

# Historic Downtown Facades Restored



DOWNTOWN  
DEVELOPMENT  
DISTRICT



**\$3.4**  
**MILLION**  
**TOTAL PRIVATE INVESTMENTS**  
— AND —  
**\$1**  
**MILLION**  
**DDD MATCH**  
— SINCE 2006 —

The Downtown Development District (DDD) is the country's oldest business improvement district. Located in one of New Orleans' most architecturally significant and historical neighborhoods, Downtown has become a hub for the city's business, residential, hospitality, and retail communities.

In 2006, the DDD launched the Facade Improvement Matching Grant Program to stimulate new investment, enhance business and development opportunities and attract new customers to Downtown.

The program provides an economic incentive for improving the appearance of the facades of buildings in the DDD, and to encourage quality renovation that will enhance and be consistent with the historical design, materials, and architectural character reflected in the original design of the building.

The Program provides a matching grant of 50% of eligible project costs. Since 2006 more than 50 properties have benefited from the DDD's Facade Improvement Matching Grant Program.

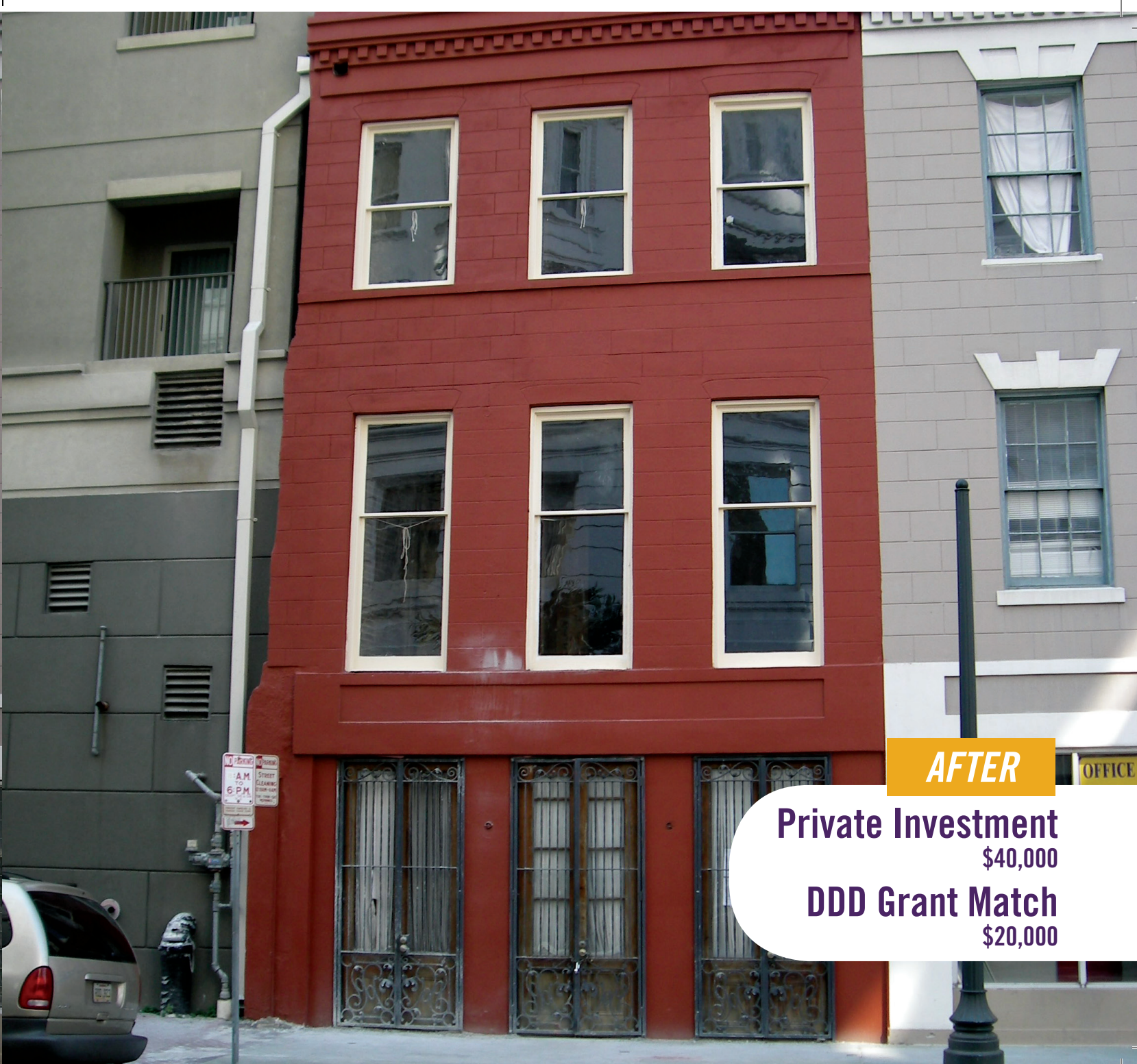




**BEFORE**

**407 Baronne Street**

Rehabilitation required facade repair, new windows, new storefront, and painting.



