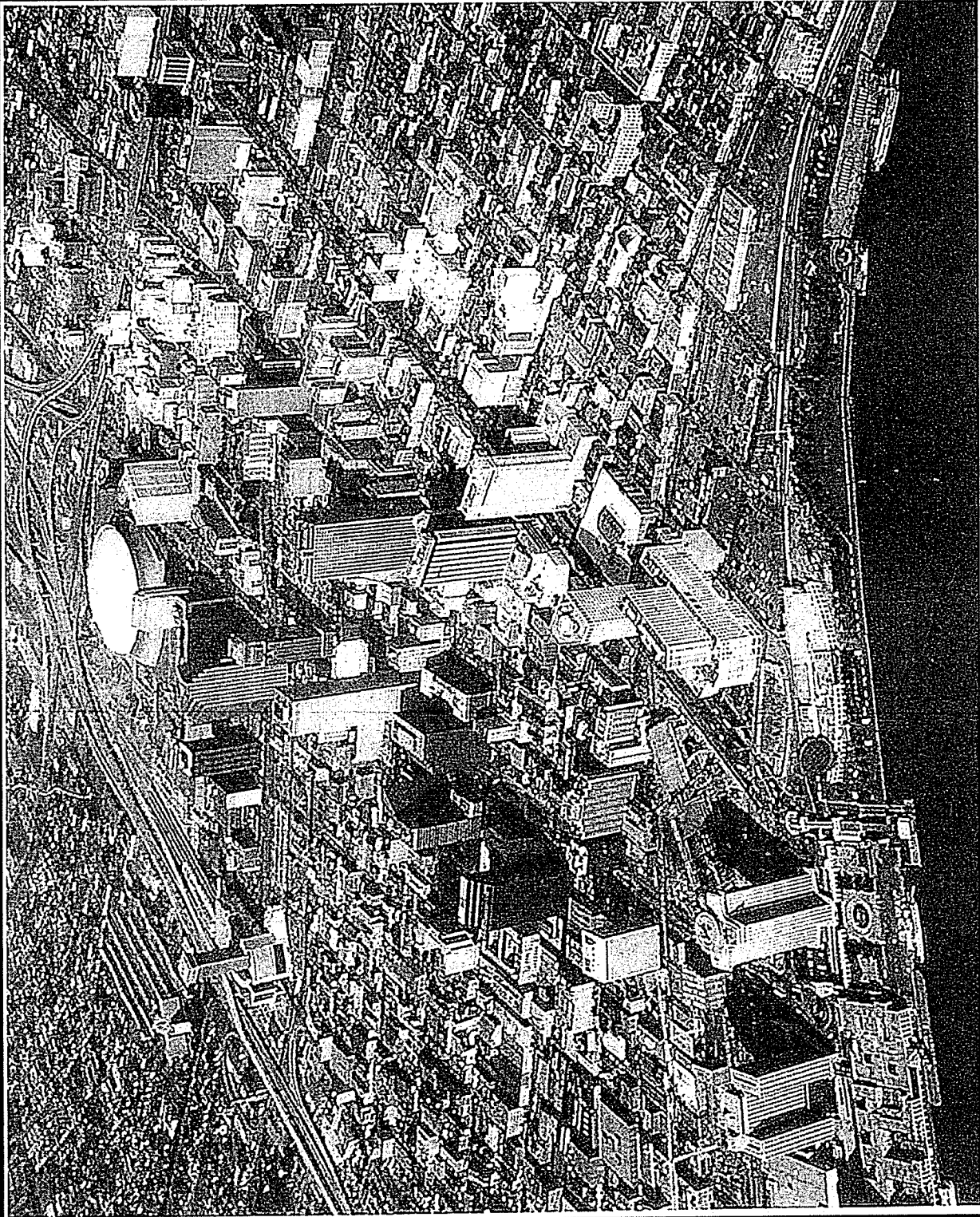
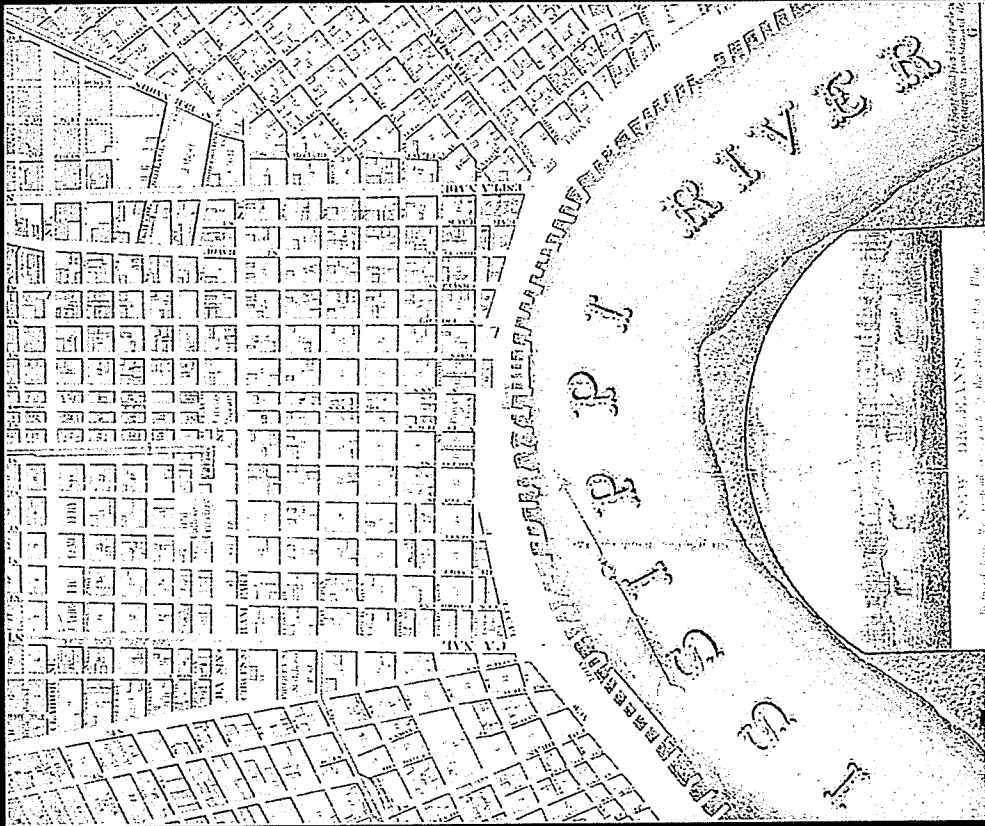
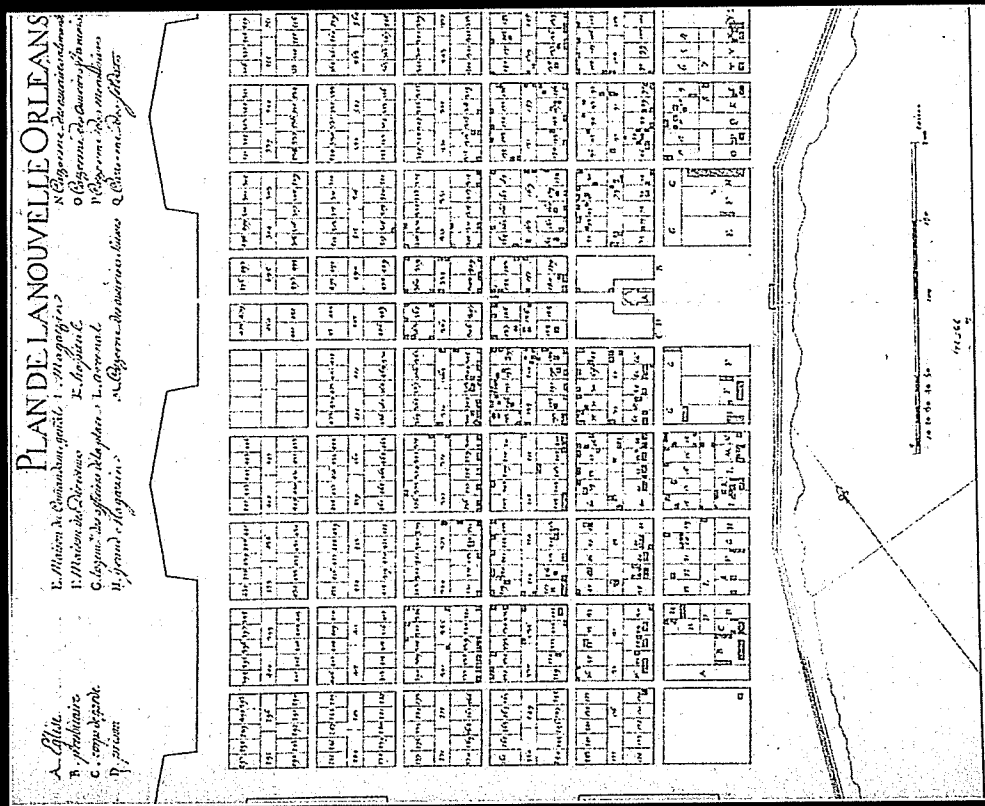


