

Catalyst for the Boulevard



Analysis of the direct and catalytic impacts of Gulf Coast Housing Partnership's work on the Oretha Castle Haley Boulevard commercial corridor in New Orleans, LA.

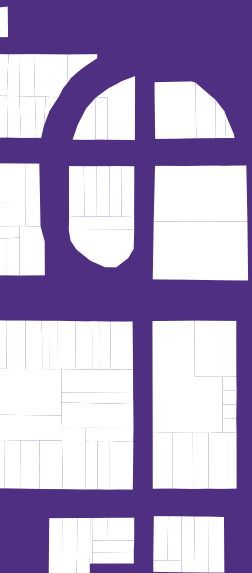


Prepared by PlaceEconomics
Washington, D.C.
2018

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Letter from Kathy Laborde

President and CEO, Gulf Coast Housing Partnership

Location, Location, Location. That's the old cliché about the three most important factors in real estate. For Gulf Coast Housing Partnership's work over the last decade on the Oretha Castle Haley Blvd. commercial corridor, Partnership, Partnership, and Partnership have been without question the most important factors for transformational impact.

We are proud of our successes. We commissioned this report to quantify the differences we have seen on and near Oretha Castle Haley Blvd. in the decade since we arrived here. What we intuitively knew – and what this report demonstrates – is that the changes have been multiple, positive, and widespread.

Every one of our projects has had partners, and none of the projects could have been completed without these partners. We have partners from the public sector, including the City of New Orleans, the State of Louisiana, and the US Government. We have partners from the non-profit sector including social service providers, foundations, cultural institutions, and economic development advocacy groups. We have private sector partners who are co-developers, tenants, lenders, and investors.

GCHP's projects have invested \$114 million in this neighborhood over the past decade. In addition, over \$38 million has been invested by others. Add to this the millions spent by the City and the State in infrastructure, street and sidewalk improvements, and you can see that Oretha Castle Haley Blvd. is a neighborhood transformed.

Our work is not done. We are moving forward with the development of the German School House into a complex that will add activity, people on the street, and jobs to the neighborhood. In addition to that significant project, we have multiple other projects in our development pipeline in the community.

We feel fortunate to have had the opportunity to work in post-Katrina New Orleans in general, and in the Oretha Castle Haley Blvd. neighborhood in particular.

We are grateful to our residential neighbors – long-time residents and newcomers alike. And we are most appreciative of the institutions, the businesses, the office workers, and others who have joined our efforts to make the neighborhood the vibrant, diverse, welcoming community that it was in the past.

Together with our partners, Gulf Coast Housing Partnership is proud to play a significant role in writing the next chapter in the history of the Oretha Castle Haley Blvd. commercial corridor.

Kathy Laborde

Introduction

There are few organizations in America – public, private, or non-profit – that have had as significant an impact in as short an amount of time as Gulf Coast Housing Partnership (GCHP). GCHP's work in the last decade has transformed the Oretha Castle Haley Blvd. commercial corridor. The neighborhood has a rich history, but in recent decades it suffered from declining property values, vacant buildings, and deferred maintenance. The entire neighborhood was experiencing demolition by neglect.

Until GCHP and its partners stepped in.

Over the past 10 years a multitude of projects representing tens of millions of dollars have been developed in a 10 block stretch along and adjacent to Oretha

Castle Haley Blvd. While other organizations played important roles, GCHP has been the most prolific catalyst for transformation; the organization continues to provide investment, guidance, and opportunities for others to drive change.

GCHP's early work on Oretha Castle Haley Blvd. created a spark that has lit up the area with economic, social, and cultural benefits. Impact is represented through numerous jobs, homes, economic activity, and tax revenue to the City. The investment in quality built assets has brought new life to blighted and dilapidated buildings by creating award-winning rehabilitations and new construction. These investments have increased the equity and wealth of the whole Central City community. GCHP's investments

have led to a chain reaction of additional investments by other nonprofit, public, and private groups both large and small. The increased access to jobs and desirable amenities in the neighborhood has lasting effects.

GCHP is not a developer driven only by fees and cash flow - while GCHP operates with judicious fiscal responsibility - it is an organization that takes on financially challenging and complex projects because of their potential for impact.

GCHP has done more than just develop buildings -- GCHP's projects have brought businesses, civic activities, arts, public agencies, and other assets to the area. The new community vitality is contagious.

Central City and Oretha Castle Haley Boulevard

An Iconic Commercial and Cultural Corridor

For nearly two centuries, Central City has been home to New Orleans' immigrant and working-class communities. Throughout the neighborhood's history, Oretha Castle Haley Boulevard has long functioned as an incubator space that nurtures culturally diverse commercial, entrepreneurial, and artistic ventures.

Oretha Castle Haley Boulevard, formerly named Dryades Street, is a historic commercial corridor that has undergone two centuries of transformation. In the first half of the 19th century, the opening of the St. Charles Ave. Streetcar and the New Basin Canal contributed to the neighborhood's development as a center of working-class commerce. The street's first economic boom came with the opening of Dryades Market in 1849, a public market that anchored the corridor for nearly 100 years.

Early in its history, Oretha Castle Haley Boulevard / Dryades Street served as a racially diverse business district. African American, Eastern European, Italian, and Jewish merchants all owned and operated businesses side-by-side along the

boulevard. The community thrived during the early 20th century. At its height, Oretha Castle Haley Boulevard boasted over 200 commercial establishments. By the 1940s, Oretha Castle Haley Boulevard became a shopping and entertainment alternative to nearby Canal Street for a diverse range of consumers. During the Jim Crow era, Oretha Castle Haley Boulevard was one of few streets in New Orleans where African Americans were welcomed and could shop safely.

The broader Central City area was also home to significant activity during the Civil Rights Movement in New Orleans. It was in Central City that Rev. Martin Luther King Jr. and local leaders established the Southern Christian Leadership

Conference in 1957. In the late 1980s, what had been Dryades Street was renamed posthumously for Mrs. Oretha Castle Haley, a young civil rights activist who, in 1960, joined a boycott of Dryades Street stores that would serve black customers, but not hire black employees.

In the 1980s, Oretha Castle Haley Boulevard was not immune to the demographic and market forces affecting most inner city commercial districts - many buildings on the street fell into disrepair or stood vacant. Happily, the work of GCHP and partners like it are reviving the boulevard as the center of culture, diversity, and commerce that it once was.

Source: <http://www.ccwivarchitecture.com/1610-oretha-castle-haley-boulevard.html>

Source: <https://prcno.org/news/oretha-castle-haley-boulevard-great-american-main-street/>

Source: <http://www.ochaleyblvd.org/neighborhood-history>



Above: View of Dryades Street in 1951,
Historic New Orleans Collection

Below: Dryades Market, in 1943,
New Orleans Public Library

History of Gulf Coast Housing Partnership

Ten Years of Transformative Development

At GCHP, the motto is, “Big problems are opportunities for big changes.”

