

GOVERNMENT AFFAIRS COMMITTEE

Meeting Notes

Monday, 11 December 2023, 12:00 pm

400 N. Peters Street, Suite 206, New Orleans, LA 70130

1. Call to Order, Reading of the Agenda, and Roll Call

The meeting was called to order at 12:00 pm and the agenda was read into the record.

COMMITTEE MEMBERS				VOTES
First Name	Last Name	Present	Absent	Approve mtg notes
Christian	Pendleton	X		
Glade	Bilby	X		

INTRODUCTION OF ATTENDEES:

GUESTS		
First	Last	Role
Karley	Frankic	FQMD Executive Director
Antonio	Cabone	FQMD Livability Committee Member
Erin	Holmes	FQMD Livability Committee Vice-Chair

2. Public Comment:

No written public comment was received.

3. Committee Chair's Comments

Christian Pendleton thanked Glade Bilby and the board for all of their support to get French Quarter Management District (FQMD) to this point with the State appropriation budget development. He noted that the first meeting of the New Orleans committee with the incoming governor included a discussion of FQMD and its role in the French Quarter.

4. Discussion – Discussion by Committee of Louisiana State 2023-2024 Appropriation Projects

Mr. Pendleton reviewed the draft budget program proposals with estimated costs. See attached.

a. Upper Quarter Patrol Expansion

Mr. Pendleton reviewed the proposal to expand the existing Upper Quarter Patrol (UQP) for six months at an estimated amount of \$476K. This proposal was recommended by the Security and Enforcement Committee (SEC). An additional \$15K for a public awareness campaign related to Supplemental Security is also included. Erin Holmes asked if the public awareness campaign would be exclusive to the UQP. Mr. Bilby said this could also include signage, such as Remove, Lock, Take or something to that effect. Mr. Pendleton said he would address that in the Board meeting later today. Mr. Pendleton will be chairing the SEC next year and he will be working with them to help provide recommendations on how best to address some of the concerns raised about the patrol plan.

French Quarter MANAGEMENT DISTRICT

b. North Rampart Street Safety Initiatives

Mr. Pendleton described the line items for the \$200K proposal for the Pedestrian Safety & Signage Program. This proposal was recommended by the Livability Committee. Mr. Bilby asked if a contractor had been identified. Antonio Carbone said these are estimates from DPW and other research. Mr. Pendleton asked if there should be more money for bollards instead of paint. Mr. Carbone said this could be amended with input as the inexpensive flex posts have already been damaged. The more substantial posts would protect the painted curb extensions and installation could be expanded. The MMA paint is a larger square footage to cover 5-12/sq ft.

Mr. Pendleton suggested looking at the midyear budget adjustment to increase the use of these heavier duty posts in response to fire fighters concerns about turning radius, fire houses, and access to hydrants. Erin Holmes said this is a public safety issue and she would like to see these heavier posts used to protect the bike lane. Carbone said this pilot program is proof of concept. Mr. Bilby would like to pilot this concept and get City support going forward.

Mr. Pendleton asked how we prove these measures work. Mrs. Holmes said they can pull the crash data. The metrics could be a quarterly poll of that data.

c. Glass Half Full Glass Recycling

Mr. Pendleton reviewed the line items for the \$212,730 Glass Recycling for Gulf Coast Restoration program proposal. This proposal was recommended by the Livability Committee.

d. Trash Receptacle Acquisition

Mr. Pendleton reviewed the line items for \$86,000 Supplemental Sanitation Trash Receptacles with City Servicing program proposal. This proposal was recommended by the Livability Committee. Recommendations on locations will be vetted with field verification of the City's GIS map of existing receptacles and align that with the previous recommendations of the Livability Committee for density of trash cans. The Department of Sanitation has provided in writing that the City will pay to service the new receptacles.

e. Esplanade Cultural Landmarks Corridor Project

Mr. Pendleton reviewed the line items for the \$250,000 Esplanade Cultural Landmarks Corridor Project program proposal. Mrs. Holmes asked for more information on the proposal. Mr. Bilby said he came up with the concept with Greg Lambousy from the Jazz Museum and Michael Karam from the Department of Parks and Parkways (P&PW). The proposal is to do more than the lighting requested in the appropriation budget, but also to protect the oak trees and add additional landscaping and bollards. Mr. Bilby said that the Lt. Governor supports the greater proposal as an extension of the cultural trail and expects financial support from the State Department of Cultural Tourism to get additional support for bollards. P&PW is piloting use of bollards on the Broad Street neutral ground now. Mr. Carbone asked if there was a budget proposal and if a contractor was selected. Mr. Bilby said he has spoken with two electrical contractors to estimate the prices. Mr. Bilby further said that he would like to get the Historic New Orleans Collection to support the cultural aspect of the project.

Mr. Bilby said the lighting would be up the trees and down the path. He said that bollards will be essential to keeping any lighting or plants safe. Mrs. Holmes asked if there has been any discussion around using the neutral ground for flood parking. Mr. Bilby said he only heard objections from one couple near N. Rampart where flooding happens. Mr. Bilby said that P&PW would be responsible for upkeep of plantings and any infrastructure will need to be bulletproof. He noted the need to assure that bollards are secure but do not harm the oak tree roots. He expects Audubon to contribute as this will be the entrance to their new facility. Ms. Holmes asked if Mr. Bilby thought he could complete the work before the deadline. Mr. Pendleton reported that Sen. Harris said that he wants to extend the deadline on this money to the end of December, so FQMD does not need to rush and should be able to spend the full appropriation. Ms. Holmes asked who would pay the electrical bill for the new lights. Mr. Bilby said he has contacts at Entergy that he will tap. Ms. Frankic verified the requirements for procurement by public bid for a budget of this amount.