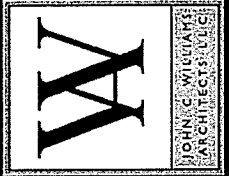
# 111 IBERVILLE HOTEL



111 IBERVILLE HOTEL

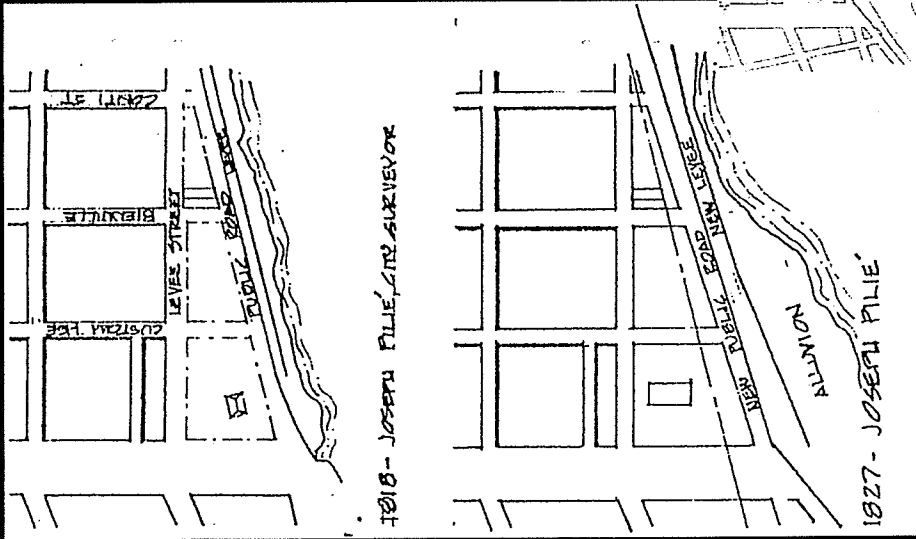


This site (highlighted) at the lower right of each map has been located within the original 1722 French boundaries drawn up shortly after Bienville and Iberville's arrival to the area.



111 IBERVILLE HOTEL

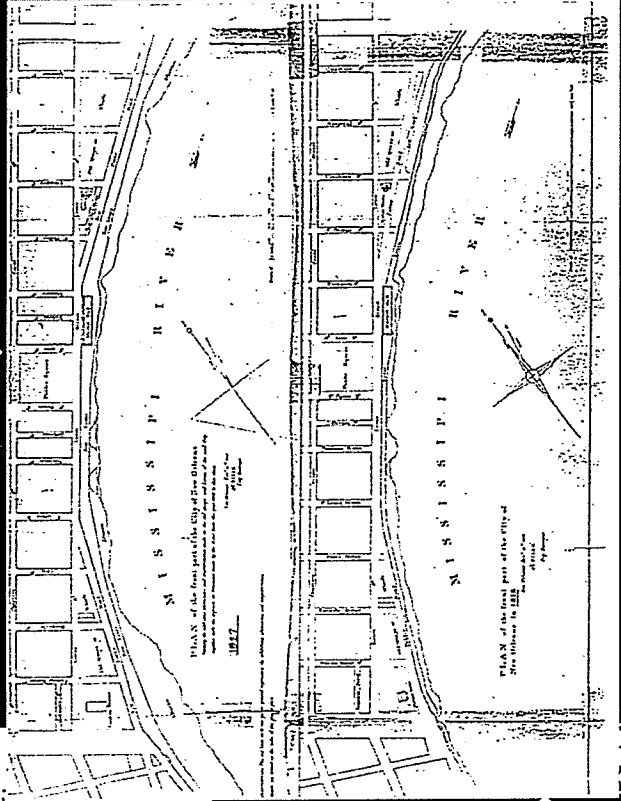
The 1818 map shows the site with the location of the levee little changed since the 1721 founding of the City. The land on the riverside of Decatur Street was little used. The 1827 map shows an increase in the batture size with several streets added.



