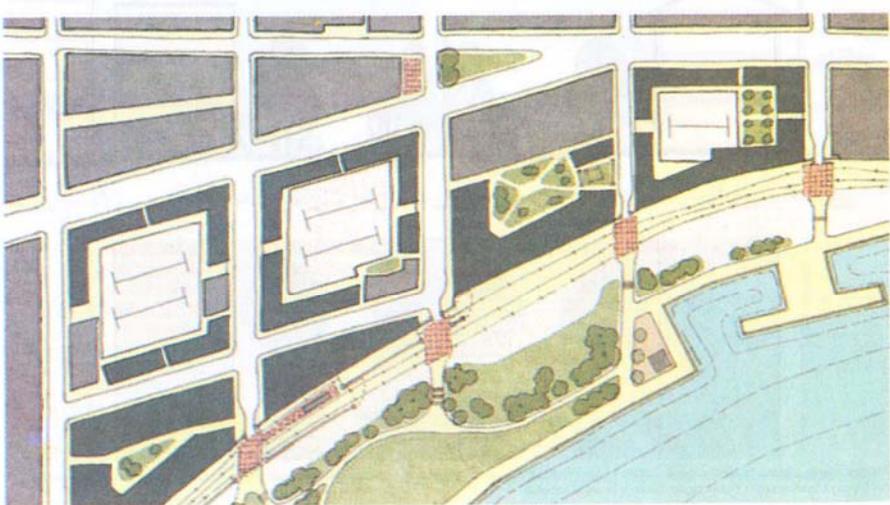
- 1 Ochsner Hospital
- 2 Touro Infirmary
- 3 Claiborne Avenue Commercial Corridor
- 4 Oretha Castle Haley Cultural Corridor
- 5 St. Charles Avenue Commercial Corridor
- 6 Magazine Street Commercial Corridor
- 7 Tchoupitoulas Street Mixed-use Corridor
- 8 Port Of New Orleans
- 9 Historic Districts
- 10 Wal-Mart
- 11 Home Depot
- 12 St. Charles Avenue Streetcar (Bus Line Currently)



© FRAMEWORK FOR SUSTAINABLE URBAN RESILIENCE IN PLANNING DISTRICT 2  
RECOVERY ASSESSMENT  
K14 STUDIOS PROJECT TEAM  
JANUARY 2007  
5/31

UNOP - District 2

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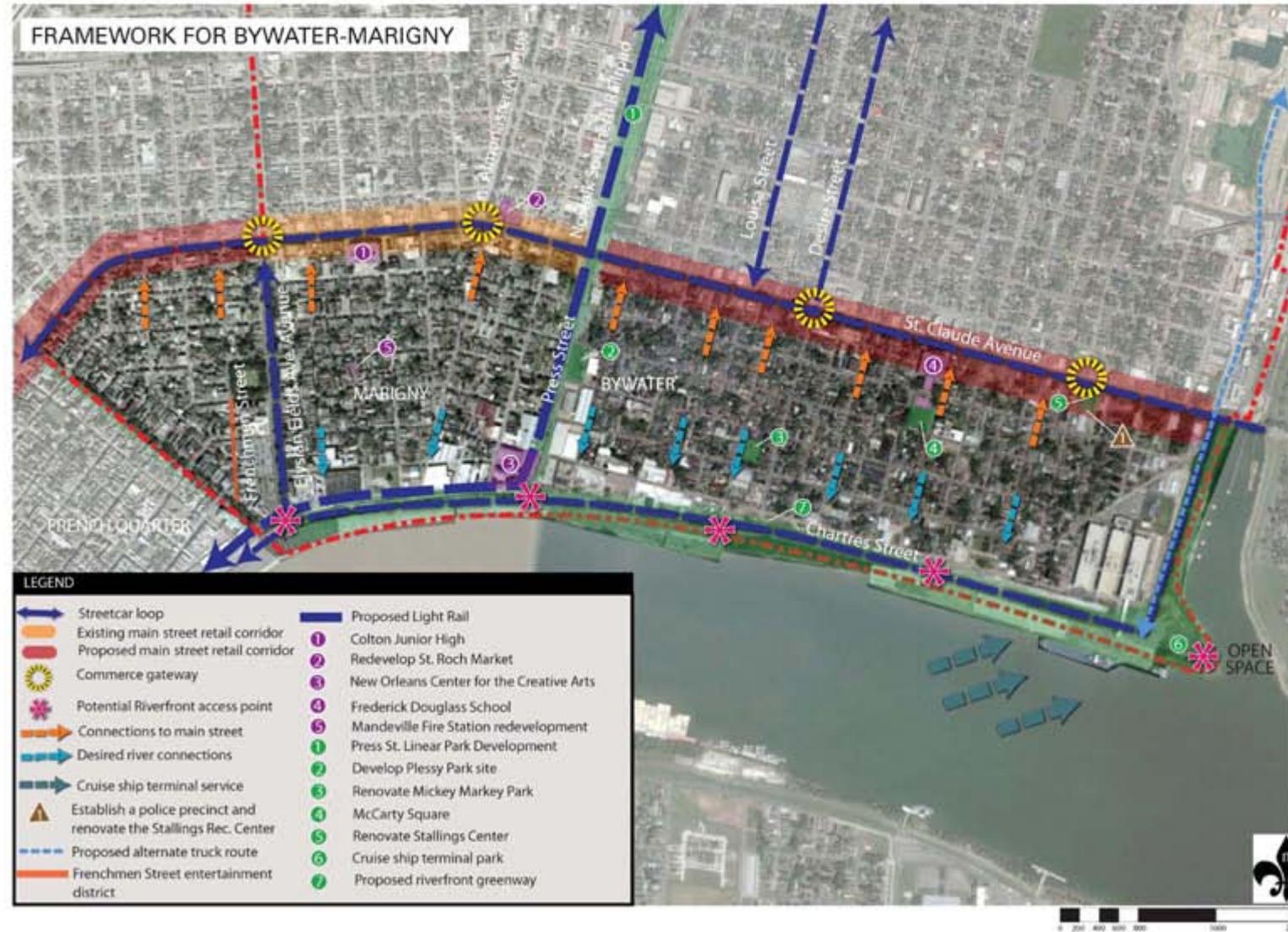
The master plan features blocks with liner buildings, wrapping and camouflaging multi-story parking facilities and landscaped courtyards.



The proposed riverfront development, shown here in an aerial rendering, continues the urban fabric of the French Quarter by adhering to its scale and grid.

## UNOP - District 1

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# UNOP - District 7



A FRAMEWORK FOR SUSTAINABLE RESILIENCE OF THE LOWER NINTH WARD  
- SMP, SUSTAINATION STRATEGY  
W8 STUDIOS PROJECT TEAM JANUARY 2007  
7.12

## UNOP - District 8

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What are some of the goals and principles that are important in ‘Reinventing the Crescent’?

The following pages identify nine key aspirations.

