

NOTES AND ISSUES

PUBLISHED BY THE PARKVIEW NEIGHBORHOOD ASSOCIATION

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NO. 1

Meeting to Discuss the Future of the Whole Foods Site Attracts 140 Neighbors

A neighborhood town meeting took place on February 19 at the Holy Rosary cafeteria to discuss the future of the Whole Foods site. Over 140 individuals attended the meeting, an overflow crowd that exhausted all available chairs.



The Austin-based company announced in January that the Esplanade store would be closing in April. According to those involved in the organization of the meeting, Whole Foods Market's CEO John Mackey has offered to allow neighbors some involvement with the review of bids for the property, which is supposed to be listed for sale in the next few weeks.

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End of Railroad

The track running over Moss between the post office and Mercy Hospital is no more. The rails and ties were pulled up in February.



Permit Database Is Now On-Line

All residential permits issued by the City can now be viewed on-line. The sophisticated database is searchable by not only individual addresses but by entire blocks.

Types of permits that are covered include those issued for electrical work, structural renovations, construction, demolition, etc.

The database can be accessed at: <http://kiosk.cityofno.com/PermitsSearch/Search.aspx>

**Crescent City
Classic to be
Run on Saturday
March 26**

**Plan Ahead for
Traffic Changes**

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The meeting was chaired by Robert Thompson, co-owner of Fair Grinds Coffeehouse, who gave some background history of the closing of the store. Next, Darlene Wonik discussed a survey that she had taken regarding what grocery items neighbors want in a store.



The first guest speaker was Mike Zarou, owner of All Natural food store. Mr. Zarou said that in order for him to open a business at the present Whole Foods site he would need to own the building. He said that if he had not owned the building on Magazine Street, where his previous store was located, which was directly across the street from the Uptown Whole Foods, he would have had nothing to show after 19 years in business. French Quarter grocer Cosimo Matassa addressed this sentiment, saying that the expected high sale price would make it very difficult for most businesses to make a profit at that location.

Two other grocers, Lakeview Fine Foods and Canal Blvd. Super Market, who were invited to the meeting did not attend.

Larry Schmidt, a representative of the Trust for Public Lands, discussed the possibility of having Whole Foods donate the property to the Trust. The property would then be transferred to a non-profit entity that would operate a community business. Many in the audience reacted positively to this possibility.

John Calhoun of the New Orleans Food Co-Op said, "The only way the community can get what it wants is to own the shelves." Many approved of this message, and one individual in the audience urged Mr. Calhoun and his organization to purchase the Whole Foods site. However, Mr. Calhoun stated that the Food Co-Op had but a few thousand dollars in its account.

Tommy Usdin, President of the Faubourg St. John Neighborhood Association, offered his organizations resources to help determine what the neighborhood wants at the Esplanade site.

A second meeting will be held sometime in March. ■

***DON'T FORGET - IT IS TIME TO RENEW YOUR MEMBERSHIP
YOUR SUPPORT IS NEEDED***

Problems Reported By Members

NOTE: If you have a problem to report that you'd like for the Association to take action on, please let us know either at 483-0733 or marktullis@bellsouth.net.

DATE PROBLEM RE-REPORTED	DESCRIPTION OF PROBLEM	STATUS OF RESOLUTION
Feb. 2003	Parking of vehicles on the banks of the Bayou, especially near the Magnolia Gardens/Harding Bridge.	The Association has exhausted nearly all options in trying to discourage vehicles from parking on the Bayou. The next step is to work with the City in erecting granite curbing to physically prevent vehicles from parking on the Bayou.
March 2003	Roosevelt. Automobiles parked improperly make it difficult for large emergency vehicles to travel down the street.	Ideas needed by members on how to address this problem. Another Roosevelt resident has recently brought this matter to the Association's attention. More members from Roosevelt are needed.
May 2004	Condition of Harding Drive Bridge.	RESOLVED. In late January new floor planks were installed. A special thanks to FSJNA who spear-headed this project.
June 2004	Improper parking on Dumaine near Carrollton making entering and exiting driveways difficult.	All members who need or desire street marking will be contacted. Board is embarking on a project to ask the City to strip areas around driveways to give guidance to drivers. This will be included in the parking and traffic master plan.
Oct. 2004	Commercial flyers being placed on doors, creating litter.	Businesses are contacted, asking them to patrol areas to look for litter.
Oct. 2004	Condition of street on St. John Court	Will target this as a street to repair after Olga and Picheloup work is completed.
Oct. 2004	Empty lot on Moss and St. John Court needs attention	Owner of record will be notified.
Jan. 2005	Speeding on Harding Drive	