Gulf Coast Housing Partnership (GCHP) was formed in New Orleans as an effort to rebuild after Hurricane Katrina. GCHP provides services to all areas of the Gulf Coast region, from Texas to Florida, however, GCHP chose the Central City neighborhood of New Orleans as its home base. The GCHP headquarters opened in January of 2006 on Oretha Castle Haley Blvd. GCHP’s long-term commitment to the Oretha Castle Haley Blvd. commercial corridor has allowed the organization to serve as a community-driven, real estate and finance leader: identifying, managing, and pooling resources for development. GCHP is arguably the highest capacity nonprofit developer in the Gulf Coast, it continues to take on challenging projects, not for financial gain, but for long-term impact.

GCHP is not the only community-

and real estate-focused group on the boulevard, but it quickly found ways to drive community and economic development in the community, at-scale.

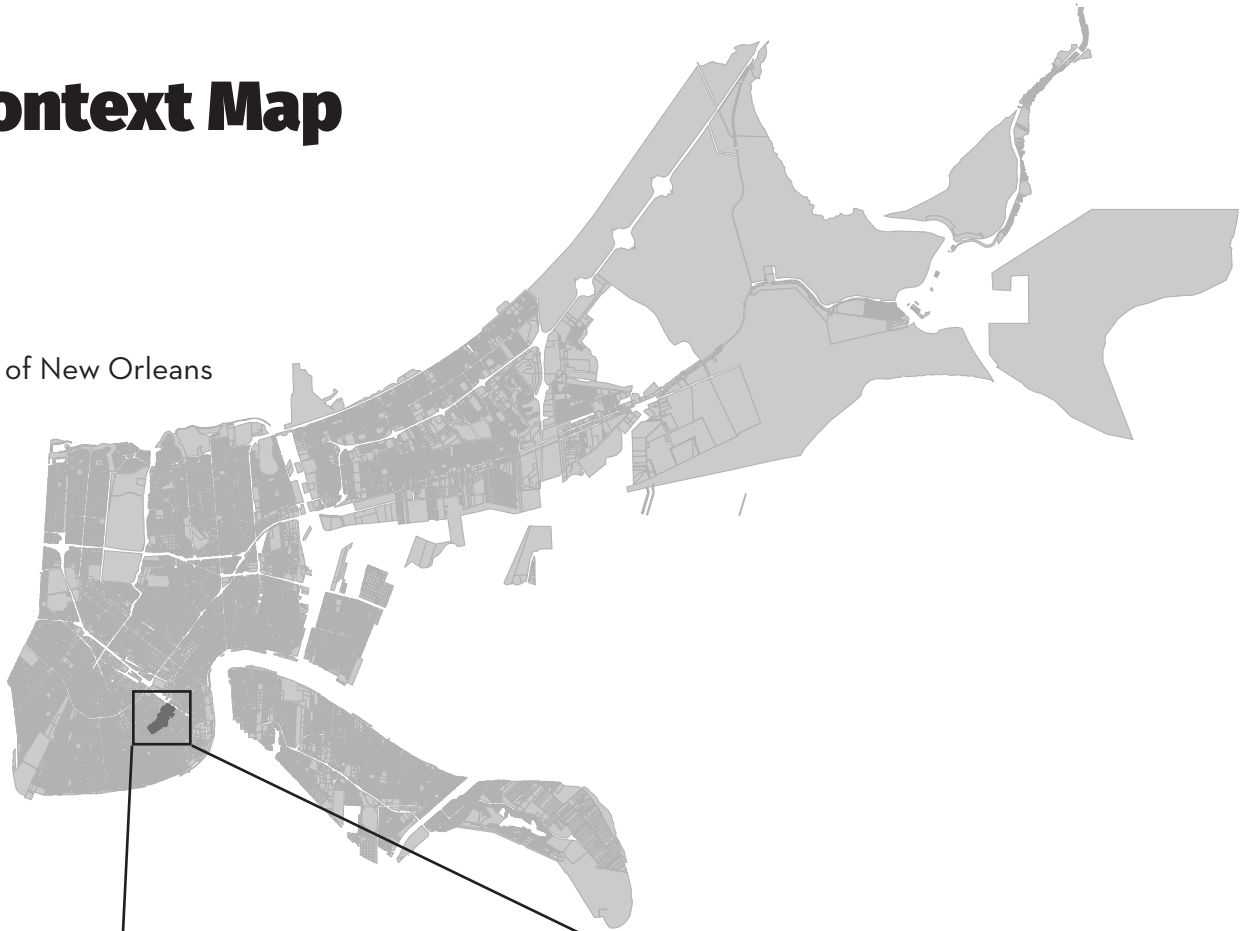
GCHP’s real estate portfolio is diverse, ranging from small mixed-use buildings and parks, to thousands of square feet of new construction, to the adaptive reuse of some of New Orleans’ most distinctive architectural gems. GCHP is unique in its ability to adjust its role in a project based on the needs of each project: serving at times as owner/developer, project lender, and/or project manager. With this flexible model, and a commitment to partnership, GCHP is not always the most visible organization in the work along Oretha Castle Haley Blvd. over the last 10+ years, but the group is no doubt a driving force behind the transformative development along the Oretha

Castle Haley Blvd. commercial corridor.

Unlike many of the small, historic commercial structures found throughout New Orleans, the architectural built environment of Central City offers large abandoned department stores and markets; this has presented a challenge in utilizing space at scale, while also presenting an opportunity for significant investment. GCHP has met that challenge, taking on transformative development of both large-scale rehabilitation and new construction. In the last decade, GCHP and its partners have invested more than \$114 million in the Oretha Castle Haley Blvd. neighborhood. That investment, in turn, has catalyzed an additional \$38 million invested by others in the immediate area. This study looks at the catalytic impact of GCHP’s role in the revival of Oretha Castle Haley Blvd.

Context Map

City of New Orleans



Oretha Haley Castle Blvd.



2007



Ashé Cultural Arts
& Venus Gardens

2009



NDF
Headquarters



GCHP
Headquarters

2010



Muses I

2011



Muses II

Oretha Castle Haley Boulevard is a neighborhood transformed.



