



Staff Report

Attachments: Staff Report, Zemurray Master Plan

Planning Commission Public Hearing: Thursday, November 1, 2018

City Council Request

On November 1, 2018 the Hammond Planning Commission held a public hearing and voted to recommend acceptance and will consider this plan with any development in the area of Zemurray Park Master Plan by Holly & Smith Architects dated December 2017.



ZEMURRAY PARK MASTER PLAN

HAMMOND, LA

DECEMBER 2017

Roy T. Dufreche

ROY T. DUFRECHE AND ASSOCIATES, LLC
LANDSCAPE ARCHITECTS AND PLANNERS

Mayor Pete Panepinto
City of Hammond
310 E. Charles St.
Hammond, LA 70401

RE: Zemurray Park Master Plan Final Report

Dear Mayor Panepinto,

It is with great pleasure that Holly & Smith Architects present to you the final report for the Zemurray Park Master Planning effort.

This report is the culmination of months of public meetings, the planning charette, plan revisions and finally, documentation of the final Master Plan. Though this Plan is bold in its ideas, it is an achievable plan that can be realized through slow and steady implementation of its concepts and long-term vision.

Zemurray Park, as noted in our planning slogan, “Our City Park,” should be thought of as the centerpiece of Hammond’s park system. The park’s proximity to downtown, its history and now its new redevelopment vision, will create a place that provides activities that will enhance all of Hammond’s citizen’s quality of life. Additionally, redevelopment of the park will create adjacent neighborhood stabilization and reinvestment, citizen confidence in the area, and finally, enhanced economic development around the park benefitting all citizens and downtown merchants.

It has been our sincere pleasure to work on this project with you and your staff and the citizens of this City. As Hammond residents and business owners ourselves, we see the potential that this redevelopment effort will have on our City and its citizenry.

We look forward to helping the City realize this most important redevelopment effort.

Sincerely,

HOLLY & SMITH ARCHITECTS
A Professional Architectural Corporation



Jeffrey K. Smith, AIA

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ACKNOWLEDGMENTS

Holly & Smith Architects would like to acknowledge the contributions of the following people in their efforts to assist in the master planning of Zemurray Park:

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Director of Administration- Lacy Landrum

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Erin Hermann
Annie Cummer

We would also like to thank the many interested citizens of Hammond who gave of their time in attending the many public meetings and planning charette. Your comments and ideas helped shape the future of Zemurray Park.

EXECUTIVE SUMMARY

The Zemurray Park Master Plan Final Report is the culmination of months of planning, public meetings, plan revisions and development and policy strategies. The resulting Master Plan charts a new vision and roadmap for the redevelopment of Zemurray Park for the next 20 years.

The Master Plan recommendations span from the siting of major Civic buildings in the park to the elimination of vehicular access within the park boundaries. The new Master Plan vision focuses on park accessibility, new and improved amenities, convenient parking along with enhanced park security.

The Plan outlines immediate actions that can be implemented to improve the user experience as well as recommendations for city-wide connectivity and linkages to surrounding neighborhoods. The Plan also outlines recommendations for the inclusion of the park into the boundaries of the Downtown Development District as well as the appointment of a Parkways and Parks Commission to oversee the planning, maintenance, funding and development of all parks and urban green spaces within the City.

The Master Plan and its recommendations are a bold new vision for what the planners call “Hammond’s City Park,” a Park for all of Hammond’s citizens.

As with all Master Plans, a methodical year-by-year implementation strategy will need to be undertaken to achieve the goals of the Plan. The successful implementation of the Plan will result in renewed interest and re-investment in the surrounding neighborhoods, create economic opportunity and stability for the area and enhance public confidence in the park. Additionally, the park re-development initiative will strengthen the relationship between the park and the downtown area through pedestrian linkages and user opportunities.

This Master Plan report documents the process and results of the planning effort as well as the recommendations and implementation strategies for a new vision for Zemurray Park.

“Make no little plans; they have no magic to stir men’s blood and probably themselves will not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone be a living thing, asserting itself with ever-growing insistency.”

- Daniel Burnham, Chicago Architect and Planner



EXECUTIVE SUMMARY

INTRODUCTION

The Zemurray Master Plan was conceived as a citizen-driven master planning initiative to modernize the City of Hammond's largest public park. The 33-acre park has seen very little change since its initial development in 1950's. The park suffered from deteriorating facilities, lack of users as well as a negative public perception. Also, the park's recreational use has changed since the appearance of Chappapeela Sports Park.

However, recent administrations have begun to invest funds and efforts to modernize some portions of the facility. Recent improvements to the lake were made to improve water quality and wildlife habitat. Additionally, new playground facilities and a splash pad have been built within the park. The City is currently in the planning stages to build a new Olympic competition swimming pool on the site of the current outdated pool.

Although these improvements are nice additions to the park, a bold new plan and vision for the park is needed.

In 2017, the City Administration along with support from the City Council initiated a master planning call to re-envision Zemurray Park. Holly & Smith Architects of Hammond was selected to lead the planning effort.

The planning team envisioned that the planning effort be in the form of a week-long event where citizens provide input to the planners. Known as a Charette, the week-long effort is an intensive period of information gathering, planning and design, where the planners act as facilitators to guide community's input and ideas. These ideas are then put into physical form by the planners in a preliminary Master Plan. The plans are then presented to citizens and city leaders where critical feedback for the planning team is received. Plans are then modified based on this feedback and once again presented until a final consensus is reached.

This planning process allows for citizen and City leader participation, gathering of real-life user information and the development of a plan that is responsive to the needs of the park users as well as fitting into the framework and vision of city leaders.

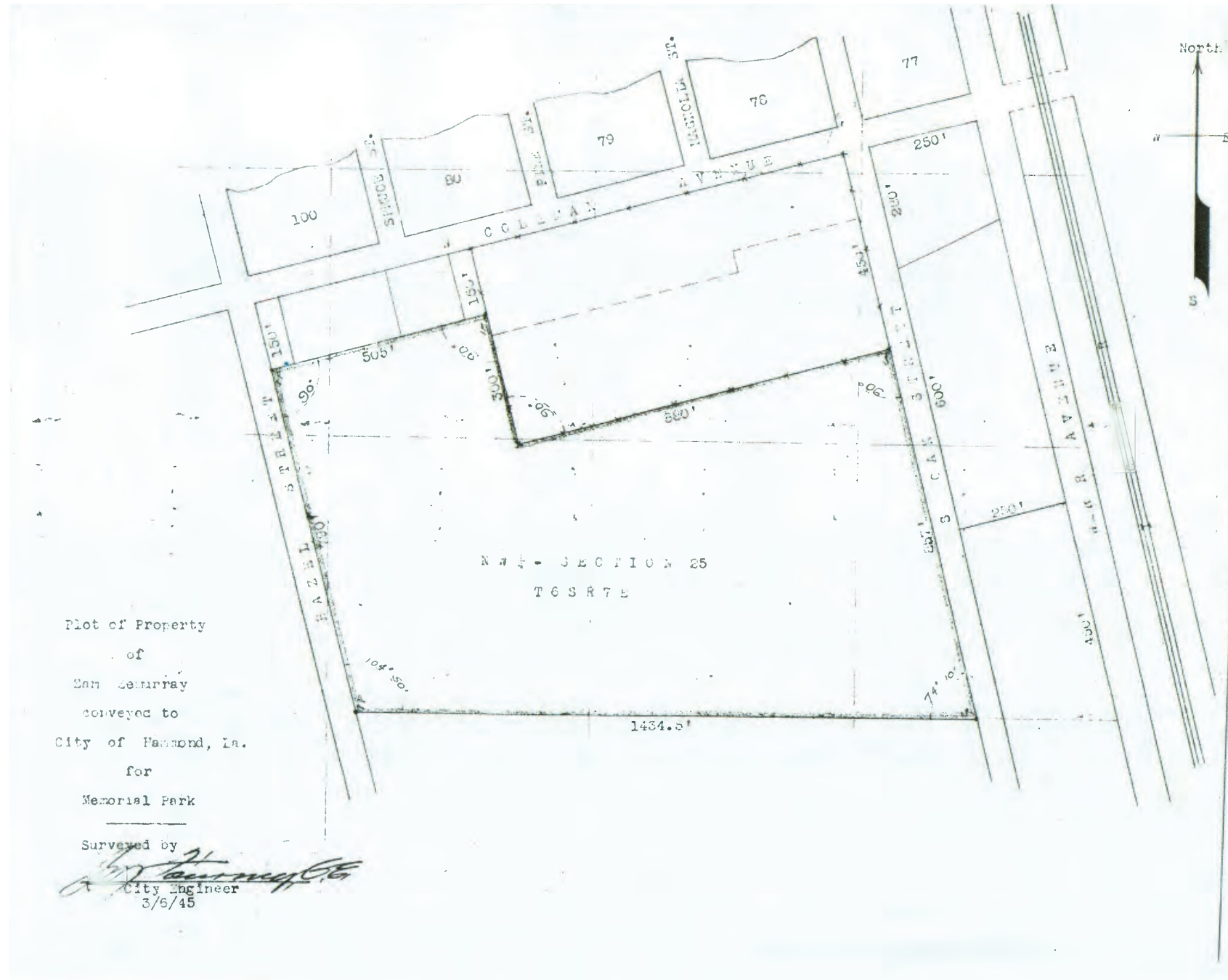
The resulting Master Plan outlines a bold new vision for the re-development of Zemurray Park for the next 20 years. The Master Plan should be updated in 5 year intervals to document the improvements and re-evaluate the future goals.

This document is the culmination of the planning effort and documentation of the process and its results.



INTRODUCTION

HISTORY OF ZEMURRAY PARK



Initial Land Donation of 1945 (25 Acres)

The initial land donation that comprised most of the Zemurray Park property was made by Samuel Zemurray and Coryell McKinney to the City of Hammond on March 9, 1945. This donation comprised 25 acres.

Per the deed, a land donation was made “in consideration of the dedication of said property for exclusive use as a Memorial Public Park forever by the City of Hammond, in memory of the entire crew of the U.S. Army plane commanded by Samuel Zemurray Jr., this being an express and positive acceptance by the City of Hammond of said dedication.”

An additional land donation was made by Frederick W. Reimers, Fay W. Reimers and Coryell McKinney to the City of Hammond on December 21, 1954. This donation comprised approximately 9 acres more or less with a 52-foot by 67-foot portion of the said tract owned by Cooperatives of Louisiana, Inc.

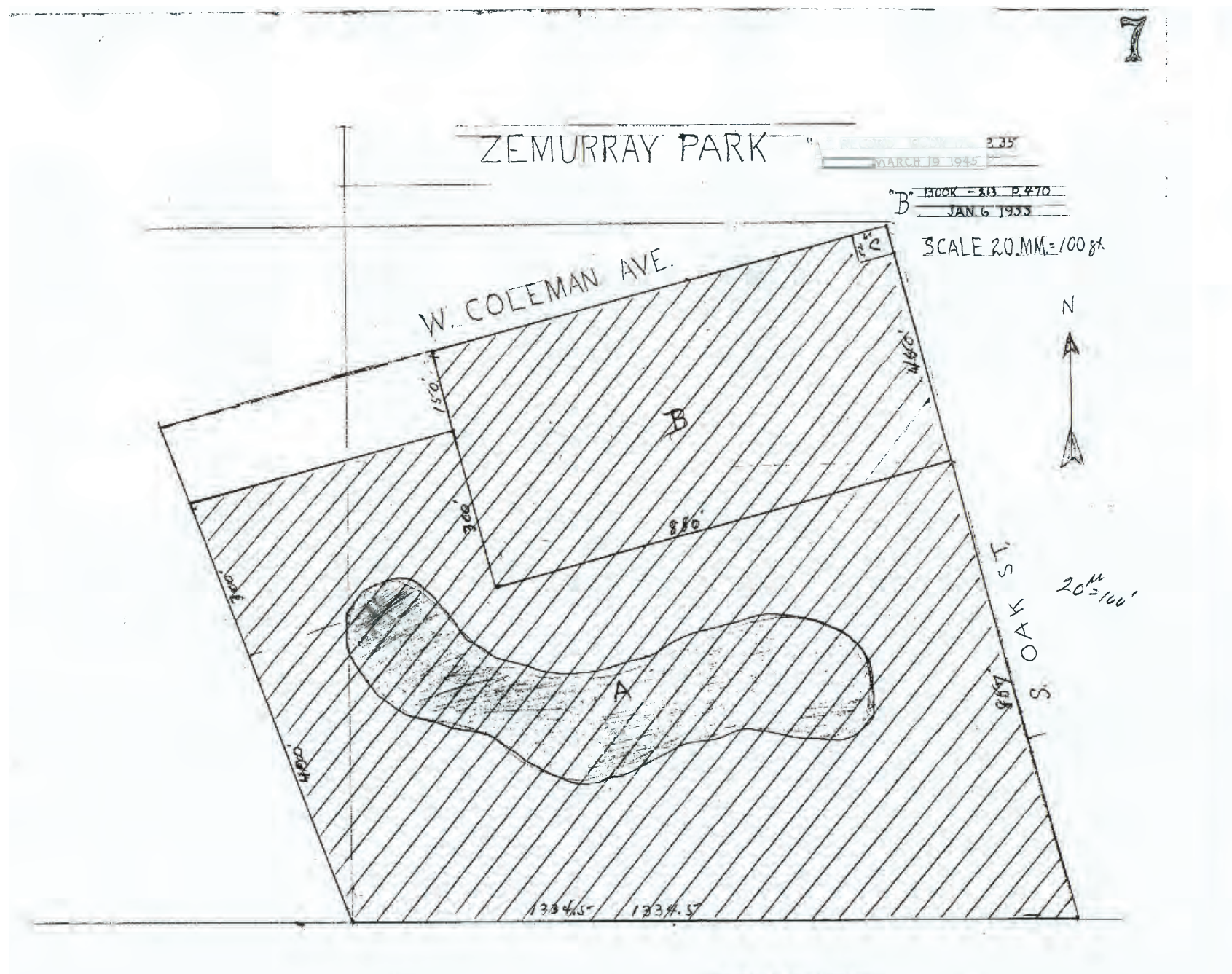
Per this deed, “the said lands hereby donated shall be used exclusively for recreational purposes, including in the discretion of the Commission Council of the City of Hammond, a swimming pool, an athletic field or fields, a baseball park, a football stadium, a community house, a band stand, and other playground and recreational purposes, but not including any school or hospital or place any alcoholic liquors are sold or dispensed.”

The final land transfer was made by the Louisiana Department of Agriculture and Immigration to the City of Hammond. This parcel measured 52-feet by 67-feet and is a portion of land that was donated in the 1954 transaction but owned by Cooperatives of Louisiana, Inc.

There are no records documenting the history of improvements in Zemurray Park, but most appear to be of the 1950 -1960’s era.

HISTORY OF ZEMURRAY PARK

HISTORY OF ZEMURRAY PARK



Parcel B and C Land Donations of 1954

There have been more recent activities added to the park such as the very successful Dreamland Skate Park, built in 2005, along with a recent expansion of this facility several years ago.

The construction of the Chappapeela Sports Park in 2012 shifted the demand for baseball to its facility, leaving the Zemurray Park baseball fields, for the most part, unused.

Recent construction improvements in the Park consist of new Playground Equipment, a Splash Pad, Picnic Pavilions as well a recent project to improve the water quality of the pond and stabilize the bulkheading of the pond's edge. A Dog Park was also recently added to the Southern edge of the Park.

The miniature train, which many older residents fondly remember, is still in use, but the route, which used to circle the pond, has been reduced. The train is used today but only for special occasions.

The Park is the location for many events such as the Louisiana Wildlife and Fisheries "Get out and Fish" fishing rodeo, annual Fourth of July Fireworks display as well as the holiday Christmas Lighting display.

Many older residents have fond memories of Zemurray Park. Many remember taking swimming lessons at the pool, fishing in the pond, playing baseball, or tennis or riding the train around the pond.

Zemurray Park has a history of providing memorable moments for many area citizens. The Park still has a role to play as a place for citizen use and enjoyment, and remains an important cultural, environmental and aesthetic asset for the City of Hammond.

HISTORY OF ZEMURRAY PARK

ZEMURRAY PARK MASTER PLAN
HOLLY & SMITH ARCHITECTS, APAC



EXISTING CONDITIONS



EXISTING CONDITIONS



PHYSICAL ANALYSIS

Prior to any planning or design effort, it is imperative to gain an understanding of how a site or property functions. The current functioning of a site, or lack thereof, is invaluable information for the planning team as they begin the planning and design process.

A site analysis is the documentation and synthesis of the intrinsic opportunities and constraints that exist within and around the project site. These items are both man-made as well as naturally occurring, but must be understood prior to beginning the planning.

OPPORTUNITIES AND CONSTRAINTS

Constraints are those factors that are negatively affecting the site. Opportunities are those factors that are positive for development of the property. The goal of the planning effort is to mitigate the negative aspects and to exploit the positive aspects of the property. Understanding these factors is essential in the pre-planning and design phase of any project.



