



1 Project Overview

The Challenge

- Improve physical appearance of the canal
- Require minimal maintenance
- Provide economically feasible solution
- Retain canal water flow and functionality
- Preserve bank stability
- Create transferable design improvements

OUR MISSION

To **BRIDGE** the gap between design and implementation by strengthening the relationship of our **COMMUNITY** and our **CANAL**.

2 The Solution

6 Guiding Principles

- BEAUTIFY** Physically transform drainage canals
- REPURPOSE** Utilize reclaimed materials while improving accessibility and use of the canal corridor
- IMPLEMENT** Make improvements by calling equally upon local businesses, residents and government support
- DEFINE** Optimize unused public spaces to unite and serve the community
- GROW** Develop and share strategies that will propel a "Quality of Life" campaign Parish-wide
- ENGAGE** Educate the community to value water and the canals it feeds as a shared amenity

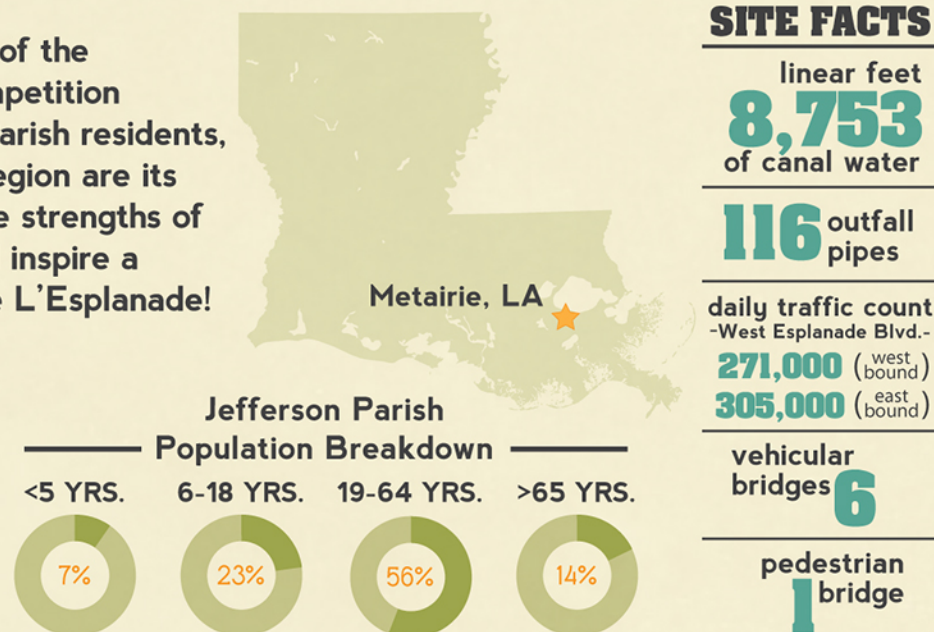
OUR APPROACH

Analysis, research and utilization of our guiding principles brought forth a solution that meets the functional and aesthetic needs of the Parish. Our solution is an holistic approach that elevates Jefferson Parish's future and reinforces its motto Opportunity Lives Here.

Project Overview

Jefferson Parish wholeheartedly embodies the lively spirit of the community it nourishes. The substance of this design competition illustrates a deep commitment to enriching the lifestyle of Parish residents, and in doing so affirms that the greatest resources of this Region are its own people. Thus, our integrated solution strives to unite the strengths of the project site with the vivacity of the local community and inspire a renewed sense of pride in the West Esplanade Canal ~ Vive L'Esplanade!

All too often communities across our nation pursue lofty design solutions which never reach full implementation. Budgets run dry, communication falters and leadership wanes. By contrast, a solution that relies on full social collaboration cannot help but gain speed and retain the momentum of time and talent given by those who would benefit from the results.



