

### **Program Summary:**

Infrastructure improvements meet strategic placemaking interventions to foster cultural identity, safety, and public activation at the entry of the French Quarter from Canal Street.

### **Program Statement:**

In collaboration with New Orleans city officials and local agencies, and in preparation for Super Bowl LIX, a comprehensive assessment of the 100 block entrances to the French Quarter informed the design strategy for this project, focusing on opportunities for streetscape improvements and civic activation. To elevate the neighborhoods' visual appeal and safety, creative street art brings to life two new murals and three street art installations at the main arterial entrance of Decatur, Chartres, Royal, Bourbon, and Dauphine Streets.

The project is a generous and playful urban design vision that embraces the vibrancy of color and texture to inspire lasting yet functional change—revitalizing the historic district as a beloved destination for locals and visitors alike. Despite being a small intervention, the project has had a large impact on the community. Acknowledged for elevating the Super Bowl experience, the project acts as a living and growing organism and plants the seeds for future investment, development, residential growth, and beautification. This activation also demonstrates how economic development can be made through strategic methods of culture, design, and thoughtful planning that have long-lasting, positive impacts on cities.

## **SP-105.01**

Building Area: (sf)  
**17.12 acres**

Cost per Square Foot:  
**N/A**

Construction Cost  
**\$650,000**

Date of Completion:  
**February 2025**

# SP-105.02

## Revitalizing the Iconic French Quarter

Ahead of Super Bowl LIX, this project aimed to prepare the city for incoming visitors through streetscape improvements. Spanning Decatur, Chartres, Royal, Bourbon, and Dauphine Streets, initial phases of the design involved direct community outreach to over 40 property owners to identify and coordinate basic lighting repairs to invite a greater overall sense of arrival to one of New Orleans' most iconic neighborhoods.



# SP-105.03

## Site Plan

Building upon findings from initial outreach and community engagement stages, a thorough analysis of the site's existing conditions during daytime and nighttime hours provided a comprehensive assessment to inform decision-making with the project's key collaborators.

Between multiple city agencies and the City of New Orleans, key areas were identified where improvements in safety, lighting, and civic activation were needed, thereby framing the project's scope.



