New Orleans’ Past, Present, and Future: Building A Shared Community Narrative Through Historic Preservation

RECLAIMING VACANT PROPERTIES CONFERENCE 2016
FRIDAY, SEPTEMBER 30TH
New Orleans’ Past, Present, and Future: Building A Shared Community Narrative Through Historic Preservation

Moderator

• Victoria Byrd Olivier, Deputy Director, Detroit Future City

Speakers

• Melissa Lee, Senior Advisor, New Orleans Redevelopment Authority
• Beth Jacob, Principal, Clio Associates LLC
• Carol Bebelle, Co-founder & Executive Director, Ashe Cultural Arts Center
• Linda Pompa, Executive Director, Oretha Castle Haley Blvd Merchants & Business Association
New Orleans’ Past, Present, and Future: Building A Shared Community Narrative Through Historic Preservation

Session Outcomes

• Panelists will explore of how preservation adds value to revitalization efforts.

• Panelists will demonstrate how in-depth knowledge of a building, corridor, or district’s history can deepen our appreciation of place, and impact how we design and plan for the future.

• Participants will learn about specific approaches and tools used to research the built environment (e.g., archival resources, maps, photographs, architectural plans, etc.), and how to customize their own 'how to guide’ for historic preservation.
New Orleans’ Corridors: A Variety of Identities

Magazine Street  
Oak Street  
Royal Street
How We Value Historic Corridors

Older, Smaller, Better
Measuring how the character of buildings and blocks influences urban vitality

EXECUTIVE SUMMARY  MAY 2014

www.preservationnation.org/greenlab

THE KRESGE FOUNDATION

TEN YEARS OF EXCELLENCE
THE ECONOMIC IMPACTS OF MAIN STREET IN MICHIGAN

Prepared by the Michigan Main Street Center and the Michigan State Housing Development Authority

by

PrepEconometrics
Washington, D.C.
May 2014
“War Time” meets Mid-Century Modern
Phillis Wheatley School: Acclaimed Spaceship
Lessons from “War Time” & “Peace Time”

• Lay the foundation early for architectural/community history awareness
• Deploy creative engagement to uncover and affirm values
• Value endurance of place (people, tradition, businesses)
• Organizing/investment provides spark--Inviting more investment
BLIGHT REDUCTION THROUGH NEIGHBORHOOD REVITALIZATION
The New Orleans Redevelopment Authority is a catalyst for the revitalization of the city, partnering in strategic developments that celebrate the city’s neighborhoods.
PROGRAM AREAS

AFFORDABLE HOUSING

COMMERCIAL REVITALIZATION

LAND STEWARDSHIP
FAÇADE RENEW

NORA provides matching grants to commercial property owners along targeted corridors to make historic improvements to their storefronts.

$37,500
MAXIMUM POSSIBLE AWARD PER PROPERTY (3:1 MATCH)

64 APPLICANTS
(34 APPROVED TO DATE)

1,742 HOURS
TECHNICAL ASSISTANCE PROVIDED TO APPLICANTS

PARTNERS:
City of New Orleans, Louisiana State Office of Community Development, Oretha Castle Haley Blvd Merchant & Business Assoc., Broad Street Community Connections, St. Claude Ave Main Street
FAÇADE RENEW

FOUR TARGETED CORRIDORS INCLUDE:
- Bayou Road
  Esplanade Ridge
- St. Claude Avenue
  Upper 9th Ward
- Oretha Castle Haley Boulevard
  Central City
- Old Gentilly Road
  Gentilly

$1.2M
INVESTED BY NORA SINCE THE PROGRAM LAUNCH IN JANUARY, 2020
COMMERCIAL REVITALIZATION Façade Renew

ORETHA CASTLE HALEY BLVD

$661,018
AWARDED TO DATE

25 APPLICANTS
18 APPROVED TO DATE

[1719] Casa Borrega
[1631] Reconcile New Orleans, LLC
[1615-17] Marengo Investments, LLC
[1623-25] Community Connections Programs, Inc.
[1631] Reconcile New Orleans, LLC
[1719] Casa Borrega

[1813-15] Vacant
[1831] Resthaven Funeral Services
[1833] Majestic Mortuary

[1427] Labat Venue
[1421-23] Ancient Masonic Temple

[1139] Felicity Redevelopment, Inc.

