

# DDD Upper Floor Development

Canal Street Conversion Projects

June 28, 2021





- In 1996, the DDD commissioned Acres of Diamonds, a study that highlighted the vast opportunities of unoccupied upper floors along Canal Street. From 1999 to 2019, Canal Street saw several significant upper floor developments including:
  - 500 and 510 Canal: The Sazerac House – restoration of two Italianate buildings into a signature museum
  - 605 Canal: Palace Café – the historic Werlein music store houses private dining room, the Black Duck Bar and executive offices on the upper floors of this 1907 building
  - 617 Canal: This 1840s Greek Revival building houses four upscale residences on the upper floors
  - 709-741 Canal – The Astor New Orleans Hotel has revitalized the 700 block of Canal with a combination of historic restorations and new construction. The properties in this collective date from 1856, 1895, 1910 and 2002.
  - 833 Canal – Above the IHOP located in the 800 block of Canal are executive offices for the IHOP franchise as well as three luxury residences. The 60 foot wide building dates to 1917 and is built in the beaux arts style.
  - 901 Canal – the former Maison Blanche department store and office building was redeveloped as the upscale Ritz-Carlton in 1999.
  - 931 Canal – the former Audubon Building, which dates from 1910 was converted into the Saint Hotel.
  - 1028-1036 Canal – the upper floors of these two properties have been redeveloped as Hosteling International. Fischer’s jewelry continues its operations in side of the retails pace at 1046 Canal.
  - 1101 Canal – administrative offices for the Saenger Management and New Orleans Building Corp have been constructed in this historic commercial building at Canal and Rampart.
  - 1113 Canal – the LaSalle Residences were constructed on the upper floors of a vacant historic building located at Canal and Basin Street.
  - 1201 Canal – the former Krauss Department store lives a new life as luxury condos , developed by KFK Group.

- More recently, Canal Street Catalyst was created in partnership with the Preservation Resource Center to further stimulate Upper Floor Redevelopment Activity, bringing underutilized property back into commerce.
  - Nineteen buildings completed, under construction or have plans filed with City since 2019.
  - Recently completed projects (5)
    - 1016 Canal
    - 1012 Canal
    - 623-627 Canal/111 Exchange
  - Under Construction (7)
    - 131 Carondelet
    - Rubensteins (Hotel)
      - 622 Canal
      - 624 Canal
      - 634 Canal
      - 636 Canal
      - 638 Canal
      - 102 St. Charles
  - Plans filed with City (7)
    - 617 Canal
    - 714 Canal
    - 934 Canal
    - 1001-1015 Canal (4 buildings)

# Projects Completed

## 1012 Canal



This 12,882 square foot, four-story building is an early 20<sup>th</sup> century commercial building that underwent a complete renovation following a major fire in 2016. The building was home to Odyssey Music for more than three decades. The owner of Odyssey retired in recent years and a new tenant had moved into the property.

The renovation included a commercial retail space on the first floor and three apartments each on the second, third, and fourth floors. The masonry structure is heavily detailed and still features original elements including double arched windows, copper panels, and the cornice and parapet. The scope of work included reframing all new interior/exterior walls and roofing and provided a facelift to the exterior façade to include refurbished stucco. An outdoor courtyard on the second floor is available for use by the building's tenants. The apartments and retail space included replacement of all mechanical, electrical, plumbing and completely new interior finishes for the nine apartments.



## 1016 Canal



Quarter Holdings lead the historic renovation and construction of this 5-story mixed-use building on the historic Canal Street corridor. This 20th-century building, which caught fire in January 2016—leaving only the exterior façade behind—was shored to prevent further damage.

Completed in 2020, this 35,000-square-foot property offers ground floor commercial space and nearly 50 short-term residential units, as well as a rooftop penthouse. Designed by Palmisano / Rozas Ward Architects, the building features its original Italianate style façade, and supports the Downtown Development District's initiative to bring the upper floors of historic Canal Street properties back into commerce and revive the corridor as a whole.



## 623 and 629 Canal 111 Exchange Alley

Quarter Holdings and Sonder completed the historic renovation of three mixed-use buildings located on Canal Street and Exchange Place. 623 Canal was formerly the first permanent, for-profit movie theater in America, Vitascope Hall. 111 Exchange is one of the city's best surviving examples of a cast-iron façade on a commercial building. Completed in late 2020, this project includes commercial space, 20 apartments on floors two through four, and a new penthouse on the top floor.



# Under Construction



## 131 Carondelet



The New Orleans Redevelopment Fund is currently renovating 131 Carondelet Street into a seven room hotel with ground floor commercial. The developer is planning to spend \$1,500,000 on the renovations to the four story building.

The New Orleans Redevelopment Fund purchased the property in 2017. This property is a member of Gallier Court, a row of historic buildings designed by the prominent late New Orleans architect, James Gallier, Sr. in the 1850's. Albert Architecture is the architect and Hernandez Consulting is the general contractor.



## Rubenstein's (Hotel)

622 Canal, 624 Canal,  
634 Canal, 636 Canal,  
638 Canal, 102 St. Charles



### The Rubenstein's Hotel

The upper floors of five consecutive Canal Street buildings, which has long been the home of Rubenstein's men's store, is under construction to be converted into a new boutique hotel. Rubenstein's will still house its retail store on the ground floor, but the upper floors are being converted by a partnership between the Rubenstein family and developer Joe Jaeger.



# Projects in Pre-Development

## 617 Canal



The Salles family has filed plans with the Historic District Landmarks Commission to revitalize this long-vacant building with ground-floor commercial space and residential units above, including a penthouse. Plans call for a 1,054-square-foot addition. SCNZ Architects is coordinating the design. The building is an Italianate commercial structure dating from the 1870s.



## 714 Canal

714 Canal Street is a five-story historic building. The owner has filed plans with the City of New Orleans to convert the upper floors into residences. The property was constructed in 1909 for Mayer Israel and Company. The building was designed by Favrot and Livaudais and features a terra cotta façade with Italian Renaissance ornaments.







## 934 Canal

Plans have been filed for 934 Canal, an early 20<sup>th</sup> century masonry building designed by architecture firm Favrot and Livaudais. The building was once a flagship store for the Singer Sewing Machine Company, which also held sewing classes and community events in the space. The interiors were remodeled in 1974 for a McDonald's on the ground floor, the upper floors vacated. The current plans call for a revived retail space and new residences on the upper floors.







## 1001, 1005, 1011 and 1015 Canal Street

Development is underway to turn these buildings between 1001 and 1015 Canal Street into new residences. Plans call for the Ruby Slipper Café to occupy the ground floor of 1001 and 1005 Canal. 1011 and 1015 will offer new retail space. John Williams is serving as the architect for the project. The buildings are owned by the Halum family of New Orleans.