3 The Design

The design of this 1.65 mile long public open space focuses beautification improvements in four main areas - two Parks, vehicular bridge improvements and cross street anchor landscapes. These areas are highly visible to vehicular traffic maximizing the project's beautification impact. These areas also make up the spaces where the physical transformation of under utilized open space are most evident. The functionality, safety

and quality of water that lies between the canal banks was addressed through the design of nutria-proof gabions that stabilize the banks and allow for vegetation growth. Community awareness programs of stormwater reduction were designed to engage the community in understanding how each development within the Parish, when acting as a whole, effects the beauty and functionality of the West Esplanade Canal.

Botanical Garden Walk

Capitalizing on the mature trees along this stretch of the canal, the botanical garden walk is an educational piece for the community and surrounding schools. In addition the Lakeshore Library may also use this space for outdoor programs teaching students about plant biology and specie identification.

Gabion Bank Stabilization

Gabions are one of the oldest civil engineering methods for bank stabilization. Italian for "big cage" this material of galvanized wire net filled with rubble rocks are functional, cost efficient and eco friendly. Small crevices between the rubble allow for silt and vegetation build up to further fortify and beautify the boxes over time.

Canal Perspective Rendering



Tolmas Point Bioswale

This pocket park is an attractive outdoor lunch space for nearby offices, but also works hard for the community. This functional landscape digests contaminants from adjacent surface parking lot stormwater runoff before releasing it back into the canal. This pilot bioretention site can be duplicated throughout the Parish.

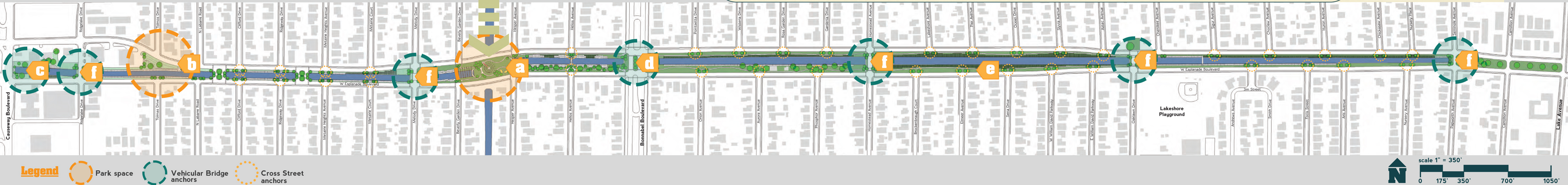
Reclamation Park

The park serves as a versatile space for community events. It provides educational opportunities and common green space for residence to enjoy year round. The material elements within the park are a tribute to the importance of Reclamation: gabion columns and a living sculpture of collected Mardi Gras beads.

Pedestrian Bridge

This connection provides the surrounding community with an ease of access for the abundance of residences within walking distance of Reclamation Park. The bridge unites both sides of the neighborhood and serves as an ideal spot to view wildlife in the canal.

Canal Site Plan



b Tolmas Point Bioswale

- A convenient pocket park for outdoor lunch breaks, this working landscape also filters and reduces stormwater runoff from adjacent surface parking lots.
- PHASE 1 - bioswale construction, boardwalk, park pavilion

c North Causeway Boulevard Overlook

- Serves as the western gateway and transit stop to the corridor.
- PHASE 2 - canal bank stabilization
- PHASE 3 - outlook deck, landscape, signage

d Bonabel Boulevard Bridge

- The primary intersection and a highly traveled route.
- PHASE 2 - canal bank stabilization
- PHASE 3 - landscape, sidewalk, trellis, signage

e Canal Scapes

- Transformation throughout the length of the canal site.
- PHASE 1 - trash removal, miter outfall pipes, paint aerial sewer lines
- PHASE 2 - canal bank stabilization, canal walk, landscape

f Vehicular Bridge Anchors

- Vehicular bridges connect the community and serve as visual gateways between the north and south axis of the canal.
- PHASE 2 - canal bank stabilization
- PHASE 3 - landscape, boardwalk, trellis, signage

4 How it Works

PHASING OF IMPROVEMENTS

One entity cannot go at this challenge alone. Collaboration is the key. Use under realized assets, set a good example, communicate the improvements and accomplish small projects to show progress. People want to support success, the sooner the project is implemented in a quality manner the quicker more resources will appear - lending hands to complete the overall vision. The space belongs to the community, they are the linchpin to its success.