[128] Heidelberger Accounting

[200] Goodwork Network

[1824] Renaissance Property Group (Handelmans)

[1800] 1800 OCH, LLC
[1500] Youth Empowerment Project

[1400-04] Youth Empowerment Project

[1504] SOFAB

[1520] Harry’s Place LLC

[1332] Sanjari One

[1140] New Orleans Mission
Facade RENEW Funded Elements:
- New Double Glass Entrance Doors
- New Storefront Window System
- Stucco Detail Restoration
- Masonry Cleaning and Repair

Facade RENEW is a reimbursable grant program designed to incentivize business and property owners to revitalize storefront facades in four targeted corridors throughout the city.

Total Facade Improvement Cost: $355,000
Total NORA Investment: $37,500
Total Project Cost: $34 mil
NEIGHBORHOOD REVITALIZATION THROUGH PRESERVATION

CENTRAL CITY
Locating Central City

- French Quarter
- Central City neighborhood
- Oretha Castle Haley Boulevard
History of Oretha Castle Haley Boulevard
Plan of the City and Suburbs of New Orleans from an Actual Survey made by J. Tanesse in 1815 [Credit: HNOC]

Dryades Street

- One of New Orleans’ oldest neighborhoods outside of the French Quarter
- District platted c. 1809
Early Appearance c.1840s/50s

Illustrations from Notarial Archives Plan Books [Credit: Clerk of Civil District Court, Parish of Orleans]
Illustration of the Dryades Market, c. 1904

[Daily States, January 10, 1904]
Early Institutions

St. John the Baptist Church, est. 1869
[Credit: Louisiana State Museum]

Former Webster School, prior to 1911
[Credit: New Orleans Public Library]

Robert C. Davey School (later McDonogh 38, then Myrtle Banks Elementary), 1911
[School Board Journal v. 45, no. 6, December 1912]
German and Irish Influence

c. 1860s Masonry buildings from the 1600 block of Dryades Street
Kaufman’s Department Store flagship building, constructed in 1906
Kaufman’s was established on the corner of Dryades and Euterpe in 1878. By 1926, the complex had expanded to include several retail showrooms and warehouses. [Credit: HNOC]

Handelman’s Department Store, constructed in 1923
[Credit: Charles L. Franck/Franck-Bertacci Photographers Collection, HNOC]
New Orleans Public Library, Dryades Branch, constructed in 1915
[Photograph from the New Orleans Public Library’s Annual Report, 1917-19]

YMCA, Dryades Branch, constructed in 1908
[Daily Picayune, August 23, 1908]
Excerpts from the Wood’s Directory, 1914
Allen Woods published the first edition of the Woods Directory: Being a Colored Business, Professional, and Trades Directory of New Orleans in 1911. Several Dryades Street businesses were included.
Photograph of Dryades Street, c. 1916
[Credit: Southeastern Architectural Archive]
# Advertisement for Dryades Street Merchants, 1928

[New Orleans States, April 29, 1928]

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<thead>
<tr>
<th>Advertisement for Dryades Street Merchants, 1928</th>
<th>Dryades Street in 1926</th>
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<tr>
<td>[New Orleans States, April 29, 1928]</td>
<td>[Times-Picayune, October 2, 1926]</td>
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A view of Dryades street taken in the center of the broad neutral ground over which cars pass every two minutes and alongside of which thousands come and go in motor cars to shop without the usual worry about parking and the irritating hurry-scurry of the intensely crowded places.
Sunday School Parade, 1500 block of Dryades Street, 1958
[Credit: Hogan Jazz Archive, Tulane University]

Parade along Dryades Street, Eureka Brass Band, 1952
[Credit: Hogan Jazz Archive, Tulane University]
Civil Rights Protests, April 1960

Newspaper Coverage of the Dryades Street Boycott, 1960
[Louisiana Weekly, April 23, 1960]

Dryades Street Boycott, 1960
[Credit: New Orleans Public Library]
"It takes all the determination I have to push through the obstructions and slibles and excuses that bar the way toward realization of our programs which include many greatly needed developments. It is only through the efforts of civic leaders with enough interest to give the city government practical cooperation that such improvements will materialize."

