

DDD BIODISTRICT LIGHTING

GAP ANALYSIS AND CONCEPT IDENTIFICATION

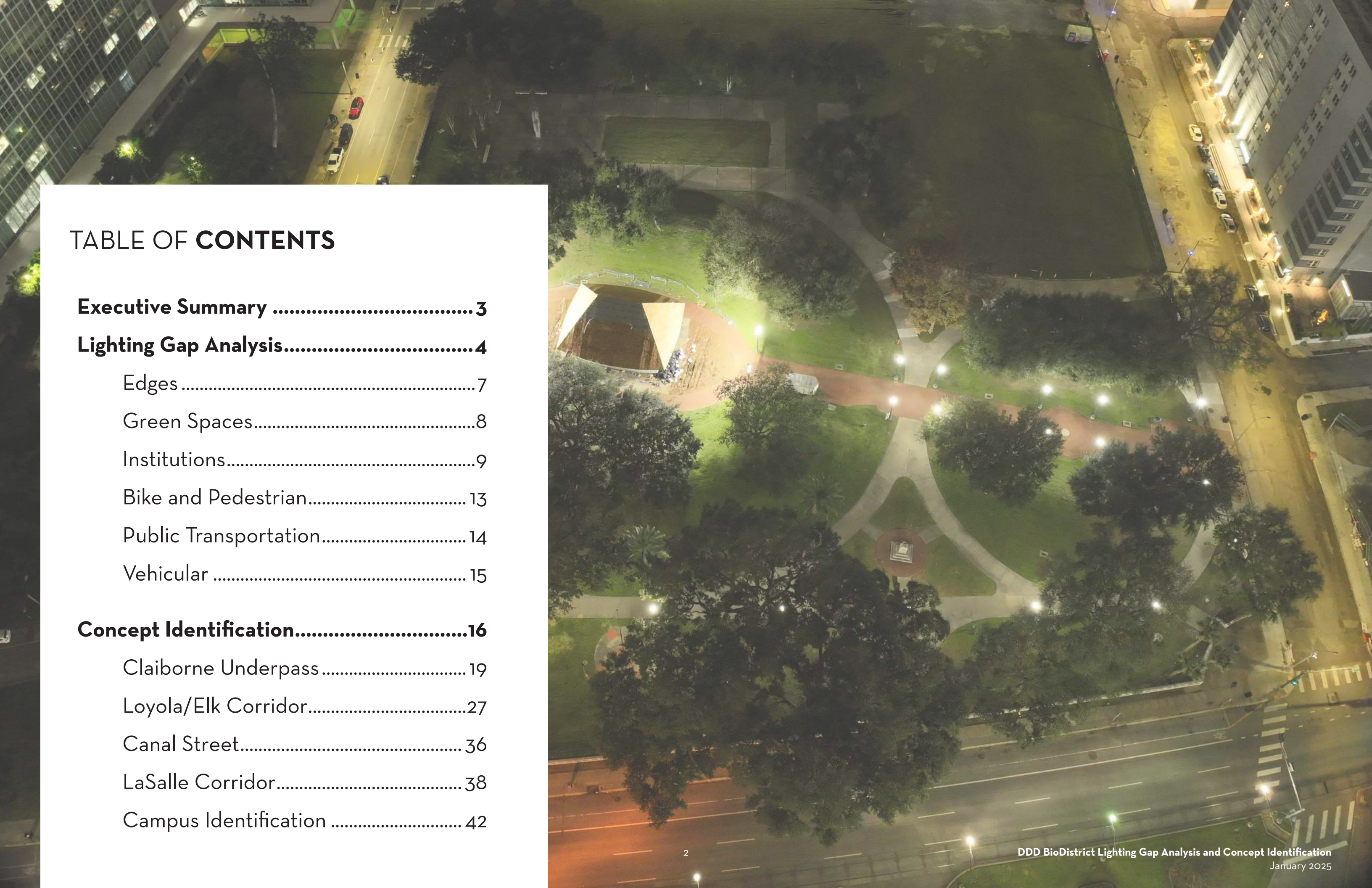


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EXECUTIVE SUMMARY

PROJECT OVERVIEW

The Downtown Development District of New Orleans (DDD) aims, through the scope contemplated in this report, to identify and propose projects to solve the lighting gaps that exist within the DDD BioDistrict. The New Orleans BioDistrict is a large area of the City running north-south from Loyola Avenue downtown to S Carrollton Avenue in Mid City along an axis generally bounded by Earhart Boulevard and Tulane Avenue. This study concerns the portion of the BioDistrict that falls within the legislated boundaries of the Downtown Development District. Throughout this report we refer to this area as the DDD BioDistrict or, simply, the District. This Lighting Gap Study has two primary purposes. The first is to enhance public safety and security throughout the District. The second is to develop a toolkit of lighting strategies to define and create a sense of identity for the District, and to illustrate those strategies in a way that can be replicated by private land owners and institutions throughout the DDD BioDistrict.

The report is divided into two sections. The first section, Lighting Gap Analysis, presents the findings of Studio West’s analysis of the site and identifies areas where lighting gaps exist within the DDD BioDistrict. The second section, Concept Identification, proposes lighting projects along three major corridors in order to “fill” the gaps and provide a comprehensive lighting strategy for the District. This section also addresses strategies for the larger institutions and buildings located within the District.

PROCESS

For the Lighting Gap Analysis, Studio West developed an understanding of the DDD BioDistrict by analyzing existing roadway circulation networks, available open space, land use, and property ownership. We then, with the assistance of DDD, walked the site on several occasions to understand where lighting gaps existed.

Concept Identification was developed in concert with Rene Pastorek and Tyler Correa of the Downtown Development District, who served as project contact for the organization. Feedback was solicited from multiple stakeholders in the DDD BioDistrict, including, but not limited to GNO Inc., the New Orleans BioDistrict, and Tulane University.

CONCLUSIONS

This report presents a list of lighting improvements for the District at both publicly- and privately-owned properties as well as improvements contemplated within the public right-of-way.

The following is a brief summary of the scope by street corridor. Additional detail is provided within the body of the report.

Claiborne Underpass Lighting

- Underpass Lighting at S Claiborne and Canal Street Intersection
- Underpass Lighting at S Claiborne and Cleveland Ave Intersection
- Underpass Lighting at S Claiborne and Tulane Ave Intersection
- Underpass Lighting at S Claiborne and Poydras Street Intersection

Loyola/Elk Corridor

- Lighting enhancements at the tree canopy of Molly Marine Plaza
- Lighting enhancements at the New Orleans Public Library Pocket Park
- Lighting enhancements at the tree canopy at the south edge of Duncan Plaza
- Lighting enhancements at the Perdido Gateway near City Hall
- Architectural building lighting at the new mural at the Poydras Gateway
- Architectural building lighting at the new mural at the Heal Garage facing Duncan Plaza

Canal Street

- No improvements are proposed

LaSalle Corridor

- Lighting enhancements to the south side of LaSalle Street from Poydras Street to Tulane Avenue
- Lighting enhancements to the south side of LaSalle Street from Tulane Avenue to Canal Street

Campus Identification

- Coordination on ongoing lighting and wayfinding improvements at Tulane University’s Downtown Campus
- Utilizing the toolkit presented in this report to coordinate with ongoing planning and development at the former Charity Hospital Site and nearby buildings.



PROJECT PARTICIPANTS

Downtown Development District of New Orleans
René Pastorek, Chief Economic Development Officer
Tyler Correa, Economic Development Specialist

Studio West
Jennie Cannon West, Principal
Jason Richards, Principal
Gianna Morelli, Designer
Roberto A. Vindel, Designer

An aerial night photograph of a city street intersection. The street is filled with cars, some of which are blurred due to motion. The buildings on either side are lit up, and the streetlights are on. The overall scene is a busy urban environment at night.

LIGHTING GAP ANALYSIS

BIODISTRICT

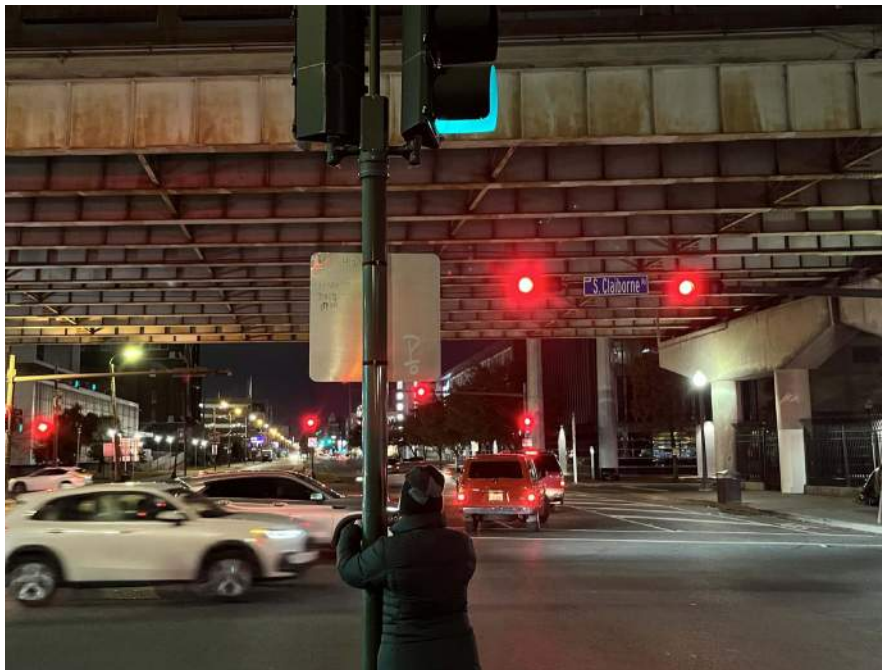
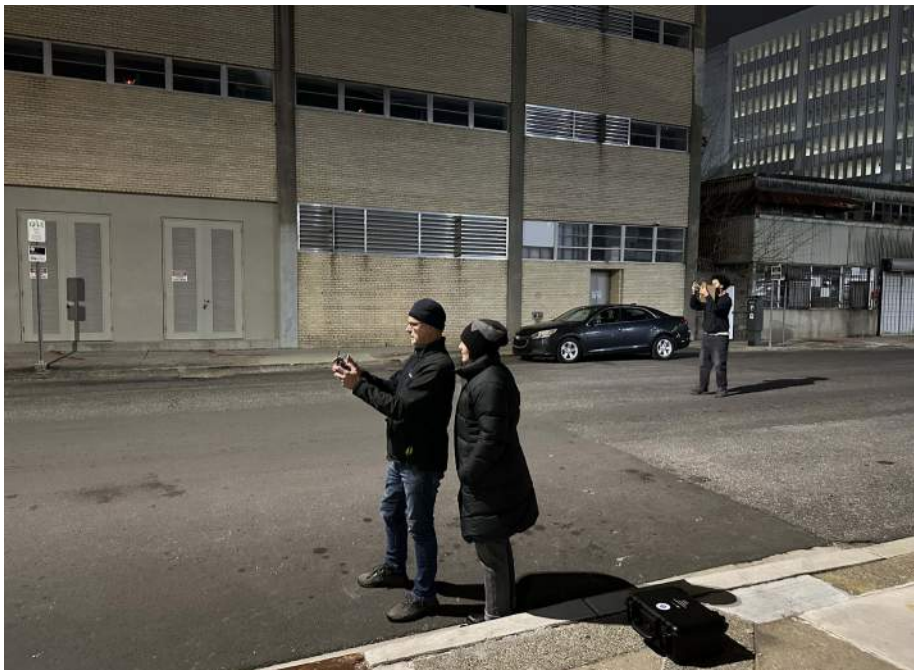
LIGHTING GAP ANALYSIS APPROACH

The approach to this study included evening time walks and drone flights of the entire DDD BioDistrict. Over the course of multiple nights, Studio West, our drone operator Charles Stirling, and DDD Safety Rangers, walked the District to photograph at grade and in the sky, multiple street corridors to evaluate where lighting gaps existed and to begin to develop ideas about how to address them.

The imagery captured during those walks by Studio West to supplement the at-grade images, are included throughout this report to illustrate the lighting gaps and how to address them throughout the District.

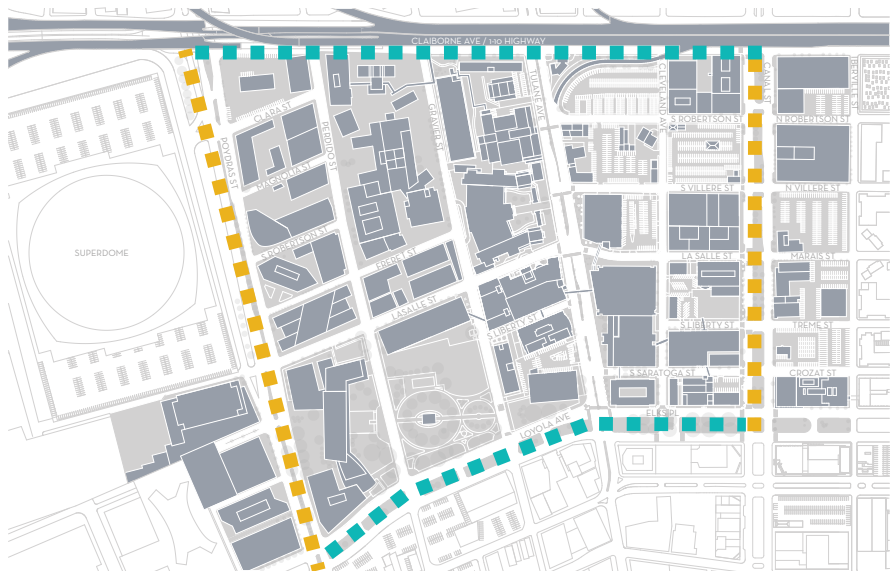
We are very thankful for the DDD Safety Rangers for their assistance in capturing the images that enabled this Study to be completed within the agreed-to time frame.

The insights gleaned from our photography and on-site observations were supplemented by feedback from several other Downtown stakeholders, most notable GNO, Inc. and the BioDistrict Board.



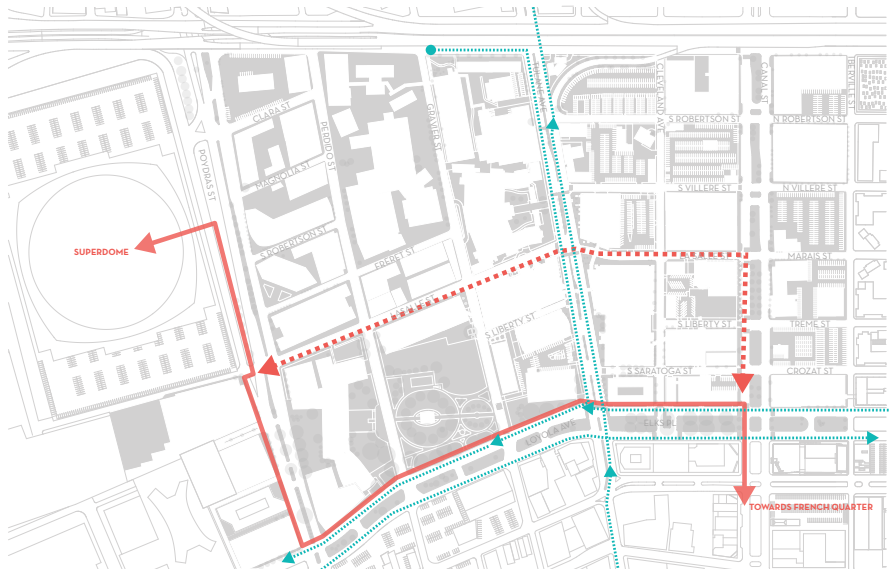
Above:
Views of project team documenting existing conditions

LIGHTING GAP ANALYSIS DESIGN CONSIDERATIONS



EDGES

The adequacy of lighting at the edges of the District vary greatly. The two north-south edges, Canal Street and Poydras Street, are major vehicular thoroughfares and therefore sufficiently lit, even for pedestrian use. The east-west edges, S. Claiborne Ave below the I-10 underpass and Loyola Ave/Elks Place are poorly lit, and are considered for improvements as part of this study.



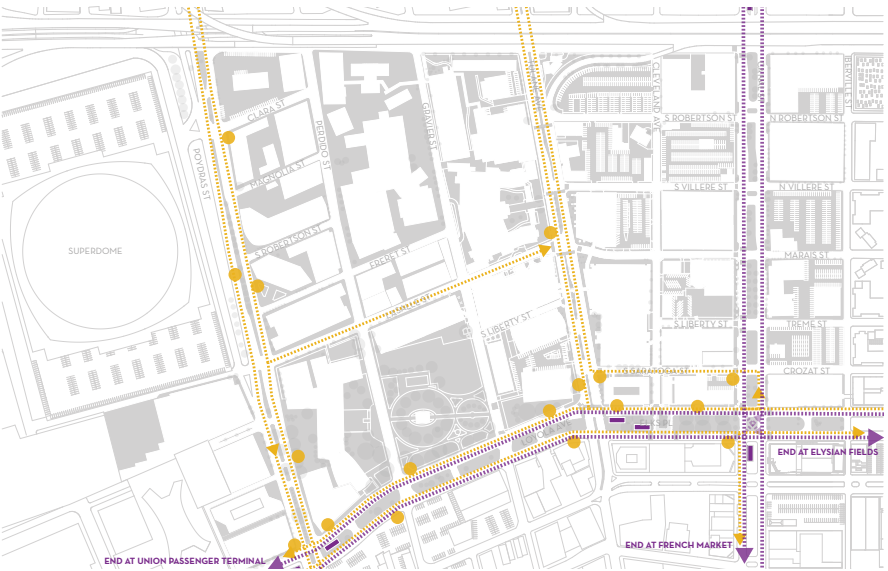
PEDESTRIAN AND BIKE

The primary pedestrian paths along the district are Loyola Ave/Elks Place and Poydras St. LaSalle Street forms a significant pedestrian corridor through the District, and our analysis recommends improvements along its length. The primary bicycle paths are along designated bike lanes along Elks Place/Loyola and Tulane Avenue.