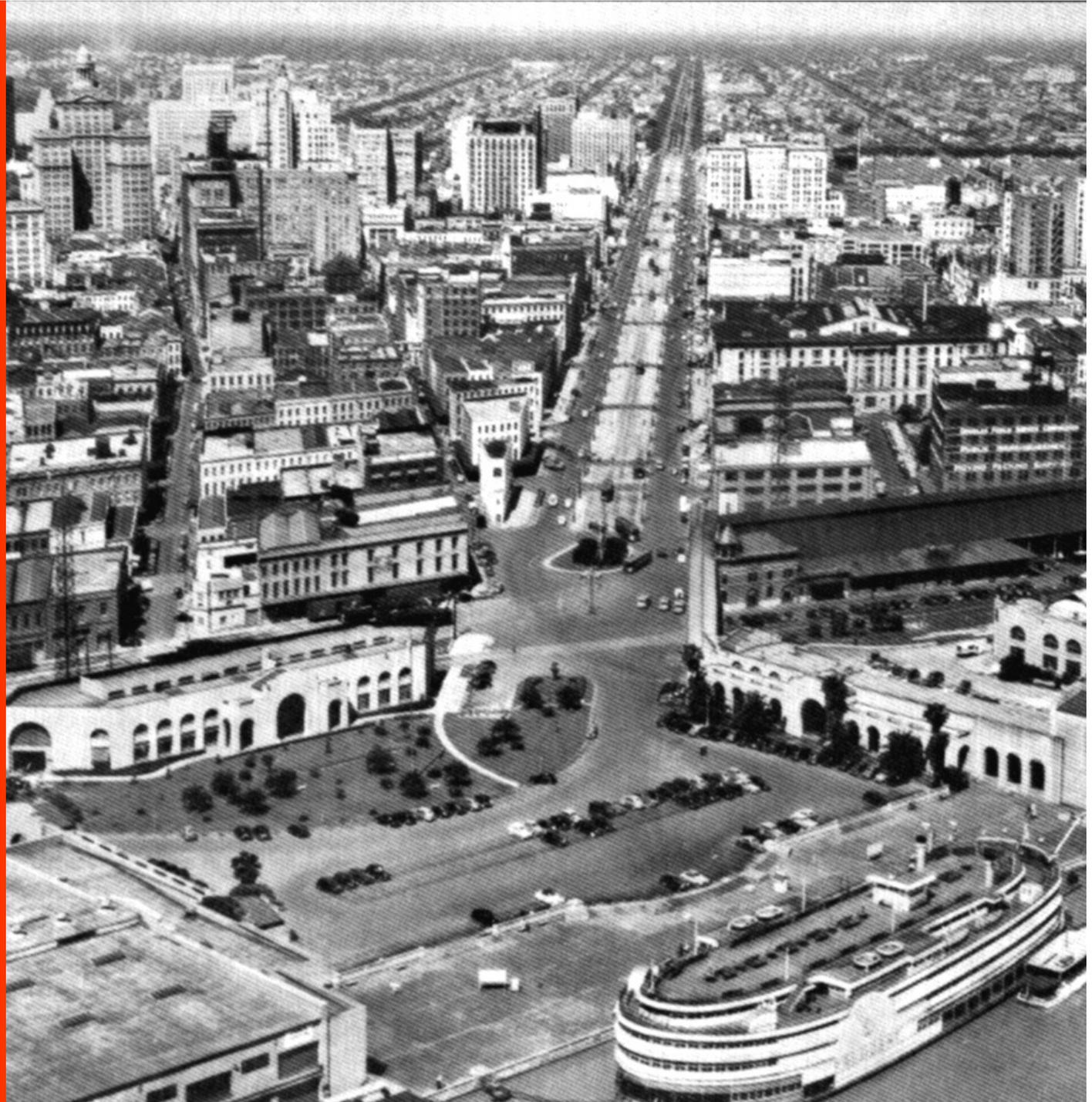
Precedents for the  
New Orleans  
Riverfront

# Great Public Gathering Places at River's Edge:



Precedents for the  
New Orleans Riverfront

The  
Importance of  
Great  
Perpendicular  
Corridors to  
the River



Precedents for the  
New Orleans  
Riverfront

Linear  
Connectivity  
Along  
River's  
Edge



Precedents for the  
New Orleans  
Riverfront

# Building on the Wharfs



**Montreal Waterfront, Canada**



Precedents for the  
New Orleans  
Riverfront

Interacting  
With the  
Water



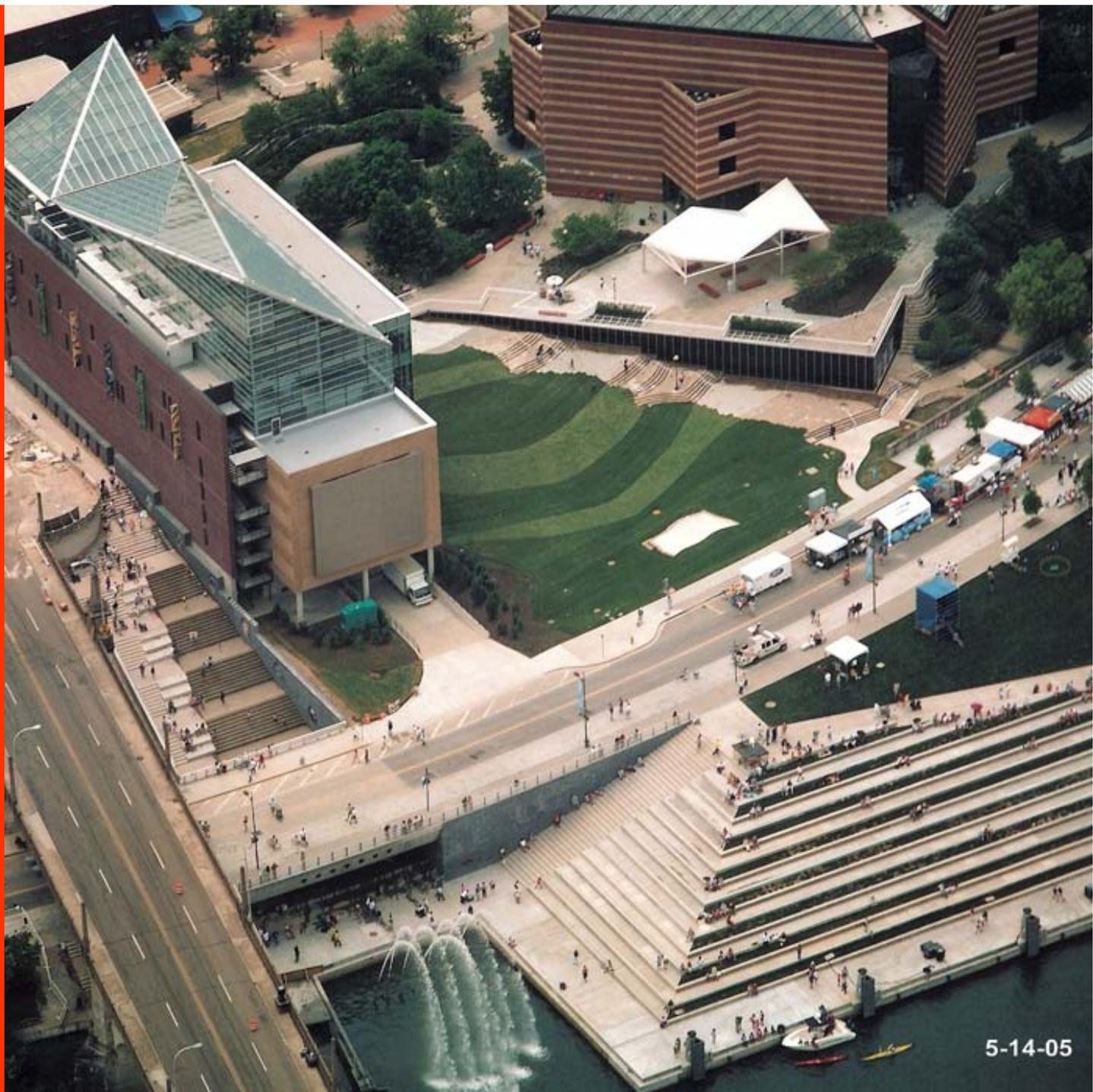
Precedents for the  
New Orleans  
Riverfront