EXISTING CONDITIONS

PHYSICAL ANALYSIS

The planners analyze the physical factors of the site to better understand the property. They are:

NATURAL FACTORS:

Vegetative Cover - One of the property's greatest assets are the trees within the site. Most trees are Live Oaks with scattered Water Oaks throughout.

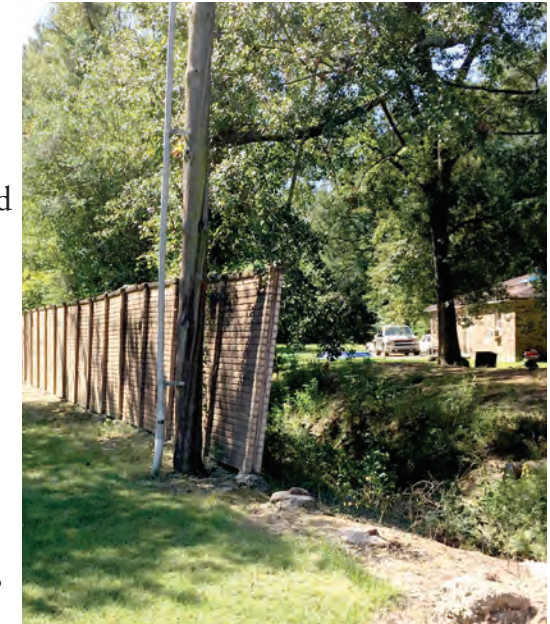
Views, Vistas and the Visual Environment - The park does not have a positive visual environment. The edges are poorly defined and views outward from the park are poor. Much of the existing infrastructure is unsightly and is old and in need of repair or replacement. However, the existing pond and Live Oaks are positive visual elements of the park.

Climate- Things such as solar orientation, winter winds and summer breezes need to be considered in the siting and design of features within the park.



MANMADE FACTORS:

Adjacent Land Uses - The Southern, Western and Northern edges of the site are bordered by residential land uses. The quality of residential land uses that border the site to the South are of poor quality, with most of the uses rental. A nursing home development is sited South of the site but is not adjacent. Many vacant lots exist to the South and the West of the property. The Western bordering residential property along Center Street is of good quality. Deeper to the West, poorer quality residential and vacant lots exist. The Northern edge is a mix of single family residential, multi-family and business use. The Westminster Senior Housing Development is located on the Northern Edge of the site, along with the Neill Corporation's office building. The Eastern edge is bordered by City of Hammond property, the fire Station, water well system as well as several commercial properties.



Circulation- Circulation around the property is sufficient to provide access to the adjacent neighborhoods as well as provide ample access opportunities to the park. The site is bordered by Coleman Avenue to the North and South Oak Street to the East. The Southern edge is bordered by Sentell Street and East Stanley Street. These streets do not connect, thus there is no through-traffic along the site's southern edge.

Existing Zoning - Zoning around the park is predominately Residential. Commercial zoning districts lie to the East of the site along South Oak Street.

Adjacent Neighborhoods - The park is adjacent to the Greenville Park neighborhood to the South and Hyer-Cate to the North. These two neighborhoods are directly adjacent to the park allowing for easy access by their residents. Neighborhoods that do not border the park are the Woodland Park and Iowa District neighborhoods to the East.

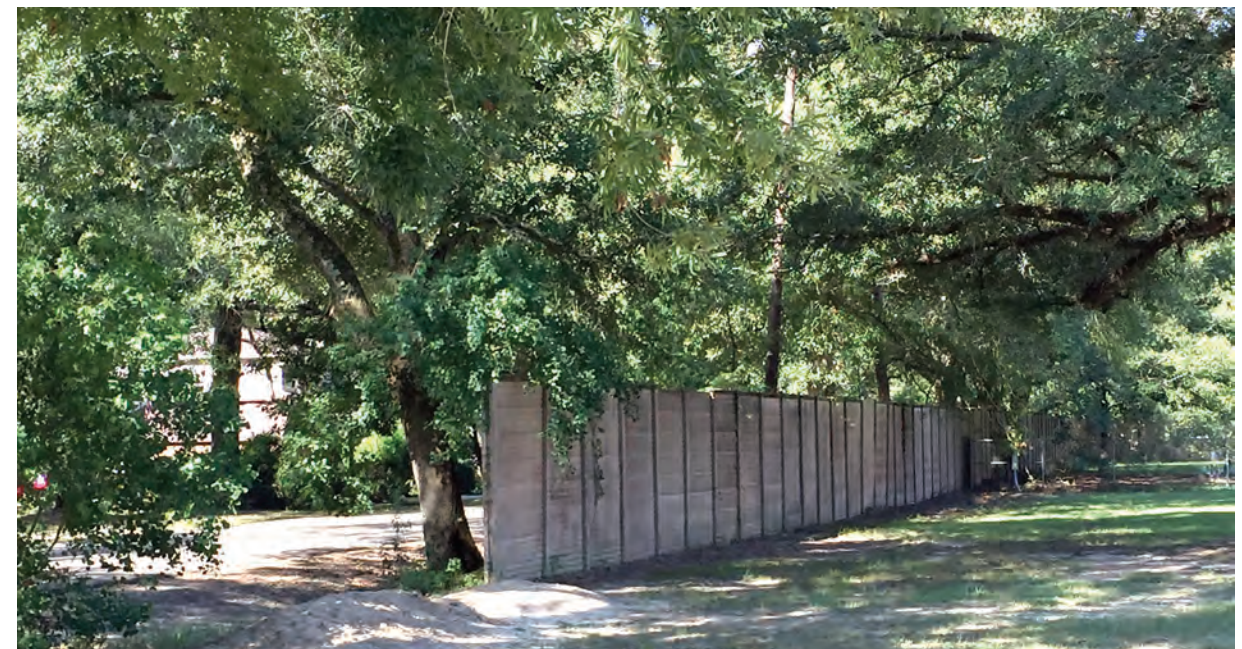
EXISTING CONDITIONS



PHYSICAL ANALYSIS

City-wide Linkages and Connectivity - There is an opportunity to connect other neighborhoods of the City to the Park. Zemurray Park is the largest park in the City of Hammond's park system at 33 acres. With the goal of providing connections to all city residents, the planners conducted a regional analysis of the City and its parks. The analysis revealed that through linkages using existing streets, connections can easily be established via the existing street grid to connect Hammond's parks, schools and neighborhoods. In only a few cases would new connections have to be constructed.

Through this analysis, the planners suggest changes to adjacent property zoning, land use types, new park facilities and future City land acquisition of property bordering the Park. Although, Zemurray Park is only a small portion of this Regional analysis, it is important to think outside its boundaries and in the context of a city-wide development strategy.



EXISTING CONDITIONS



PLANNING CHARETTE



PLANNING CHARETTE



PLANNING CHARETTE

CHARETTE

The word *Charrette* is French for “cart.” Its use in design and planning arose in the 19th Century, from the Ecole des Beaux-Arts in Paris, where it was not unusual for student architects to work right up to the deadline, when a cart would be wheeled up to collect their assignments. This furious pace to complete an assignment became referred to as working en charrette “in the cart”. The term evolved into the current planning and design term used in conjunction with working right up to a deadline.

PLANNING METHODOLOGY

The Planners desired that the Master Plan be a Citizen-Driven plan, therefore the planning method was designed to include citizen input as a crucial aspect of the planning. It was the experience of the planning team that there was no better way to accomplish this than through a planning charrette. Envisioned as a week-long effort where the planning team along with invited special interest groups, citizens, City Administration, and City staff would all engage in the planning and design brainstorming sessions.



PLANNING CHARETTE



PUBLIC PARTICIPATION



FOCUS GROUPS

These groups were organized by areas of interest. They are: Recreation, Cultural, Landscape and Maintenance, Neighborhoods, Events, Accessibility and Special Needs. Invitees were associated with these areas of interest and would provide specific information as to the needs of its user group.

SOCIAL MEDIA

The planners were asked to include a Social Media strategy into the master planning effort. Prior to the beginning of the planning, the design team developed two social media platforms in which citizens could follow the progress of the planning effort as well as post their ideas for the park design. Through Instagram and Facebook, citizens can follow the planning effort, see meeting schedules and dates, post comments and express ideas or concerns.

CITIZEN INPUT

Through Public meetings and attendance at the charette and with social media comments, Citizens will play an integral role in the development of the master plan.

STEERING COMMITTEE

The Steering Committee members were each appointed by the City Council person of their respective district. This group would be the sounding board and would be tasked with making the final decisions on how the final Master Plan was developed.



PLANNING CHARETTE



INITIAL PUBLIC MEETING

To begin the week-long Charette and planning process, a public meeting was held to discuss the project, its schedule, public participation and answer the following questions:

WHAT IS THE PURPOSE OF A MASTER PLAN?

The planners discussed the reasoning behind master planning and why it is important. We master plan so that it becomes a roadmap or guide for future development of a site or area. Too many times, development occurs without the proper thought processes being applied to the effort. These types of unplanned developments typically sacrifice land usage and do not take into consideration the many factors that may affect the area in the future.

WHAT IS THE FUNCTION OF A CITY PARK?

The function of a City Park is to set aside space for human enjoyment and recreation. These parks may consist of walking paths, art, gardens, recreational buildings, civic structures, waterways, dog parks, and recreation fields.

Every citizen should be within a ½ mile or within a 10-minute walking distance to a City Park.

PARK PRECEDENTS

The planners presented a visual survey of parks around the U.S. to show what can be accomplished through creative planning and design. The planners wanted the attendees to start thinking of “outside the box” on what can be accomplished in this planning effort.

Planning Team Motto - “Make No Little Plans.” The planning team adopted this motto for the Charette week. Referring to it throughout the week, the team used it to inspire themselves, as well as community leaders and citizens as a call to dream big and bold ideas. This quote was made famous by famed Chicago Architect and Urban Planner, Daniel Burnham in 1907.

Full quote:
“Make no little plans; they have no magic to stir men’s blood and probably themselves will not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone be a living thing, asserting itself with ever-growing insistency.” - Daniel Burnham



PLANNING CHARETTE



FOCUS GROUPS

The week-long planning Charette began the day after the initial public meeting with the first days' effort dedicated to gathering information from the Focus Groups and Steering Committee. Each group was assigned an hour session with the Steering Committee attending the lunch session. Below is a list of each focus group, group make-up and the major ideas gathered during each groups session.

RECREATION GROUP:

Skate Park
Swimming Team Organizations
Program Leaders in the City's Recreation Groups
Southeastern Student Government Association
Recreation Department

CULTURAL GROUP:

Hammond Regional Arts Center
Downtown Development District & Historic District
Children's Discovery Center
African American Heritage Museum

LANDSCAPE & MAINTENANCE GROUP:

City Departments
Garden Club
Tree Board

STEERING COMMITTEE:

Invitees were selected by City Council & Administration

NEIGHBORHOOD GROUP:

Greenville Park
Hyer-Cate
Iowa District
Property Owners Adjacent to Park

EVENTS GROUP:

Southeastern Louisiana University
Hammond Chamber of Commerce
Tangipahoa Tourism

ACCESSIBILITY & SPECIAL NEEDS GROUP:

TARC
Options
SOAR (Strengthening Outcomes w/ Autism Resources)
Northshore Families Helping Families



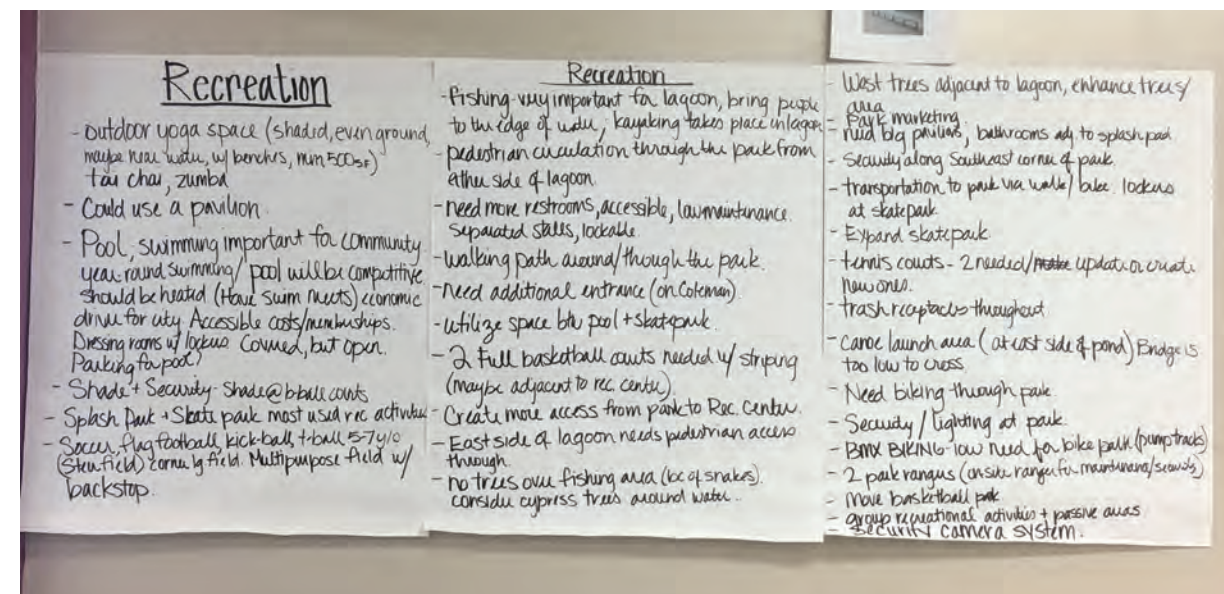
PLANNING CHARETTE



PLANNING GROUP MAJOR IDEAS

Recreation Group

- Large pavilion for activities such as yoga, tai chi, zumba, etc.
- Swimming pool accessible for public and swim competitions
- Multipurpose field with backstop for kickball, t-ball, soccer, flag football, etc.
- Fishing - bring people to the water's edge
- Kayaking - drop down area for kayaks
- Walking and bicycle paths into and around park
- Move basketball courts - two full size courts with striping
- Enhance connection between recreation center and park
- Expand skatepark
- Move tennis courts - two needed; four for tournaments
- Organize recreational activities together & passive activities together



Cultural Group

- Children's Discovery Center can interface with park for outdoor learning
- Food truck designated areas in park for events
- Dog park needs to be bigger; space for small and large dogs
- Art installations and sculpture gardens
- WWII Veterans Memorial
- Stage/amphitheater for events, concerts, live performances, etc.
- Connect park to campus, surrounding neighborhoods, parks, and cultural centers
- Look at opportunities to expand the park through surrounding properties
- Community gardens as tool for the city and children
- Community building for art-exhibits, community classes, meetings, etc.

Landscape & Maintenance Group

- Native landscaping for low maintenance
- Remove barriers around trees; create seating areas around trees
- New public restrooms
- Property adjacent to fire station for new parking
- Consolidate maintenance buildings and hide from public view
- Consider creating an arboretum as part of future expansion; teaching tool for native vegetation and ecosystems

Steering Committee

- Limit vehicular access to perimeter of park; pedestrian and bicycle access on park drive only; maintain parking adjacent to children's playground
- Bridges connecting north and south of lagoon
- Pavilions/community rooms that can be rented for events
- Relocate city workers from United Way to building adjacent to fire station
- New public library in conjunction with Children's Museum in park;
- Civic buildings for community that also support tourism

FOCUS GROUPS



Neighborhood Group

- Create access to park from all surrounding neighborhoods
- Connect Sentell Street to Stanley Street
- Create pedestrian access from Greenville Park Neighborhood to park through Center Street; remove wall
- Widen sidewalks around park
- Create multiple park entrances; Coleman Street entrance
- Make the canal attractive as a park feature
- Create connection to park from Iowa Neighborhood/Clark Park through pedestrian/bike path

Events Group

- Stage for outdoor concerts and performances with Great Lawn
- Cooking space for park events
- Bus Pick-up/Drop-off in Park
- Bike Rentals from Park to Downtown and the University
- Emergency Light Stations

Accessibility & Special Needs Group

- Shade structures
- Accessible play equipment
- Public pool accessible
- Vending machines / water dispensing machines
- Enclose children's playground with low railing
- Family restroom adjacent to children's playground with adult changing station



PLANNING CHARETTE



MASTER PLANNING OPTIONS

Development of two master planning options began to take shape early in the planning process once the planning program was decided. Consistent in both options was the belief that a Civic structure or structures would be an important anchor development within the park. These buildings were envisioned as possibly a Library and Children's Museum. As major re-investments inside the park's boundaries, it was the thinking of the planners that these buildings would instill public confidence in use of the park and encourage other public and private investment around the park boundaries. Architecturally these buildings would be sited along the terminus of Pine Street or Spruce Streets.



