

Reinventing The Crescent

Public Presentation of the Riverfront Development Plan, Saturday, July 28, 2007



On **Saturday, July 28, 2007, from 9:00 - 11:00 am CST**, at the **Port of New Orleans** headquarters (1350 Port of New Orleans Place), the team of architects and urban designers – led by the acclaimed **Alex Krieger, Enrique Norten, George Hargreaves, and Allen Eskew** – will share the final draft of a bold new blueprint for redefining nearly 6 miles of riverfront and transforming the city’s edge into an internationally prominent waterfront. A question and answer session with the media will follow from 11:00 - 11:30 am CST. **The Reinventing the Crescent Development Plan will be presented in final form, with key details about the timing, sequence of development, governance and fiscal strategy by October 12, 2007.** For more information please reference the website at www.neworiverfront.com.

For the first time in 150 years, New Orleans stands poised to reconnect with its riverfront by embracing this fabled body of water in exciting new ways as well as by proudly showcasing landscape and architectural design excellence. **Reinventing the Crescent is spearheaded by Sean Cummings, appointed by Mayor C. Ray Nagin as CEO of the New Orleans Building Corporation.** The ambitious mission seeks to jumpstart a major resurgence in New Orleans, with the riverfront serving as both inspirational symbol of a reinvigorated city on the move and as catalyst for economic growth. Says Harvard University’s Alex Krieger, “It promises an urbane, active, inhabited, beautiful river crescent for the Crescent City’s present, and future, citizens to enjoy and prosper.”

NOBC, in collaboration with the Commissioners of the Port of New Orleans, hired the design professionals on February 01, 2007, after an international competition which drew

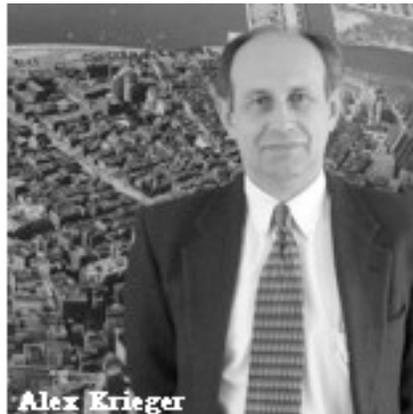
leading architects and urban designers from around the world. Says Cummings, “What an inspiration it is to work with such gifted people. They have crafted something remarkable. It will inspire the imagination of many, with a look that is highly evocative of this authentic, sensual city and its signature *sense of place*.”

The development includes: Hargreaves’ continuous linear green space, which features restoration of natural river ecology and iconic piers, Norten’s performance venue, Seminole Portage “slice” and ferry terminal and Krieger’s artful removal of barriers that currently limit public access. It also includes expansion of the New Orleans Center for Creative Arts, Tulane-Xavier’s RiverSphere, the Port’s cruise ship terminals, a hotel, a dramatic connection between the Aquarium and Spanish Plaza and more. Global Green encouraged sustainable design, which this forward thinking plan features prominently with solar, wind and hydroelectric energy generation.

As in earlier phases of design process, the public is encouraged to provide constructive feedback on the final draft, which will also be reviewed by Mayor Nagin, NOBC’s Board of Directors and the Port of New Orleans. Said Cummings, “Public participation has significantly enriched the design. People will see clearly that this ‘Reinventing the Crescent’ team both listened and led.” Added Mayor Nagin, “This design opens up a world of opportunity for both the Port and the City. It returns riverfront access to the people. It is exceptional work.”

Reinventing The Crescent

The Team



The New Orleans Building Corporation is especially honored to work with the four lead firms of Chan Krieger Sieniewicz, Hargreaves Associates, TEN Arquitectos, and Eskew+Dumez+Ripple. They bring to New Orleans not only international acclaim and design excellence but remarkable diversity. St. Martin, Brown & Associates, Kulkarni Engineering, Julie Brown, Carol Bebel, Moffatt & Nichol, Development Strategies and Robinson et al. enrich a professional mix that includes African American, Indian American, Latin American, female, male, local, national, international, ambitious youth on the rise and highly-experienced mentors at the top of their professions.

Reinventing the Crescent

The Goals



If we...

- (01) Remove barriers that thwart access to the River,*
- (02) Create continuous access and a network of great green spaces along the waters edge,*
- (03) Create places or moments of distinct character that encourage civic energy, and*
- (04) Build new architectural icons or landmarks that offer an authentic 21st Century design face for New Orleans,*

Then we...

- (05) Encourage beautiful, sustainable places to live near the river's edge,*
- (06) Increase City revenue by roughly \$40 million annually, not by increasing the rate of taxation but by expanding the tax base,*
- (07) Help create approximately 4500 new permanent jobs and thousands more in construction,*
- (08) Help spawn nearly \$3 billion in new private investment, and*
- (09) Encourage economic infrastructure that is capable of significantly energizing the economy such as cruise terminals, Tulane-Xavier's RiverSphere Institute, a Culinary University, a top tier sound stage and an expanded NOCCA.*



Design for Seminole Portage at Esplanade and Elysian Fields