3 — Project Narrative
City Building

This is a moment in time where a new future of New Orleans is forged, a moment where a new neighborhood is created, a moment where we reconnect with the river. With the Convention Center at its heart, this new district will be a demonstration of what a resilient, lively, and economically sustainable future looks like. Together we can create a place that is born from the rich history of this great city while offering a dynamic path forward—this is an opportunity for city building in the 21st century.
Your Goals

We applaud the Authority for its goal of creating a model neighborhood that is centered around entertainment and hospitality but includes the richness of everyday life in New Orleans. Your vision of an economically viable, environmentally sustainable, and culturally rich district align perfectly with the strategies that we have laid out in the framework plan for the district. Our proposed plan complements the tremendous effort the Authority has undertaken in recent years to position the Convention Center as an even more important economic engine of the city and state. Our objectives are your objectives and we offer our team as an extension of you.

Our Strategy

Our redevelopment strategies are driven first and foremost by the urban context of this district. The adjacency to the Mississippi River, the location along Tchoupitoulas Street, the position as a nexus between several established neighborhoods, and the proximity to the Convention Center set our urban form, our program, and our characterization of this district.

The resulting district design is one that benefits the entire city as a place to come together in celebration, while offering a uniquely New Orleans experience to convention goers and tourists. At the same time this new district establishes a residential neighborhood for a diverse mix of ages, income levels, and family structures. The architecture, public space, and programming all work towards this vision, creating a holistic and unified district distinct within New Orleans.

Equally important is our team’s ability to draw parallels from the New Orleans experience to this new form of urban experience. The rich cultural references and unconscious understanding of New Orleans as a city find their way into every scale and every corner of this design. To that end, we have dubbed this neighborhood Muse Landing.
Muse Landing is where the Muses meet the River. We doubt that when Bartheley Lafon laid out the streets of the Lower Garden District over 200 years ago, he knew that they would one day inspire yet another transformative moment in New Orleans history. We derived our name for the district from this previous moment of city building. We think it is fitting for what will become one of New Orleans’ most important developments of the 21st Century.

Urania St, Thalia St, Euterpe St, Calliope St, Clio St, Erato St, Melpomene St, Terpsichore St, and Polymnia St are all named after the nine Greek Muses. These streets and their pronunciation hold a place in the collective memory of New Orleans. They also originally stretched through our site and to the River. The development represents an opportunity to remake these historic connections. This is why we have named our proposal Muse Landing, a connection between the past, present, and future.

With such an ambitious undertaking ahead of us it is critical that a series of guiding principles underpin every decision that is made. These principles will help our team and the Authority as this new district develops over the coming years and decades. These six principles frame the way we have thought about every scale, and every facet of our proposal.

1. Design Convention Center Boulevard as a Civic Spine
2. Utilize Context Sensitive Development
3. Provide a New River Experience
4. Create 21st Century Living with A New Orleans Vibe
5. Infuse a Diverse Mix of Uses to Compliment Adjacent Neighborhoods
6. Make a Big Splash in Phase 1

Together these principles create a district that is built for the everyday and the big day, built for residents and tourists, built for now and built to last.
Building off the recent investment on Convention Center Boulevard and the future position of the Convention Center Hotel, this corridor is the primary civic and entertainment armature of the district. Key programmatic features of the district are located along this corridor, which is designed to grow upriver towards the Market Street Power Plant as new development potential is made available.

Major public spaces such as the elevated Levee Overlook, the central Water Square, and the Maker Plaza all connect to Convention Center Boulevard further activating the street and public spaces. Major cultural anchors such as the new The 10th Muse music hall, the Civil Rights Museum, a market hall and a thriving local food and beverage scene draw people from far away while critical daily life amenities such as a grocery store and cafes build a sense of place for residents.

The design of the street itself manifests the New Orleans culture with deep building overhangs that shade pedestrians from the hot sun, countless residential balconies that place eyes on the street, and lush landscape that celebrates the subtropical climate.

Convention Center Boulevard...  

...as Civic Spine
Context-Sensitive Development

This district sits at the nexus of several different neighborhoods of New Orleans. The Warehouse District, and The Lower Garden District all surround this site and provide urban influences both in character and in scale. One of the core principles of the new district is to respect the adjacent neighborhoods while creating a new place. The transect of our site from the River to Annunciation Street steps down in scale from dense towers to compatible scaled buildings to transition seamlessly to the existing neighborhood. The various bands of development not only respond in density but also in character. The western most portions of the site build off the courtyard and walk-up architectural vernacular of the area while the central portion of the site between Tchoupitoulas and Convention Center Blvd build off the Warehouse District character. Finally, the blocks along the river provide the opportunity for a new dynamic presence on the New Orleans skyline. This strategy creates a district that complements its surroundings while offering a unique place to live, work, and play.

A New River Experience

The city was born from the River and is critically connected to the River, yet for many residents, it is absent from everyday life. Muse Landing seeks to reverse that providing more opportunity to engage with the urban waterfront.

Our strategy is two-fold: increase views and increase access. In addition to a new riverfront park, we see opportunities to create strong and memorable pedestrian connections to the river both at grade and over the rail and floodwall. The architectural massing provides the highest level of views from blocks farther away from the river while increasing views from new development situated along the river. This increases both real estate values and community support.
21st Century Living with New Orleans Soul

The district should balance the type of cultural features that makes New Orleans unique - porch life, courtyard gardens, an abundance of balconies - with the needs of 21st Century urban living - environmental sustainability, housing affordability, and increased density.

When these elements come together, they create a dynamic new offering for New Orleans. Lively and safe street presence adds to a sense of community for all residents while density and a variety of housing types create a diverse range of residents along the income spectrum and household size. These new developments also demonstrate achievable sustainability targets that can serve as a model for the rest of the City.

A Diverse Mix of Uses to Complement Adjacent Neighborhoods

As a new neighborhood and a critical piece of the larger surrounding area, the district includes a diverse mix of entertainment and retail offerings that span everyday uses like childcare, fitness, and a grocery store to food and beverage offerings like breweries and restaurants.

This district also includes iconic entertainment destinations like a new bar-theater concept, a new large-scale market hall, and one-of-a-kind music hall that can host corporate events and large-scale concerts.

These program elements are positioned within the district to best meet the needs of each use and maximize their impact on the neighborhood. Large-scale and entertainment elements are generally arranged along Convention Center Boulevard while smaller scale elements are distributed more broadly throughout the district.
Make a Big Splash in Early Phases

To create excitement and spark momentum, our initial phases of the district must make a big impact. Our strategy will make these waves by initiating several elements that appeal to a wide range of district visitors and residents such as a public green, a dynamic music venue, affordable high-quality housing, access to the river, and a built-in cultural festival.

Our strategy for Phases One and Two truly creates a place that stands on its own and lays the groundwork for the future. Positioned adjacent to the future Convention Center Hotel, we will set the stage by building the heart of the district. In addition to beginning with the core features of the project, we intend to deliver temporary improvements that further activate and establish this place as an important destination within the city.

These improvements, including public spaces and vehicular and pedestrian connections to the river, will provide a finished, intentional look and feel to the district while future phases are planned and developed. We believe this is a critical step in ensuring that the district has a sense of place and completion from the beginning, making it attractive to the early residents and retail tenants who want to locate in the area.

The combination of high-quality development and functional and exciting public space will go a long way in ensuring the short- and long-term success of the new district.