That's what Chep Morrison said in 1947 as he snapped a ribbon that would mark the rededication of Dryades as a business street. New public improvements had just been completed.

Today a portion of that old neighborhood shopping street stands ready for another boost. This one also comes from government (city and federal) and the initial phase of the Dryades Street Improvement Project will be general public improvements that are schemed to spark new interest in the area, particularly by the merchants and the property owners.

"We hope to attract some sharp merchants here," said one property owner and a longtime merchant on the street himself.

Dryades Street Improvement Project, 1974
[Times-Picayune, September 1, 1974]
M.L. King Boulevard Dedication Is Held

[Times-Picayune, January 15, 1977]

Oretha Castle Haley

[Credit: Amistad Research Center, Tulane University]

Streets Renamed

• From Melpomene Street to Martin Luther King, Jr. Blvd., 1977

• From Dryades Street to Oretha Castle Haley Boulevard, 1989
Oretha Castle Haley Boulevard
Then and Now
Figure Grounds

c. 1895

c. 2015
Then and Now

View Down Dryades From the 1400 Block

1951

2015

Photo by Jose Cortez.
View Down Dryades at Euterpe

1946

2015

Then and Now
Then and Now

View Up Dryades from the 1600 Block

c. 1950

2015
Then and Now

View Up Dryades at Felicity

1955

2015
Oretha Castle Haley Blvd.

1400
[Lakeside]

1300
[Lakeside]

[1427] Ancient Masonic Temple
THE PRESERVATION OF CULTURE, COMMUNITY AND COMMERCE

ORETHA CASTLE HALEY BLVD
The mission of Efforts of Grace, Inc./Ashé Cultural Arts Center is to utilize art and culture to foster community and human development by producing and presenting works of art and culture that demonstrate the positive contributions people of African descent make to their communities.
VALUES

Community based, culturally rooted, creatively responsible, fulfilling expectations of our community, our investors, ourselves

The organizations values are tied to the

Nguzo Saba (The Seven Principles of Kwanzaa):

1. **Umoja** (Unity)
2. **Kujichagulia** (Self-Determination)
3. **Ujima** (Collective Work and Responsibility)
4. **Ujamaa** (Cooperative Economics)
5. **Nia** (Purpose)
6. **Kuumba** (Creativity)
7. **Imani** (Faith)
Six interlocked categories:

1. Creative Programs
2. Community & Cultural Programs
3. Education Programs
4. Social Entrepreneurship Programs
5. Wellness
6. Affordable Housing
Culture & The Human Life Cycle
PRESERVATION THROUGH THE MAIN STREET APPROACH

ORETHA CASTLE HALEY BLVD
Adaptability

Hurricane Katrina

The Main Street Approach

DESIGN

ECONOMIC RESTRUCTURING

Physical Economic

COMMUNITY

Social Civic

PROMOTION

ORGANIZATION
Investment Growth
PULLING IT ALL TOGETHER...
Façade ReNEW Case Studies

[1615 OCH] Rosendahl Building

[1421-23 OCH] Ancient Masonic Temple

[1712 OCH] Ashé Cultural Arts Center

[1130 OCH] New Orleans Mission
Ancient Masonic Temple
2014
c. 1870s [Robinson Atlas, pub.1883, Notarial Archives]

1885-1893 Sanborn Fire Insurance Map
Most Worshipful St. Andrew Grand Lodge of the Ancient Free and Accepted Masons, 1921
[Courtesy of M.W. Robert Jefferson, 33rd.]
- **c.1866**: Building constructed by Patrick Irwin, founder of the Dryades Market
- **1920**: The M.W. St. Andrew Grand Lodge of the Ancient Free and Accepted Masons, an African American fraternal organization, purchases the building
- **2014**: The masons begin planning a full restoration; exterior work undertaken as part of Façade ReNEW

Photograph from the *Crescent City Pictorial*, c. 1926  
Postcard, 1950 [Courtesy of M. W. Robert Jefferson 33rd.]
FAÇADE-RELATED SCOPE ITEMS:

- Exterior masonry cleaning/repointing and exterior stucco repairs
- Replacement of missing windows on the second and third floors (to match existing in proportion, material and detail)
- Repair of existing wood windows on the second and third floors
- Removal of existing fire escape system
- Repair of existing scuppers and downspouts
- Storefront
  - Removal of existing glass block and brick infill on the ground floor
  - Removal of existing cementitious stucco “columns.” Repair underlying original cast iron columns (4 remaining).
  - Removal of existing plywood panels and storefront cornice. Repair underlying original wood trim.
  - Install new compatible storefront with wood-framed transoms and display windows
- Masonic Temple entrance (right-most bay)
  - Repair of missing transom
  - Reinstallation of original wood doors
Ancient Masonic Temple
Concept Drawings

Technical Design Assistance
Concept Drawings

[Credit: Tulane City Center]
Ancient Masonic Temple Concept Drawings

Technical Design Assistance

[Credit: Tulane City Center]
Ancient Masonic Temple
Concept Drawings

[Credit: Tulane City Center]
Original cast iron columns found during interior exploratory demolition

Original cast iron columns exposed on the facade
Ancient Masonic Temple
Architect’s Drawings

Architect’s Schematic Design Dwgs.
[Credit: Byron J. Stewart & Associates Architects]
Ancient Masonic Temple

Before

In progress, 2016
Façade ReNEW Case Studies

[1615 OCH] Rosendahl Building
[1421-23 OCH] Ancient Masonic Temple
[1712 OCH] Ashé Cultural Arts Center
[1130 OCH] New Orleans Mission
1615 Oretha Castle Haley Blvd.
2014
1615 Oretha Castle Haley Blvd.

Historical Research

1885-1893 Sanborn Fire Insurance Map

1937-51 Sanborn Fire Insurance Map
- **c.1859**: Both 1609-11 and 1615-17 Oretha Castle Haley Blvd. are constructed for Michael Stumpf, a native of Germany. The buildings originally have matching facades.

- **c.1946**: The second floor gallery is removed and the façade “modernized”
1615 Oretha Castle Haley Blvd.
Historical Research

“Down Dryades at Euterpe”, c.1946
[Credit: Charles L. Franck/Franck-Bertacci Photographers Collection, HNOC]
The proposed facade improvements are part of a larger plan to renovate the interior and exterior of the building. There will be two commercial units on the ground floor and an apartment above. The facade requires complete rebuilding, as it has been substantially modified over the years and is in a significantly deteriorated state. Facade scope items include:

- Installation of new storefront windows with wood frames and impact resistant glass
- New wood trim, pilasters, bulkheads and cornice for the first floor storefronts
- Installation of a new wood balcony at the second floor, with columns to support the overhanging roof
- New double-hung 6/9 windows at the second floor
- New wood weatherboards at the second floor
Framing Analysis

1615 Oretha Castle Haley Blvd.
Section 106 Documentation

[Credit: Tulane City Center]
FRAMING ANALYSIS
1615 Oretha Castle Haley, New Orleans, LA

Prepared by Tulane City Center 2014.11.22 [page 2 of 2]
1615 Oretha Castle Haley Blvd.

Concept Drawings

Technical Design Assistance
Concept Drawings

[Credit: Tulane City Center]
1615 Oretha Castle Haley Blvd.

Before

After

Facade reNEW
Façade ReNEW Case Studies

[1615 OCH] Rosendahl Building

[1421-23 OCH] Ancient Masonic Temple

[1712 OCH] Ashé Cultural Arts Center

[1130 OCH] New Orleans Mission
Newspaper Feature
[Times-Picayune, October 2, 1926]

1937-51 Sanborn Fire Insurance Map
1878: Marks Isaacs and Charles Kaufman open a dry goods store at the corner of Dryades and Euterpe (now mostly demolished)

1906: Three-story flagship building constructed (at left)

2014: Façade restoration undertaken as part of Façade ReNEW
Ashé Cultural Arts Center
Historical Research

Detail, c.1939
[Credit: Charles L. Franck/Franck-Bertacci Photographers Collection, HNOC]
Façade ReNEW Case Studies

- Rosendahl Building [1615 OCH]
- Ancient Masonic Temple [1421-23 OCH]
- Ashé Cultural Arts Center [1712 OCH]
- New Orleans Mission [1130 OCH]
New Orleans Mission
We Are the Original Auto Wreckers
Largest in the South--Parts for 1500 Makes of Cars

Our business is growing so fast that we had to increase our floor space. Below is a photograph of our new home at the old stand. Come and see us for all your troubles.