**AFTER**

**Private Investment**

**\$40,000**

**DDD Grant Match**

**\$20,000**

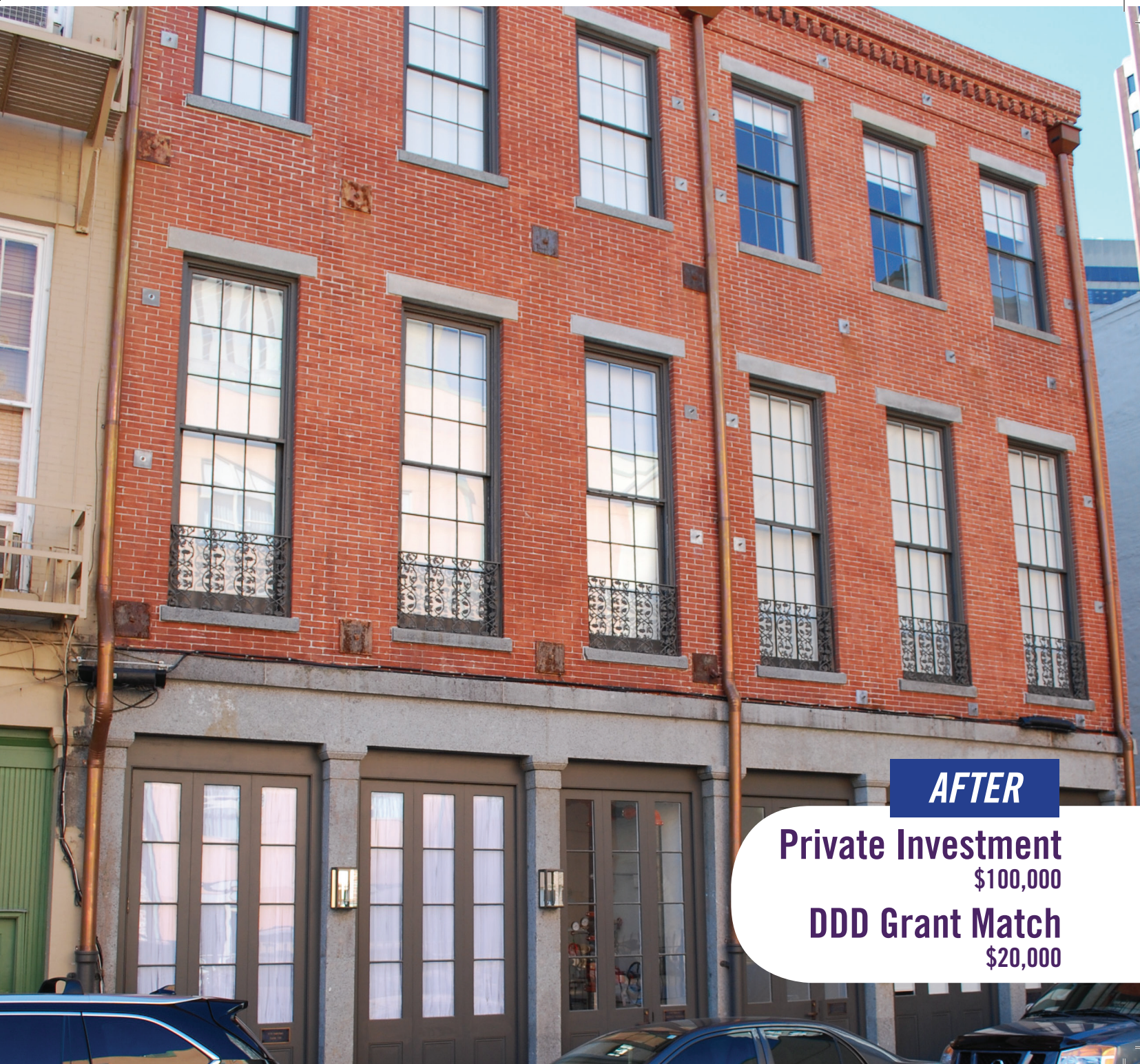




**BEFORE**

**516-518 Natchez Street**

Full rehabilitation of two vacant  
buildings reimagined as residences.



**AFTER**

**Private Investment**  
\$100,000

**DDD Grant Match**  
\$20,000





**BEFORE**

**642 Julia Street**

Rehabilitation of four separate buildings that comprise part of the historic "Thirteen Sisters" built in 1833.



**AFTER**

**Private Investment**

\$200,000

**DDD Grant Match**

\$55,000





**BEFORE**

**710 Canal Street**

Painting, new awnings, and signage for new retail on historic Canal Street.



**AFTER**

**Private Investment**  
\$40,000

**DDD Grant Match**  
\$20,000





**BEFORE**

## 621 Canal Street

The upper floors of this building were rehabbed into apartments and the exterior received new windows, store front, double galleries, and paint.



**AFTER**

**Private Investment**  
\$40,000  
**DDD Grant Match**  
\$20,000





**BEFORE**

## 801 Magazine Street

A former auction house was re-envisioned as residential loft apartments and a sleekly designed multi-vendor food hall.



**AFTER**

**Private Investment**

\$40,000

**DDD Grant Match**

\$20,000





**BEFORE**

## 814 Canal Street

Removal of the 1960s era façade, restored windows, and exterior painting rehabilitated this property into a boutique clothing store.



**AFTER**

**Private Investment**  
\$105,000  
**DDD Grant Match**  
\$35,000





**BEFORE**

### 823 Canal Street

To rehabilitate this building to its former grandeur, replica windows were fabricated, architectural elements were recast, and the building was painted.



**AFTER**

**Private Investment**  
\$55,000  
**DDD Grant Match**  
\$25,000