French Quarter

MANAGEMENT DISTRICT

Mr. Pendleton reviewed the entire appropriation budget with a 10% contingency and said that he would be happy to consider using some of that for expansion of programs that show themselves to be successful, such as the piloting of the enhanced flex posts/bollards. Mr. Carbone said that his proposal is scalable and could be expanded to the corner zones. Mr. Pendleton suggested working with NOPD and NOFD. Mr. Carbone asked about staffing to assure FQMD's ability to complete the programs as there are only two staff that are fully utilized now. Mr. Pendleton said he is a proponent of staffing up. Mr. Bilby said this is short-term money as of now. Mr. Pendleton said that he could see the need for a new full time employee.

Mr. Bilby motioned to accept the proposed budget for the Louisiana State 2023-2024 Appropriation Projects. Mr. Pendleton seconded the motion and it was approved.

5. Next meeting date:

The next scheduled meeting of the Committee is Wednesday, January 3rd 2024, at 3:00 pm.

Ms. Frankic recommended adding additional committee members to have an odd number, provide additional support, and minimize the chance of establishing a walking quorum with such a small number of members. Mr. Bilby will be the Chair of the Committee in 2024 with Mr. Pendleton shifting to Vice-Chair. Mr. Bilby would like to invite public officials to FQMD's Board and/or Gov. Affairs meetings to raise awareness of the agency.

6. Adjournment

Mr. Bilby motioned to adjourn the meeting at 12:43.

12/7/2023

DRAFT

	COST	QUANTITY	UNIT	TOTAL	NOTES
PROGRAMMING					
Supplemental Security					
Upper Quarter Patrol Expansion	79,392		6 month	476,352	Recommended by SEC 11/27
Public Awareness Campaign				15,000	
Supplemental Sanitation					
Supplemetnal Trash Recepticals w/ City Servicing	860	100	receptical	86,000	Recommended by Livability 12/6
Glass Recycling for Gulf Coast Restoration				212,730	Recommended by Livability 12/6
Glass Half Full Recycling Program	96,524				
Mardi Gras Beads	18,706				
Pick-Up Service					
Commercial	30,000				
Residential	67,500				
Public Awareness Campaign				15,000	
Pedestrain Safety & Signage Program				200,000	Recommended by Livability 12/6
N. Rampart High Vis. Crosswalk Signage	85,000				
N. Rampart - Enhanced Flex-post or Bollard Protecti	15,000		0 unit	-	
N. Ramaprt - Bike Lane and Curb Extension "Paint"	100,000				
Esplanade Cultural Landmarks Cooridor Project			elctrical & lightir	250,000	
Public Awareness Campaign				15,000	
PROGRAM SUBTOTAL				1,270,082	
OVERHEAD					
Program Manager 1099 Contract Staff	75,000		0.5 annual	37,500	State Civil Service needs a job title
FQMD Admin Staff Overhead	15,254		15% month	13,729	
Computer	1,000		1 unit	1,000	
Office Rent	800		0.5 annual	400	
Phone					
RingCentral	50		6 month	300	
Mobile	100		6 month	600	
Office Supplies	1,000		1	1,000	
OVERHEAD SUBTOTAL				54,529	
SUBTOTAL				1,324,611	
Contingency		10%		132,461	
TOTAL				1,457,072	

Upper Quarter Patrol Expansion Plan

After evaluating problematic areas within the patrol perimeter, it has been determined that 700 Canal St. continues to be an area that warrants additional law enforcement presence. It is strongly encouraged to position officers in vehicles with active emergency lights for the entirety of the shift. These supplemental assignments will be scheduled from (7pm-8pm) - (3am-4am) on Thursday, Friday, Saturday & Sunday. Deployment strategy will consist of 2 single manned vehicles in the 700 block positioned in the right travel lane of Canal St. for maximum visibility.

A 2nd problematic area outside of the existing patrol perimeter has been identified in the 100, 200 and 300 blocks of Decatur. This area has experienced increasing of criminal activity, most notably in the late night and early morning hours of the day. It is proposed that a similar deployment as outlined above in the 700 Canal St. plan. Officers will provide visibility utilizing vehicles with active lights in static positions. These positions within the zone can be modified situationally. For example, if there is a greater need for a presence at the intersection of Decatur and Iberville, on duty personnel can mobilize and respond accordingly. In consideration of scheduling.

In order to attract Post Certified Officers with vehicles to this assignment, an hourly rate of \$58 will be recommended. Given the shift time, days of the week and location of the assignments, this will be a positive starting point in identifying personnel.