PLANNING CHARETTE

MASTER PLANNING OPTIONS

PLAN OPTION 1:



PLANNING CHARETTE

H/S

ZEMURRAY PARK MASTER PLAN
HOLLY & SMITH ARCHITECTS, APAC



MASTER PLANNING OPTIONS

PLAN OPTION 1:

This planning option developed around the siting of the Civic architecture along the Pine Street corridor on the Northern boundary of the site. Pine Street extends North to Southeastern Louisiana University and terminates in a round-a-bout at McGehee Hall, one of Southeastern's original buildings and site of the original campus.

Large tree-lined parking lots are located on either side of the Civic buildings and extend into the site along a new roadway, accessing the interior of the site and providing parking for the new swimming complex. West of the parking lots and along Coleman Avenue are proposed new basketball, tennis and pickleball courts adjacent to the Kenney Center.

To the South of the Civic buildings is a large multi-use open space lawn area with an outdoor stage for events such as concerts, plays, festivals, etc. Behind the stage to the South, a new Train Station/maintenance building would be built to store the existing miniature train. The track system would be expanded to loop around the pond. The train would function during special events and even possibly be available on a rental basis.

The Northeastern corner of the site, the existing skate park, is slated for expansion and the addition of a BMX Pump track.

Outside the Eastern park boundary along South Oak Street is a proposed parking lot that will provide additional parking for the park. The site of the proposed parking lot is currently City-owned property. The parking lot will align across Oak Street with the entry to the new pool. The planners incorporated a wall element, also part of the pool building architecture, as a Veterans Memorial wall to honor all those from Hammond who have served or given their lives for this country. This wall element aligns across the multi-purpose field to a fountain wall on the edge of the existing pond.

To the South of the Skate Park and Veterans Memorial is the location for the new proposed half Olympic 25-meter swimming pool. This new pool will be built on the site of the current public swimming pool.

Vehicle access within the park will be limited to the new parking lot aligned with

Magnolia Street, and will exit the park along South Oak Street at the site of additional parking for the children's playground areas.

The site of the current park entry is proposed as a new parking lot and restroom building. This lot is located in close proximity to a proposed new playground area to the West. This playground is connected via a new bridge to the site of the current playground and splash park to the West. These areas are slated for expansion and improvement by adding additional ADA accessible equipment. The playgrounds would be fenced for safety of the children.

South of this new parking lot along South Oaks Street is the location of a new expanded Dog Park. Envisioned with areas for both large and small dogs, the facility would be a fenced area where citizens can take their best friends for a time of exercise and social play with other dog park users.

On the Southern edge of the park, the planners are recommending the connection of Sentell and East Stanley Streets. Along Sentell Street, a new Interior parking lot would be sited along the Pine Street corridor to the North to allow for easy access to the new children's playground and other park amenities. An ADA accessible restroom facility would be located near the parking lot for use by children and adults requiring special access.

To the West, the Stire and Settoon Fields would be converted into another multi-purpose field allowing for football, soccer and baseball to take place in an unstructured manner.

Along the perimeter of the park in the Southwestern corner would be additional picnic pavilions, and access to community gardens along East Stanley Street, outside the boundaries of the Park.

This option envisions terracing of the drainage canal along the Western edge of the park to create a more pleasant visual and functional waterway with access from the park.

Along the Western edge of the park, at the rear of the Kenney Center, the current pond in this option would be re-shaped slightly to accommodate large pavilions on the waters' edge. These pavilions are conceived as group shelters for large gatherings, outdoor yoga or for use as outdoor classrooms.



MASTER PLANNING OPTIONS

PLAN OPTION 2:



PLANNING CHARETTE

MASTER PLANNING OPTIONS

PLAN OPTION 2:

This planning option is developed around the siting of the Civic architecture along Coleman Avenue and in alignment with the Spruce Street corridor to the North. Spruce Street does not extend South to Coleman Avenue due to the Westminster Housing Development located across the street.

Central to this option is the elimination of the existing roadway within the site. This option eliminates all vehicular traffic within the park boundaries except for the perimeter parking lots. New wider sidewalks would be constructed throughout the site to provide opportunities for walking, jogging and biking.

A large tree-lined parking lot is located to the East of the buildings, providing parking for both buildings as well as the swimming complex and skate park. West of the civic buildings and along Coleman Avenue are proposed new basketball and tennis courts which are sited adjacent to the Kenney Center.

To the South of the Civic buildings, the current pond is drastically re-shaped with a more architectural hard-edge to better relate the buildings architecture. Along the Western edge of the pond bulkhead would be four large pavilions for use as group shelters, outdoor classrooms, yoga and kayak rentals.

East of the large re-shaped lake area is a large multi-purpose field for use as festival grounds, outdoor concerts, etc. Along the Northern End of the multi-purpose field is an outdoor stage and restroom structure. At the Northeastern corner of the site, the existing skate park is slated for expansion as well as the addition of a BMX Pump track.

Similar to Option One, outside the Eastern park boundary along South Oak Street is a proposed parking lot that will provide additional parking for the park. The site of the proposed parking lot is currently City-owned property. The parking lot will align across Oak Street with the entry to the new pool. The planners incorporated a wall element, also part of the pool building architecture, as a Veterans Memorial wall to honor all those from Hammond who have served or given their lives for this country.

To the South of the Skate Park and Veterans Memorial is the location for the new proposed competition Olympic 50-meter swimming pool. This new pool will be built on the site of the current public swimming pool.

The site of the current park entry along South Oak street is proposed as a new parking lot and restroom building. This lot is located in close proximity to a proposed new playground area to the West.

This new proposed playground would be connected via a new bridge to the site of the existing playground and splash park to the West. These areas are slated for expansion and improvement by adding additional ADA accessible equipment. The playgrounds would be fenced for safety of the children. The playground would be connected to the North across the pond by a new pedestrian bridge. North of the playgrounds and across the pond, the existing miniature train, along with new train station/maintenance building would be constructed. The train would loop the new playground and be for use by the public on special occasions or even possibly on a rental basis. Restroom and picnic shelters would be sited adjacent to these playgrounds and train station for use by the public.

South of this new parking lot and along South Oak Street is the location of a new expanded Dog Park. Envisioned with areas for both large and small dogs, the facility would be a fenced area where citizens can take their dogs for a time of exercise and social play with other dog park users.

At the Southern edge of the park, the planners are again recommending the connection of Sentell and East Stanley Streets. Along Sentell Street between Spruce and Pine Street, and within the parks boundary, would be community garden plots provided for use by citizens.

To the West, the existing Stire and Settoon Fields would be converted into another multi-purpose field allowing for football, soccer and baseball to take place in an unstructured manner.

Along the perimeter of the park in the Southwestern corner would be additional picnic pavilions for use by large and small groups.

Along the Western edge of the park, at the rear of the Kenney Center, this option sited the Pickle ball courts. This option envisions that the rear of the Kenney Center be architecturally treated as not to appear to be the rear of the structure. Addition of an entrance to the building could be planned for this area.

PLANNING CHARETTE



PUBLIC MEETING NO. 2

Public meeting No. 2 was in the form of a presentation held at the end of the charette week to share the results of the week-long effort with the public. The planning team had developed two master planning options during the charette, and this meeting was an opportunity for the public to view the plans and offer comments and critiques.



The planning team presented both preliminary master planning options to the public and recorded feedback and comments of each plan. Citizen feedback and suggestions were as follows:

- A discussion was had concerning the types of turf grasses planned for the heavy-use multi-purpose lawn areas. The planners noted that these turf grass areas would probably be seeded with types of Bermuda grasses specifically developed for heavy use, such as athletic field grasses.
- It was noted that for the landscape concept for the park, the planners would recommend the use of native trees as well as the introduction of naturalized, aquatic plantings along the edges of the pond. Concern was expressed that the current pond has no vegetation along the pond's edge for wildlife use and sanctuary. These plantings would also improve the visual quality of the ponds edge and the overall aesthetics of the park.
- There were questions concerning the function of the stage pavilion. It was noted that the planning team envisioned a state of the art system for the stage. Professional, high quality sound and lights would be included, allowing for the proper use of the facility for larger concerts, movies, etc.
- It was noted by one citizen that the use of permeable paving could be included in the park's sidewalks, parking and walking trails. The planning team embraced the idea, and added that consideration for this and any other sustainable and environmental design concepts should be studied and explored during the detailed design of park improvements.
- The planners suggested that the City consider the implementation of a green waste program and facility. Collection of green waste throughout the City would be processed into useable mulch. This could benefit the parks and landscapes maintained by the City, providing an unlimited supply of beneficial mulch for trees, shrubs and landscapes throughout the City.
- There were suggestions that the park could have community orchards as part of the overall landscape. The planning team noted that this could possibly be included in the Community Gardens planned for the park.
- Security in the park was discussed and a suggestion of providing a police station or cubicle in the park would be a nice addition, providing a security presence by the police throughout the operating hours of the park.



STEERING COMMITTEE PLAN REVIEW

The planning team held a meeting with the Steering Committee to review the plan options presented at the public meeting. This review of the plans would be the basis for development of the final Master Plan.

The Steering Committee and Planning team discussion began with a review of the public comments and concerns received from social media. The most common comment/concern had to do with access to the park once the existing road is closed off to vehicular traffic. Some expressed concern that parking is necessary around all sides of the park, not just toward the front. In conjunction with this concern were comments about ADA accessibility to all areas of the park. It was suggested in the comments that parking around the perimeter is necessary.

There were also comments about the location of the dog park. Many people felt the dog park should remain in the same general location as it is currently, but be enhanced greatly and have new parking provided close by.

In response to the comments about accessibility and parking, the steering committee agreed with the Master Planners' recommendation to provide a series of small parking lots along Sentell Drive and Stanley Street. To not block the view toward the park from the residential properties, the small parking lots will be located at the terminus of the perpendicular streets such as Spruce Street and the future Pine Street and Magnolia Street extensions. At each parking area, gate elements would define the entry into the park. In addition to this, the continuation of Sentell Drive to Stanley Street was found to be critical for the accessibility of this area.

Another comment which was discussed was the need for a new comprehensive signage plan throughout the park.

After discussion, it was agreed that the location of the new Civic Buildings should occur at the termination of South Pine Street. Locating the future building here would allow for new parking lots to flank either side of the building and serve the recreation area as well as the skate park and pool.

It was agreed that the most realistic approach would be to keep the existing road in place and



close it off to vehicular traffic as shown in option 1. A small portion of the road would be maintained for vehicular access to connect two new parking lots along W. Coleman & S. Oak.

It was agreed that the expansion of the miniature train should remain in the Master Plan.

It was requested that the planned outdoor classrooms be situated along the pond in near proximity to the new civic buildings.

It was suggested that Raising Canes be approached about the opportunity to sponsor the dog park. Raising Canes has done this in other cities such as Baton Rouge. The opportunity to incorporate a Police Department K-9 Training facility within the park was discussed. This should be included in the dog park area.

The community garden location was discussed and it was agreed that they will be moved to an area nearer to the Kenney Center.

It was requested that the master plan identify the need for security cameras throughout the park.

It was also requested that the amount of reshaping of the pond be minimized because considerable cost has already been invested in its current shape and bulkheads.

MASTER PLAN RECOMMENDATIONS



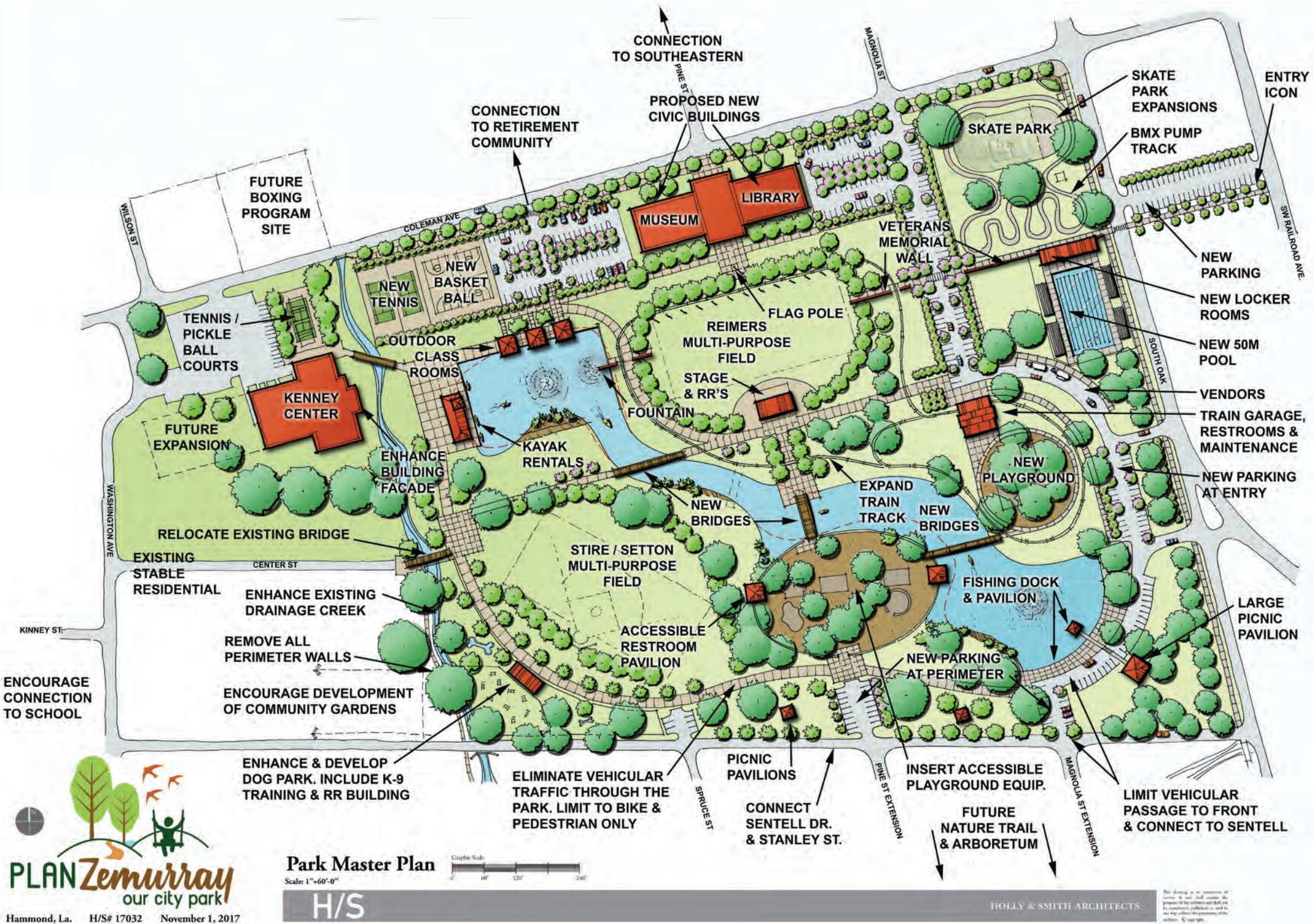
MASTER PLAN RECOMMENDATIONS

ZEMURRAY PARK MASTER PLAN
HOLLY & SMITH ARCHITECTS, APAC



FINAL MASTER PLAN

The final Master Plan option is the consensus of several public meetings and recommendations from the Steering Committee. The final Plan features ideas developed in both Option 1 and 2 preliminary Master Plans.



MASTER PLAN RECOMMENDATIONS

ZEMURRAY PARK MASTER PLAN
HOLLY & SMITH ARCHITECTS, APAC



CIVIC BUILDINGS / MULTI-USE OPEN SPACE /CONCERT STAGE



Central to design concept of the final Plan is the location of the Civic Buildings. The consensus is that the Civic buildings should be located at the terminus of Pine Street on the Northern edge of the site along Coleman Avenue. Conceptually, the Museum and Library structures would be separated by a large breezeway allowing motorists along Pine Street to see between the buildings and the structures framing the outdoor concert stage. It is envisioned that these buildings be the iconic structures of the site. Artful in their design and functional, these buildings will set the architectural style for all other structures within the park.

Convenient and heavily landscaped parking lots should flank the building on the East and West providing ample parking for the buildings, concerts, swimming events, etc.

The Concert Stage is located South of the Civic buildings along the Pine Street axis. It is easily accessible from the East parking lot and service road for the movement of equipment, etc.

Between the Civic Buildings and Stage is a large multi-purpose open space that is designed to accommodate many types of uses. Concerts, festivals, football and soccer, can all be accommodated within this area.