New  
Housing  
Near River's  
Edge:  
Scale and  
Pattern



Precedents for the  
New Orleans  
Riverfront

# Landmarks at Water's Edge



5-14-05

Precedents for the  
New Orleans  
Riverfront

Variation in  
the Scale of  
Open  
Spaces &  
Parks



Precedents for the  
New Orleans  
Riverfront

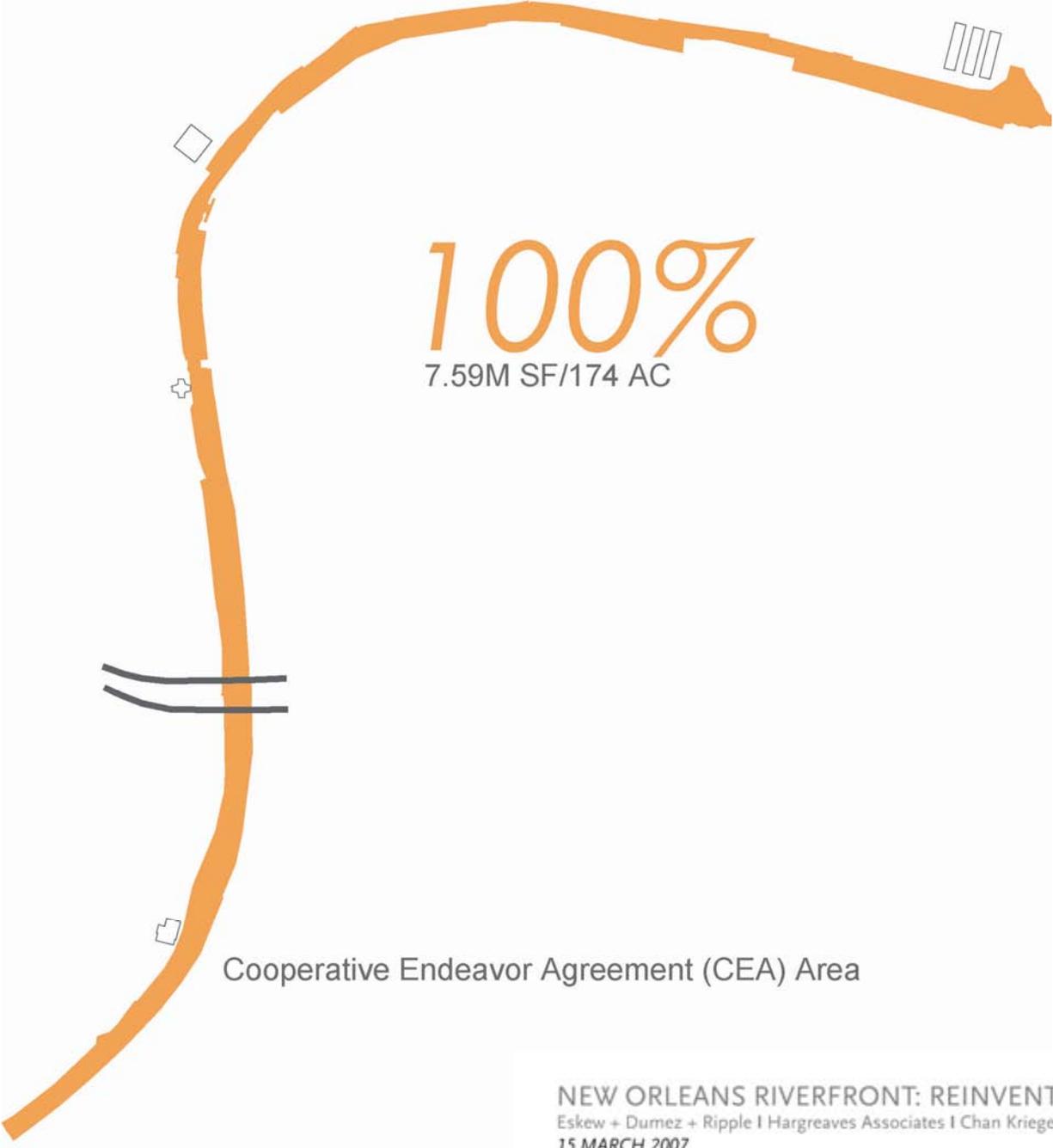
The Iconic  
Nature of  
Great  
Places at  
River's  
Edge