Upper Quarter Patrol

FQMD - Upper Quarter Patrol



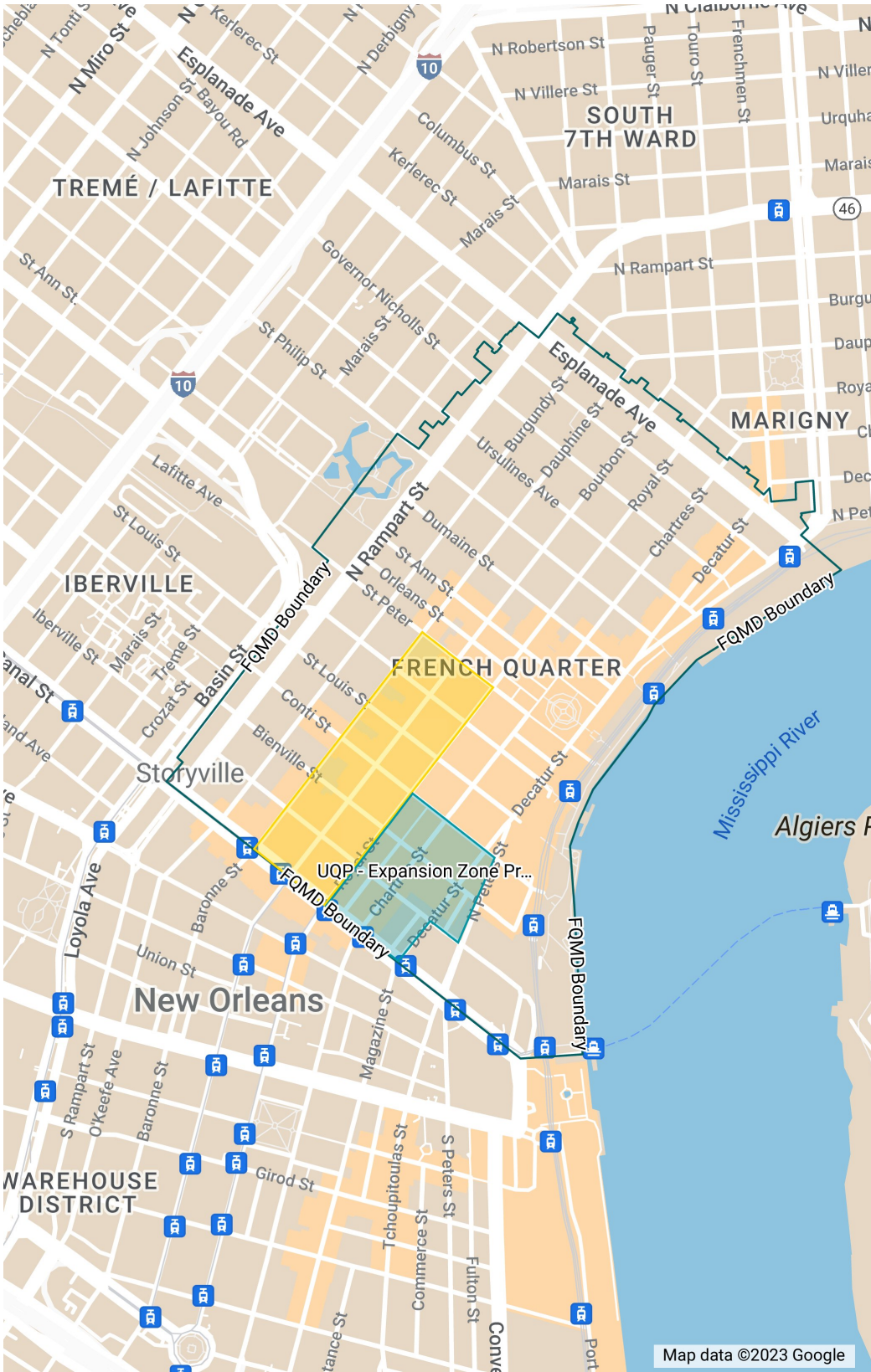
FQMD Boundary



UQP - Expansion Zone
Proposed



UQP - Patrol Zone Area



BUDGET	ANNUAL	6 MONTH	1 MONTH
Patrol Expenses			
Personnel	921,001	460,500	76,750
Police Patrols	870,947	435,473	72,579
Supervisory Administration	50,054	25,027	4,171
Operations	14,100	7,850	2,642
Office Supplies & Software	4,500	2,250	375
Smartphone purchase	1,600	1,600	1,600
Mobile Data Charges	3,000	1,500	250
Insurance	5,000	2,500	417
Total Patrol Expenses	935,101	468,350	79,392

North Rampart Pedestrian Safety Initiatives

Goal

To further Louisiana's Goal of eliminating traffic accidents under [Destination Zero Deaths](#), and providing [Safe Routes to Public Places](#). The French Quarter Management District ("FQMD") should consider implementing several proven pedestrian safety projects along the Rampart St. Corridor near Armstrong Park:

1. Enhanced Crosswalk Signage: [Rectangular Rapid Flashing Beacons \(RRFB\) | FHWA](#)
2. Enhanced Flex-post or Bollard Protection for Curb Extensions
3. Methyl Methacrylate (MMA) resin coloring for Bike Lanes and Curb Extensions: [New Study Shows Streets Are Safer with Asphalt Art | Bloomberg Philanthropies](#)

Scope



Rectangular Rapid Flashing Beacons & Stop for Pedestrian Signage



Flashing beacons should be installed at St. Ann and St. Philip. Two beacons need to be placed facing each direction of traffic, so a total of four beacons are needed at each intersection. Signs are linked so that when one button is pressed, all signals will flash to warn vehicle traffic of pedestrians attempting to cross. Per New Orleans Department of Public Works ("DPW") recommendations, new installations should be hard-wired rather than relying on solar power. Previous installation costs to install across the city have ranged from \$7,000-10,000 based on location. Additional signage requires DPW permitting, but should be contracted and installed by the FQMD. Stop for Pedestrian signage can also be installed and maintained by the FQMD with DPW permit.

Enhanced Flex-post or Bollard Protection for Curb Extensions



To prevent illegal parking at newly painted curb extensions, more substantial flex posts or bollards are needed to prevent vehicles from simply driving over or parking on top of them. Options to enhance the flex-post include sturdier materials (powder coated steel or thicker polyurethane) or enhanced anchoring methods (set in concrete rather than bolted on top). Between Toulouse and St. Philip, 21 flex posts should be upgraded at a cost between \$150-500 per post, depending on which option is selected.

Asphalt “Paint” Project



[Color-Safe® Bike Lanes | Transpo Industries](#)

In addition to posted street signage, pedestrian and bike spaces along N. Rampart St. should be in-filled with brighter Methyl Methacrylate (MMA) resin coloring. The coloring acts as an additional warning system to vehicle traffic of places on the street where pedestrians and bikers are likely to be present.

