

**DOWNTOWN DEVELOPMENT DISTRICT
CREATIVE PLACEMAKING
OPPORTUNITIES
STAKEHOLDER MEETINGS**

JUNE 13-15, 2023



AGENDA

- **Presentation**
 - Project Background
 - Creative Placemaking
 - Today's Meeting
- **Open House**

PROJECT TEAM



Davon Barbour
President + CEO



Tyler Correa
Economic Development Specialist



Hunter Hebert
Director of Operations



Chris Barnes
Project Manager



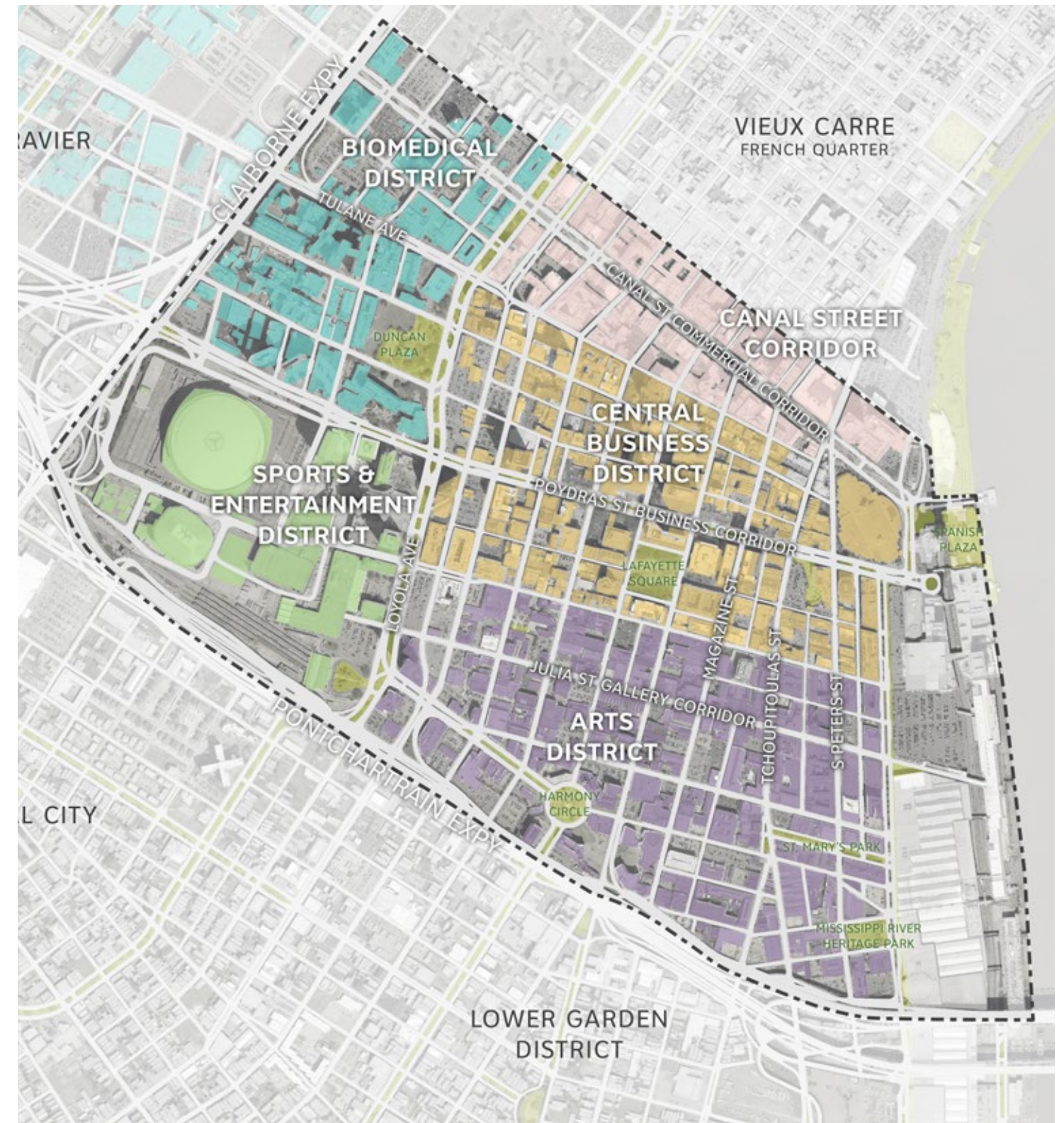
Kaede Polkinghorne
Deputy Project Manager