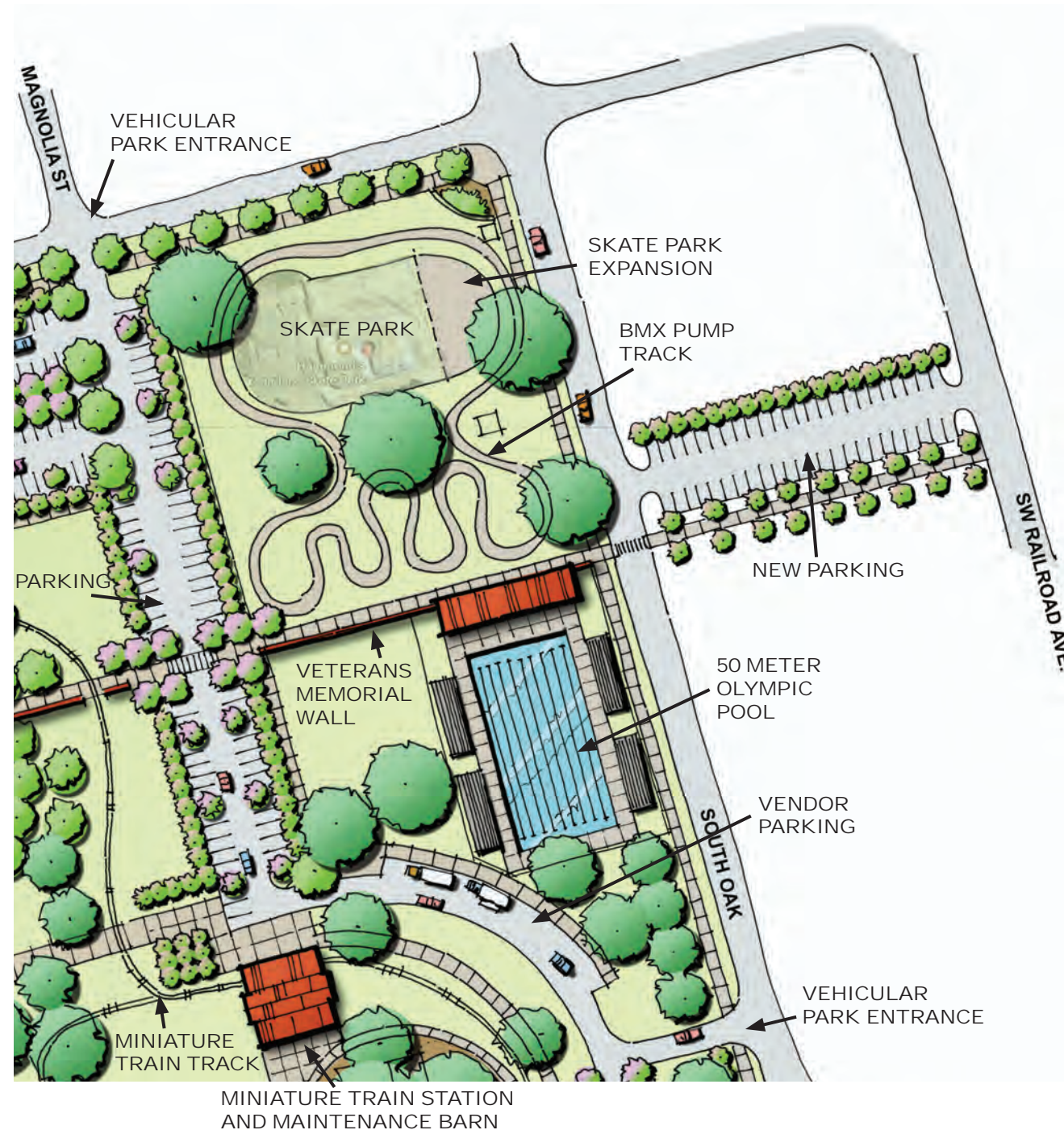
The Open space is surrounded by a grove of large shade trees. Additionally, the existing miniature train track would be re-routed to circle the open space from its station and maintenance structure near the stage.

New bridges across the pond would be located conveniently to provide easy access and circulation of park users.

Interior vehicular access and circulation would be limited to only provide access to parking and event service. Two new vehicular park entrances will be provided, one at Magnolia Street along Coleman Avenue and the other along South Oak Street.

MASTER PLAN RECOMMENDATIONS

VEHICULAR ENTRANCE / SKATE PARK / OLYMPIC POOL



The final Plan restricts vehicular access to the Northeastern corner of the site. Two new vehicular entrances are proposed. The first would be located along the Magnolia Street corridor at Coleman Avenue. The second entry is located South of the new Olympic Pool along South Oak Street. Access is limited through the site to this new roadway/parking corridor. This parking will service the skate park and swimming complex as well as the Civic buildings and Concert Stage.

The Southern terminus of the new vehicular entrance will be the proposed Miniature Train Station and maintenance barn. Train rides will depart from this location and circle the large multi-use open space.

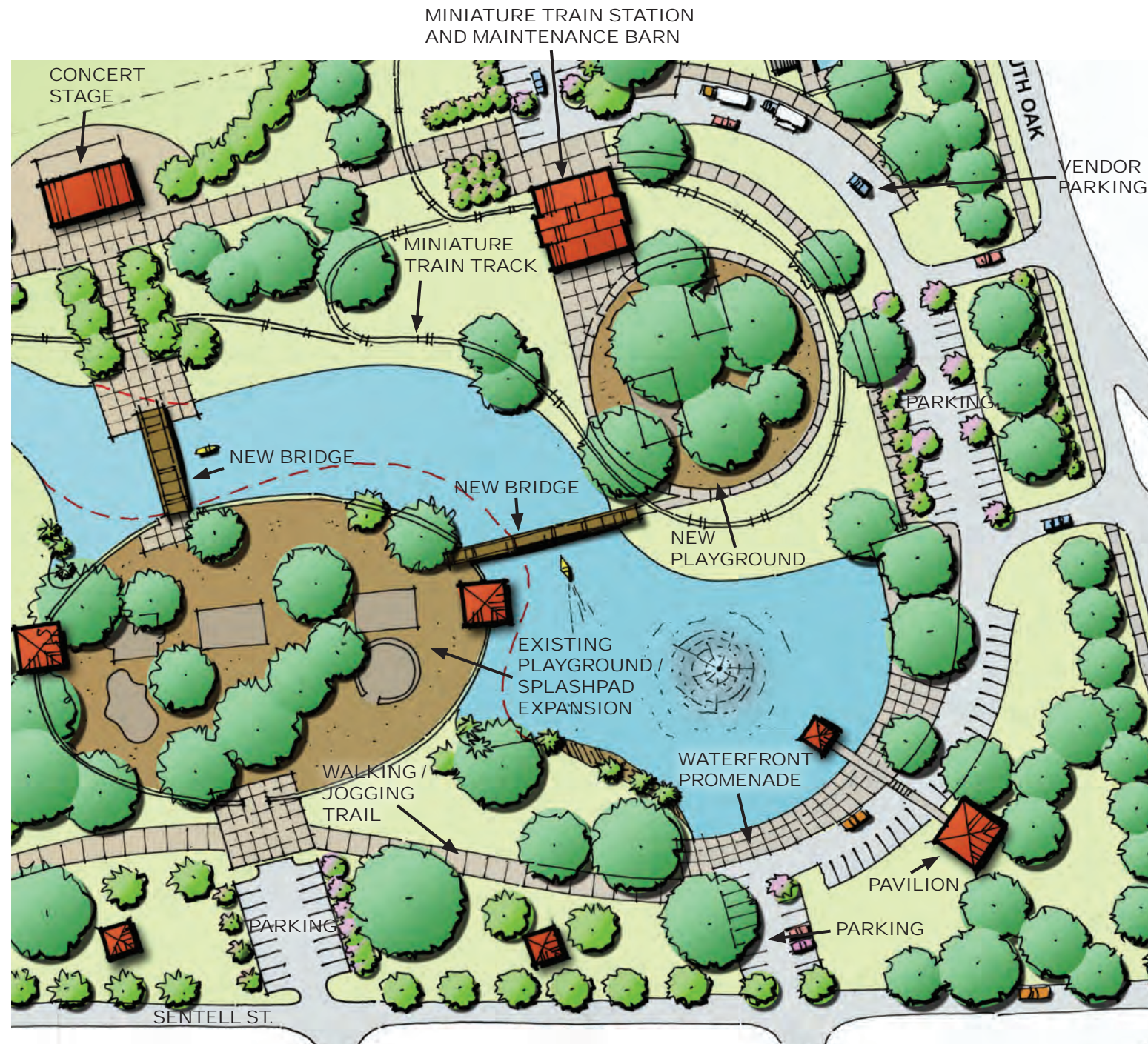
The Skate Park is slated for expansion in the final Master Plan as well as the addition of a BMX pump track.

Additional parking is provided via a new lot across South Oak Street on the East side of the park on City-owned property. Park users parking in this lot would cross Oak Street and enter the park along the proposed Veterans Memorial Wall. This is envisioned as an opportunity to honor those Hammond residents who served our Country. This wall continues to the West to the Multi-use open space and visually terminates at a water feature at the pond.

To the South of the Veterans Memorial Wall is the site for the proposed 50-meter Olympic Swimming Pool. This is the site of the existing pool complex slated for demolition. Convenient parking is provided for pool users and guest and is in close proximity to the complex.

MASTER PLAN RECOMMENDATIONS

NEW PLAYGROUNDS / MINIATURE TRAIN / ON-SITE PARKING



West of the new entrances and parking lot along South Oak Street is the location of a proposed new playground. Its proximity to secure parking allows easy access for children and parents. A restroom facility is located within the train station to the North.

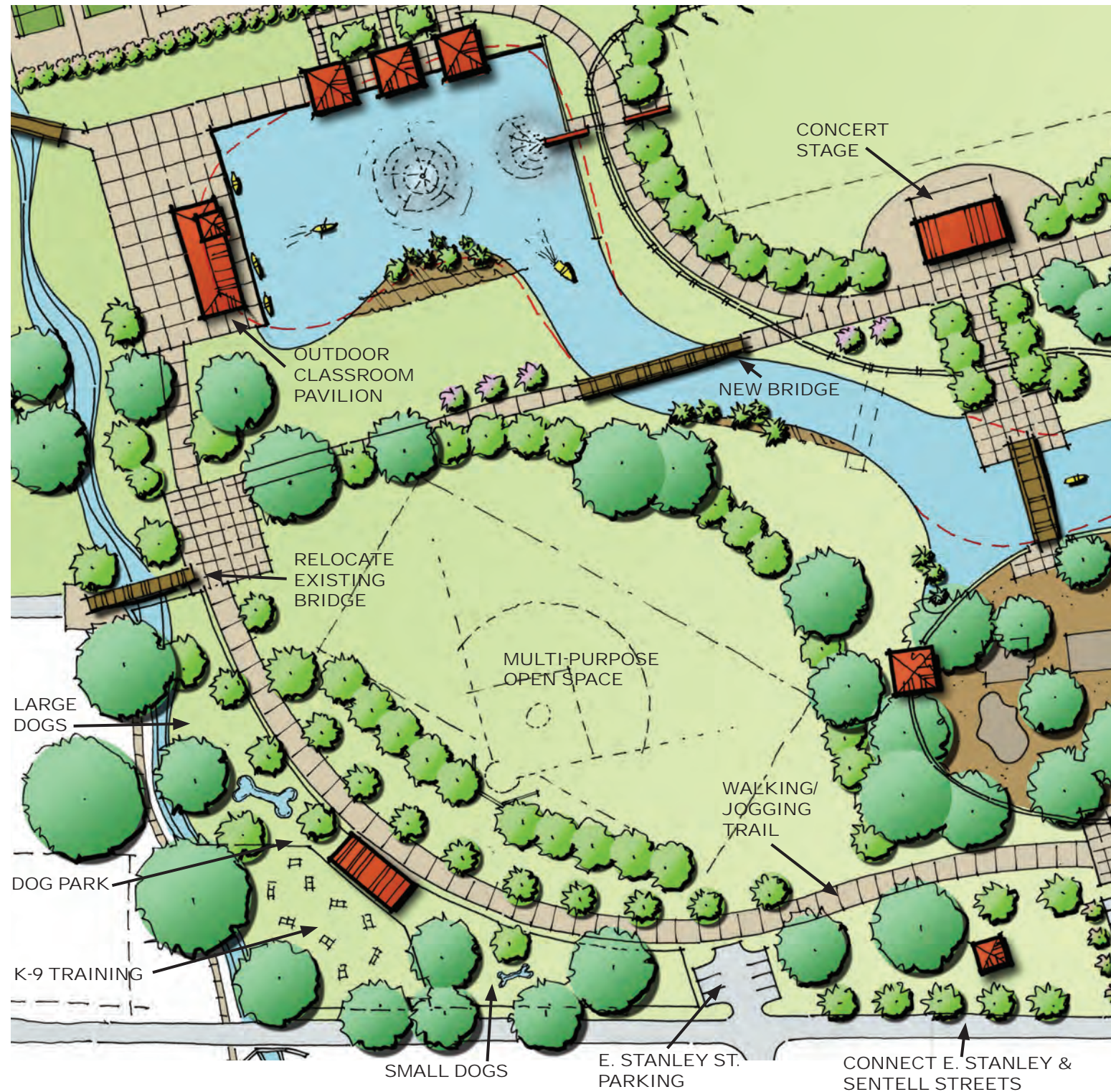
The miniature train will be housed in the Train station/Maintenance/restroom building to the North. The train will circle the playground as well as the large multi-purpose open space to the North. This playground will be connected via a new pedestrian bridge to the West leading to the location of the existing playground and splash park. This playground is slated for expansion and upgrading with the addition of accessible play equipment for special needs users. The playground will be located close to a new restroom and public pavilions for use by the playground users. Both playgrounds will be fenced to provide a safe experience for both parents and children.

A new parking lot will be sited to the South of the playground off Sentell Street to provide easy access for park users. A new pedestrian bridge will be located to the North of this playground allowing access to the concert stage and other activities North of the pond.

South of the South Oak Street entrances and parking lot, the interior vehicular access roadway continues South and exits at a new parking lot off Sentell Street. Additional parking is provided along this access roadway and adjacent to the pedestrian waterfront promenade along the pond's Southeastern end. The existing interior park roadway will remain and be renovated as a walking and jogging trail.

MASTER PLAN RECOMMENDATIONS

DOG PARK / K-9 TRAINING / MULTI-PURPOSE OPEN SPACE



West of the playgrounds, the plan eliminates Stire and Settoon fields and replaces them with a multi-purpose open space that allows for unstructured recreation. The space is large enough to allow for baseball, football or soccer play or practices.

West of the open space is the proposed site for the new and expanded Dog Park and K-9 Training Facility. The Dog Park will be fenced and designed to allow for both large and small dog separate play areas. Entrance to the facility will be via a pavilion and restroom facility building located along the Walking/Jogging Trail. A K-9 training facility is shown to provide an area for the local police K-9 unit to use in the training and exercise of their dog team.

Another small parking lot is located off East Stanley Street that allows for parking and access to those activities located nearby.

The plan recommends that East Stanley and Sentell Streets, which currently do not align, be connected to allow for better vehicular circulation and access to the park and surrounding neighborhood.

The existing interior roadway remains and is renovated as a walking/jogging trail. The existing pond bridge is relocated to the Western side of the park and will allow for access across the drainage creek to the neighborhood to the West.

A new pedestrian bridge is proposed to provide better site circulation and allow boats to pass under. North of the new bridge the pond is re-shaped with a large public pavilion on the Western edge of the pond. The larger pavilions are provided for large group functions and can be reserved for use.

MASTER PLAN RECOMMENDATIONS

OUTDOOR CLASSROOMS / BASKETBALL / TENNIS



Located at the Northwestern corner of the site near the Kenney Center is the proposed re-shaped pond. This new configuration is envisioned as a pedestrian promenade with the pond shape more architectural with a concrete bulkhead, railing and lighting.

On the Northern edge the plan recommends the siting of three (3) outdoor classroom pavilions. The outdoor classroom/pavilions are envisioned as open-air structures where the Museum or Library might hold outdoor activities for children, or even possibly outdoor spaces for yoga classes, etc.

The Western side of the pond would house a large group pavilion and the site of a Kayak Rental facility.

The Eastern edge of the pond is the site of a large water fountain element that is in alignment and a continuation of the Veterans Memorial wall on the eastern side of the site near the Swimming Pool.

North of the pond and classrooms, and along Coleman Avenue, the Plan recommends siting the new basketball and tennis courts. These courts are located next to a tree-lined parking lot servicing the courts as well as the Civic buildings to the East.

The existing bridge that connects the park to the Kenney Center will remain in its current location providing access to pedestrians. The drainage ditch will be renovated into a landscaped water feature.

North and off-site, along Coleman Avenue, the City has acquired two (2) parcels of land. One site is the location of a proposed Boxing facility and associated parking. The other lot may be retained for future parking for the Kenney Center should expansion in the future be required.

To the West of the Tennis courts, the Plan suggests siting the Pickle Ball courts. Since this activity is utilized by an older group, the location next to the Kenney Center is a good location for ease of access by this group of users.

MASTER PLAN RECOMMENDATIONS

OTHER MASTER PLAN RECOMMENDATIONS

PUBLIC ART

The planning team along with the Steering Committee and many citizens recommend that the park be the location for Public Art. The park layout provides many locations for the display of three-dimensional art. For the general public to appreciate a public art program, they must have the opportunity to be exposed to art. The Hammond Regional Art Center’s participation could be the guiding force behind the implementation of such a program for the Park as well as other areas of downtown Hammond.