← 1818 Pillie Map

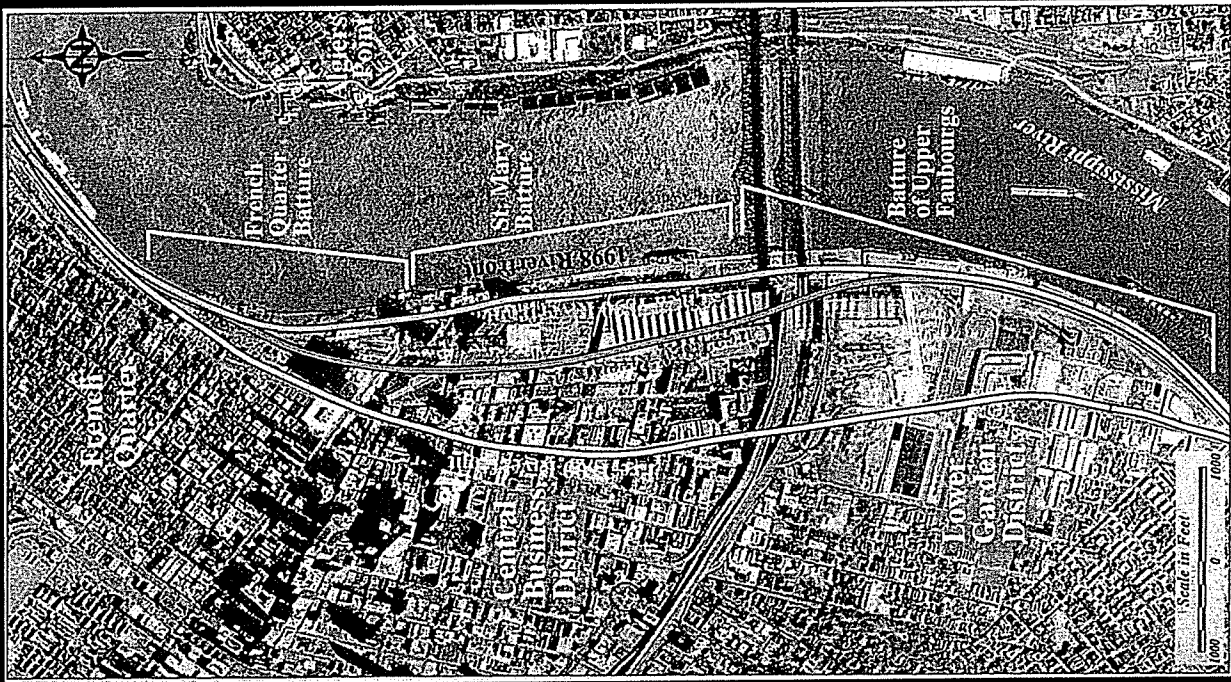
← 1827 Pillie Map

↓ 1827 Pillie Map

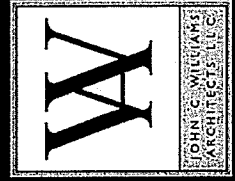


↑ 1815 Pillie Map

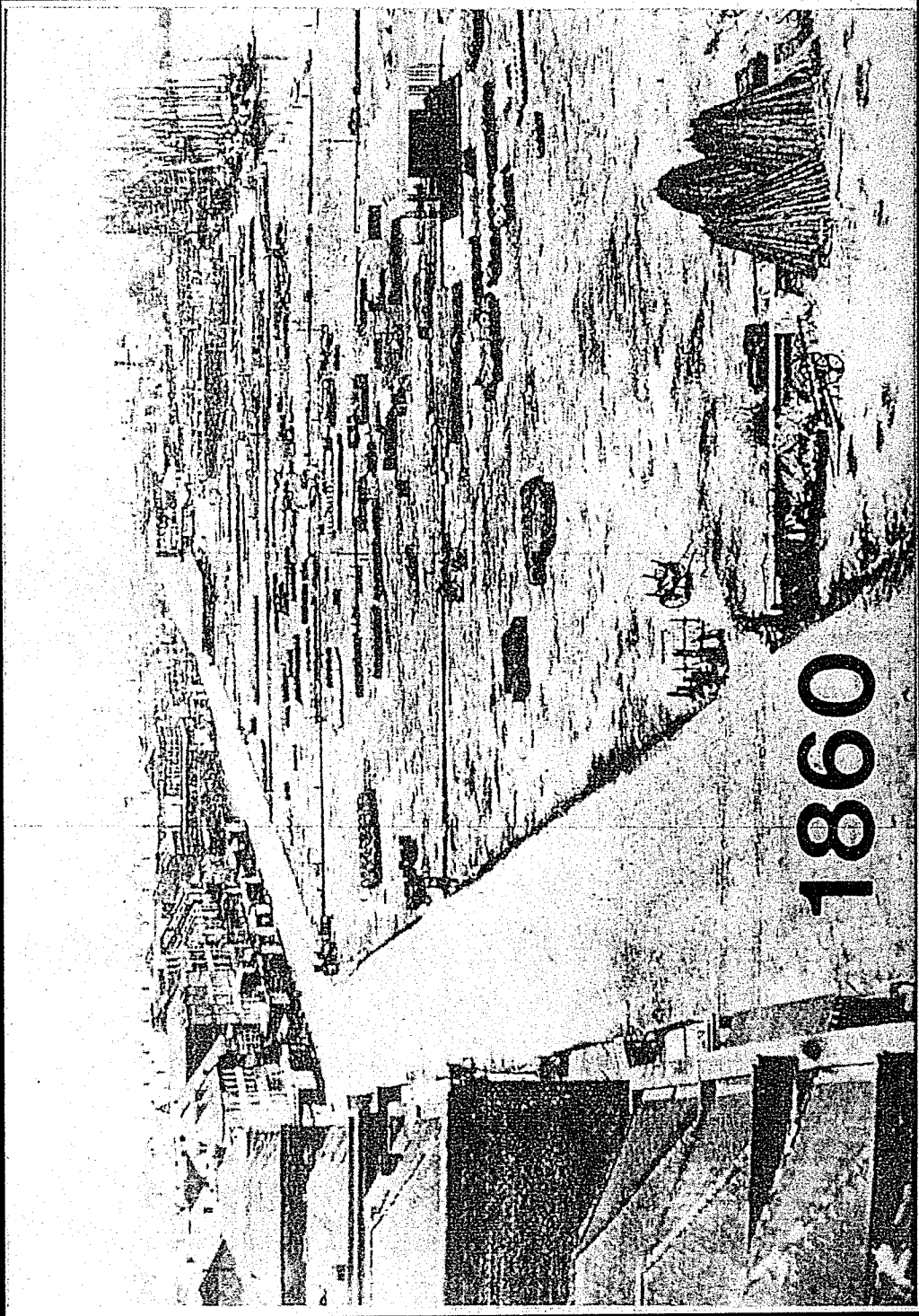
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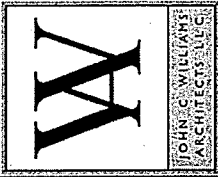
Natural shifts of the Mississippi River in early 1800's allow for sediment deposition resulting in the "batture". Until a few decades ago the batture was used mostly for industrial/commercial uses.