EDITORIAL

WHOLE FOODS LEAVES; AND, TERRANOVA'S AND DEBLANC'S STAY

At the mid-February neighborhood meeting held to discuss the future of the Whole Foods site the biggest round of applause was when Karen Terranova was introduced. The next 90 minutes was spent discussing which grocery stores could be recruited to move into the Whole Foods location, which is directly across the street from Mrs. Terranova's family grocery store.

This irony was not lost on everyone. One woman in the rear of the audience stood up and asked, "Why do we want to bring in a grocery store that may very likely put Terranova's out of business?" A good question.

The Terranova family is not an absentee owner. At night, when they close up the store, the family walks two blocks to their home. A generation ago the owners merely walked up a flight of stairs to their living room. The same can be said for the Cousins family that owns DeBlanc's Pharmacy. They've lived three blocks from their business for 30 years. A new grocery store in the Whole Foods location could have a pharmacy, which would compete directly against DeBlanc's.

Both the Terranova and Cousins families are committed to their neighborhood. They attend a neighborhood church and sent their kids to Holy Rosary. For years DeBlanc's sponsored the neighborhood CYO softball teams, supplying jerseys and hats, while Terranova's annually donated a side of beef to be raffled off at the Holy Rosary fair.

If anyone should be consulted on what replaces Whole Foods it should be these two families. After all, in their decades of commercial experience, they've seen many businesses come and go. In bad times they've also seen many of their neighbors go and go and go.

LETTERS

Editor:

I read with great interest your article on Holt Cemetery in the January issue. As co-founder of Save our Cemeteries' "Friends of Holt" it was another welcome bit of history about this unique and troubled burial site.

When we began "Friends of Holt" in 1999 Mark Britz and I could only imagine where this project would take us by 2005. At that time the City was once again considering moving Holt Cemetery and selling the land for development. Unfortunately, the cemetery is still in heavy use; we have

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LETTERS POLICY

Letters may either be e-mailed to marktullis@bellsouth.net or simply mailed to Parkview Neighborhood Association, P.O. Box 791577, New Orleans, LA 70179.

Please consult previous issues for the Letters to the Editor Policy.

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seen as many as seven funerals in a single day during recent clean-up efforts. Through the generous assistance of Judge Paul Bonin's Alternative Sentencing Program we acquired the labor necessary to make improvement. The weeds are gone (most of the time), and all but the small front section of fencing have been replaced. A garden featuring Louisiana irises and Azaleas now line the General Diaz Street fence.

Once we are able to replace that last section of fence we will be able to concentrate more on matters of preservation, such as repairing damaged headstones, grading and leveling sections where soil subsidence has taken its toll, and improving conditions at the cemetery for the families whose loved ones are interred there.

We would welcome a visit by any Parkview neighbor who might be interested in seeing the improvements made there. We are at Holt two Saturdays per month, from 9:00 AM until Noon. Our next few scheduled dates are: March 5, March 19, April 2 and April 16.

Bari Landry
Co-Chairman
Friends of Holt

Editor's Note: Bari Landry mentioned seeing the Parkview newsletter on the Association's website.

Repairs to Magnolia Garden Bridge Completed

The repairs to the Magnolia Garden bridge at Harding Drive are now complete. New floorboards have been installed.