*And  
Establishing  
a Tradition*

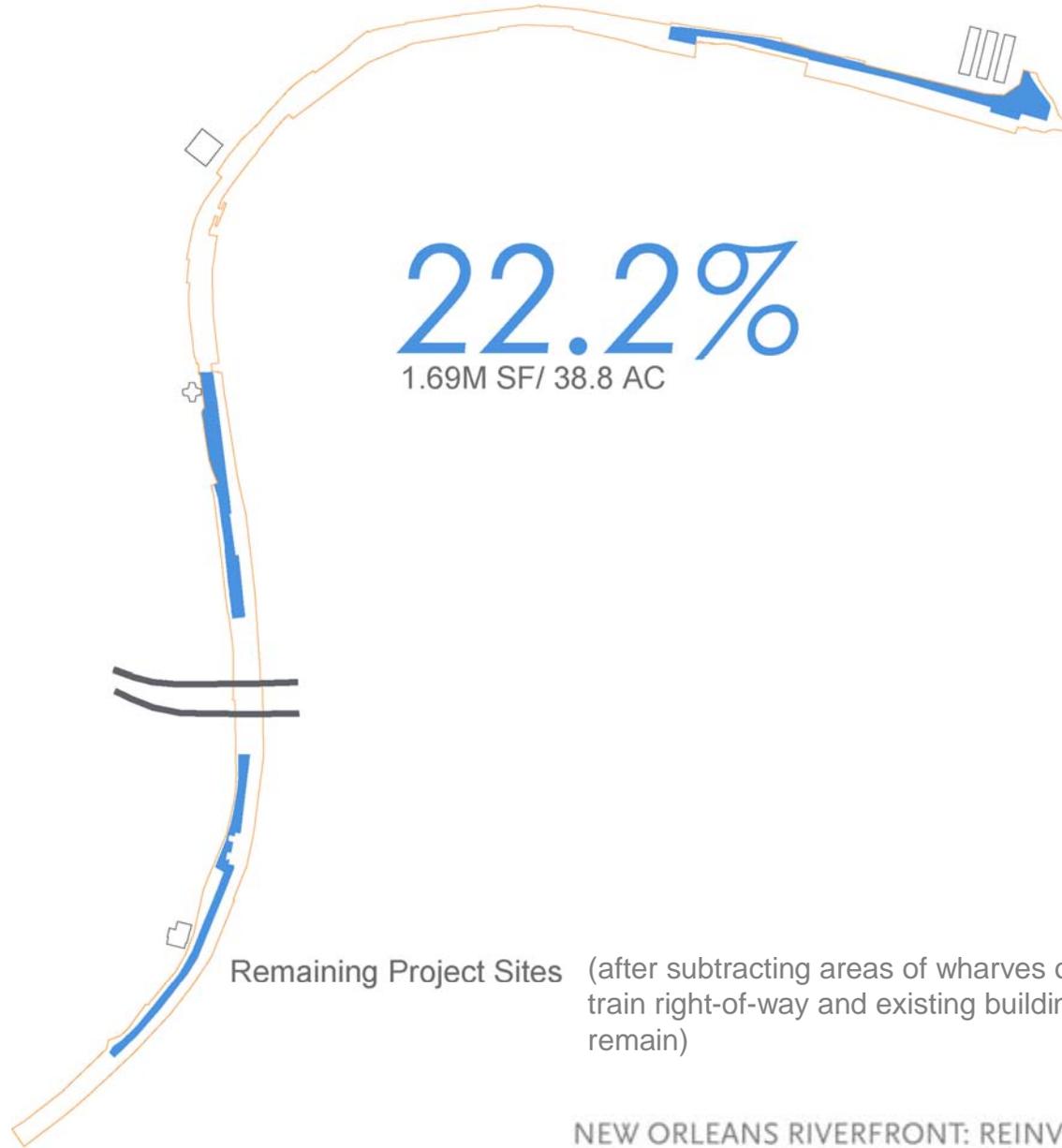


What are the site limitations for the development of public open space and buildings within the study area?

The following pages illustrate the constraints and complexities of the existing conditions.



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22.2%

1.69M SF / 38.8 AC

Remaining Project Sites (after subtracting areas of wharves on piles, train right-of-way and existing buildings to remain)

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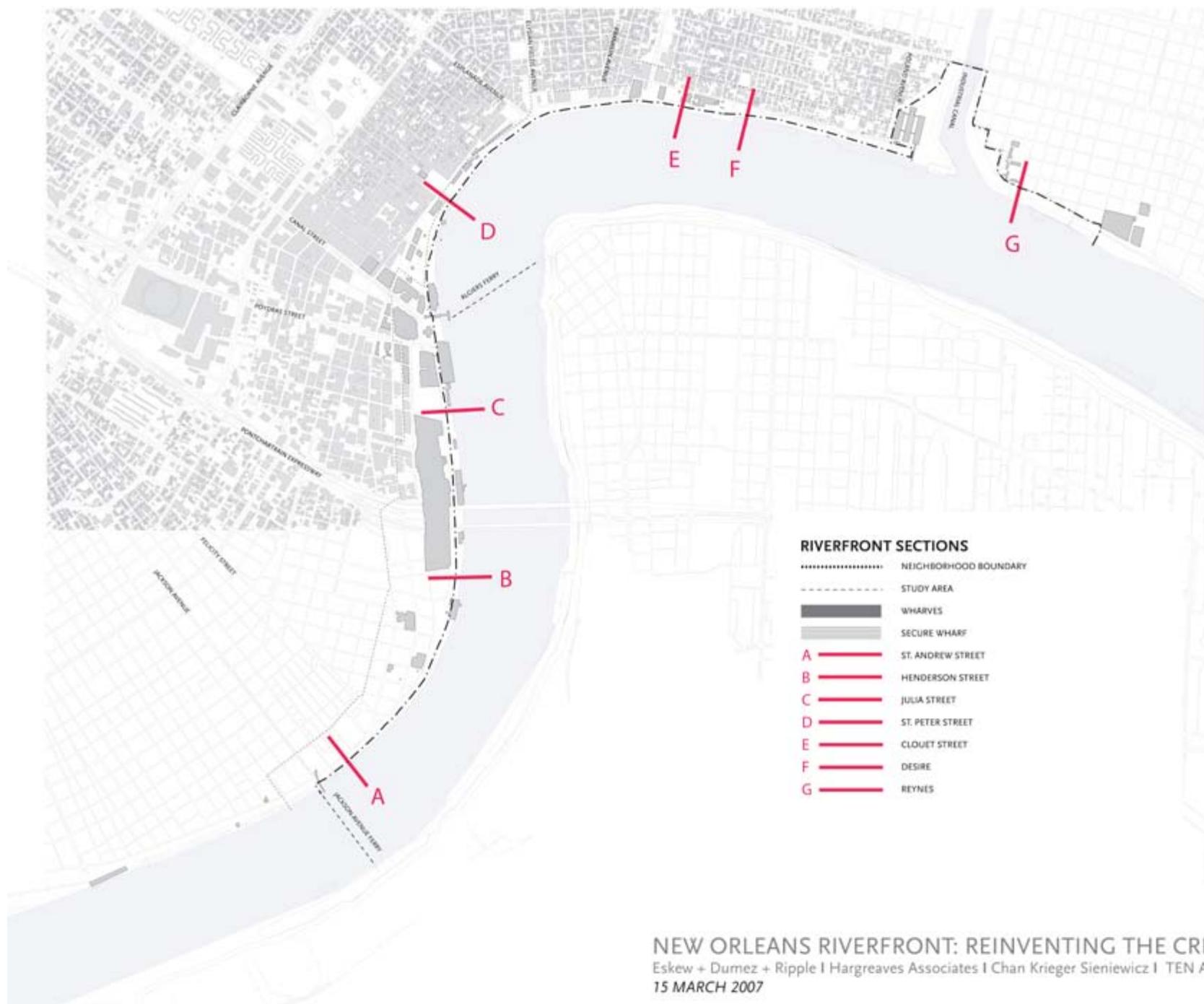
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How does the structure of the wharves and the levee affect the development alternatives?

The following sections show which portions of the area on the riverside of the floodwall can be developed for either buildings or public open space.