SCAPE

PROJECT BACKGROUND

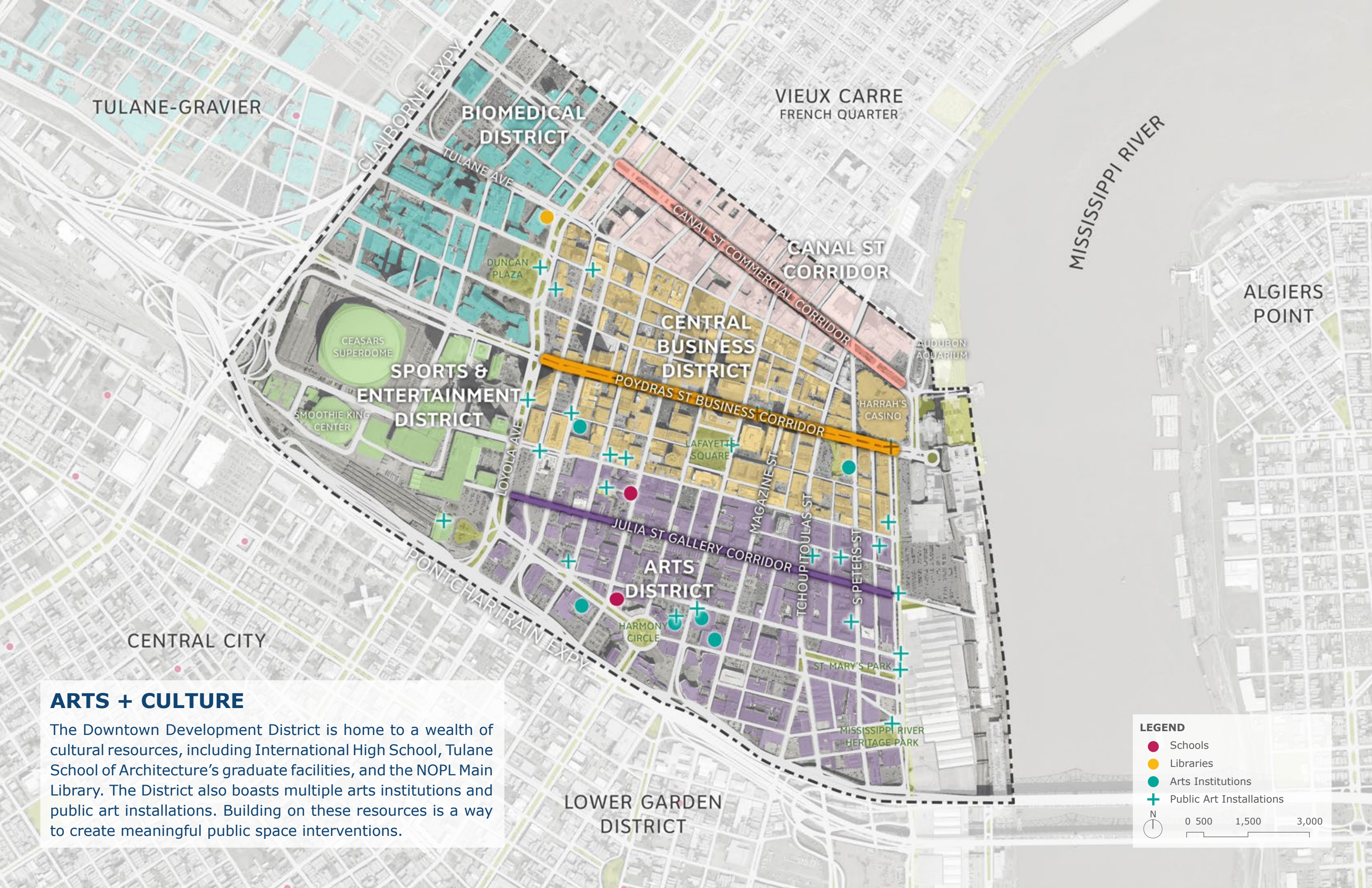
PROJECT BACKGROUND

- Placemaking animates public spaces, rejuvenates structures and streetscapes, improves local business viability, and promotes public safety through targeted spatial interventions
- DDD is working with SCAPE to locate and design a series of placemaking interventions throughout the 160-block district
- The first round of placemaking interventions will focus on lighting in the DDD generally with the possibility of street furniture and wayfinding in the Biomedical District due to funding streams
- DDD is interested in implementing additional placemaking strategies throughout the district, and input from this process will inform how we secure funding for future placemaking work