WAYFINDING/SIGNAGE

In a facility of this size, Wayfinding and signage will be very important. The planning team recommends that a comprehensive wayfinding and signage system be developed to provide park users with easily identifiable signs and directions for amenities within the park. A comprehensive signage and wayfinding system should be designed within the framework of the early phases of implementation of the park amenities to provide a cohesive, well-designed signage and wayfinding system that addresses the needs of future park users.

SITE FURNISHINGS

The planning team recommends that during the detailed design of park improvements, a comprehensive plan and design theme for site furnishings be undertaken. Site furnishings would consist of benches, trash receptacle, bike racks, picnic tables, bollards, etc. A consistent and cohesive design theme for the site furnishings is an important visual element in the park landscape and must be well conceived.

LANDSCAPING

The Zemurray Park property is covered with many beautiful live oak trees. Building on the beauty of the existing park tree cover, it will be important to consider the design of additional landscaping that will inhabit the park. The planning team recommends the use of native trees and shrubs in the development of the landscape design for the park. This is not to say that ornamental trees and shrubs can’t be used, but where appropriate, native trees should be utilized. Particularly around the pond and the pond’s edge, the planners envision native aquatic plantings that will support wildlife, improve water quality as well as provide scenic views and vistas within the park.



LIGHTING

Proper lighting is going to be a critical aspect of the park environment. Security has been an issue inside and around Zemurray Park, and the planners recommend that a comprehensive lighting plan be developed that will address the proper illumination of all areas of the park. The lighting design should respect the surrounding neighborhoods as to not cast unwanted light outside the park. Proper pedestrian lighting along walkways and paths should illuminate the pedestrian spaces so that



users are comfortable at night in the park. Larger multi-use spaces should be lighted to provide the proper illumination of recreation areas for nighttime use. The use of lighted bollards is also an option for the lighting of pathways and plazas. The proper lighting of the park will be an essential element to ensure the safety and confidence of the users of the park’s facilities.

MASTER PLAN RECOMMENDATIONS



OTHER MASTER PLAN RECOMMENDATIONS

SECURITY

Proper design can enhance the security of an area, but design alone can't do it. The City and its Police Department will be required to implement a comprehensive security plan for the park. The planners recommend that the City and Police department study the implementation of a park Police patrol, or the inclusion of a small Police kiosk in the park. Officers would use this kiosk as their outpost, and patrol the park throughout the park's hours of operation. The visibility of officers in the park will be an important first step in providing user security.

Design considerations to enhance security could be things such as a comprehensive camera system, which would be monitored in the Police kiosk, proper lighting and limited vehicle access to the park, etc.

FENCES

Fences do not normally provide any security, although they are used for this purpose with the hopes of added security benefits. The use of fences in the Zemurray Park Master Plan are very limited. The Plan calls for the Dog Park to be fenced. This is a requirement to protect the public, but also would provide division between large and small dog conflicts. Additionally, the basketball and Tennis Courts would be fenced for the obvious reasons.



The planners do, however, envision some type of identifying fence element along the borders of the park. This element would be to delineate the parks boundaries as well as provide a nice edge treatment to the park. This fence is envisioned as a low brick wall with a small iron fence above, total height not exceeding 48”.

PARK ENTRANCES/GATEWAYS

Entrances to the park, whether pedestrian or vehicular, should be designed to call attention and identify themselves as entrance points. These entrances would be designed to fit within the design of the perimeter wall, fencing and overall design theme of the Park. Opportunity exist to design memorable gateways and entrances enhancing the user's experience.



BIKE RENTAL PROGRAM

The planners discussed and propose that a bike rental program be instituted in the park in conjunction with Downtown Hammond and Southeastern Louisiana University. Similar to many larger cities, this program would locate bike rental sites at the Park, in downtown locations as well as at the University. Users would access the bike rentals with the use of a credit card, ride the bike for a determined amount of time and then return it to any bike station within the network.

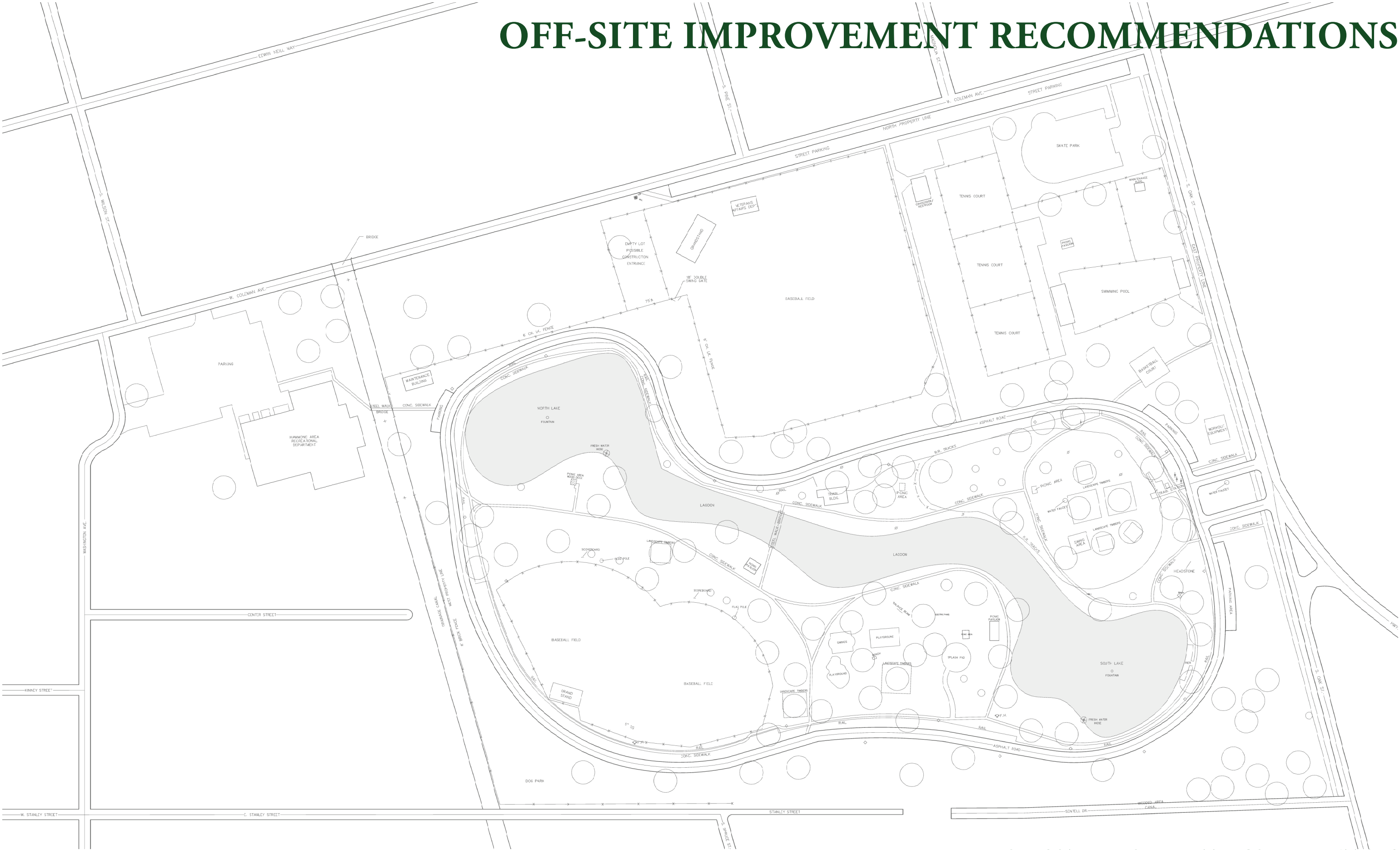
Implementation of this system would encourage bike use as a transportation option, promote exercise and provide citizens an opportunity to use the future bike trail system planned for the City.

ARCHITECTURE

The Park's building architecture will set the design theme for many elements within the park. The designers of any architecture within the Park should survey the area to collect images of Hammond's many distinct architectural styles. The final architectural design might be a blend of these styles, or of a particular architectural style of the area.



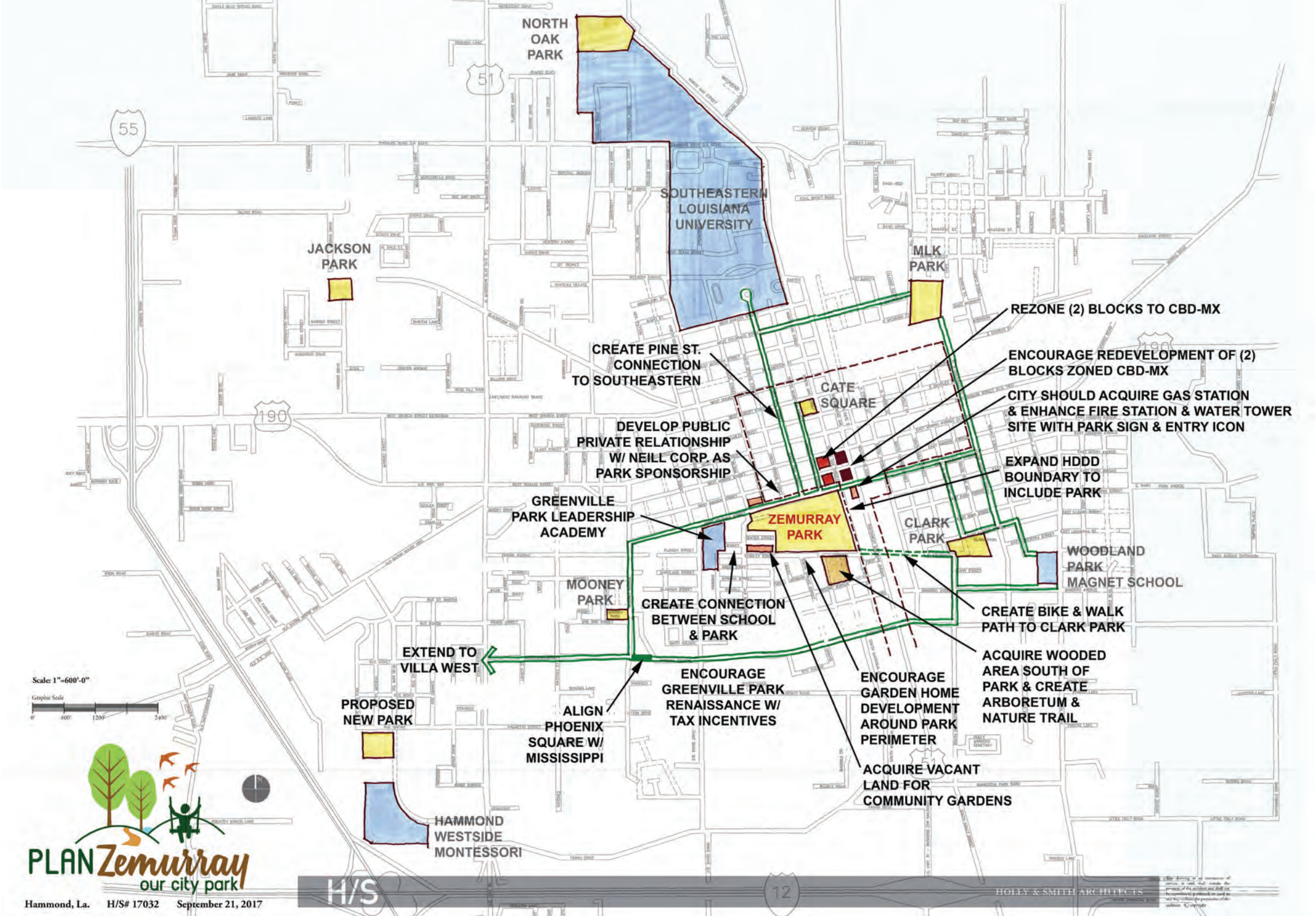
OFF-SITE IMPROVEMENT RECOMMENDATIONS



OFF-SITE IMPROVEMENT RECOMMENDATIONS



OFF-SITE IMPROVEMENT RECOMMENDATIONS



OFF-SITE IMPROVEMENT RECOMMENDATIONS

OFF-SITE IMPROVEMENT RECOMMENDATIONS



MAIN FIRE STATION BLOCK

The planning team recommends that the Main Fire Station block between SW Railroad Avenue and South Oak Street be visually enhanced. Private property within this block exist and acquisition of this parcel by the City is recommended. City control of this parcel would allow for Fire Station expansion if needed in the future, but also provide an opportunity to visually enhance that portion of the block.

Improvements to the area may include:

- Painting of the water tower by artists as a billboard for Downtown Hammond. Could be a Public Art Program opportunity.
- Opportunity to provide signage along SW RR Avenue to help identify and direct visitors to Zemurray Park.
- Removal and/or consolidation of the numerous antennas on the water tower.
- Screening of the ground level water tank with landscaping or site walls to conceal this area.
- Enhance the site through landscaping, signage, etc.

ZONING RECOMMENDATIONS

New commercial zoning for the residential blocks North of the Park between Pine Street and Magnolia and Magnolia Street and SW RR Avenue are recommended. Re-Zoning of these blocks to CBD-MX will allow for a mixed-use development strategy to be implemented, and will allow for the in-fill and development of first floor commercial uses along with residential uses above. These recommendations would allow for the downtown character, architectural massing and scale to extend from downtown to the park. Renewed investment and the addition of housing and commercial in these areas will benefit the surrounding neighborhoods, Downtown and Zemurray Park.

NEIGHBORHOOD LINKAGES

The planning team noted that there is an opportunity to create linkages and connections to Zemurray park from the many neighborhoods within the City. The plan would be to use certain existing streets and develop them as greenways or linear parks. For instance, the Pine Street corridor which extends from the site of The Civic Buildings North to Southeastern Louisiana University. This street would become a connector street to the park. Improvements such as widened sidewalks, creation of bike lanes, landscaping, lighting and signage would be used to create and identify this as a linear park connection.

Special design treatment of certain streets would encourage residents to use the linear parkways for access to Zemurray park as well as other parts of the City and downtown. This concept could be applied to other streets leading to Zemurray Park, such as Coleman Avenue, Old Covington, Colorado Street, Chestnut and Phoenix Square. The creation of this network of linear park connections will allow for the safe and efficient movement of citizens throughout the city linking other parks, schools and even downtown Hammond.

OFF-SITE IMPROVEMENT RECOMMENDATIONS



OFF-SITE IMPROVEMENT RECOMMENDATIONS

RECOMMENDATIONS FOR PUBLIC ART

The planning team recommends the creation of a Public Art Program not only for Zemurray Park but for the Hammond community. Enlistment of the Hammond Regional Arts Center may be the appropriate entity to take on this program. There are many benefits to establishing a Public Art program.

The Association for Public Art notes that a public art program has several goals. To commission, preserve, interpret and promote public art programs.

“Public Art can express community values, enhance our environment, transform a landscape, heighten our awareness, or question our assumptions. Placed in public spaces, this art is for everyone, a form of collective community expression. Public art is a reflection of how we see the world - the artist response to our time and place combined with our own sense of how we see who we are.”

“Art attracts attention; that’s what It’s supposed to do. Varied public opinion is inevitable, and it is a healthy sign that the public environment is acknowledged rather than ignored.”

Public art is part of our public history, part of our evolving culture and our collective memory. It reflects our society and adds meaning to our cities.

Beginning at the new roundabouts at I-12 and along SW RR Avenue continuing into downtown, throughout the City, in parks, schools, on water towers. Public art has its place in our lives and our City.

ACQUISITION OF ADJACENT PROPERTIES FOR PARK EXPANSION

Zemurray Park is confined to an approximately 33-acre tract of land and is surrounded by existing neighborhoods and businesses. The planning team recommends that the City acquire any properties adjacent to the park that become available. Through property acquisition, opportunities exist for the expansion of the park, development of park related

services and neighborhood stabilization. In fact, to implement the proposed Master Plan, several properties along Coleman Avenue will have to be acquired.

Properties South of the Park should be acquired if they become available so that the park might be expanded Southward. A large tract of vacant wooded property sits just South of the Park. If acquired, the planning team recommends it be developed as an extension of the park as possibly nature trails and an arboretum.

Vacant property along East Stanley Street West of the park should be acquired for possible future park expansion.

Property at the corner of SW RR Avenue and Coleman should be acquired for possible fire station expansion. Acquisition of this parcel would allow for the visual enhancement of this highly visible corner with landscaping and possibly signage for Zemurray Park. This is a major entrance into the downtown and should be developed to make the entrance to the city more appealing.



IMPLEMENTATION

IMPLEMENTATION

INITIAL IMPLEMENTATION ACTIONS

Below are actions identified by the Planning Team that can be implemented immediately by the City. All items are part of the overall Master Plan strategy. These items, some of which are policy, can be accomplished with little time and expense with many immediate benefits in the aesthetics and function of the park.