GCHP Investment:
\$114 million

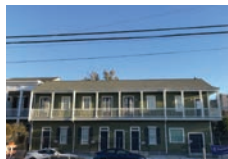


Investment by others:
\$38 million

2017



The New
Orleans Mission



1840 Baronne



1927 Martin Luther
King Jr. Blvd

2012



Harrell Building



King Rampart



Café Reconcile

2014

Ashé Power
HouseTulane City
Center

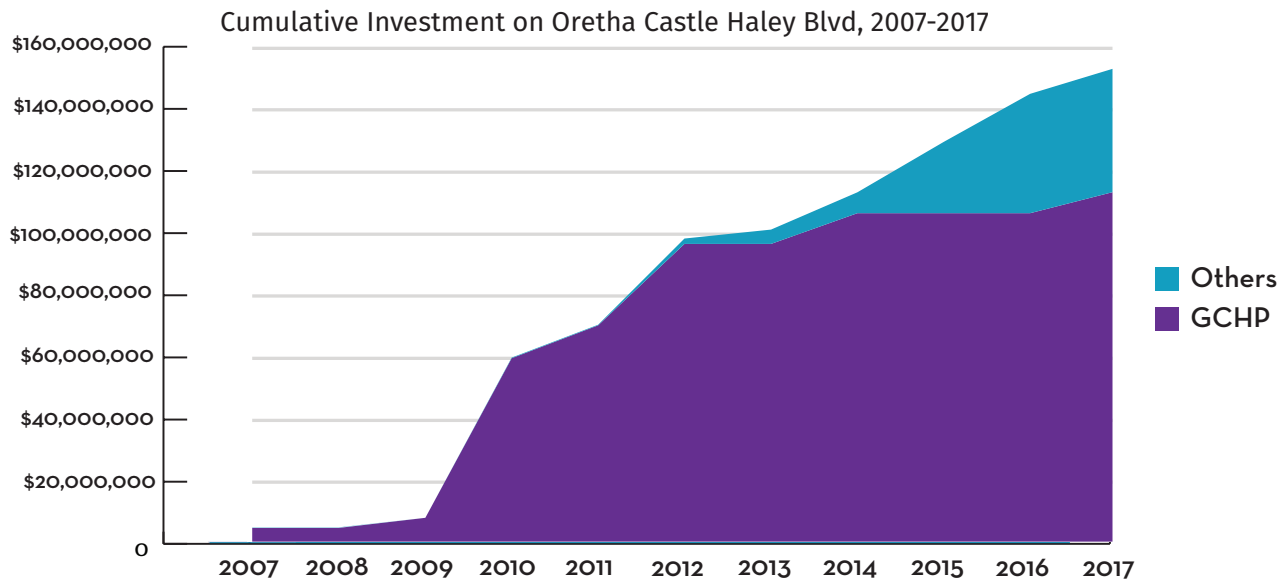
Between 2007 and 2017,
the Oretha Castle Haley Boulevard
corridor saw

\$152
million
in total investment.

**Oretha
Castle
Haley
Boulevard:
2007-2017
Development
Outputs**

New Construction and Rehabilitation

Early development in a challenging neighborhood is a high-risk investment. But when organizations take on that risk, and demonstrate that success is possible, the risk is reduced for others, and additional investment follows. Without that pioneering investment, positive change rarely happens. In the Oretha Castle Haley Blvd. neighborhood, GCHP made those early, high-risk investments, because it understood that big problems are opportunities for transformative impact. GCHP's mission-driven investments in the Oretha Castle Haley Blvd. community reduced the risk threshold and paved the way for investment by others. In GCHP's first five years in the neighborhood, 99.8% of the total investment in the area came from GCHP. Once GCHP showed that positive change could happen – and was happening – others followed suit. In the following six years, 47.9% of total investment came from others. Without GCHP leading the way and demonstrating success, much of the transformation would not have occurred.



Housing Units

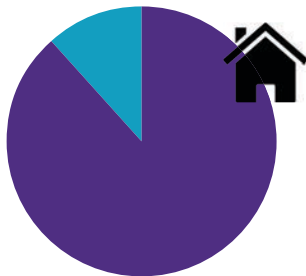
Between 2007 and 2017

450

homes were created or preserved in the Oretha Castle Haley Blvd. neighborhood

398

by GCHP and its Partners



Financial Investment

GCHP's projects have invested **\$114 million** in the target Oretha Castle Haley Blvd area. Others have invested another **\$38 million** for a total investment of over **\$152 million** along the 10-block target area.

For every

\$100

of GCHP investment
an additional

\$76.3

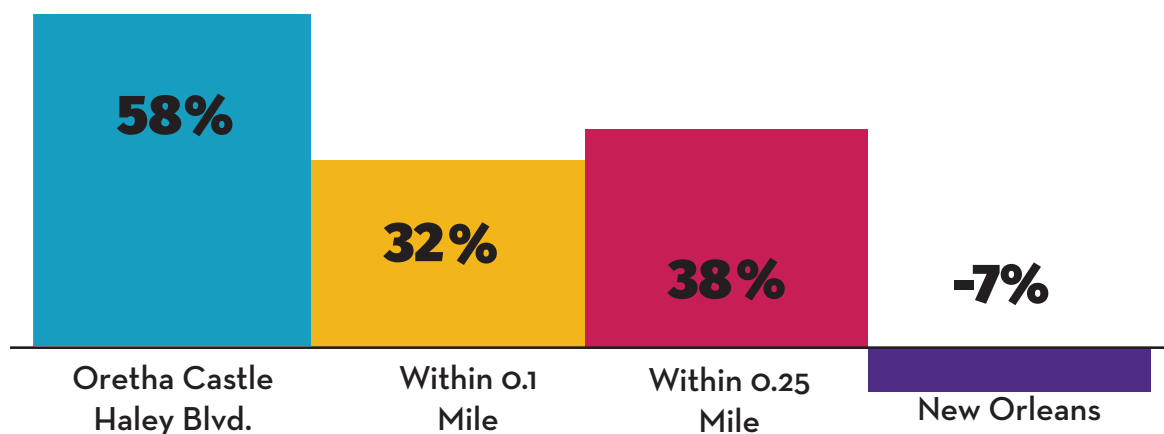
is generated in economic activity.

Oretha Castle Haley Boulevard: Development Outcomes

Jobs

Job Growth

To show just how much economic activity has spurred job growth, a layered methodology approach was used. Since 2012, the number of jobs on Oretha Castle Haley Blvd. has increased by 58%. Within 0.1 mile of the boulevard jobs have increased 32%, and within 0.25 mile of the boulevard, there has been an increase of 38%. The City as a whole has actually seen jobs decrease by 7%. Oretha Castle Haley Blvd. has outperformed surrounding areas, and the City as a whole, which has still not recovered to pre-Katrina employment levels.



Job Creation: GCHP Projects

Each year since 2009, GCHP's rehabilitation and new construction activity has generated an average of:



GCHP projects create good paying jobs.

84.5

direct jobs

\$3,986,000

in income

and

68.8

indirect and induced jobs

\$2,526,000

in income

\$47,107

annual income for direct jobs

\$36,444

average wage for indirect and induced jobs

GCHP's **\$114**

million investment

on Oretha Castle Haley

Bld. has ultimately meant nearly

\$200 million in economic activity

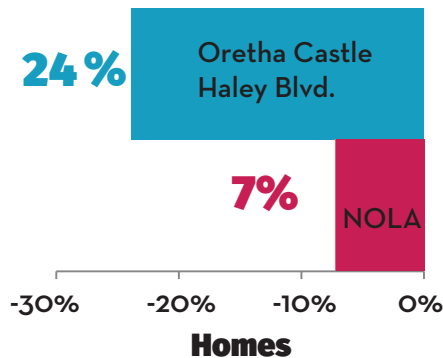
for the State of Louisiana.