Budget

Priority	Implementation Idea	Approx. Cost	Assumptions
1	Crosswalk Signage	\$85,000	8 flashing beacons for pedestrian crossings, smaller signage affixed at curb extensions
2	Enhanced Flex-post or Bollard Protection for Curb Extensions	\$15,000	Enhanced curb extension protection using steel markers or thicker polyurethane
3	Bike Lane and Curb Extension "Paint"	\$100,000	Methyl Methacrylate (MMA) resin coloring for bike lane, curb extension, and crosswalks
	TOTAL	\$200,000	

GLASS HALF FULL, L3C
FRENCH QUARTER RECYCLING AND ENVIRONMENTAL PROGRAMS

MAX@GLASSHALFFULL.CO

Program #1	
Community Recycling Drop-off	
Weekly recycling drop-off in FQ at 3 sub-sites.	
material dropped-off and picked-up/removed upon dropoff completion.	
Staff also educates public on-site.	
Offer glass, cardboard/paper, metal, plastics #1 & #2.	
Seperated on site (multi-stream recycling) to increase recycling rates.	
Projected Expenses	
Assumptions:	
Avg. billed hourly rate per hour (wages) CDL	\$35.50
Avg. cost per hour (wages) non-CDL	\$26.00
Avg. # of CDL personnel required	1
Avg. # of non-CDL personnel required	3
Avg. tot. billed hourly rate	\$113.50
Drop-off duration (in hours)	6
Drop-off transport, load/unload duration (in hours)	2
Total drop-off duration per week (in hours)	8
Vehicle and transport rate (per day) (incl. comprehensive insurance, fuel)	\$245.00
Frequency of drop-off (per week)	1
Drop-off events per year	52
Projected wages billed price per week	\$908.00
Projected wages billed price per year	\$47,216.00
Projected vehicle and transport billed price per year	\$12,740.00
Cumualitive price per year	\$59,956.00
Indirect cost rate	15%
Cumulative price per year	\$8,993.40
TOTAL programming rate per year	\$68,949.40
Initial set-up costs:	
100 x 64-gallon receptacles (incl. shipping (landed))	\$11,250.00
Signage and educational materials	\$4,325.00
Public awareness and education campaign	\$12,000.00
TOTAL initial set-up costs:	\$27,575.00
TOTAL programming rate for one (1) year and initial set-up and costs:	\$96,524.40

Program #3	
Program	
Provide funding for local businesses and households to incentivize local recycling	
Receptacles and initial set-up fees funded/subsidized	
Commercial	
Number of receptacles per business	3
Number of businesses	100
Total receptacles	300
Cost per receptacle (shipped, landed)	\$100.00
TOTAL program cost	\$30,000.00
Residential	
Number of households	500
GHF discount rate	\$10.00
Assistance rate	\$10.00
Customer/household rate	\$5.00
Initial set-up and receptacles cost	\$7,500.00
Total program cost (per year)	\$60,000.00
Total program cost (per year) and initial setup cost	\$67,500.00

Program #2	
Mardi Gras Bead Recycling Sites	
Comprehensive Mardi Gras Beads recycling options throughout the FQ	
General beaded areas throughout the FQ for both residents and tourists to recycle throughout Mardi Gras weeks	
Daily pickup and recycling servicing throughout the season	
Number of sites	5
Service per week	7
Program duration (in weeks)	5.5
Hours per site servicing	1
Total labor hours required	192.5
Total wages billed rate	\$6,834
Total vehicle and transport billed rate	\$9,432.50
Total wages and transport billed rate:	\$16,266
Indirect cost billed rate:	\$2,440
TOTAL Program Billed Rate	\$18,706

French Quarter MANAGEMENT DISTRICT

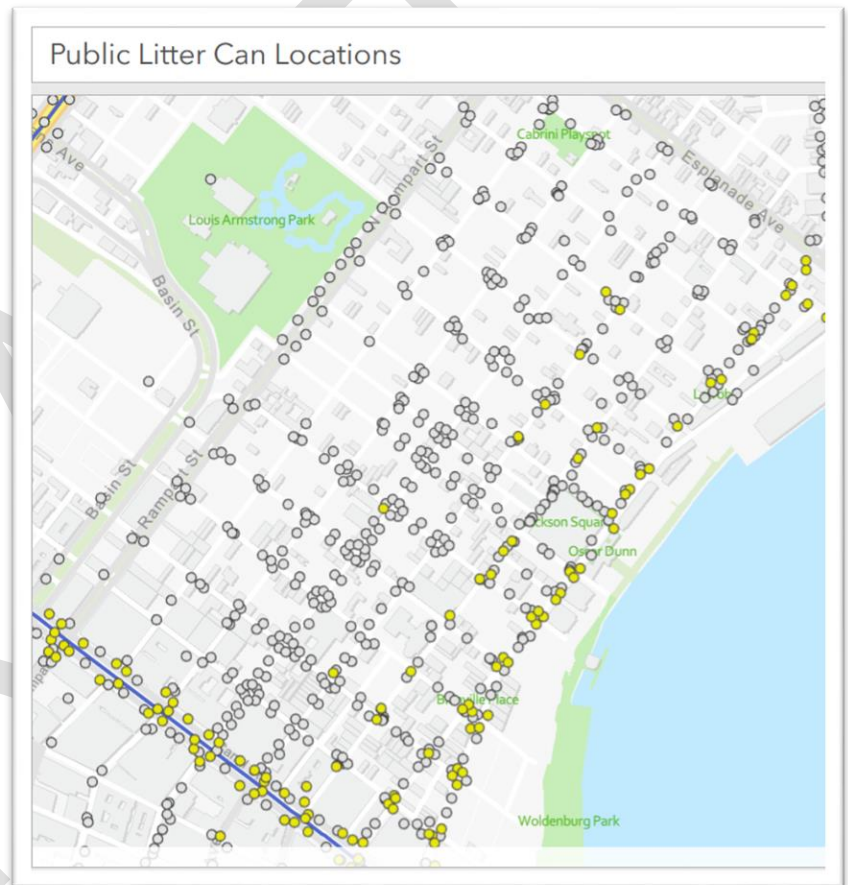
Trash Receptacle Acquisition

Louisiana State Appropriation Program Funding Request



The French Quarter Management District's Keep the Quarter Clean initiative is an affiliate member of Keep Louisiana Beautiful. This is a statewide effort to prevent litter, reduce waste, increase recycling, and protect the natural resources of the State's communities.