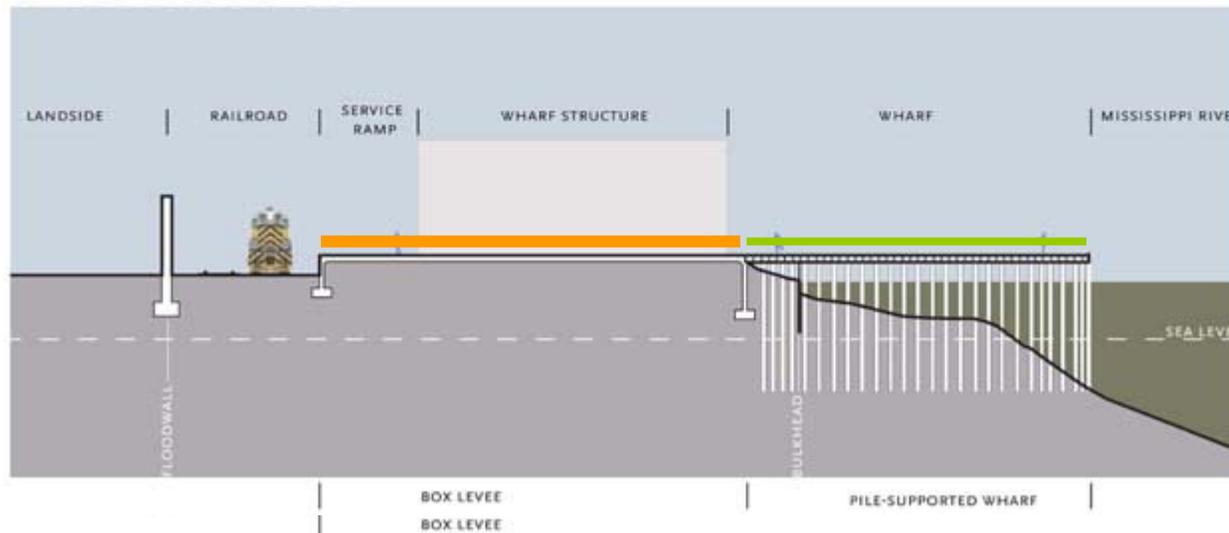


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### A: ST. ANDREW STREET

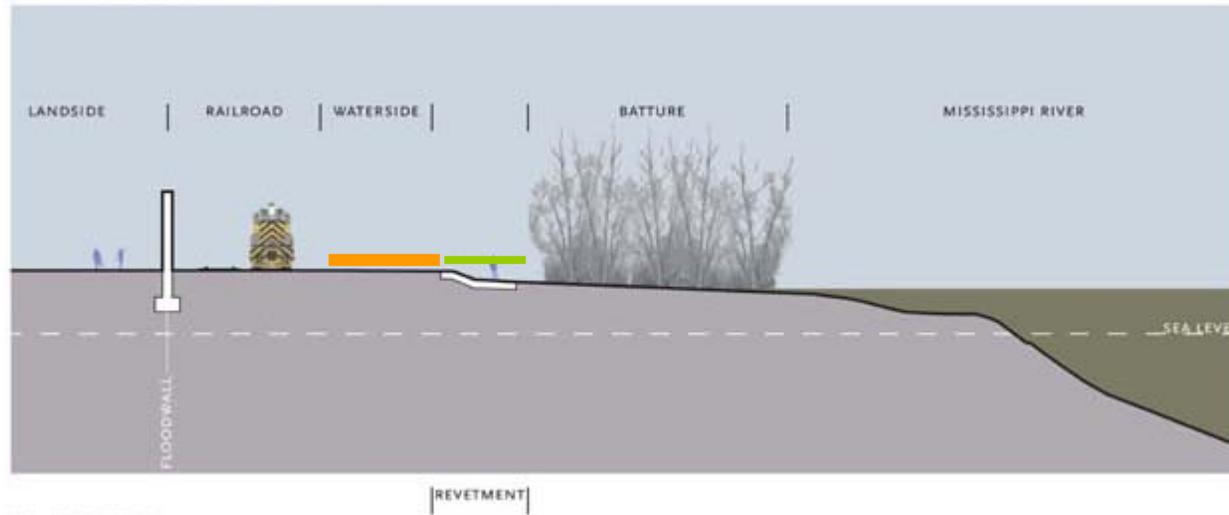


### B: HENDERSON STREET

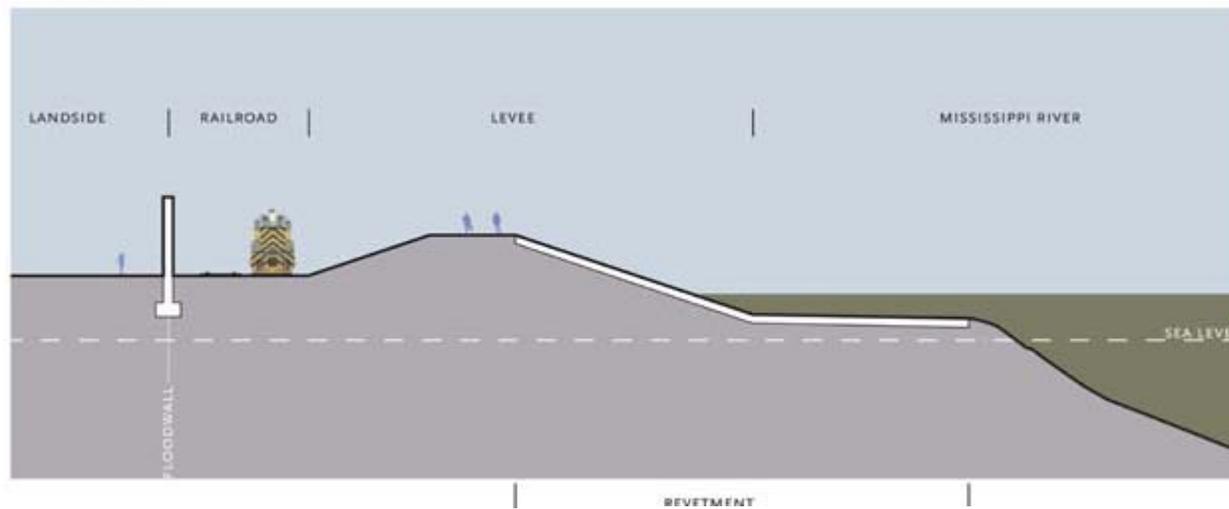


In these prototypical sections, the orange line identifies the portion of the study area that offer potential building sites, while the green line indicates the surface of the wharf between the box levee and the wharf apron that could only be developed with public open space proposals.