This project was made possible through the office of State Representative Peppi Bruneau. When excess funds were available from the hotel/motel tax, Mr. Bruneau surveyed his district to find out which projects were most needed. The Faubourg St. John Neighborhood Association informed Mr. Bruneau that this bridge needed attention.

While the money was available for repairs, the process of purchasing the materials for the repair, as well as contracting the removal of the old boards and installation of the new ones, was what slowed the project.

Nearly 100 years ago the Magnolia Garden bridge was removed to its present location at Harding Drive. ■

Parkview Real Estate Market Tough in Mid-80's; A Third of Purchasers Saw Little or No Profit

It is a generally accepted rule in real estate that property increases in value over time. But like the stock market, when you buy and when you sell can result in exceptions to this rule. Some of those who bought homes in Parkview in the mid-80's who then later sold these homes in the 1990's know this all too well.

In a three year period (1984-1986) 36 homes were purchased in Parkview. In eleven cases those who purchased Parkview homes during this period later sold those same homes for a loss. These were real dollar losses, as in selling a home for less than it was purchased. The following chart shows the details on these eleven homes.

<i>Home Purchases That Saw Little or No Profit</i>					
<i>Street</i>	<i>Year of Purchase</i>	<i>Purchase Price</i>	<i>Year of Sale</i>	<i>Sale Price</i>	<i>Amount of Loss</i>
Carrollton	1984	\$135,000	1997	\$133,000	\$2,000
Carrollton	1984	\$111,000	1996	\$70,000	\$41,000
Dumaine	1985	\$169,000	1993	\$138,000	\$31,000
Harding	1986	\$130,000	1992	\$116,000	\$14,000
Harding	1985	\$118,000	1991	\$115,000	\$3,000
Olga	1984	\$79,000	1991	\$25,000	\$54,000
Roosevelt	1984	\$114,000	1990	\$80,000	\$34,000
Taft	1986	\$115,000	1992	\$110,000	\$5,000
Taft	1985	\$150,000	1996	\$128,000	\$22,000
Wilson	1985	\$200,000	1986	\$155,000	\$45,000
Wilson	1986	\$155,000	1994	\$95,000	\$60,000

One additional property just broke even. A home on Ida was purchased in 1985 for \$72,000, and was sold for this same price in 1991.

Of the 36 homes that were purchased during the 1984-1986 period, seven are still owned by the same purchasers. Considering the explosion of prices in Parkview in the past five years the present owners of these seven homes will likely see an increase in value if and when these homes are sold. The next chart shows these seven homes. In five of seven cases the purchase price was well below the average Parkview

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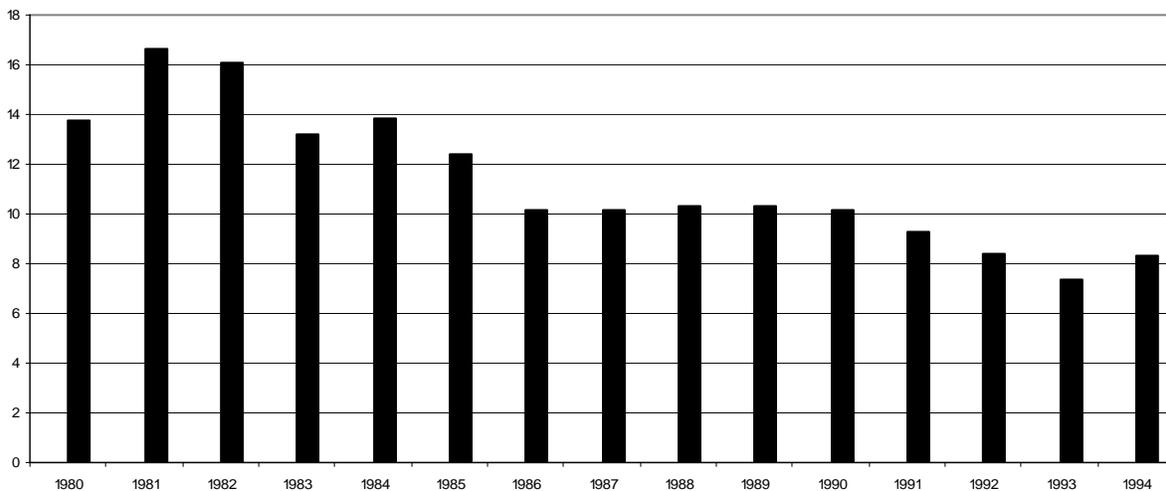
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purchase price for that year. For most of the eleven home purchases (as shown in the previous chart) where there was little or no profit, the purchase price was well above the average price in Parkview for that year.