A1



B1



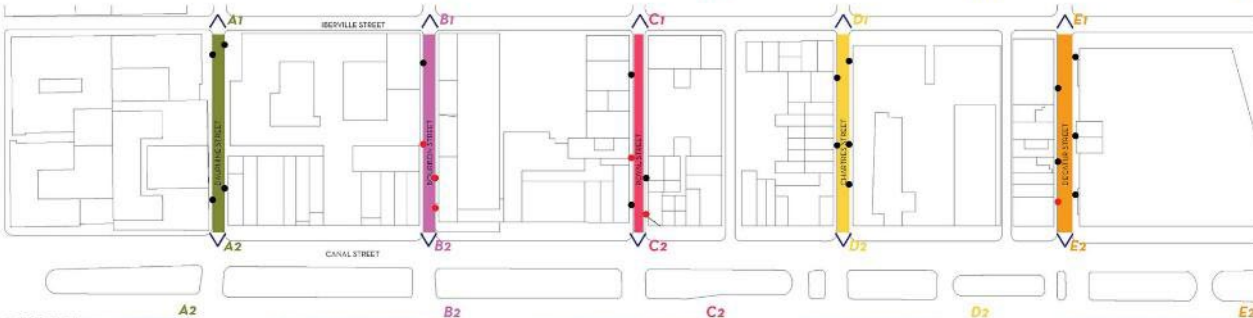
C1



D1



E1



A2



B2



C2



D2



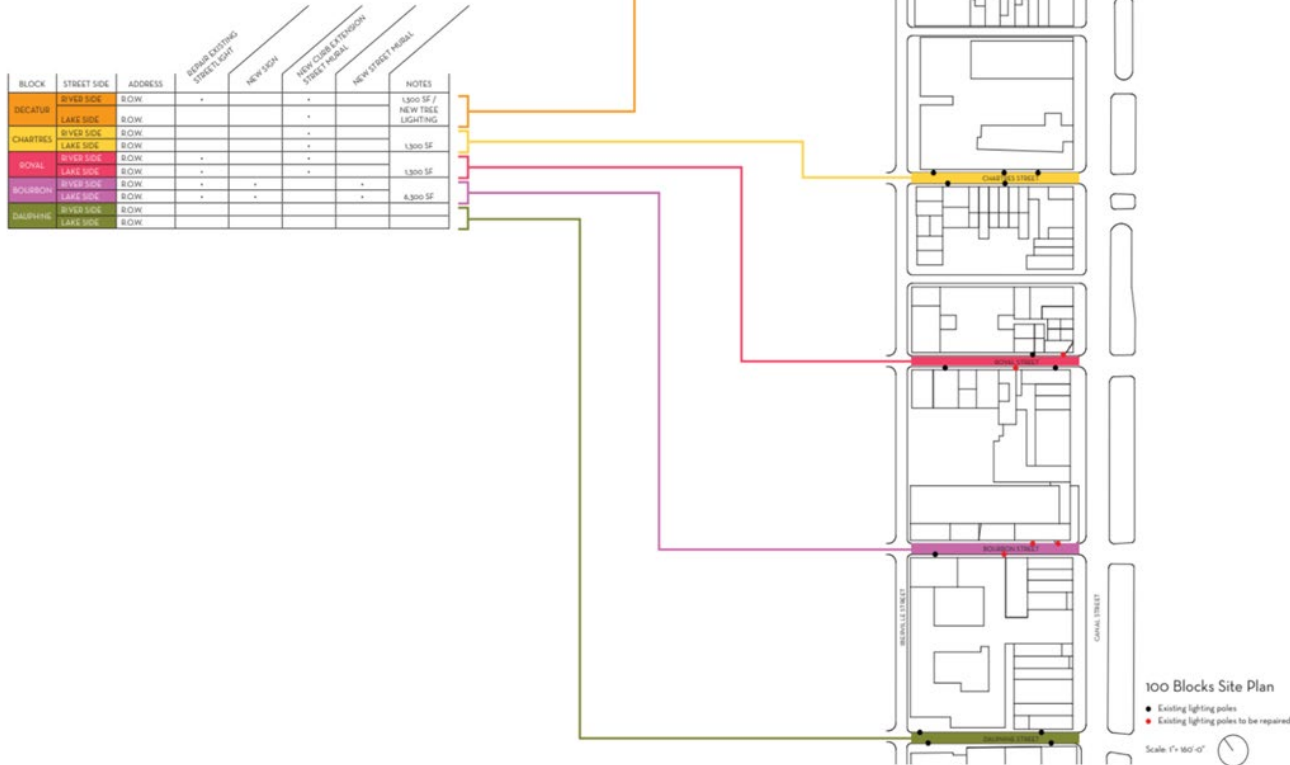
E2

# SP-105.04

## Scope

Tailored, context-specific improvements were made to individual properties along the street arterials. New lighting installations, façade restoration, and debris removal showcase how small, but meaningful design interventions uplift the overall visitor experience, leaving a lasting impact on the city.