111 IBERVILLE HOTEL

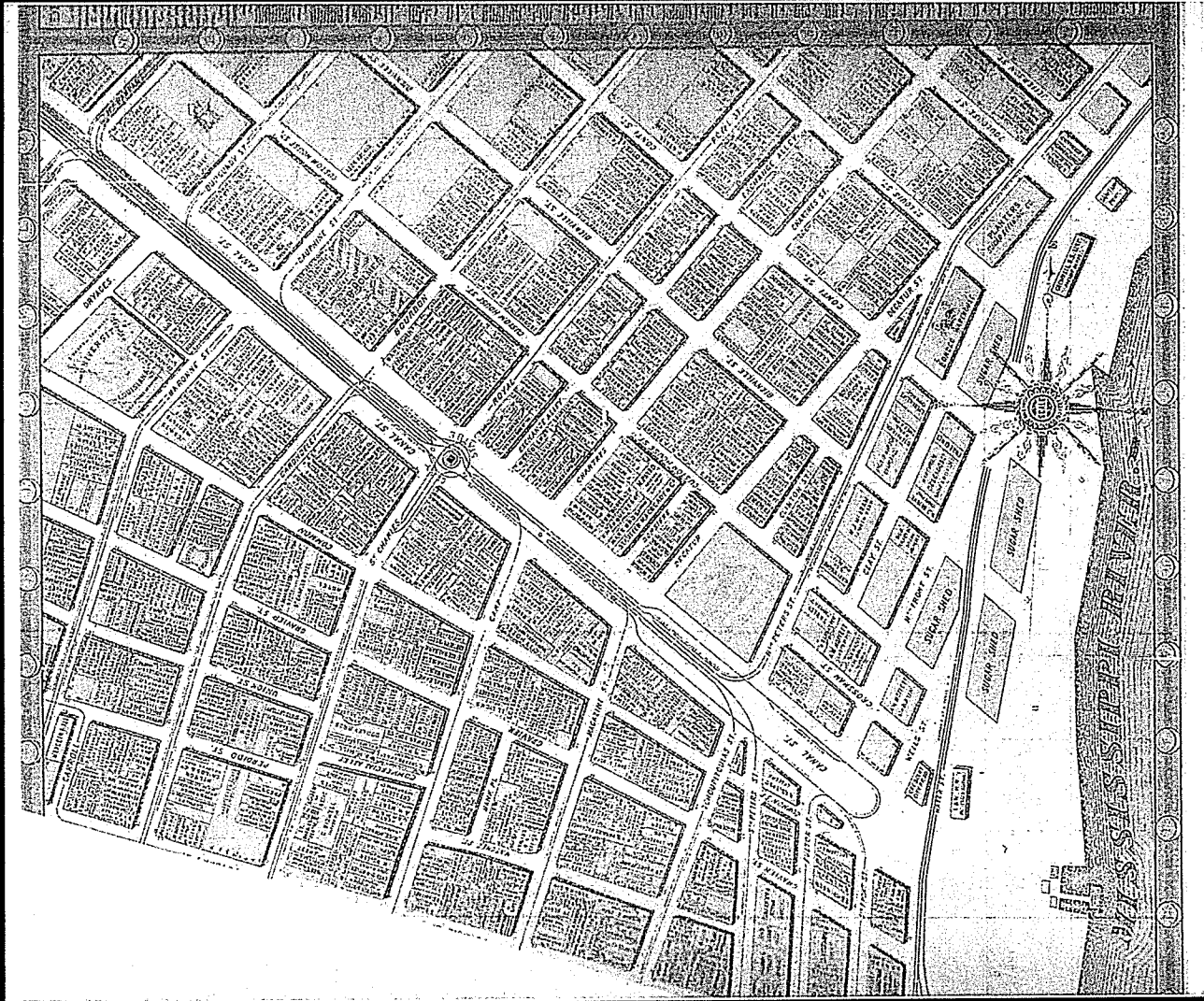


Showing newly formed land to right of North Peters Street and Decatur Streets.