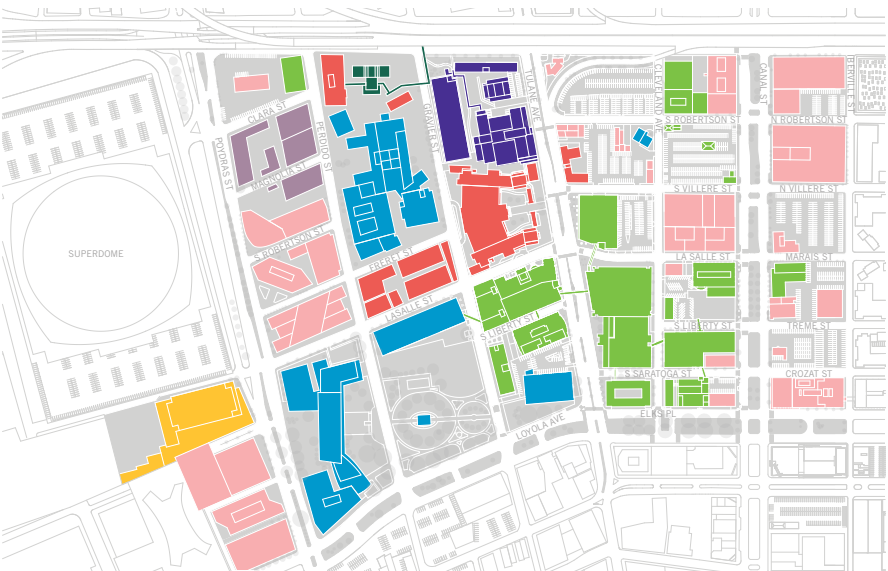
GREEN SPACES

The public parks, neutral grounds and green spaces within the DDD BioDistrict are located primarily around the edges of the District. This means that many of the strategies for improving lighting at the ends of the District, particularly along Loyola Ave/Elks Place, can utilize adjacent green spaces and plantings as part of the overall lighting strategy.



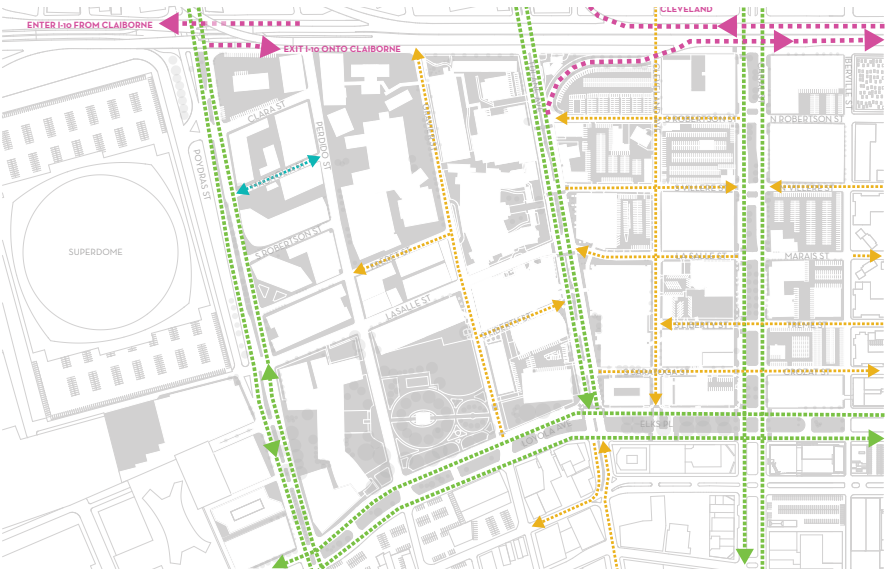
PUBLIC TRANSPORTATION

The DDD BioDistrict is served by public transportation, and its southern edge along Elks Place serves as a major bus hub. Two streetcar lines run north and south along Canal Street and east-west along Loyola Ave/Elks Place. Proposed enhancements to lighting at the Loyola Ave/Elks Place corridor will synergistically aid in the enhancement of public transportation throughout the BioDistrict.



INSTITUTIONS

The DDD BioDistrict is home to many institutions related to the core purpose and economic development of the BioDistrict as a whole. Those include four higher-educational institutions and the City of New Orleans. The recommendations of this report suggest ways to enhance the identity and connectivity of each of these organizations.



VEHICULAR

The DDD BioDistrict is bounded and bisected by several major vehicular thoroughfares. Poydras Street, Tulane Ave and Canal Street all form major arterial connections to the rest of the City. The interstate off and on-ramps to I-10 warrant special considerations as a primary entrance into the District.

EDGES

LAKESIDE / CLAIBORNE

The lakeside, or northern, edge of the DDD BioDistrict is defined and overshadowed (literally), by the 1-10 underpass along South Claiborne Avenue. The interstate underpass simultaneously forms the biggest barrier and opportunity to proper lighting and safety of the District. Analysis here has focused on the street intersections at grade that form Gateways, or entrances, to the District.

RIVERSIDE / ELK-LOYOLA

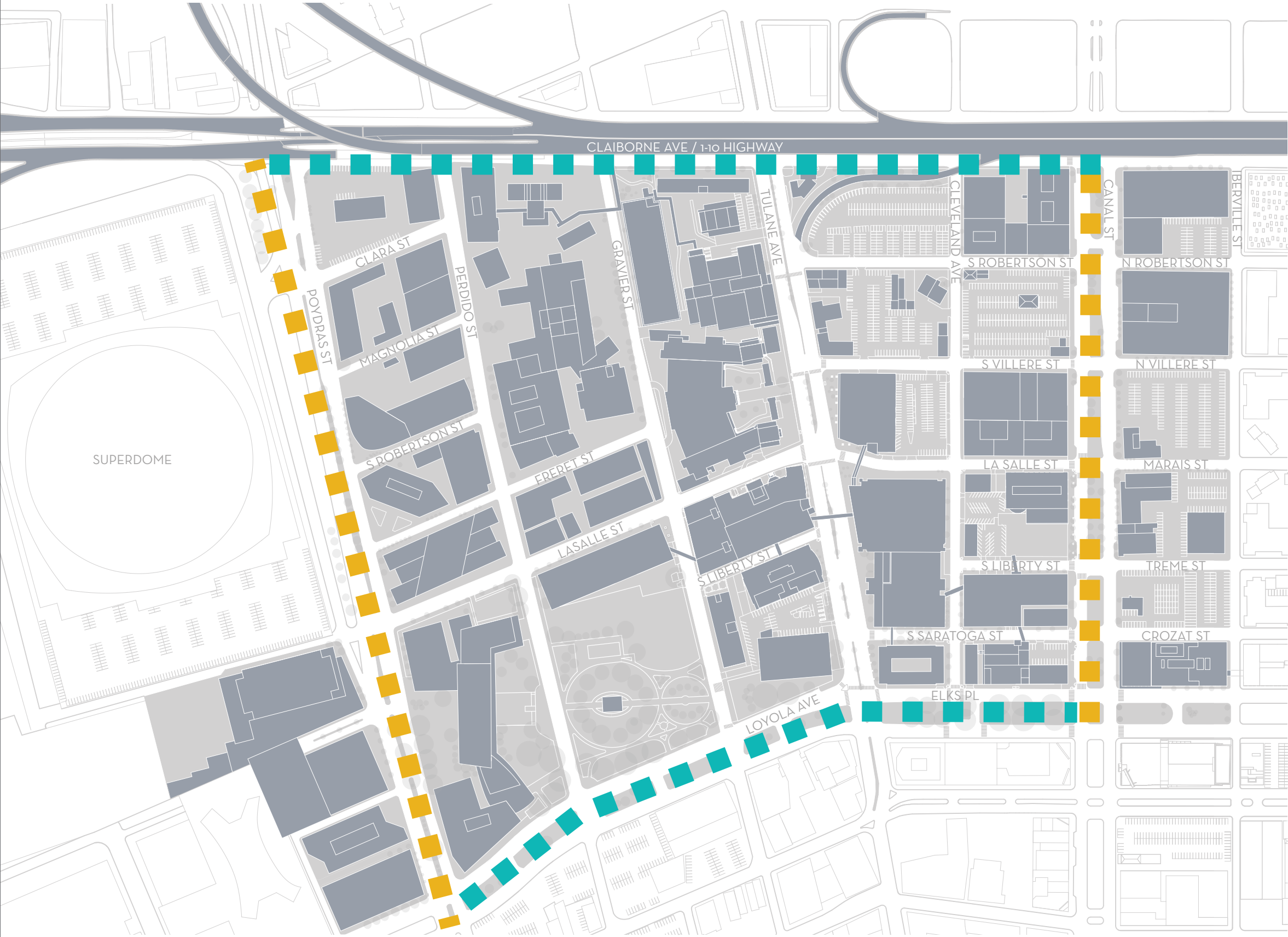
The riverside, or southern, edge of the District is defined by several signature open spaces, including Duncan Plaza and Molly Marine Plaza. Multi-story buildings define the edge of the CBD and provide a sense of place that should be emphasized with lighting design to enhance safety and a sense of entrance to the District.

CANAL STREET

Canal Street, at the eastern edge of the District, is a combination of built-out blocks and open parking lots, but is well illuminated at night through public streetlights at the sidewalk and neutral ground on each side of the street.

POYDRAS STREET

Poydras Street forms the western edge of the district. It is generally well lit at the roadway and pedestrian scale. However, there is a portion of Poydras Street at the corner of Loyola Ave adjacent to Civil District Court and City Hall, that is poorly lit and considered for improvement in this study.



SCALE 1=300'

GREEN SPACES

DUNCAN PLAZA

Duncan Plaza is a significant public space at the heart of the New Orleans Civic Center within the DDD BioDistrict. Although not specifically addressing lighting within the park, we believe the edge of the park presents a prime opportunity to enhance the lighting at this important edge of the district.

MOLLY MARINE PLAZA

Molly Marine Plaza is named for the statue of Molly Marine that sits at its edge on Canal Street. The Plaza consists of the planted neutral ground at Elks Place, between Canal Street and Tulane Ave. The Plaza contains many large live oak trees, that while making it a pleasant place to linger during the day, present challenges to safety at night.

LOYOLA / ELK

As Elks Place turns into Loyola Avenue, there are planted areas along the median and adjacent to the New Orleans Public Library that are opportunities to enhance lighting and public safety at the edge of the District.

CITY HALL

The open space in front of City Hall is effectively an extension of Duncan Plaza. Additionally, the corner of Civil District Court forms a large black space at this significant corner and edge of the district. Properly lighting the recently completed mural painted on the building will help define the boundaries of the District.



● GREEN SPACE

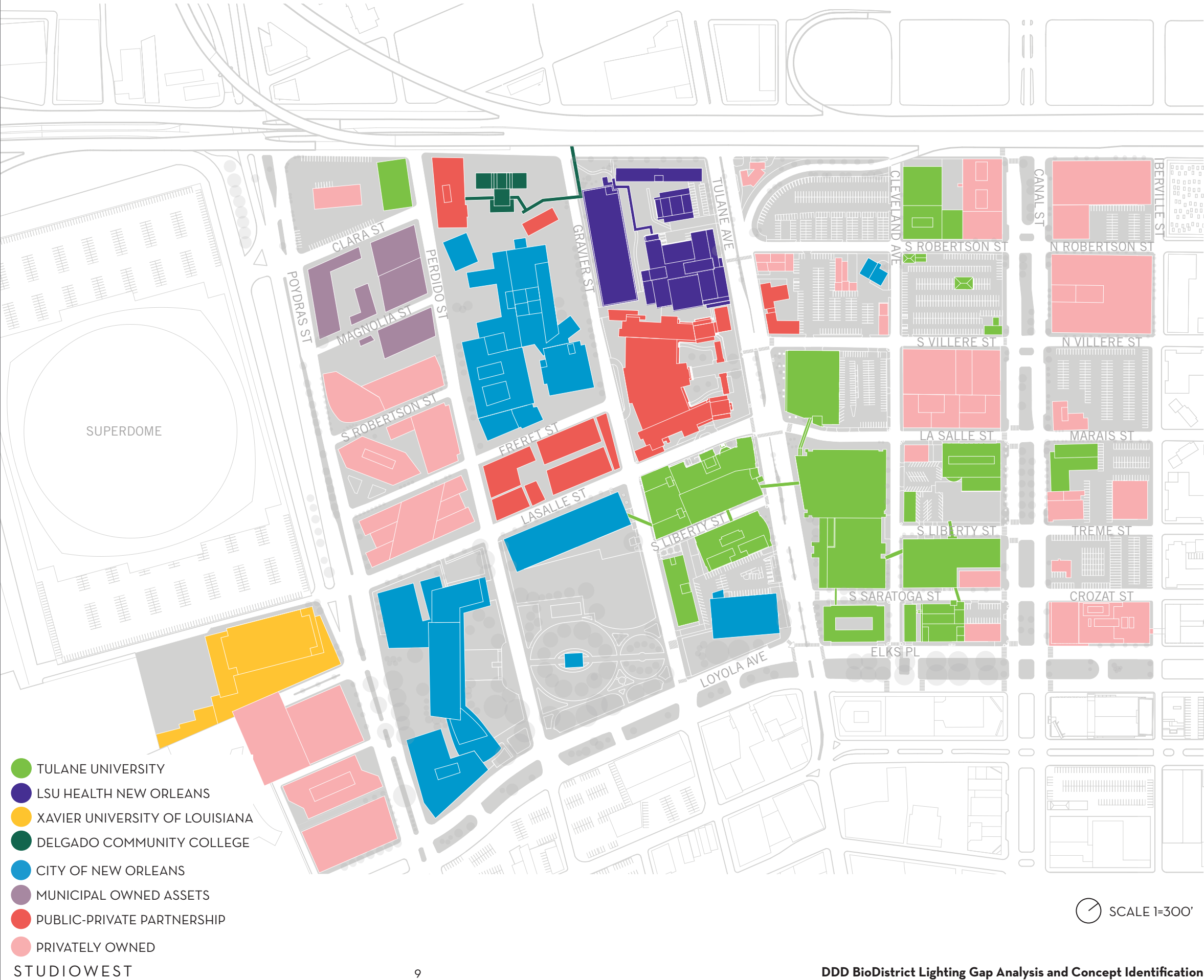
SCALE 1=300'

INSTITUTIONS

The DDD BioDistrict is home to several public and private institutions that are critical to the success of economic development within the greater BioDistrict. First and foremost are the four higher-educational institutions housed within the District: Tulane University, LSU Health Sciences, Xavier University, and Delgado Community College. Their relationship to this Lighting Gap Study is more fully elaborated in the following pages.

The New Orleans Civic Center consists of City Hall, Civil District Court, the Heal Garage, and New Orleans Public Library. Other City-owned assets include the former VA Hospital on Perdido Street. Many of the opportunities to increase the effectiveness of lighting within the District lie along the boundaries of these buildings. With creative collaboration with the City of New Orleans, new lighting can be provide both security and highlight the public spaces.

The Charity Hospital site and its associated outbuildings are important structures and currently under redevelopment as part of a public-private partnership. Until such time as Charity is redeveloped, however, there are many dark areas adjacent to these structures. This study proposes some interim concepts to enhance pedestrian safety, primarily along LaSalle Street. The privately owned high-rise office buildings along Poydras Street as well as many of the undeveloped parcels along Canal Street can serve as important attractors of new businesses and start-ups associated with the BioDistrict.



INSTITUTIONS EDUCATIONAL

TULANE UNIVERSITY

Tulane University’s Downtown Campus lies entirely within the boundaries of the DDD BioDistrict and is the single largest landowner within the District. Tulane has already invested in building lighting upgrades at three of its properties along Tulane Avenue: Deming Pavilion, J. Bennett Johnson Building and Hutchinson Building. Additional improvements to wayfinding and the streetscape along Tulane Avenue are in the planning stages.

LSU HEALTH NEW ORLEANS

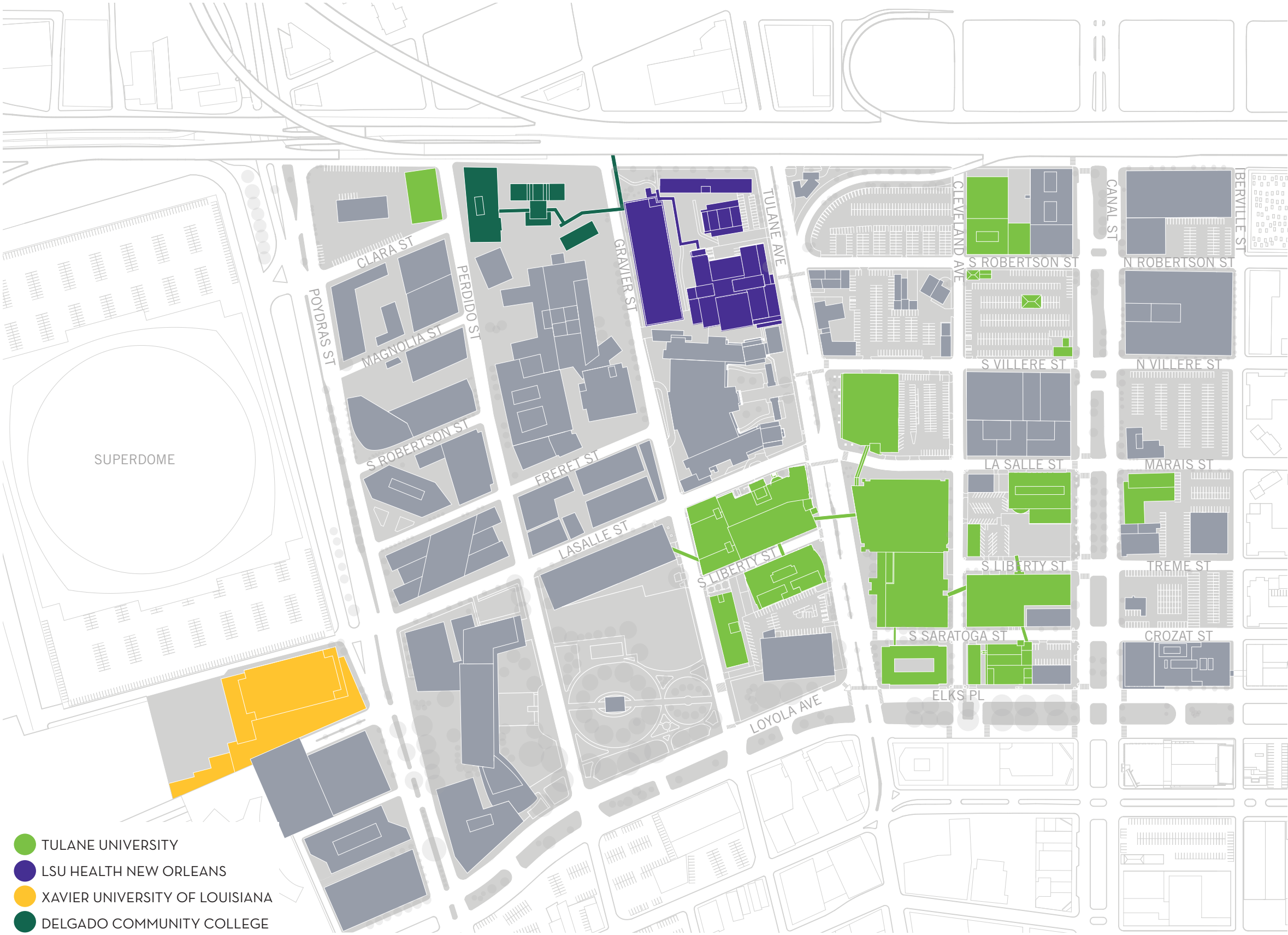
LSU Health Sciences has spent the last decade expanding and improving its campus to bring the center of gravity toward the lakeside of I-10, outside of the boundaries of the District. That said, the long overhead walkway that connects all campus buildings terminates within the district at Gravier Street, where a large parking garage and the campus’ chilled water central plant are located.

