



# URBAN DEVELOPMENT PLAN FOR BROADMOOR

*New Orleans, Louisiana*

*Building for an Integrated, Prosperous and  
Diverse Community*



**B.I.A. URBAN DESIGN COMPONENT**

Eskew+Dumez+Ripple . Graphic Communications

**01**

DRAFT #1 15 MAY 06

# URBAN DESIGN PRESENTATION

1.0 Orientation

2.0 Existing Conditions

3.0 Future Vision

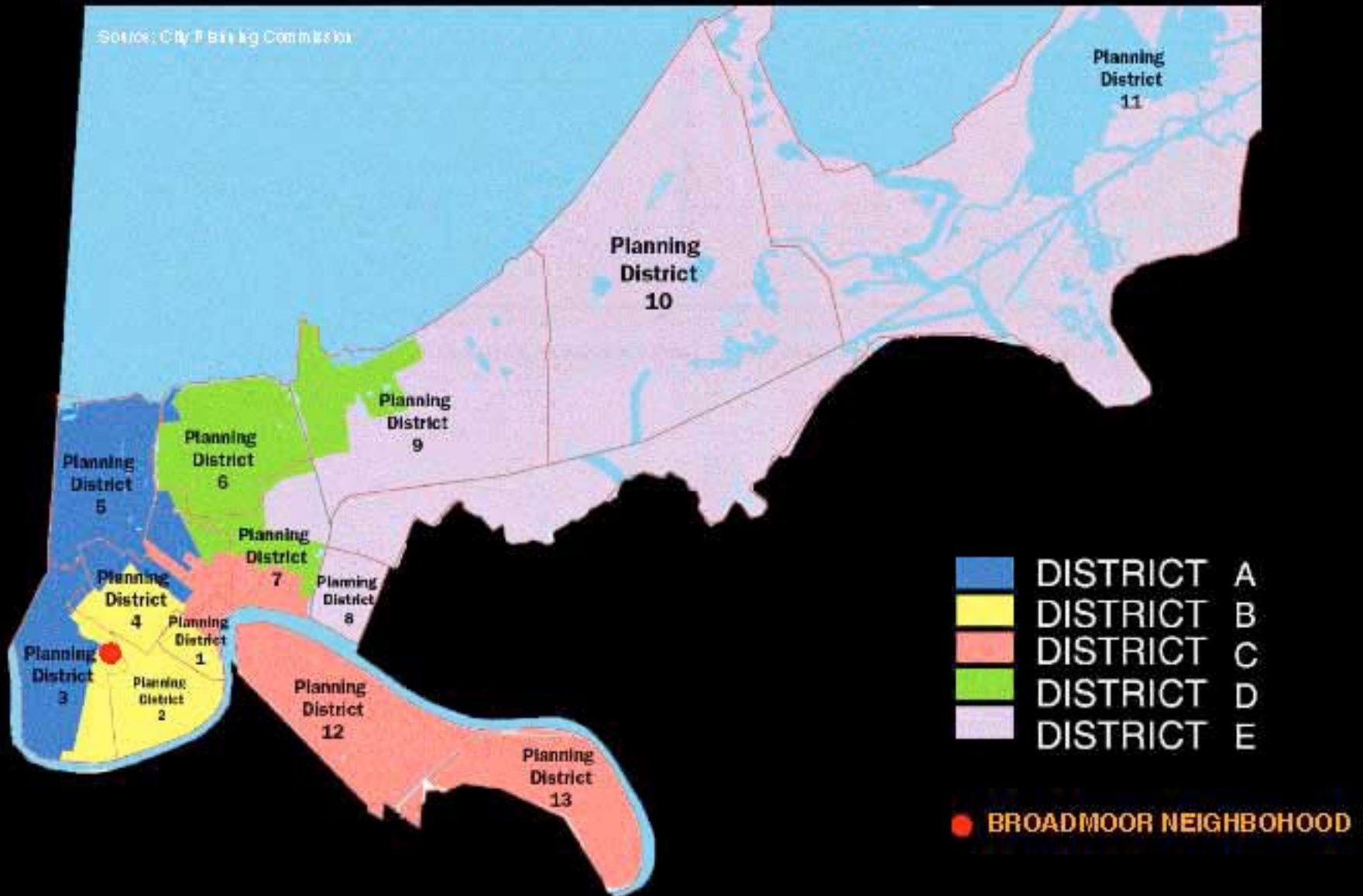
- Community Nodes
- Neighborhood Fabric





# ORIENTATION

## 13 PLANNING DISTRICTS / 5 COUNCIL DISTRICTS



ORIENTATION

# CITY-WIDE FRAMEWORK



**B.I.A. URBAN DESIGN COMPONENT**

Eskew+Dumez+Ripple . Graphic Communications

**04**

DRAFT #1 15 MAY 06

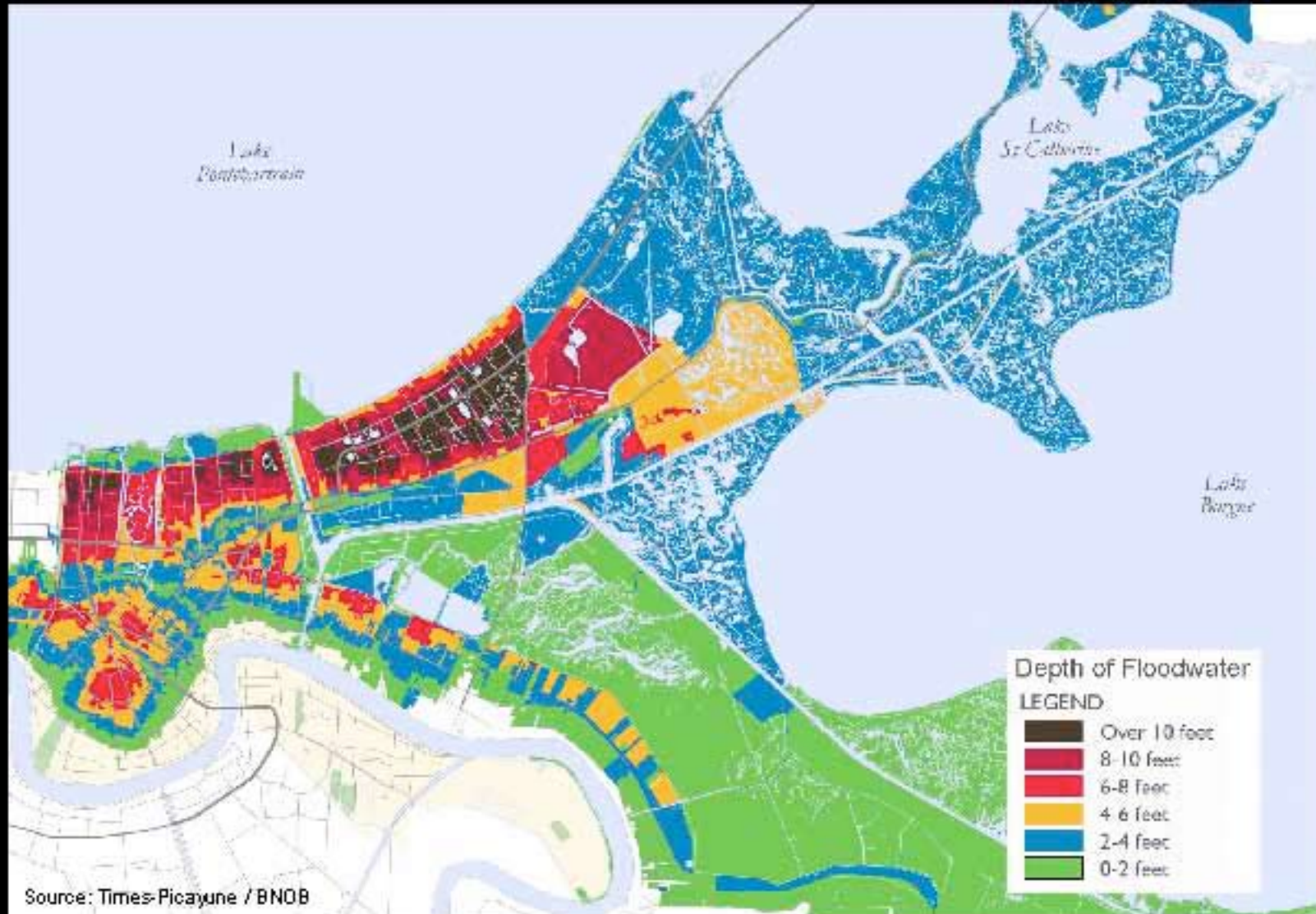


# ORIENTATION

## 73 NEIGHBORHOODS



# ORIENTATION KATRINA FLOODING





## ORIENTATION

# FEMA BASE FLOOD ELEVATIONS



Base Flood Elevation, in Feet  
Above or Below Sea Level



Not Found in Flood Plain – Houses  
Must Be 3 Feet Above Grade



5 Feet or More Above Sea Level

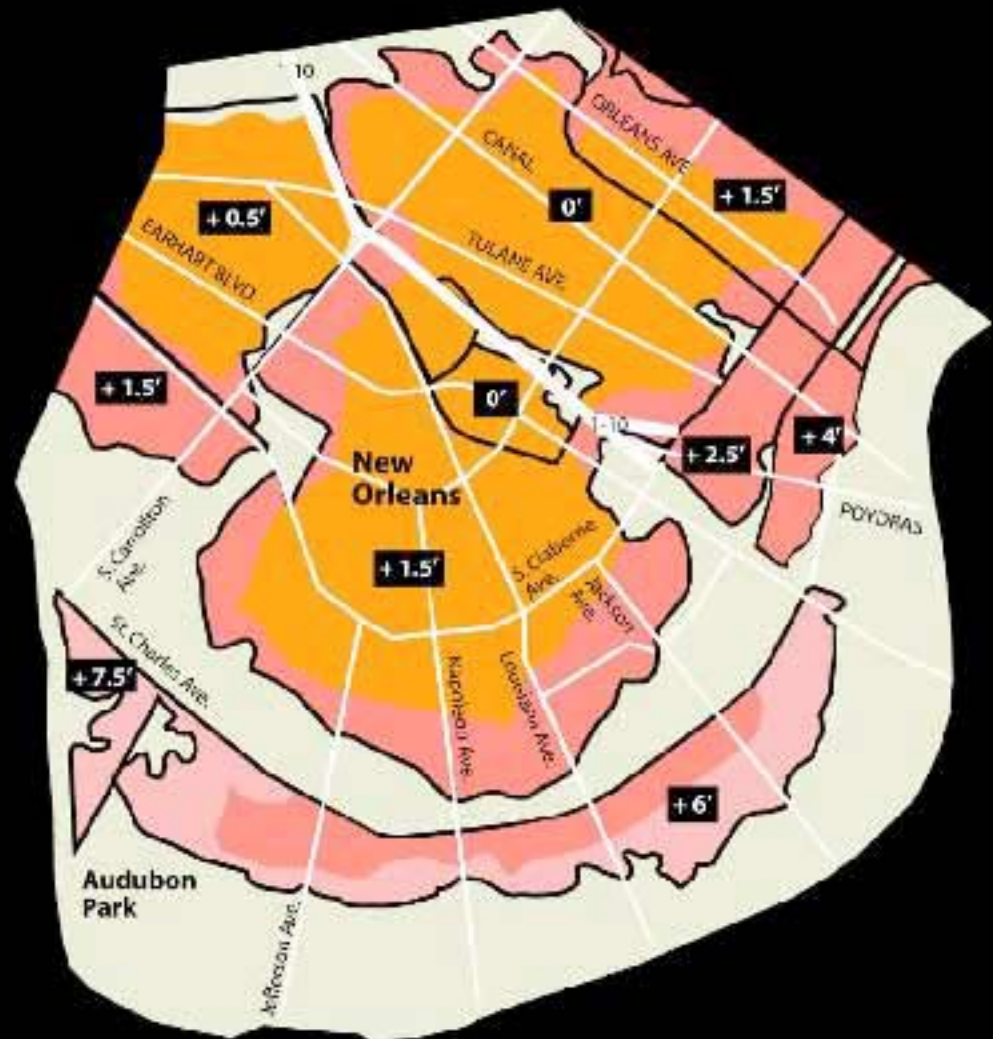


0 to 5 Feet Above Sea Level

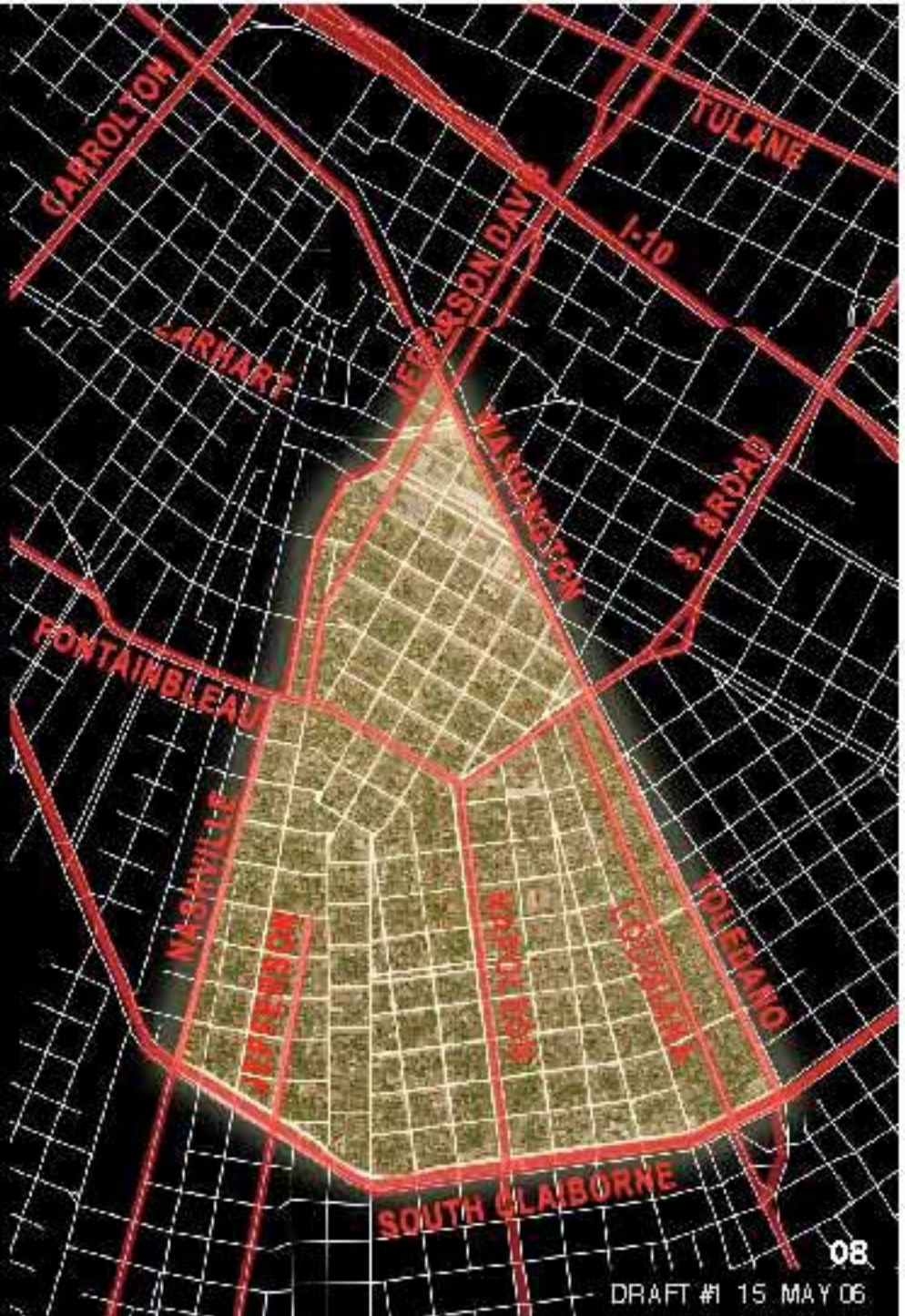


0 to 5 Feet Below Sea Level

Source: Times-Picayune / BNOB



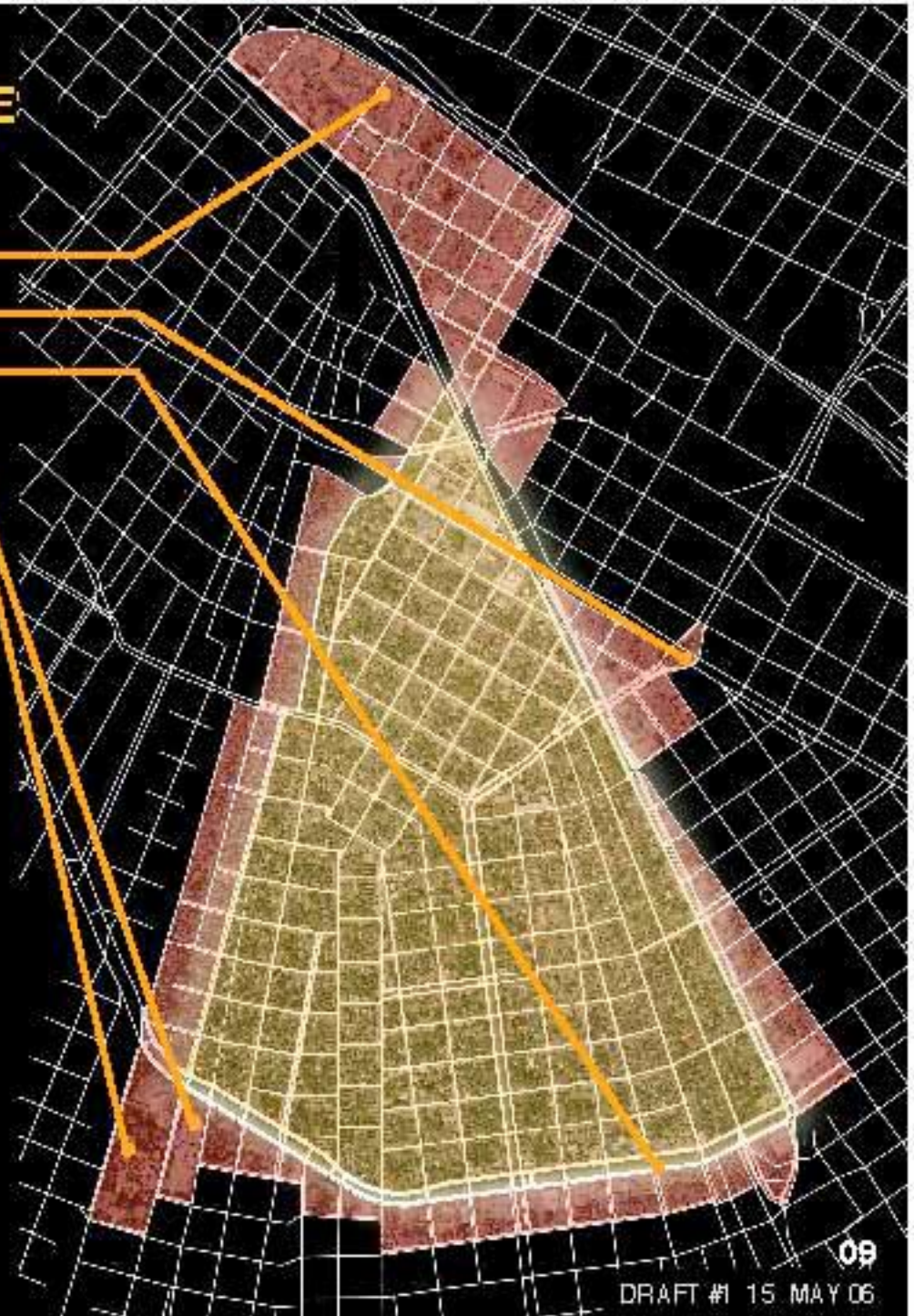
EXISTING CONDITIONS  
**MAJOR STREETS & ARTERIES**





# EXISTING CONDITIONS NEIGHBORHOOD ADJACENCIE

- Xavier University
- Pump Station #1
- Claiborne Commerce
- Ursuline Academy / McMain



## EXISTING CONDITIONS HISTORICAL DEVELOPMENT

1855

- Street-grid followed fan-shaped land grants



Sources: Pessot and Shon Steiny, Library of Congress

1878