### E: CLOUET STREET

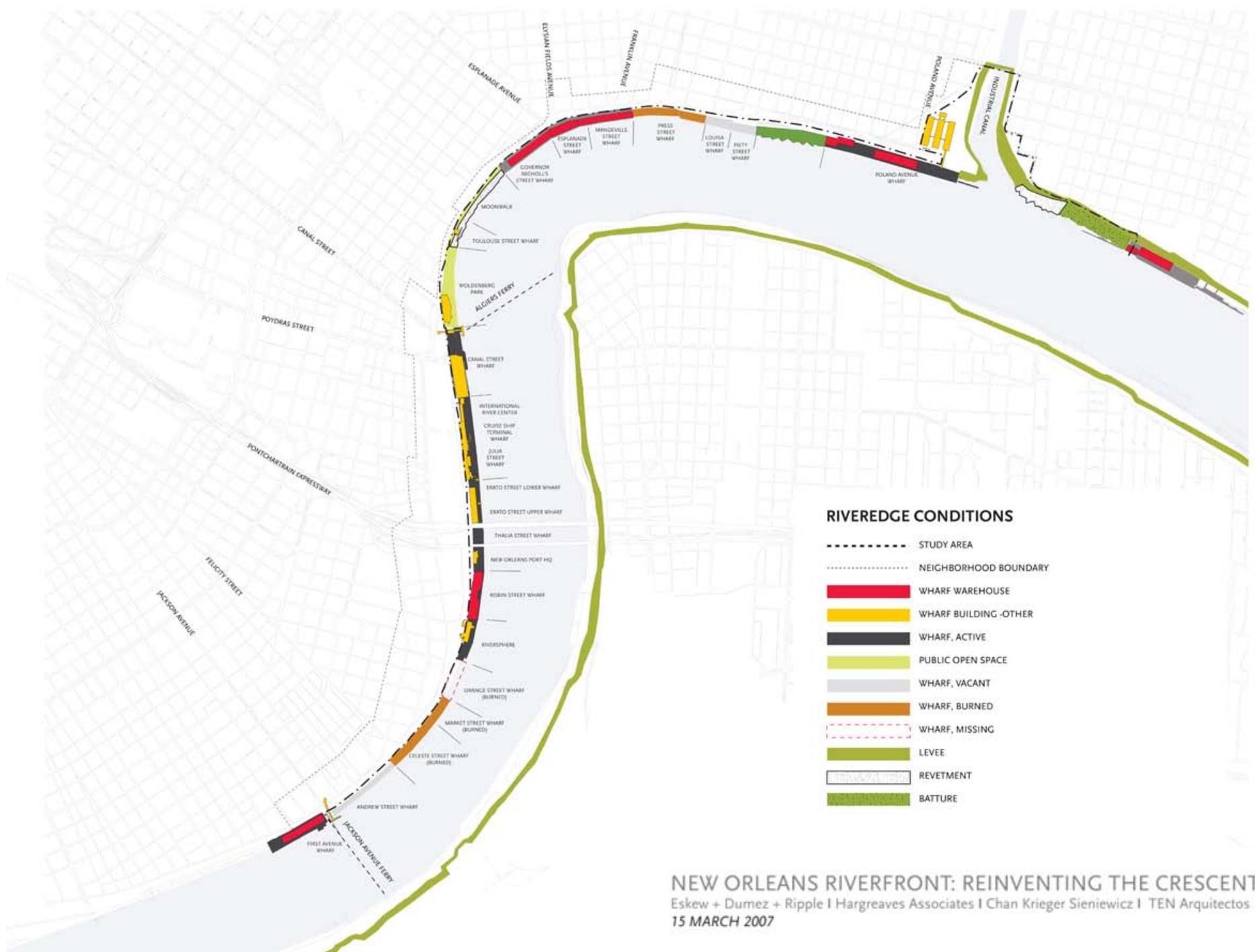


### F: DESIRE



Given the constraints of the small areas of land on the river's edge and the restrictions of the wharves and the levees, what approaches have been considered?

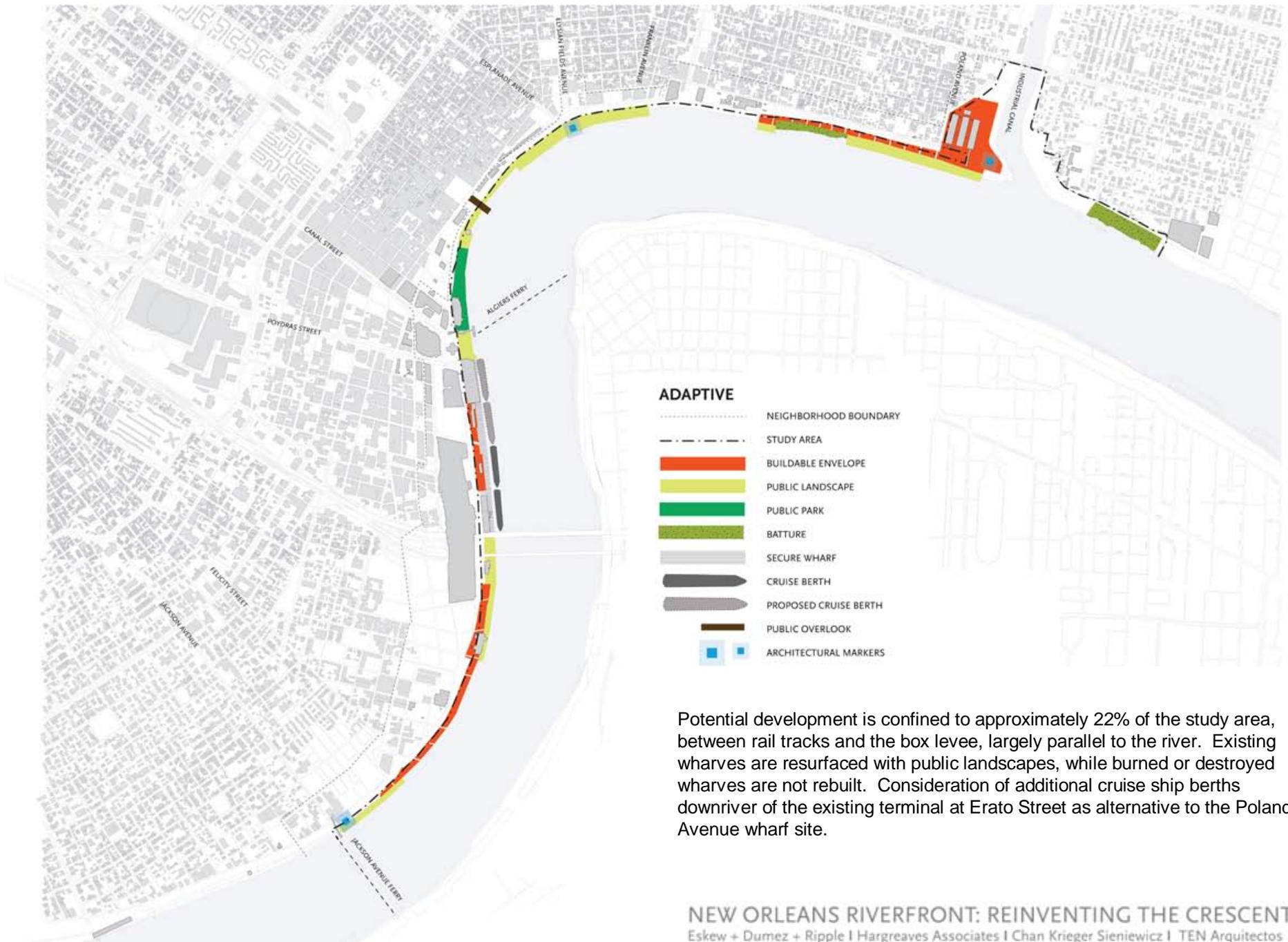
The following strategies are frameworks that will be tested in the next phase of work. Please join us for the next public meeting on Saturday May 26, 2007.