<i>Street</i>	<i>Year of Purchase</i>	<i>Purchase Price</i>
Dumaine	1985	\$195,000
Dumaine	1985	\$75,000
Olga	1984	\$71,000
Roosevelt	1984	\$55,000
Roosevelt	1986	\$44,000
Taft	1986	\$83,000
Wilson	1986	\$125,000

Interest rates could have played some role in the purchasing of homes in the mid-1980's, as rates were definitely on the decline. In 1981, for example, the fixed rate on a conventional 30 year mortgage was at 16.63%. By 1984, this rate was down to 13.87% and falling. However rates did remain in double digits for the rest of the 1980's, as illustrated by this chart:

Mortgage Rates, 1980-1994



Were these purchases in 1984-1986 out of whack with previous year purchases on the same block? This is always a difficult question because of renovations, but when just looking at the numbers there are some interesting examples. In 1984 a home on Roosevelt was purchased for \$114,000, which was sold six years later for \$80,000.

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[Parkview Real Estate]

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According to the City property database, which goes back to 1976 sales, the most expensive price paid for a house on Roosevelt prior to 1984 was \$86,000 in 1981. More importantly, however, it wasn't until 1995 that a house was sold that exceeded this \$114,000 purchase price from 1984.

There are other examples too. A house in the 800 block of Taft was purchased for \$150,000 in 1985 and was sold in 1996 for \$128,000. That purchase price of \$150,000 stood as a high on that block of Taft until 1996 when a home was purchased for \$156,000.

Compare the first chart on page six with the chart below, which shows the average sale price in Parkview for the years 1984-1986, and you'll see that many times the homes that took the most significant declines in value were purchased at prices well above what the average home purchase was for that year.

Year	Number of Sales	Average Sale Price
1984	16	\$109,000
1985	10	\$124,000
1986	13	\$107,000

The 1985 average home price of \$124,000 for Parkview was itself quite high. Except for 1988, when a combination of a low volume of sales and the sale of a very expensive home on Moss Street, this \$124,000 average sale price from 1985 remained the Parkview highpoint until 1997 when the average sale price hit \$147,000. Prices have marched higher since. The average sale price in Parkview for 2003 was \$264,000.

While eleven of the 36 sales between 1984-1986 were for real dollar losses, many of the other sales during this period would be considered as losses when expected appreciation in value is factored into the equation. An appreciation in value of three percent annually would be a conservative expectation for most homeowners. Of the 17 home sales that showed real dollar profits, nearly half of these, eight in number, did not appreciate at a rate of three percent annually. Three of these are as follows:

Street	Year of Purchase	Purchase Price	Year of Sale	Sale Price	What Sale Price Would Have Been with 3% Annual Appreciation	Difference Between Appreciation and Actual Sale Price
Delgado	1986	\$152,000	2003	\$170,000	\$251,000	\$81,000
Taft	1984	\$123,000	1998	\$158,000	\$186,000	\$28,000
Wilson	1984	\$175,000	1994	\$190,000	\$235,000	\$45,000

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An expected three percent increase in value is reasonable, especially when the figures aren't adjusted for inflation. This is especially true today when home prices in many neighborhood in New Orleans have seen double digit percentage increases year over year since 2001.