PARKWAY AND PARK COMMISSION

The planning team strongly recommends the creation and funding of a Parkway and Parks Commission for the City of Hammond.

The Commission would be created by act of the City Council and be tasked to develop guidelines for the creation, funding and maintenance of all green spaces, parks and landscaping throughout the City. This Commission would be comprised of individuals experienced in recreation, urban forestry, finance, horticulture and landscaping. The director should be a licensed landscape architect, horticulturist or urban planner.

The Commission would also be tasked with the development of a City-Wide Parks and Parkway Master Plan outlining future park creation and existing park expansion. This Master Plan would be a guide for the City for future park planning and construction, funding and maintenance as well as city-wide landscape development and maintenance. The Master Plan would also develop landscape guidelines for all parks noting the appropriate species of trees, shrubs as well as landscape maintenance requirement guidelines for all city parks, greenways and urban forest.

RESEARCH INCLUSION OF THE PARK WITHIN THE DOWNTOWN DEVELOPMENT DISTRICT BOUNDARIES

The planners recommend that the City approach the Downtown Development District (DDD) to discuss the inclusion of Zemurray Park and some of the surrounding areas into the DDD. Several previous city Master Plan documents have recommended this action, but still today, the park is outside the boundary of the DDD.

Inclusion of the Park into the DDD will:

- allow for possible tax incentives for property improvements
- allow the DDD to offer funding leverage to the City for Park improvements
- allow the DDD to market the park as part of their on-going downtown market strategy
- allow the DDD to plan activities within the park as part of overall larger downtown planned activities (Hot August Nights, Starry November Nights, Blues & BBQ, etc.)
- provide opportunities to partner with other downtown businesses for promotion and marketing
- require State of Louisiana legislative approval

CONNECTION OF SENTELL AND EAST STANLEY STREETS

Along the Southern border of Zemurray Park, Sentell and East Stanley streets run East and West parallel to the property. However, the streets do not connect which makes vehicular circulation along the Southern edge of the park complicated. Currently, Sentell Street is a dead-end street not allowing for through traffic. The Planners recommend connecting these streets to improve vehicular circulation, emergency access and public safety for neighboring properties.

ACQUIRE PROPERTIES SURROUNDING THE PARK

As mentioned in another section of the report, there are properties adjacent to the Park South of Coleman Avenue that are not owned by the City. To accomplish the proposed Master Plan, these properties need to be acquired. Property acquisitions, particularly of these parcels, are crucial to realizing the goals of the Master Plan. Also, the City should consider acquiring some of the properties south of the Park.

CLOSURE OF INTERIOR PARK ROADWAY TO VEHICULAR TRAFFIC

Central to the Master Plan concept was to eliminate or limit vehicular access and traffic

IMPLEMENTATION

INITIAL IMPLEMENTATION ACTIONS

on the interior of the park. Currently there are too many instances of vehicular/pedestrian conflicts, litter brought into the park in vehicles as well as many of the problems related to safety of the park. These problems are due to unlimited vehicle access to the park.

Initially, the City could provide limited access to the park to access convenient parking, but the balance of the park should be closed to vehicular access. The park could be open to vehicles on special occasions and events but remained closed with limited access the majority of time. The unsightly pipe barriers should be removed.

REMOVAL OF BASEBALL FIELDS

The planning team recommends that the City remove Reimers, Stire and Settoon Fields and begin the creation of the multi-purpose open space recreation areas outlined in the Master Plan. The removal would consist of all fences, bleachers, signage and buildings and any other items associated with these fields. Field lighting should remain for the short-term, as these areas could be lighted at night for after-hour recreational use.

The new multi-purpose areas should retain the names of the past fields in remembrance of those who the facilities were named.

The removal of the fields will not only create more recreational space, but visually improve the look of the park with the removal of all the eye-level items associated with these facilities.

REMOVAL OF UNWANTED/UNSIGHTLY ITEMS

The existing condition analysis of the park noted many unsightly items within the park that need to be removed and/or cleaned up. The items consist primarily of signage and pipe railings to deter access to certain areas by vehicles.

Once the vehicle access issue is addressed, the majority of pipe railing will no longer be needed and can be removed. This alone will improve the look of the parks visual

environment. It is recommended that the city remove much of the pipe railing, but only after the limited vehicular access plan is implemented. In areas where the railing must remain, the planners recommend painting the railing a color that complements the park environment.

The park signage is a major visual problem. Simplification and elimination of many of the signs would improve the look of the park. It is recommended that the City evaluated the existing signage and remove or simplify the current signage system until a time a comprehensive signage and wayfinding system is designed.

CLEAN DRAINAGE CREEK ON WESTERN SIDE OF THE PARK

The drainage creek on the Western side of the park is unsightly and in many areas littered with debris and trash. The Planners recommend the City remove the wall along the creek, remove unwanted vegetation and debris, as well as study the possibility of terracing the Eastern (Park) side and incorporate the creek and the terracing into the proposed Dog Park. Terracing might allow for access to the creeks edge by park users and dogs within the dog park. Additionally, special landscaping might occur in this area creating a feature within the creek. Fencing should be added to the Western side of the creek to prevent entry into the creek from the neighborhoods to the West.

CREATION AND OPERATION OF A CITY-WIDE GREEN WASTE PROGRAM AND FACILITY

On a yearly basis, the City of Hammond generates tons of green waste that are disposed and not recycled. The Planners recommend that the City research the possibility of creating a City-Wide Green Waste Collection Program. Central to the program would be the operation of a Green Waste Facility on City property. This facility would process the collected green waste into useable mulch for citizen and City use.

This sustainable recycling program would benefit all citizens by allowing for the recycling of tree limbs, leaves and other green waste from their properties into useable mulch for

IMPLEMENTATION

INITIAL IMPLEMENTATION ACTIONS

their landscapes. More importantly, it would provide an unlimited source of mulch for the City to use within the many parks, green spaces and urban forest throughout the City. Over time, this could be a substantial cost savings approach to landscape maintenance within the City.

Zemurray Park could benefit by use of large much beds beneath live oak and other trees within the park. The benefits of recycling green waste and mulching is well known. Soil temperature control, moisture retention, weed control, aesthetics, along with many other benefits make consideration of this recommendation something for the City to seriously consider.

This program would also benefit the general public, as they would be allowed to visit the facility and secure a limited number bags of mulch for their own use.

SWIMMING POOL

The swimming pool design and location should be consistent with the layout in the adopted Master Plan. The construction of the pool should be the catalyst for the park improvements.

COST EVALUATION

The City should invest in a detailed cost evaluation of the Master Plan and develop an annual funding strategy.

IMPLEMENTATION







Plan Zemurray is envisioned as a citizen-driven master plan facilitated by Holly & Smith Architects for the redevelopment and revitalization of Zemurray Park in Hammond, Louisiana.



WHAT'S AHEAD:

COMMUNITY INVOLVEMENT

Public Meeting No. 1
Focus Group Meetings
Design Charette

ZEMURRAY PARK PROGRAMMING

Park Program

SITE ANALYSIS

Opportunities & Constraints

ZEMURRAY PARK MASTER PLAN

Beyond the Park
Planning Concept #1
Planning Concept #2
Park Elements

Community Involvement

COMMUNITY INVOLVEMENT

PUBLIC MEETING NO. 1



Photography Credit: Megan Sanders

COMMUNITY INVOLVEMENT



FOCUS GROUP MEETINGS

COMMUNITY INVOLVEMENT

DESIGN CHARETTE



Zemurray Park Program

ZEMURRAY PARK PROGRAM

FOCUS GROUP MEETINGS DESIGN CHARETTE

RECREATION GROUP:

- Skate Park
- Swimming Team Organizations
- Program Leaders in the City's Recreation Groups
- Southeastern Student Government Association
- Recreation Dept.

CULTURAL GROUP:

- Hammond Regional Arts Center
- Downtown Development District & Historic District
- Children's Discovery Center
- African American Heritage Museum

LANDSCAPE & MAINTENANCE GROUP:

- City Departments
- Garden Club
- Tree Board

STEERING COMMITTEE

- Invitees will be selected by City Council & Administration

NEIGHBORHOOD GROUP

- Greenville Park
- Hyer-Cate
- Iowa District
- Property Owners Adjacent to Park

EVENTS GROUP:

- Southeastern Louisiana University
- Hammond Chamber of Commerce
- Tangi Tourism

ACCESSIBILITY & SPECIAL NEEDS:

- TARC
- Options
- SOAR (Strengthening Outcomes w/ Autism Resources)
- Northshore Families Helping Families



MAJOR IDEAS

- Large Pavilion for Activities such as yoga, tai chi, zumba, etc.
- Swimming Pool accessible for public and swim competitions
- Multipurpose Field w/ backstop for kickball, t-ball, soccer, flag football, etc.
- Fishing - bring people to the water's edge
- Kayaking - drop down area for kayaks
- Walking & Bicycle Paths into and around park
- Move Basketball Courts - two full size courts with striping
- Enhance connection between Rec Center and Park
- Expand Skatepark
- Move Tennis Courts - two needed; four for tournaments
- Organize Recreational Activities together & Passive Activities together



MAJOR IDEAS

- Children's Discovery Center can interface with Park for outdoor learning
- Food Truck designated areas in park for events
- Dog Park needs to be bigger; space for small and large dogs
- Art Installations and Sculpture Gardens
- WWII Veterans Memorial
- Stage/Ampitheatre for events, concerts, live performances, etc.
- Connect Park to campus, surrounding neighborhoods, parks, and cultural centers
- Look at opportunities to expand the park through surrounding properties
- Community Gardens as tool for the city and children
- Community Building for art-exhibits, community classes, meetings, etc.



MAJOR IDEAS

- Native Landscaping for low maintenance
- Remove barriers around trees; create seating areas around trees
- New Public Restrooms
- Property adjacent to Fire Station for new parking
- Consolidate Maintenance Buildings and hide from public view
- Consider creating an Arboretum as part of future expansion; teaching tool for native vegetation and ecosystems.



MAJOR IDEAS

- Limit vehicular access to perimeter of Park; Pedestrian and Bicycle access on park drive only; Maintain parking adjacent to children's playground
- Bridges connecting north and south of lagoon
- Pavilions/Community Rooms that can be rented for events
- Relocate City Workers from United Way to building adjacent to Fire Station
- New Public Library in conjunction with Children's Museum in Park; Civic Buildings for community that also support tourism



MAJOR IDEAS

- Create Access to Park from all surrounding neighborhoods
- Connect Sentell St. to Stanley Street
- Create Pedestrian Access from Greenville Park Neighborhood to Park through Center Street; Remove Wall
- Widen Sidewalks around Park
- Create multiple Park Entrances; Coleman St. Entrance
- Make the Canal attractive as a Park Feature
- Create Connection to Park from Iowa Neighborhood/Clark Park through Pedestrian/Bike Path



MAJOR IDEAS

- Stage for outdoor concerts and performances with Great Lawn
- Cooking Space for Park events
- Bus Pick-up/Drop-off in Park
- Bike Rentals from Park to Downtown and the University
- Emergency Light Stations



MAJOR IDEAS

- Shade Structures
- Accessible Play Equipment
- Public Pool Accessible
- Vending Machines / Water Dispensing Machines
- Enclose Children's Playground with Low Railing
- Family Restroom adjacent to Children's Playground w/ Adult Changing Station

Site Analysis

OPPORTUNITIES & CONSTRAINTS



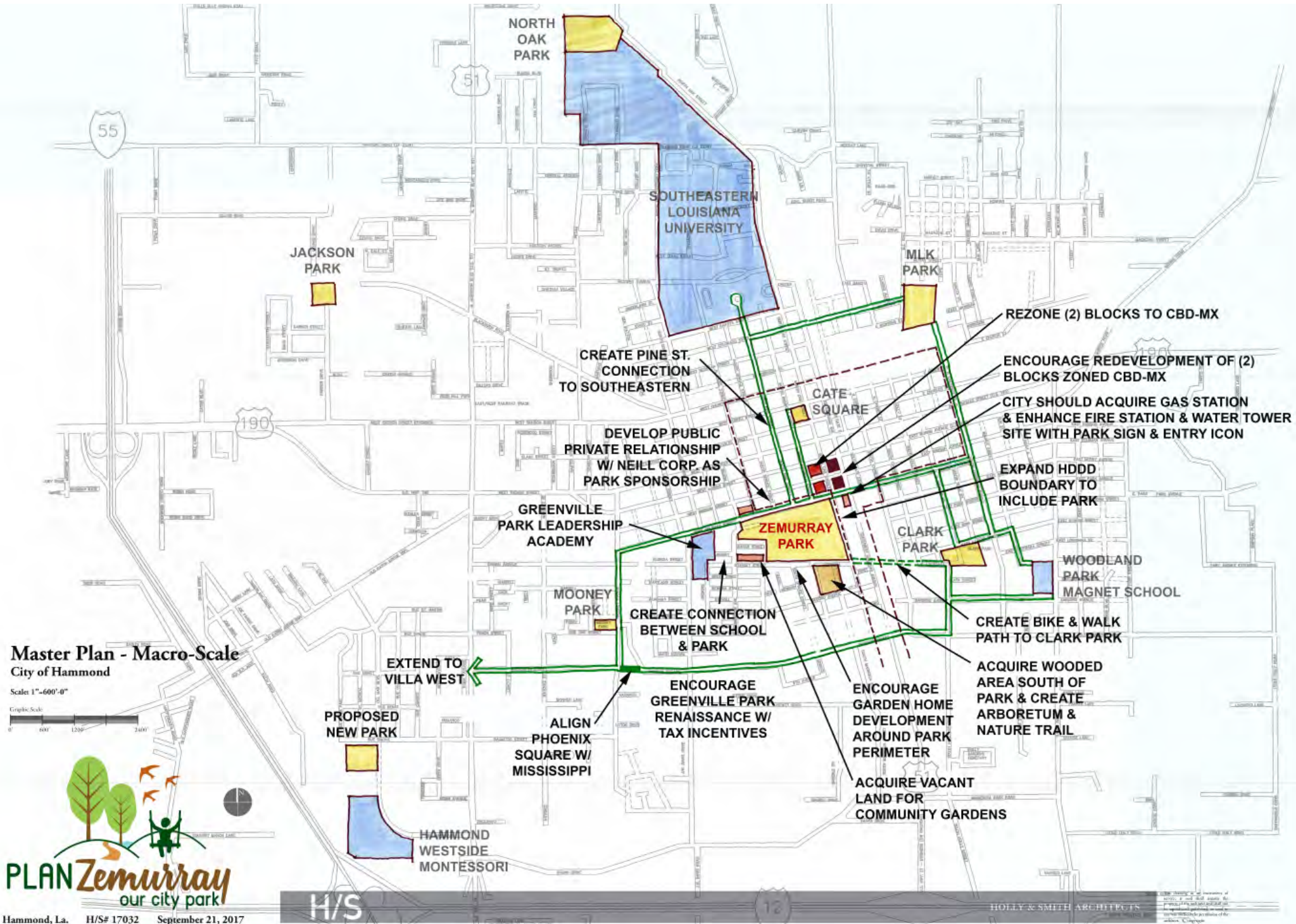
Zemurray Park Master Plan

“Make no little plans.”