Get Our
Prices
On Used
Parts
Guaranteed
To Be
Just
As Good
As New

No Matter
What
Part
You Need
Ask Us
About It
Our Prices
Are 25
to 75%
Lower
Than Others

Above is a photograph of our new quarters and the boys that will fill your wants in the used parts line. There is no need of buying new parts and paying excessive prices when you can come here and get something just as good as new for a saving of from 25 to 75%. We guarantee everything we sell.

Original Wrecking Auto Company
Largest Wrecking Auto Company South

1130-1140 DRYADES ST.  PHONE JACKSON 217
A. Levitan Furniture Co. Moves Into New Home
Enlarged
...Rebuilt
...Remodeled

New Orleans Mission
Historical Research

Newspaper Feature
[Times-Picayune, May 25, 1924]
New Orleans Mission
In-Progress Photo, 2015
New Orleans Mission
Architect’s Rendering

[Credit: Blitch Knevel Architects]
“How To…”

TECHNICAL DESIGN ASSISTANCE – WHAT DOES THIS INVOLVE?

- Research for both individual buildings and the corridor as a whole
- Documentation of existing buildings (measure, draw, photograph)
- Preparation of concept design drawings
- Preparation of supplemental application materials for the Façade Renew Committee review
- Project coordination/consulting throughout the design and construction process
POSSIBLE PROJECT PARTNERS

- Architecture / Design
  - Partner with a local university / design center
  - RFP for a qualified preservation architect
- Historical Research
  - University preservation programs
  - Local preservation organizations
  - Professional historians / historic preservation consulting firms
Example of Application Supplement

Facade reNEW | Tulane City Center Design Assistance

1. INFORMATION

   Project/Building: Tulane City Center Design Assistance
   Applicant/Contact: [Name and contact information]
   Address: [Address information]
   Project/Construction Phase: [Phase information]

2. PROJECT/BUILDING INFORMATION

   Purpose/Scope:
   - [Purpose or scope of project]
   - [Additional information]
   - [Other relevant details]

   Primary/Secondary Aesthetics:
   - [Primary/aesthetic description]
   - [Secondary/aesthetic description]
   - [Other aesthetic considerations]

3. CURRENT PHOTOGRAPH

   [Current photographs of the building]

4. BLOCK ELEVATION

   [Block elevation drawing of the building]

5. BLOCK SECTION

   [Block section view of the building]

CLIO付き

Facade reNEW | Tulane City Center Design Assistance

[Diagram and photographs related to Tulane City Center Design Assistance]
ORETHA CASTLE HALEY BLVD.  PAST, PRESENT, AND FUTURE  SEPTEMBER 23 - DECEMBER 5

Exhibit at Tulane City Center

CALENDAR OF EVENTS

OCT 9-10 5-8PM
FRI-SAT AIGA Conference
   Evening Hours

OCT 15-17 5-8PM
FRI-SAT NOMA Conference
   Evening Hours

OCT 19 6-8PM
MON PANEL DISCUSSION
   Preservation; Revitalization or Gentrification?

NOV 7 10AM-12PM
SAT PlayBuild Workshop

NOV 14 10AM-12PM
SAT PlayBuild Workshop

NOV 15 6-8PM
SUN PANEL DISCUSSION
   Social History of Dryades/OC Haley Blvd.

NOV 21 10-12PM
SAT PlayBuild Workshop

DEC 3-5 5-9PM
THU-SAT LUNA FETE
   AND EXHIBIT CLOSING
New Orleans’ Past, Present, and Future:
Building a Shared Community Narrative Through Historic Preservation

Oretha Castle Haley Blvd.
New Orleans’ Past, Present, and Future: Building A Shared Community Narrative Through Historic Preservation

Q & A
New Orleans’ Past, Present, and Future: Building A Shared Community Narrative Through Historic Preservation

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