- Land development began at downriver edge by individual owners



Sources: Pessot and Shon Steiny, Library of Congress



## EXISTING CONDITIONS

# HISTORICAL DEVELOPMENT

1915

- Development accelerated with completion of New Orleans Drainage Plan at turn of century



1940

- Full electrical and sewerage
- Neighborhood retail business at Washington and Broad
- Wilson School
- Broadmoor Improvement Association



## EXISTING CONDITIONS

# HISTORICAL DEVELOPMENT

1960

- Neighborhood fully developed





EXISTING CONDITIONS  
**HISTORIC DISTRICT  
DESIGNATION**

- ◆ Broadmoor designated as National Historic District in 2003





**EXISTING CONDITIONS**  
**ARCHITECTURAL HOUSING**  
**VERNACULAR**

Bungalows



Craftsman



Colonial Revival



Mediterranean



Mission Revival





## EXISTING CONDITIONS

# BROADMOOR PROFILE 2000

CITY-WIDE

### Size:

- 365 acres
  - 353 acres residential, mostly single and two-family
  - 12 acres commercial
- 150 square blocks
- Neutral Grounds: 1.2 miles

### Population:

- 7,232 residents
  - Racial makeup: 68% black, 26% white
  - Average household income: \$ 36,399
- 484,674  
67% black, 27% white  
\$ 43,176

### Residential:

- 2,915 occupied housing units pre-Katrina
  - 48% owner occupied
  - 10% vacant units
  - Average increase in home value from 1994 to 2004: 160%
  - Average increase in monthly rent from 1994 to 2004: 82%
- 47%  
13%  
87%  
71%

### Commercial:

- 90 properties

### Repopulation:

- Current confirmed intent to return: 1100 of 2300 properties (as of May 12, 2006)