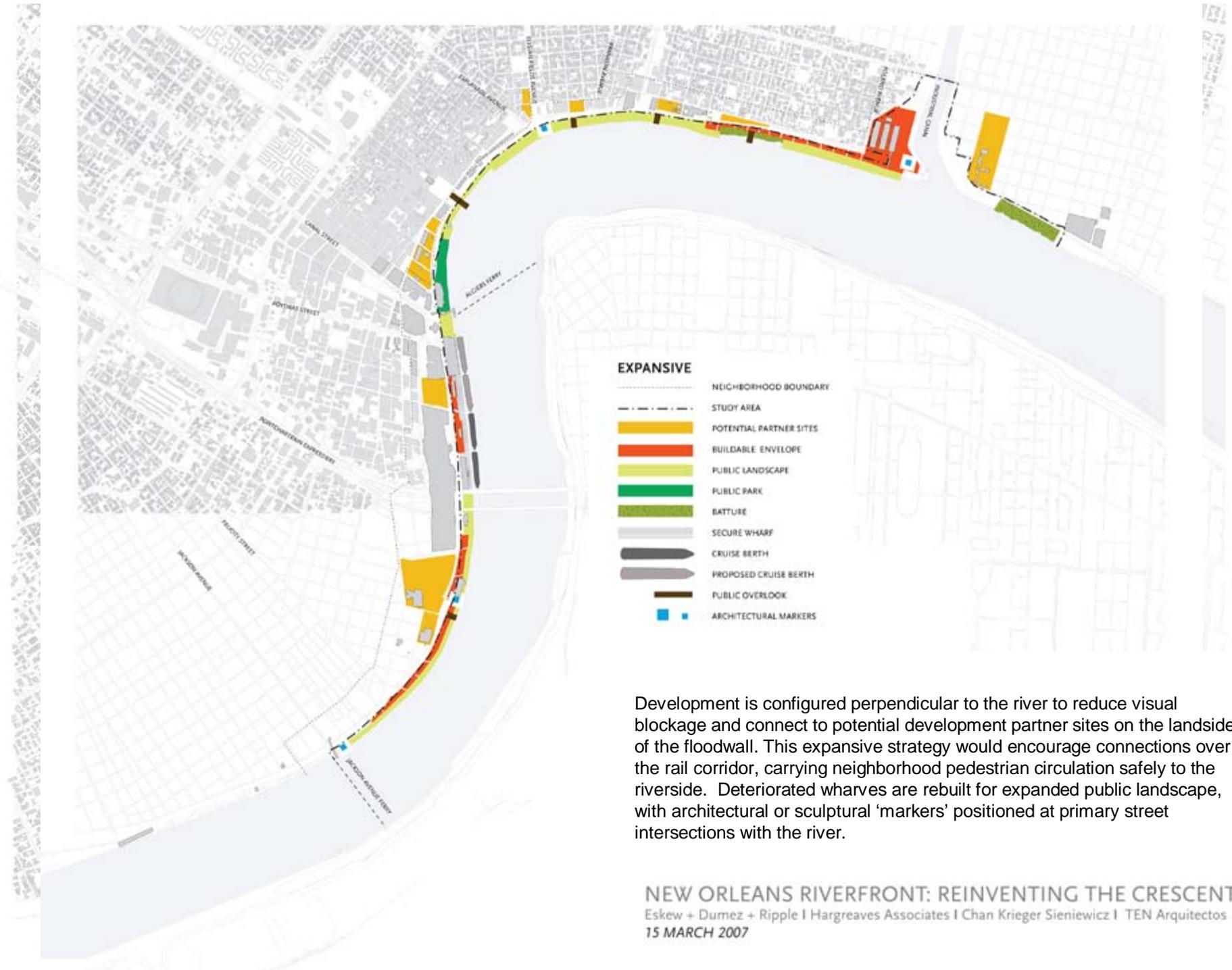
**RIVEREDGE CONDITIONS**

- STUDY AREA
- ..... NEIGHBORHOOD BOUNDARY
- WHARF WAREHOUSE
- WHARF BUILDING - OTHER
- WHARF, ACTIVE
- PUBLIC OPEN SPACE
- WHARF, VACANT
- WHARF, BURNED
- WHARF, MISSING
- LEVEE
- REVETMENT
- BATTURE

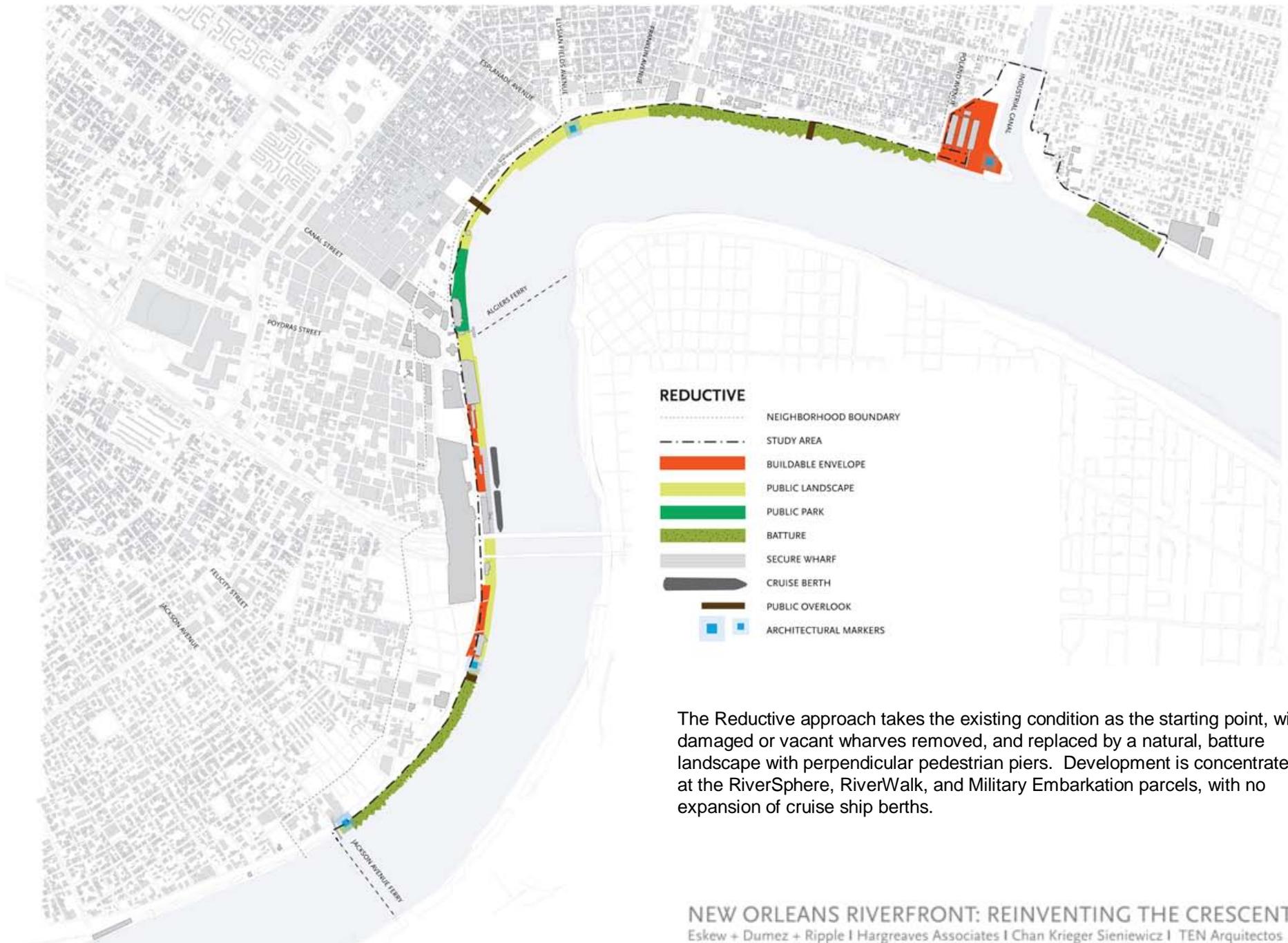
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Potential development is confined to approximately 22% of the study area, between rail tracks and the box levee, largely parallel to the river. Existing wharves are resurfaced with public landscapes, while burned or destroyed wharves are not rebuilt. Consideration of additional cruise ship berths downriver of the existing terminal at Erato Street as alternative to the Poland Avenue wharf site.