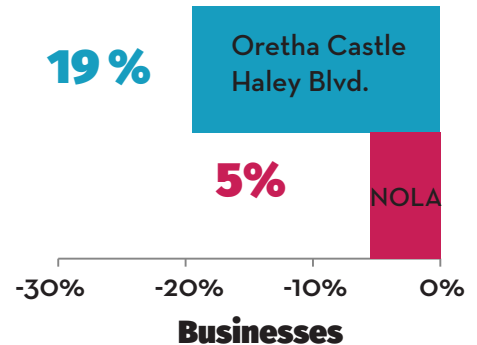
Blight and Vacancy

Reduced Vacancy

According to the US Census Valassis lists (which tracks vacant postal addresses via the USPS), the number of *vacant residential addresses* since 2014 has been reduced:

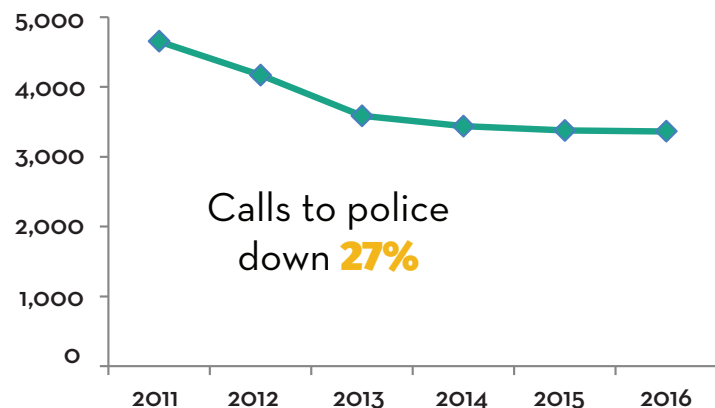


Similarly, the number of *vacant business addresses* has been reduced:

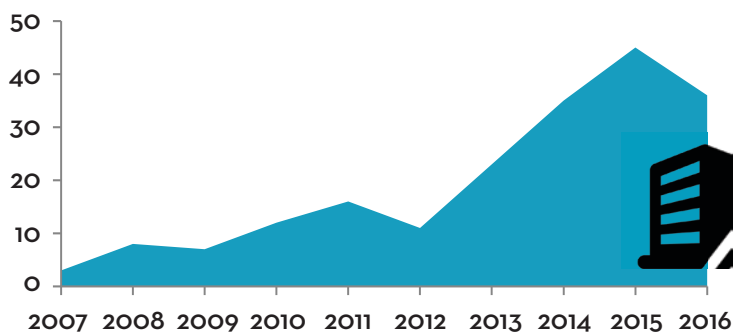


Police Calls

Increased numbers of residents, more businesses, and more activity outdoors have had another impact - reduced crime. In each of the past six years, the number of police calls to the Oretha Castle Haley Blvd. neighborhood has fallen. There were 27% fewer calls in 2016 than in 2011.



Certificate of Occupancy Permits

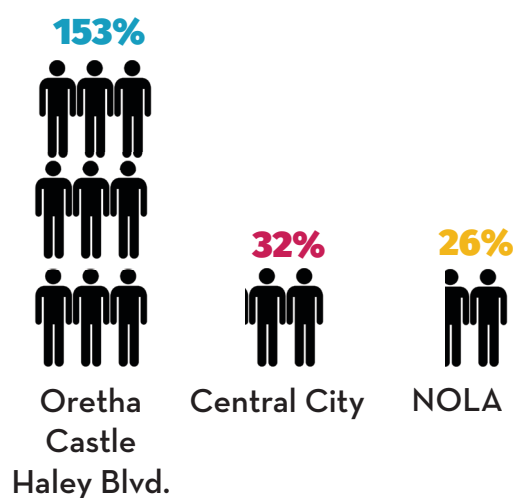


GCHP's development projects spurred additional activity in the Oretha Castle Haley Blvd. area. GCHP completed seven projects between 2007-2013, and the number of Certificate of Occupancy permits in the area tripled from 2011 to 2013. The number of Certificate of Occupancy permits in the area doubled again in 2015.

People

Population Growth

GCHP's projects have been a tremendous catalyst for residential development in the area. Census block groups that included GCHP's residential projects saw a 153% population increase between 2006-2010 and 2011-2015, compared to the wider Central City area at 32% and citywide at 26%.



Purchasing Power



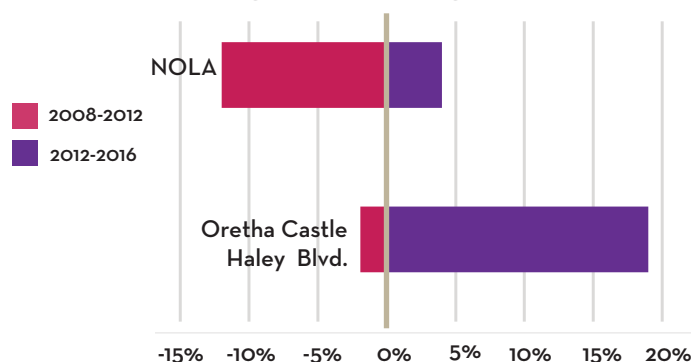
The 398 new housing units created *by GCHP alone* have introduced

\$12,228,232

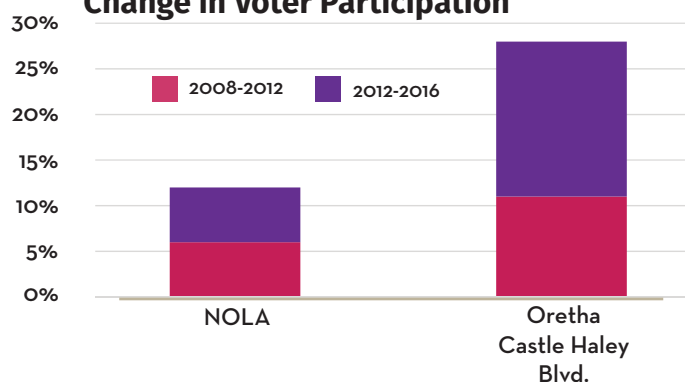
in annual expenditures to the neighborhood (excluding rent), helping to bring sustainable purchasing power to the neighborhood.