### SCOPE LIST - PUBLIC RIGHT OF WAY

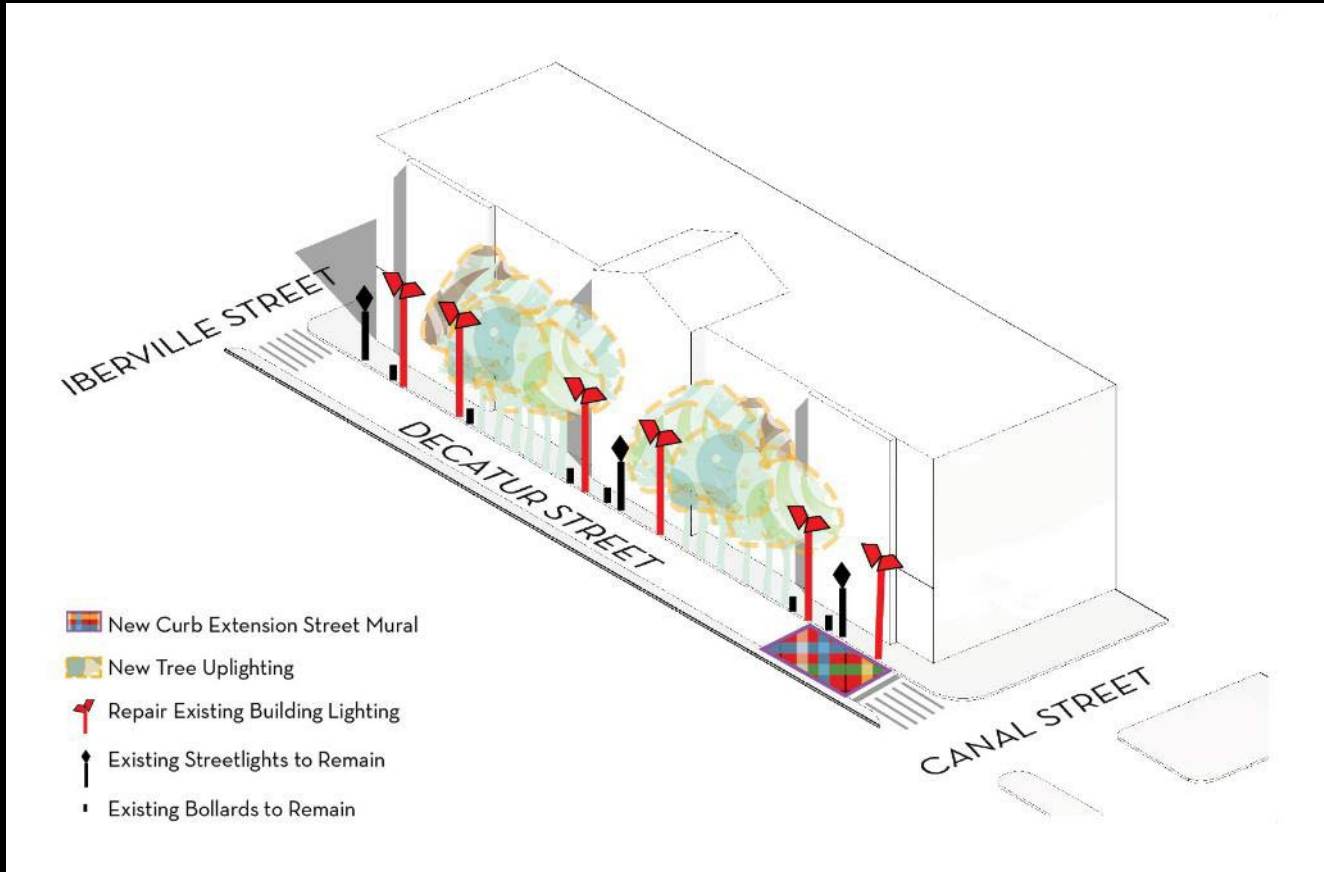




# SP-105.05

## Lighting on Decatur Street

To address safety and security on the riverside of Decatur Street, the design enhances and reactivates existing lighting along building façades while leveraging the tree canopy for additional selective uplighting.