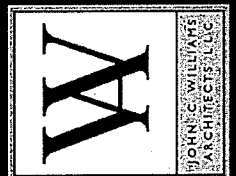


111 IBERVILLE HOTEL

The Sugar District

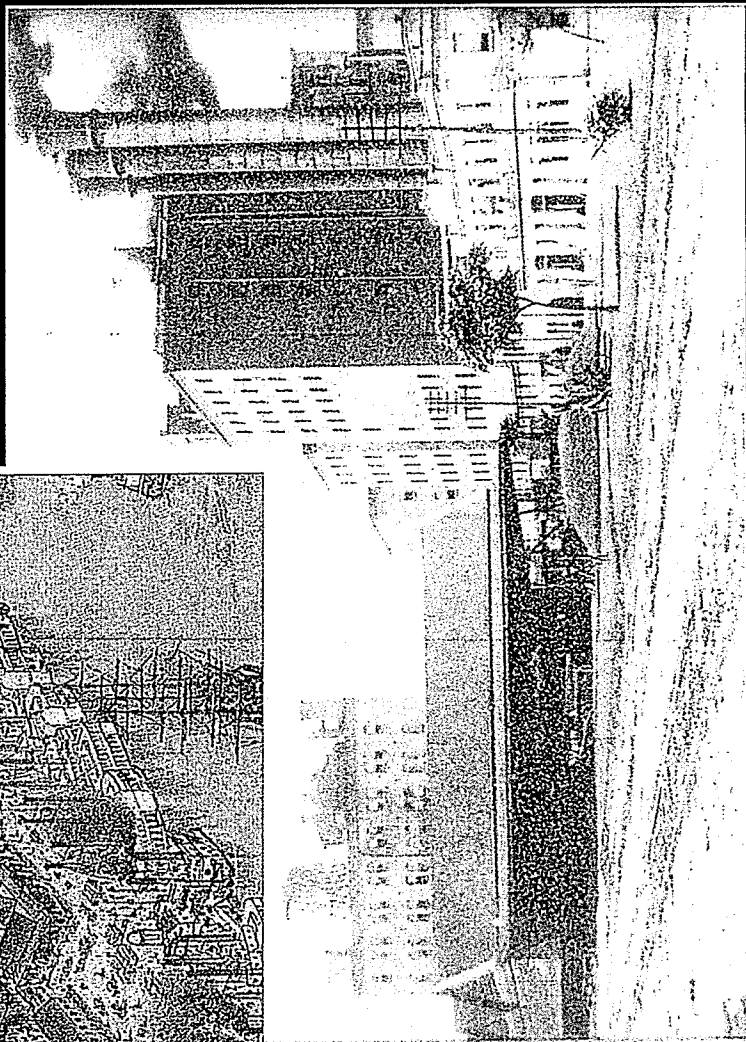
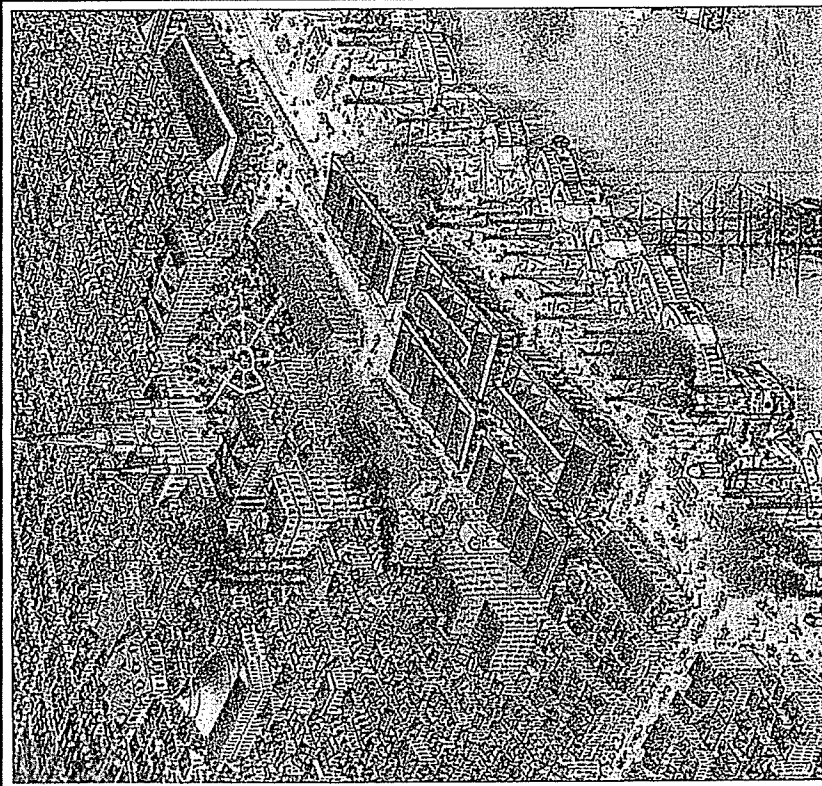


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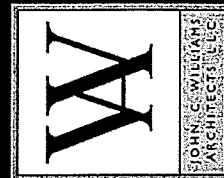


1885 City of New Orleans

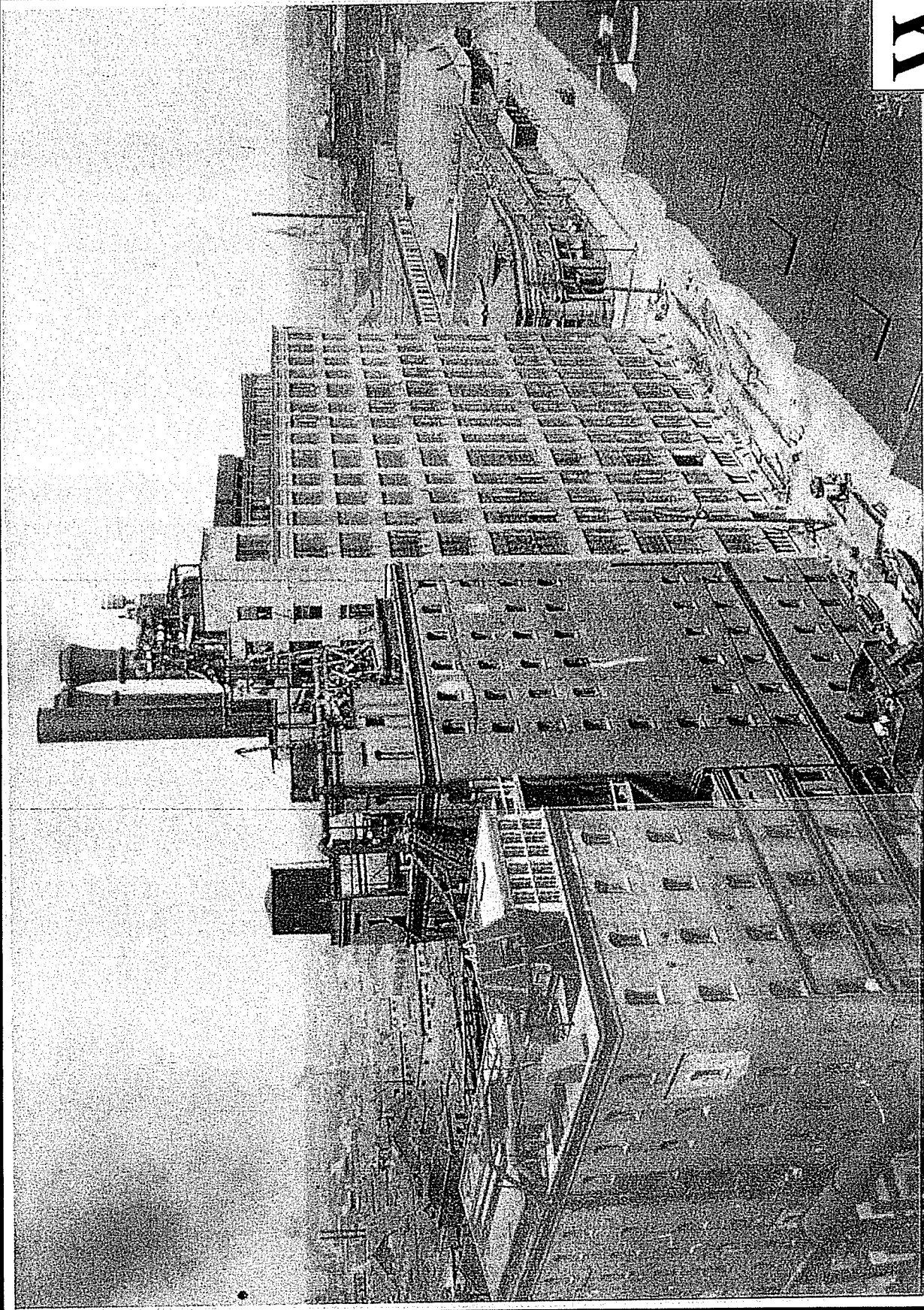
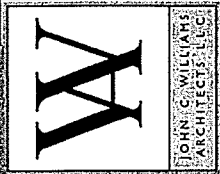
Steel Sheds for sugar and molasses provided a series of hipped gable roofs arranged in a saw tooth pattern along railroad tracks.