SCHEDULE





TULANE-GRAVIER

BIOMEDICAL DISTRICT

VIEUX CARRE
FRENCH QUARTER

MISSISSIPPI RIVER

ALGIERS POINT

CANAL ST CORRIDOR

CENTRAL BUSINESS DISTRICT

SPORTS & ENTERTAINMENT DISTRICT

POYDRAS ST BUSINESS CORRIDOR

ARTS DISTRICT

CENTRAL CITY

LOWER GARDEN DISTRICT

ARTS + CULTURE

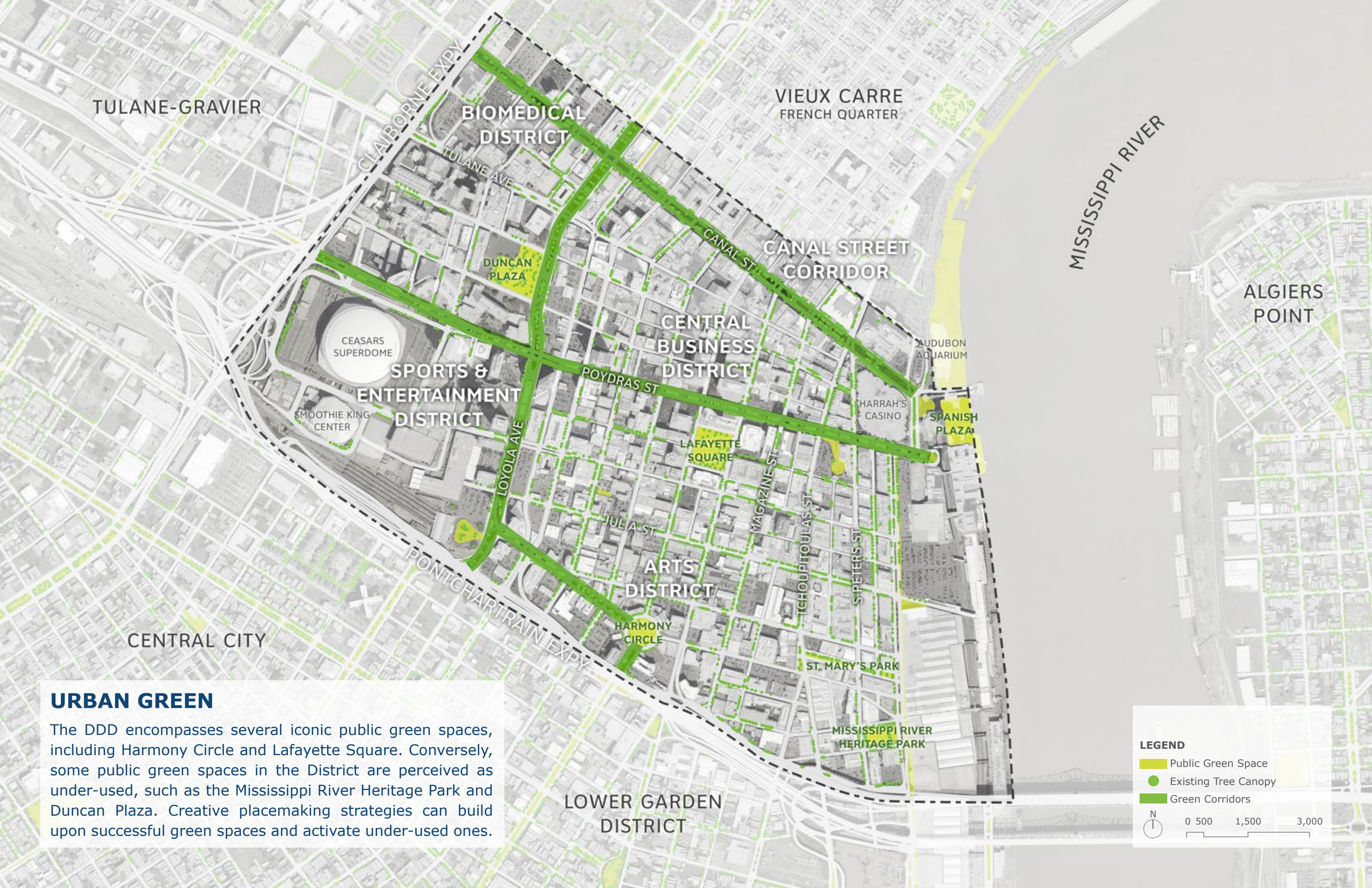
The Downtown Development District is home to a wealth of cultural resources, including International High School, Tulane School of Architecture's graduate facilities, and the NOPL Main Library. The District also boasts multiple arts institutions and public art installations. Building on these resources is a way to create meaningful public space interventions.