Voting

Change in Voter Registration



Change in Voter Participation

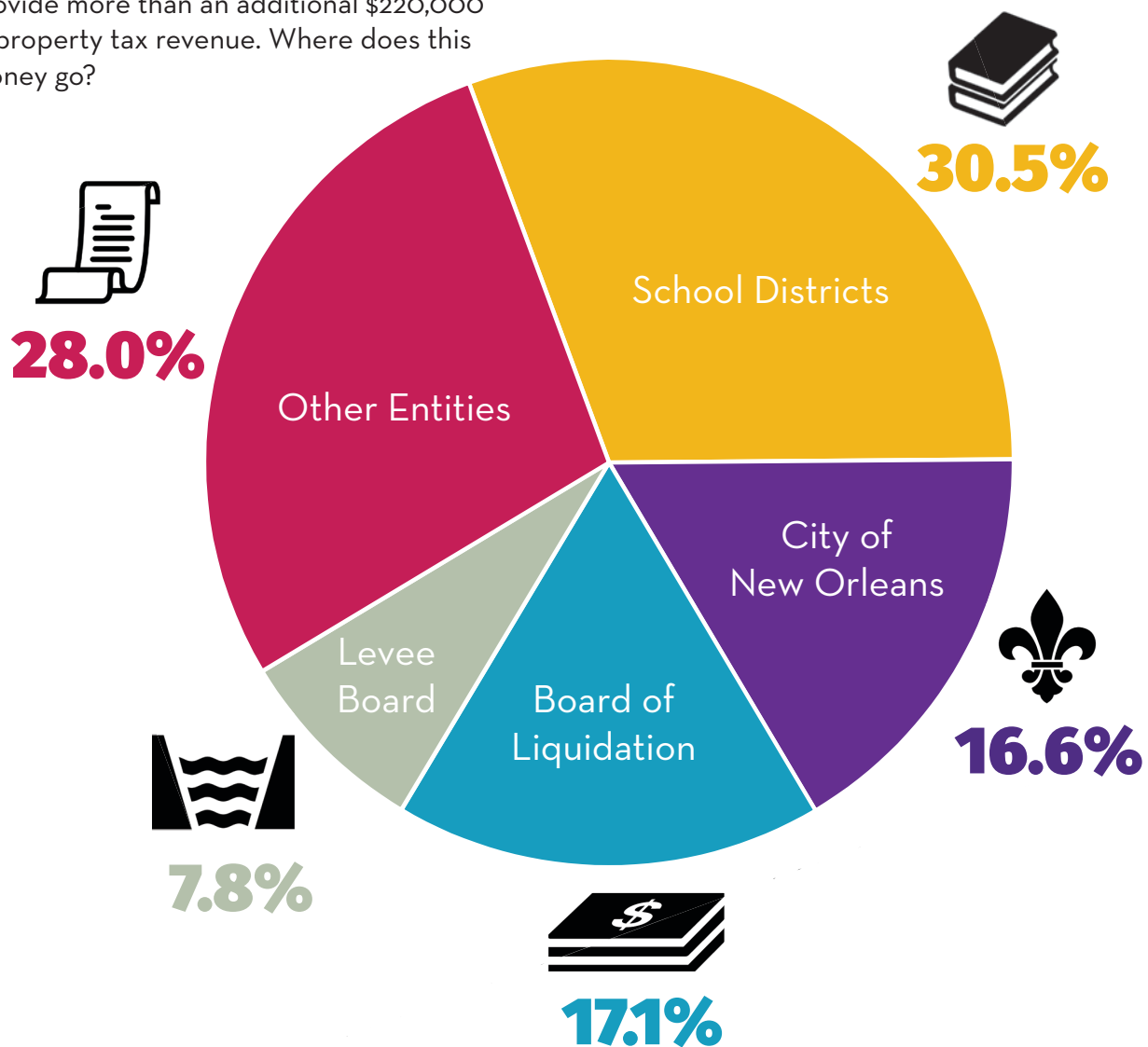


Investing in a place – and its people, history, and culture, as GCHP has done – spurs community engagement and resident buy-in. A measure of community investment is voter registration and participation. Voter participation and registration in the Oretha Castle Haley Blvd. community has seen remarkable growth since significant community-focused investment, led by GCHP, began nearly 10 years ago.

Property Tax Implications

GCHP's investments have positively impacted both the financial health of individual home owners and on the operating budgets of the City of New Orleans, Orleans Parish, the school board, and the State of Louisiana. The ability to pay teachers, fix potholes, and provide police protection is directly dependent on property tax revenue from increased property values.

Because of their non-profit ownership, some projects developed by GCHP are exempt from local property taxes. Despite that, property tax revenue for GCHP-developed properties along Oretha Castle Haley Blvd. provide more than an additional \$220,000 in property tax revenue. Where does this money go?



\$220,000

per year

in tax benefits added by properties developed by GCHP

NORA Façade RENEW Grants

Façade RENEW is a 3:1 reimbursable grant program designed to incentivize commercial property and small business owners to renew building exteriors. The program reimburses 75% of the total project costs for façade improvements up to \$37,500 per commercial property. GCHP worked with the New Orleans Redevelopment Authority (NORA) to move NORA's offices to Oretha Castle Haley Blvd. as a part of a long-term revitalization commitment. NORA's commitment to Oretha Castle Haley Blvd. is further evidenced by the number of Façade RENEW grants awarded to projects on the boulevard.

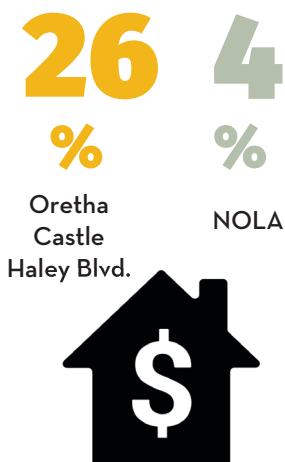


\$749,502 in NORA grants were awarded to projects on Oretha Castle Haley Blvd. Grant recipients leveraged these funds for an additional investment of **over \$10 million.**

 NORA Grant Recipients

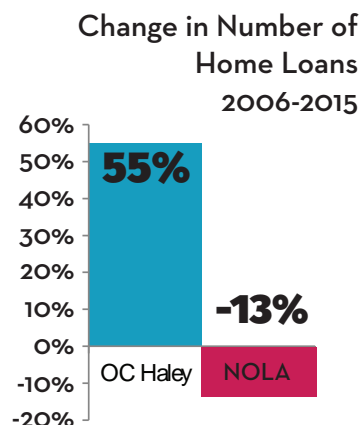
Home Values

The median owner-occupied home value in Central City has increased 26% since 2010, outpacing the City of New Orleans overall where median value increased only 4%.



Home Loans

The number of home loans made between 2006 and 2015 in Central City dramatically increased - by 55% - as compared to New Orleans overall, which actually saw a 13% drop.



CONCLUSION

Gulf Coast Housing Partnership (GCHP) has done it right. GCHP's focused, incremental investment along Oretha Castle Haley Blvd. has been nothing short of astounding. In just 10 years, GCHP's financial and human capital investments have transformed a desolate and largely vacant commercial corridor into a magnet for business, housing, arts and cultural activities, restaurants, and community-oriented services.

A wide range of measurements were applied in this study, and each told a positive story – increased population, reduced vacancy, new business licenses, increased property values and property tax revenues, reduced crime, new construction, historic rehabilitation, and more.

GCHP has invested at every scale, from multi-million-dollar mixed-use complexes to small historic buildings. GCHP has invested with partners from all three sectors of the economy: public, private, and non-profit. GCHP has served as mentor and facilitator for

others who were attracted to the neighborhood because of GCHP's leadership. GCHP's investment has been the indisputable catalyst for the investments of others.