Commercial property in Parkview is limited, so these properties and transfers were excluded from the totals. However, if they were included the numbers would not improve. One commercial property was purchased in 1984 for \$245,000, only to be sold in 1995 for \$135,000. However, there were many factors outside of the market-place that led to such a serious difference in price.

There are many possible reasons why the properties discussed here did not increase in value between the time they were bought and sold. Why the buyers sold when they did, even if it meant a loss, can not be determined by numbers on a database. The Oil Bust, which had a huge impact in Texas, Oklahoma and much of Louisiana, did strongly depress housing values in New Orleans for many years. Parkview wasn't the only neighborhood to see homeowners lose money and sell at a loss. This period in the late 80's accelerated a population loss for New Orleans that had commenced in the 1960's. This population loss is continuing today with a net loss in Orleans Parish of as many as 5,000 people per year.

Of course all of these factors - population loss, job loss, as well as crime - can result in price stagnation. ■

"Parkview" as Descriptive Term Finally Hitting Real Estate Ads

Although the words Parkview appear on many of the legal descriptions of the homes in Parkview, rarely do you see homes for sale or for rent being described in advertising as being in Parkview. Usually homes in Parkview are said to be in Mid-City or Faubourg St. John. The border of Mid-City is Orleans Avenue, while Faubourg St. John is located on the other side of the Bayou.

This may be changing though. A home currently for rent on Roosevelt has in its description the following:

Beautiful home in the Parkview area, near City Park on Bayou St. John.

Real estate agents often define the geographic landscape as they wish, and their wish is usually to make the property as desirable as possible. In fairness though their job is also to make the location easy to find, and Mid-City is a catch-all that most all New Orleanians know and understand. ■

[Parkview Profile]

Parkview Profile: Jillian Shingledecker of Roosevelt Place

Jillian Shingledecker has lived in Parkview since 1995. Prior to moving to New Orleans she had lived in Boston, San Francisco and Helsinki. She said that she was originally looking for a house in the Bywater area but fell in love with her home on Roosevelt. Like many residents Jillian uses the Bayou regularly to walk her dog. "I also occasionally go canoeing in the Bayou." An avid golfer, Jillian plays the courses in City Park.

Raised in Lima, Ohio, Jillian graduated from the University of Cincinnati. She is an architect by profession, and as such has a good feel for zoning issues. She said that zoning enforcement is inconsistent in New Orleans. The rules are enforced "only when the City gets pressure from neighborhood associations."

Increasing crime is a problem in the neighborhood, according to Jillian. She herself has been a victim of minor theft. Other problems that she pointed out, include poor street conditions and a lack of parking.

Positive changes in the neighborhood include the renovation of homes. She also pointed out the new streetcar line as a big plus for Parkview. "I rode the first car out when it started. I often take it to work."

Jillian is currently reading *Beautiful Jim Key: The Lost History of a Horse and a Man Who Changed the World*, the story of an early 20th century horse that entertained fairgoers with its humanlike-abilities.

Asked when she first learned that she lived in Parkview, Jillian responded that it was when she received an invitation in the mail to join the Association. ■

Used Book Sale on Sunday March 13 Donations Still Being Accepted

The 8th Annual Used Book Sale to benefit our Lady of the Rosary Archival Project will take place on Sunday March 13, from 9:00 AM to 2:00 PM at Vincent Hall, 1324 Moss Street. Books, CD's, and auction catalogs will all be available for purchase. Donations for the sale are still being accepted. Books can be placed in the vestibule of the Church or call 483-0733 in order to arrange a pickup.

This event is the major fundraiser for the Archival Project, which promotes the study of the Bayou St. John area. The Archival Project is currently preparing for Holy Rosary's 100 anniversary as a parish, which will take place in 2007. ■

CITY PARK HISTORY 100 YEARS AGO THIS MONTH; Debate Over Future Horse Track and Development of Park – 1904

Editor's Note: In the early 20th century the affairs of City Park were widely reported in the city's newspapers, most notably The Daily Picayune and The Times-Democrat. The City Beautiful movement was in full swing by this time, and its major tenets, particularly an appreciation of aesthetics, were most evident in New Orleans in the development of parks. Since the development of Parkview is so closely linked with the development of City Park, we are continuing with a series focusing on how activities at the park were reported a century ago.