LEGEND

- Schools
- Libraries
- Arts Institutions
- + Public Art Installations

N

0 500 1,500 3,000



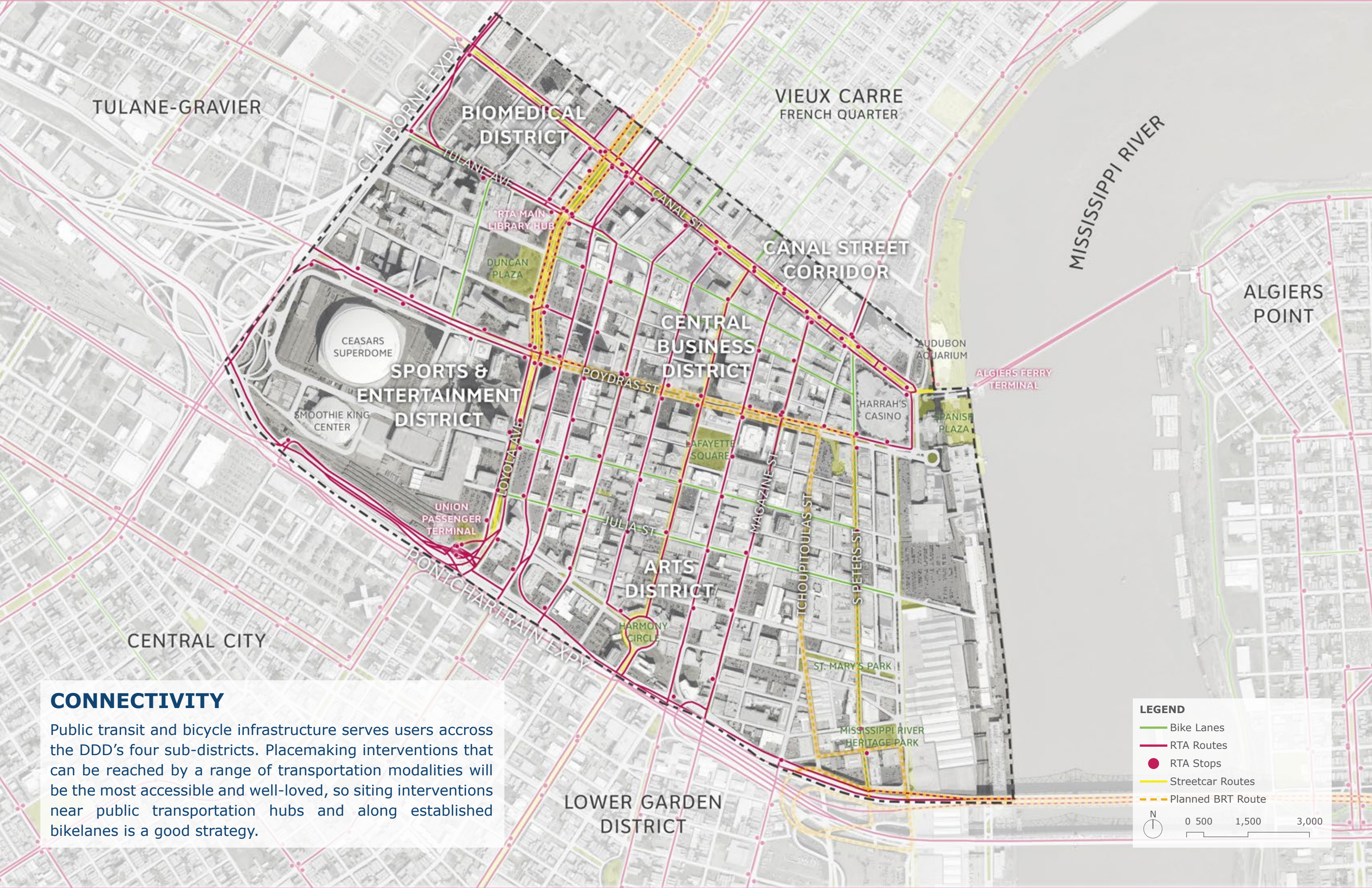
URBAN GREEN

The DDD encompasses several iconic public green spaces, including Harmony Circle and Lafayette Square. Conversely, some public green spaces in the District are perceived as under-used, such as the Mississippi River Heritage Park and Duncan Plaza. Creative placemaking strategies can build upon successful green spaces and activate under-used ones.

LEGEND

- Public Green Space
- Existing Tree Canopy
- Green Corridors





CONNECTIVITY

Public transit and bicycle infrastructure serves users across the DDD's four sub-districts. Placemaking interventions that can be reached by a range of transportation modalities will be the most accessible and well-loved, so siting interventions near public transportation hubs and along established bikelanes is a good strategy.

LEGEND

- Bike Lanes
- RTA Routes
- RTA Stops
- Streetcar Routes
- Planned BRT Route

N

0 500 1,500 3,000

An aerial photograph of a city skyline, likely New York City, featuring a dense cluster of skyscrapers and a wide river in the background. A multi-lane highway runs across the lower portion of the image. The sky is clear and bright, suggesting a sunny day. The overall image has a slightly desaturated, blue-tinted appearance.

EMBRACE THE ARRIVAL EXPERIENCE

PHOTO CREDIT: GEORGE BANNISTER