DYNAMIC PUBLIC SPACES
Phase One includes dynamic and iconic public space investments that will ensure that this new district becomes part of the collective memory of New Orleans. This investment in public space will increase demand for the development within the district offering faster absorption and quicker phasing.

KEEP BUKU FESTIVAL GOING
Our scheme integrates the existing use of the site as a festival grounds into the phasing and programming. Temporary festival grounds and public park space will allow Buku to continue to operate on site while increasing the availability of the site for additional festivals and uses.

TEMPORARY RIVER IMPROVEMENTS
Low-cost, high-impact improvements will be made to the existing riverfront that will create an amazing amount of energy around this district. A new relationship with the river will be forged resulting in increased public support for future riverfront park improvements.

DYNAMITE DEVELOPMENT PRODUCTS
Our Phase One program is meant to serve as a microcosm of the rest of the development. It will demonstrate the commitment to quality, culture, public realm, and sustainability our project imbues. Phase One, including the music venue, will set the stage for the future of the district.
The District

The plan presented here illustrates the district vision at full build-out. A diverse and robust network of public spaces and streets tie together a unique series of developments that blend into the existing urban fabric at the same time forming a new neighborhood in the city.

New anchor destinations including a music hall, riverfront park, hotel, and many new retail and entertainment venues along a reimagined Convention Center Boulevard create a vibrant destination while new residential development makes Muse Landing a complete neighborhood for all. This transect sets up the bones of a highly diverse and lively new neighborhood for New Orleans.

LEGEND

1. The 10th Muse Music Hall
2. The Gouldsburo Overlook
3. Water Square
4. Public Stair/Elevator
5. Arpent Plaza Overlook
6. Food Hall
7. Melpomene Gardens Neighborhood Park
8. Bar Alley
9. Maker Plaza
10. Truck/Bus Marshalling
11. River City Venues (Existing)
12. Riverboat Dock
13. Educational Research Wetlands
14. Tulane River Center
15. Public Parking Structure
16. Civil Rights Museum
17. Power Plant (Existing)
18. Grocery Store
Overall Development Program

Our development scheme balances context sensitive architecture and uses with the increase in density needed to support a vibrant new district. At the heart of the district are several new entertainment and cultural venues supported by office and residential uses. The program distribution and parcel configuration provides flexibility within a defined framework.

Our goal is to provide over 3,000 new residential units in a mixed-use neighborhood where people can live, work, and play. We considered all facets of complementary uses from a smaller boutique hotel to complement the larger Convention Center hotel to a thriving evening bar scene that complements the daily activity of restaurants, cafes and a grocery store. The density and mix of uses are distributed across the site strategically to activate public spaces and provide moments of quieter neighborhood streets. Additionally, our overall development scheme includes a diverse mix of housing offerings that will attract people from all income levels including workforce and affordable housing.

Envisioned to include over 4 million square feet of development at completion, Muse Landing will redefine the district and the city.
Land Use

The majority of the district will be residential development, meeting the city's needs for more housing, both market rate and affordable. In addition to this primary use, a diverse mix of retail, entertainment, cultural, hotel, and office uses are planned to create a neighborhood that is active and vibrant at all times and complements the Convention Center and its programming.

The land use plan indicates the primary use on each block. The plan is flexible to allow changes to these uses as the district grows while ensuring the character and principles of the neighborhood remain.

Ground Floor Program

At the ground level the district will be a vibrant, multi-use neighborhood with many active and interesting destinations serving residents and visitors to the city and Convention Center.

Convention Center Boulevard is the heart of the district and the primary retail and entertainment corridor. Here restaurants, bars, and shops will enliven the street as they utilize indoor and outdoor space to create the unique atmosphere of the Boulevard. Anchors including the music hall, museum, and potential culinary destinations such as a food hall or brewery will add to the citywide draw of the street and support the smaller scale retail. Together all these uses will form the social spine of the district.

Elsewhere, a mix of housing that opens directly to the street as well as lobbies and amenity spaces will help make streets pedestrian friendly and active throughout the neighborhood. Parking and other service uses are screened whenever possible by active programming to limit blank walls or unprogrammed streets.
Our vision for this district includes distinct residential neighborhoods that cater towards a diverse set of individuals and families. In addition to various unit typologies including walk-up townhome products at the base of these buildings, the plan calls for communal green space that supports a human-centric environment and builds community cohesion. Shown here is Melrose in Gardens.
Building Typologies

The master plan envisions varied architecture throughout the district based on location and use. Several typical typologies form the core development with variety and design flexibility encouraged with each building.

Along Convention Center Boulevard and Tchoupitoulas Street the primary development is defined by mid-rise residential development integrated with retail and anchors including the music hall and grocery store as well as creative office space. Moving into the Garden District across Tchoupitoulas, the scale and character shifts to integrate with the surrounding neighborhood while a new park provides amenities for families and all residents. Finally, adjacent to the river itself, the introduction of residential towers brings views and an experience unlike any others in the city. These scales come together at the street where a lively public realm brings residents, visitors, and more together.

River Edge Towers

The river edge towers offer a living experience different from the rest of the district and from the rest of the city.

Oriented to maximize views from all units up and down river, the towers give residents a daily view that most people experience only from office buildings in the city. These developments take full advantage of their location and opportunity with units overlooking the river as well as amenity spaces located at the upper floors to maximize views for all. The towers present the opportunity to address the river and the district with unique architecture that helps define the district and the riverfront.

Their location along Convention Center Boulevard means these developments also are key elements to the experience of the Boulevard at the ground level. This includes retail spaces at the ground, potential larger cultural spaces that can be located at the base such as the museums, and the integration of park space that steps up to the river and provides views for all, not just residents.

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TYPICAL GROUND LEVEL PLAN

- Lobby
- Tower 1 Entrance
- Tower 2 Entrance
- Parking entry
- Loading
- Retail
- Upper level overhang

TYPICAL UPPER LEVEL PLAN

- Lobby
- Lobby Tower 1 Entrance
- Lobby Tower 2 Entrance
- Parking entry
- Parking entry
- Parking entry
- Upper level overhang
- Amenity Deck
- Deck
- Loading

TYPICAL SECTION

- Rooftop indoor and outdoor amenity space
- Outdoor community space with river views
- 45’ Average
- 400’ Max

TYPICAL GROUND LEVEL PLAN

- Lobby
- Lobby Tower 1 Entrance
- Lobby Tower 2 Entrance
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The Warehouse Blocks

The core residential buildings envisioned for the district take cues of scale and form from the Warehouse District. The upper floors are residential with units that face the streets as well as courtyards that occupy the podium level deck.

Balconies can be set into the façade along the streets to allow a modern architecture derived from the large-scale window and frame form of the warehouse district.

A double height space podium at the ground allows two levels of parking to be hidden in the core of the block with other uses lining the streets. At the street the buildings take on different character based on their location in the district. At Convention Center Boulevard and other places retail spaces line most of the ground floor. Along other streets, the ground floor is comprised of 2-story townhouse style units that allow for direct entry from the street as well as lobbies and amenity spaces for residents.

MASS

A consistent scale and mass across the developments will tie the neighborhood together while deep facades and multiple volumes create variety and human scale to the buildings.

TRANSPARENCY

Transparency at the ground and above is key to activating the streets and connecting residents to the neighborhood. This includes glazing at lobbies and amenity spaces, front doors and windows at residential units, and balconies and glazing at the upper levels.