Although chartered as a not-for-profit organization, GCHP has proven itself to be an extraordinarily entrepreneurial developer. It has effectively utilized grant programs, tax credits, special financing mechanisms, and creative partnerships to meet goals of providing quality, affordable housing and revitalizing urban neighborhoods.

GCHP calls its work "Transformative Development." Oretha Castle Haley Blvd. is being transformed, and GCHP and its partners are making it happen. Few places, not just in Louisiana, but anywhere in America, have seen such a positive change in such a brief period as has the Oretha Castle Haley Blvd. neighborhood. It has all happened because GCHP "sees big problems as opportunities for big change."

Methodology

This analysis relied on data from the Gulf Coast Housing Partnership, other state and federal databases, local parish and city offices, nonprofits, online research platforms, newspaper and social media outlets, and interviews.

- Tax credit data from the Louisiana Office of Cultural Development and the National Park Service
- Property tax value data from Orleans Parish
- Building permit and police data from the City of New Orleans
- Calculations for jobs and income created through building rehabilitation based on IMPLAN, an input-output econometric model
- Population data from the US Census Bureau
- Purchasing power data from the U.S. Bureau of Labor Consumer Expenditure Survey.

Project Team

This report was prepared and written by Donovan Rypkema, Briana Grosicki, Emilie Evans, and Katlyn Cotton. Rypkema is principal of PlaceEconomics, a Washington D.C.-based real estate and economic development consulting firm. He is author of *The Economics of Historic Preservation: A Community Leader's Guide* and an adjunct professor in the Historic Preservation Program at the University of Pennsylvania. Grosicki is Director of Research at PlaceEconomics. Evans is the former Director of the Rightsizing Cities Initiative (RCI) with PlaceEconomics. Cotton is a Research Associate at PlaceEconomics.

Appendix

GCHP Projects

GCHP Direct Projects

GCHP completed major projects around Oretha Castle Haley Blvd. since 2009.



- GCHP 2007
- GCHP 2009
- GCHP 2011
- GCHP 2012
- GCHP 2014
- GCHP 2017
- GCHP 2018

Ashé Cultural Arts Center & Venus Gardens Residences

Year completed: 2007

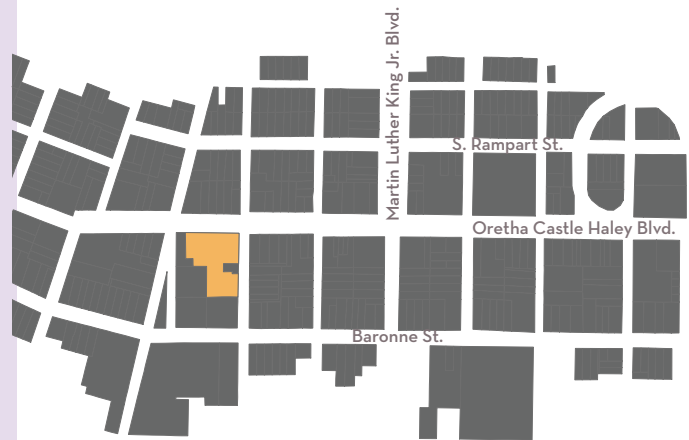
Address: 1712 Oretha Castle Haley Blvd

Area: 45,625 square feet

Cost to construct: \$5,400,000

Transformed into:

- Event Space
- Gallery Space
- Office Space
- Community Space
- 30 Housing Units



Following Hurricane Katrina, GCHP acquired a three-story former department store which had previously been renovated into 30 apartments. The Ashé Cultural Arts Center, run by the Efforts of Grace, Inc., had been a cultural and artist beacon, renting the building since 1998. **Thanks to GCHP, they are now owners.** The Center provides space for emerging and established African American artists to create and exhibit their work. The programming at the Center uses art as a platform to address issues relevant to the African American community—through plays about racism, screenings of African American films and documentaries, visual arts, and more.

GCHP renovated the spaces into condominium style units - several nonprofits, including Efforts of Grace, purchased units for a permanent home in the building. Efforts of Grace bought the remaining units in 2009 to fulfill their mission for affordable housing, providing for live-work artist space and residents alike.



Photo credit: Haj Langford



Gulf Coast Housing Partnership

Year completed: 2009

Address: 1610 Oretha Castle Haley Blvd.

Area: 6,196 square feet

Cost to construct: \$1,900,000

Transformed into:

- Gulf Coast Housing Partnership Inc.
Headquarters



Photo credits: GCHP

After outgrowing its start-up office space, GCHP looked to expand. In 2009, the organization chose two buildings located in the middle of the 1600 block of Oretha Castle Haley Blvd. The dilapidated structures had been long-vacant and open to the elements. The renovations utilized historic rehabilitation tax credits and followed the Secretary of the Interior's standards to transform one building into a courtyard and the other into four office spaces. This project marked a very visible commitment by GCHP to Oretha Castle Haley Blvd., both physically and financially.

In 2013, the project was recognized by AIA New Orleans for a Merit Award for Adaptive Reuse.

Neighborhood Development Foundation

Year completed: 2009, houses in 2012
 Address: 1429 S. Rampart Street
 Area: 4,730 square feet (office)
 Cost to construct: \$1,200,000 (office)
 Transformed into:
 -Headquarters for Neighborhood Development Foundation



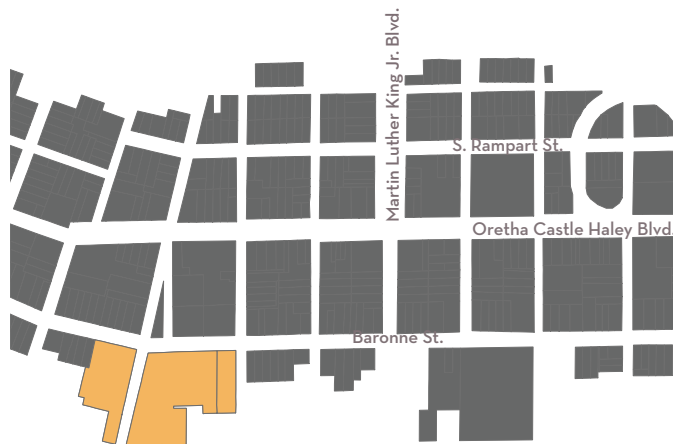
When Hurricane Katrina decimated the long-time Bienville Street headquarters of the Neighborhood Development Foundation (NDF) – a New Orleans-based organization that helps low- and moderate-income families build assets through homeownership – the team expressed an interest in relocating to Central City. NDF and GCHP co-launched an initiative to acquire an entire city block to both house NDF's new headquarters and to develop as affordable homes. GCHP assembled the site, financed all pre-development and acquisition costs, and then served as project manager for the substantial renovation and conversion of a vacant corner grocery store into NDF's new facility.

Concurrently, GCHP sold adjacent parcels to Jericho Road Episcopal Housing Initiative, a community-based nonprofit and affordable home builder in Central City. By the end of 2012, Jericho Road, in partnership with Hope Enterprise Corporation, completed the construction of 13 homes, all of which have

sold. Regarding the newly-constructed houses, a reporter for nola.com stated, "To be honest, I wasn't certain when I first arrived if these were old houses that were recently renovated or new houses just built." The homes clearly fit into the existing neighborhood.