The following is from an article in The Daily Picayune from March 1904. The title of the article is "City Park Board Objects to the New Race Track: Says the Tract Was Included in Their Plans and Ask Expropriation."

A day or two ago a memorial from the City Park Commission was sent to Mayor Capdevielle, requesting the City Council to grant the park permission to extend its property back to Lake Pontchartrain. Upon the surface this move apparently showed that the Park Commission was anxious to see the park increased in size in order to furnish a larger pleasure ground to the public. In reality this measure was aimed, first at the increasing of the park, and next at the establishment of the race track of the New Orleans Jockey Club, which is to be located upon the piece of property adjoining the park and extending out on the Orleans Canal to the Taylor Avenue Canal. This piece of property was purchased a few days ago and plans for the construction of the track have already been started.

The Commissioners appointed a committee, consisting of Messrs. Felix Dreyfous, F.C. Claiborne and J. Henry Lafaye. This Committee has already made its first move.

Mr. Dreyfous, explaining the

position of the Commission and his position, stated that the Commission was not fighting against the construction of a second race track in New Orleans. They had no opposition to such a move, but they were fighting against the establishment of this race track in this particular place. The Commission has been negotiating for this piece of ground for a number of years, and had the promise of the owner that the property would not be sold until the Park Commission had been notified. The property was sold to the race track people by George G. Friedrichs, the real estateman, for \$25,000, and that was the first information the Commission had of the sale. The Commission would have paid that amount itself.

The plans of the Commission for the development of the park were carried out into this piece of ground. The organization wished to have the park property surrounded by a canal. Along the upper side of the park there is the Orleans Canal, and on the lake side of the property purchased by the Jockey Club is the Taylor Avenue Canal, and to

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[City Park History]

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the other side Bayou St. John. The park has already purchased a piece of property which brings its line down to the bayou, and this land cost them \$28,000. If they had been able to secure the other property, the size of the park would have been doubled. The park has not the money to make the purchase and is going before the City Council to ask that the city expropriate the land now, in its unimproved condition, then wait until there have been a great many improvements made and the cost is five times as great. The presence of the track will also be very objectionable.



The dust will be very injurious to the plants, and the following of the track will make the park unsafe for women and children. There is always an objectionable crowd following the race course, as evidenced by the surroundings in the neighborhood of the Crescent City Jockey Club. He called attention to the fact that only a portion of the entire tract of land had been sold. There was something like sixty or seventy acres alongside of Bayou St. John which has not been sold. Upon this land, he claimed, there would be no end of grog shops, cheap boarding houses, gambling saloons and the like. The presence of those objectionable features would

simply ruin the park.

Mr. Claiborne thought that the race track, run as the present track is operated, with plenty of saloons around the entrances, boarding houses and the like, would spoil the park completely. He admitted, however, that he had been assured by the gentlemen interested in the track that there would be no such features. The gambling feature of the track would be a very small thing. The track would in other words, be operated in a high-class manner, and properly policed and regulated. Of course, the Jockey Club would not be

allowed to use the park for their driveways. They could build a road on the bayou side and on the Orleans Canal side. The Commission would not be mean enough to attempt to close these openings.

The tract of land purchased was the tract the Park Commission wanted to buy when they entertained the proposition of the New Orleans Railways Company to lease that part of the park above the Orleans Canal. They were to receive \$25,000 rent for a number of years. The money they would have put in the other piece of property at once. However, a number of members of the

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[City Park History]

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Commission and outsiders raised a terrible cry simply because they did not understand the situation. They defeated the proposition, and somebody else purchased the property. If the members of the Commission who understood the situation had been allowed to carry out their plans there would have been no property to sell to the track. One of the reasons for the great desire to buy this property is to retain the cypress forest upon the land. Within a number of years this forest will become a very rare piece of ground.