FACADES

Guided by the warehouse district vernacular, the architecture of each building can be unique and different while key elements such as deep facades, structural frames, and materials can unify all the individual designs into a coherent neighborhood.
The Courtyard Blocks

The courtyard blocks offer a transition in scale from the warehouse blocks into the Lower Garden District. The basic form addresses the street in an urban way and includes courtyards at the ground level. Here buildings include ground level residences that address the street and the courtyards.

A modern interpretation of classic New Orleans courtyard buildings, the typology is envisioned to include large balconies at the upper floors and small porches at the ground level.

**Balconies**
Large balconies support indoor-outdoor living and provide private outdoor space for residents as well as providing shade for each unit.

**Porches**
Ground level units can enter directly from the street and include outdoor porch space. This private space gives space to the residents and also helps activate the street and promote a sense of community.

**Courtyards**
A mainstay of New Orleans housing, the courtyard is a semi-private space for residents that can include gardens and other amenities.

**KEY PLAN**

**TYPICAL GROUND LEVEL PLAN**

**TYPICAL UPPER LEVEL PLAN**

**TYPICAL SECTION**
Creative Office Cluster

Creating a mixed-use, 24/7 neighborhood requires many users and programs and the creative office cluster will bring people to the district daily and support a vibrant retail environment.

Offering a unique office concept and surrounding amenities, the office will draw companies and users that are looking for a diverse, creative atmosphere to locate their employees and business.

The office building typology includes large, open floor plates to maximize flexibility in layout and users. Flexible conference space at the ground level and within the upper floors supports collaboration while daylighting the internal activity to the public realm. Outdoor spaces and balconies further connect employees to the neighborhood.

ORGANIZATION
The cluster is organized around a plaza space to bring different people together and spur innovation while connecting to the larger neighborhood.

BUILDING FORM
The buildings include outdoor spaces, shared conference or gathering spaces, dynamic lobbies, and other features that encourage interaction among tenants and users.

TRANSPARENCY
Ensuring maximum transparency of building facades while providing shading to reduce heat gain and glare, connects the users and activities within the office buildings to the neighborhood and highlights the innovative and exciting things happening in the city.

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Street Improvements

Street improvements in the district center on reestablishing the street grid and dividing parcels into smaller development blocks to increase walkability and reduce the overall scale of the development. The extension of the grid in all directions will also help to alleviate certain traffic issues by providing new outlets for drivers.

Convention Center Boulevard will be connected through the district as a low volume, local traffic and pedestrian focused street. A new segment of South Peters extends through the site allowing non-truck traffic to shift away from Tchoupitoulas within the district and connect to downtown. This will allow people to circulate within the district and improve conditions along Tchoupitoulas.

In addition to the streets, several new alleys are planned west of Tchouitoulas and along the floodwall to provide service and parking access to adjacent development.

Parking and Access

Parking is a critical component of a successful urban pedestrian environment; however, the size and inactive programming of garages are often in conflict with the vibrant environment they support. The goal of the framework plan is to minimize the impact of parking on the pedestrian experience while supporting the residents, employees, and visitors that are vital to success.

The plan calls for the consolidation of Convention Center parking, currently in surface lots, into a garage and the reorganization of the truck marshalling and bus staging areas. This will provide a more efficient operation and create additional development opportunities. This will be located north of Henderson Street to be conveniently located near the Convention Center.
Street Typologies

The Shared Streets

The shared streets of the district are places where cars and people mix together. These streets are designed to be slow environments where residential units open onto the street, creating a slow, residential environment. These environments are situated west of Tchoupitoulas Street and divide the large parcels into smaller development blocks. The travel lanes are narrow and could be potentially constructed from permeable concrete or asphalt to help manage stormwater in concert with rain gardens and bioswales. On-street parking and shared bike lanes create an atmosphere where people feel comfortable. This is reinforced by the combination of wide sidewalks that is continuously shaded from the summer heat by a generous tree planting zone.

Development along these streets includes residential porches which pull from the cultural vernacular of the city and place eyes on the street to increase perceived and actual safety as well as creating a lush garden atmosphere with personal gardens associated with each unit. Additionally, buildings have upper level balconies so that all residents can enjoy this small scale, lush urban landscape.

These streets are not designed to accommodate heavy traffic and would likely not be signalized at any of their connections. Rather stop signs and other traffic calming measures would be used to ensure that these streets always remain people first!

SHARED SPACES

The design of these streets focuses on creating an environment where all modes of transportation can mix together without causing safety issues. These are low-speed, pedestrian first environments that serve as an extension of the public realm. Materiality extends across the travel lanes while elements like lighting, seating and planting define space.

STOOP CULTURE

Building off what makes New Orleans so unique and defines neighborhoods like the Garden District, our plan for these streets includes a robust network of stoops and porches that provide places for people to gather and create a sense of collective ownership and safety. Jazz trios are just as at home as parked cars and bikes!

GREEN INFRASTRUCTURE

Integral to the design of these streets is a robust network of green infrastructure including permeable pavement and streetside rain gardens and bioswales. These elements will greatly reduce the demand that this new development places on city infrastructure. More importantly however, are these elements are designed into the overall pedestrian experience.
The District Streets

The district streets are the primary connections between the surrounding neighborhoods and the new district. These critical connections filter people through the site, connecting them to the river and stitching this new district to the existing Warehouse District and Lower Garden District.

These streets are designed to carry vehicular traffic and support a lively street presence that is supported by the placement of retail, residential lobbies, and individual porches to create a variety of experiences. They also serve as the primary service routes in the district for loading and deliveries, ride-share drop off, trash, and parking garage access.

Dedicated bike lanes provide a mobility alternative for individuals living or working here while on-street parking slows the traffic and creates a buffer between pedestrians and cars. Additionally, curb-extensions narrow the perceived road width further slowing traffic and creating a pedestrian friendly environment.

Iconic landscape character creates a noticeable brand to the district through regular tree planting and lush understory. This landscape is designed to be performative including street-side rain gardens and bioretention cells that correspond to the traffic calming elements. A series of courtyards and stoops and a varied street wall offer a diverse spatial experience as a counterpoint to the regular landscape strategy along these streets.

PEDESTRIAN PROMENADES

These streets are designed to include wide pedestrian sidewalks that utilize both the public right-of-way as well as building setback areas. These need to be shaded, with high quality amenities that draw people from the surrounding area to shop and recreate but also create a place that people are comfortable living in.

ICONIC CHARACTER

These streets are designed to be memorable both from a driver and a pedestrian standpoint. A dense linear planting of palm trees that is punctuated by large shade trees in association with a lush understory creates a place that people want to be and a place that tourists and residents alike remember.

ACTIVE EDGES

These streets are designed to include active edges in the form of residential lobbies, retail at corners and residential porches and stoops that connect it all together. A building setback that varies with each use sets up a diverse and active experience. Deep facades with plenty of openings connect the inside and outside together.
The Great Streets

The great streets are designed to be iconic gateways to and through this district. These boulevards are likened to the quintessential boulevards of New Orleans with their neutral ground and characteristic tree canopy.

Henderson Boulevard will serve as the primary vehicular entrance into the site and to the Convention Center. As such, this street is an iconic gateway that includes new signage, art, and tree planting.