Photo credit: GCHP



The Muses Apartments I and II

Year completed: 2010-2011

Address: 1740 Baronne Street

Area: 301,452 square feet

Cost to construct: \$60,100,000

Transformed into:

-263 Affordable Housing Units

Completed in 2011, the Muses Apartments represents a huge catalyst in the neighborhood. The site was a vacant lot, previously assembled for large-scale development that failed to progress numerous times post-Katrina. GCHP teamed up with Jericho Road Episcopal Housing Initiative, a non-profit housing

group, and LDG Development, a for-profit developer, to complete the project. The development is a hub for the neighborhood and a large draw for new residents. The property provides hundreds of residents with high-quality apartments and amenities including playgrounds, a fitness center, high-speed internet,

and parking – at affordable rent in a location that bridged two communities, one that had among the highest income levels in the city, and one that had seen decades of dis-investment.

The Muses was the first “LEED-Silver” project designated in Louisiana’s history. The Muses also won a Development of Distinction Award from the Novogradac Journal of Tax Credits in 2010 for overcoming development obstacles. It simultaneously received an Honorable Mention for Major Community Impact for use of the Low-Income Housing Tax Credits.



Photo credit: Apartments.com

Harrell Building

Year completed: 2012

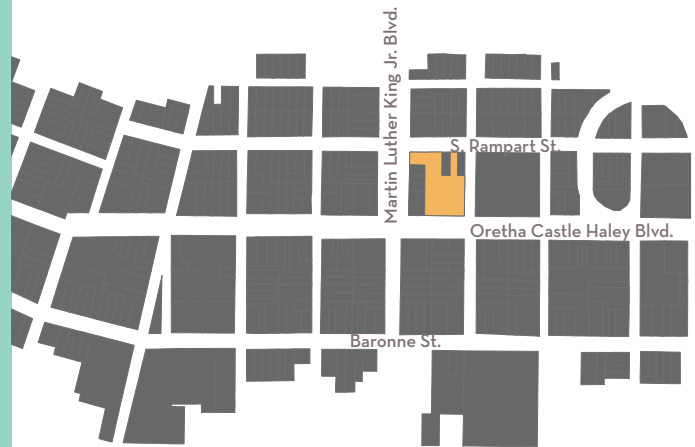
Address: 1409 Oretha Castle Haley Blvd.

Area: 20,163 square feet

Cost to construct: \$5,900,000

Transformed into:

- New Orleans Redevelopment Authority
- IberiaBank Branch
- State Senator Office
- Retail
- Non-profit Offices



The newly-constructed Harrell Building, named for the late Reverend Louis B. Harrell, is part of a mixed use project that also included the adjacent King Rampart Apartments. GCHP served as both owner and developer for this project. Public-private partnerships were key to this project's success. GCHP utilized multiple funding sources including New Markets Tax Credits, Community Development Block Grant dollars, Neighborhood Stabilization Program funds, Gulf Opportunity Zone Bonds, and private loans. The New Orleans Redevelopment Authority (NORA) served as a strong partner, signed a ten year lease, and occupies the top three floors of the Harrell

building. Since NORA's move to Oretha Castle Haley Blvd., \$7 million in NORA Façade RENEW grants, which provided a 3:1 match for high-quality façade improvements, has gone into multiple buildings (as noted earlier in this report) on Oretha Castle Haley Blvd. With NORA

as the anchor office tenant, numerous new businesses - including retail, a bank, and non-profit office space - moved into the ground-floor storefront space.



Photo credit: White-Spinner Construction, Inc.



King Rampart Apartments

Year completed: 2012

Address: 1931 Martin Luther King Jr. Blvd.

Area: 64,542 square feet

Cost to construct: \$60,100,000

Transformed into:

-70 Affordable Senior Housing Units

Completed in 2012, the King Rampart Apartments offers 70, one- bedroom and two- bedroom housing units for seniors over 55. This target population was driven in part as quality, affordable, senior housing was identified by the City of New Orleans as critical

to the Oretha Castle Haley Blvd. Target Recovery Area after Hurricane Katrina.

Supportive services for King Rampart residents are provided by First Evangelist Housing and Community Development Corporation.



Photo credit: Bruce Keyes

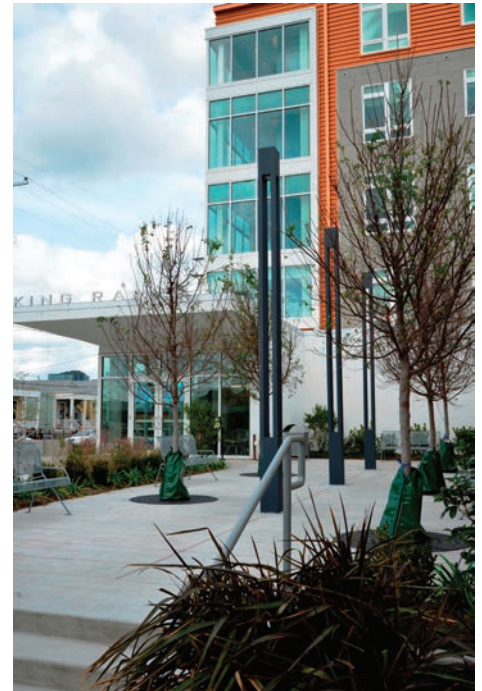


Photo credit: Harry Connolly

Café Reconcile

Year completed: 2012

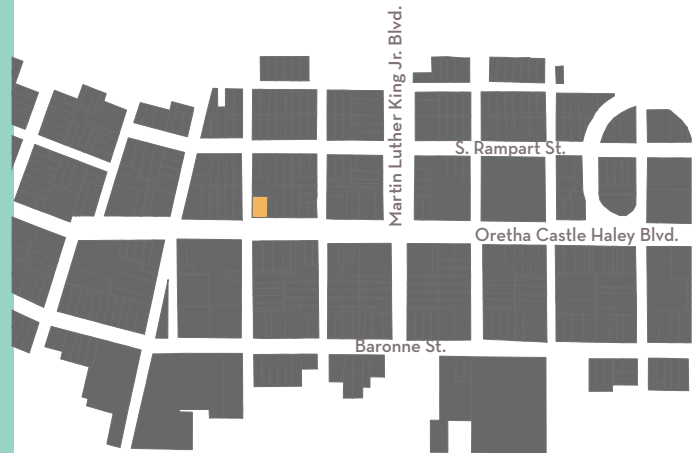
Address: 1631 Oretha Castle Haley Blvd.

Area: 20,872 square feet

Cost to construct: \$5,600,000

Transformed into: larger and revitalized space for non-profit organizations

- Reconcile New Orleans
- Central City Renaissance Alliance



Café Reconcile is a popular lunchtime restaurant and non-profit organization that provides workforce training for 'Opportunity Youth' - young adults not working or in school. Like much of New Orleans, this building was damaged by Hurricane Katrina.