# SP-105.06

## Decatur Street Programming Activation

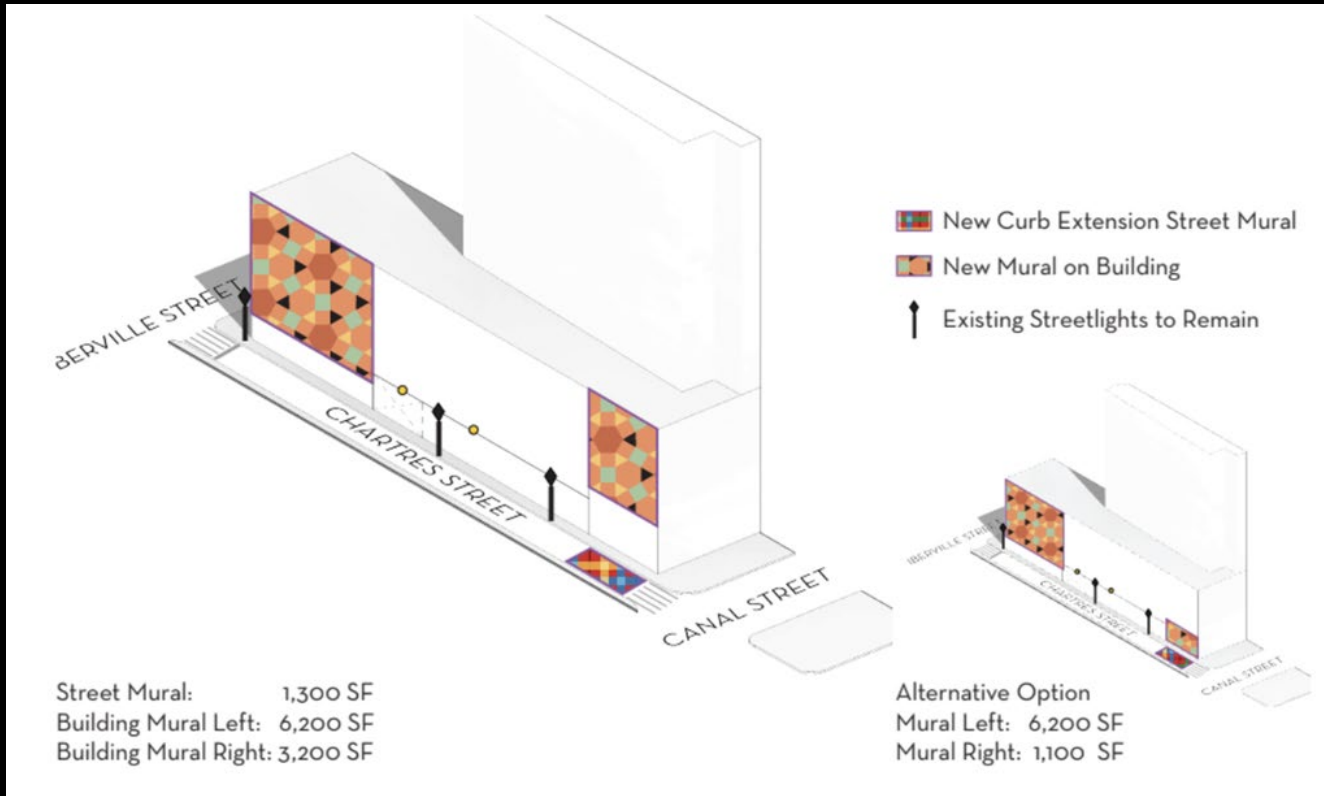
Two new large-scale murals and three street artworks across multiple blocks reanimate cultural vibrancy throughout the Quarter. The street mural on Decatur Street lends colorful and textural art strokes, demonstrating how street art enables a newfound sense of wonder and an intimate, felt sense of connection to the local neighborhood.



# SP-105.07

## Chartres Street Activation

Beyond street murals, two large-scale wall murals capture the city's passionate and inviting attitude towards creative expression and the arts. One example is featured on the corner of Canal Street, mounted on the façade of a hotel.





# SP-105.08

## Artistic-Led Collaborations

The renowned artist Shepard Fairey inspired the creation of “Harmonious Elements” and reflects one of two large-scale murals. Juxtaposing the project’s street murals, passersby, visitors, and drivers alike are met with a larger-than-life art experience, creating a unique and enriching conversation with New Orleans art and creative culture.





# SP-105.09

## Connection and Expression

Though timed for welcoming visitors for Super Bowl LIX, the artistic expression of street murals and the project's commitment to civic improvements enhance safety and unify the neighborhood, fostering a renewed community pride to reflect the vibrant culture of New Orleans.