Tchoupitoulas Street, the other great street of the district, currently serves as a major commuter and truck transport route. Our plan seeks to maintain and even enhance the level of service along this corridor while providing important beautification and functional standards that will ensure that this street connects rather than dividing the district. Part of this strategy includes extending South Peters Street through the district to reduce the overall through traffic along Tchoupitoulas.

Lush tree planting, the removal of on-street parking, green setbacks along the street, and improved crosswalks will create a new identity for the street. We see landscape as a primary medium which will allow us to reduce the visual dimension of the streetscape and create the most value for all users. Additionally, integration of green infrastructure within the right-of-way and within the setbacks along the street give these important New Orleans roads a new identity as a green spine.

LANDSCAPE BUFFERS
Wide landscape spaces in the median, the tree lawns, and in building setbacks great a lush, almost park-like experience, for pedestrians traversing these corridors. These linear spaces will be performative in nature offering spaces for green infrastructure along these streets.

MARKED CROSSWALKS
The crosswalks that cross over Tchoupitoulas and Henderson should be enhanced to include resilient but noticeable materials that allow for safe and comfortable crossing at every intersection. This will increase the overall walkability in the area. These should also be enhanced signification which have cycles solely dedicated to pedestrians.

DEEP SHADE
The biggest change that can be brought to these streets is the installation of heavy tree canopy. This includes a dense planting of large caliper Live Oaks that with a decade can truly cast deep shade. This both defines the district but also provides important urban heat island mitigation.
The Main Street

Convention Center Boulevard is designed to be the heart of the district. We believe there is an opportunity to create an iconic retail street that will become New Orleans destination on par with Canal Street or St. Charles. The urban experience is conceived holistically from one end to the other, creating a linear experience that is more than a street.

Deep overhangs shade the ground floor for outdoor dining and window shopping while a dedicated multi-use path provides space for bicycles and pedestrians amidst an amenity rich landscape zone that has horticultural plantings, lighting, public art and seating elements. This environment is defined by a variable tree canopy that includes an irregular planting of palms and live oaks corresponding to the irregular streetwall that forms small courtyard spaces.

Vehicular travel lanes can accommodate the streetcar line within the lanes, reducing cost and making room for pedestrians. This would function similar to Carondelet in downtown. Ample on-street parking and rideshare drop off provide the perfect convenience for an active street.

Green infrastructure is integrated directly into the landscape spaces and use of permeable materials within parking bays and on multi-use paths provide the needed sustainability measures that make this corridor a model for the entire city.

PEOPLE. PEOPLE. PEOPLE

Convention Center Boulevard is first and foremost a people mover and a people catcher. These streets are designed with people in mind first. High quality materials, dense shade, signage and wayfinding, seating, lots of doors and windows all make for an experience that draws people and makes them comfortable. This also increases the success of the retail and entertainment environment.

PUBLIC ART MOMENTS

We see Convention Center Boulevard as a linear gallery much like the Poydras Street corridor. Large scale artworks that take over the landscape could be utilized for instant and iconic placemaking. These moments can also include interactive moments of varying capacities along the corridor for people of all ages. We have consulted with the Helis Foundation about our program to include a walkable sculpture garden.

FLEXIBLE TRAFFIC NEEDS

This street should be utilized for festivals and community gatherings on a regular basis. As such it must be closed down for these events which is why we have provided alternative north-south routes along front street and S Peters. Additionally, hidden infrastructure like power, tent anchors, and pull-up bollards should be integrated into the design.
**District Green Space**

The district includes a diverse set of public parks, plazas, and other green spaces that are distributed throughout the site to add value to the development and increase livability. Some of these spaces will be delivered through private development while others will need a public-private partnership.

The spaces each have distinct character and program elements that correspond to the type of uses that surround them. These range in scale from the large riverfront park to the intimate courtyards around buildings. In all cases the development plan creates active edges along public green spaces to increase safety and support a dynamic public realm.

These spaces will also all be performative in nature by including sustainable features such as green infrastructure or community gardens. Finally, our team imagines this network of public spaces to be programmed and maintained through a collaborative public/private partnership.

**Non-Vehicular Circulation**

Our proposal places a large emphasis on non-motorized transportation including providing provisions for micro-mobility options and active transportation in addition to the future streetcar extension and the realignment of bus routes into the district.

The pedestrian strategies include upgraded street crossings; integration of open space and street networks; and reduction in block scale. Bike provisions include connecting to future improvements and setting up the district to catalyze future improvements such as the extension of bike infrastructure on all east-west streets coming into the district.

Integration with the riverfront is delivered through regular connections through the flood wall and the potential for an elevated pedestrian bridge that would come in later phases to link directly to the riverfront park.

Future mobility options such as scooters, shared bikes, and other micro-and shared mobility options would also have infrastructure put in place to ensure their success. Additionally, our team will analyze the extension of the streetcar through the site and weigh that against potential opportunities for autonomous shuttles and other non-fixed vehicle options.
Public Space Typologies

Water Square
This central public space is situated at the heart of the district. Key entertainment uses are situated off the plaza including the new music venue and food hall as well as dense residential and hotel uses. Water Square is designed to function in the everyday and the big day, simultaneously at home for large events as it is on a Sunday morning stroll with your family.

The character of the space is a contemporary New Orleans vernacular that uses warm materials and bold forms. The arrangement of space is largely based on programmatic needs of the site ensuring clear circulation paths for events and everyday, space for large and small gatherings, and a strong balance between hard and soft spaces. A space that has dynamic nighttime qualities and integrates stormwater infrastructure. The scale of the space makes it feel intimate when there are only limited numbers of people but at the same time feel at home for large events.

Finally, there is a strong indoor-outdoor relationship between the music hall and the plaza that includes continuation of materials and the arrangement of uses such as the lobby, the outdoor screen, and the restaurant on both floors that further activates this space throughout the day and year.

URBAN NATURE
Water Square gets its name from its amazing ability to serve as both a public square and a piece of stormwater infrastructure. A gentle slope lawn fades into an urban wetland that is bounded by clean seat wall steps that allow people to have a close but refined connection to wetland planting. This wetland is fed by the surrounding streets and the adjacent buildings.

CULTURAL VIBES
The design of this space is inherently cultural. It is arranged to host large and small events that could be separate or in concert with the adjacent music venue. These could include farmers markets or public dance lessons all of which could happen on the open fountain plaza that can be turned off when needed. Additionally, for large events the streets around this plaza can be closed to further expand capacity.

EVERYDAY USES
In addition to functioning for events, we specifically designed this plaza to be attractive and functional for daily life and to serve as an extension of the work or work for nearby use. A large scale interactive fountain, flexible shaded lawn space, ample seating, and adjacent uses such as cafes and restaurants create conditions which will turn this into the heart of the project.
Melpomene Gardens

Situated within the residential district west of Tchoupitoulas, this neighborhood park serves as the quiet counterpoint to the bustling central area of the district with programming catered to families.

The concept for Melpomene Gardens seeks to create a high quality environment that adds value and quality of life for residents. The design includes a balance of passive green space and active functions that can be enjoyed by residents of the new district and the public at large. The placement of this open space along Melpomene creates a welcoming atmosphere for the larger public while serving the entire neighborhood that will be established west of Tchoupitoulas.

A high quality children’s playground and contained dog park are weaved together with a shaded lawn space, picnic areas, and community gardens that create a social environment for people to come together. The space is framed by new residential buildings that look out over the site with residential porches and large windows.