A photograph of a street scene in New Orleans, featuring a brick building with arched doorways and galleries. The scene includes pedestrians, trees, and parked cars. A semi-transparent blue overlay covers the entire image, with the main title text centered in the middle. The text is in a bold, dark blue, sans-serif font. The background shows a street with a brick building on the left, a sidewalk with two people walking away, trees on the right, and parked cars. Signs for 'DEGAS GALLERY' and 'ALEX BEARD' are visible. A banner for 'NOE' is partially visible at the top right.

IMPROVE PERCEPTIONS OF PUBLIC SAFETY

PHOTO CREDIT: PAUL BROUSSARD

A nighttime photograph of a city highway interchange. The foreground shows multiple lanes of traffic with long-exposure light trails in white, yellow, and red. In the background, a large, illuminated stadium with a white dome is visible, surrounded by other city buildings. A green highway sign on the right indicates Exit 90 for the Superdome and Claiborne Avenue. The overall scene is dimly lit, with the primary light sources being the city lights and the stadium's illumination.

**ENLIVEN THE PUBLIC REALM
BY PROVIDING FOR
ACTIVITIES + EVENTS**

PHOTO CREDIT: BILL COBB



**CELEBRATE DOWNTOWN'S
EMPLOYMENT SECTORS**

PHOTO CREDIT: SAZERAC HOUSE

The image shows the Ogden Museum of Southern Art, a large, modern building with a prominent sign that reads "OGDEN MUSEUM OF SOUTHERN ART" and "OGDENMUSEUM.ORG". The building is situated on a street corner, with a brick building visible to the left. In the foreground, a street scene is captured with motion blur, showing a dark SUV on the left and several cyclists riding past on the right. A large, star-shaped sculpture is visible in the plaza area in front of the museum. The overall scene is set during the day, with a clear sky and some trees visible in the background.

ENHANCE CULTURAL IDENTITY + QUALITY OF PLACE

PHOTO CREDIT: TRIP ADVISOR

A street scene featuring diverse housing. On the left is a modern, multi-story white building with large windows and small balconies. To its right is an older, multi-story brick building with a weathered facade and many windows. In the foreground, two people are riding bicycles on the street. A traffic light stands at the corner. A car is parked on the left, and another car is on the right. The sky is blue with some clouds.

PROMOTION OF DIVERSE HOUSING

PHOTO CREDIT: REBECCA TODD

PROMOTION OF PUBLIC HEALTH INITIATIVES

PHOTO CREDIT: ROAMADIC

CREATIVE PLACEMAKING

INTERVENTION OPTIONALITY

Longevity

Event/Few Days
Short-Term/Seasonal
Long-Term/Few Years

Participation

Visual
Tactile
Collaborative

Multiplicity

One Site
Mobile
Multiple Locations

Collaboration

Amenities
Multiple Artist Collaboration
Single Artist Collaboration

LONGEVITY



PHOTO CREDIT: MURIEL CHAULET



PHOTO CREDIT: SARAH PHIPPS/THE OKLAHOMAN



PHOTO CREDIT: ZHARIA JEFFRIES



Event/
Few Days

Short-Term/
Seasonal

Long-Term/
Few Years

PARTICIPATION



Visual

Tactile

Collaborative

MULTIPLICITY

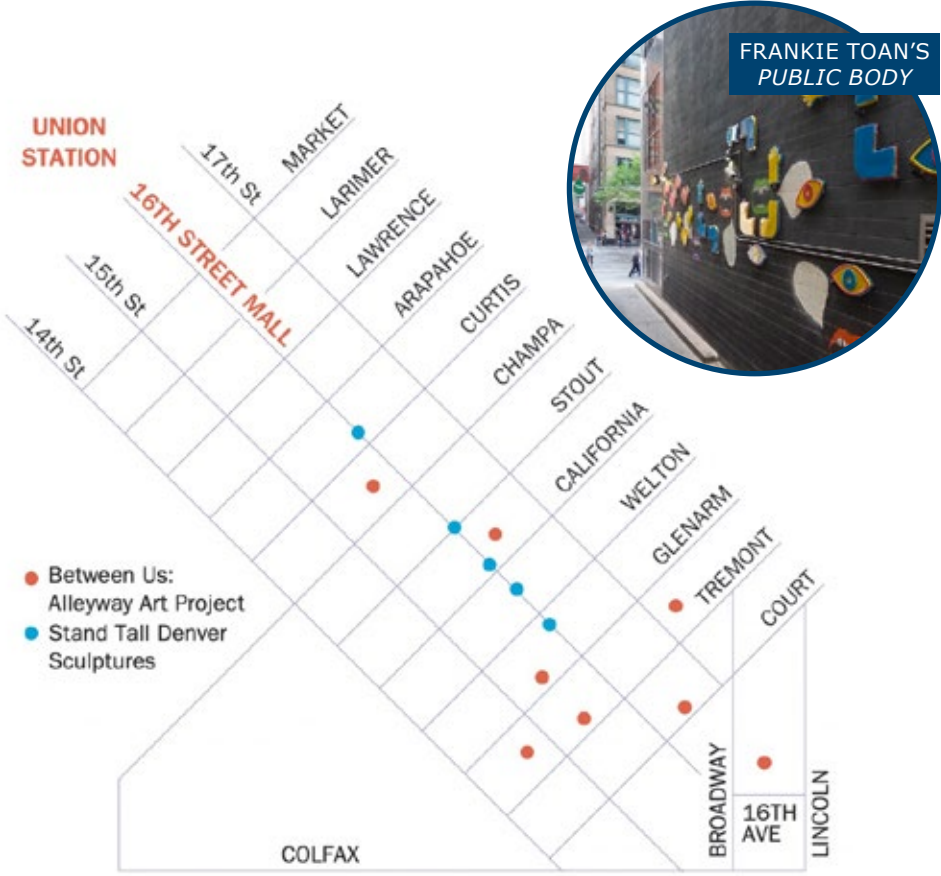


PHOTO CREDIT: DOWNTOWN DENVER PARTNERSHIP



One Site

Mobile

Multiple Locations

COLLABORATION



Amenities

Multiple Artist Collaboration

Single Artist Collaboration

PLACEMAKING PRECEDENTS

NOMA UNDERPASS ART

WASHINGTON D.C. | NOMA PARKS FOUNDATION



LONGEVITY



MULTIPLICITY



PARTICIPATION



COLLABORATION



DOWNTOWN DENVER ALLEYWAYS PROJECT

DENVER, CO | DOWNTOWN DENVER PARTNERSHIP



PHOTO CREDIT: NINE DOT ARTS

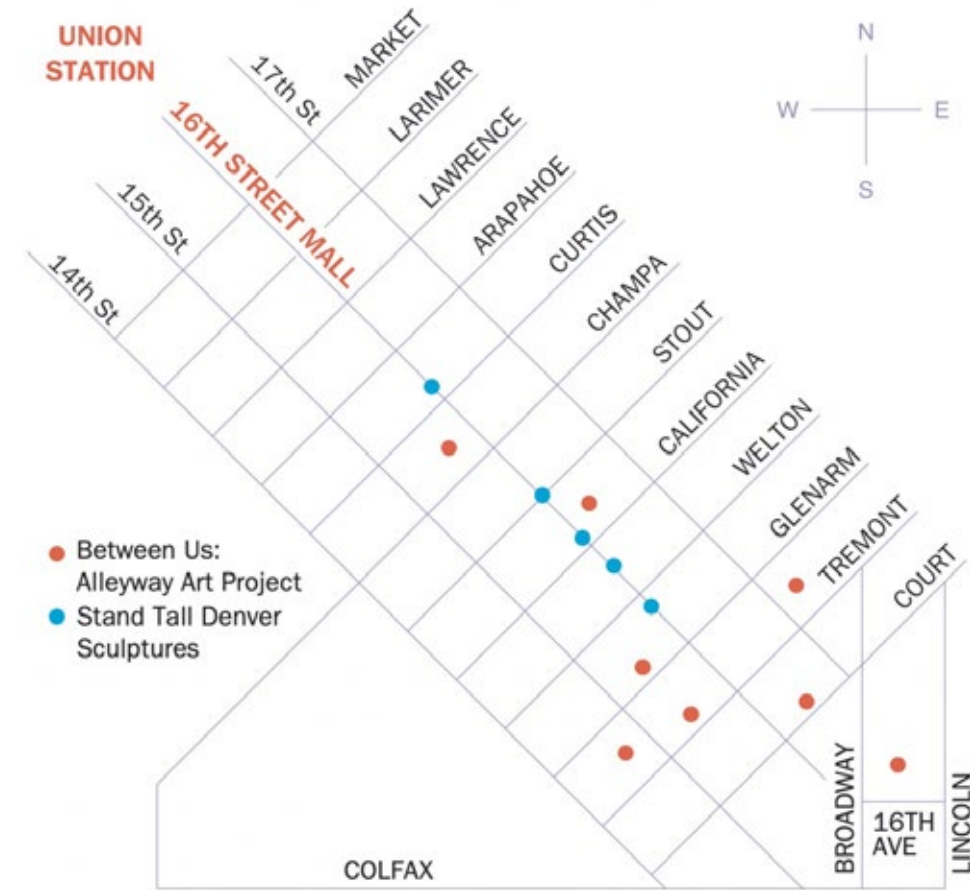


PHOTO CREDIT: DOWNTOWN DENVER PARTNERSHIP

LONGEVITY



MULTIPLICITY



PARTICIPATION



COLLABORATION



CREATIVE PLACEMAKING OPPORTUNITIES

June, 2023

GARRISON CANAL

PITTSBURGH, PA | PITTSBURGH DOWNTOWN PARTNERSHIP



LONGEVITY



MULTIPLICITY



PARTICIPATION



COLLABORATION



FESTIVAL OF LIGHTS

LYON, FRANCE | VILLE DE LYON



LONGEVITY



MULTIPLICITY



PARTICIPATION



COLLABORATION



TODAY'S MEETING

VISION BOARDS

**MY VISION FOR THE CENTRAL
BUSINESS DISTRICT IS...**

**MY VISION FOR THE
ARTS DISTRICT IS...**

**MY VISION FOR THE
BIOMEDICAL DISTRICT IS...**

**MY VISION FOR THE SPORTS
+ ENTERTAINMENT DISTRICT IS...**

LOVE MAP



USE A [Green Circle] TO SHOW US A PUBLIC SPACE IN THE DDD THAT YOU LOVE

USE A [Purple Circle] TO SHOW US A PUBLIC SPACE IN THE DDD THAT NEEDS SOME LOVE

OPTIONALITY SLIDERS

LONGEVITY

How long should the interventions last? Should they be associated with an event that lasts a few days? Should they be seasonal, allowing for the use of a wider range of materials? Or should they be designed to last far into the future?

The Festival of Lights in Lyon, France is an annual event that includes the projection of artists' work onto area building facades
Photo Credit: Nuriel Chauvet

At the Oklahoma Contemporary, Jen Levitt's light installation *Abraxas* transformed an open lawn into an illuminated horizontal playground for a season
Photo Credit: Sarah Rippe/The Oklahoman

Brandon Odum's large murals outside of Studio Be have welcomed New Orleansians to the Bywater for several years now
Photo Credit: Zharla Jeffrey

Event/
Few Days Short-Term/
Seasonal Long-Term/
Few Years

PARTICIPATION

How do you think that DDD visitors should interact with the interventions? Should the interventions be something for visitors to look at, touch, or co-create?

LED rope is shaped into letters and suspended above an alleyway in Joel Swanson's *YOURS*
Photo Credit: Nina Dui Arts

Alex Furlan's interactive light installation *Interlux* invites visitors to touch and play with the immersive artwork
Photo Credit: Alex Furlan

A step further than touching the art, the *Crosswalks to Classrooms* program in Tallahassee, FL works with K-12 students to co-create crosswalk art
Photo Credit: Knight Creative Communities Institute

Visual Tactile Collaborative

MULTIPLICITY

Should each intervention be a stand-alone installation tailored to a specific site? Should the interventions be mobile, travelling between different sites? Should multiple sites feature a series of related interventions?

In Downtown Pittsburgh, components from a past public art installation are reimagined to light an alleyway with consultation from an artist partner
Photo Credit: Pittsburgh Downtown Partnership

Andrea Foll's *Particle Path*, an artistic visualization of real-time air quality data, has been shown in 23 locations worldwide
Photo Credit: Jared Rendon Thompson

The Downtown Denver Alleyways Project installed a series of linked public artworks throughout the district's many alleyways
Photo Credit: Downtown Denver Partnership

One Site Mobile Multiple Locations

COLLABORATION

Should placemaking interventions focus on new amenities with limited design collaboration? Should multiple artists be given a framework for interventions? Or should one artist develop a bespoke piece for a key location?

The NYC DOT's CityBench program invites the public to suggest locations in DOT right-of-way where a new bench could be added to their 2,100+ bench network
Photo Credit: NYC DOT

In Washington, D.C., the NCRPA Parks Foundation worked with a series of artists and design offices to install public art underneath three key underpasses
Photo Credit: Washington Post

In Scottsdale, AZ *Grimanesa Benarroch* was commissioned by Scottsdale Public Art to design a site-specific light installation titled *Golden Waters*
Photo Credit: Grimanesa Benarroch

Amenities Multiple Artist Collaboration Single Artist Collaboration

NEXT STEPS

- Stay tuned for updates via the DDD newsletter
- Scan the QR code or visit <https://forms.gle/84bcGXAmcFWN4kk68> to fill out the stakeholder engagement survey



An aerial photograph of a city grid, overlaid with a semi-transparent blue filter. The text "THANK YOU!" is centered in a bold, white, sans-serif font.

THANK YOU!