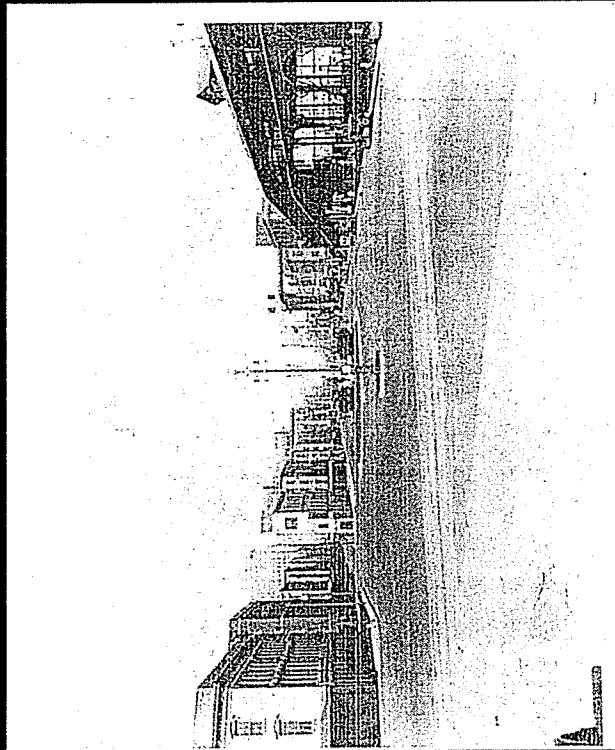
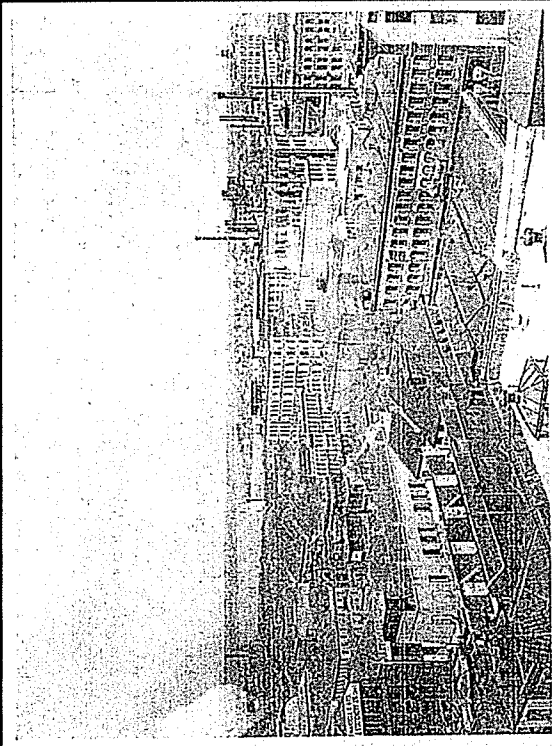
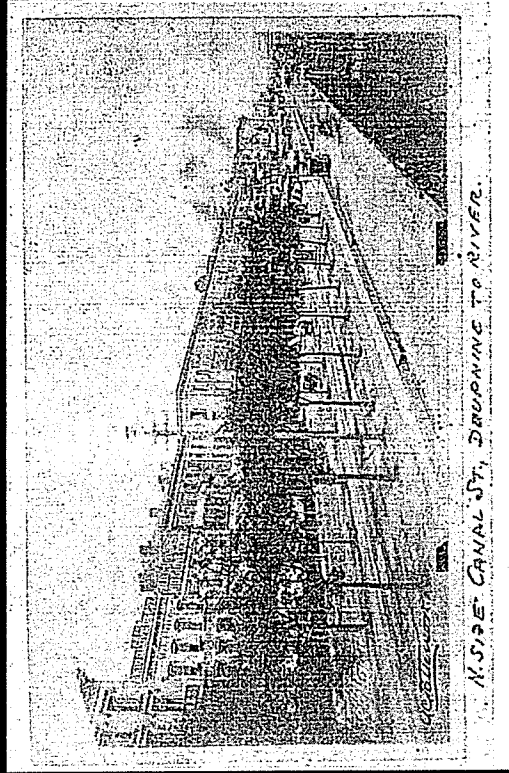
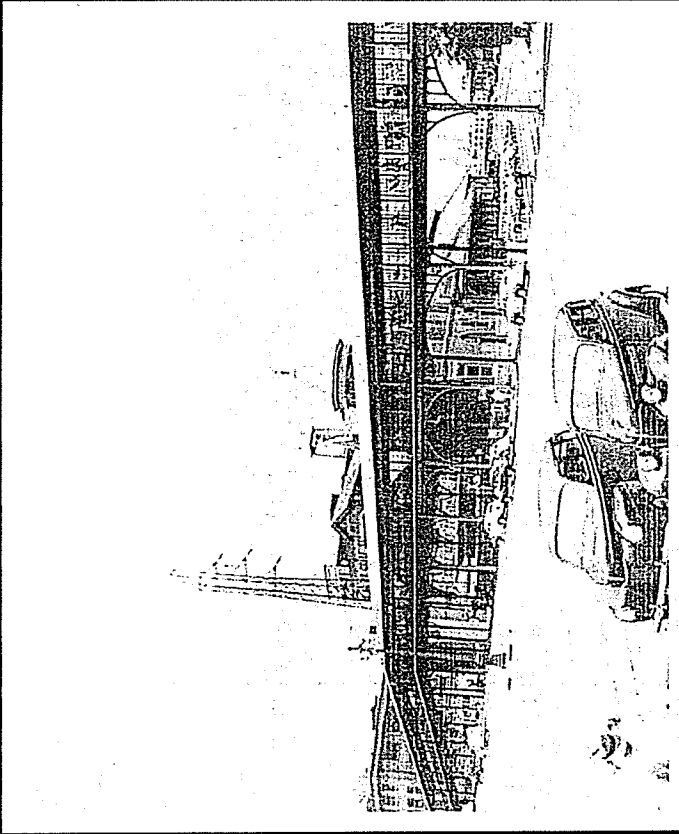