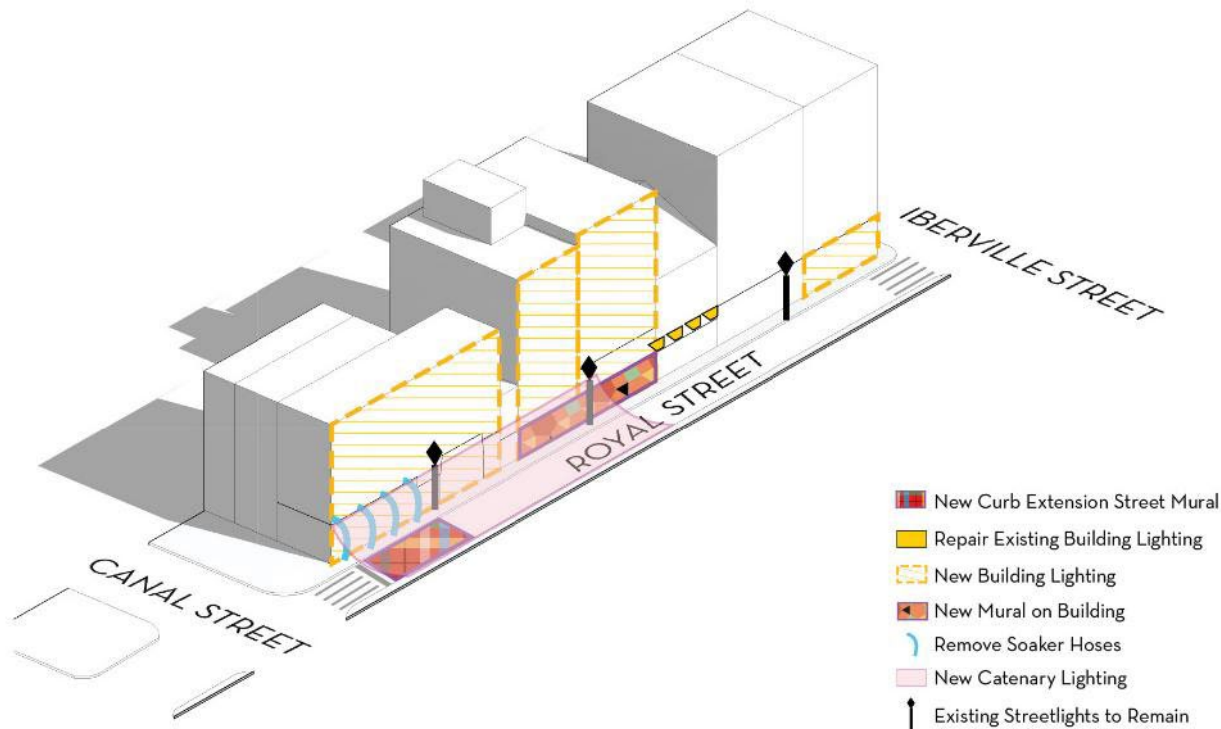


# SP-105.10

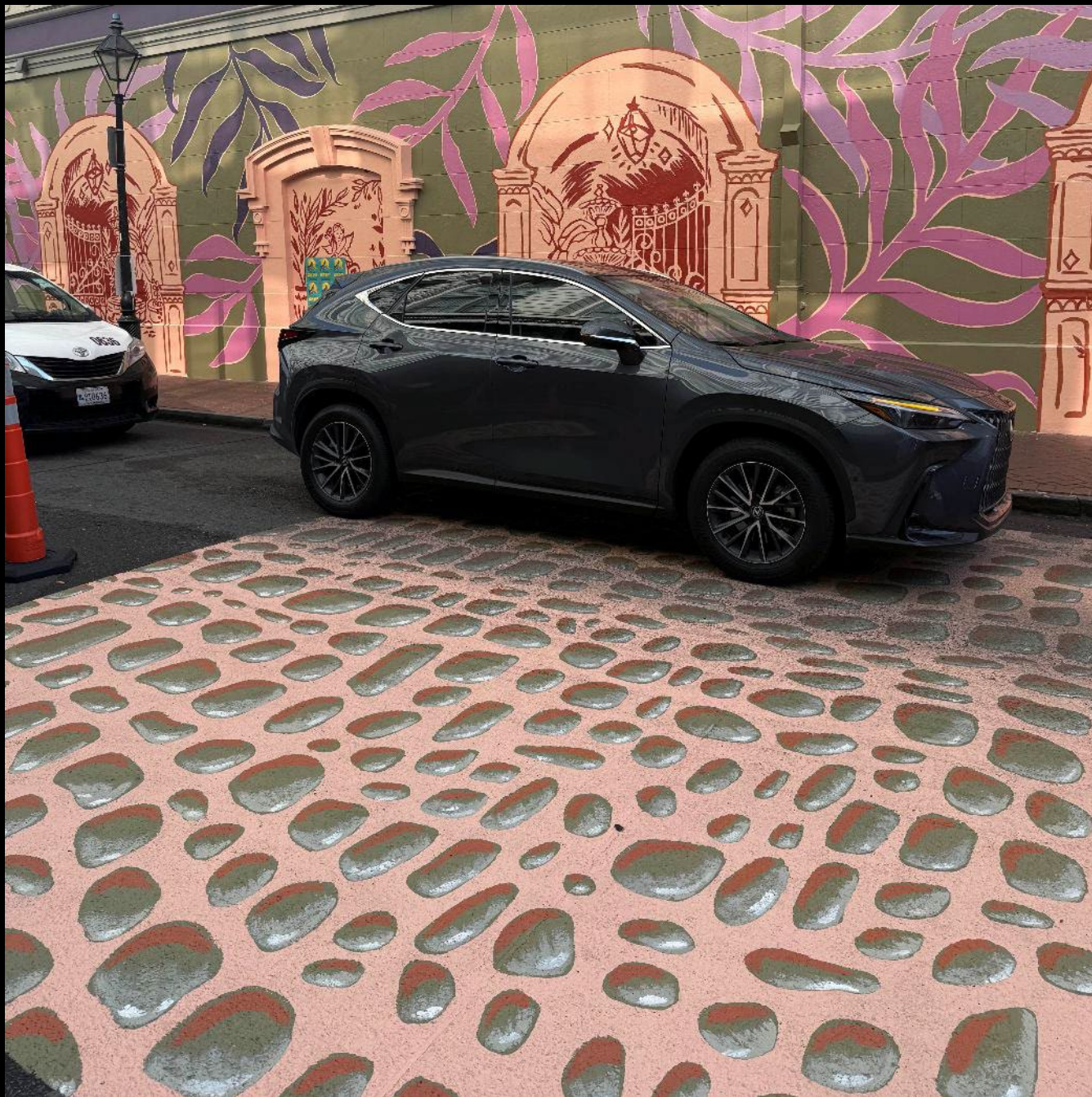
## Lighting Design For Safety

Based on initial findings, Royal Street was affected by high-glare, high-contrast lighting and negatively hindered civic life and safety. To prevent this, full-scale lighting interventions and repairs to existing lighting bring forth a new outdoor atmosphere for engagement, security, and safety.

At the entryway of Royal Street, street murals are also used as both signage and wayfinding, unifying the surrounding 100 blocks along Canal Street.







## SP-105.11

### Shared Identities of Place

The power of murals and their role in the design communicates the message of multiple communities and stories coming together as one - a shared collective vision, rooted in place.





## SP-105.12

### Weaving an Urban Fabric

This sprawling project demonstrates a simple yet effective tool towards economic development and civic engagement, creating a ripple effect for strengthening safety, inclusivity, and a vibrant atmosphere in public life.

Through artistic collaborations with multi-faceted stakeholders, the finished project showcases how public art can serve as a powerful placemaking tool - knitting different social and cultural backgrounds within its urban fabric.