-Daniel Burnham

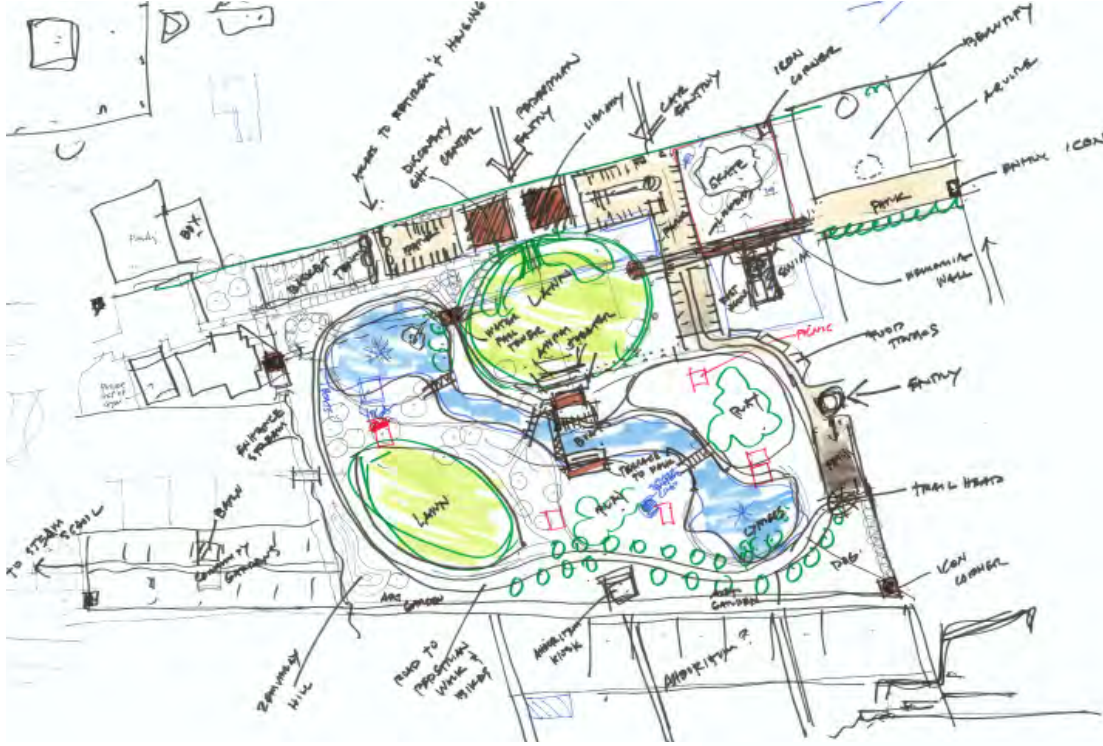
Zemmurray Park Master Plan

BEYOND THE PARK



Zemmurray Park Master Plan

DESIGN CONCEPTS





Zemmurray Park Master Plan

PLANNING CONCEPT #2



Zemmurray Park Master Plan

PARK ELEMENTS

Civic Buildings
Multi-Purpose Field
Stage | Amphitheater
Entries | Edges
Walking | Biking Paths
Playgrounds
Pond | Water Features
Landscaping
Dog Parks
Parking
Pool
Skate Park
Recreation
Neighborhood Edges
Community Gardens
Art | Sculpture
Lighting
Food Vendors
Pedestrian Bridges
Restrooms
Pavillions

PARK ELEMENTS

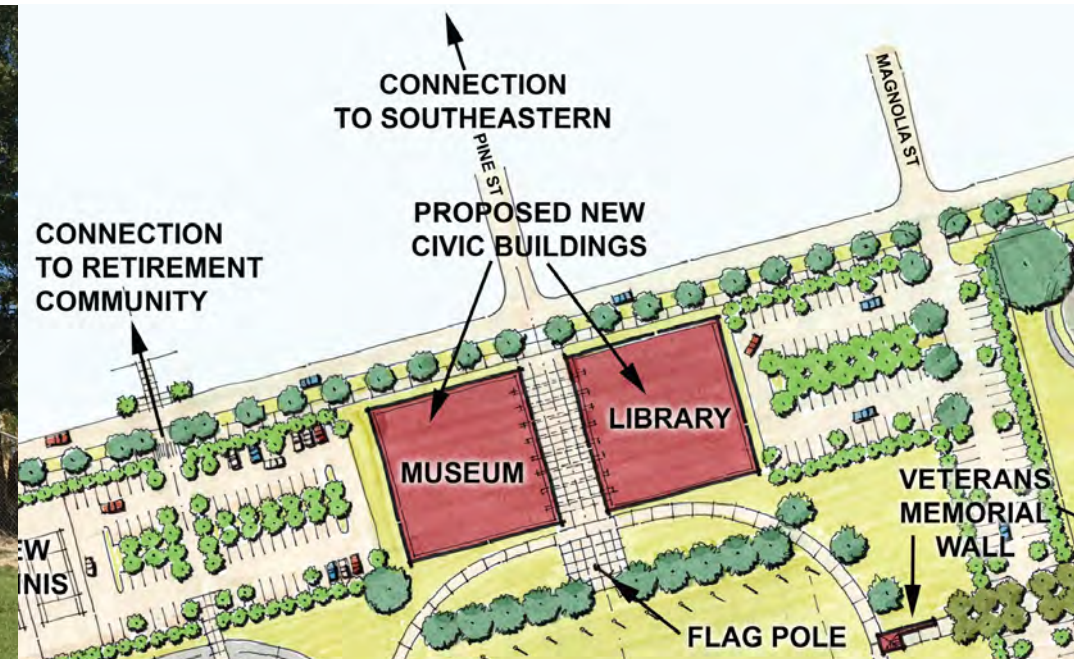


Zemurray Park, United Way Building



Knock Knock Children's Museum, Baton Rouge

CIVIC BUILDINGS



California Academy of Sciences

PARK ELEMENTS

MULTI-PURPOSE FIELD



Zemurray Park, Stire Baseball Field



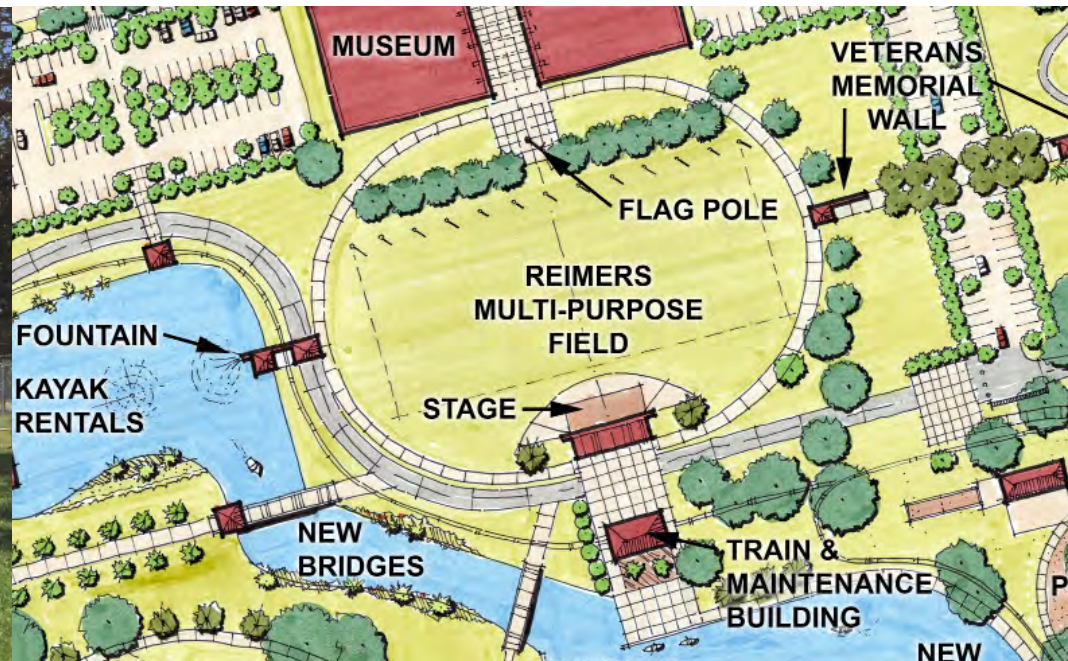
Palmer Field, University of Michigan



Clark Park, Philadelphia

PARK ELEMENTS

STAGE | AMPHITHEATER



Zemurray Park, Reimers Baseball Field



Discovery Green, Houston



Fibrosa Pavilion, Sydney Australia

PARK ELEMENTS

ENTRIES | EDGES



Zemurray Park



Munn Park, Lakeland, FL



Audubon Park, New Orleans

PARK ELEMENTS

WALKING | BIKING PATHS



Zemurray Park, Existing Drive



Audubon Park, New Orleans



Discovery Green, Houston

PARK ELEMENTS

PLAYGROUNDS



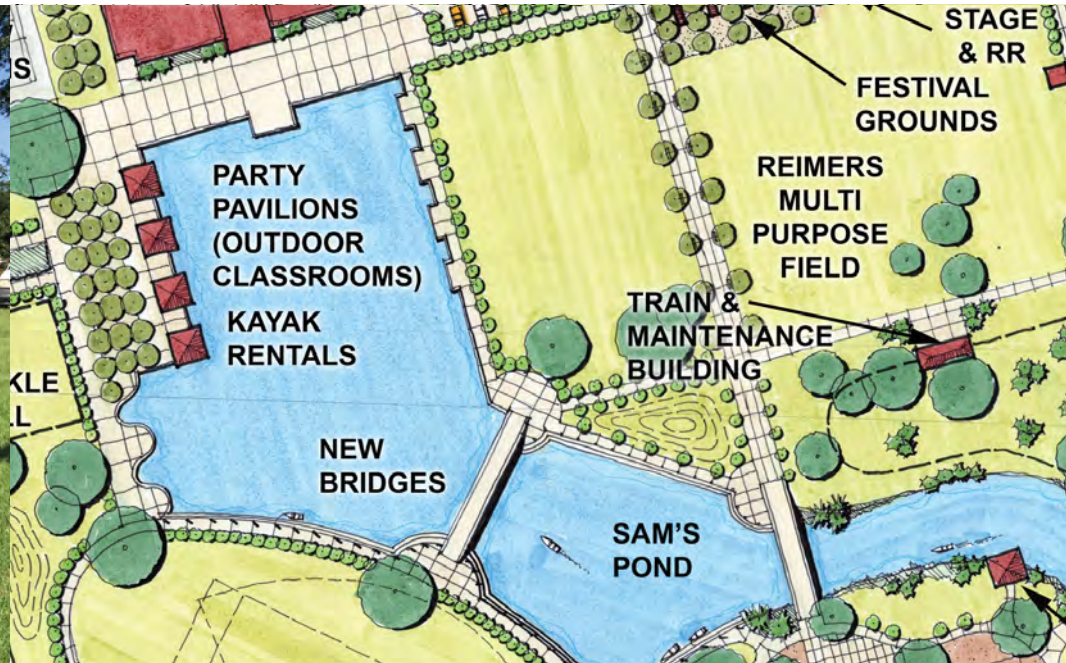
Zemurray Park



Boston Common Park, Children's Playground

PARK ELEMENTS

POND | WATER FEATURES



Zemurray Park



Girard Park, Lafayette



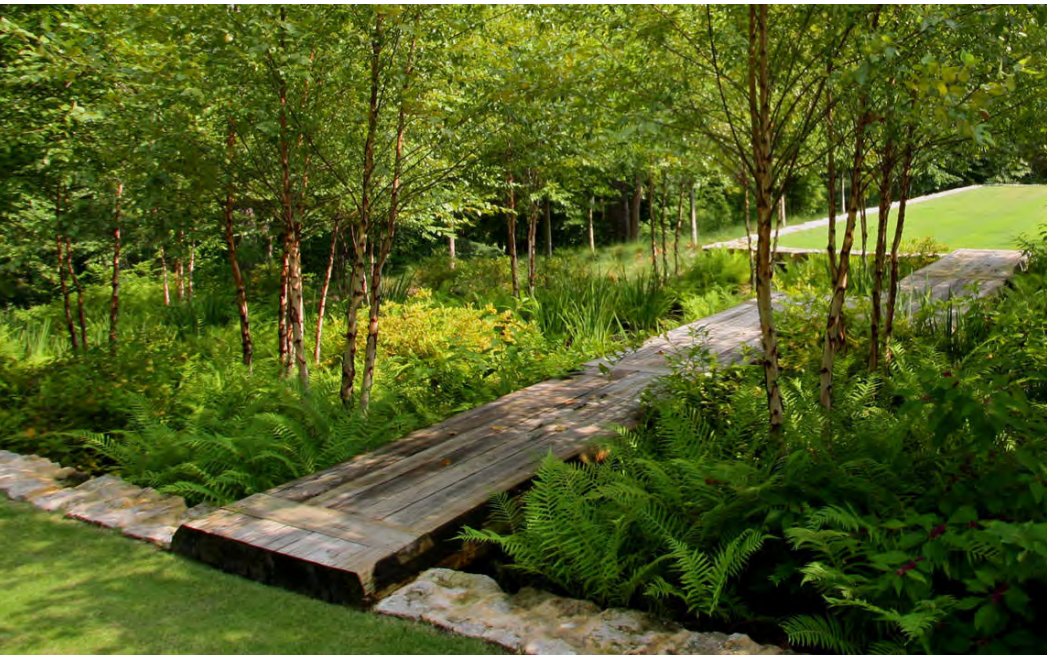
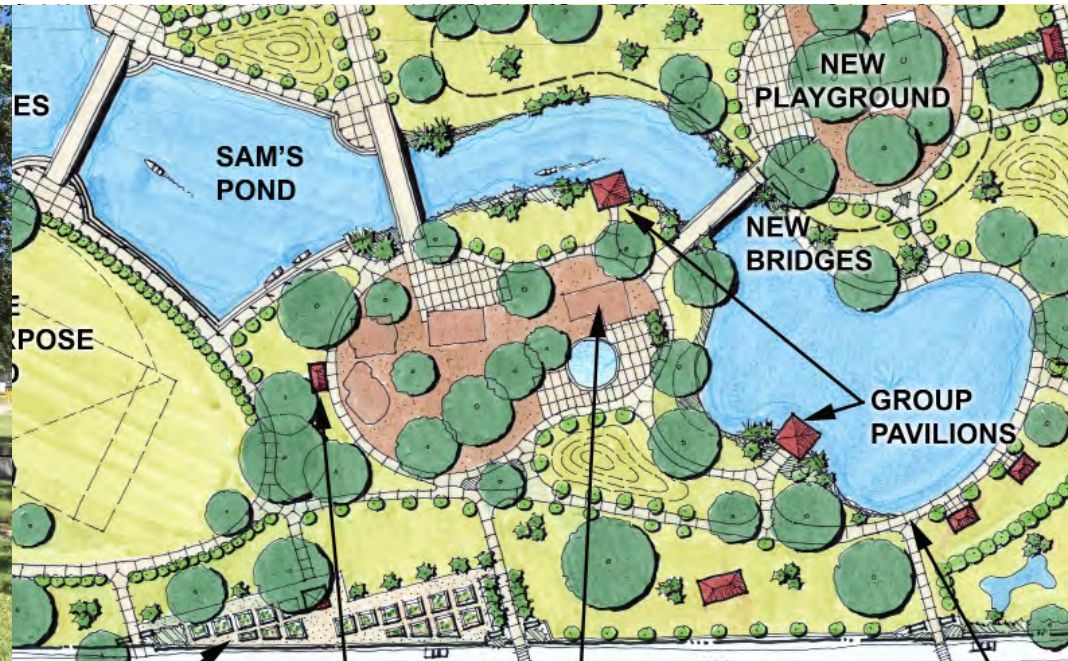
Discovery Green, Houston