Mr. Dreyfous held that the park is growing too small for the population. Sundays there is a crowd, and there are only 300,000 people in the city, and with 500,000 people, which there will be here within the next five or six years, the park will be entirely too small. He is looking out for the future.

This is the position taken by the Commissioners of the City Park.

The gentlemen promoting the track of the New Orleans Jockey Club have plans which are somewhat different than those Mr. Dreyfous illustrated by his statements.

In the first place the track will be under the control of a board of directors representing the very best citizens of New Orleans. The race course will not be operated for the gambling feature at all. The members of the Club expect to make a profit upon their investment, but they will not reach out for a hundred percent

income on the money. They will be satisfied with less, and expend a great deal of money annually in beautifying the grounds. They will have a handsome clubhouse, where the members of Jockey Club, which will be restricted to the best citizens of this city, will have a suitable country home. The fact that a race meeting is being held is no reason why the patrons of the City Park should be bothered. It is all in the management of the track and the proper policing of the grounds. Under the management of a board of gentlemen, it is reasonable to suppose that this feature will be carefully looked after. As far as the construction of the saloons, cheap boarding houses and gambling joints near the bayou and the race course is concerned it is out of the question. This land will be used for the construction of a winter hotel. Negotiations are already on foot with men who have the necessary means to carry out this enterprise. One agreement required when the Jockey Club purchased the ground from Mr. Friedrichs, and a stipulation which was more than willingly given, was that under no condition should a piece of property be sold or rented for the use of a saloon or boarding house. This step was taken to have it formally and legally agreed upon the character of buildings to be erected near the race course itself.

Mr. H.D. Brown, who will be the Superintendent of the New Orleans Jockey Club track talked at length upon the tracks of the country, and the tracks which are operated in connection with parks. He called attention to the most

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popular track in Chicago, Washington Park. That track was part of the park proper, and there is a magnificent clubhouse and a club which is composed of the very best people of Chicago. There are 2,500 names on the waiting list for membership. There has never been an objectionable feature to the meeting of the Washington Park, and in no way has the Washington Park been the slightest injured. The same lines will be followed here. The new race course will be managed upon high-class lines.

The gentlemen interested will, of course, wish to have an interest upon their money, but the track will not be sacrificed to gratify a desire for big returns. Racing in the city of New Orleans is steadily going backward.

Last year at this time, Mr. Brown claimed, the hotels were filled with sportsmen who spend a great deal of money. Now these people have all gone to Hot Springs to race for half the money they would receive here. There are owners who have left here years ago and never returned. There are owners who have recently gone away, pledging that they would never return. The racing is becoming of a lower class, and all from the same cause. This cause will not exist at the New Orleans Jockey Club. The people of Los Angeles this winter have had the very best racing meeting in the history of their Jockey Club. This success has been caused by New Orleans. People who would have come here have gone there. The people of that California city have been looking for the greatest race

meeting of the West next year. They counted upon a large percentage of the owners who have formerly shipped here. These owners are willing to pay the additional mileage to the railroads. They have a reason. There will be no grounds for this reason at the new track. When the people of Los Angeles heard that New Orleans was to have a second race course, their hopes for a greater season vanished. The owners caused this complete destruction of prospects, for they all said that New Orleans would see them racing on the new grounds. The new grounds will be something different from anything that the local public has ever seen. They will be devoted to high class racing to begin with. The people who go to Los Angeles and San Francisco will be induced to come here. These people represent the very best element of racing public and the very best horses that are raced during the winter months. In addition to bidding for this high-class, clean and honest sport, the Club will also reach out for the great fall meeting of trotting and packing horses. They will do everything in their power to promote this harness racing, simply to increase the interest in horses here. Fine horses in a city unite the public in a desire for better streets and better roads. If there is a handsome club where a horse owner can speed his horse and drive friendly races with his friends during the summer months, there is every reason in the world to expect a development of the trotting and pacing horse market. A new industry will be created. One of the articles of the charter of the Club stipulates clearly that this Club has been

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organized to promote the breeding of horses in this State. In fact, the article was taken from the charter of the old New Orleans Jockey Club, organized in 1828, and composed of some of the greatest men Louisiana has ever known.