This space is also performative in nature with a wetland garden detention area that serves larger stormwater management needs these parcels. Ample pedestrian pathways cut through the park and connect to the larger pedestrian network of the district.

SOCIAL SPACE
The design of this space is intended to create a social environment for the residents of the district and the larger public. Small gathering spaces throughout as well as larger social settings like the dog park create places to meet your neighborhood, to sit and chat, and to host birthday parties on a nice spring day.

FAMILY FRIENDLY
This public space is specifically created to ensure that families and children feel welcomed in this district. At the core of that idea is the creation of a significant playscape with bright colors, landforms, large climbing equipment that incentivizes activity and adventure.

LOCAL LANDSCAPE CHARACTER
The landscape character of this public space will draw heavily from the character of other public spaces in New Orleans that include a combination of formal and informal plantings, large shade trees and decorative site features like railings and lighting.
Courtyard Culture

The courtyard is a symbol of New Orleans. These spaces, shaded by buildings and trees and lushly planted, serve as a vital escape from the summer heat. They provide functional micro-climates have evolved into important cultural elements of the city. Within the district they are reinterpreted in a contemporary setting.

These spaces are located throughout the district and are tucked between and within building footprints. They provide an irregular relief from the street wall and create a lush landscape environment that serves as a transition from the Garden District to the more urban neighborhoods of central New Orleans. Each of these spaces will take cues from the uses that surround each space. Some are surrounded by residential walk-ups while others are surrounded by residential lobbies and retail spaces. This character will distinguish this new district from other new developments making it a desirable place to live, work, and play.

The courtyards are designed to be intimate escapes that use vegetation and architecture to enhance human comfort. Residential porches and balconies frame these places ensuring that there are always “eyes on the park” and providing a sense of ownership. These are designed to be both performative and social and will be intentionally flexible to allow for personalization over time.

PERFORMATIVE LANDSCAPES

These spaces serve an important function related to individual building stormwater management. Each of these spaces will be integrated with rainwater cisterns that capture water from the roof, while landscape spaces will store and filter water helping to reduce demand on the city system. These spaces will put sustainability right in the foreground, celebrating New Orleans as a water city.

COMMON SPACES

These spaces provide a common sense of ownership to the new district that helps build community. These spaces are designed to be social in nature but inward focused to the residents of a building. Each one will be designed to have its own character and overtime will evolve with the residents who live there. It’s a space for people to talk to their neighbor or not lock their bike.

FOUND PLACES

One of the most romantic and lovely experiences of walking around the French Quarter or the Warehouse district is stumbling on a small courtyard space between buildings. This lush garden environment is part of the landscape vernacular of the city. Our district infuses that into a contemporary setting. Making this district authentically New Orleans.
The Arpent Deck

Proximity to the River is a huge differentiator for this district. However, access to it and engagement with it must be done in a way that is feasible and phased. The Arpent Deck, name and shape inspired by the old French division of land so prevalent along the banks of the Mississippi, offers a near-term solution to put the River on display while setting up a future condition that allows for expansion when the full riverfront park can be realized.

This space is designed in conjunction with the potential future location of the Civil Rights museum situated along Convention Center Boulevard. A grand stair and public elevator rise up roughly thirty feet to an elevated plaza with sweeping views to the river, the expressway bridge, and downtown. Within the plaza, public space blends with a large outdoor cafe, bar, and restaurant space that will become a beacon for tourists and residents alike.

This space works in conjunction with future plans to extend an elevated walkway out over the river and extends activity from the riverfront back into the district, Water Square, and terminates at The 10th Muse Music Venue.

A critical aspect of this public space is to set the stage for a future riverfront park. This park stands as a destination in its own right, yet when the future riverfront park is built, the grand stairs will align with the pedestrian bridge and overlook along Race street. This bridge can serve both the River City Venues and the new riverfront park.

ART DISPLAY
This public space offers an iconic platform for the display of public art. The setting along this river, and its proximity to the core area of the district will ensure many tourists pass through. Additionally, this can serve as an outdoor extension of the Civil Rights museum offering prominent moments for interpretation and education.

BEAUTIFUL FUNCTION
The grand stair and public elevator are designed to be both beautiful and functional. Additionally, they are simple and integrated into a building in an effort to reduce cost and make them a more feasible piece of pedestrian infrastructure.

RIVER VIEWS
The most iconic element of this public space is not the design itself but rather the views that it offers to the River. Unlike any other space in the city this platform will have unencumbered views of the river and the restaurant and bar situated within the plaza will be a premier destination, a place to show off this amazing city.
Introducing...

The 10th Muse

A PLACE FOR EVERYDAY AND THE BIG DAY

This cultural destination is designed to host grand celebrations of music, culture, and fun, spilling out into Water Square with its large outdoor screen and grand lobby. On a daily basis, the large interactive water feature and shaded lawn work with the restaurant to create a synergistic social hub.
A Premier Music Destination

Celebrating and honoring New Orleans’ long legacy as the birthplace of jazz and American music culture, The 10th Muse Music Hall will be the cultural anchor and beating heart of the new district. Located overlooking Water Square along Convention Center Boulevard, this is more than just another music presenter in the city, this new music hall will be an active community programming partner, a regional destination and anchor to a wide range of cultural and community events from major acts to local artists and festivals. With its front porch, digital screen and signature restaurant, The 10th Muse will be active day and night and throughout the year, offering the quintessential New Orleans experience for residents, tourists and business travelers alike.

Entertainment District Anchor

About ASM Global: The 10th Muse will be operated by ASM Global, the world’s leading venue management and services company that also has a significant New Orleans presence. With an elite venue network that spans five continents with 300 of the world’s most prestigious arenas, stadiums, convention and exhibition centers, theaters and performing arts venues including the Mercedes-Benz Superdome, ASM carries the global reputation and local experience to make New Orleans’ next major music venue extraordinary - connecting people of New Orleans and beyond through the unique power of live experiences. ASM Global has designed, planned, constructed, marketed, and supported a multitude of venues worldwide from culture and arts entertainment districts to standalone arenas and theaters. The company’s extensive network and relationship with touring artist agencies, promoters and event organizers will ensure the Venue becomes a significant attraction within the District.
The Venue

This 80,000 SF facility will be a state-of-the-art entertainment venue with maximum flexibility to host a broad range of entertainment, musical acts, sports, civic, cultural and corporate events. Overlooking Water Square, this facility features a large public lobby and pre-function space with multiple bars and concessions. Attracting the biggest names in the industry, the main hall will have the capacity to host up to 4,500 people for a sold out concert and up to 1,000 people for banquets. It will feature a 13,000 sf flat floor and tiered fixed-seating and balconies for up to 2,500 people including preferred seating, loge box suites and premium club with VIP meet-and-greet lounge with outdoor balconies overlooking the park. A flexible stage will allow for a capacity ranging from 3,950 sf down to a more intimate 2,200 sf. The back of house will feature contemporary amenities for employees and artists including management offices, dressing rooms and green rooms for artists. A 2,000 sf catering kitchen is provided for servicing all types of events with premier food and beverage service. A full service 3-bay loading dock is provided for the venue and restaurant.

The Restaurant

The building accommodates an independent 12,000 sf signature restaurant space. Overlooking Water Square, this premier space on two floors features a garden-level dining patio and upper level dining balcony. The master developer will manage the food and beverage experience outside and separate to the entertainment agreement with ASM Global. This allows for constant activity to the area from dedicated food service operators.