**EXISTING CONDITIONS**  
**COMMUNITY ASSETS**

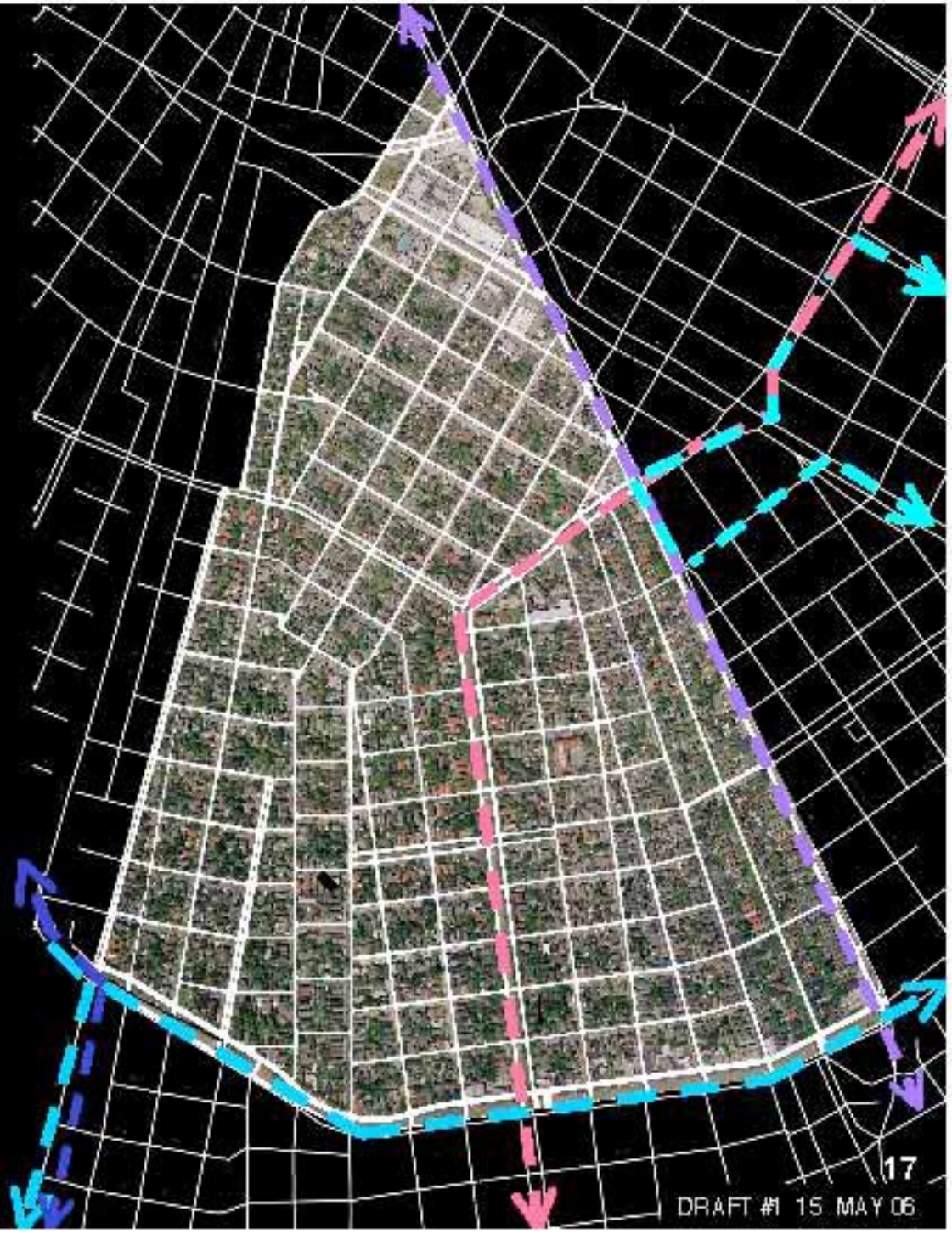
- Churches
- Schools
- Library
- Community Center
- Neutral Grounds
- Commercial Uses
- Hospital Complex
- Pump Station #1





# EXISTING CONDITIONS TRANSPORTATION

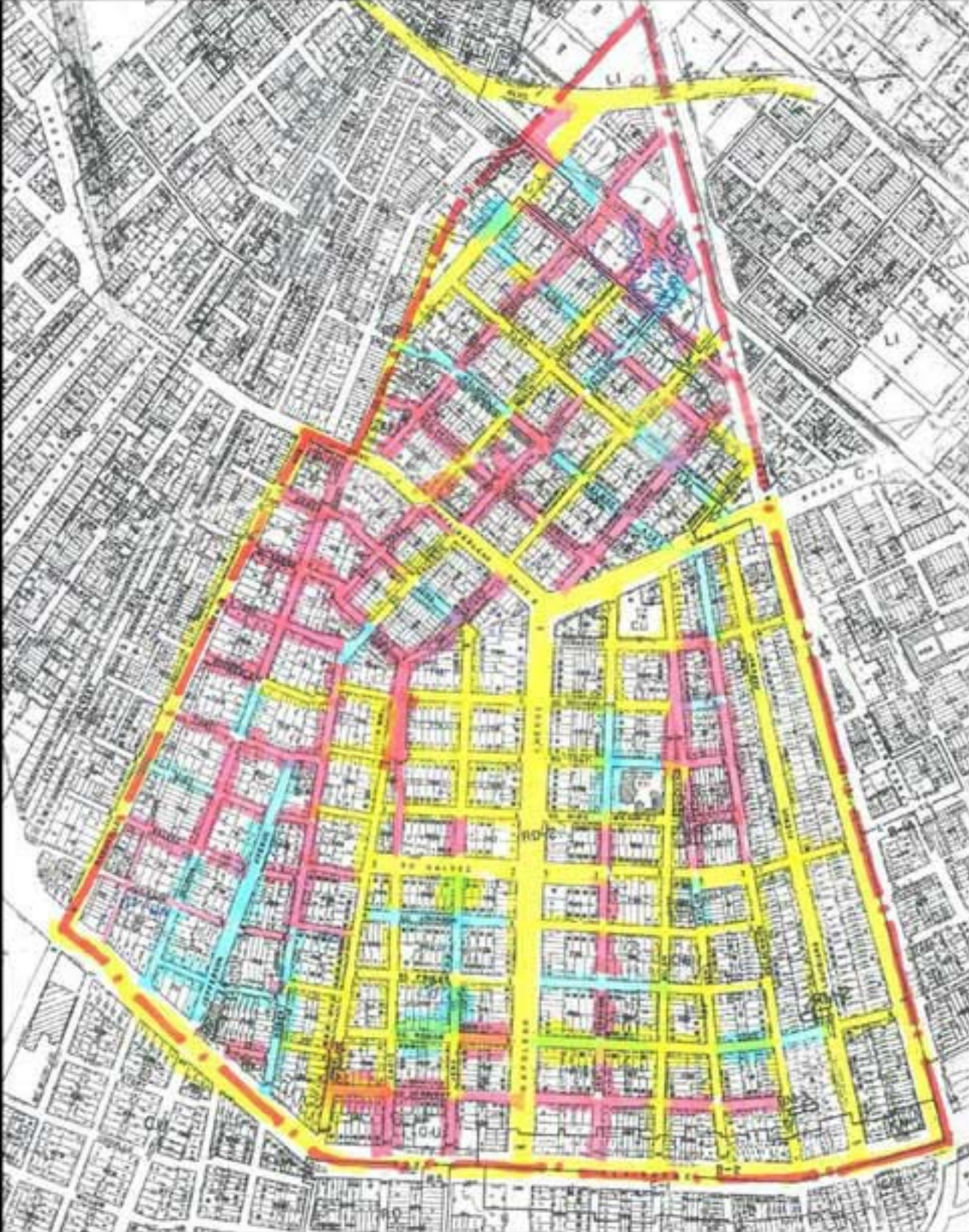
- Bus 28 MARTIN LUTHER KING 
- Bus 27 LOUISIANA 
- Bus 94 BROAD 
- Bus 20 NASHVILLE 
- Bus 16 SOUTH CLAIBORNE 