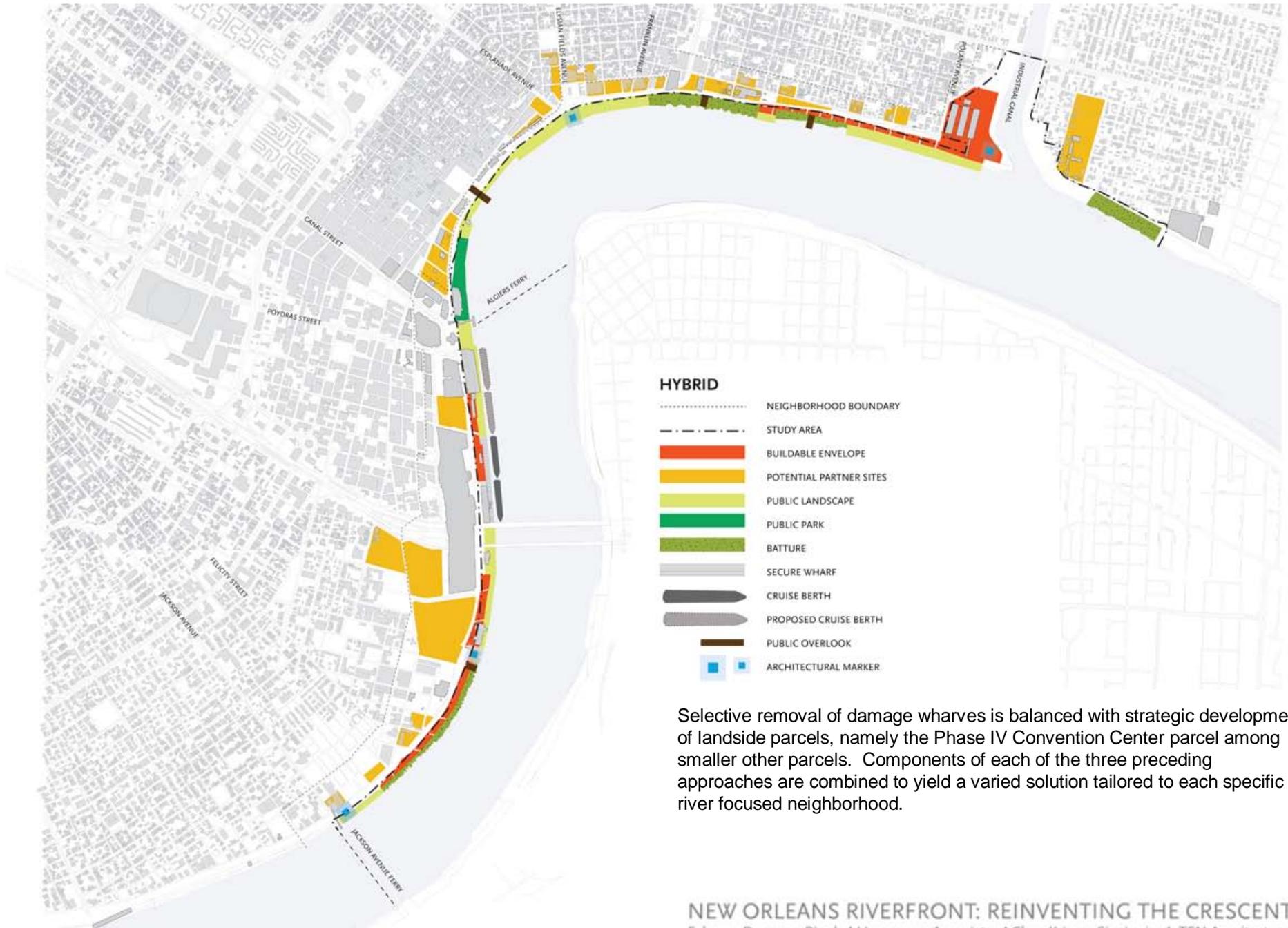


Development is configured perpendicular to the river to reduce visual blockage and connect to potential development partner sites on the landside of the floodwall. This expansive strategy would encourage connections over the rail corridor, carrying neighborhood pedestrian circulation safely to the riverside. Deteriorated wharves are rebuilt for expanded public landscape, with architectural or sculptural 'markers' positioned at primary street intersections with the river.



- REDUCTIVE**
- ..... NEIGHBORHOOD BOUNDARY
  - - - - - STUDY AREA
  - BUILDABLE ENVELOPE
  - PUBLIC LANDSCAPE
  - PUBLIC PARK
  - BATTURE
  - SECURE WHARF
  - ▶ CRUISE BERTH
  - PUBLIC OVERLOOK
  - ARCHITECTURAL MARKERS

The Reductive approach takes the existing condition as the starting point, with damaged or vacant wharves removed, and replaced by a natural, batture landscape with perpendicular pedestrian piers. Development is concentrated at the RiverSphere, RiverWalk, and Military Embarkation parcels, with no expansion of cruise ship berths.



Selective removal of damage wharves is balanced with strategic development of landside parcels, namely the Phase IV Convention Center parcel among smaller other parcels. Components of each of the three preceding approaches are combined to yield a varied solution tailored to each specific river focused neighborhood.

An aerial photograph of New Orleans, Louisiana, showing the Mississippi River and the surrounding urban grid. The river is highlighted with a thick orange line. The text 'new orleans' is overlaid in white, lowercase letters.

new orleans

riverfront:

# Reinventing the Crescent

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