To support and expand their mission, Café Reconcile undertook a \$5 million renovation of the facility that included the rehabilitation of an existing historic building and the construction of an addition, all completed in 2014. GCHP was a critical partner in helping to make Reconcile's vision a reality

by working with Reconcile to secure financing and also serving as the project manager for the construction. This 5-story historic corner building on Oretha Castle Haley Blvd. now serves as a centerpiece in the community, providing jobs and a hub for local commerce.



Photo credit: Harry Connolly



Photo credit: Cafe Reconcile



Photo credit: Dark Roux Photography



Ashé Power House

Year completed: 2014

Address: 1731 Baronne Street

Area: 10,650 square feet

Cost to construct \$7,500,000

Transformed into:

- Event Space
- Art Gallery
- Cultural Performing Arts Venue

The former New Orleans Public Service Inc. Polymnia Streetcar Substation at 1731 Baronne was transformed into the Ashé Power House Theater. GCHP served as owner/developer to complete the \$7.5 million rehabilitation that allowed Ashé Cultural Arts Center to expand its programming, performance, and event capacity. The project utilized diverse funding streams: federal and state historic tax

credits, live performance tax credits, New Markets Tax Credits, bank loans, and fundraising by Efforts of Grace - the non-profit organization that operates Ashé.

The 10,650 square-foot site is now home to a 200-seat theater and a large lobby art gallery. The rehabilitation of the 90-year-old structure adds to the Ashé cultural campus – the

organization also operates a museum around the corner at 1712 Oretha Castle Haley Blvd. "We're looking to really up our game," said Jo Ann Minor, associate director of Ashé Cultural Arts Center. "This gives us an ability to stay out late with the big girls and the big boys," she added, noting that their other facility is limited by the residential units above it.

The Ashé Power House was completed in conjunction with the adjacent Tulane City Center; the collective project, known as PolyBar, received the Louisiana Landmarks Society Award for Excellence in Historic Preservation in 2015.

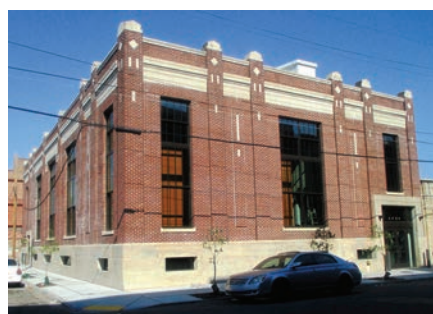


Photo credits: GCHP

Source: http://www.nola.com/homegarden/index.ssf/2015/02/the_carver_theater_private_hom.html

Source: <https://www.bestofneworleans.com/gambit/ashe-cultural-arts-center-opens-the-power-house/Content?oid=2590716>

Source: http://www.nola.com/arts/index.ssf/2015/02/ashe_power_house_an_electrifyi.html

Tulane City Center

Year completed: 2014

Address: 1725 Baronne Street

Area: 7,200 square feet

Cost to construct: \$3,100,000

Transformed into:

-Tulane City Center office and community space



The building at 1725 Baronne Street was once a bustling Kauffman's department store, but by the time Tulane City Center and GCHP teamed up to tackle the rehabilitation in 2013, much of the structure had already been gutted. The four remaining exterior walls served as the envelope for a new state-of-the-art interior, and a platform for Tulane City Center to demonstrate its commitment to the city.

The Tulane City Center, later renamed the Albert and Tina Small Center for Collaborative Design, launched in 2005 following Hurricane Katrina in response to the need for technical and thoughtful rebuilding assistance. The

Center provided a way to educate and engage students in the physical and cultural recovery of the city. After nearly 10 years and over 80 projects, the Tulane City Center was looking for a new space to expand its community-based "engage-design-build" studios.

This project helped the Center showcase its commitment to the city by moving its headquarters from Tulane's Uptown campus to

Central City – closer to projects and partners. Post-renovation, dozens of students are now in the building on a daily basis and hundreds visit annually. The Small Center has also reinvested in the community with student studios taking on projects in Central City.

The project received recognition as a "Preservation Success Story" from the Louisiana Trust for Historic Preservation in 2014.



Photo credits: FH Myers Construction



The New Orleans Mission

Year completed: 2017

Address: 1134 Baronne Street

Area: 28,328 square feet

Cost to construct: \$ \$4,163,000

Transformed into:

-New Orleans Mission
sleeps 200 men and 32 women



Photo credit: GCHP



Photo credit: Shay Sokel



Photo credit: WDSU News

In order to meet the needs of the homeless men and women it serves, the New Orleans Mission needed extensive renovations and upgrades to its existing building. GCHP worked with the New Orleans Mission to secure and manage project financing, and served as project manager for the project. Renovations

included bringing the entire structure up to code, repairing the roof, completely restoring the building's façade, and reimagining the interior layout for programmatic needs.

The renovations improved the aesthetic of a prominent corner of Oretha Castle Haley Blvd., and more importantly, the quality and comfort of accommodations for the homeless men and women who rely on the New Orleans Mission every day.

"Our hope is that the men and women would say, 'Why would we not want to stay here? It's beautiful. It's clean. It's brand new'" remarked The Mission's CEO David Bottner.

1840 Baronne

Year completed: 2017

Address: 1840 Baronne Street

Area: 7,402 square feet

Cost to construct: \$2,100,000

Transformed into:

-10 Units of Affordable Senior Housing



1840 Baronne is comprised of a two-story, townhouse-style building with a former corner store space and an adjacent two-story two-bay structure, all dating to the mid-1800s. This architectural gem was badly damaged by Hurricane Katrina and subsequently sat vacant for over a decade. The historic rehabilitation project restored the property to its original intended use as affordable housing, this time as 10 units for senior residents. GCHP served as the developer for the project, which utilized multi-level financing: federal recovery funds, state historic tax credits, HOME grant funds, and permanent debt.



Photo credits: GCHP



Photo credit: GCHP



1927 MLK

Year completed: To Be Completed 2018
 Address: 1927 Martin Luther King Jr. Blvd.
 Area: 2,177 square feet
 Cost to construct \$705,000
 Transformed into:
 -Commercial / Retail Space

The building at 1927 Martin Luther King Jr. Boulevard was acquired by GCHP in 2011 while assembling land for the Harrell Building development and the King Rampart Apartments. The former pawn shop had been long-vacant, and is now under construction. GCHP is developing the building to continue investment, and expand storefront retail, in the Oretha Castle Haley Blvd.

commercial corridor. Once completed, “1927 MLK” will provide an additional 2,177 square feet of commercial storefront space on Martin Luther King Jr. Blvd., just one block off of Oretha Castle Haley Blvd. 1927 MLK is a building of historic significance in a State of Louisiana Cultural District,

as such it is eligible for state historic tax credits. In addition to an equity investment driven by state historic tax credits, the project has also received financial support through the New Orleans Redevelopment Authority (NORA) Façade RENEW program.



Photo credits: GCHP



Photo credits: GCHP



Prepared by:

