

New Orleans & Louisiana

FALL 2008

LARRY SCHMIDT



Boh Bros. construction equipment is a welcome sight in City Park.

FROM THE DIRECTOR

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*The Trust for Public Land conserves
land for people to enjoy as parks, gardens and
other natural places, ensuring livable communi-
ties for generations to come.*

RECOVERING CITY PARK

Big Lake Trail and Meadow Project Underway

The rumble of bulldozers may not seem like a wonderful thing in a park, but it's a welcome sound in New Orleans' City Park, where work has begun on Big Lake Trail and Meadow. When the bulldozers are done in 2009, the 50-acre site near the Museum of Art will include walking trails, bike paths, and an open meadow for play and concerts.

The rumble of those bulldozers is made even sweeter by the fact that much of the work is being done as a gift. The Trust for Public Land's agreement with Boh Bros. Construction Company includes a generous donation of services by company president, Robert S. Boh, to commemorate the 100th anniversary of Boh Bros. in New Orleans. With this commitment of services along with an early cash donation to the project, Boh Bros. joins an impressive list of local and national foundations that have made the Big Lake project possible.

"We still have a lot of fundraising to do for City Park, but the donation of Boh Bros. has brought credibility and certainty to the Big Lake project," says Larry Schmidt, director of TPL's Louisiana Office. "TPL is pleased to be working with a company that has the capacity to deliver a high quality development, on time and within budget. Thank you Boh Bros. and congratulations on your 100th year in New Orleans!"

You can help build City Park! To donate online go to www.tpl.org/citypark. Or contact Larry Schmidt at (504)620-5142 or by email at larry.schmidt@tpl.org.



During this
season of
gift giving
please consider the
gift of a donation
to TPL. Go to
www.tpl.org/citypark
for details. ✿

From the director



Dear Friends,

Susan Hess moved to New Orleans three days before the big hurricane. I don't mean Katrina; Susan became a New Orleanian in September 1965, just before Hurricane Betsy. Maybe that's why she is so strong and focused.

This fall we celebrate the groundbreaking of TPL's project to rebuild City Park's Big Lake Trail and Meadow. It's an effort unlike any our organization has undertaken before – and far bigger than any previous task of our New Orleans office. This project wouldn't be happening if not for Susan Hess.

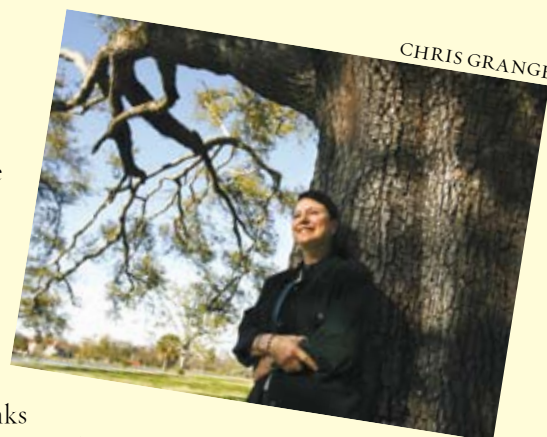
Susan has served on our New Orleans Advisory Council from its beginning, back in 2003. She's chaired the group for the past five years and has been a tireless ally and advocate for TPL's mission and our work in Louisiana. She passionately believes in the importance of parks for people. After Katrina, Susan knew TPL had to play a major role in our community's park recovery. Where better to find that role than at City Park, which had lost thousands of trees, tens of millions of dollars worth of facilities, and an entire operating infrastructure?

Susan helped come up with our plan. She flew across the country, several times, to sell the idea to TPL's national leadership and to staff and volunteers from Atlanta to Chicago to San Francisco. She has donated and raised money, nurtured relationships, and constantly promoted this huge undertaking. More than anyone, Susan understands the links connecting TPL's mission, the idea of parks for people, and New Orleans' needs at this pivotal point in its history.

Scott Howard, another talented community leader, now takes over as chair of our Advisory Council. Susan completes her term as chair, but has promised to continue serving as a member. I know I speak for all of us when I express deep thanks for her extraordinary work on behalf of TPL, City Park and the New Orleans community. 🌸

Sincerely,


Larry Schmidt
State Director



Susan Hess enjoys a moment of reflection in City Park

NEW ORLEANS ADVISORY COUNCIL

Scott Howard,

Chair

Robert S. Boh

Ralph Brennan

Joseph Canizaro

Arthur Davis

Patricia Denechaud

Susan Hess

Kevin Kelly

Pres Kabacoff

Gary LaGrange

Ed Marshall

John McLachlan

Alvin Garibaldi

James Stoyanoff

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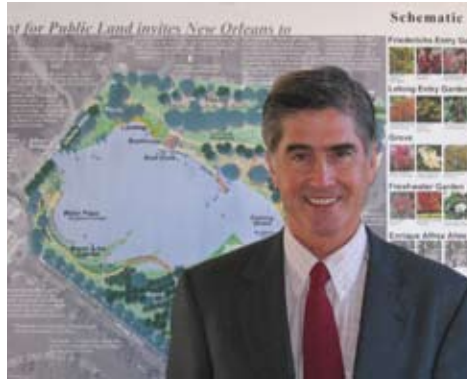
Jane W. Apffel, Contributing writer

STEWARD OF THE LAND: SCOTT HOWARD

“The combination of cities and parks – I’ve always felt that’s as good as it gets,” said Scott Howard, recently named chair of TPL’s New Orleans Advisory Council.

A native of New Orleans, Howard lived 17 years in New York City, where he fell in love with Central Park, one of America’s great urban forests. “My definition of a great park is a place where you can get lost. There’s nothing better than that mix of beauty and nature in the heart of the city,” he said.

Howard is a banker, but he just as easily might have followed a career path as urban planner, economist or teacher. With an undergraduate degree from Yale and a master’s in regional economics from Sussex University in England, he explored each of those fields before starting a banking career more than two decades ago. Elements of all three disciplines figure in his role today as president of the New Orleans operations of Regions Bank, a 16-state financial services corporation with \$140 billion in assets.



Scott Howard

Howard has long been active in the community. He chaired Metrovision, the economic development arm of the New Orleans Chamber of Commerce, for two years, and has served on the board of the Greater New Orleans Foundation. In 2000, when he learned TPL was establishing a New Orleans office, he saw an opportunity to volunteer his knowledge of urban issues to help TPL preserve green space and create parks for people.

“I’m an idealist. I like the idea that things can be better,” Howard said about TPL’s commitment to help rebuild City Park. “Parks are essential for a healthy community. Now, more than ever, New Orleans is rethinking how we’re going to recreate our city and give it the kind of park space every great city deserves.”



Brazillier Island comprises much of the New Orleans Natural Land Bridge from Chef Menteur Pass to the Rigolets.

BRAZILLIER ISLAND PRESERVED

At first glance, Brazillier Island may seem like just a small wedge of marshland, but its preservation will provide vital storm surge protection for New Orleans, contribute to the Louisiana coastal and wetlands reclamation initiative, and expand the protective jurisdiction of Bayou Sauvage National Wildlife Refuge, the largest urban park in the United States and the only wildlife refuge within the boundaries of a city. Purchased by The Trust for Public Land in September, the site will be sold to the U.S. Fish and Wildlife Service to become part of Bayou Sauvage National Wildlife Refuge.

As part of the refuge, Brazillier Island will continue to serve as a buffer for hurricane surges, but also as a habitat for birds, the most productive area for redfish in the country, and a near-by natural area for birding, fishing, boating and the general enjoyment of nature.

Please cut along dotted lines and mail in an envelope. Thank you.

THE TRUST FOR PUBLIC LAND IN NEW ORLEANS

What we do now will have a dramatic impact on the future of New Orleans and her surrounding communities.

YES, I DEFINITELY WANT TO HELP. HERE’S MY TAX-DEDUCTIBLE CONTRIBUTION.

\$100 \$250 \$500 \$1,000 \$5,000 Other _____

TPL would like to recognize your generous support:

I wish to remain anonymous.

Name(s) _____

Street _____

City _____ State _____ Zip code _____

Phone _____ Fax _____

Email (optional) _____

Please make your check payable to “TPL — New Orleans” and mail to: The Trust for Public Land, 1137 Baronne St., New Orleans, LA 70113.

Please note: Your employer might match your gift to TPL. To find out more, please contact your company’s human resources department.

Send information about including TPL in my estate plans.

Credit card # _____

Expiration date _____

Signature (as it appears on your card) _____

THANK YOU!

NEW ORLEANS ENJOYS PARK(ING) DAY

ROSANNA GREEN BALLINGER

Everyone knows it's fun to have a picnic in a park, but a picnic in a parking space in front of Saks Fifth Avenue on Canal Street? That's exactly what staff from City Park and students from the University of New Orleans Department of Planning and Urban Studies did to observe New Orleans' first Park(ing) Day on September 19.

Sponsored by The Trust for Public Land and based on an idea created by REBAR, a San Francisco art collective, the annual event celebrates the importance of parks in urban areas. Volunteers rent parking spaces, lay down sod, set out chairs and potted trees, and create a park-for-a-day. This year more than 500 "parks" were created in 90 cities throughout the United States and abroad.

In New Orleans, the Canal Street "park" was a collaborative effort of TPL, Saks Fifth Avenue, the Office of Recovery Management, Parkway Partners and the University of New Orleans Department of Planning and Urban Studies. Saks displayed schematics of TPL's Big Lake Trail and Meadow project in City Park in its windows to publicize the importance of the project



Clark Searle, manager of the Bienville House Hotel, stretches out before a noontime jog in the CBD and answers questions posed by Times-Picayune reporter Ramon Vargas.

to the recovery and rebuilding of New Orleans. "When it opens in 2009, the Big Lake Trail and Meadow will provide a space for both residents and visitors to experience the beauty of nature in an urban park setting," explained Larry Schmidt, director of TPL's Louisiana Office.

Passers-by were invited to enjoy the unexpected park, rest in chairs, and select

among packages of free heirloom seeds provided by Macon Fry-Garden Guy. (As could be predicted in a city where gumbo is king, the okra seeds disappeared first). UNO students staffed the park for the day, answering questions, helping to set up and tear down, and donating the sod to several lawns in the city. ♣

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