Water Square Park

The music venue, restaurant and park together sets the stage for a vibrant new civic destination and social hub for the district and beyond. The three independent entities are designed to work synergistically in bringing people together - allowing for a diversity of activities necessary for sustainable urban vitality. The multipurpose digital screen is a platform for a broad range of presentations from event simulcast, movies, concerts, advertising and visual art productions. This allows Water Square Park to function as a welcoming and flexible public space, host to everything from festivals, concerts, movie nights and informal people-watching - from day to night, and throughout the year.
The design of the Music Hall draws visual and functional inspiration from traditional southern typologies and the unique vernacular of New Orleans architecture. Fronting on Water Square, the building’s facades amplify the theatrical qualities of the double height balconies and galleries that enliven the French Quarter. Not just social spaces, these tall covered colonnades shade the building from harsh sun exposure and shelter people from the tremendous downpours that the city is known for. As a contemporary interpretation of the delicate decorative cast iron steelwork, the tall arches reflect the scale and ambition of The 10th Muse programs conjuring nostalgic recollections of ancient Greek theater prosceniums.
**The Bend Riverfront Park**

The park gets its name from the Gouldsboro Bend, the adjacent portion of the River. Decades in the making, this park has the opportunity to complete the vision of public access to the river from here to the Bywater. The design of the park celebrates the subtle and dramatic qualities of the Louisiana landscape and offers a diverse spatial and programmatic experience.

Our long-term vision for this public park extends from the power plant to the space below the Crescent City Connection and includes a vision for the land should Mardi Gras World relocate. We believe this land should be utilized for public access and parkland in perpetuity. Placing development on the river side of the floodwall would require additional resilience measures and would reduce the valuable open space that can drive up the value of this new urban district.

Our proposal centers around making strong connections back into the district at ground level and through an iconic, yet subtle, pedestrian bridge which extends from the elevated Arpent Deck out over the river. This elevated walk cuts above a destination children’s playground and frames shaded lawn which can be used for both large and small gatherings or just as a way to escape.

We also see an amazing opportunity with the relocation of Mardi Gras World to establish an outdoor extension to the Tulane River Center that includes a reconstructed batture area that can provide educational and artistic opportunities.

Finally, this concept that we have presented can be extended both up and down river connecting Spanish Plaza and the Riverwalk to the Ferry Terminal further upriver.

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**SEASONAL PROGRAMMING STRATEGY**

The riverfront park and public realm adjacent are designed to host a full season of cultural programming including large festivals like BUKU that currently exist on the site. Strong pedestrian connections, access to public parking, and event infrastructure will all be planned into the design to ensure ease of operations and attract events. Our project partner ASM Global will manage these events and market them to a broad audience.
River Overlook
One of the core features of our vision for The Bend Riverfront Park is a river overlook. This feature puts the Mississippi River on display unlike anywhere else in the city. Connecting directly back into the district via an elevated walkway this feature will become an instant tourist attraction. A place where people come to take selfies, propose to their loved ones, watch the riverboats pass by, and take in the most iconic feature of South Louisiana.

Active Sports + Recreation
We see an amazing opportunity to build out an active recreation program on both ends of the riverfront park. Court sports and a skatepark are located underneath the expressway where they utilize the shade and don’t mind a little noise. On the other end of the park multi-use fields allow pick-up games among friends and a place to run free. This feature will bring people from all over the city to this site.

Connect with Nature and the Past
As important as any fixed program or special feature is an intentional design for solitude. We see great opportunities to restore naturalistic edges to the river that will be armored against rushing water on one side and soft along the other. These moments are created by peeling back century old wharfs and exposing the piles that hold them up. This strategy will provide a connection to the past and an opportunity to restore natural habitat for people and fauna to enjoy.

Iconic Playground
Our proposal includes space for a destination children’s playground that will draw residents and be a place for tourists to bring their families. This feature will take advantage of the amazing setting and will be themed around Louisiana’s landscape and industry. This feature will be a major amenity for residents of the new district, thus increasing viability of the development and ensuring a diverse mix of residents.

Artistic Displays
We see a great opportunity to include a public sculpture park within this setting that provides a cultural destination for convention goers and residents alike. Set along the banks of the river this will become a beacon for artists who want to display their work in a high-profile urban setting. These features will be integrated into the parks, walkways, and lawn glades and will increase visitors to the park ultimately creating a safer environment.

Largescale Gatherings
This park will be designed in coordination with the programmers and operators of large-scale events like BUKU festival. We see this new park and the surrounding public realm on Race Street and Convention Ctr Blvd, as well as, Water Square as an amazing new setting for urban festivals within the city. Building off the theme of the Music Hall these could include outdoor concert series and other festivals that make New Orleans so unique.
Gateway To The River

This district will become the Gateway to the Mississippi River for decades to come. Greater access, both visual and physical, is a core driver of our entire development concept. The riverfront park and the elevated Arpent deck shown here will become destinations within the City. The grand stair and Civil Rights Museum, which frame direct access too and open up towards the river, change decades long trends of turning our back towards the mighty Mississippi.
Sustainability + Technology

Our proposal for this new district is built on the foundation of high-impact, multi-beneficial strategies related to sustainability and technology. In the near-term our proposal focuses on smart design decisions that reduce cost and maintain affordability while meeting sustainability goals of the city. Our long-term strategy includes continued study of ambitious measures that distinguish this district as a model for future development within the city and nation-wide.

At the core of our strategy is creating a socially sustainable district, one that is designed to become a legacy neighborhood of New Orleans and a place that people take pride in. Additionally, our plan calls for considerations in long-term technological and social shifts. These could be ideas as simple as ensuring that ride-share operations like Uber and Lyft are considered in the design of our streets, as impactful as installing 5G infrastructure in the district to make this part of the “SmartCity” movement, or as critical as providing robust green stormwater management to reduce impacts on larger city water systems and issues.

In this section, we outline our strategies which are centered around the following six principles.

Smart Orientation

Utilize proper orientation and scale of architectural massing to promote human comfort and energy savings.

Smart Energy

Utilize passive and active means of energy conservation and production including shared systems.

Smart Food

Build in a culture of food production into public and private open spaces that promotes health and wellness.

Smart Technology

Build in a network of technological systems that allow for data to be utilized to promote urban efficiency and effectiveness.

Smart Future

Consider future proofing infrastructure and buildings by considering secondary uses and longterm changes.

Smart Water

Ensure the highest level of on site water management and utilize reuse practices across the district.

Smart Orientation

Smart urban form decisions will ensure climatic comfort and energy savings across the district.

Buildings are oriented east-west to reduce summer heat-gain on the western facade of buildings. Additionally narrow streets, strategic setbacks, and deep shaded colonnades offer pedestrian comfort in concert with the dense street tree planting. Buildings and streets are oriented to ensure that all units and spaces can take advantage of summer breezes.

The diagram to the right demonstrates the detailed analysis that our team conducted on the urban form to make decisions about the placement of public space and the orientation of buildings. We will continue to utilize analysis such as this to make decisions throughout the master planning process.

Smart Energy

The district will utilize both passive and active measures to reduce energy consumption.

Our proposal will include architectural designs that reduce heat-gain by including facade shading techniques on southern exposed facades, reducing cooling loads. In addition deep porches and balcony overhangs provide human comfort measures for private outdoor space within the district while operable windows will allow for climate control in shoulder seasons.

To supplement those passive measures of energy reduction, all electric HVAC systems will be utilized to reduce carbon emissions. Other measures will include solar electricity generation for use within the development to supplement district wide energy needs.

Small cogeneration systems can be installed for heating of swimming pools and hot tubs. The cogeneration system would burn small amounts of natural gas in an engine which would generate electricity for use in the recreation area and the heat given off the engine would produce hot water that would provide heating of pools. Providing electricity and hot water by cogeneration is twice as energy efficient as using electricity.

As the district develops, further exploration into the viability of district energy systems may further reduce energy consumption while the potential use of building condensate water for non-potable water needs, such as toilet flushing, can reduce water usage and limit waste water disposal.

Solar panels can be accommodated on rooftops to generate electricity for use within the building. An integrated battery storage system would also be installed that would capture solar electricity when supply exceeds demand and then used when building demand is higher than the solar output. Further, solar would also be installed at select parking lot areas and on the top level of above-ground parking garages.
Smart Technology

Modern technology and information systems are changing rapidly and changing how we live and interact with the city around us. Muse Landing has the potential to be New Orleans’ first “smart community” with technology embedded into its DNA and throughout the community in a way that will make it highly sustainable ecologically, economically, and socially.

As the district develops we will look for partnership opportunities with leading technology companies and universities in which new types of technology can be demonstrated and utilized within the district potentially related to usage and conservation of water, energy use, renewable energy generation, transportation/mobility, public health, and social interaction.

Smart Future

Smart technology allows many elements of the district to change and adapt over time, however the physical development of buildings, streets, and infrastructure will be in place for far longer than their primary use may be needed.

To maximize the value and sustainability of investment in the district, the ability to adapt structures and other elements for new uses in the future should be explored in all decision making stages of development. As transportation, work, retail, and other aspects of life change, the buildings should be able to change with them.

Transportation is in a state of flux and the future needs for parking or loading may be different than today. As the district is built out, planning for the ability to change parking lanes into drop-off areas, to allow driverless cars to function on city streets, and to eliminate parking structures all must be thought about. We want to ensure we are not over building parking or if we must accommodate more now than in the future we can reuse the garage for a new use or dismantle and recycle the structure for other construction. All of these decisions are part of thinking about the future in an informed and intelligent way as we make decisions today.

Smart Food

Ensuring urban food security is a critical concern of modern cities across the country including New Orleans. While this new district has limited land area and will be a dense, twenty-first century neighborhood, we can utilize strategies to address the food needs of the neighborhood and the surrounding area.

The focus of investment in this district is based around three elements related to the importance and benefits of urban agriculture: the inclusion of a grocery store at the center of the neighborhood, the opportunity to produce local food, and the social benefits of community gardens.

Local food production and consumption promotes health and wellness as well as building community connections. Courtyards, roof decks, and public spaces have the opportunity to support small gardens throughout the district. These small gardens can allow residents to grow produce, herbs, and flowers and become social spaces of interaction that further connect people and build a sense of community. While small in scale, these spaces also serve as educational opportunities for children and others who do not always have the chance to see where and how their food is grown while living in an urban city.

Beyond the social aspects of gardens, there is a real opportunity to introduce honey bee farms on the roofs of buildings. This has been done successfully in other cities and has two important benefits to the local area. First the honey produced can be harvested and sold or given away to residents as a benefit of being part of the community. Second, the bees can pollinate other plants throughout the neighborhood, such as the gardens, and help the sustainable maintenance of flowers and food. With the current depletion of the bee population throughout the world, this is an opportunity to serve an important need and benefit the neighborhood.

In addition to these measures, the inclusion of the grocery store will serve the new district and the surrounding neighborhoods, allowing more access to fresh and local foods to many residents.
**Smart StormWater**

Managing stormwater is critical to the district and the city at large. The plan seeks to establish this district as a model for how urban stormwater is managed, utilizing both innovative and tried and true measures to manage flooding and reuse water across the district. At the core of this concept is creating multi-functional infrastructure that is deeply integrated into the site at a multitude of scales.

The district uses a systems approach that thinks about each parcel as its own system within and contributing to a larger system. Together they create a district wide strategy that first and foremost manages its water inside its own boundary, reducing demand of large citywide systems.

Within each parcel, roof surfaces utilize different forms of green roofs to absorb stormwater at the point where it lands while excess water is conveyed to a series of rainwater cisterns either integrated into parking garages or set within the greenspaces. In addition to controlling stormwater discharge to the municipal stormwater management system, stored stormwater water will be used for landscape irrigation thereby reducing demand on the City’s domestic water system.

Within the public realm, a network of streetside bioswales, permeable surfaces, and subsurface storage basins, and bioretention basins absorb stormwater from regular storm events while a network of constructed detention basins around the site wait for larger storm events with increased capacity. These facilities are designed as public parks, plazas, streets, courtyards, and other spaces and offer opportunities for mutually beneficial elements like urban habitat and reduced cost of below surface infrastructure. The goal of this strategy is to manage 100% of stormwater on site throughout the year.

**INTEGRATE OPEN SPACE**

Our strategy weaves stormwater management together with public open space at all scales making dual purpose infrastructure and creating unique environments.

**PUT IT ON DISPLAY + REUSE IT**

Rain harvesting infrastructure should become part of the architectural vernacular. Cisterns and conveyence devices will be put on display. This water will then be reused for irrigation.

**WORKING ROWs**

Our streetscape environments are designed to be integrated with stormwater management. This works to reduce localized flooding and reduce gray infrastructure cost.

**ROOFSCAPES**

Our proposal includes a robust network of vegetated roofs that will be utilized to decrease storm water runoff from the district and to help with thermal gain.
Phasing

The development of a neighborhood of this scale will take time and be completed in phases. It is important to begin strong with an initial phase that sets the stage for all things to come and is dynamic and engaging to stand alone as a place while the rest of the district develops.

We believe in the importance and in the power of the success of the earliest phases to the entire future of the district. Following one of our guiding principles, we want to “make a big splash in early phases.” Our proposal is to begin at the heart of the district with the development of the music hall, the grocery store, and over 300 residential units on parcels A and B. Along with these elements, Water Square park and the temporary festival grounds will all be part of the first phases.

Phase 1 will begin the district with the development of the music hall and the square in front of it. This will immediately create a destination in the district and make a place that draws people from throughout the city. The grocery store and residential development of parcel A will proceed concurrently with the music hall to become the first anchor residential building in the district. This will form the core of the neighborhood.

As we develop the entertainment venue and residential/mixed-use projects during phases 1 and 2, we will also construct the temporary festival grounds as part of the immediate improvements to the area, and to drive activity. These would consist of parcels contiguous to Parcel C and has been discussed and verbally agreed to by the adjacent property owner. We believe the activation of these festival grounds will serve as an added value amenity to the Convention Center Hotel development.

The need for workforce housing is a critical need in the city and the district offers the opportunity to help meet that need. With that in mind, phase 3 of the district is planned to include workforce housing in the development along Tchoupitoulas starting at parcel E. This will address both the need for this type of housing as well as begin to bring the new district into the existing fabric and bring the neighborhood together.

As the district grows and evolves, the success of each phase will be determined by ensuring the right mix of uses is included and the absorption rate of residential units will meet market demand. Based on the success and impact of phases 1, 2, and 3 as well as economic trends, the speed of development to follow may change and the program elements needed may shift. With this in mind, we have broken down the development into a series of smaller phases that allow for flexibility in how quickly new development is brought online and which specific blocks are developed first.