XAVIER UNIVERSITY OF LOUISIANA

Xavier University’s campus in Mid-City is an integral part of the BioDistrict. It is fitting, therefore, that they also have a footprint within the DDD BioDistrict, at Benson Tower on Poydras Street. The newly founded Xavier Ochsner College of Medicine is housed here, and is now the fifth Historically Black Medical School in the nation.

DELGADO COMMUNITY COLLEGE

Delgado Charity School of Nursing has a long history in the area of the city now part of the DDD BioDistrict. The Charity School of Nursing in this area dates back to 1894. Delgado Community College took over the program in 1989. In 2023, a new Nursing and Allied Health Building was opened on the DCC City Park campus. The future of the former School of Nursing building remains uncertain.



INSTITUTIONS

MUNICIPAL

CITY HALL

City Hall and the connected Civil District Court building for the southwest corner of the DDD BioDistrict. The buildings’ site and facades along Poydras Street, LaSalle Street, and Loyola Ave are underlit relative to other buildings in the adjacent area. Enhancements here are a large part of the improvement of the edges of the District.

HEAL GARAGE

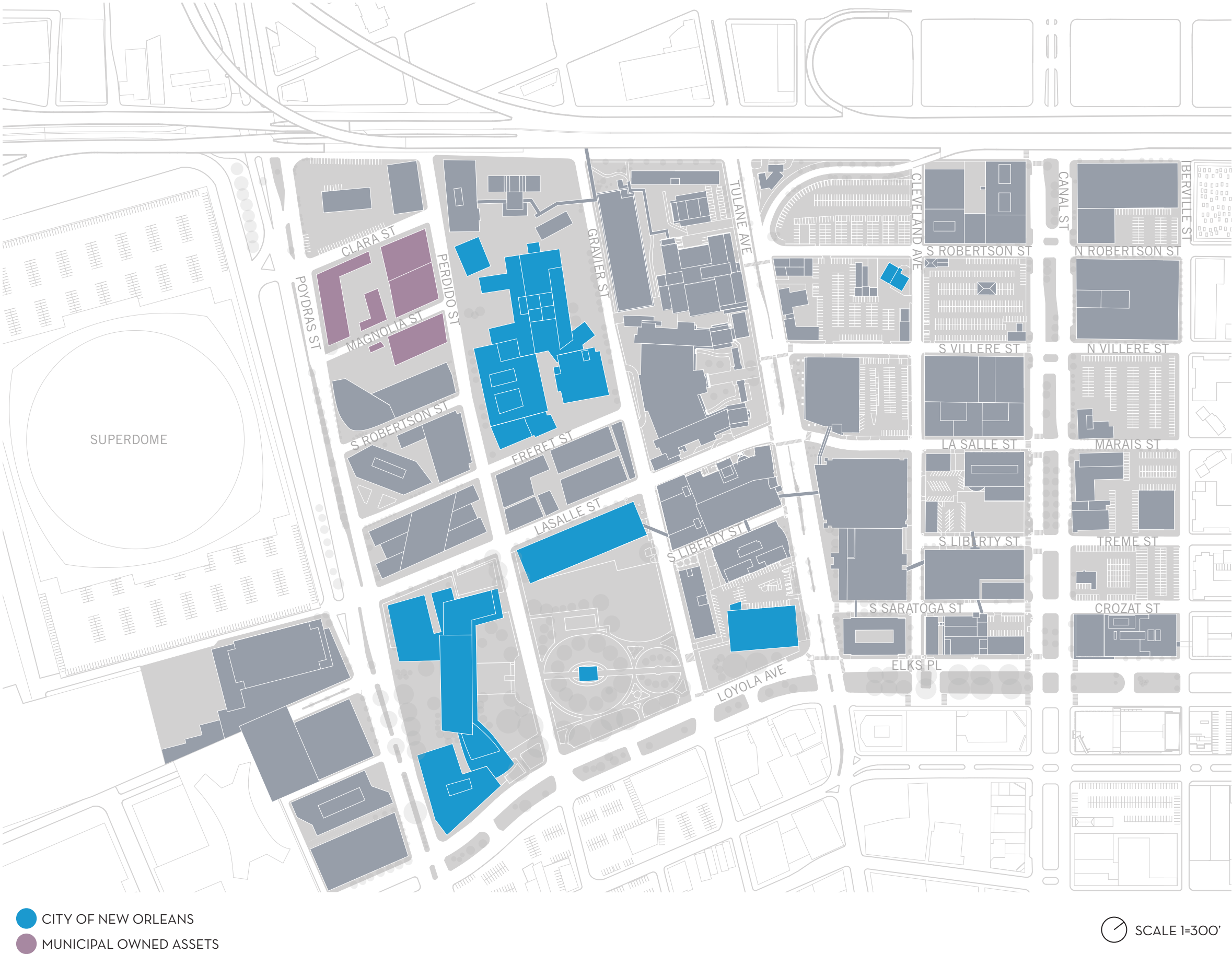
The Heal Garage occupies the middle stretch of LaSalle Street between Poydras and Tulane Avenue that serves as a pedestrian thru-route within the District. Similar to City Hall, it is underlit at night. Proposed improvements to lighting in the right of way will help complete the lit pedestrian corridor from Poydras Street to the recently completed building and safety lighting upgrades completed by Tulane at the Hutchinson Building across Gravier Street.

MAIN LIBRARY

New Orleans Public Library at the corner of Tulane Ave and Loyola Ave has installed temporary security lighting that creates a high contrast between the lit and un-lit areas. This creates safety concerns for pedestrians as high contrast can cause the eyes to adjust to the dark. Improvements here should focus on even, consistent lighting around the property.

FORMER VA HOSPITAL

The former VA Hospital is occupied by certain City functions, including a low-barrier shelter for homeless individuals. Lighting along Perdido Street is provided by public streetlights that are adequate for the lighting. As the blocks north of City Hall are not major pedestrian or vehicular thoroughfares, we have not included major lighting upgrades as part of the proposed scope of this study.



INSTITUTIONS

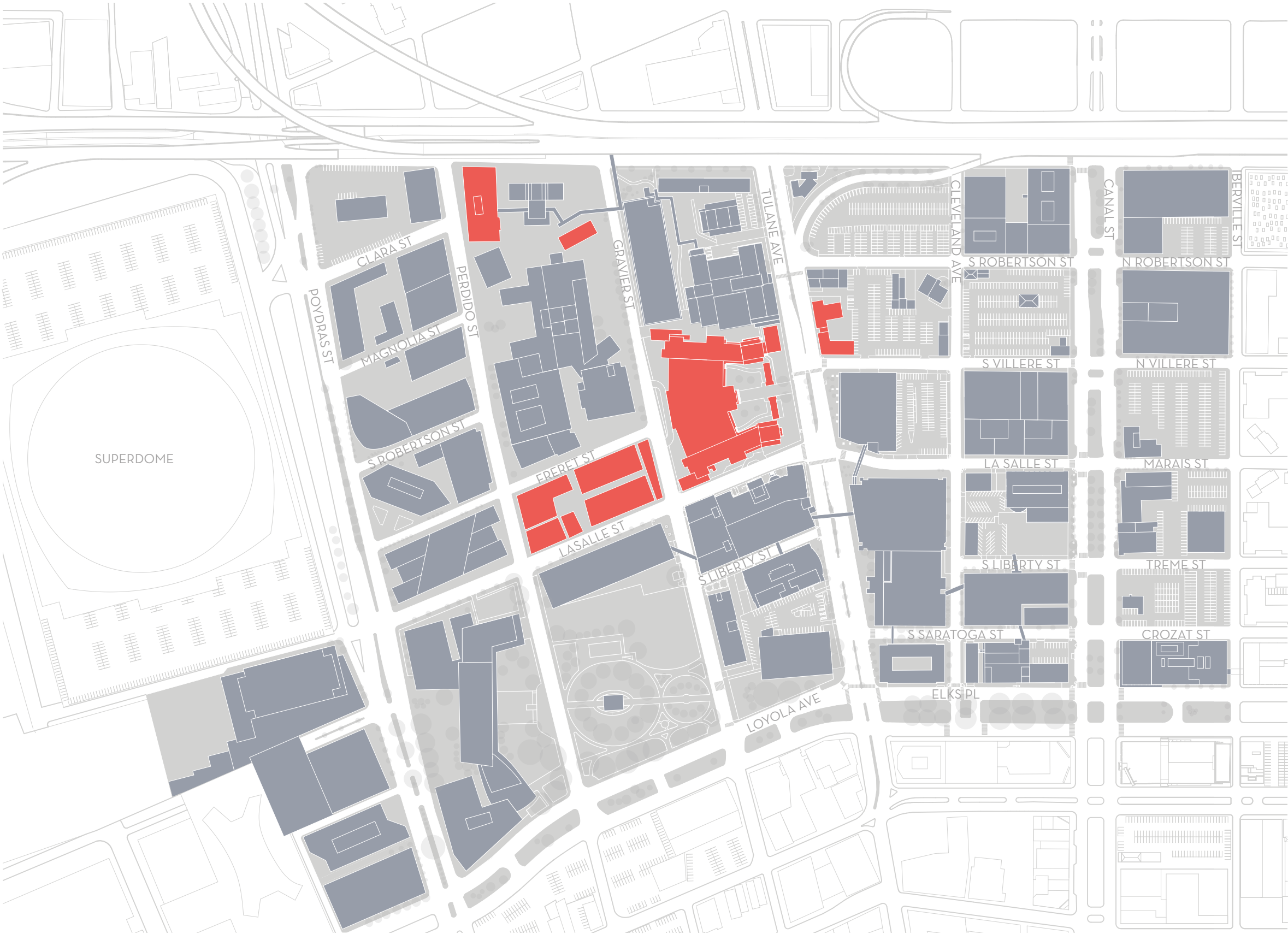
PUBLIC-PRIVATE PARTNERSHIP

CHARITY HOSPITAL

The former Charity Hospital lies at the geographical center of the DDD BioDistrict. Currently, lighting along Tulane Ave is adequate, but the lighting along LaSalle Street could use improvement. As this project is currently under planning phases for a redevelopment, this study assumes that additional pedestrian-scale lighting improvements will be made as part of that development.

CHARITY-ADJACENT PROPERTIES

The former service buildings for Charity between Perdido and Gravier Streets along LaSalle Street are under-lit. Improvements for this study focus on the side of the block across the street, directly in front of the Heal Garage, as that redevelopment plans for this block are not currently known or are uncertain. Investments made now in pedestrian safety on the river side of LaSalle Street can be augmented and extended by any work undertaken on the lake side of the street in the future.



 PUBLIC-PRIVATE PARTNERSHIP

 SCALE 1=300'

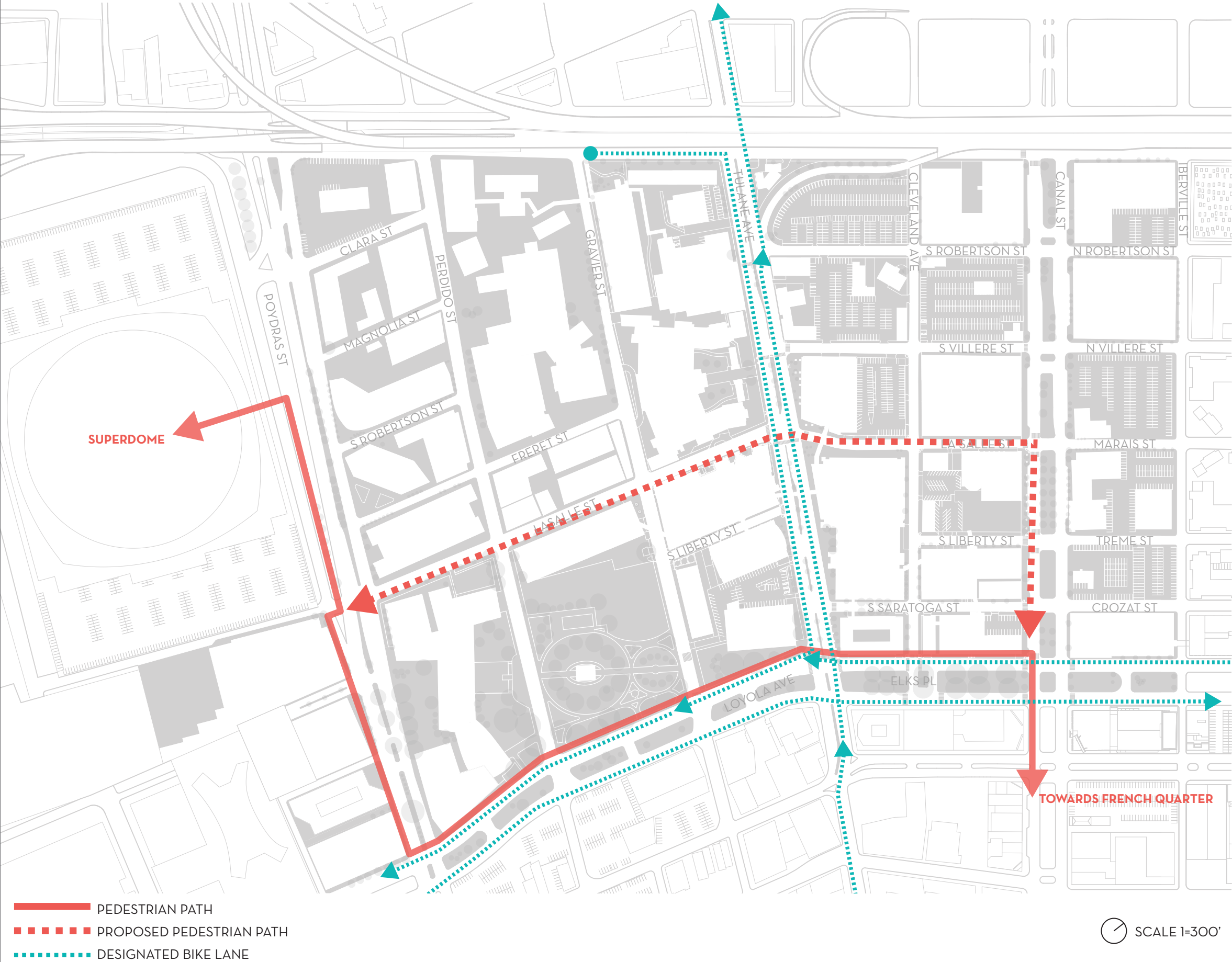
PEDESTRIAN AND BIKE PATHS

PEDESTRIAN

Pedestrians utilize all streets throughout the District at night, during our observations we noted some primary and secondary paths. Most pedestrians utilize Elks Place/Loyola Avenue from Canal to Poydras and then turn up Poydras for access to events at the Superdome or Arena. A prominent secondary path is along LaSalle Street from Poydras to Canal Street. The north-south corridors are not frequently utilized by pedestrians, with the exception of Canal Street south of Elks Place, where many people walk to or from the French Quarter.

BIKE PATHS

The primary bicycle paths through and around the District are along designated bike lanes along Elks Place/Loyola and Tulane Avenue. Tulane Avenue is well lit to allow for the use of the bike lanes. As the bike lanes along Elks Place/Loyola Ave are closer to the sidewalk, they are less affected by the lack of night-time lighting at the neutral ground. However, improvements to the perimeter of Duncan Plaza will assist bicyclists along the route, as well as pedestrians.



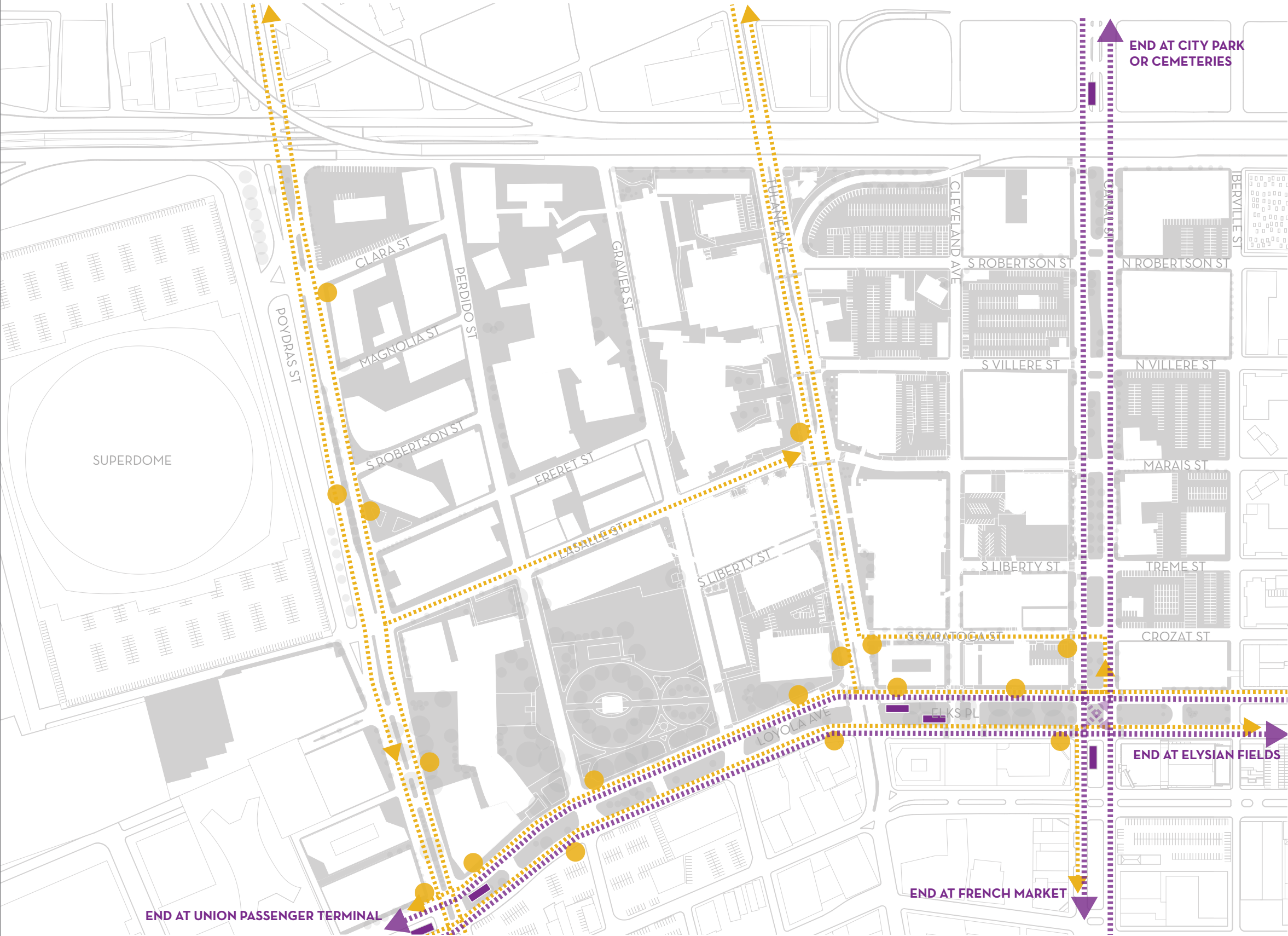
PUBLIC TRANSPORTATION

BUS

The DDD BioDistrict is served by public transportation, and its southern edge along Elks Place serves as a major bus hub, used to originate and end several lines or transfer buses. The 51, 52, 53, 57, and 91 bus lines all pass through the district along Elks Place/Loyola Ave. The 202 Airport Express bus line originates and ends at Loyola Ave and Tulane and connects directly to New Orleans Louis Armstrong International Airport. The 84 line to the Lower Ninth Ward also originates and ends here, as do the 61 and 62 lines to New Orleans East, the 3 line to Elmwood, the 32 line to Treme and Uptown, 55 line to Gentilly, the 103, 114A and 114B lines to Algiers. Any lighting enhancements along the Loyola Ave corridor should be closely coordinated with future plans of the Regional Transit Authority for future transit improvements.

STREETCAR

Three of New Orleans’ four modern streetcar lines all pass through the DDD BioDistrict. The Canal and N Carrollton Streetcar lines originate at the foot of Canal Street and continue north past the District with stops at Elks Place, LaSalle Street and Claiborne, on the north side of the interstate underpass. The Loyola Streetcar line runs along the southern border of the District, with stops at Poydas Street, Tulane Ave, and Canal Street. Proposed enhancements to lighting at the Loyola Ave/Elks Place corridor will benefit the Loyola Ave streetcar throughout the BioDistrict.



- BUS LINES
- STREETCAR LINES

SCALE 1=300'

VEHICULAR

PRIMARY

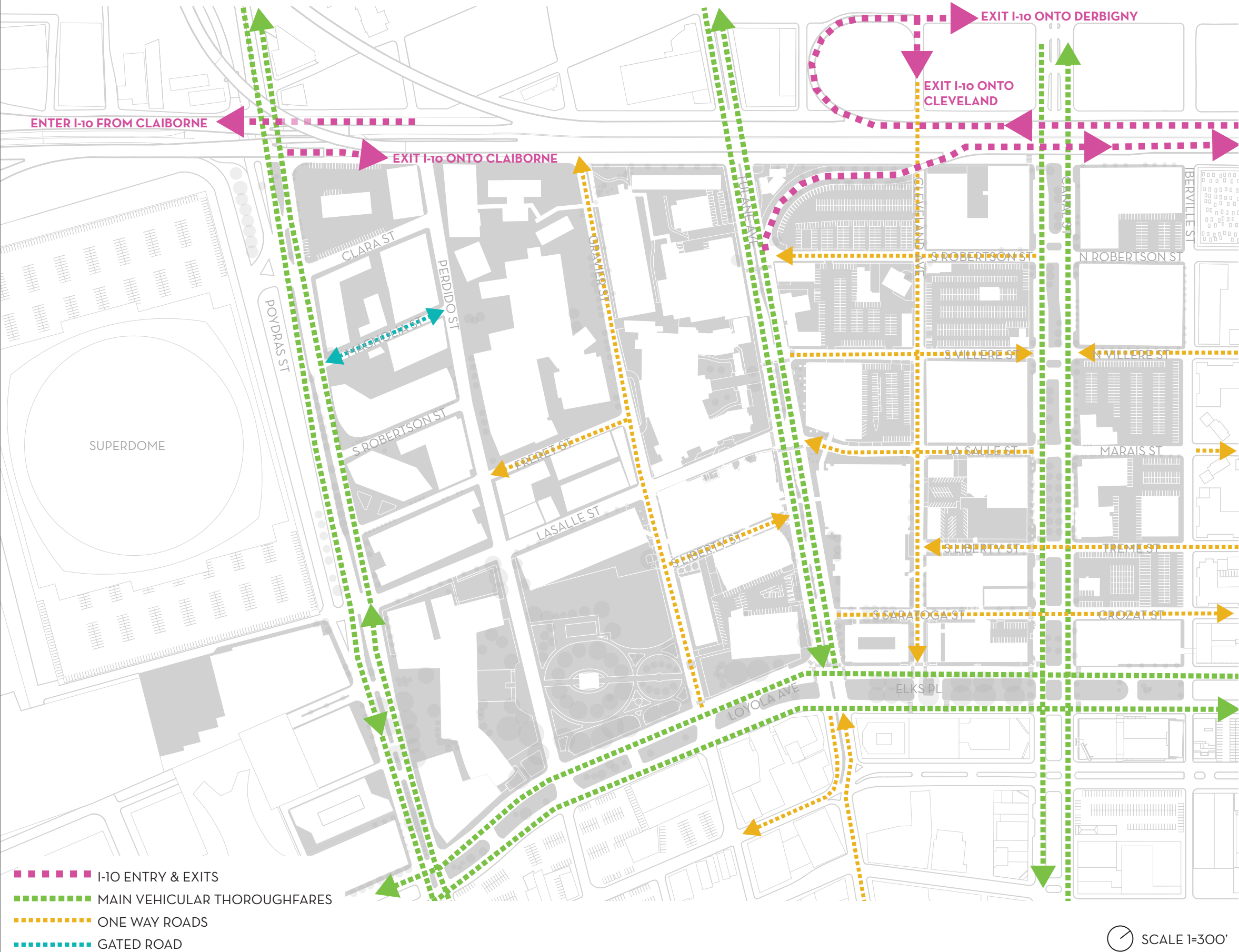
The DDD BioDistrict is bounded and bisected by three primary vehicular thoroughfares. Elks Place/Loyola Ave is a continuation of Basin Street and connects the District to Central City, Mid-City and the downtown historic neighborhoods of New Orleans. Canal Street runs along to French Quarter to the south and connects directly to Mid-City and Lakeview heading North. Poydras Street connects to the Central Business District and Convention Center southbound and to Mid-City and Broadmoor in the northbound direction.

SECONDARY

The secondary roads of the District serve to distribute vehicles to and from the primary arterials. Between Canal Street and Tulane Avenue, a grided network of one-way streets connect across the district, with only S Liberty Street being interrupted by the former Tulane Hospital. Between Tulane Ave and Poydras Street, the grid is less well networked. Only LaSalle Street crosses the District in the east-west direction, which is what leads it to be a primary pedestrian corridor. In the north-south direction, Cleveland Ave serves as a major entrance into the district, as noted below. Gravier Street serves as an exit from the District, with Perdido Street little utilized but serves as a connector street. Perdido changes to one way southbound at its southern edge at the intersection with LaSalle and again one-way southbound north of the interstate underpass, limiting its utility.

INTERSTATE 10

The study looks closely at the way vehicular traffic enters and exits the District from I-10. An on-ramp in the eastbound direction is available at the north end of Tulane Ave and a westbound on-ramp is available just outside the District from Poydras Street. Importantly, westbound traffic on I-10 must utilize the Canal Street exit, which allows for a right-hand turn at Cleveland Ave, meaning that many commuters to the district do in fact utilize Cleveland Ave. Eastbound commuters from Uptown, Jefferson Parish, or other portions of the Greater New Orleans Region can utilize either the Poydras Street or S Claiborne exits and have multiple options for accessing the district.



CONCEPT IDENTIFICATION

PROPOSED LIGHTING PROJECTS



PROPOSED LIGHTING PROJECTS

CLAIBORNE UNDERPASS

Proposed projects at the northern edge of the DDD BioDistrict consist of four locations with new underpass lighting. This lighting is to be strategically located at major thoroughfares and entrances to the District.

LOYOLA/ELK CORRIDOR

The Elk Place/Loyola Ave Corridors relatively underlit compared to the rest of the District particularly given the street's status as a major multi-modal transportation hub. Proposed projects here consist of architectural uplighting of prominent public buildings, and the addition of tree uplighting within the existing tree canopy for enhanced pedestrian safety.

CANAL STREET

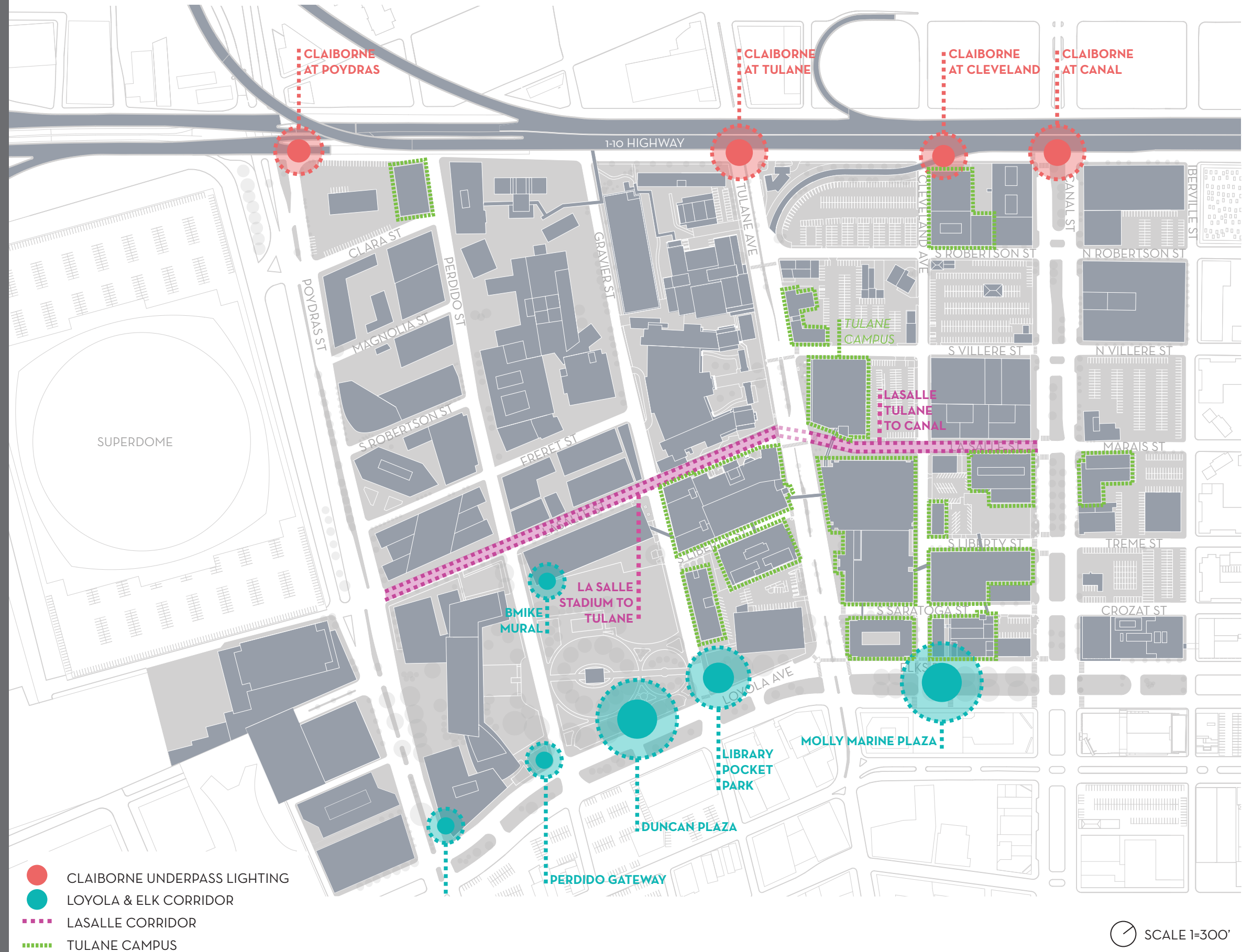
As mentioned in the analysis, Canal Street is adequately lit from a public safety standpoint. However, in this report we summarize some of the ongoing and future opportunities to upgrade lighting at certain Canal Street buildings to add a sense of cohesion and common identity to the District.

LASALLE CORRIDOR

The LaSalle Corridor is an important vehicular and pedestrian corridor that runs across the District. Strategic enhancements to lighting at private property and within the public right-of-way will ensure this corridor is safe for pedestrians while also setting the framework for future redevelopment of the former Charity Hospital site.

CAMPUS IDENTIFICATION

Tulane University's Downtown Campus and the former Charity Hospital site present opportunities to coordinate with like-minded institutions to elevate the DDD BioDistrict and ensure other institutions' efforts are aligned with the goals of DDD outlined in this report.



PROPOSED LIGHTING PROJECTS

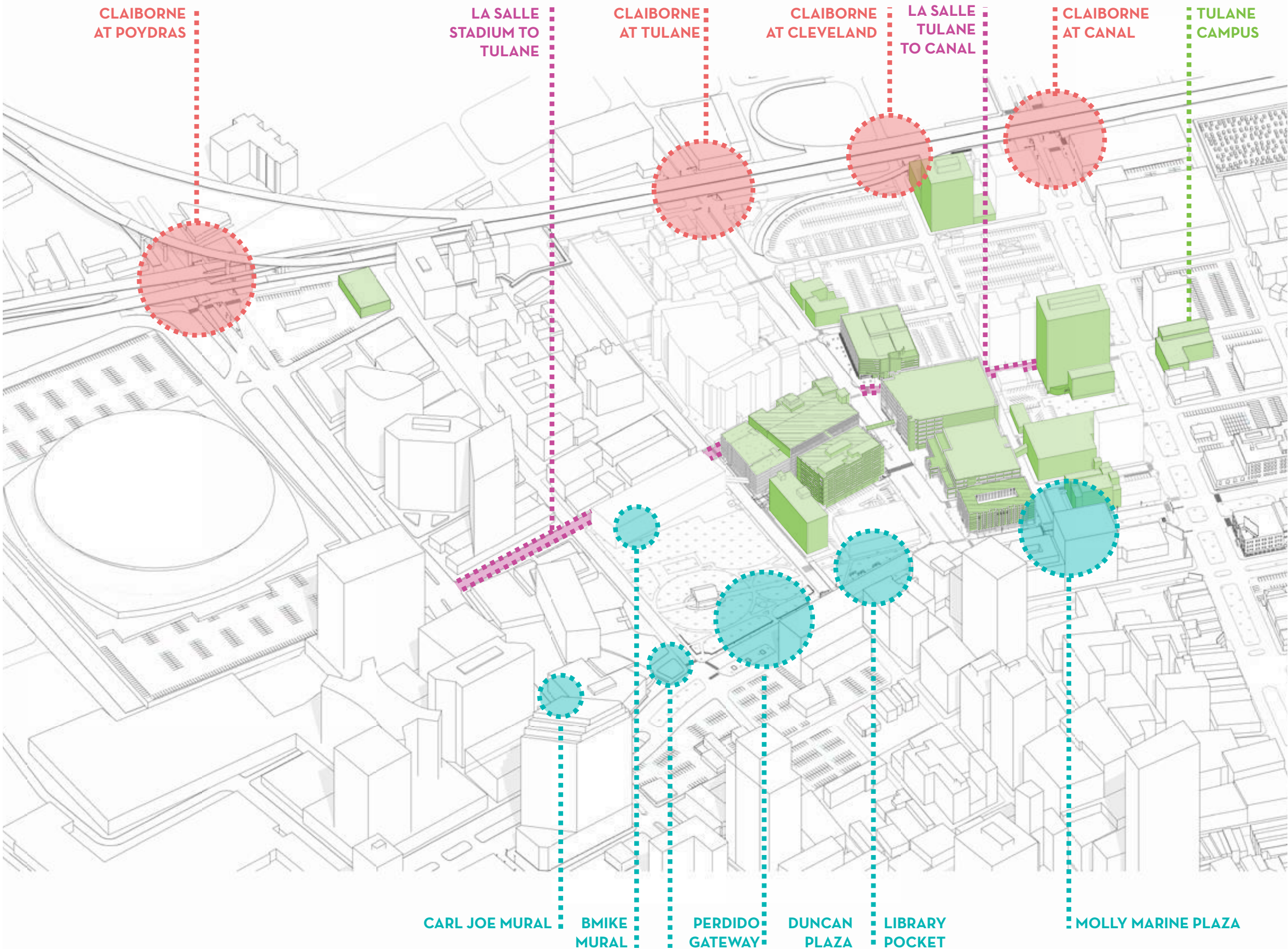
CLAIBORNE UNDERPASS

LOYOLA/ELK CORRIDOR

CANAL STREET

LASALLE CORRIDOR

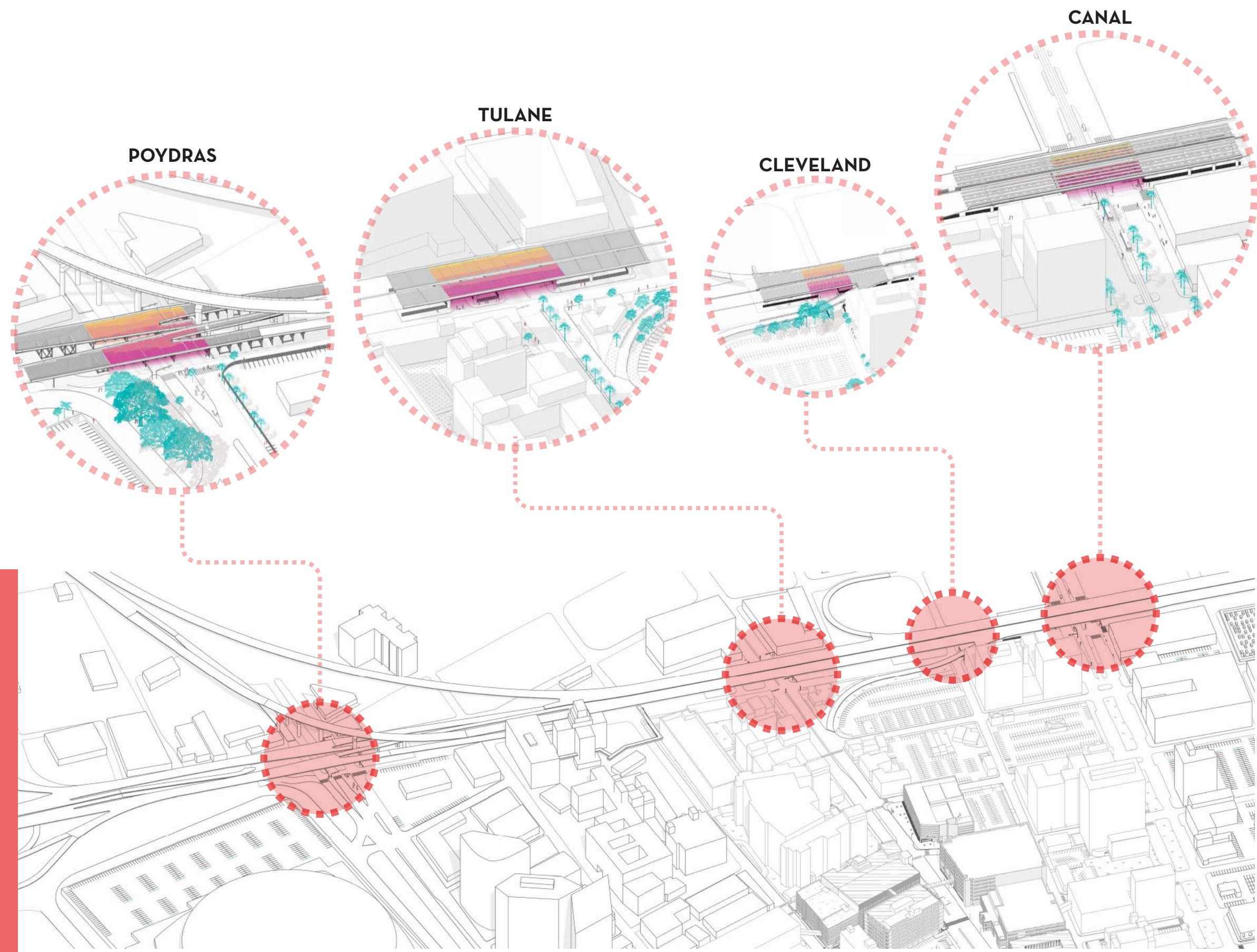
CAMPUS IDENTIFICATION



CLAIBORNE UNDERPASS

PROPOSED LIGHTING PROJECTS

CLAIBORNE UNDERPASS PROPOSED LIGHTING PROJECTS



- 1. Claiborne at Canal Street
- 2. Claiborne at Tulane Avenue
- 3. Claiborne at Poydras Street
- 4. Claiborne at Cleveland

CLAIBORNE UNDERPASS LIGHTING INSPIRATION



UNDERPASS LIGHTING
Lynn, Massachusetts
Market Street, Washington Street and Central Square Underpasses
Beyond Walls Project



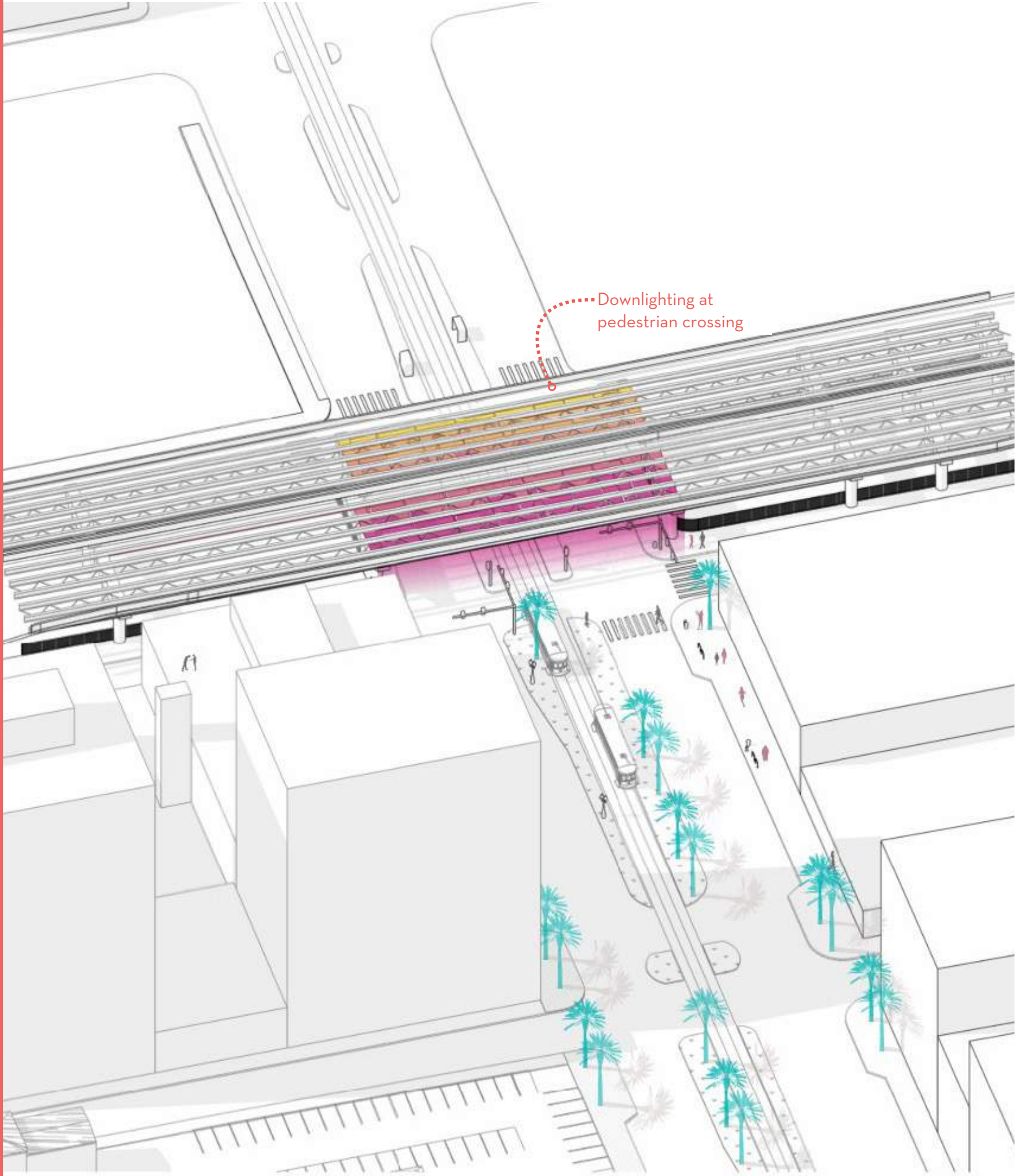
BRIDGE LIGHTING
Louisville, Kentucky
George Rogers Clark Memorial Bridge

CLAIBORNE AT CANAL STREET

The lighting strategy for the Claiborne Strategy is consistent at all four identified major intersections that serve as primary connectors to and from the DDD BioDistrict. The strategy includes both decorative and lighting for pedestrian safety. Claiborne at Canal is one of the most trafficked of these underpasses, and features vehicular, streetcar and frequent bike and pedestrian traffic as well. As the Interstate underpass is in a straight-line overhead, the lighting strategy consists of installing beam lighting systems at either end of the concrete bridge supports and projecting light between the steel plate girders.

The resultant effect is a “glowing” underside of the bridge with the light sources concealed from view. The lighting system would have the ability to function as RGB/W, meaning it could be programmed as white light or color-changing red/green/blue, allowing for any color to be projected below the bridge in a pattern per bay.

We have consulted with a lighting company specializing in this lighting to determine the quantity and scope of fixtures required for each underpass location. This is a strategy that has been implemented in several other cities and will provide safety lighting by raising the total footcandle level beneath the bridge, while having the option to operate as decorative RGB lighting as needed.



Above:
Views of Claiborne underpass
at Canal Street



EXISTING

Existing 1-10 underpass at Claiborne Avenue and Canal Street.



PROPOSED

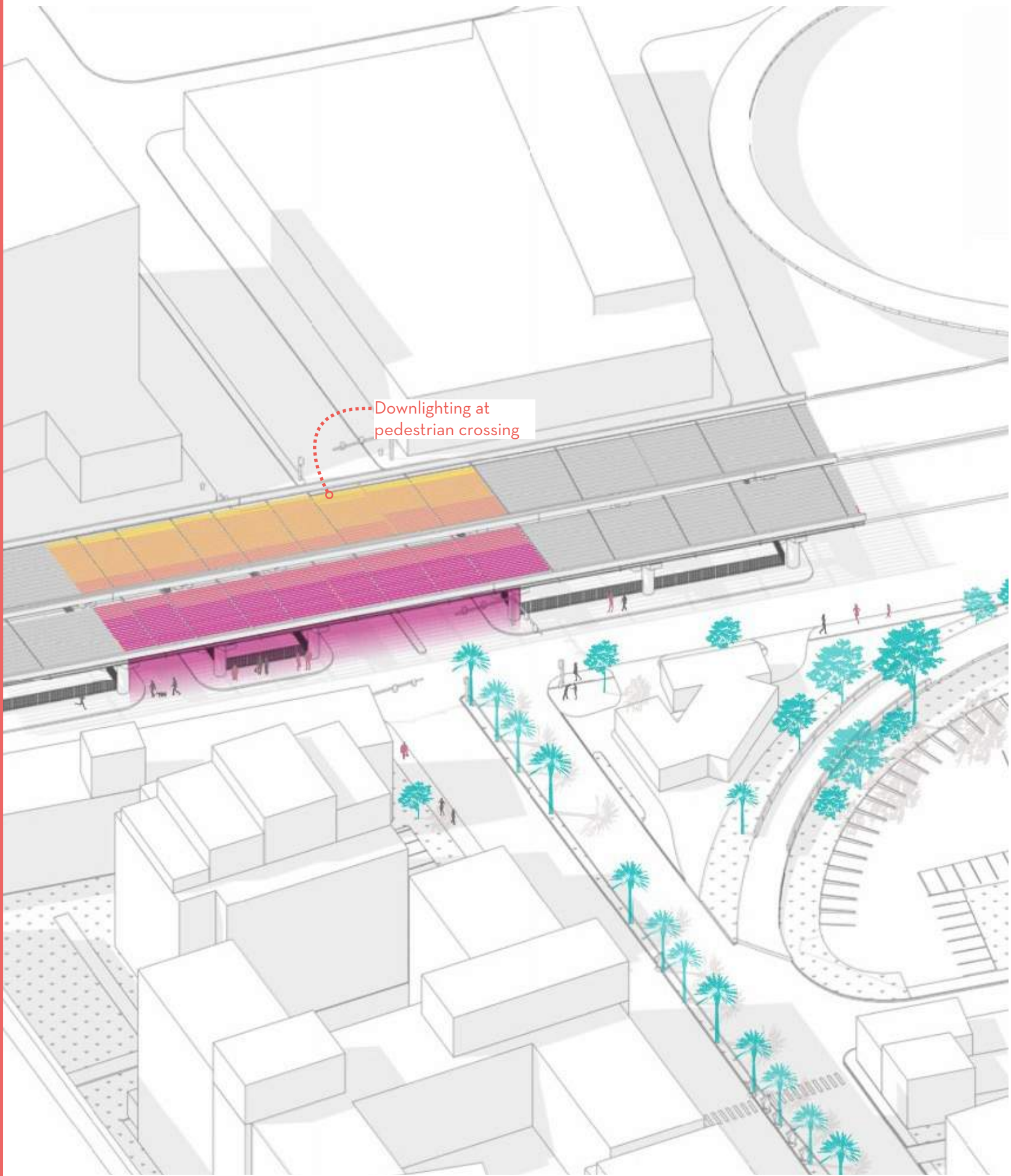
Proposed color changing LED lighting incorporated into the 1-10 underpass at Claiborne Avenue and Canal Street.

CLAIBORNE AT TULANE AVENUE

At Tulane Avenue, the overhead bridge structure returns to steel plate girders. The steel plate girders feature open framed bridging that will interfere less with the beam of light, and so the lighting strategy can be executed similar to the one contemplated at Canal Street.

As Tulane is directly connected to the UMC, Veterans Affairs Hospital and LSU Health Sciences campus on the north side of the District, there is an opportunity here to expand the lighting to either side of the main intersection. This intervention could encourage pedestrian crossing at Tulane Ave, which is currently limited due to the lack of lighting beneath the underpass.

As the photos in this report show, the steel at this intersection shows signs of aging and rust. We recommend working with the Louisiana DOTD or potentially identifying grant funding that would fund repainting the structure at the same time as the lighting installed. At a minimum, the outermost girders should be painted, as they are the ones most exposed to the elements.

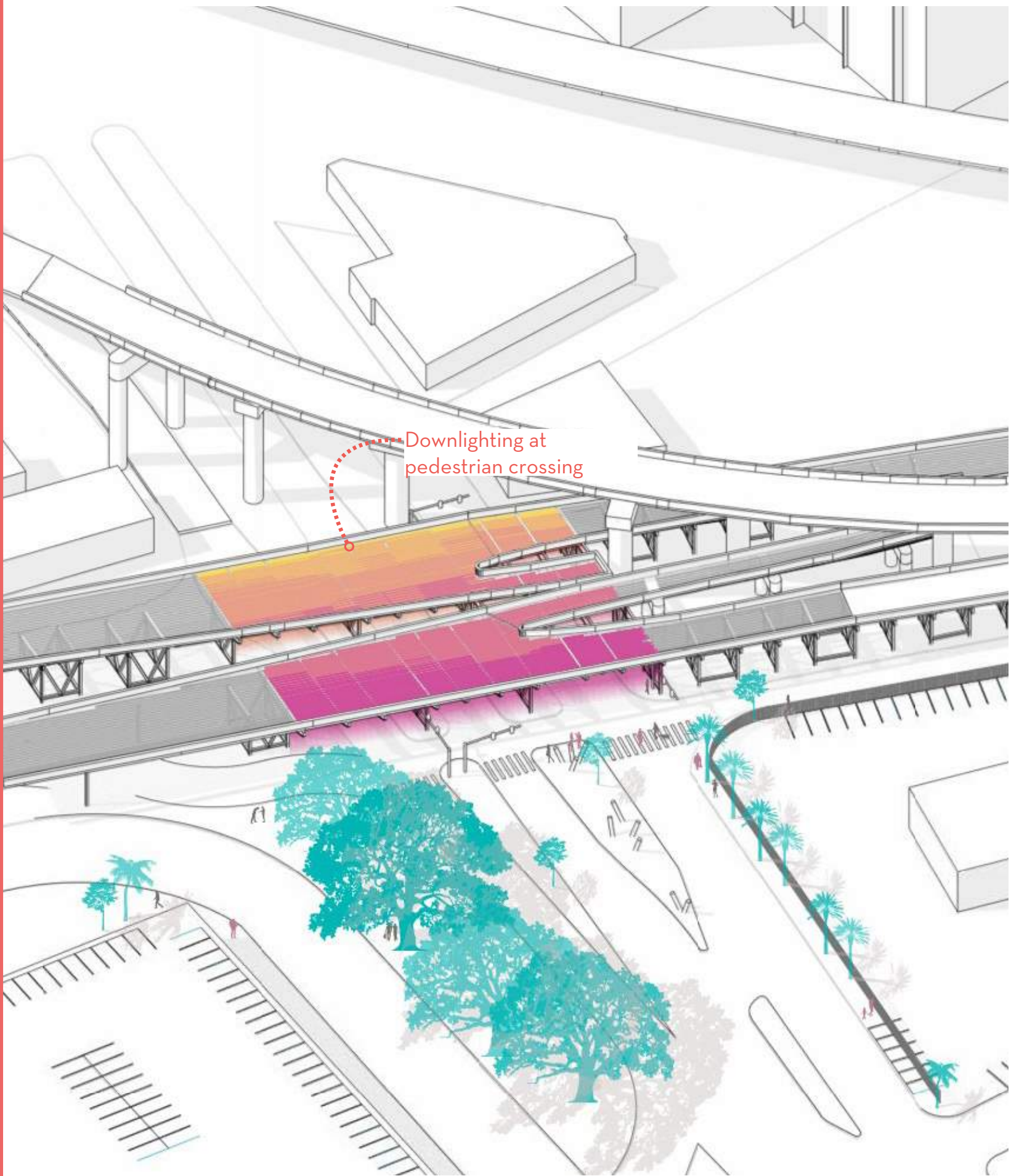


Above:
Views of Claiborne underpass
at Tulane Avenue

CLAIBORNE AT POYDRAS

The intersection of Poydras Street and the underpass is technically the US 90 underpass, with I-10 eastbound lanes flying further overhead and the westbound lanes 200 ft further north. The underpass is constructed out of steel girders with steel columns. There are three spans between columns at the northbound, neutral ground, and southbound lanes of Poydras Street.

Unlike the other three locations, the Poydras Street underpass utilized plate girders spaced much further apart. As such, the design of the bridge utilizes deep beams as bracing. These beams in general do not extend to the underside of the roadway overhead, so beam lights placed high up in the structure will adequately light the bridge structure, as with the other locations. However, with only five larger spans, the design will likely utilized two or three beam fixtures per bay, meaning that for color changing applications, the lights will be programmed to change colors in groups. As mentioned above, this is all accomplished via a single DMX controller that can be located in a secure area beneath the underpass for access, programming and maintenance.



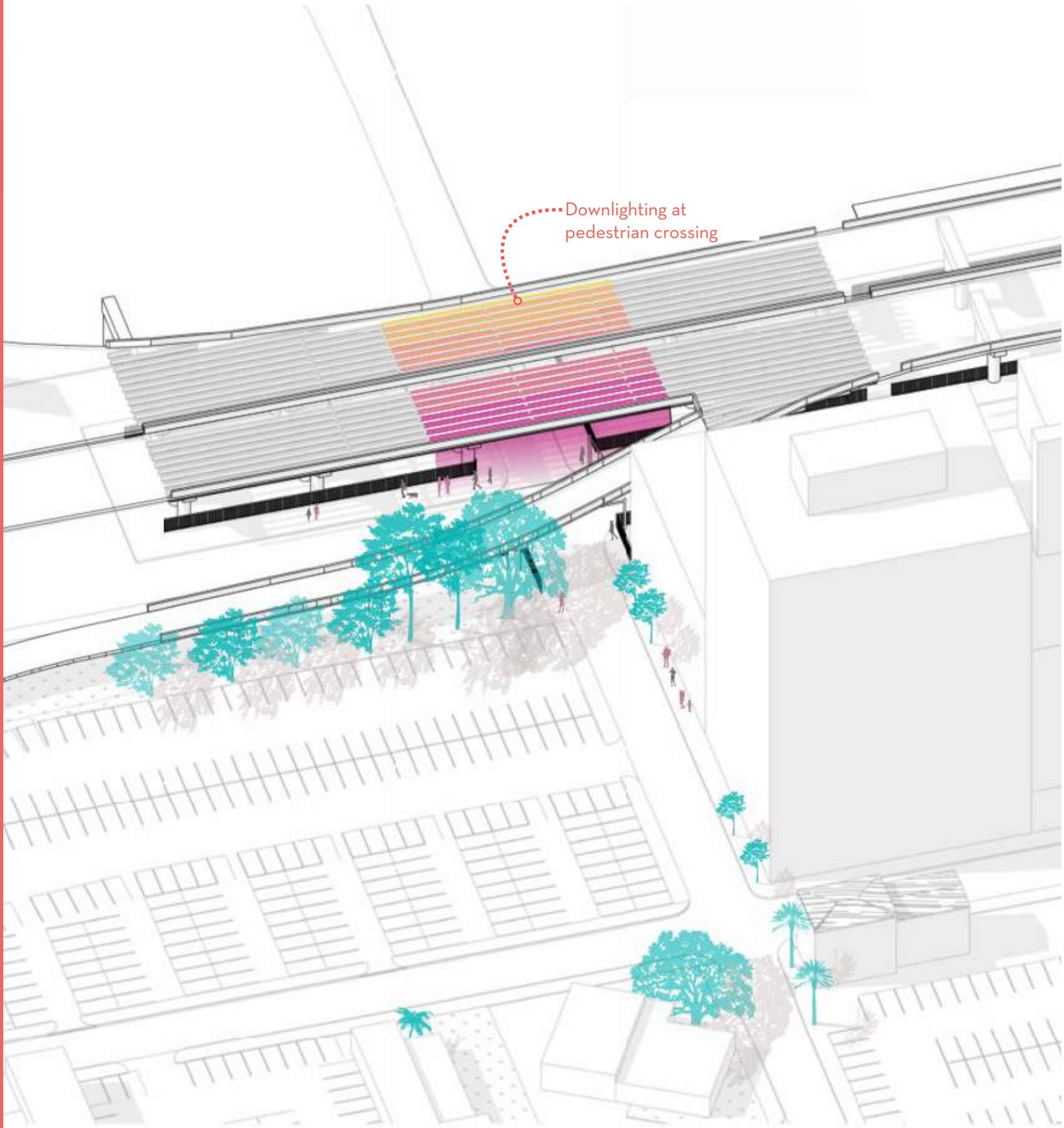
Above:
Views of Claiborne underpass
at Poydras Street

CLAIBORNE AT CLEVELAND

As mentioned previously in the report, Cleveland Ave is a secondary street, but serves as a primary entrance into the District, particularly from the adjacent University Medical Center and from commuters utilizing the westbound exit from I-10 at Canal Street. We therefore propose this intersection be lit in a similar manner to Canal Street.

The structure at Cleveland Avenue consists of precast concrete girders spanning between two large cast-in-place concrete columns at either side of the street. The precast concrete features larger bridging in-between girders than do the other steel structures. The positioning of the beam lights will be lower than at the Canal Street bridge to compensate for this. An additional row of lighting may be required at midspan if it is determined that the light beams cannot span the full distance without being interrupted.

One advantage of this consistent lighting approach is that the lighting can be networked together to a single controller, meaning that there is a one-time investment in controls, should the project be phased, but that control system can be continuously expanded to additional intersections.



Above:
Views of Claiborne underpass
at Cleveland Avenue



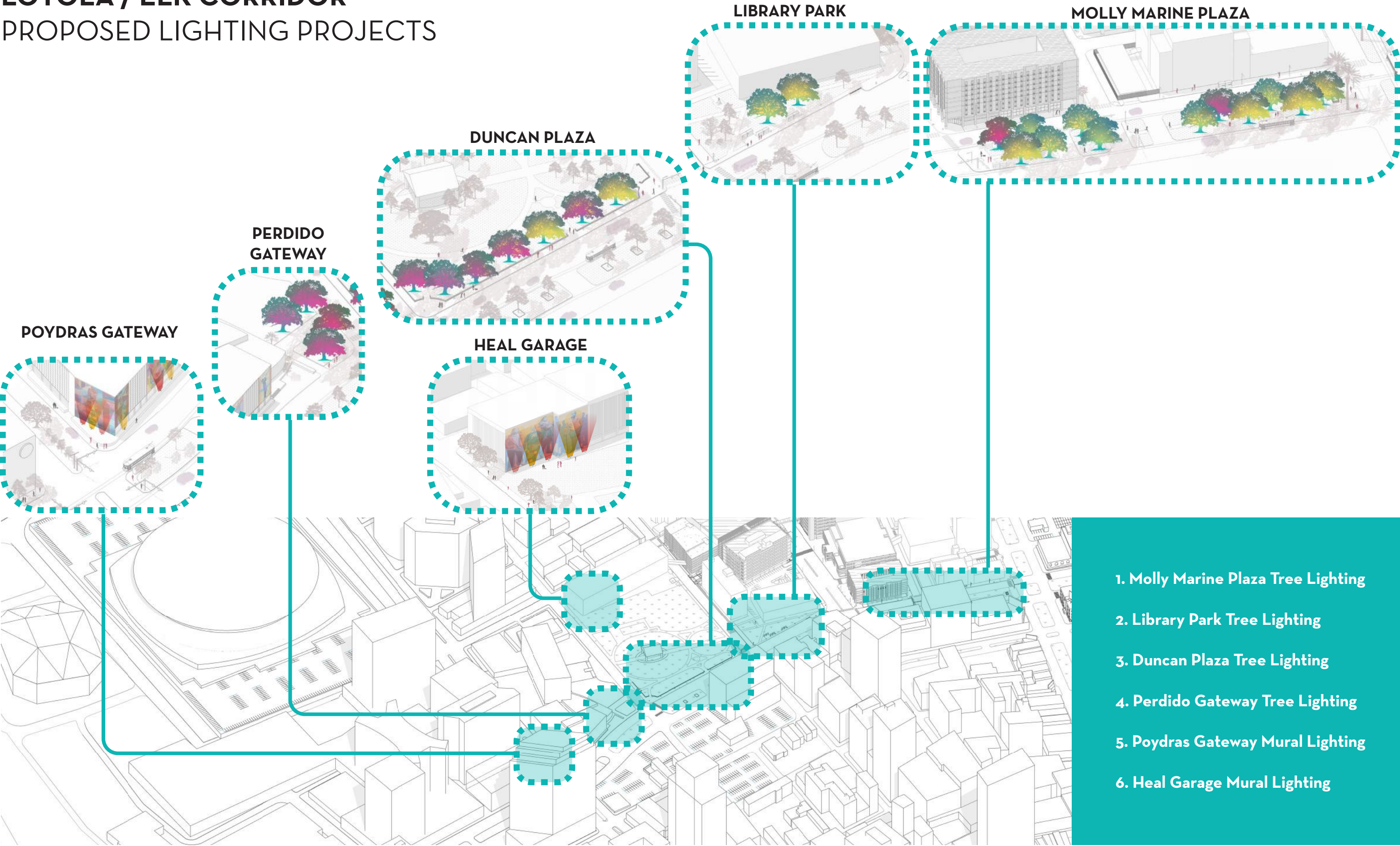
RUM
D CINNAMON
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LOYOLA / ELK CORRIDOR

PROPOSED LIGHTING PROJECTS

LOYOLA / ELK CORRIDOR

PROPOSED LIGHTING PROJECTS



1. Molly Marine Plaza Tree Lighting
2. Library Park Tree Lighting
3. Duncan Plaza Tree Lighting
4. Perdido Gateway Tree Lighting
5. Poydras Gateway Mural Lighting
6. Heal Garage Mural Lighting

LOYOLA / ELK CORRIDOR LIGHTING INSPIRATION



DECORATIVE SUSPENDED TREE LIGHTING
Cascade Walk
Brooklyn Botanical Garden

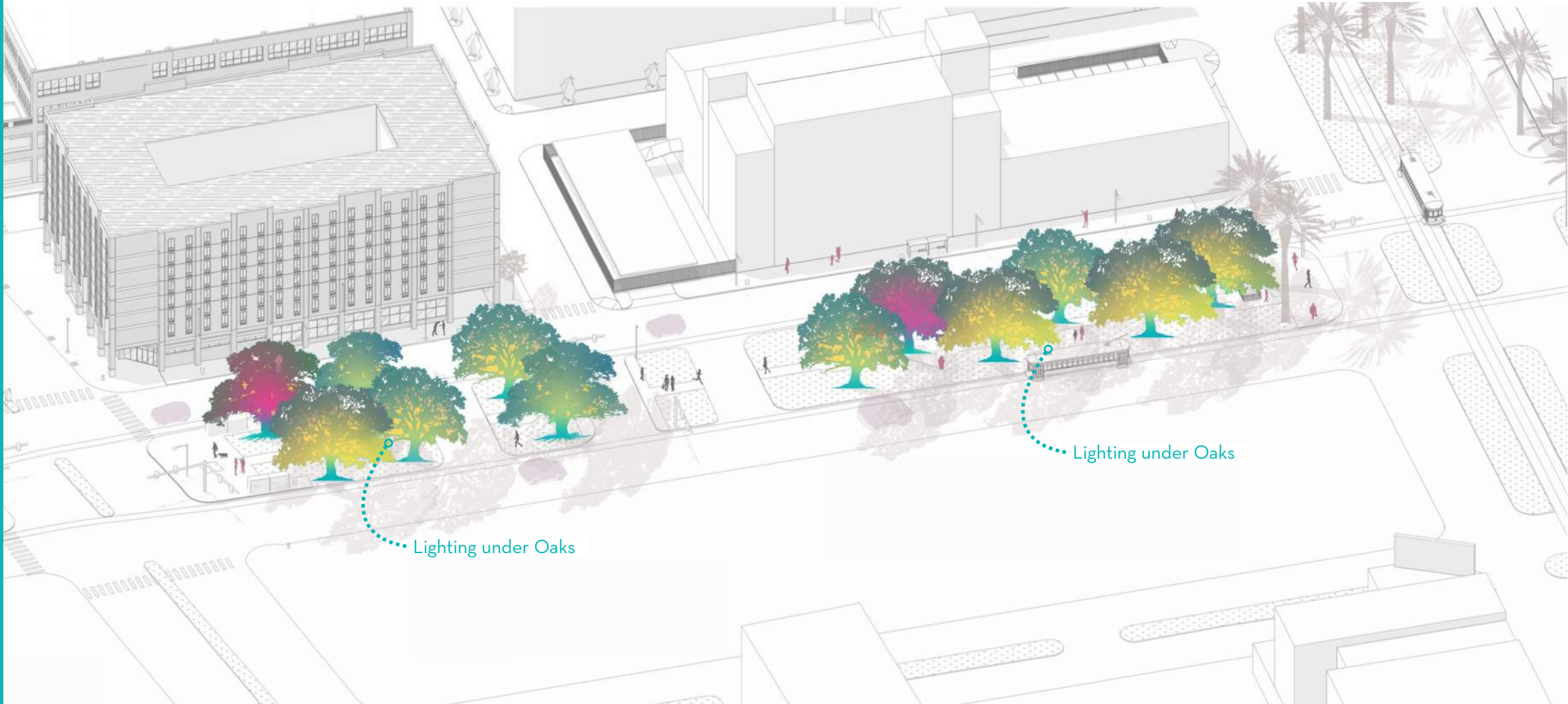


TREE “MOON” LIGHTING
Atlanta, Georgia

MOLLY MARINE PLAZA

Molly Marine Plaza forms one of the entrances into the DDD BioDistrict. As the urban environment on either side of Elks Place is built-up, we would recommend wayfinding be utilized in the neutral ground in combination with the lighting enhancements described below, in order to announce this important entrance to the District. As will be discussed in other sections, architectural uplighting will be used where appropriate to designate campus edges.

For Molly Marine Plaza, the primary lack of lighting is beneath the tree canopy in the neutral ground. To improve the area for safety, we recommend lighting the trees. Lighting can be accomplished through several strategies depending on intended result. For Molly Marine Plaza, lights that both uplight the trees and provide ambient area lighting would be the recommended approach. This could take the form of lights placed higher-up into the trees or hung from the trees or structures within the trees. These design strategies can be accomplished within a range of budgets, from inexpensive catenary lighting to dedicated, larger fixtures at each tree.



Above:
Views of Molly Marine Plaza

LIBRARY POCKET PARK

The main branch of the New Orleans Public Library is a modernist structure set back from the intersection of Tulane Ave and Loyola Ave. It currently serves as a network hub for several bus routes as outlined elsewhere in this report. The primary issue with lighting in this area is the temporary lighting installed to illuminate the sidewalk and roadway. This high-intensity lighting creates a high contrast in light levels across the public right-of-way. When light levels vary to much, the human eye requires time to adjust to the darker area, which can lead to safety concerns.

To address this concern, we recommend adding additional light sources, in particular incorporating the theme of tree lighting on the small pocket park facing Loyola Ave. This lighting would likely be more conventional canopy uplighting to remove the contrast between darker and lighter spaces on and adjacent to the Library.



Above:
Views of Library Pocket Park

DUNCAN PLAZA EDGE TREE LIGHTING

The southern edge of Duncan Plaza presents an opportunity to utilize tree uplighting or “moon lighting” to tie the north edge of Loyola Ave together with the other areas along Elks Place/Loyola Ave within the district.

The lighting at the north side of the street is particularly important to nighttime safety within the district, as depicted in the image below. The portion of the street adjacent to Duncan Plaza is very underlit relative to the south side of the street.

In addition to the tree moonlighting, there is the opportunity for DDD to work directly with the City of New Orleans to install additional lighting and infrastructure within the park at its edge, where there are fewer trees to light up along the District edge.

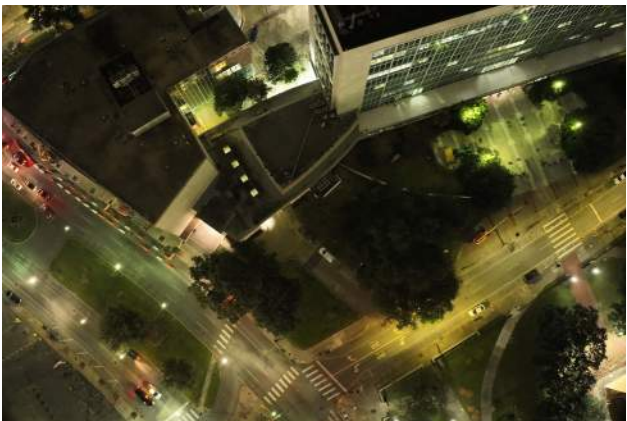


Above:
Views of Duncan Plaza

PERDIDO GATEWAY TREE LIGHTING

As noted elsewhere in this report, the areas adjacent to City Hall and the Civil District Court Buildings is underlit relative to the rest of the District. In particular, the grove of trees at the southwest corner of Perdido Street and Loyola Ave, are a safety concern. This area is frequented by pedestrians visiting City Hall during the day but is unsafe at night.

Tree lighting will perform a similar function in this area to that at Molly Marine Plaza and the Library Pocket Park, evening out lighting adjacent to the public right-of-way, and providing for additional footcandles at grade.



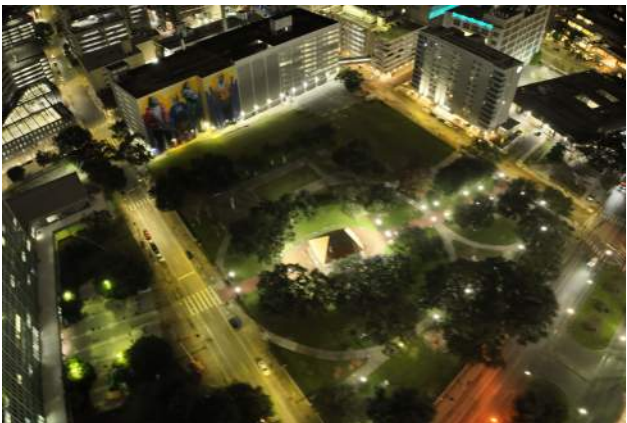
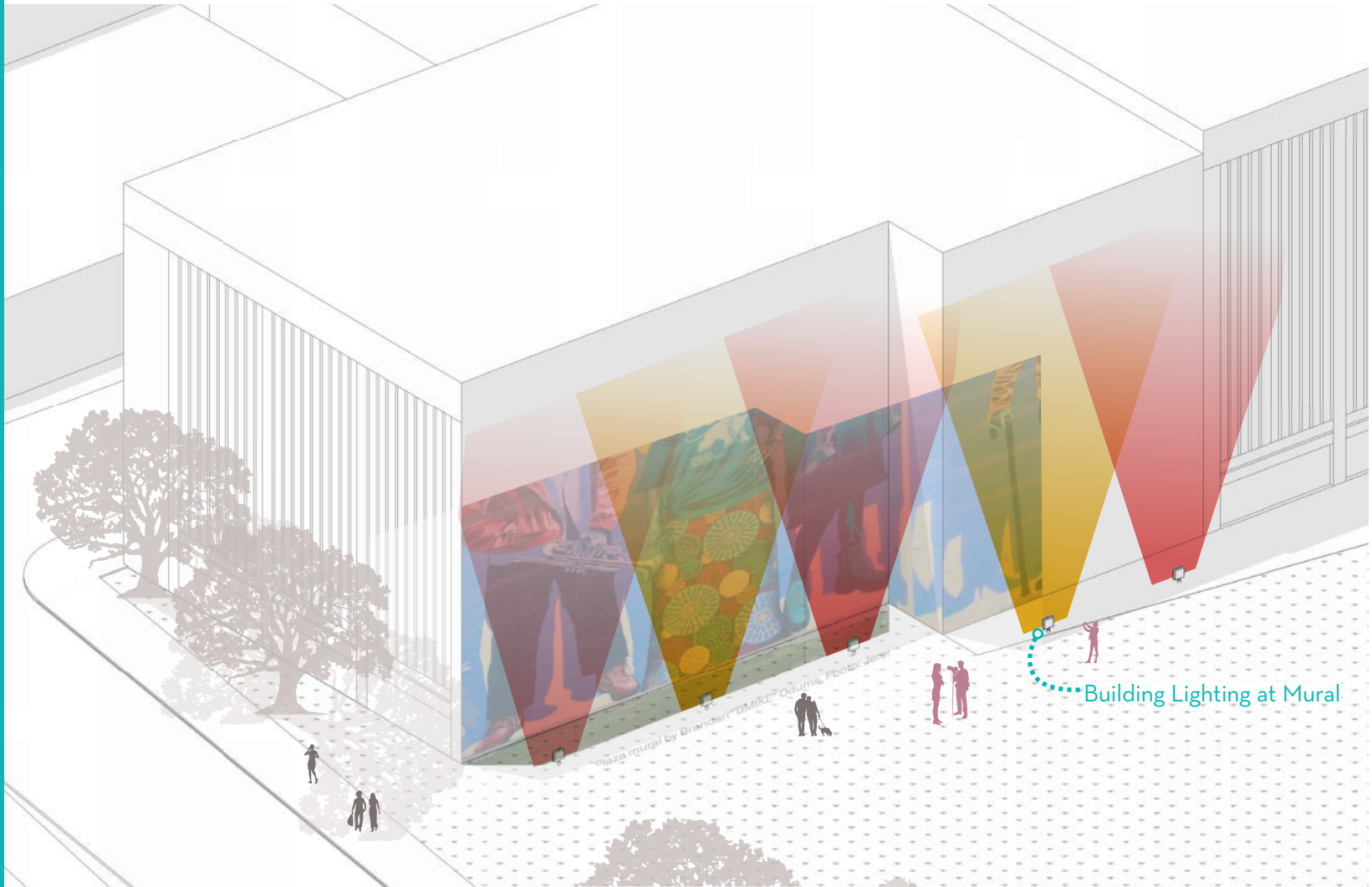
Above:
Views of Perdido Gateway at City Hall

HEAL GARAGE

MURAL LIGHTING

Although not technically on the Loyola Ave corridor, the recently installed mural by Brandon “BMike” Odums on the south side of the Heal Garage, is highly visible from the Loyola Ave right-of way and would benefit from the same architectural uplighting proposed for the Civil District Court Building mural.

This lighting would be best installed at grade, to light the entire mural from below. New concrete bases would be installed at grade. We recommend additional landscaping or shielding to ensure the light fixtures are not tampered with, as this portion of the Plaza is less frequently patrolled by security than the corner of Poydras Street and Loyola Ave.



Above:
Views of BMIKE Mural located on the Heal Garage

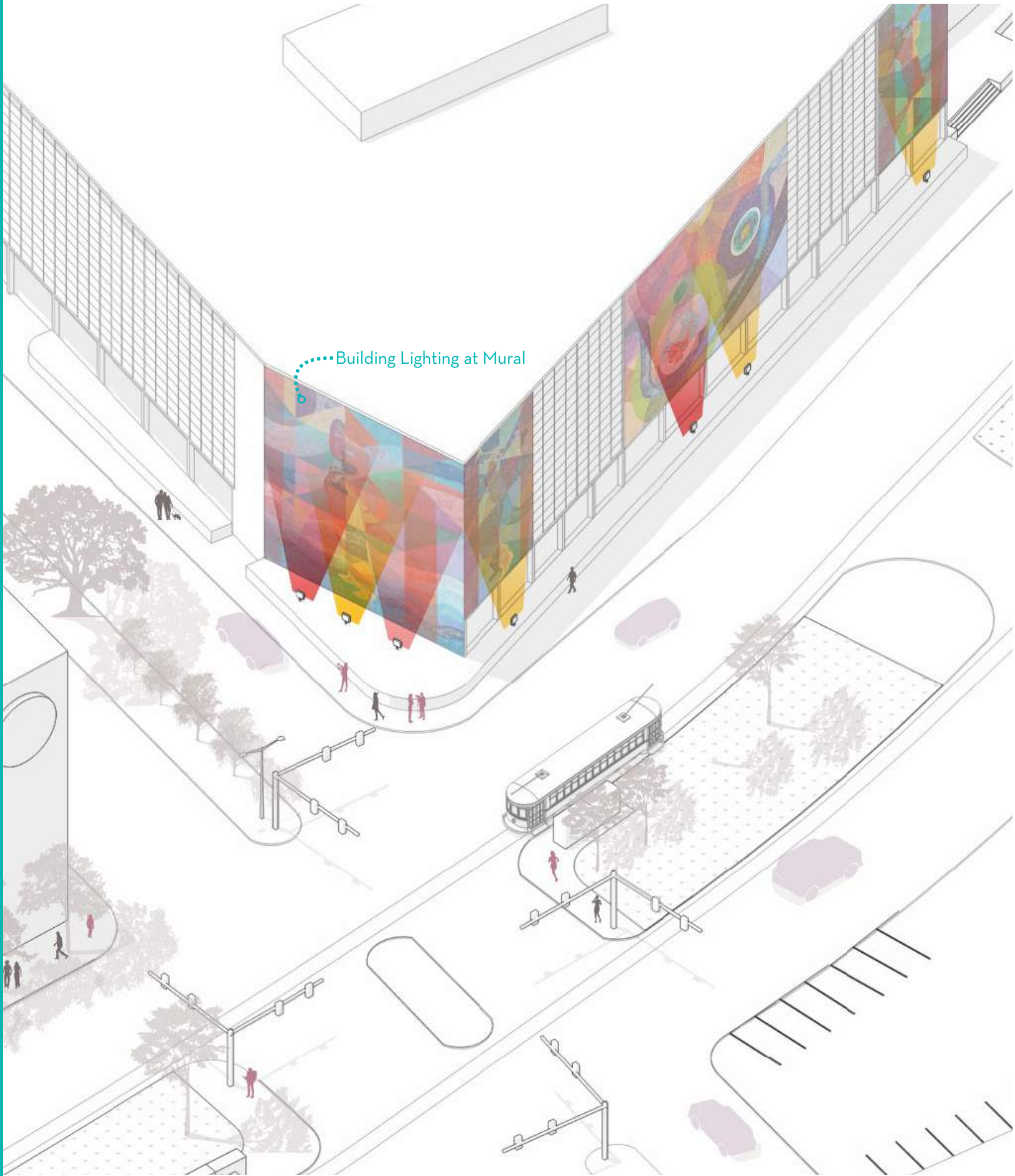
POYDRAS GATEWAY

LIGHTING CIVIL DISTRICT COURT MURAL LIGHTING

The corner of Loyola Avenue and Poydras Street form the corner gateway to the BioDistrict and provide a unique opportunity to define the District. Thankfully, a new mural from artist Carl Joe Williams was recently installed on two sides of the Civil District Court Building, which since its construction in the 1957, has presented a solid concrete wall to this prominent intersection.

To both define the edge of the District and improve safety lighting, we recommend architectural uplighting at the base of the wall to highlight the new mural. At a minimum, this lighting would encompass the immediate corner of the building: the larger mural slated but generally facing Poydras Street, and the portion of the wall that returns on Loyola Ave to the glass curtain wall. If funding and budget allow, continuing this lighting to the other portion of the mural along Loyola Ave would be recommended. This lighting would be located at the base of each mural. In the case of the Loyola Ave facade, the lighting would be attached to the base of the solid portion of wall above the ground-level storefront. At the Poydras Street side, the lighting would be supported on independent bases at grade. We recommend landscaping to screen the lighting from a security standpoint.

In the long-term, we recommend DDD work with the City of New Orleans and Department of Public Works to re-activate or establish new permanent street lighting on City Hall side of Poydras Street.



Above:
Views of Civil District Court Building



CANAL STREET

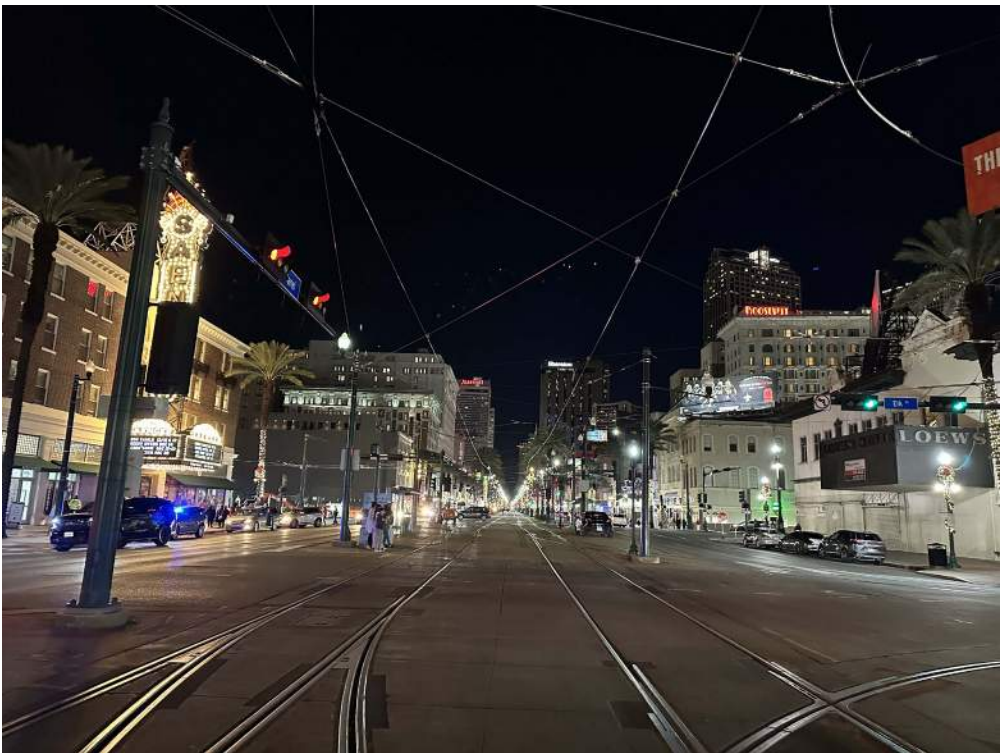
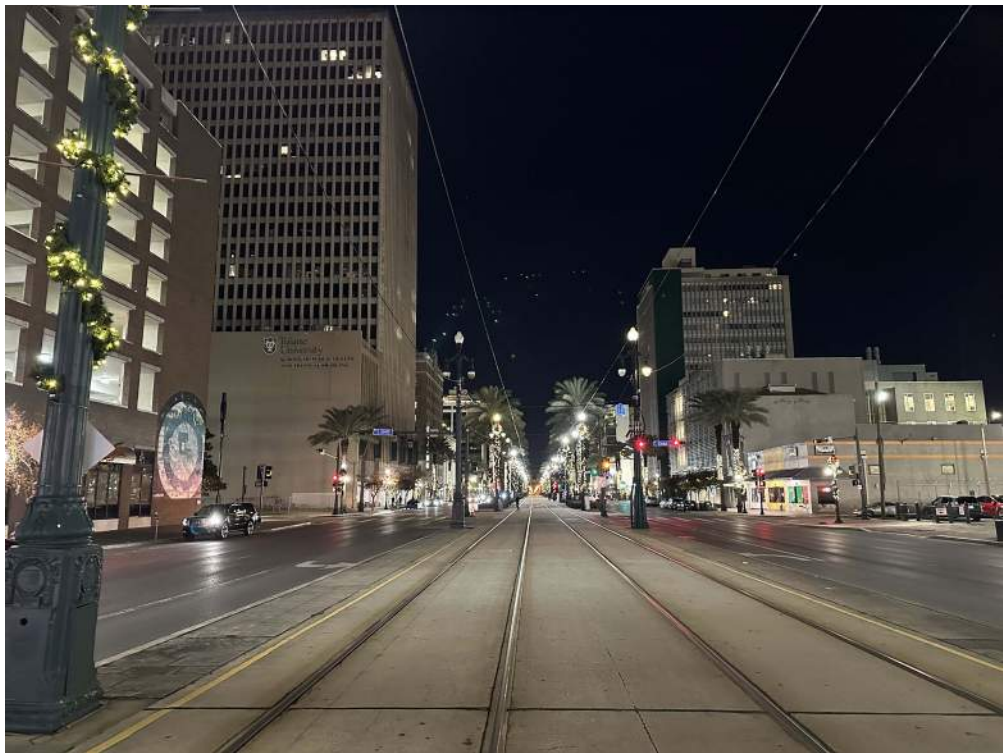
PROPOSED LIGHTING PROJECTS

CANAL STREET

Canal Street, as previously mentioned, is well lit at each street side and within the neutral ground. Our report does not contemplate any additional improvements to lighting by the DDD within the BioDistrict. There are, however, several related ongoing and potential future projects worth noting in this report.

The DDD has funded and coordinated with the BioInnovation Center on Canal Street to upgrade their in-grade security lighting and provide color-changing feature lighting at the three-story “porch” near the center of the building. These improvements will be completed in early 2025.

Additionally, Studio West has been working since 2022 with Tulane University on several Downtown Campus Improvements. Lighting upgrades to the exterior of the Tidewater Building, including potential architectural uplighting, will likely be planned as part of an eventual renovation of that building.



Above:
Views of Canal Street. Top: Looking toward the river, from N. Villere. Bottom: Looking toward the lake from Crozat Street.

Above:
Views of Canal Street. Top: Looking toward the river, from Crozat Street. Bottom: Looking toward the lake from N. Rampart Street.