The grounds of the track will be made into one magnificent garden, and the buildings will be of the best. There will be no drinking places allowed outside of the grounds, and the tough element which follows races will be driven away. This class of followers are held in complete check in other cities. It is only a question of management. The grounds of the new club, laid out according to the plans and the erection of the clubhouse provided for, will benefit the City Park wonderfully, for it will attract only those people whom the park wishes to visit that locality. The membership of this class Club will be of the same character as the old Louisiana Jockey Club, famous the world over for its high standing. The gentlemen who compose the Board, come from this class of people. It does not seem reasonable that they will lend their assistance to an institution which is not going to be up to the highest standards.

Mr. Brown touched upon other tracks, such as Sheepshead Bay, where the parks were close at hand. The old Bay District track in San Francisco, which is directly in the Golden Gate Park, the greatest park in the United States. Garfield Park, in Chicago, was operated in this same manner until the land became so valuable that the track was

moved. These and a number of incidents were spoken of to show that the presence of a properly conducted race track did not injure park property or subject park visitors to the slightest danger of being insulted by the following of races. It is all in the management and policing the grounds.

The gentlemen connected with the New Orleans Jockey Club are of the opinion that the City Park Commissioners do not understand the situation, and if they did they would have no cause for fear that the erection of the building and track and operations of race meetings will interfere with the good work of the Park Commission.

Judge Lazarus, attorney for the new club, stated that in his opinion certain elements thought that the establishment of the new race course was a dream, and now that they realize that it is a fact, they are exerting every effort to defeat the enterprise. The city certainly has the right to expropriate property, but they must be ready to pay cash for the land.

Mr. George G. Friedrichs, the real estate man who sold the property to the Club, stated that Mr. Brown came to him in regard to a different investment. He represented large capital, and it was Mr. Friedrichs's suggestion that he build a race track back of the City Park. He suggested this knowing that Mr. Brown was well known on race tracks throughout the country. It took six weeks to settle the matter. Now it is

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[*Parkview Events*]

PARKVIEW CALENDAR OF EVENTS

Friday March 11 8:00 PM	Bamboula 2005 Pitot House Annual fundraiser for the Louisiana Landmarks Society. Call 482-0312 for more info.	
Sunday March 13 9:00 AM	Used Book Sale Vincent Hall, 1324 Moss St. Annual sale to benefit Holy Rosary Archives.	
Saturday March 19 4:00 PM	Equestrian Event City Park Equestrian Center See horses in jumping and running events. For more info. www.tailsbutnoblacktie.org	
Saturday March 26 8:30 AM	Crescent City Classic Annual 10K race starts early in the morning downtown, travels up Esplanade, and ends in City Park.	

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settled and the local interests have joined in the enterprise. Mr. Friedrichs is Treasurer of the Club.

The piece of property he still holds will no doubt be occupied by a magnificent winter hotel. He had gone to one of the biggest operators in real estate in the United States with his plans and has been assured that all the assistance necessary will be produced. The idea that the race course operated as the enterprise of a Club consisting of the best people of the city and under their complete management, is going to injure the park is simply ridiculous. No such things as grog shops and the like will be tolerated, and he is owner of all the ground in that neighborhood. When the property was sold to Mr. Brown and those he represents, Mr. Brown asked that it be legally agreed that there should be no saloons outside the grounds on the tract of land retained by Mr. Friedrichs. Mr. Friedrichs replied that he would willingly grant this request. He would have offered to do this if he had thought of it, for it had never been his intention to use the land in this way.

Next Sunday morning the City Park Commissioners will have a meeting. They have asked representatives of the New Orleans Jockey Club to meet them, and the representatives of the Club will gladly join the Commissioners and lay out their entire plan. ■