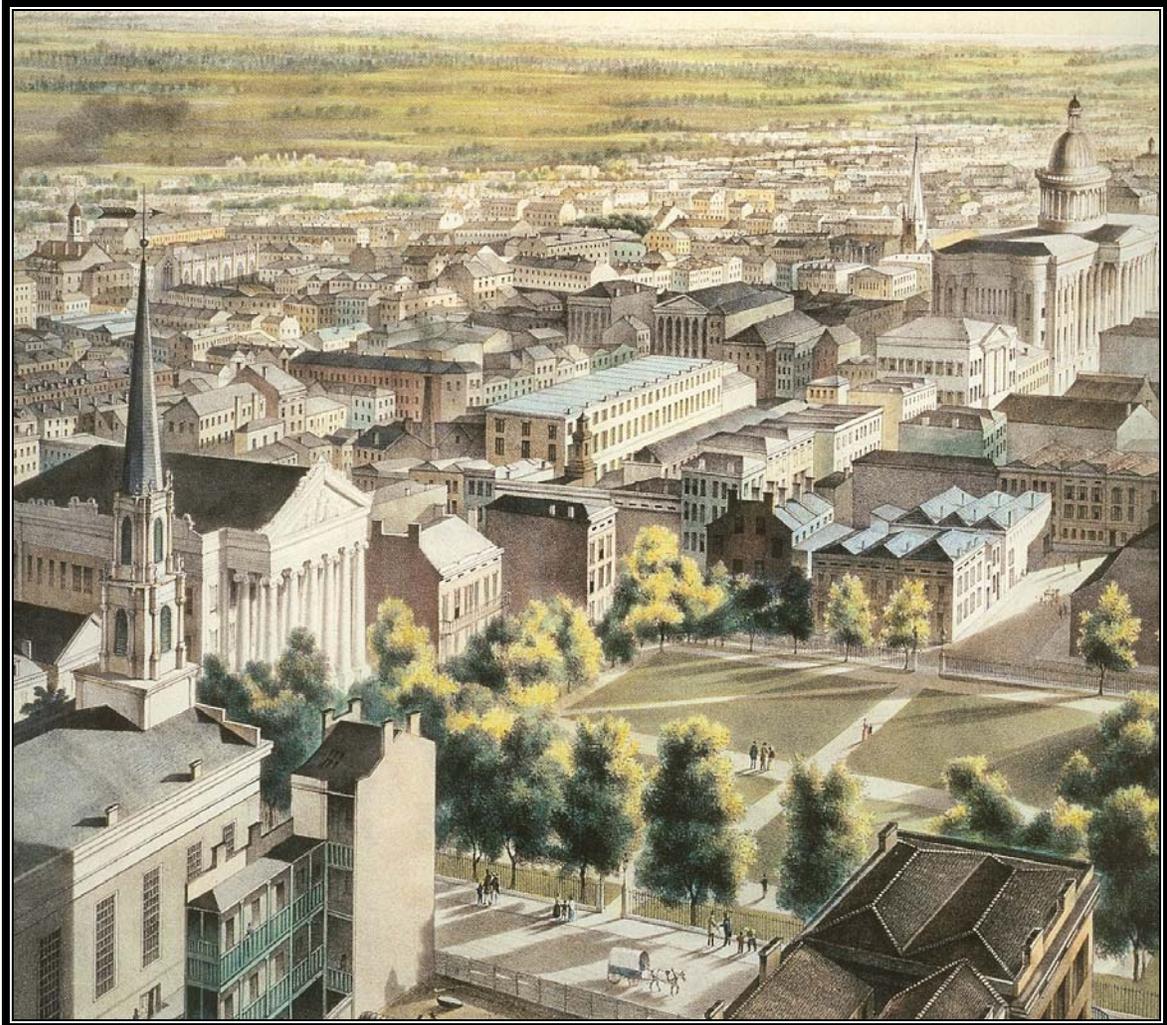


Lafayette Square Conservancy

New Orleans

A Jewel of an Urban Park since 1788

lafayette-square.org



A View of Lafayette Square from St. Patrick's Church 1852

Five Year Master Plan

February 2007(revised December 2008)

Why is Lafayette Square a vital asset to Downtown New Orleans?

Located in the heart of the Central Business District, Lafayette Square serves the needs of many constituents. One block to the north is the Financial District with its high rises, hotels and financial institutions. Three sides of the Square are surrounded by Federal Institutions – the Internal Revenue Service, the Fifth Circuit Court of Appeals, the District Court, and the Hale Boggs Federal Office Building. Additionally, Lafayette Square is located in the Warehouse/Arts District with its museums, restaurants, art galleries, and growing residential areas. It is part of the “corridor” leading visitors to the National World War II Museum, the Ogden Museum of Southern Art and other attraction in the area.

Lafayette Square is the site of the very successful Wednesday in the Square concert series that runs for 12 weeks from April through June. The concert series brings thousands of people to Lafayette Square after work to enjoy local bands, beverages and food provided by the surrounding restaurants. In 2006, Wednesday in the Square brought 60,000 people to Lafayette Square with a financial impact of over \$550,000 to CBD businesses. In 2008, the Second Harvest Food Bank sponsored a six week fall concert series called “Harvest the Music” which is expected to become an annual event. In addition, the Square is used for other events during the year including the Jazz and Heritage Foundation Blues Festival.

Every Mardi Gras the City of New Orleans erects grandstands on the western side of Lafayette Square across from Gallier Hall where the Mayor toasts each passing parade from the steps of the City’s former city hall.

Mission of the Lafayette Square Conservancy

To restore, maintain and improve Lafayette Square in support of the Parks and Parkways Department of the City of New Orleans to bring beauty and vitality to the park. We strive for a well-used and well-maintained urban park.

The Goal of the Lafayette Square Master Plan

The goal of this plan is to make Lafayette Square as beautiful and vital to the City as Jackson Square. Over the five year period of this plan, the landscaping and infrastructure will be restored and upgraded. With the assistance of the Lafayette Square Conservancy, the park will have additional funding for improvements and increased maintenance.

State of the Park

Currently, all funding for the maintenance of Lafayette Square is provided by the City of New Orleans. Despite massive layoffs, Parks and Parkways has done a remarkable job with a minimum of funding and personnel. Even so, the park is

significantly under-funded and is in need of funds to stabilize, improve and provide optimal maintenance of this important public park.

Introduction

The Lafayette Square Master Plan will guide the revitalization of Lafayette Square over the five year period from 2007 to 2012. The Master Plan was developed after meeting with residents, corporate leaders, volunteers, City employees and workers who have an interest in the improvement of Lafayette Square. The following is a sample of these:

- ★ More events in the Square (done)
- ★ More trash receptacles (done)
- ★ More dog-oriented infrastructure – water fountain and dog bag stations (done)
- ★ Restore and automate the existing irrigation system (automation completed – improvements still contemplated)
- ★ Improve the overall lighting scheme for the Square
- ★ Replace the rotten and missing bollards that surround the Square with cast iron bollards (done)
- ★ Better maintenance of the landscape and lawn areas (ongoing)
- ★ Tree trimming, fertilization, stump removal and tree replanting (stump removal and some replanting done)

Over the next five years, the Lafayette Square Conservancy envisions...

Numerous Community Activities...

- ★ Spring and Fall Fundraising events hosted by the Lafayette Square Conservancy
- ★ An eight week Fall Music Festival
- ★ A twelve-week Spring Music Festival
- ★ Various pet family events

A Square that is Safe and Clean...

- ★ Additional lamp posts, monument lighting, and spotlights in the Live Oak canopies
- ★ A bollard system surrounding the Square that will prevent the intrusion of vehicles on the lawn areas
- ★ Enhanced police presence provided by the Downtown Development District to prevent loitering and vandalism in the Square
- ★ Regular cleanups with volunteer groups
- ★ A maintenance schedule that will increase the number of times that the trash receptacles will be emptied. This will be provided by local volunteer groups or paid for by the Conservancy

A Square that is Inviting and Well-Maintained...

- ★ Seasonal planting change outs
- ★ The installation of benches to encourage people to stop and enjoy the Square
- ★ A fully automated irrigation system that covers the entire Square
- ★ A landscape maintenance contract that will enhance the maintenance provided by the Parks and Parkways Department and Conservancy volunteers

A Square that is Well-Funded...

- ★ Successful fund-raising efforts
- ★ A variety of public/private partnerships that are beneficial to the long-term vitality of the Square
- ★ Ongoing evaluation of the quality of Lafayette Square
- ★



Existing Park Layout

Lafayette Square has three statuary beds that are located along center axis of the Square. From the center statuary bed, four arms radiate out to the four corners the Square. There are inner and outer ring sidewalk that runs adjacent

to the curb along St. Charles Avenue, Camp Street and North & South Maestri Streets. On three sides of the Square there are landscaping beds between the inner and outer ring sidewalks. At the four corners of the park, there are large areas of landscaping consisting of azaleas, nandinas, yaupons, Indian Hawthornes, African irises, Louisiana irises and aspidistra. The three statuary beds are filled with African irises. The tree canopy of Lafayette Square consists of live oaks, southern magnolias, yaupons and sycamores all of which were seriously impacted by Hurricane Katrina.



Implementation Plan

Due to the lack of funding and ongoing vandalism, the landscaping and infrastructure of Lafayette Square has not reached its potential and it needs restoration. With new funding sources coming from various private and public partnerships, a five-year plan has been developed to restore and improve the infrastructure of Lafayette Square. To keep costs down, the landscaping will be partially restored to the 1984 Master Plan. Other areas of the Square will require a complete re-design, and the plans for these areas will be developed and implemented over the five-year period.

The Implementation Plan and the Financing Plan will need to work hand-in-hand so that the Master Plan can be accomplished. The funding demands of the Implementation Plan and additional maintenance will increase each year. We cannot depend on the City of New Orleans and its Department of Parks and Parkways to cover these additional costs. With the assistance of newly developed partnerships and fund-raising opportunities, we will be able to accomplish the additional maintenance through the Lafayette Square Conservancy.



First Year

1. *Replace approximately 100 wooden bollards with cast iron bollards (done)*
2. *Fertilize trees*
3. *Re-landscape the three statutory beds (done)*
4. *Restore the irrigation system*
 - ★ *Run a new electrical feed to the irrigation valve box from the electrical box on St. Charles Avenue (done)*
 - ★ *Install a timer and valve manifold so the existing system can be automated (done)*
 - ★ *Enhance the cover on the irrigation valve box to prevent vandalism (done)*
 - ★ *Restore broken and missing sprinkler heads so that all areas of the Square will be covered adequately (ongoing)*
5. *Replace missing or dead shrubs and trees in the existing landscaping (ongoing)*
6. *Lay sod in bald areas*
7. *Install additional trash receptacles (done)*
8. *Increase the number of annual beds (done)*
9. *Landscape Maintenance (ongoing)*

Second Year

1. *Have existing trees trimmed*
2. *Plant new trees (partially done)*
3. *Continue to replace existing wooden bollards with cast iron bollards (done)*
4. *Install doggie water fountain (done)*
5. *Install benches and other street furniture*
6. *Continue to replace missing or dead shrubs and trees in existing landscaping (ongoing)*

7. *Lay sod in bald areas*
8. *Increase the number of annual beds (done)*
9. *Landscape Maintenance (ongoing)*
10. *Sidewalk restoration*

Third Year

1. *Install benches and other street furniture*
2. *Phase 1 of landscaping along North and South Maestri Streets*
3. *Continue to replace missing or dead shrubs and trees in existing landscaping*
4. *Lay sod in bald areas*
5. *Increase the number of annual beds*
6. *Landscape and Tree Maintenance*

Fourth Year

1. *Phase I of Enhanced Lighting System Plan in the Square*
 - ★ *Run an electrical feed to a new master breaker box in the storage shed*
 - ★ *Run low-voltage electrical lines to the statuary beds and various trees that will be lighted*
 - ★ *Install tamper-resistant low-voltage lights*
 - ★ *Increase the number of lamp posts in the Square*
2. *Phase II of landscaping along North and South Maestri Streets*
3. *Continue to replace missing or dead shrubs and trees in the existing landscaping*
4. *Install benches and other street furniture*
5. *Annual planting*
6. *Lay sod in bald areas*
7. *Landscape and Tree Maintenance*

Fifth Year

1. *Phase II of Enhanced Lighting System Plan in the Square*
 - ★ *Run an electrical feed to a new master breaker box in the storage shed*
 - ★ *Run low-voltage electrical lines to the statuary beds and various trees that will be lighted*
 - ★ *Install tamper-resistant low-voltage lights*
 - ★ *Increase the number of lamp posts in the Square*
2. *Landscaping along Camp Street and St. Charles Avenue*
3. *Continue to replace missing or dead shrubs and trees in the existing landscaping*
4. *Install benches and other street furniture*
5. *Lay sod in bald areas*
6. *Landscape & Tree Maintenance*

Fund-Raising and Volunteer Plan

Lafayette Square is a community park that serves the residents, workers and tourists in the Central Business District. The main sources of funding and volunteer partnerships for Lafayette Square are in the surrounding area. To keep the cost of capital projects and maintenance low, the Conservancy will be working with numerous agencies and volunteers.

The Conservancy plans on using volunteers to plant landscaping materials and for basic maintenance. The Conservancy will be getting volunteers from:

- ★ Residents of the surrounding residential areas
- ★ AmeriCorps, ARC of Greater New Orleans, and other youth organizations
- ★ Banking Institutions
- ★ Downtown Development District
- ★ Law offices and Local Bar Associations
- ★ The Young Leadership Council
- ★ Other sources such as volunteer landscape architects, architects and horticulturists.

The Conservancy will continue to depend on Parks and Parkways to handle lawn care and more labor intensive landscape maintenance. The Conservancy will outsource the groundwork that will be required to re-landscape the areas along North and South Maestri Streets and Camp Street as well as the irrigation and

lighting installation and maintenance. The Conservancy uses volunteers for the seasonal planting and other landscape plantings.

Over the life of the Master Plan, the Lafayette Square Conservancy will need to raise revenue to complete the Capital Projects called for in the Implementation Plan. The revenue for these Capital Projects will come from various sources:

- ★ Lafayette Square Conservancy Events
- ★ Conservancy Spring Walking Tour
- ★ Cash Donations
- ★ Grants
- ★ Downtown Development District

Please join us in our effort to make Lafayette Square a premier urban green space. To get involved, contact:

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New Orleans, LA 70130-3403

lafayettesquare@gmail.com

www.lafayette-square.org

Thank you for your support.



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