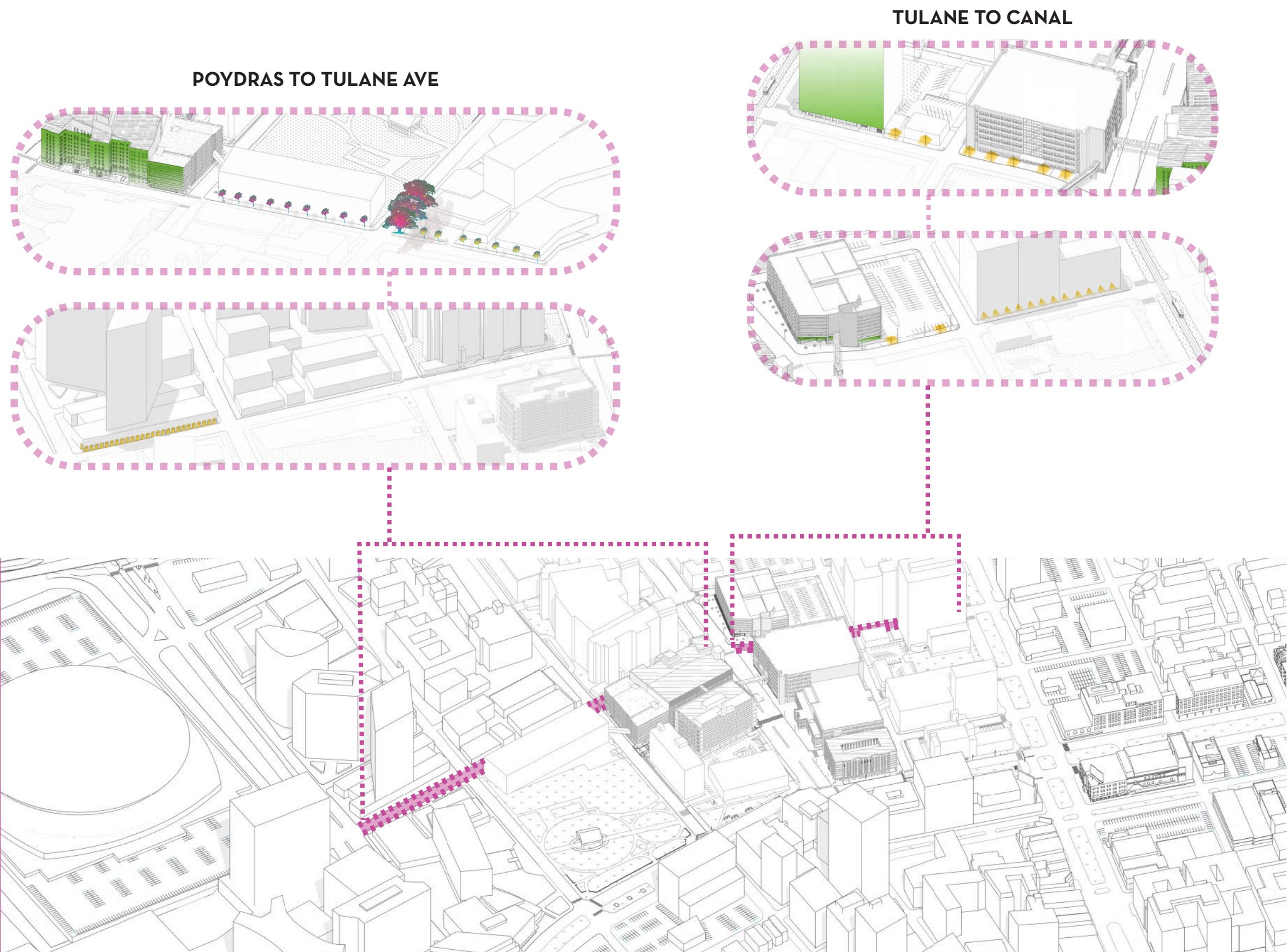


LASALLE CORRIDOR

PROPOSED LIGHTING PROJECTS

LASALLE CORRIDOR

PROPOSED LIGHTING PROJECTS

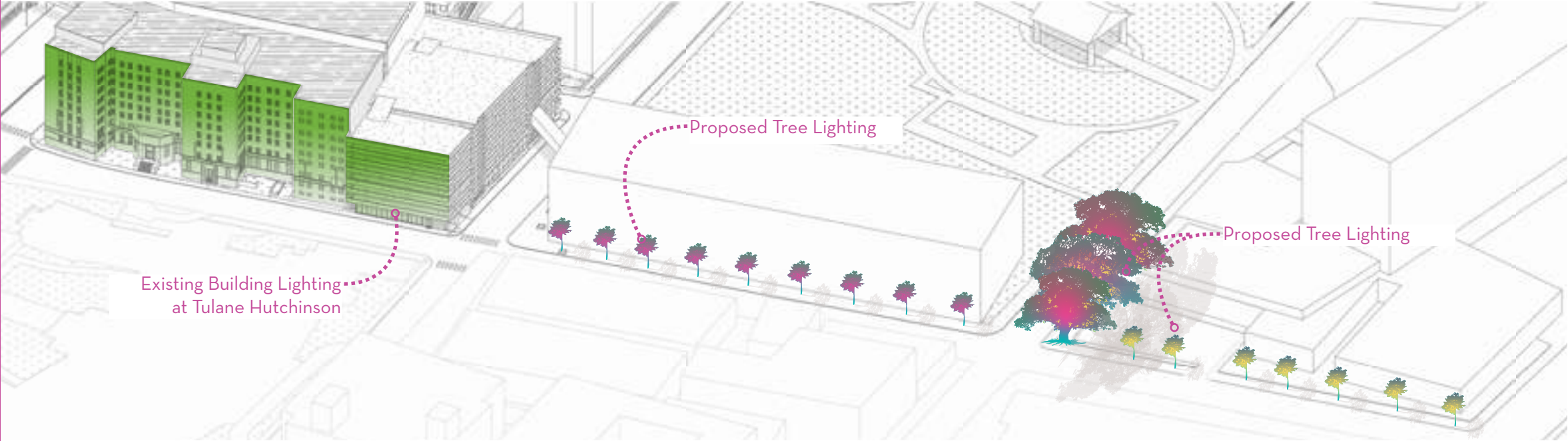


LASALLE CORRIDOR LOUISIANA STADIUM DISTRICT TO TULANE

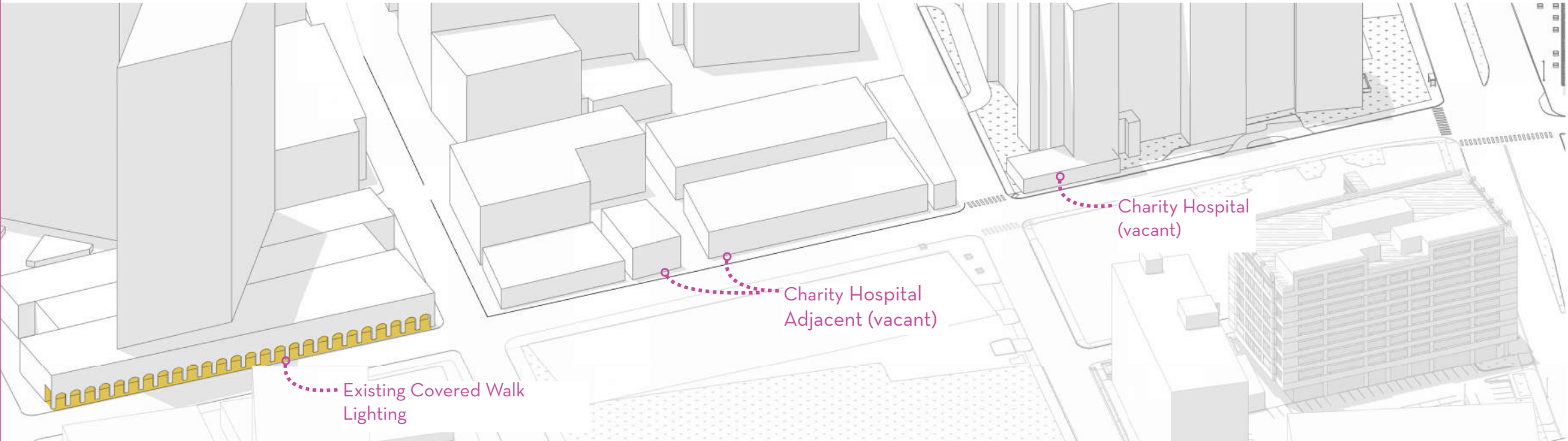
Our approach to the LaSalle Corridor is divided by sides of the street. On the north, or lakeside, of the street, the existing covered portico at 1515 Poydras provide ample lighting for pedestrians. Street lighting continues along the vacant buildings for the two blocks between Perdido Street and Tulane Ave. These blocks are sufficiently lit but the buildings do not contribute to a sense of safety within the district. Additional discussion of the public-private redevelopment of the Charity Hospital Site is provided at the end of this report.

On the south, or riverside, of LaSalle Street, street lighting is present but pedestrian safety is diminished by the overhead tree canopy. Add tree canopy uplighting for the blocks between Poydras Street and Gravier Street, which encompass the rear of City Hall and the primary entrance to the Heal Garage, would help balance the light levels on both blocks and enhance the safety of the pedestrian experience along LaSalle Street.

At the end of this block by Tulane Avenue lies the Hutchinson Building. Tulane University upgraded architectural uplighting and ground-level safety lighting in 2024. No additional scope is required for this block.



VIEW LOOKING TO THE RIVER



VIEW LOOKING TO THE LAKE

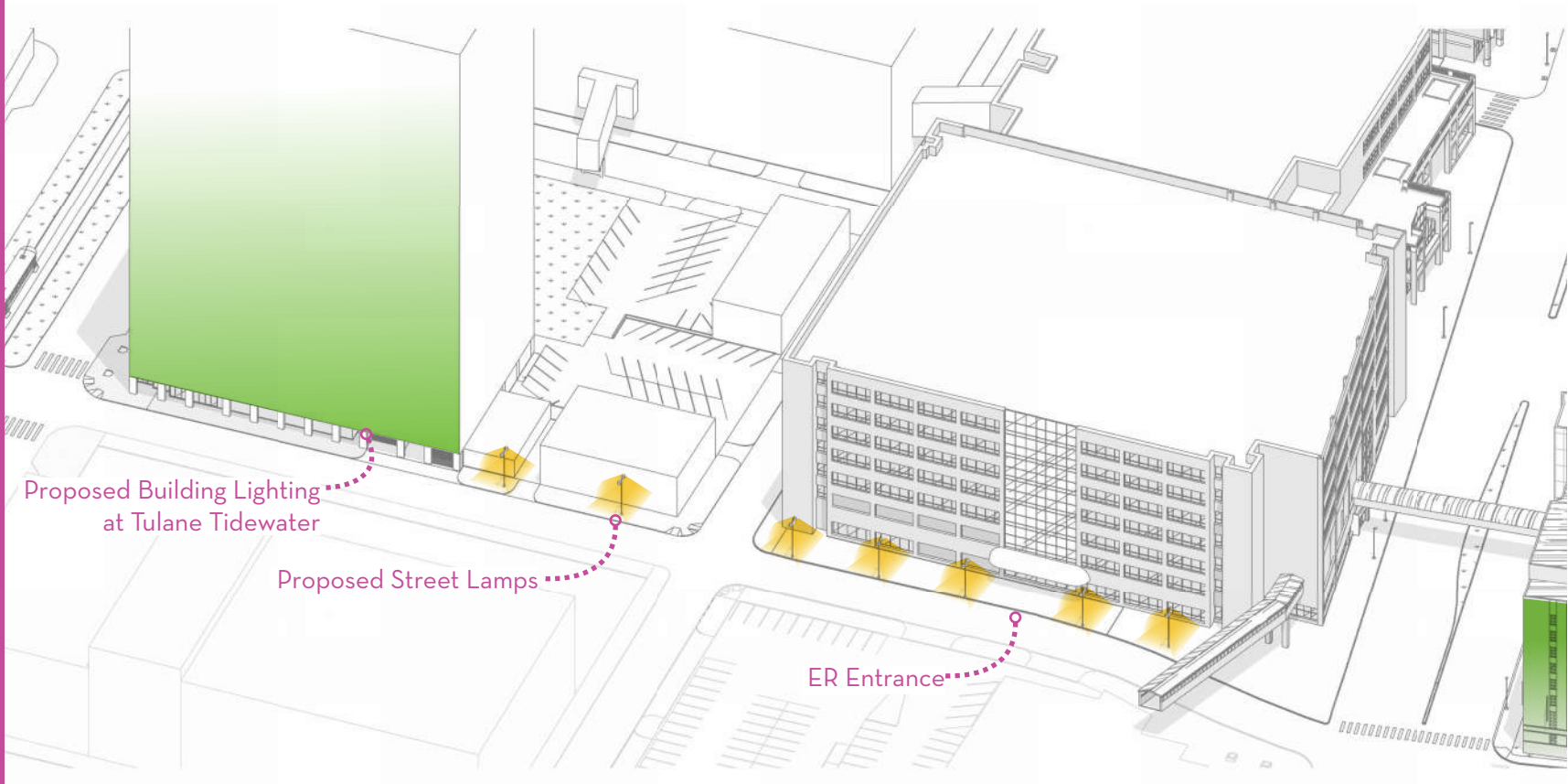
Views of LaSalle Street. Right: Looking upriver from Tulane Ave. Left: Looking downriver from Poydras.



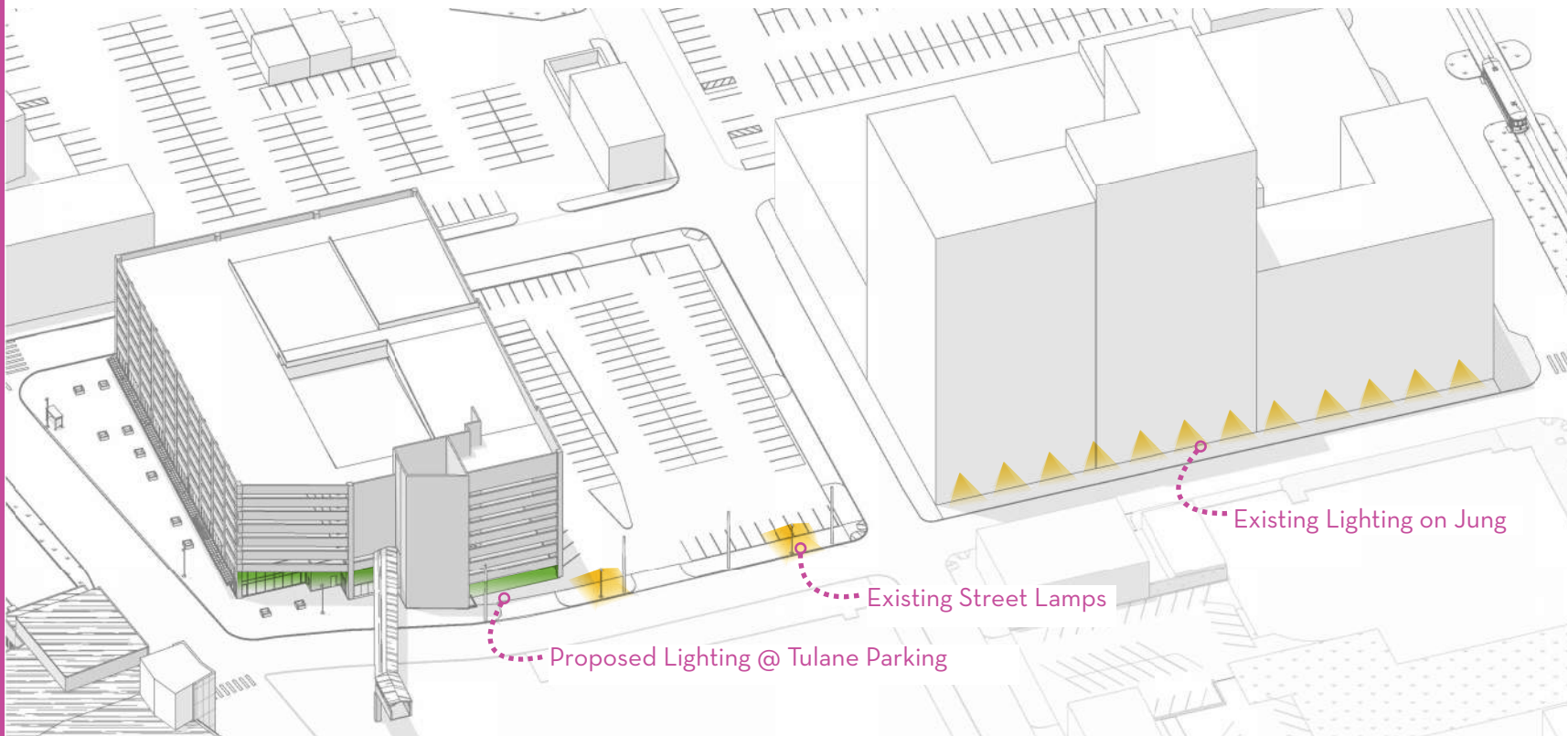
LASALLE CORRIDOR TULANE TO CANAL

The block of LaSalle from Tulane Ave to Canal Street consists mostly of properties owned by Tulane University, along with the Jung Hotel, which has a car drop off and secondary entrance along LaSalle Street.

Along the north, lakeside, of the blocks, Tulane University will be replacing street lighting and upgrading building lighting at the LaSalle Garage. The Jung Hotel is well-lit at night. On the south, or riverside, of this portion of LaSalle Street, we recommend working with the City of New Orleans and DPW to install additional street lighting at the corner of Cleveland Ave by the two-story privately-owned building. At Canal Street, the Tidewater Building is well lit at the Street. Tulane may consider architectural uplighting upgrades to the building in the future. Either way, we recommend DDD coordinate with Tulane to ensure this prominent high-rise is closely coordinated with any gateway markers to the DDD BioDistrict.



VIEW LOOKING TO THE RIVER



VIEW LOOKING TO THE LAKE



Above:
Views of LaSalle Street. Top:
Looking upriver from Canal
Street. Bottom: Looking
upriver from Tulane Avenue.

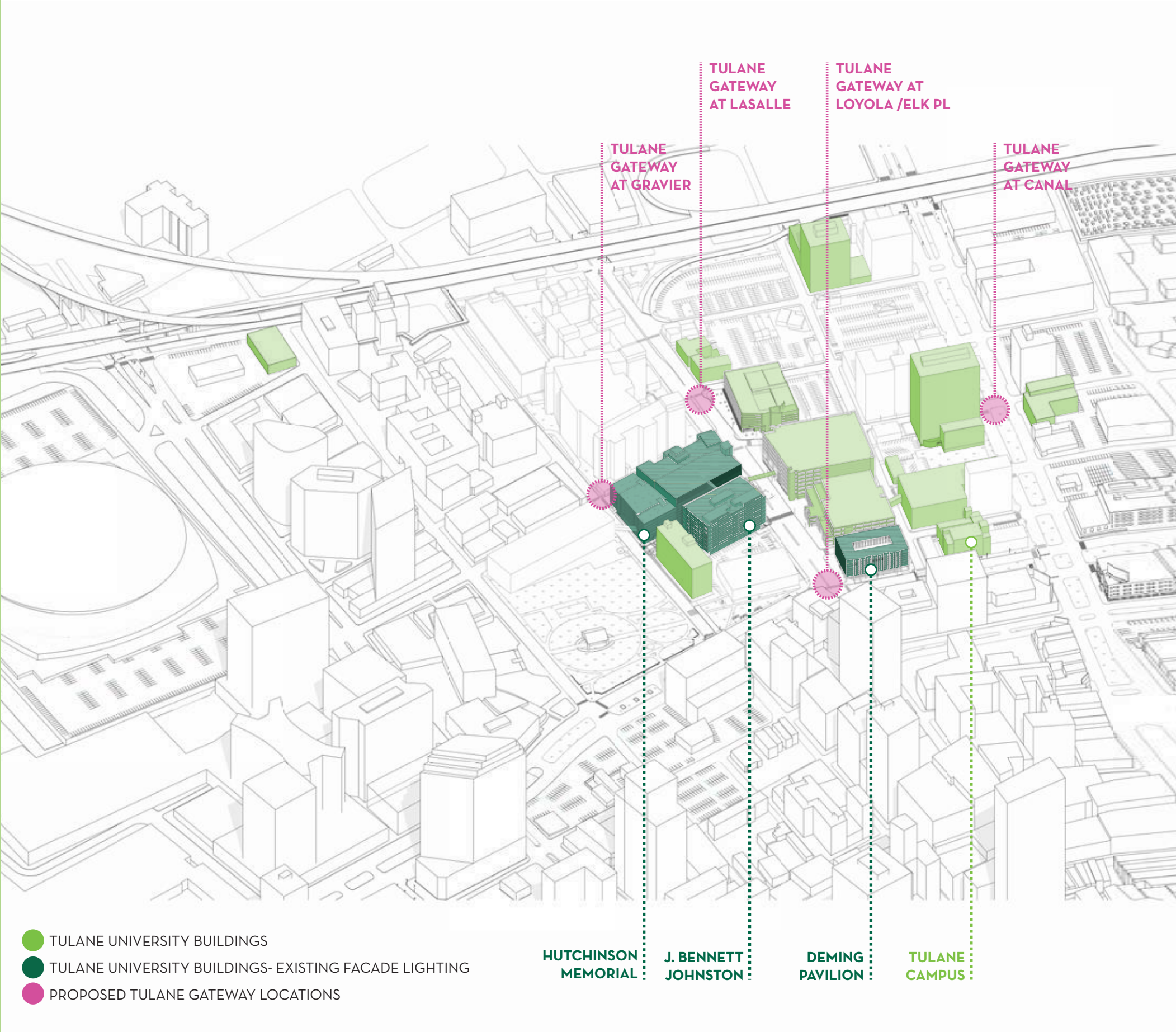
CAMPUS IDENTIFICATION

PROPOSED LIGHTING PROJECTS

CAMPUS IDENTIFICATION INSTITUTION EDUCATION

Tulane University has recently completed a Wayfinding Study that recommends gateway location markers for its Downtown Campus as part of ongoing investments and improvements to their bio-science focused programs housed downtown.

We recommend DDD coordinate with Tulane for any potential synergies that may arise from these efforts and the lighting gaps presented in this report. Tulane has already invested in lighting improvements to Deming Pavilion, J. Bennett Johnston Building, and the Hutchinson Building. As the largest institution within the DDD BioDistrict, Tulane University presents a partnership opportunity that will serve to enhance the overall identity and safety of the District.



CAMPUS IDENTIFICATION PUBLIC-PRIVATE

This report has generally omitted any proposals for the former Charity Hospital site or its adjacent support buildings. Additionally, the District contains several State-owned structures with uncertain futures. We hope that the findings and recommendations in this report can influence the redevelopment of these sites in a manner that is consistent with the rest of the DDD BioDistrict.

The LaSalle Corridor will benefit greatly from a combination of exterior building lighting and additional lighting construction by the City of New Orleans and DPW on the north side of the street for the two blocks between Perdido Street and Tulane Avenue.