Our design solution was developed with this

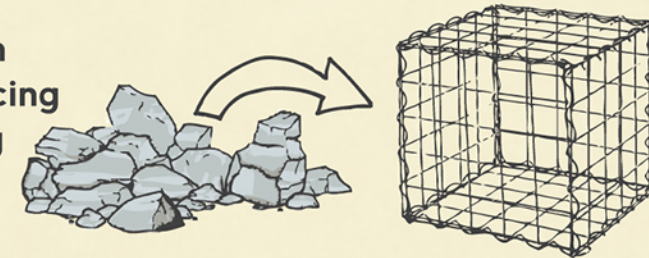
component in mind. Everyone can play a meaningful role. The organized plan of improvements and programs can be installed in phases. Each phase brings the community a more functional and beautiful space to enjoy. The programs and mechanism of including volunteerism and communication with the community is as imperative to the success of this project as the design solutions proposed. Each unit of this solution constructs a sturdy bridge that connects ideas to successful reality where a beautiful and functional open drainage canal exists.

5 Simple Rules

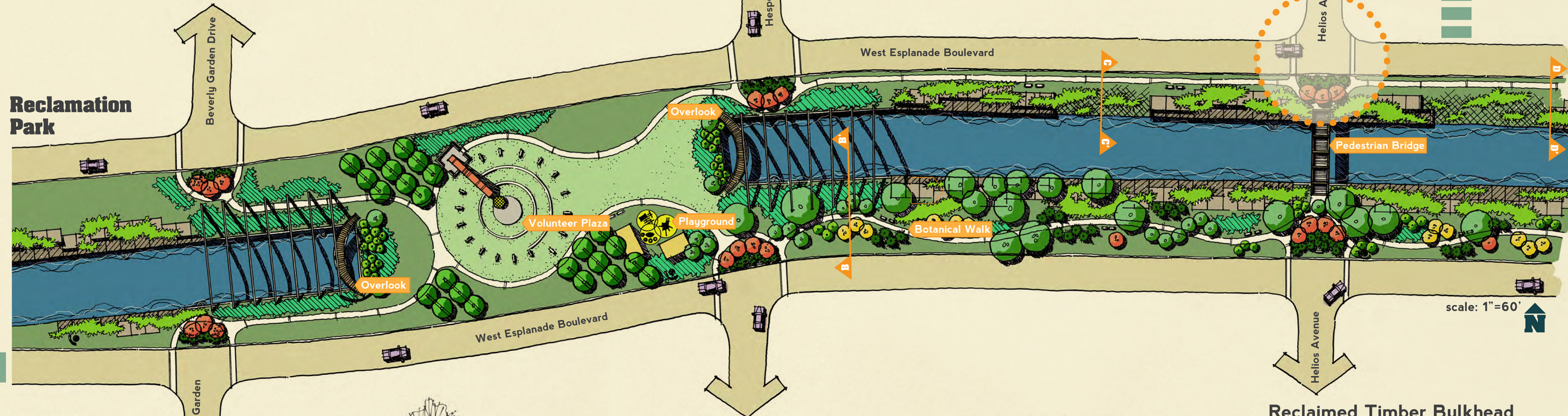
- 1. Use Your Assets** Every city has unrealized assets - use them to your advantage
The Canal • Under Used Green Space • Excess Construction Rubble • Community Members
- 2. Get Your House in Order** Accomplishment begets support
Imperative Quick Fix Programs: Canal Clean-Up Day • Paint Aerial Sewer Line Pipes • Rubble Removal
- 3. Get in the Win Column** Small Projects Today - Big Projects Tomorrow
Small N. Causeway Transit Stop Cross • Anchor Street Landscape
Large Reclamation Park • Gabion Stabilization • Bioswale
- 4. Focus the Work** Fragmented work makes little progress
Beautify the Block - Focus work Block by Block starting at each end and work to the center
- 5. Document It** Online videos and manuals make improvement strategies transferable
Block Party Volunteer Checklist • Material Reuse Resource Link • "Catch Dat" Instructional Web Video

GABIONS

Reused rubble stone is bound in galvanized steel netting producing a cost efficient and eco friendly slope stabilization method.