The Department of Sanitation at the City of New Orleans has installed/replaced 127 litter cans in the French Quarter. Matt Torri, Director of Sanitation, provided that the City's last cost from Petersen Manufacturing Co was \$860 per unit. There would be a nominal increase in service cost for KBS as the City pays KBS \$1.50 per unit per month to service the litter cans. If FQMD purchased additional litter cans, the City will cover the cost to service them.



11/30/2023

DRAFT

	COST	QUANTITY	UNIT	TOTAL
PROGRAMMING				
Trash can purchase	860	100	receptacle	86,000

The French Quarter Management District is a state political subdivision created by the Louisiana Legislature as a means for the residential and business communities to work together to protect, preserve, and maintain the world famous French Quarter as a safe, clean, vibrant and friendly neighborhood for residents, businesses, and visitors.

Esplanade Cultural Landmarks Corridor Project

Phase 1-3 Introduction Brief

About: WHEREAS, the public purpose is described as: Strengthen the District as a vital component of Louisiana's tourism industry; aid in the preservation of the District's architecture, quaint charm and tout ensemble; beautify the District's appearance; improve public safety, foster quality experiences and quality of life within the District; and improve commercial and residential vitality.

Objective: To submit a proposal and obtain funding for the **Esplanade Cultural Landmarks Corridor Project**. The purpose of this part of the project is secure funding to strengthen the District by lighting, landscaping, and protective measures aimed at improving the neutral grounds, commencing with the 400 – 1000 blocks of Esplanade Avenue.

1. **Provide safety and security** for improved economic benefits for the back section of the French Quarter bordering the Faubourg Marigny.
2. **Preserve the historical and cultural significance** for one of the original boundaries of the city.
3. **Significant environmental impact** in saving our Live Oaks and native plant species to Louisiana while contributing to the City's priority list for Louisiana's [Net Zero by 2050 Climate Action Plan](#).
 - According to the City's [Plan for the 21st Century New Orleans 2030](#), we realize that our tree canopy is a critical link in New Orleans' resilience and sustainability.
4. **Provide historical educational benefits:** From N. Peters to City Park Esplanade Avenue possesses more than 38 historical markers and properties on the [National Register of Historic Places](#). We establish an educational "trail" that begins at the New Orleans Jazz Museum, runs along Tremé past the Degas House, and ends at the New Orleans Museum of Art.
5. **Architectural education** of the properties on the Avenue through historic relevance.
6. **Honor the cultural significance** of Esplanade Avenue to the population of our city.
7. **Long-Term Goal:** Revive, beautify and preserve the neutral grounds of Esplanade Avenue from the upper ridge of N. Peters to the lower ridge at City Park (400 to 3500 blocks).

Phase 1: Installation of Lighting (400 – 1000 blocks)

Phase 2: Installation of Bollards (400 – 1000 blocks)

Phase 3: Installation of Landscaping (400 – 1000 blocks)

Support: This proposal is made with the support and cooperation of: New Orleans Department Parks and Parkways, French Quarter Citizens, The Degas House, the New Orleans Jazz Museum, the French Market District and residents of Esplanade Avenue. Also included in this proposal are a number of other pertinent partners: Faubourg Marigny Improvement Association, Hotel de la Monnaie.

The LSU Agricultural Center has declared the Esplanade Cultural Corridor will be a Master Gardener-supported Project, providing additional resources once approved.

Esplanade Cultural Landmarks Corridor Project

Phase 1-3 Introduction Brief

Project Individuals involved:

- **Charlotte Conerly**, French Quarter Citizens, Director, U.S. Commercial Service
- **Agymah Busch**, Landscape Management, New Orleans Jazz Museum
- **Allan Johnson**, Faubourg Marigny Improvement Association
- **Cathryn Giff**, LSU AgCenter Certified Gardener, GM, Hotel de la Monnaie
- **David Villarubia**, Owner, Edgar Degas House Home & Museum
- **Glade Bilby**, French Quarter Citizens, French Quarter Management District
- **Greg Lambousy**, Director, New Orleans Jazz Museum
- **Mark Ripple**, AIA, LEED AP BD+C, Principal, Eskew+Dumez+Ripple
- **Michael Karam**, Director, New Orleans Department of Parks & Parkways
- **René J.L. Fransen**, FASLA, Fransen Mills LLC, Louisiana Landmarks Society
- **Tanner Perrin**, RLA, ASLA, Associate, SCAPE Landscape Architecture



ESPLANADE AVENUE | HISTORY

Long considered one of the grand boulevards of New Orleans, Esplanade Avenue runs from the Mississippi River on its east end, 3.2 miles straight to the grand entrance of City Park and the New Orleans Museum of Art. This important street defines the unique neighborhoods of the Vieux Carré, the Faubourg Marigny, and the Tremé.

This Avenue is a journey through the history of New Orleans - from the origins of the city at a bend in the Mississippi River, the fascinating story of the Faubourg neighborhoods, the history of the architecture through the families that built these beautiful buildings and the important story of the Creoles upon which this city owes so much.

During the 18th-century, Esplanade Avenue was an important trade route that linked the historic core of the city with Lake Pontchartrain and the River by way of the New Basin Canal and Bayou St. John. Many

Esplanade Cultural Landmarks Corridor Project

Phase 1-3 Introduction Brief

grand 19th-century mansions and plantations fronted on this important thoroughfare, as it became a "millionaire's row" for the Tremé section of the city.