**EXISTING CONDITIONS**  
**STREET SURFACE CONDITIONS**

- Adequate**
- Marginal**
- Inadequate**





## FUTURE VISION

# URBAN DESIGN FRAMEWORK

### 1.0 IMMEDIATE – Restoration of Vital Services

1.1 Education

1.2 Relief Service Networks

1.3 Disposal and cleaning of green space

### 2.0 NEAR TERM

2.1 Security

2.2 Neighborhood Center

2.3 Home Ownership

2.4 Traffic Management

2.5 Neutral Grounds

### 3.0 LONGER TERM

3.1 Neighborhood Retail

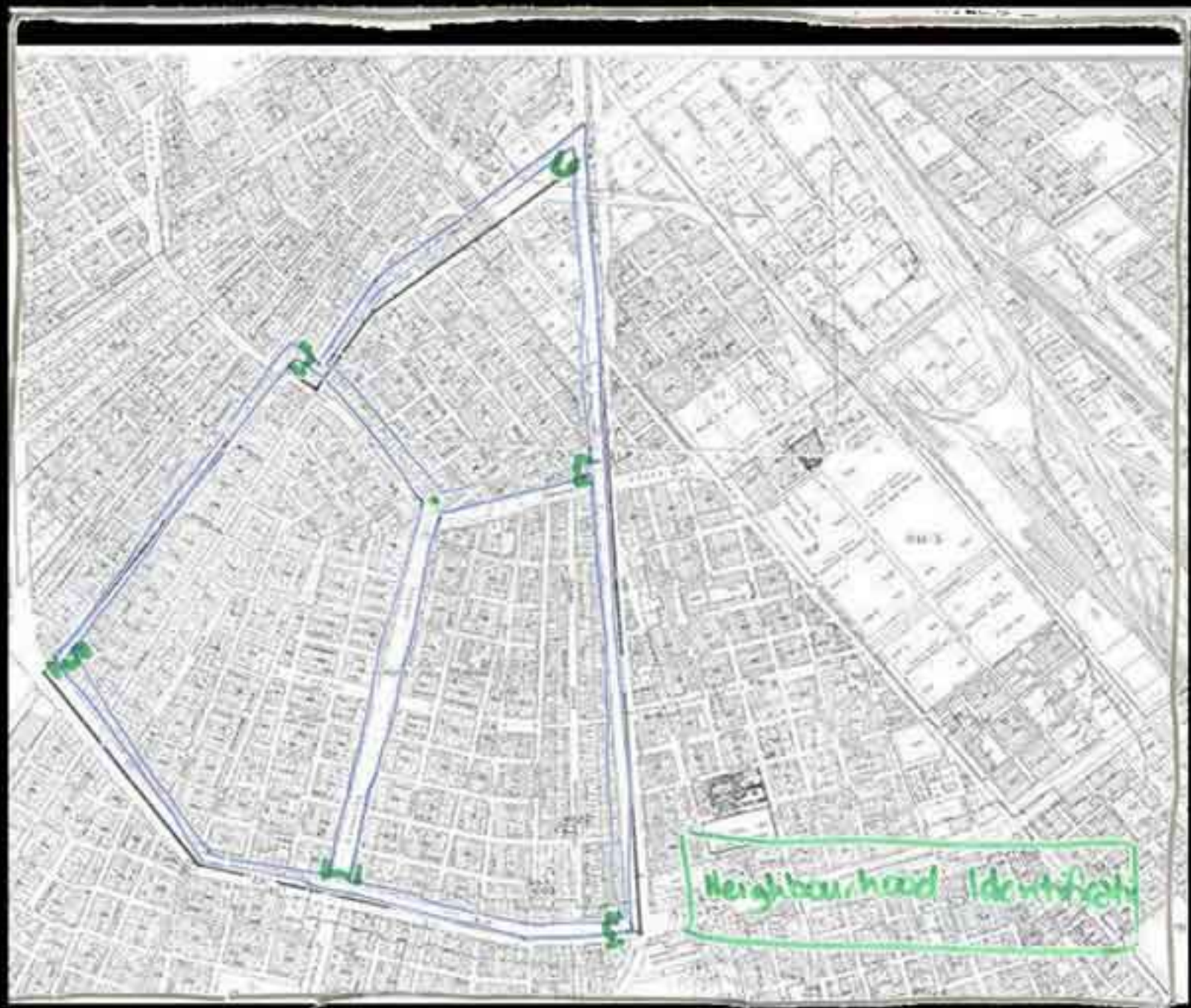
3.2 Pedestrian-friendly improvements

3.3 Linkages to adjoining neighborhoods



# HARVARD WORKSHOP MAPPING

- Neighborhood Identification





# HARVARD WORKSHOP MAPPING

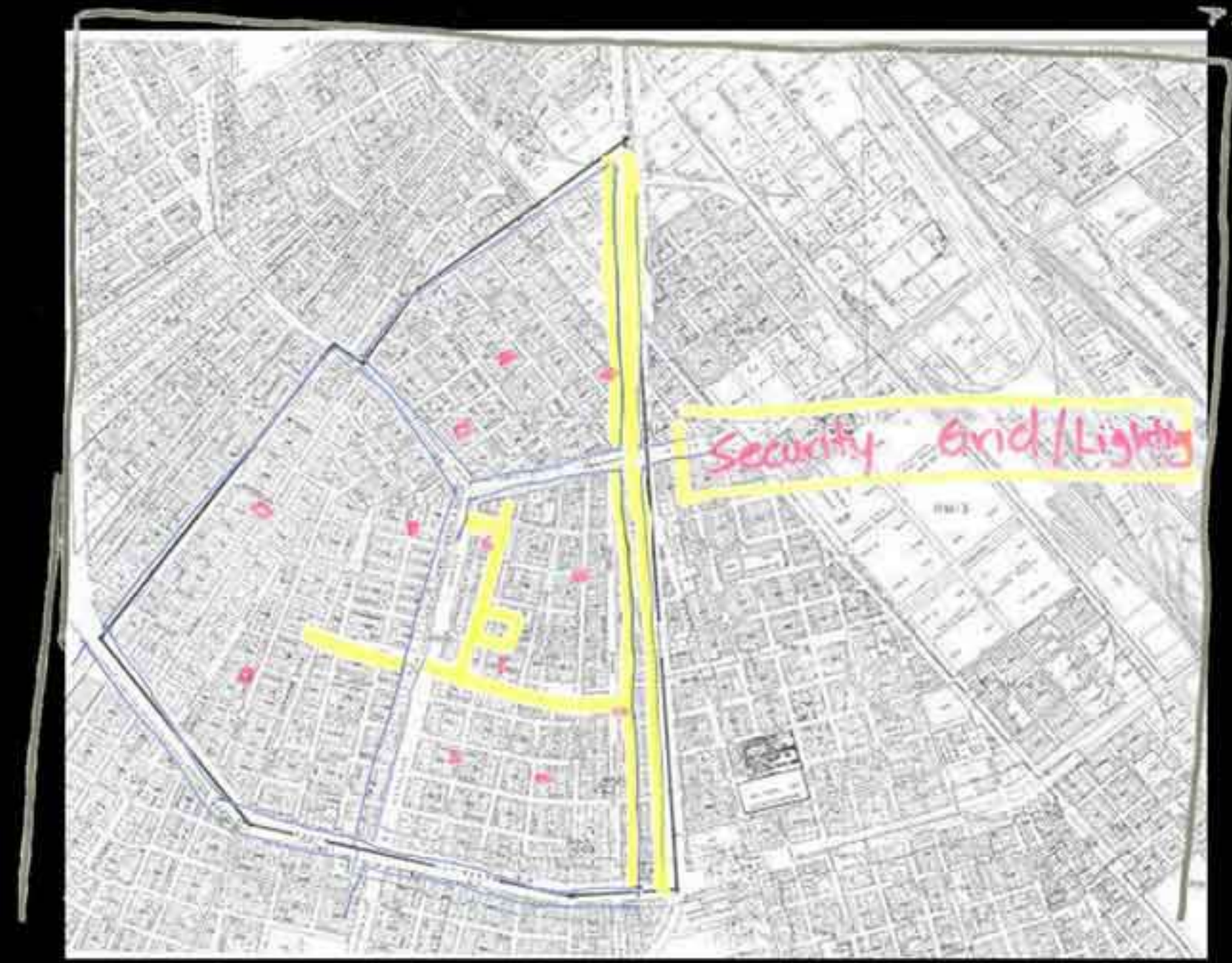
- Neighborhood Center / Education





# HARVARD WORKSHOP MAPPING

- Security Grid / Lighting





# HARVARD WORKSHOP MAPPING

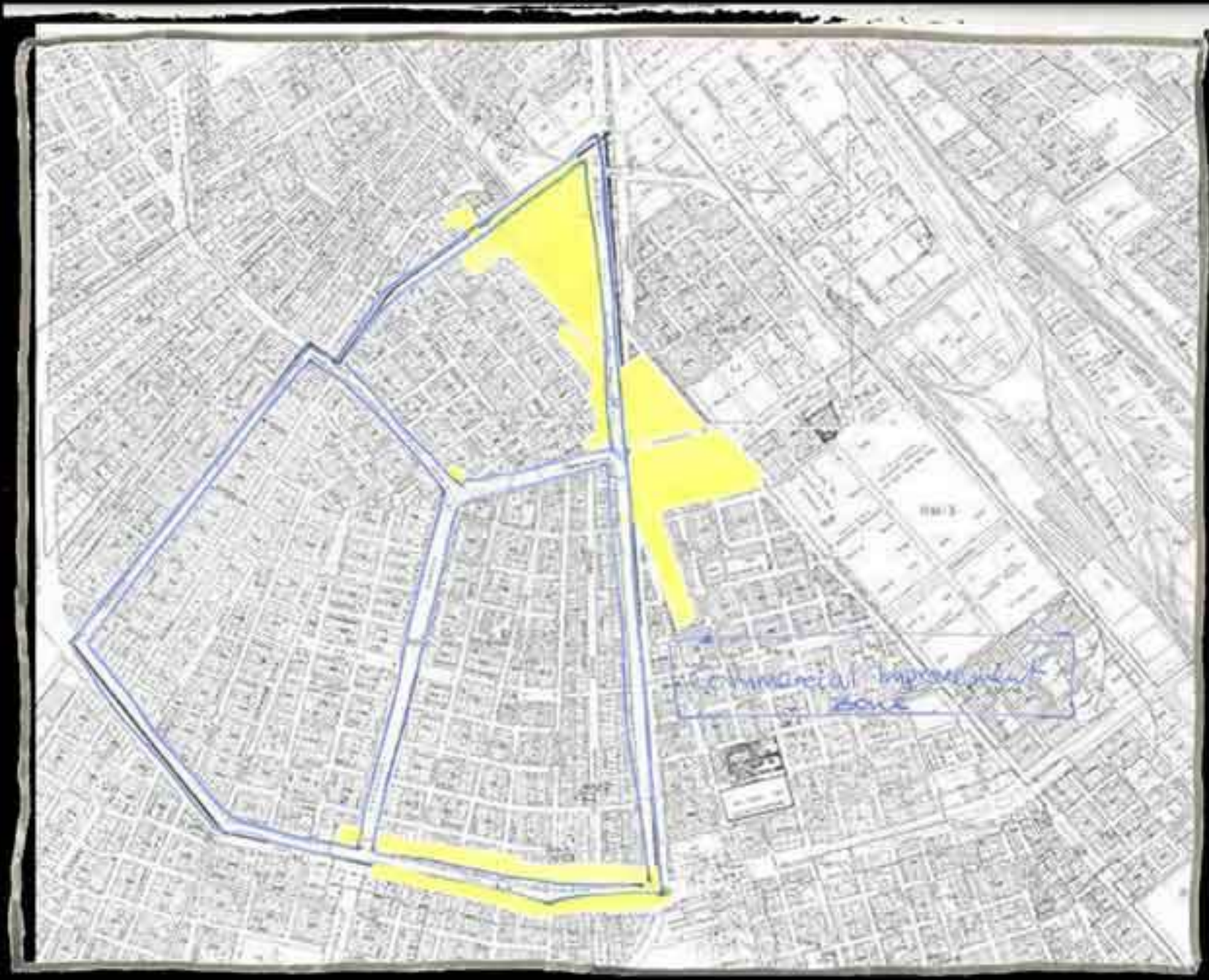
- Renovate Neutral Ground + Green Spaces / Corridor





# HARVARD WORKSHOP MAPPING

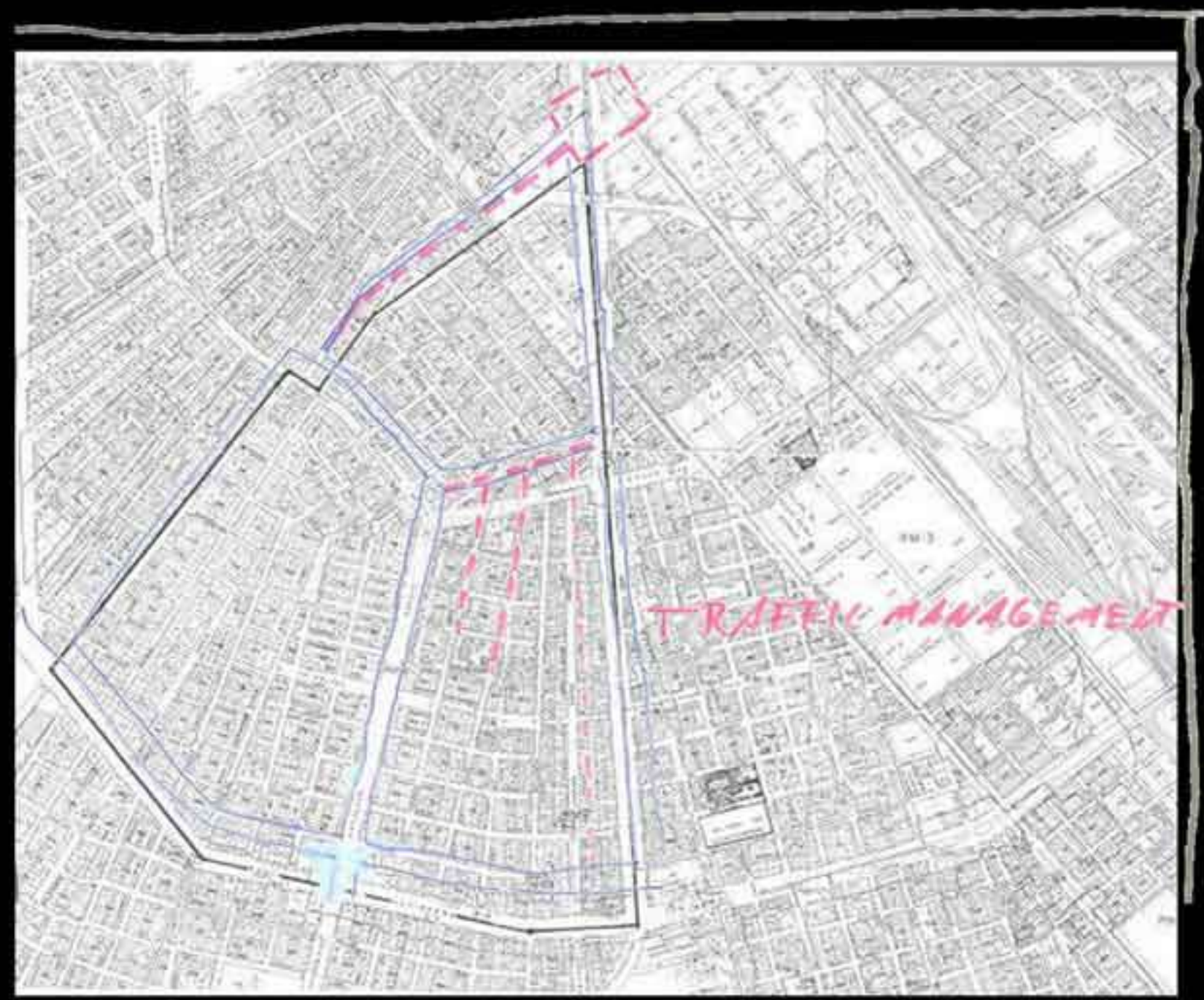
- Commercial Improvement Area





# HARVARD WORKSHOP MAPPING

- Traffic Management

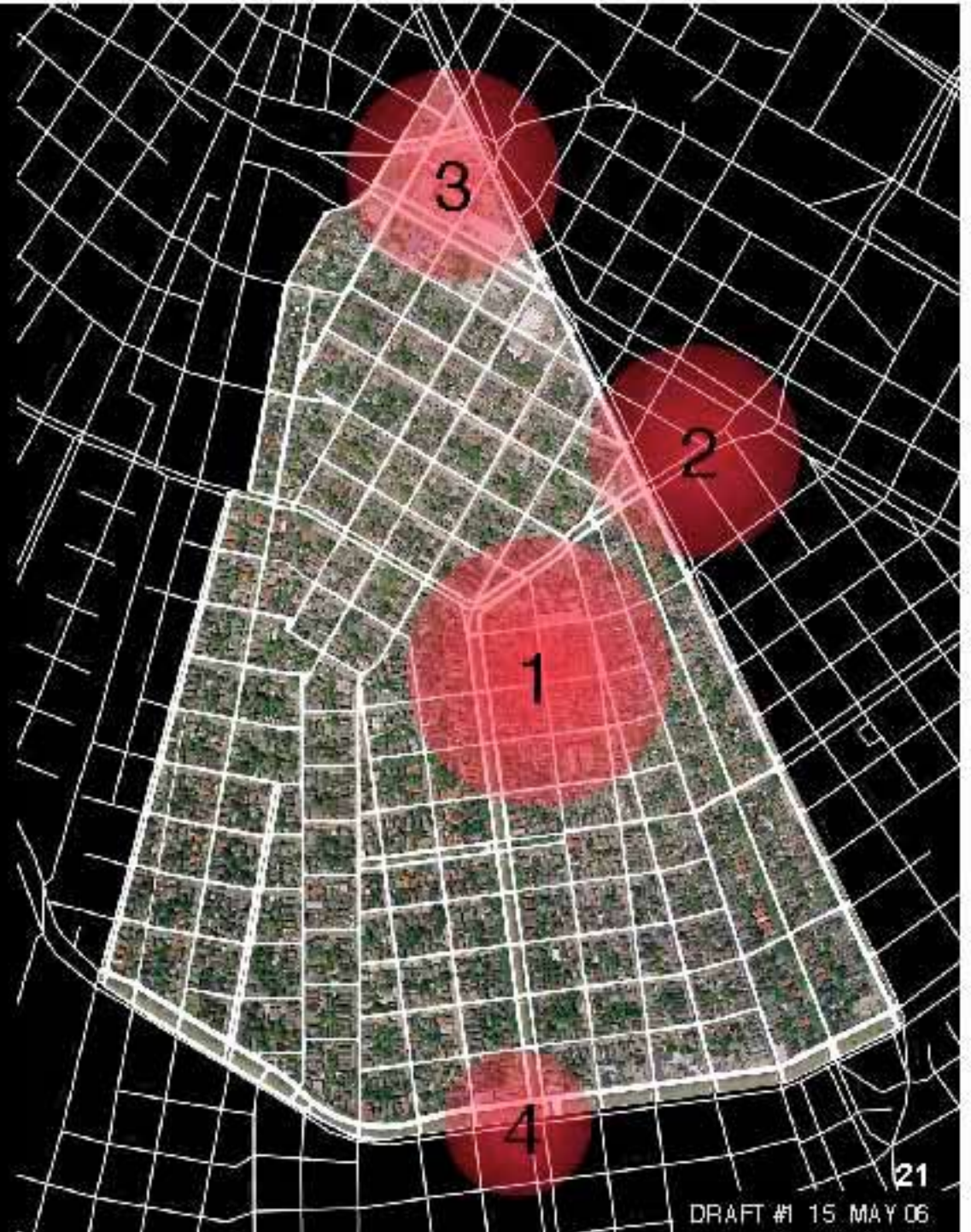




**FUTURE VISION**

**COMMUNITY NODES**

- 1 Neighborhood Center
- 2 Washington / Broad
- 3 Jeff Davis / Earhart
- 4 Claiborne / Napoleon

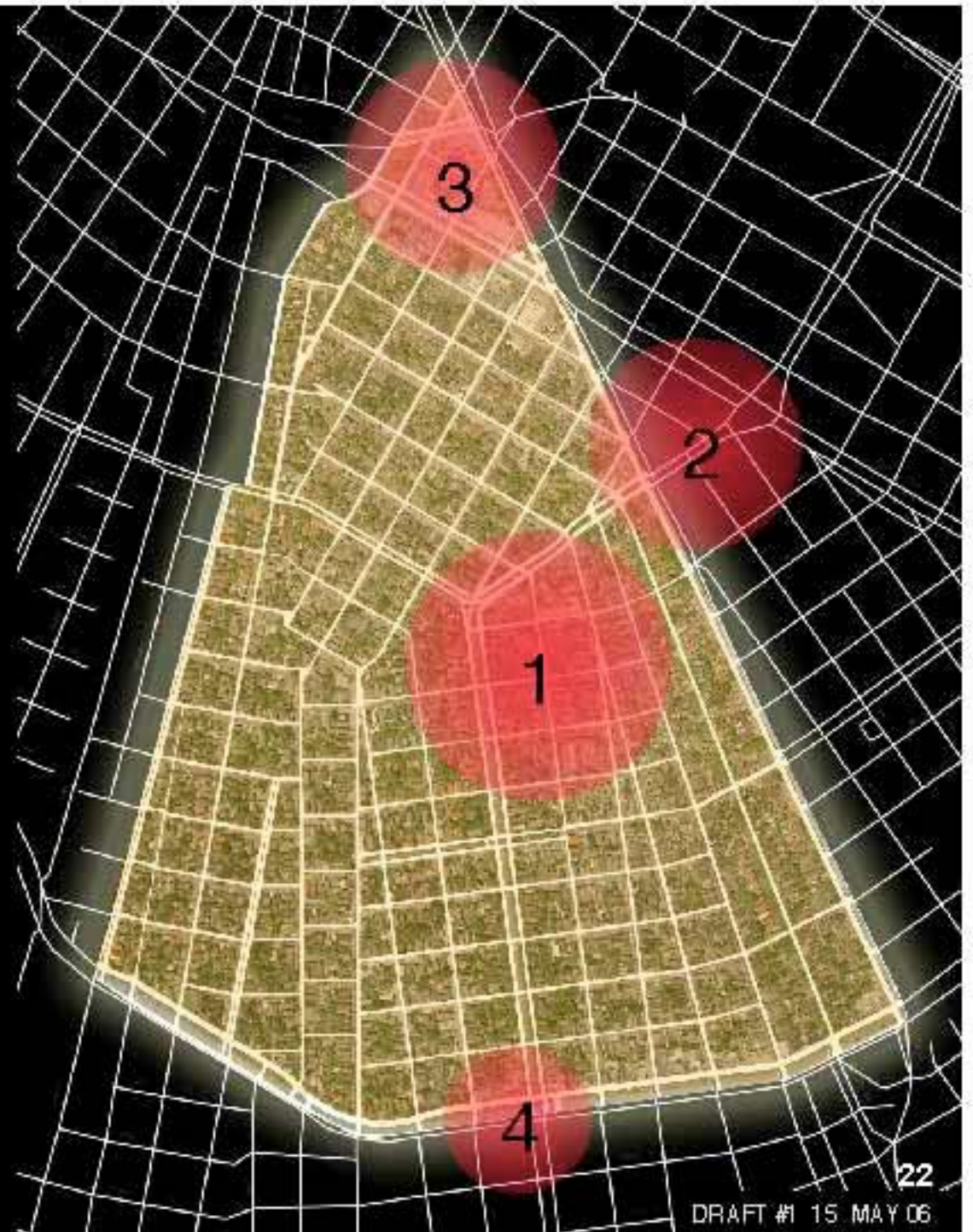




**FUTURE VISION**  
**COMMUNITY NODES**

- 1 Neighborhood Center
- 2 Washington / Broad
- 3 Jeff Davis / Earhart
- 4 Claiborne / Napoleon

**NEIGHBORHOOD FABRIC**





**FUTURE VISION**

# **NEIGHBORHOOD CENTER**

**COMMUNITY NODE # 1**

**STRATEGIES**

**1.0 Immediate Recovery Effort**

**2.0 Neighborhood Village**

**3.0 Wilson School Options**



**B.I.A. URBAN DESIGN COMPONENT**

Eskew+Dumez+Ripple . Graphic Communications

**23**

DRAFT #1 15 MAY 06



**FUTURE VISION**  
**NEIGHBORHOOD CENTER**  
**COMMUNITY NODE # 1**

**1.0 Immediate Recovery Effort**

**1.1 Temporary school facilities and summer camp**

**1.2 Community center headquarters at Keller Library for relief service network:**

- BIA headquarters
- Internet access
- Meetings
- Information
- Networking
- Supplies





**FUTURE VISION**  
**NEIGHBORHOOD CENTER**  
**COMMUNITY NODE # 1**

**2.0 Neighborhood Village**

**2.1 Mark center of Broadmoor at intersection of Napoleon, Fontainebleau and Broad**

**2.2 Cultural / Educational Corridor**

- Link Keller Library and Wilson School

**2.3 Community Houses**

- Adult Education
- Broadmoor Museum
- Senior Center
- Child Care Center
- Health Care Clinic
- Business Incubation Center
- Arts Center
- Community Center
- Recreation Programs
- Battered Women's Shelter





**FUTURE VISION**  
**NEIGHBORHOOD CENTER**  
**COMMUNITY NODE # 1**

**2.4 Security grid**

- Housing for police, first responders
- Security lighting
- Car stickers

**2.5 Katrina memorial**

**2.6 Pedestrian-oriented enhancements**

- Traffic-calming
- Street lights
- Pedestrian signals
- Brick crosswalks
- Benches
- Trash receptacles





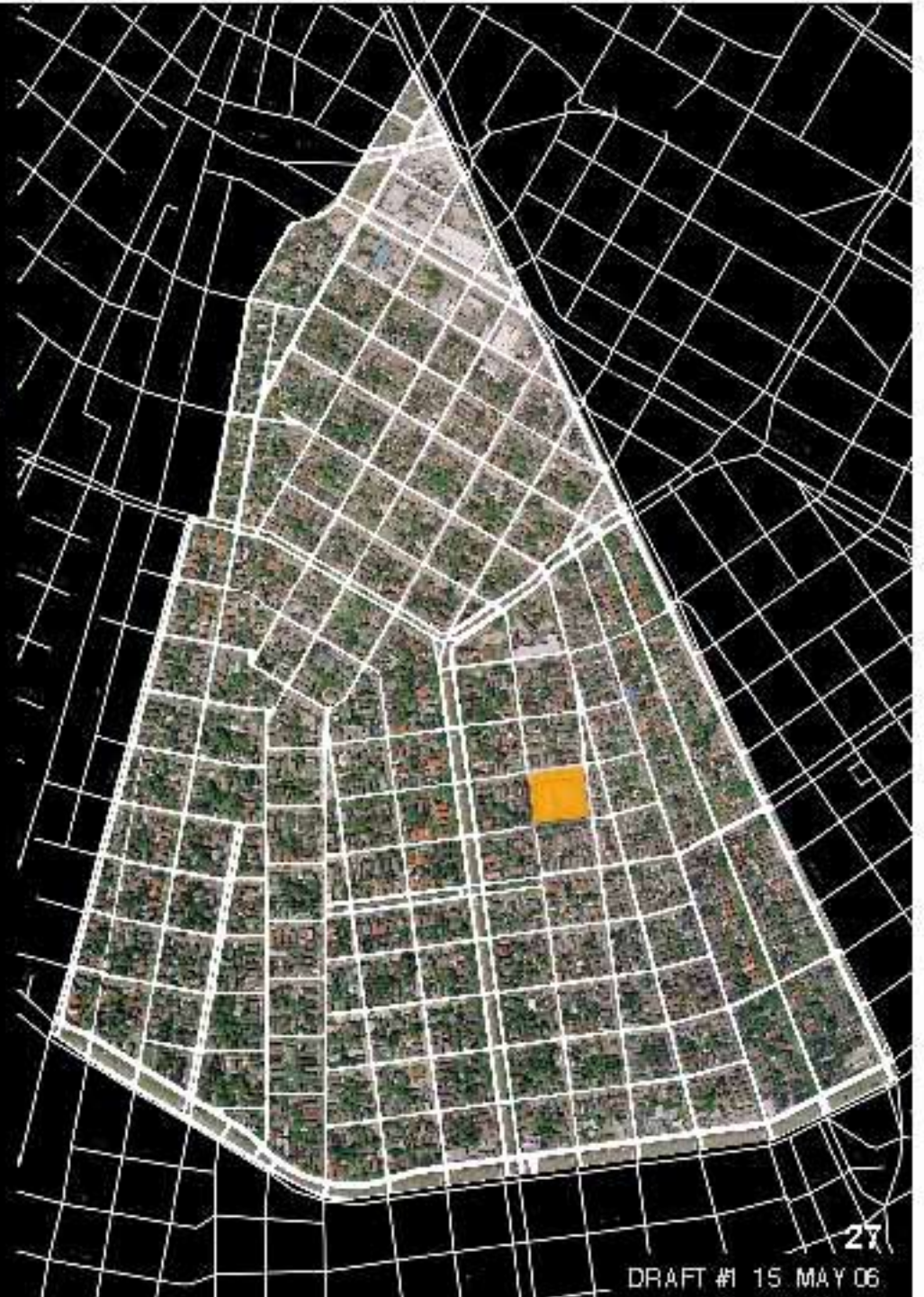
**FUTURE VISION**  
**WILSON SCHOOL OPTIONS**

**3.0 Wilson School Options**

**3.1 RESTORE** as school

**3.2 RENOVATE** building for community use  
and rebuild school at another location

**3.3 REPLACE** with community park if  
assessment shows building structurally  
unsound





## FUTURE VISION

# WASHINGTON AVE @ S. BROAD

## COMMUNITY NODE # 2

### STRATEGIES

#### 1.0 Neighborhood Business Focus

- 1.1 Community-oriented shops, restaurants, services
- 1.2 Financial incentives
- 1.3 Appropriate zoning
- 1.4 Parking

#### 2.0 Police and Fire Stations

- 2.1 Essential neighborhood infrastructure

#### 3.0 Pump Station Interpretive Center

- 3.1 Communicate importance of system, history of Wood pump
- 3.2 Invite school groups, visitors
- 3.3 Neighborhood Welcome Center

#### 4.0 Green Market

#### 5.0 Pedestrian Amenities





## FUTURE VISION

# JEFF DAVIS PKWY. @ EARHART BLVD. COMMUNITY NODE # 3

## STRATEGIES

### 1.0 Mixed-Use Investment

- 1.1 Commercial, retail, office, storage
- 1.2 Job opportunities for residents
- 1.3 Convenient access, large parcels

### 2.0 Xavier Linkage

- 2.1 Educational partnership
- 2.2 Student housing
- 2.3 Broadmoor recreation center

### 3.0 Improved Green Spaces

- 3.1 Re-landscaped medians
- 3.2 Community gardens
- 3.3 Cover canal to create linear park

### 4.0 Bike Route Connections

### 5.0 Wayfinding signage





## FUTURE VISION

# NAPOLEON AVE. @ S. CLAIBORNE

COMMUNITY NODE # 4

## STRATEGIES

### 1.0 Commercial Focus

1.1 Claiborne commercial corridor

1.2 Infrastructure improvements

- Pedestrian crosswalks, amenities
- Neutral ground landscaping

### 2.0 Neighborhood Marker

2.1 Identify Napoleon as signature entryway

### 3.0 Medical District

3.1 Primary health clinic

3.2 Full range of medical services

3.3 24-hour pharmacy

### 4.0 Community Assets

4.1 Churches, schools as resources





## FUTURE VISION

# NEIGHBORHOOD FABRIC

## STRATEGIES

### 1.0 Green Spaces / Networks

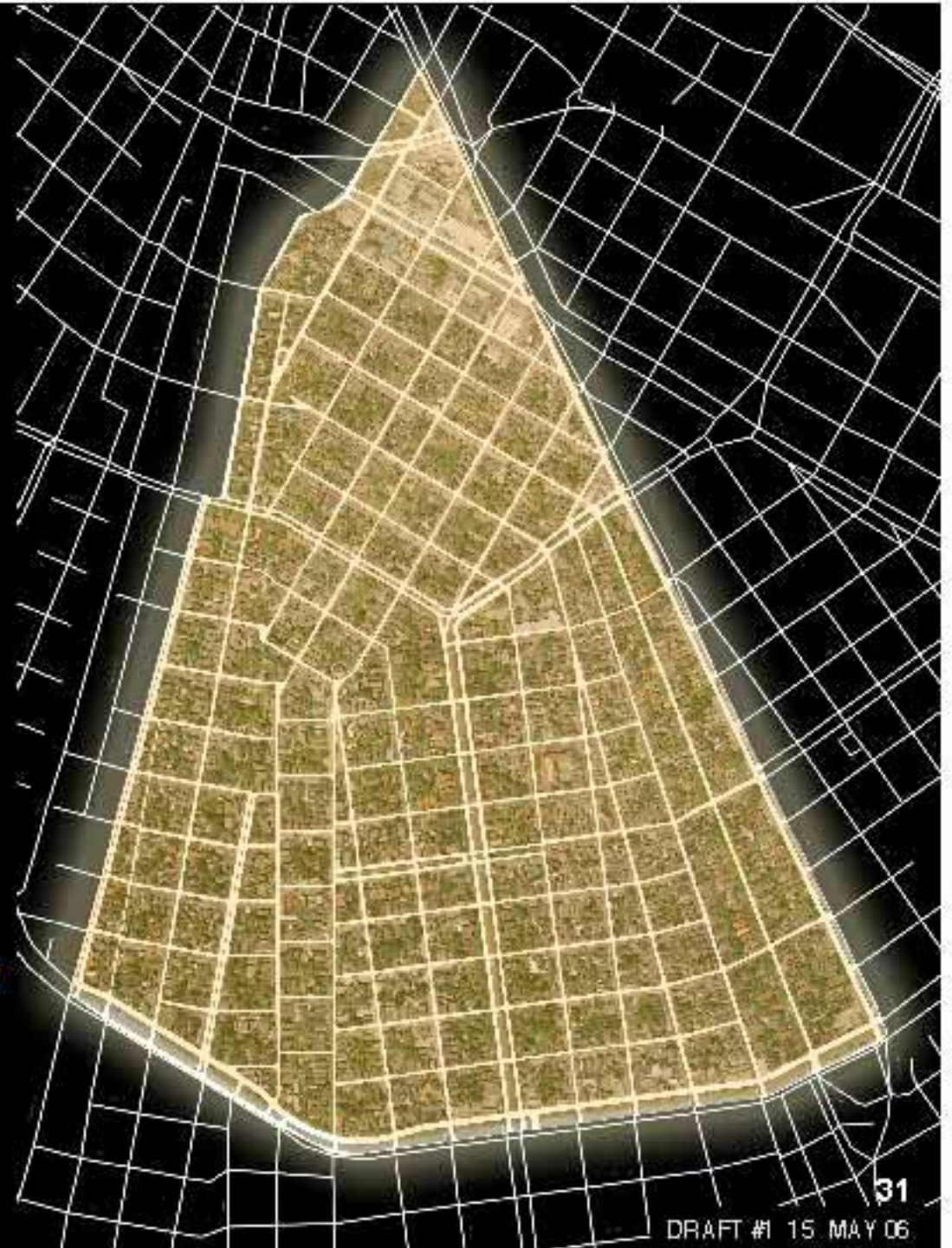
- 1.1 Neutral ground landscaping
- 1.2 Triangle pocket parks / play spots
- 1.3 Pedestrian amenities
- 1.4 Uplighting of oak trees
- 1.5 Neighborhood recreation park

### 2.0 Public Service

- 2.1 Full restoration of utilities
- 2.2 Ongoing debris removal
- 2.3 Street repairs and upgrades
- 2.4 Bus service
- 2.2 Bike route extension

### 3.0 Security Grid

- 2.1 Housing for police, first responders
- 2.2 Enhanced security lighting
- 2.3 Emergency response pull boxes





## FUTURE VISION

# NEIGHBORHOOD FABRIC

## STRATEGIES

### 4.0 Home Ownership Target Areas

- 4.1 Buyer-seller matching
- 4.2 Finance counseling

### 5.0 Neighborhood Identification

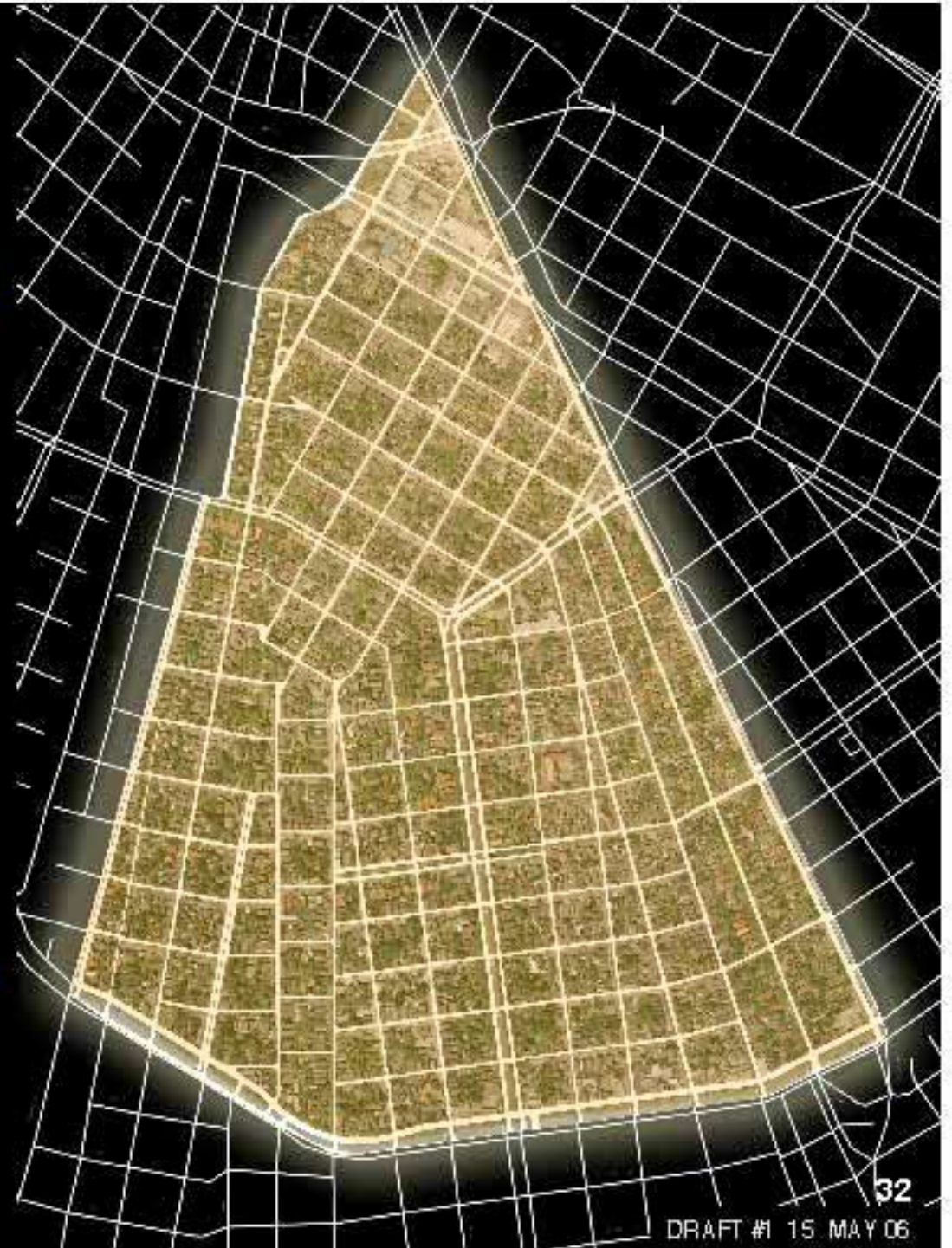
- 5.1 Entrance gateways
- 5.2 Restoration of street signs, house numbers

### 6.0 Neighborhood Festivals

- 6.1 Annual Broadmoor Lives Festival
- 6.2 Seasonal potluck dinners
- 6.3 Holiday decorations / markets

### 7.0 Outreach to adjoining neighborhoods

- 7.1 Collaboration with other community organizations
- 7.2 Area-wide efforts





**FUTURE VISION**

**GREEN SPACES / PLAY SPOTS**





FUTURE VISION

# BIKE & PEDESTRIAN PATHS



**B.I.A. URBAN DESIGN COMPONENT**

Eskew+Dumez+Ripple . Graphic Communications

**34**

DRAFT #1 15 MAY 06



**FUTURE VISION**  
**NEIGHBORHOOD RETAIL**





**FUTURE VISION**  
**MARKERS / GATEWAYS**





**FUTURE VISION**  
**NEIGHBORHOOD FABRIC**

- Green Spaces





FUTURE VISION  
**NEIGHBORHOOD FABRIC**

- Green Spaces
- Signature Oak Trees





**FUTURE VISION**  
**NEIGHBORHOOD FABRIC**

- Green Spaces
- Signature Oak Trees
- Play Spots





**FUTURE VISION**  
**NEIGHBORHOOD FABRIC**

- Green Spaces
- Signature Oak Trees
- Play Spots
- Lighting Focus





# FUTURE VISION NEIGHBORHOOD FABRIC

- Green Spaces
- Signature Oak Trees
- Play Spots
- Lighting Focus
- Security / First Responder Housing





## FUTURE VISION NEIGHBORHOOD FABRIC

- Green Spaces
- Signature Oak Trees
- Play Spots
- Lighting Focus
- Security / First Responder Housing
- Pedestrian Enhancements





## FUTURE VISION NEIGHBORHOOD FABRIC

- Green Spaces
- Signature Oak Trees
- Play Spots
- Lighting Focus
- Security / First Responder Housing
- Pedestrian Enhancements
- Traffic Calming Zones





## FUTURE VISION NEIGHBORHOOD FABRIC

- Green Spaces
- Signature Oak Trees
- Play Spots
- Lighting Focus
- Security / First Responder Housing
- Pedestrian Enhancements
- Traffic Calming Zones
- WiFi Neighborhood Service





## FUTURE VISION NEIGHBORHOOD FABRIC

- Green Spaces
- Signature Oak Trees
- Play Spots
- Lighting Focus
- Security / First Responder Housing
- Pedestrian Enhancements
- Traffic Calming Zones
- Wifi Neighborhood Service
- Utility Repairs and Upgrades





## FUTURE VISION NEIGHBORHOOD FABRIC

- Green Spaces
- Signature Oak Trees
- Play Spots
- Lighting Focus
- Security / First Responder Housing
- Pedestrian Enhancements
- Traffic Calming Zones
- Wifi Neighborhood Service
- Utility Repairs and Upgrades
- Street Repairs and Upgrades





## FUTURE VISION NEIGHBORHOOD FABRIC

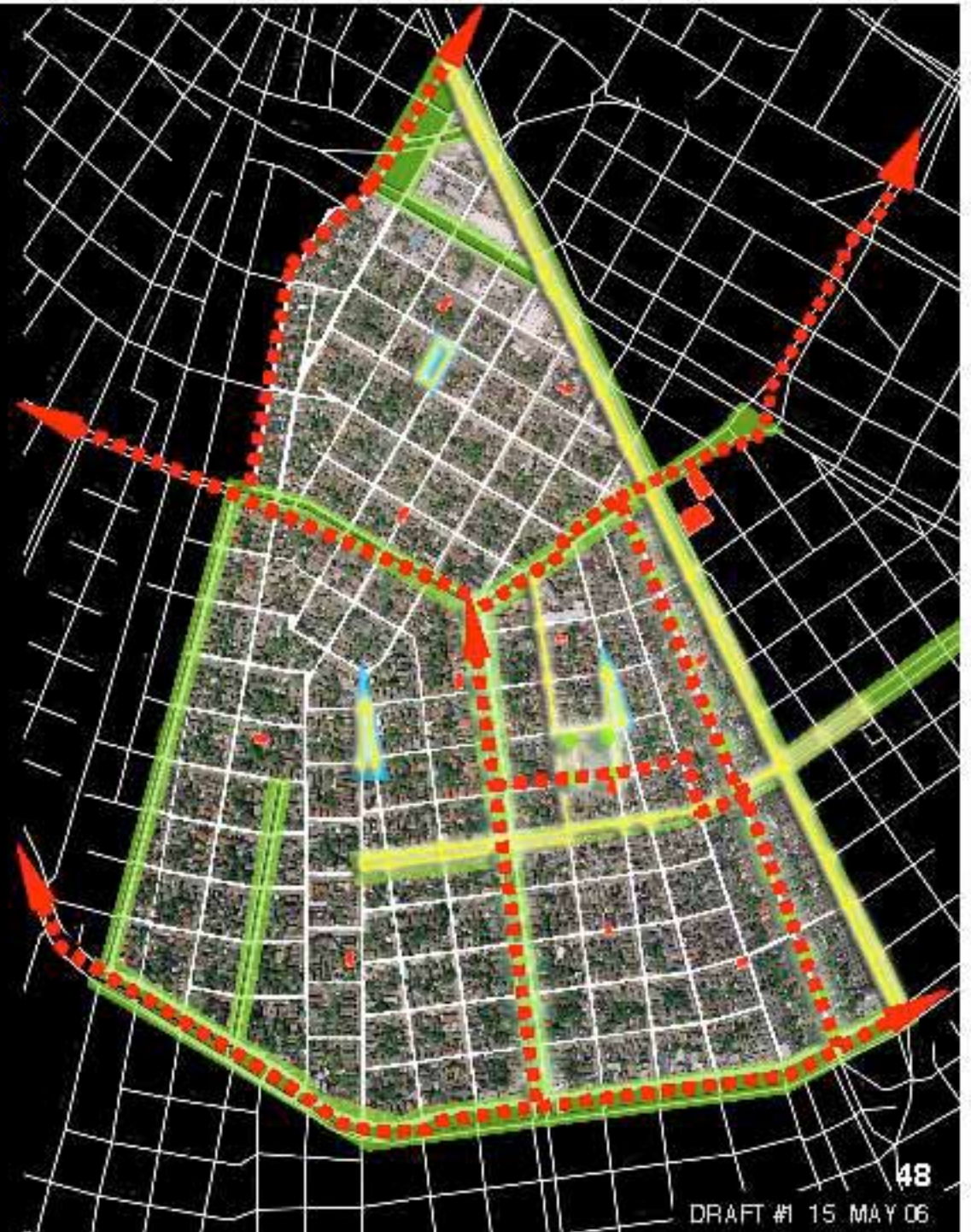
- Green Spaces
- Signature Oak Trees
- Play Spots
- Lighting Focus
- Security / First Responder Housing
- Pedestrian Enhancements
- Traffic Calming Zones
- Wifi Neighborhood Service
- Utility Repairs and Upgrades
- Street Repairs and Upgrades
- Signage and Wayfinding