With the foundational neighborhood in place, the riverfront tower parcels and the mixed-use creative office blocks can then come online. Future phases would include the current parking lots across from the Convention Center at such a time as a decision is made related to convention expansion. Further, the framework plan is designed to support expansion beyond the current boundaries to adjacent blocks upriver. Thinking of the potential phasing in these small pieces allows the flexibility to shift phases earlier as demanded by the market or other influences while maintaining a complete, livable neighborhood.
Alternative Land Use Options

The framework plan proposed includes the potential future development areas as identified by the Authority. We feel it is important to understand the highest and best opportunity for the entirety of the district to ensure the best possibilities for the future are not lost. However, understanding this is a long-term decision and an unknown, the district is planned to be a complete and successful neighborhood without the inclusion of these sites.

The land along Melpomene at parcel G is an ideal location to continue the development of workforce housing and to integrate the development into the adjacent neighborhood. This is the transition zone that creates a seamless link between the new development and the rest of the Lower Garden District. To accommodate this development the proposed plan shifts the truck marshalling area closer to the convention center on parcel H.

The redevelopment of the land across from the Convention Center, parcel H, is planned as a mixed-use zone that includes residential, creative office, parking and convention service and truck marshalling. The proposed parking garage will free land to use for marshalling while still accommodating all needed parking on site. The further development of the parcel as proposed is in the event that the Convention Center determines there is no need to expand the exhibition space moving forward.

If the decision is made to expand the Convention Center or to hold the site for a period beyond the full development of the rest of the district, there are potential adjustments to the framework that can accommodate the creative office in other locations, as this program element remains an important part of creating a diverse neighborhood.

There is an opportunity to include creative office space within the boundaries of the district on parcel B adjacent to the music hall along Tchoupitoulas. This location is planned for residential and hotel uses in the preferred framework, but has the flexibility to shift uses. This is an ideal alternate site for office use as it is a high profile location along Tchoupitoulas and within the land currently controlled by the Convention Center Authority. Beyond the first office development, a cluster similar to the proposed plan can be realized on the blocks just outside the district boundary in the future.

If in fact The Authority wanted to hold the H parcels out of development for 5-8 years, another possible development opportunity might be an arena. This is the flexibility that is built into the plan that allows decisions to be made over time and allows new opportunities to arise.

We look forward to further conversations and study related to these potential development areas and the needs and plans of the Convention Center Authority.
Meaningful collaboration and unified goals drive our plan for Stakeholder Involvement and Engagement.

The inherent complex nature of this project’s stakeholder group requires collaboration with three stakeholder classifications: general public and neighborhood groups, public agencies and authorities, and adjacent property owners and developers. Within each of these groups there are subgroups that will require an even more specialized strategy for communication and engagement.

The Authority, City, State and Public Entities
Working with the Convention Center Authority, the City of New Orleans and the State of Louisiana will require both executive level engagement as well as technical advisory work sessions with staff level individuals across the various departments. Additionally, our team will serve as an extension of the Authority with regular communication, work sessions and goal alignment to ensure that the larger vision for the Convention Center Area is coming together.

Critical areas of focus during the development phase of the Master Plan will be understanding the total gross development area, the negotiation and execution of the Master Development Agreement, and the alignment of goals for the initial infrastructure improvements and use of funds.

Adjacent Development Team and Property Owners
We identify the need to engage with the development team for the hotel parcel to create a cohesive vision as well as the need to engage with surrounding property owners, both institutional and private, to understand potential opportunities and constraints.

Our strategy with all these groups and individuals is to communicate unified goals early, engage and report often, and demonstrate solution-based compromise when needed.

To show continued partnership and unified alignment of goals with the Convention Center Hotel, we’ve since adjusted the phasing of our district for mutually beneficial value to our adjacent neighbor, and to the Authority. Through meaningful discussions and consideration of the hotel’s need for attraction to draw visitors and guests, our vision starts with a right-sized entertainment venue strategically located near the future hotel site. Additionally, the entertainment venue will also offer a unique opportunity to the Convention Center, serving as a draw for businesses and trade organizations to utilize for after hours industry functions in a convenient and walkable area.

General Public and Community Engagement
With a development of this size, span, and long term affects, the general public will require regular communications and expect opportunities to make their voices heard. Our team is well-experienced in facilitating public workshops and outreach events for the public to weigh in on community and district items that will ultimately impact their lives.

An integral factor in our Community Engagement efforts will be in communicating business opportunities to the small, local, and diverse businesses in the area to achieve the SEB/DBE goals of this development. We consider access to regular, open, and welcoming community engagement meetings part of the grassroots efforts that contribute to our overwhelming success in our diversity and inclusion efforts.
Sasaki’s Approach to Engagement

Our planning and design process incorporates a diversity of tactics to gather input and feedback throughout the project.

At Sasaki, we firmly believe the best planning and design solutions are grounded in collaboration at all levels. We collaborate on our teams, across our disciplines internally, and with our clients, partners, peers, and other stakeholders externally.

Working on large scale urban planning projects with City officials and the public, we do not shy away from complex social challenges. We believe that design should be inherently born from the communities that call them home and thus we are constantly developing new tools to help our team and our clients communicate and collaborate in an effort to capture as much public feedback as possible.

Through all phases of work we seek to establish the needed time-line to ensure that all decisions have been vetted by the necessary parties, and excitement for future projects built up, prior to anything ever hitting the streets. With this in mind our design process is never a surprise. We do not shy away from showing in-progress work and we seek to establish regular communication protocols with our direct clients as well as more rigorous participation from key stakeholder groups that might be established for this project such as technical advisory committees or community advisory committees.

Our planning and design process incorporates a diversity of tactics to gather input and feedback throughout the process. We value community input; we believe in asking meaningful questions and providing clear, accessible information to help the public give informed feedback. At Sasaki we utilize a number of methods that have been tested in countless locations that include more traditional means like public workshops or meeting people out on site, to more advanced methods of data collection and interaction like large scale interactive games, proprietary user mapping software, web design and branding, advanced data analytics, and immersive methods of visualization.

EXAMPLES OF SASAKI’S INNOVATION IN DIGITAL TOOLS:

CoMap (short for “Collaborative Mapping”) is an online interactive survey which can be made to crowd-source information from community members and park users and turn those inputs into sophisticated analytical mapping. Stakeholders are able to voice their opinions on the specific details of their neighborhood or its amenities: what they like, what makes it unique, and what they think could be improved. The result is a detailed snapshot of the local experience: frequently and rarely used spaces, the linkages between various destinations, and public perception of the place as a whole. We have included CoMap in the base scope of services for this project (see Task 1.9 for more details).

The Digital Scavenger Hunt embraces play-based gaming techniques and smart phones to explore, celebrate and visualize the current and future community, city or neighborhood. The tool highlights existing assets, as well as future proposed recommendations in an interactive manner. This tool was used at the University of Washington to encourage exploration of plan recommendations through a walking adventure across campus (see it in action here: https://vimeo.com/270420262)

Virtual and augmented reality (VR and AR) offers opportunities for community members to visualize and imagine the future in new, more immersive ways. We have been using these tools on projects to share 3D renderings and create interactive games related to project sites. We hear from participants that these new digital tools are helping them better understand design intent and get more excited about implementation.