At the "back end" of the French Quarter, Esplanade is the dividing line between the original city, established over 300 years ago, and the Faubourg Marigny. At the foot of this intersection stands the Old U.S. Mint built in 1839. It produced currency for both the United States and the Confederate States. It was originally Fort St. Charles, the eastern end of a Spanish military esplanade that ran to Fort St. John. The maps of the original city indicate "ramparts" at each of its corners, one at the intersection of the current Rampart St. and Barracks St. on the western boundary of the French Quarter. Being described as "a storehouse of 19th Century architecture," Esplanade is a narrative taken from the dreams of the affluent business families whose inspiration was to live in a grand house on the oak-lined Avenue.

New Orleans from 1840 to 1862 before the Civil War, was perhaps the largest slave trading market in the Americas. The riverfront in the French Quarter, and Congo Square in the Tremé were the most notable. Beginning in 1829, slaves not sold upon arrival were housed on the Quarter's edge due to health concerns. The Afro-Louisiana Historical and Genealogical Society memorialized these events with a plaque at the corner of Esplanade and Chartres. The 1853 memoir *Twelve Years a Slave*, that inspired the movie, was written by Simon Northup, the free African-American who was held in one of these pens. Each year prior to Essence Fest, the Ashé Cultural Arts Center hosts the [MAAFA Commemoration](#), an event of healing, testimony, and celebration of our ancestors, existence, and survival at historically-significant locations of New Orleans' own history as a major slave market, including the historical marker at Esplanade and Chartres.

Farther down Esplanade is the oldest street in the city. Bayou Road stretches from the banks of Bayou St. John to the edge of the French Quarter and was once an Indian trade route. As many residents are acutely aware after the disastrous flooding from Hurricane Katrina in 2005, the Indians were right. They established the original city and trade routes on land that was geographically higher. As a result of centuries of sediment and land was built up by the Mississippi River, and it became a topographical feature known as the Esplanade ridge, safely above sea level.

Approaching St. Louis cemetery No. 3 and the western end of Esplanade Avenue is City Park and identified by what was once a circle featuring the equestrian statue of Civil War general Pierre Gustave Toutant Beauregard. The statue, by the famous American sculptor Alexander Doyle, was created in the early 20th century, long after the end of the Civil War. However, the statue was removed by the city in order to inform the world that New Orleans was not considered a Confederate city any longer.

For now, we are left to plan for our future and reflect upon the recent past as to how best to deal with the way we will remember history. Like much of the untold stories from the River to the Park, the empty pedestal that remains is a reminder to its citizens that New Orleans has a remarkable and complex history that continues to move forward. Beginning our 4th century as a great American city, we adapt and progress, and that evolution is reflected in the history and culture as told by one of its grand streets – Esplanade Avenue.

More Information, Contact:

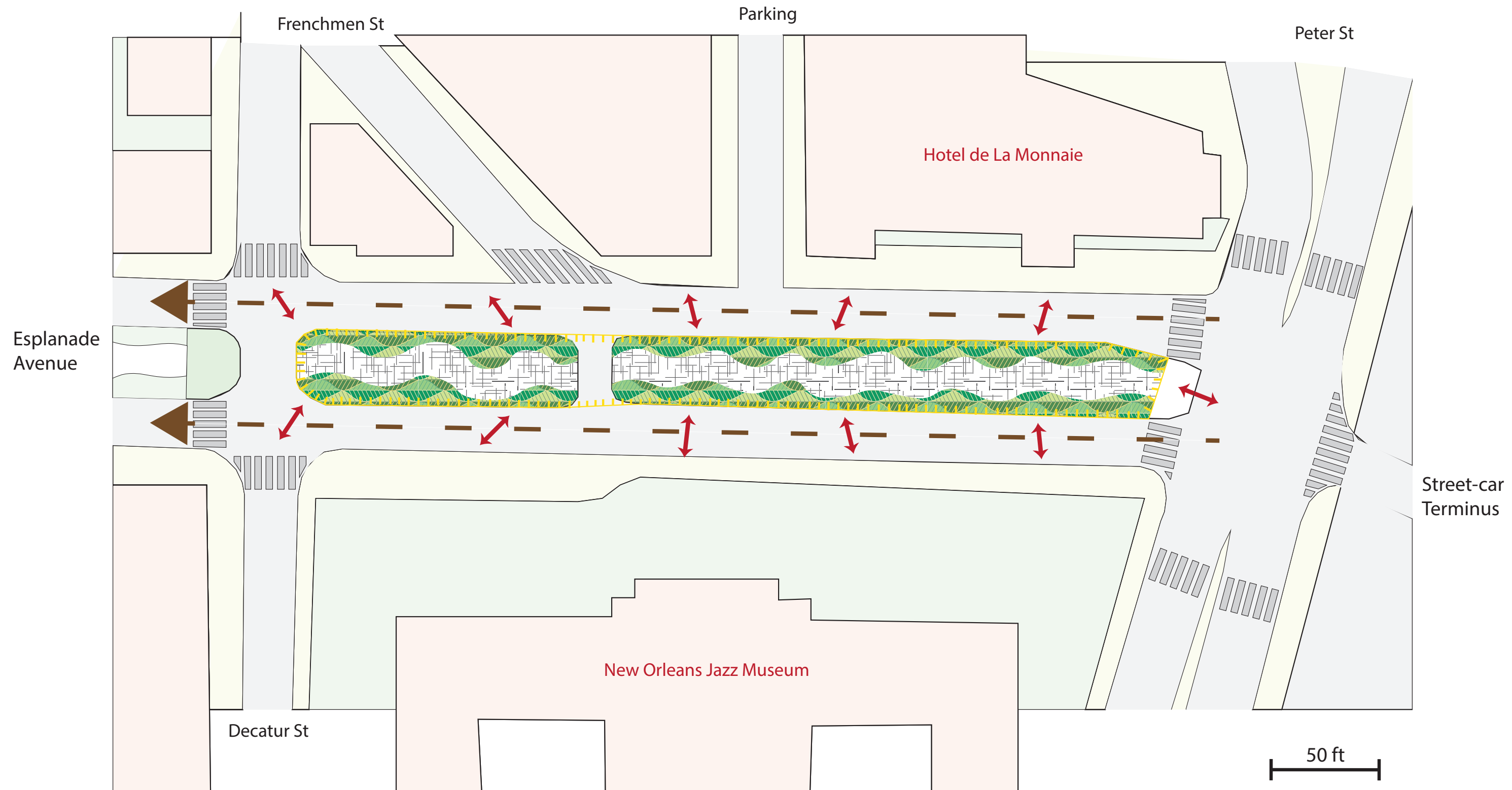
Glade Bilby

gbilby@gmail.com

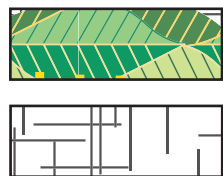
P: 504-669-4073

The Neutral Ground on Esplanade Avenue

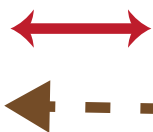
A new garden to reconnect with its environment



Caption :



- Planted area
- Soil/grass



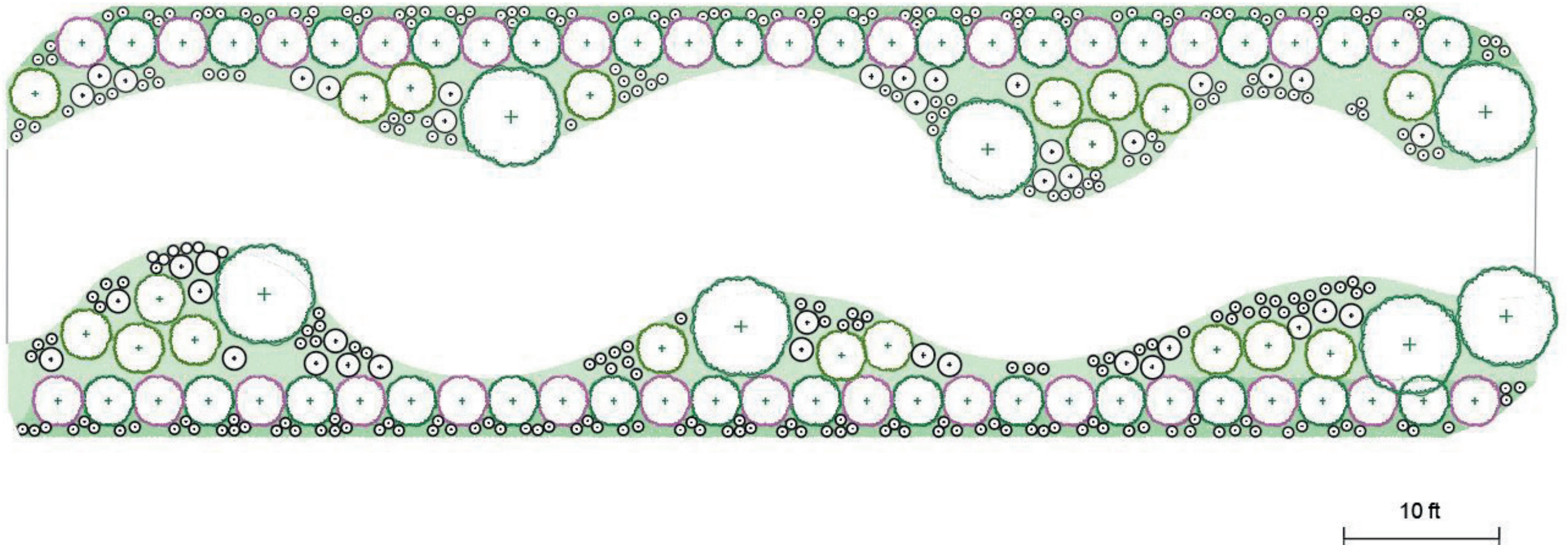
- Reconnection to the surroundings
- Creation of a rhythm and extension of the Neutral Ground on the avenue



- Creation of a garden within the Neutral Ground

The Neutral Ground on Esplanade Avenue

A double reading garden



The Neutral Ground on Esplanade Avenue

Plant composition, indigenous and independent

Rudbeckia 'Lion Cub'
June to october



Athyrium filix-femina



Salvia azurea
July to november



Eryngium yuccifolium
Jun to september



Andropogon ternarius
June to october



Ophiopogon japonicus



Sambucus nigra ssp. canadensis
May to july



Echinacea 'Tomato Soup'
June to october



Trachelospermum jasminoides
June to october



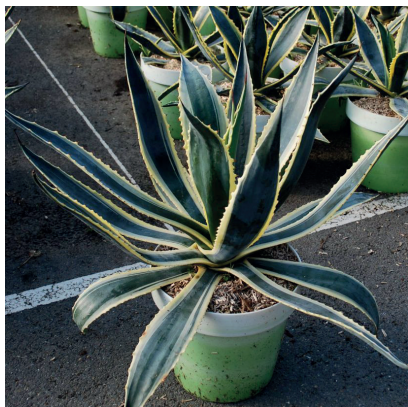
Amsonia tabernaemontana
Mars, april and may



Aspidistra elatior



Agave americana



Dwarf palmetto
May and june



12/5/23

Proposed Budget for the Esplanade Cultural Landmarks Corridor

The project will be divided into three phases:

- 1) Electrical and lighting -
 - labor \$140,000
 - wiring supplies \$52,500
 - fixtures \$45,000
 - Support materials \$12,500
 - \$250,000
- 2) Bollards and planters – will be in collaboration with Parks and Parkways
- 3) Landscaping – coordinate with Louisiana Agricultural Center and Parks and Parkways

Since this project is a combination of the improvement of hard assets within the boundaries of FQMD on Esplanade Ave. from the river to Rampart St., and a cultural learning experience about the historic and architectural significance of the Avenue from the river to City Park, there are a number of additional possible sources of funding. A few of them include:

National Historic Trust
La. Office of Tourism
Louisiana Department of Natural Resources
Economic cultural overlay district funding that includes Esplanade Ave.
NOMA
Audubon Institute
HNOC

Office of the Lieutenant Governor
State of Louisiana

BILLY NUNGESSER
LIEUTENANT GOVERNOR



P.O. Box 44243
BATON ROUGE, LOUISIANA 70804-4243
(225) 342-7009

December 5, 2023

Ms. Heidi Raines
Chairperson
French Quarter Management District
400 North Peters St., Suite 206
New Orleans, LA 70130

Dear Ms. Raines:

I am writing to express support for the Esplanade Cultural Landmarks Corridor Project.

This project serves as part of an overarching mission of beautification and improving public safety in the French Quarter Management District (FQMD) by providing lighting, landscaping, and protective upgrades to the Esplanade neutral grounds while also being a starting point to honor the cultural significance of Esplanade Avenue. It will also make a significant environmental impact by saving historic oak trees in this area.

This project will aid in the preservation of the FQMD's architecture and appearance and provide a better experience for the millions of people who come to the French Quarter each year. This project benefits residents and visitors alike, and I will support it in anyway that I can.

If my office can be of assistance to you in any way, please don't hesitate to call.

Sincerely,

A handwritten signature in cursive script, reading "Billy Nungesser".

Billy Nungesser
Lieutenant Governor

WHN/hh



November 9, 2023

As the General Manager of the Hotel de la Monnaie, I am writing on behalf of the Hotel de la Monnaie Owner's Association, which comprises over 1,700 active owners and thousands of hotel guests, to express our support for the Esplanade Avenue neutral ground project. This is a crucial project for the city of New Orleans as it focuses on various pillars that are essential to improving the quality of life for residents and visitors alike. These pillars include safety and security, economic impact, preservation of history through educational opportunities and culturally significant historical landmarks, beautification of the iconic boulevard and major entry point into the French Quarter, critical environmental impacts through the installation of historic, native, and pollinator plantings, as well as preservation of the beautiful and historic live oaks.

Apart from the support of a significant business tenant on the 400 block of Esplanade (Hotel de la Monnaie), as a certified Master Gardener and active member of both the Master Gardeners of Greater New Orleans and Patio Planters of the Vieux Carre, I personally support this project. Therefore, this project will be an approved MGGNO project through the LSU AgCenter to plant and maintain the green-scape.

Warm regards,

Cathryn Giff

Cathryn Giff
General Manager, Hotel de la Monnaie
Certified Louisiana Master Gardener



November 07, 2023

This letter is written in support of the Esplanade Avenue neutral ground project proposed by Cathryn Giff at Hotel de la Monnaie in collaboration with French Quarter Citizens, New Orleans Jazz Museum, French Market Corp, Faubourg Marigny Improvement Association, etc. The LSU AgCenter has been in discussions regarding this project that seeks to beautify the French Quarter (particularly Esplanade Avenue), reduce parking issues, and improving the overall value, safety, and health of this area of New Orleans. The goal of installing raised beds that will be planted with appropriate plants for the area will involve volunteers from the Louisiana Master Gardeners, provide educational experiences for visitors, provide a pleasant area of green-scaping, and function as parking barriers among the many possible benefits. Careful selection of plant materials will provide a low maintenance high impact landscape that is environmentally beneficial to people and our native pollinators.

This is the type of project that can benefit not just that area but all of New Orleans. LSU AgCenter fully supports this project.

With regards,

Dr. Joe W. Willis

LSU AgCenter ANR Agent, Orleans Parish

(504)258-3392

JWillis@AgCenter.LSU.edu



November 10, 2023

Dear French Quarter Management District,

I am writing this letter in support of the Esplanade Cultural Landmarks Corridor Project that will strengthen the District as a vital component of Louisiana's tourism industry; aid in the preservation of the District's architecture, quaint charm and tout ensemble; beautify the District's appearance; improve public safety, foster quality experiences and quality of life within the District; and improve commercial and residential vitality.

The New Orleans Jazz Museum sits at 400 Esplanade Avenue and draws over 200,000 national and international visitors a year to this part of the French Quarter. This Corridor project will enhance their experience and encourage increased visitation to this part of the city. The purpose of this part of the project is secure funding to strengthen the District by lighting, landscaping, and protective measures aimed at improving the neutral grounds of the 400 – 1000 blocks of Esplanade Avenue. Specifically, this project will

- 1) Preserve the historical and cultural significance for one of the original boundaries of the city
- 2) Make a significant environmental impact: saving trees, carbon capture

According to the City of New Orleans' Plan for the 21st Century New Orleans 2030, we realize that our tree canopy is a critical link in New Orleans' resilience and sustainability.

Co-op with the Louisiana Ag Center - Master Gardener Program

- 3) Provide historical educational benefits

With 36 existing markers on Esplanade, we establish an educational "trail" that begins at the New Orleans Jazz Museum, runs along Tremé past the Degas House, and ends at the New Orleans Museum of Art

- 4) Architectural education of the properties on the Avenue through historic relevance

- 5) Honor the cultural significance of Esplanade Avenue to the population of our city.

Please support this project and help make the Esplanade corridor a safe and protected part of the French Quarter.

Thank you,

A handwritten signature in black ink, appearing to read "Greg Lambousy". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Greg Lambousy
Executive Director