## FUTURE VISION NEIGHBORHOOD FABRIC

- Green Spaces
  - Signature Oak Trees
  - Play Spots
  - Lighting Focus
  - Security / First Responder Housing
  - Pedestrian Enhancements
  - Traffic Calming Zones
  - WiFi Neighborhood Service
  - Utility Repairs and Upgrades
  - Street Repairs and Upgrades
  - Signage and Wayfinding
  - Bike Routes
- Bike Route      ■■■■





# FUTURE VISION NEIGHBORHOOD FABRIC

- Green Spaces
- Signature Oak Trees
- Play Spots
- Lighting Focus
- Security / First Responder Housing
- Pedestrian Enhancements
- Traffic Calming Zones
- WiFi Neighborhood Service
- Utility Repairs and Upgrades
- Street Repairs and Upgrades
- Signage and Wayfinding
- Bike Routes
- Public Transit

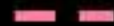
Bus 28 MARTIN LUTHER KING



Bus 27 LOUISIANA



Bus 94 BROAD



Bus 20 NASHVILLE

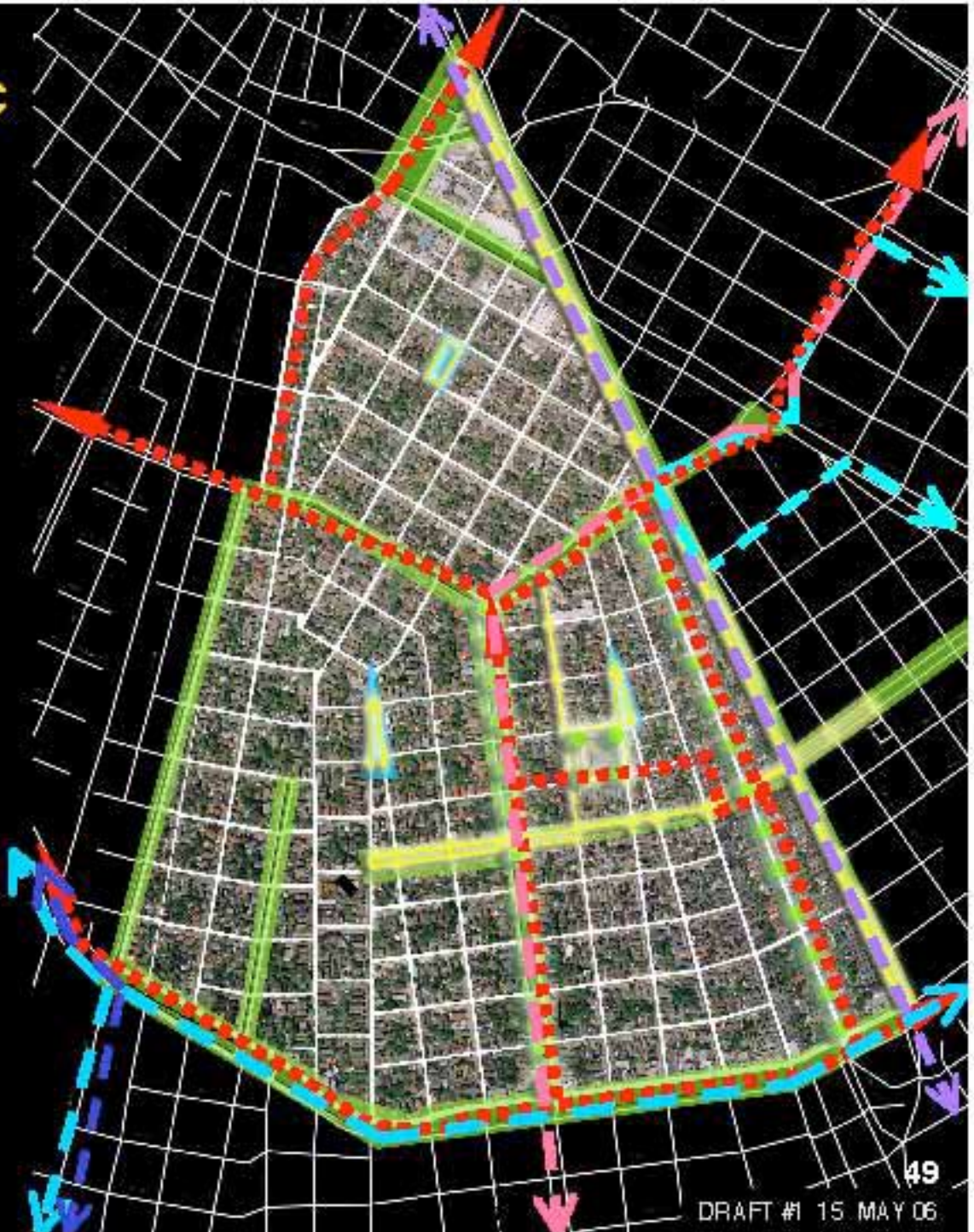


Bus 16 SOUTH CLAIBORNE



**B.I.A. URBAN DESIGN COMPONENT**

Eskew+Dumez+Ripple . Graphic Communications





## FUTURE VISION NEIGHBORHOOD FABRIC

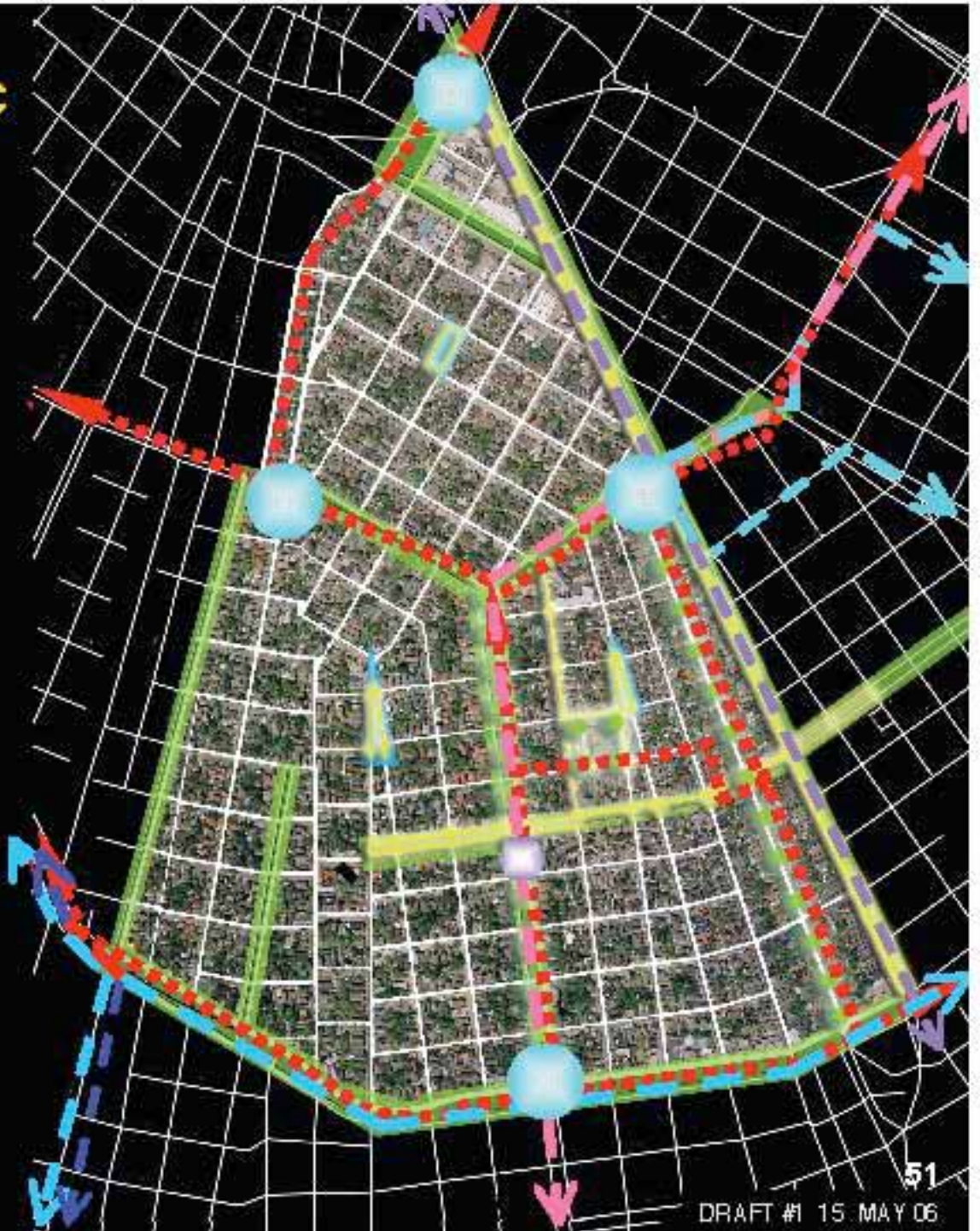
- Green Spaces
- Signature Oak Trees
- Play Spots
- Lighting Focus
- Security / First Responder Housing
- Pedestrian Enhancements
- Traffic Calming Zones
- WiFi Neighborhood Service
- Utility Repairs and Upgrades
- Street Repairs and Upgrades
- Signage and Wayfinding
- Bike Routes
- Public Transit
- Neighborhood Gateways





## FUTURE VISION NEIGHBORHOOD FABRIC

- Green Spaces
- Signature Oak Trees
- Play Spots
- Lighting Focus
- Security / First Responder Housing
- Pedestrian Enhancements
- Traffic Calming Zones
- WiFi Neighborhood Service
- Utility Repairs and Upgrades
- Street Repairs and Upgrades
- Signage and Wayfinding
- Bike Routes
- Public Transit
- Neighborhood Gateways
- Katrina Memorial





## LEADERSHIP

# BROADMOOR IMPROVEMENT ASSOCIATION

### BOARD OF DIRECTORS

LaToya Cantrell    President

Marilyn Crump    Vice President

Ernie O'Steen    Treasurer

Maggie Carroll    Secretary

Juan Urrea

Mona Dogans

Luzine Bickham, Jr.

Virginia Saussy Bairnsfather

Eusi Phillips

Rita Hozenthal

Barbara Snyder

### REVITALIZATION SUB-COMMITTEE

Hal Bourk    Co-Chair

Mark Morice    Co-Chair

### URBAN PLANNING SUB-COMMITTEE

Joe Thompson    Co-Chair

Matt McBride    Co-Chair

Kurt Hagslette

Ford Willoughby

Joseph Skinner

Randall Richmond

Heather Salyer

J.C. Carroll III

Rodney Walter

Dubravka Gilic

Jim Bolner





# URBAN DEVELOPMENT PLAN FOR BROADMOOR

*New Orleans, Louisiana*

*Building for an Integrated, Prosperous and  
Diverse Community*



**B.I.A. URBAN DESIGN COMPONENT**

Eskew+Dumez+Ripple . Graphic Communications

**00**

DRAFT #1 15 MAY 06