Reclamation Park



Gabion Box Canal Edge



Proposed stabilizations will be in zones where steep slopes and failing banks from erosion and nutria damage prevail.

Gabion Mattress Canal Edge



This stabilization method will be in areas where slope gradients are not extreme. This type of gabion is also nutria proof. Native wildflowers will be seed planted in small crevices to provide vegetative cover.

Reclaimed Timber Bulkhead Canal Edge



Immediately adjacent to all existing culverts underneath the vehicular bridges, timber bulkheads are proposed. This highly visible stabilization method will stretch 100' out from the bridges along each side of the canal.

5 Implementation Strategies

JUST ADD VOLUNTEERS

BUILDING BRIDGES

Bridging the gap between ideas on paper and reality on the ground.

Information > Contacts
People > Supplies
Organizations > Support
Efforts > Communication Guidelines

Who Benefits?

Citizens | Local Businesses | Children | Wildlife
The Environment | The Local Economy

LEADERSHIP

Building upon great existing partnerships continued leadership and coordination is imperative

Jefferson Parish Government
Department of Drainage
Department of Parkway
Department of Parks and Recreation
Jefferson Parish Sheriff's Office
Jefferson Parish Public School System
JEDCO/Jefferson EDGE

PARTNERS

Team with great organizations already in place

Residences
Local Businesses
Artists
Friends of Jefferson the Beautiful
Jefferson Beautification, Inc
Bonnabel Civic Association
Bucktown Civic Association
Master Gardener's Clubs
Surrounding Schools
Surrounding Churches/Temples

Why Volunteer?

- + Excellent source of exercise
- + Improves mental health
- + Community Ownership
- + Social Benefits
- + Support Local
- + Greater % of success when Volunteers take part



6 Spread the Word

SETTING THE COMMUNITY STANDARD

The impact of this solution will be exponentially greater if it is well documented and openly shared with neighboring communities. By publicly championing our canal revitalization movement both online and in-person we can raise awareness for this important cause and illustrate the difference an empowered community can make.

Recommended Marketing Materials:

- + Community manual detailing various tasks and programs
- + Comprehensive website with interactive calendar of events
- + Lively and informative social media page (Facebook, Twitter)
- + Custom-branded t-shirts, bumper stickers, hats, etc.

WHAT GOES AROUND...

Perhaps the most substantial advantage of this solution is not only its ability to effectively transition into similar communities, but also its power to remain as a living force within Jefferson Parish. Once the communication channels for Vive L'Esplanade are established they will become assets of their own. More so, our community itself will shine as a collective of talented, motivated citizens whose ability to transform a vast public space into a valuable amenity will entice others to build a life in Jefferson Parish as well. Ultimately Jefferson Parish's motto is a perfect reflection of the assumption upon which this solution is built: opportunity, indeed, lives here.



GET WITH THE PROGRAM



CATCH DAT!

Rain barrel and rain garden program to incentivize individual participation in this Parish-wide program to reduce stormwater runoff



LIVING SCULPTURE

Morph leftover Mardi Gras beads into a colorful public art sculpture that the whole community can contribute to and enjoy.



TREE-PLANTING DAY

Families can make a difference in a hands-on way by planting a tree together and watching its growth as part of the new canal scape.

"MAKE IT COUNT" INCENTIVES

1 for FUN

- + EXERCISE
- + STRESS RELIEF
- + SCHOOL SERVICE HOURS

2 for YOU

"1 FOR FUN"

- + TAX INCENTIVE HOURS
- + RAIN BARREL CREDITS

3 for FREE

"1 FOR FUN"

"2 FOR YOU"

- + DISCOUNTS FROM LOCAL BUSINESS SPONSORS
- + PUBLIC RECOGNITION