

NEW ORLEANS

300

1718 - 2018

TRICENTENNIAL

From *Bienville* to *Bourbon Street* to *bounce*. 300 moments that make New Orleans unique.



WHAT HAPPENED

In 1871, Audubon Park was purchased and established as Upper City Park.

It was a long and complicated path that led to the last undeveloped tract in uptown New Orleans becoming **Audubon Park**.



The land was first a sugar cane plantation owned by New Orleans' first mayor, Étienne de Boré, and later became part of the vast Foucher plantation. During the Civil War it was dubbed Camp Lewis and used by both Confederate and Union forces.

Eventually, through a scheme in 1871, the land was purchased and established as Upper City Park. But the park received almost no money, and the site languished until a proposal by local businessmen to hold an exposition there in 1884.

While the exposition was largely a financial failure, it provided the foundation for a true park. The park was renamed after John James Audubon in 1903. With modest funds, the park commission secured the Frederick Law Olmsted firm to design a natural park. The firm, under the direction of Olmsted's nephew, John Charles Olmsted, designed the landscaping, the lagoon and an original golf course.

The lagoon was originally used for swimming, but swimming moved to a huge pool — that could hold up to 2,000 people — in 1928. The pool, along with swan boats in the lagoon and a carousel, were closed in the 1970s.

Vehicle traffic was allowed on the 1.7 mile drive around Audubon Park until 1981.



John Charles Olmsted originally designed Audubon Park's lagoon to connect with the Mississippi River, a design that was rejected.

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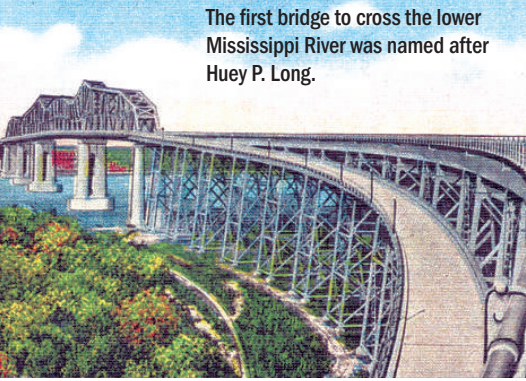
WHAT HAPPENED

Huey P. Long was shot on Sept. 8, 1935. He died Sept. 10.

Huey P. Long was a blessing and a curse for New Orleans.



Sen. Huey P. Long addresses students at Louisiana State University in 1934. As governor, Long tripled the size of LSU by providing more opportunities for the rural poor to attend college.



The first bridge to cross the lower Mississippi River was named after Huey P. Long.



As governor, Huey P. Long pushed through funding for the Lake Pontchartrain Seawall from the Industrial Canal to West End. Construction began in 1928 and was completed about 1935.



Huey P. Long pushed for the construction of a new Charity Hospital and fought with the federal government, among others, over its construction. The 20-story hospital was the second largest in the country when it was completed in 1939.

Gov. Long was responsible for massive capital projects in the city: a new Charity Hospital, a new lakefront airport, natural gas service for the city, expansions of the port, a bridge over the Mississippi River, and a seven-mile seawall along Lake Pontchartrain. But Long also attacked New Orleans politics, blaming the city's "Old Regulars," who controlled state government, for leaving rural areas behind. In 1934, after years of an on-again, off-again relationship with city leaders, Long, with the assistance of his selected replacement, Gov. O.K. Allen, declared martial law and occupied New Orleans with 2,500 soldiers. Long, who was then a U.S. senator, was trying put his supporters in power in the city. Robert Maestri, a Long ally, became mayor in 1936, after Long's death.

Long, born in Winnfield, first won the election as governor in 1928 after the Great Flood of 1927 displaced thousands.

Long ran and won a seat in the U.S. Senate in 1930 but continued as governor until an ally was appointed to lead the state.

Outside of Louisiana, Long was considered by many to be a despot. He was promising to run for president against Franklin D. Roosevelt when he was shot by the son of a political enemy on Sept. 8, 1935, at the Louisiana State Capitol. He died two days later.