**BEFORE**

**838 Canal Street**

Removal of metal panels, restored windows, and fresh paint turned this historic building into a modern flagship for New Era.



**AFTER**

**Private Investment**  
\$40,000  
**DDD Grant Match**  
\$20,000



A photograph of the historic building at 931 Canal Street before its renovation. The ground floor is completely obscured by large, brown wooden construction panels. The upper floors show a mix of original light-colored stone and brickwork, with many windows boarded up with plywood. Two palm trees stand in front of the building. A yellow Penske truck and a white car are parked on the street in front of the construction site.

**BEFORE**

## 931 Canal Street

A \$45M renovation on historic Canal Street resulted in the luxury Saint Hotel.

A photograph of the same building after its renovation. The ground floor is now a modern, dark glass entrance with the name 'THE SAINT' visible. The upper floors have been fully restored, showing a uniform facade of light-colored stone and brick with many windows. The palm trees and street scene are the same as in the 'before' image.

**AFTER**

**Private Investment**  
\$535,000

**DDD Grant Match**  
\$20,000





**BEFORE**

**1036 Canal Street**

Removal of the 1960s metal facade, painting, and fabrication of replica windows enlivened Fischer's Jewelry on Canal Street.



**AFTER**

**Private Investment**  
\$120,000  
**DDD Grant Match**  
\$55,000





**BEFORE**

## 1201 Canal Street

The \$70M renovation included major facade improvements and features 122 luxury apartments, 111 upscale condominiums, and 25,000 sq. ft. of street-front retail.



**AFTER**

## Private Investment

\$100,000

## DDD Grant Match

\$35,000





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