PARK ELEMENTS

LANDSCAPING



Zemurray Park



City Park, New Orleans



Caddo Lake

PARK ELEMENTS

DOG PARKS



Zemurray Park



PARK ELEMENTS

PARKING

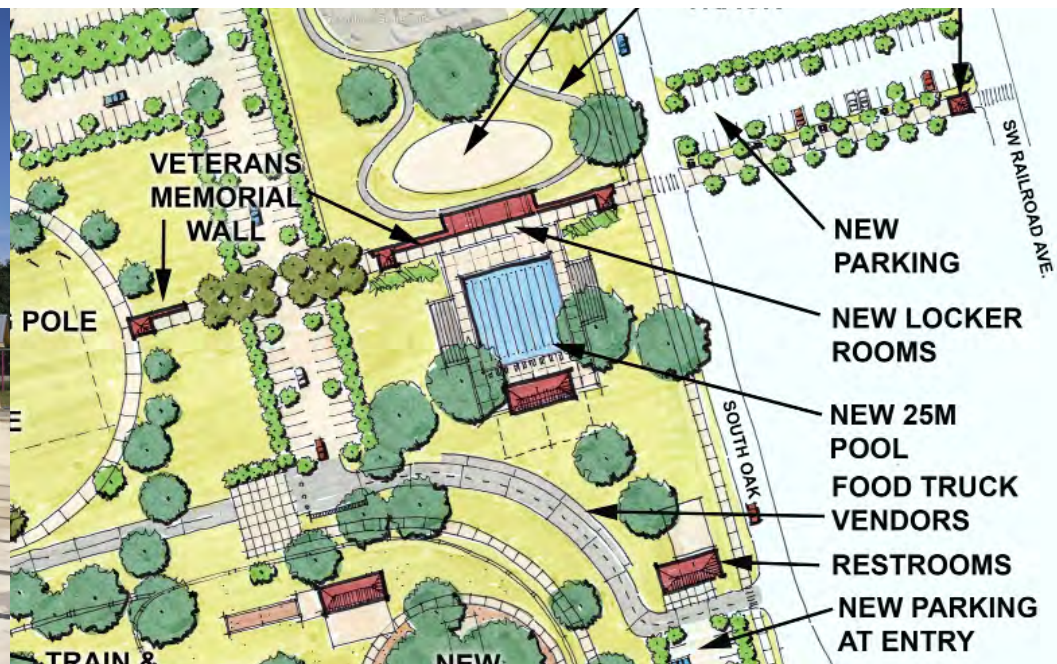


Zemurray Park



PARK ELEMENTS

POOL



Zemurray Park



PARK ELEMENTS

SKATE PARK



Zemurray Park

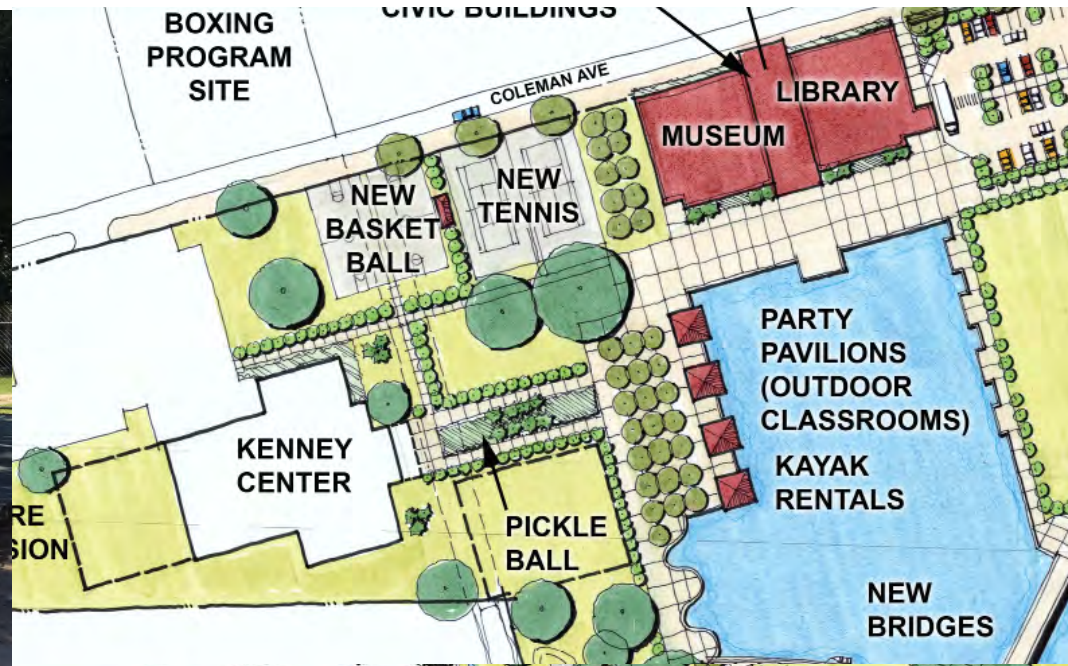


PARK ELEMENTS

RECREATION



Zemurray Park



PARK ELEMENTS



Zemurray Park



NEIGHBORHOOD EDGES

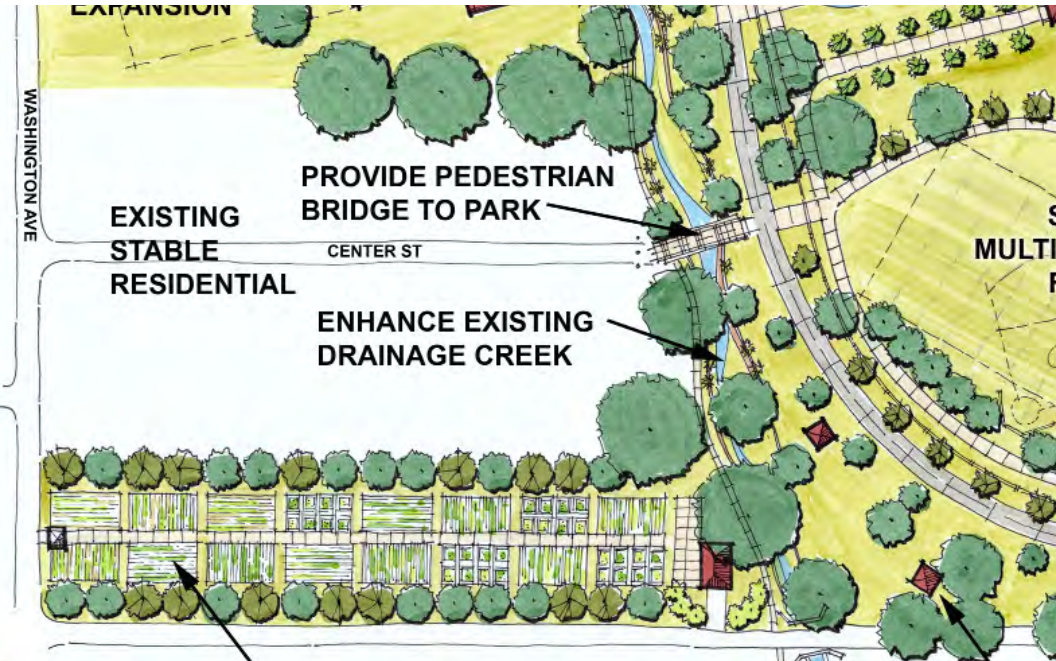


PARK ELEMENTS



Zemurray Park

COMMUNITY GARDENS



Mountsfield Park Community Garden



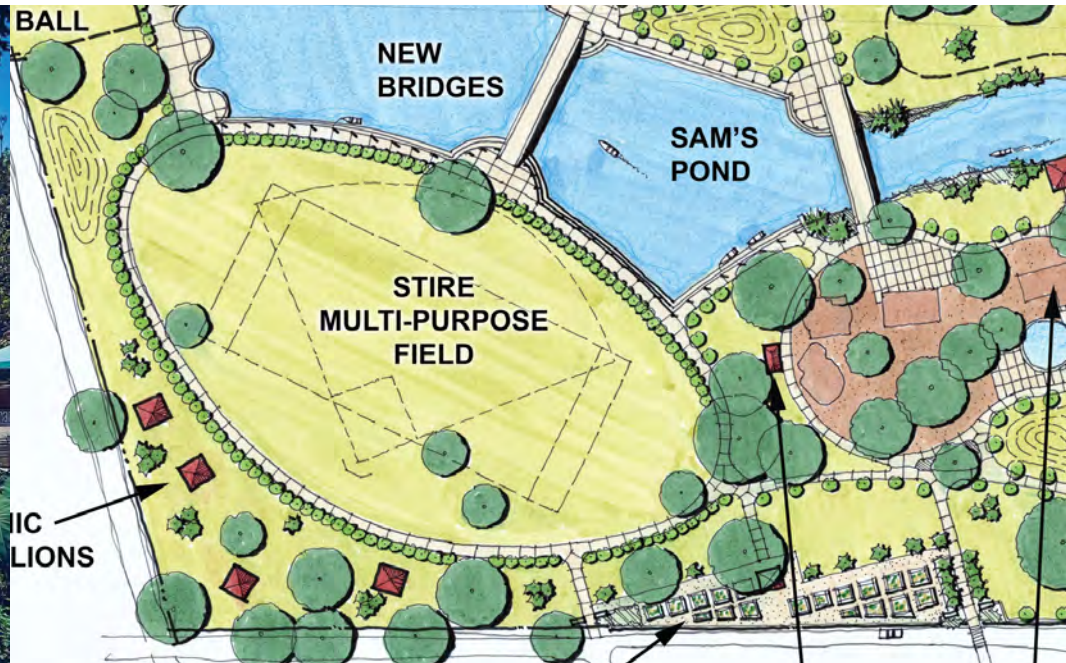
Milson Community Garden

PARK ELEMENTS

ART | SCULPTURE



Pearl District, San Antonio



SoundScape Park, Miami Beach



Audubon Park, New Orleans

PARK ELEMENTS

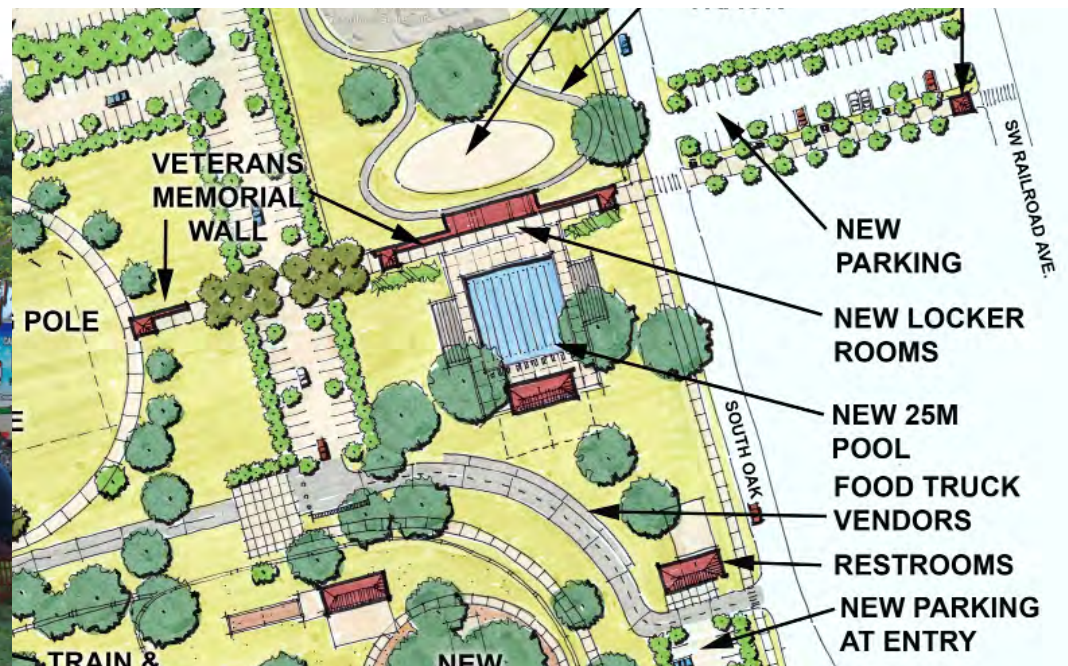
LIGHTING



Zemurray Park

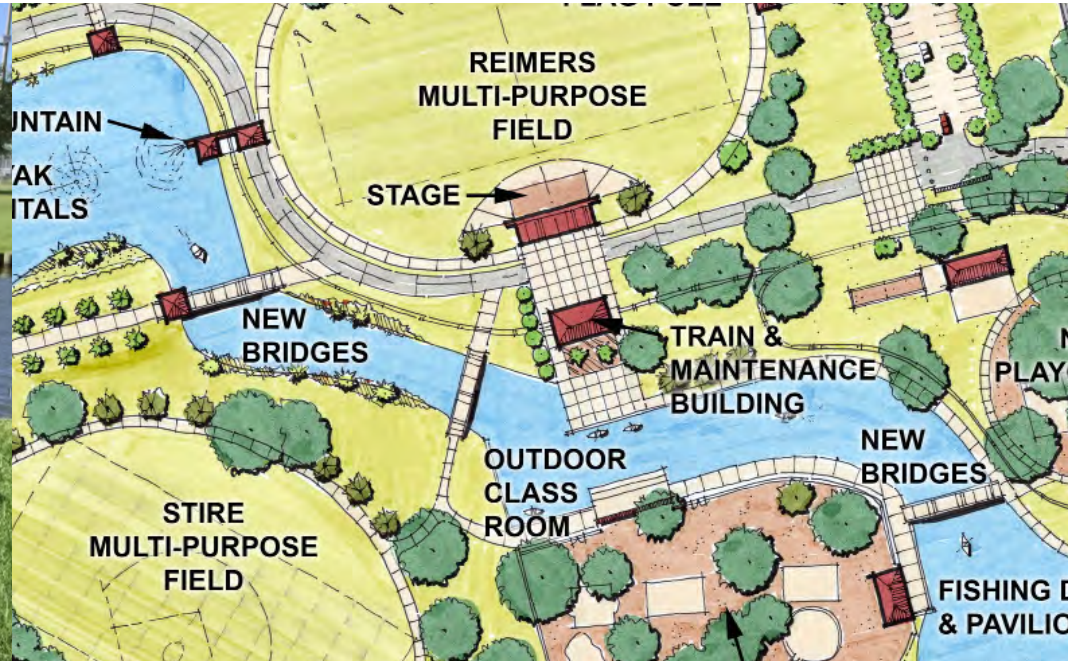


PARK ELEMENTS



PARK ELEMENTS

PEDESTRIAN BRIDGES



Zemurray Park

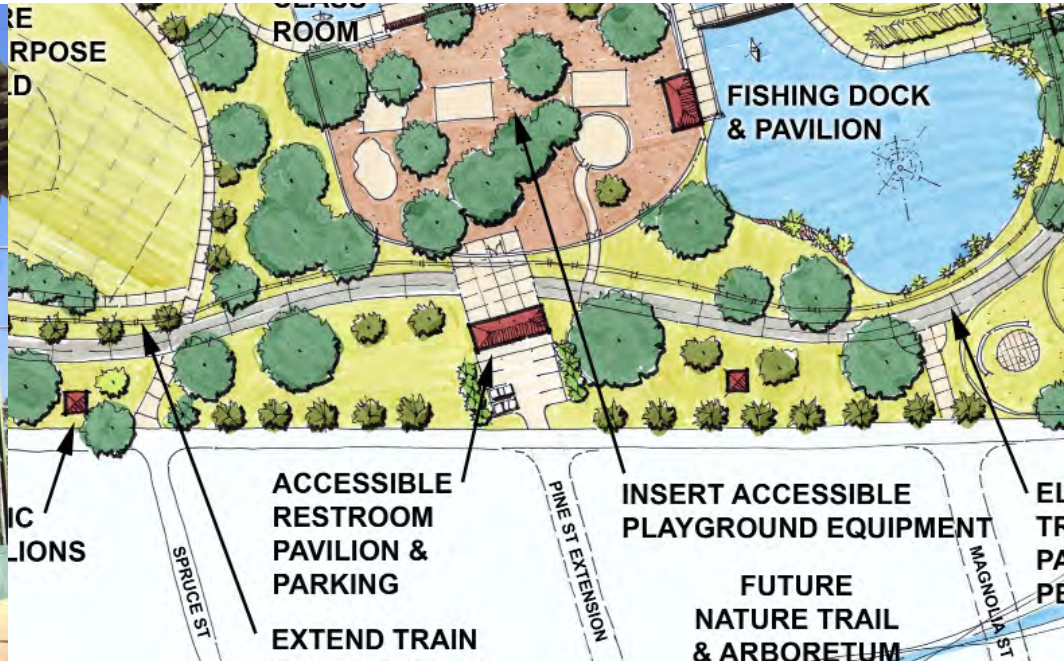


PARK ELEMENTS

RESTROOMS



Zemurray Park

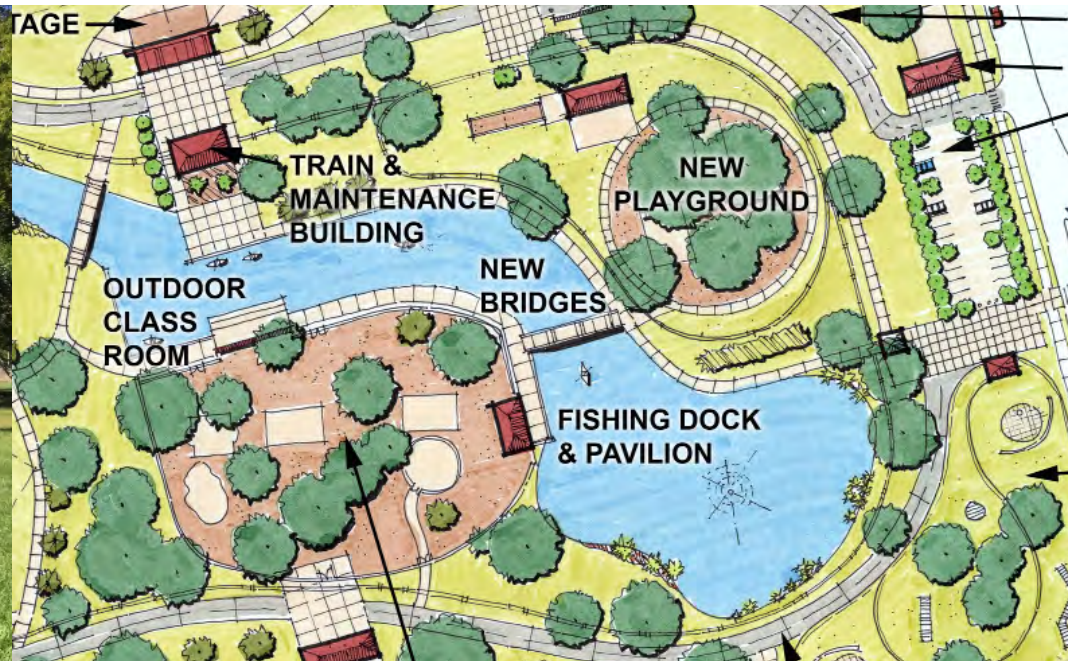


PARK ELEMENTS

PAVILIONS



Zemurray Park



Hilltop Arboretum, Baton Rouge



Fibrosa Pavilion, Sydney Australia



WHAT'S NEXT:

PUBLIC COMMENTS

- Team will continue taking comments via PlanZemurray Facebook page until Wednesday, Sept. 27

STEERING COMMITTEE

- Team will meet with Steering Committee to prioritize Master Plan

DESIGN TEAM

- Finalize Master Plan over the next 6 weeks

PUBLIC MEETING #3

- Team will present the final Master Plan for Zemurray Park in November, date T.B.D.

DESIGN TEAM

- Submit Zemurray Park Master Plan document mapping the process, plan, implementation, cost estimate, & phasing of the park