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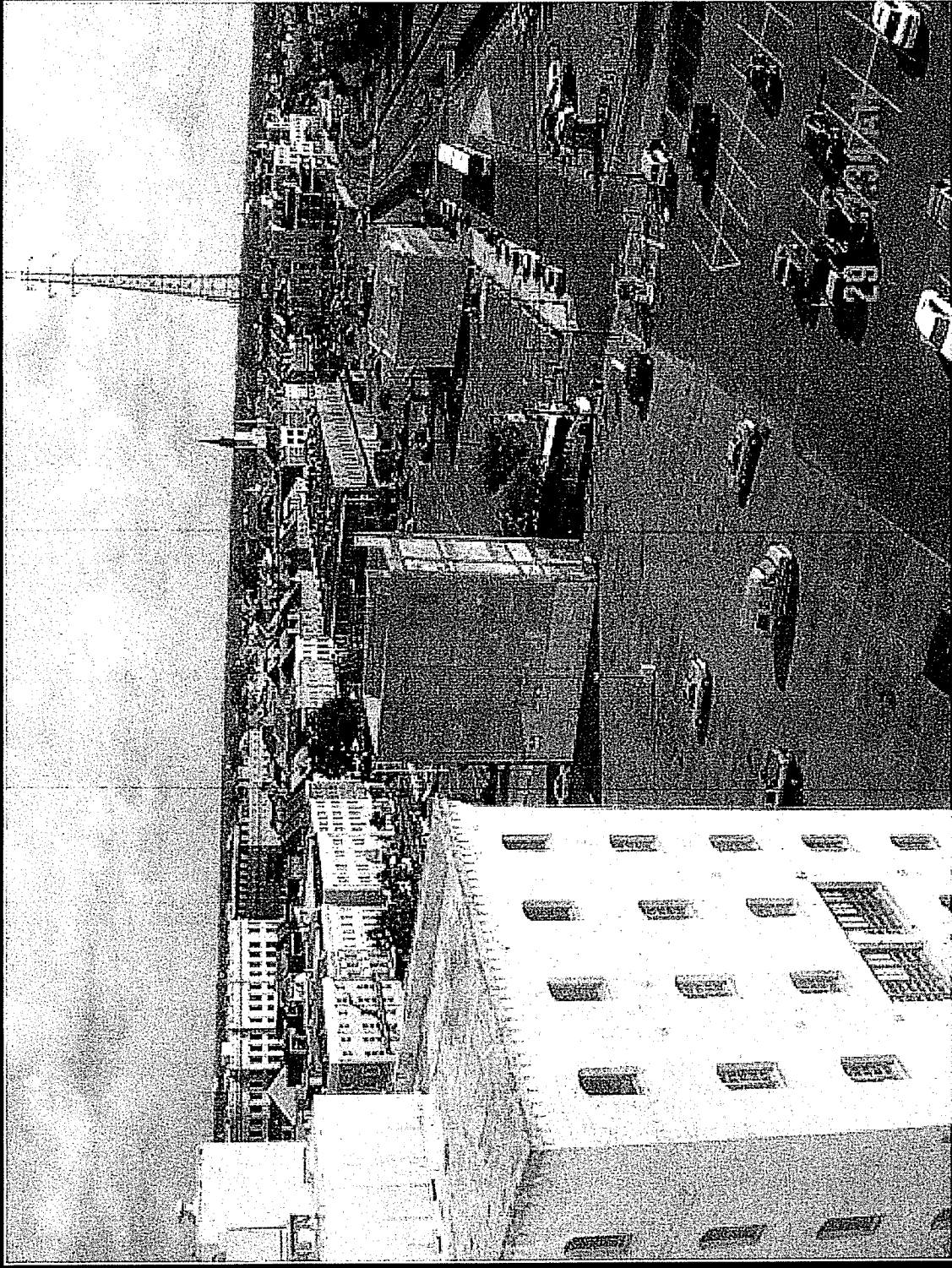
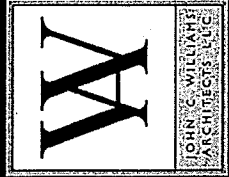




American Sugar Refinery, Early 1900's  
111 IBERVILLE HOTEL



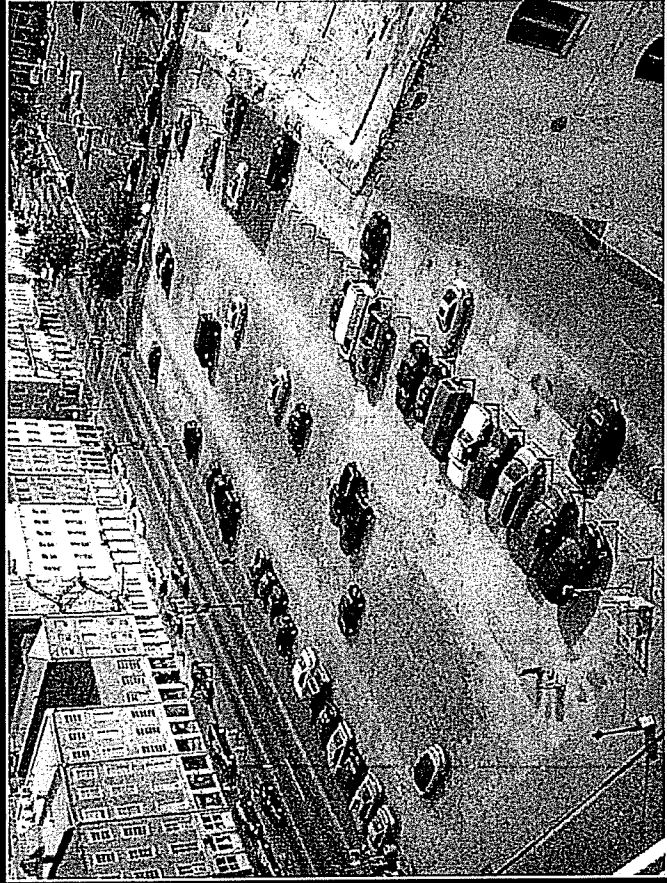
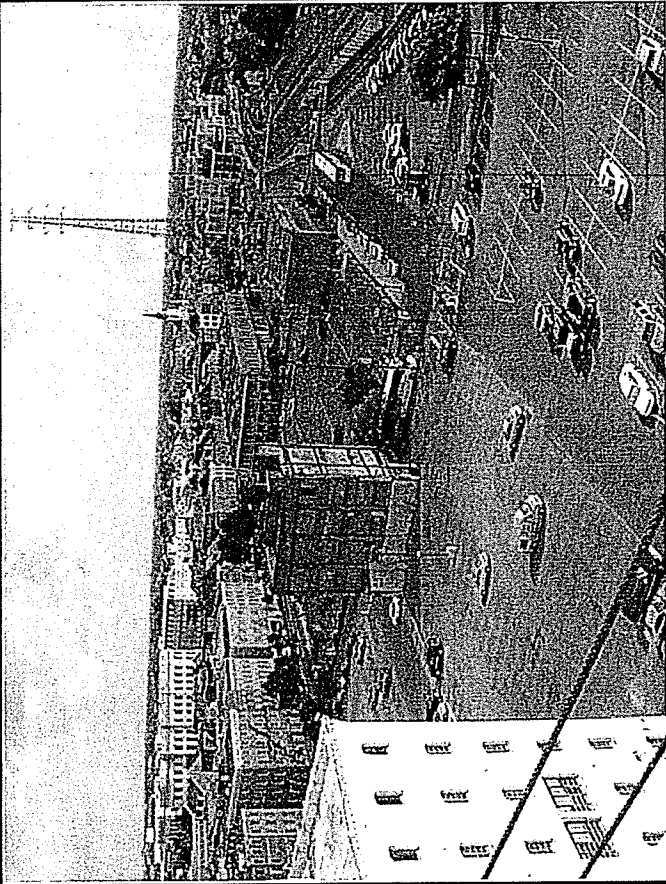
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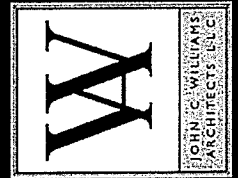
Remnants from the Industrial Sugar District

111 IBERVILLE HOTEL

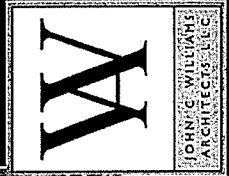
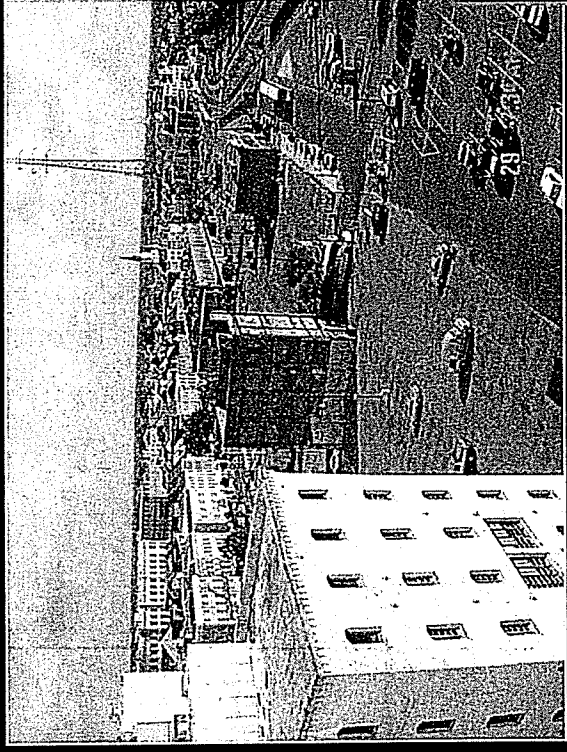
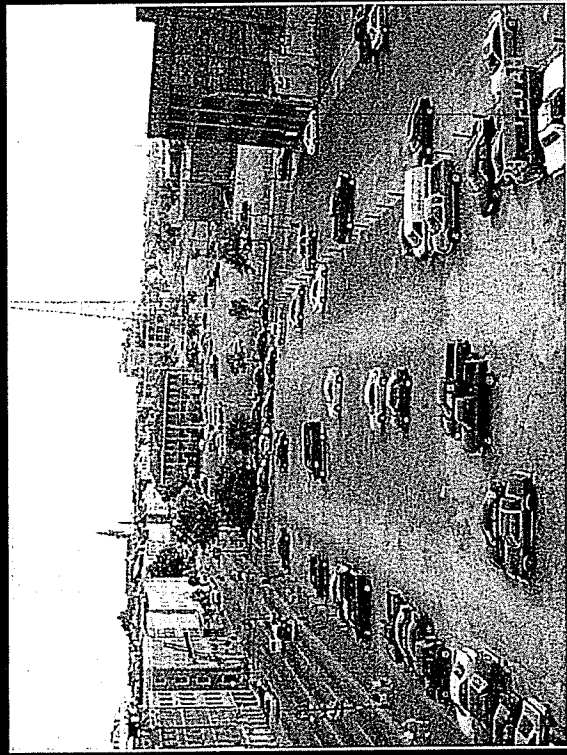
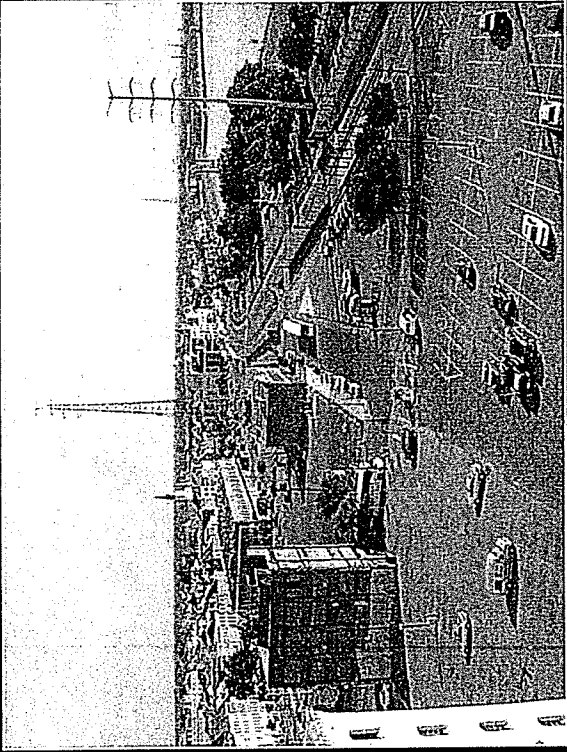
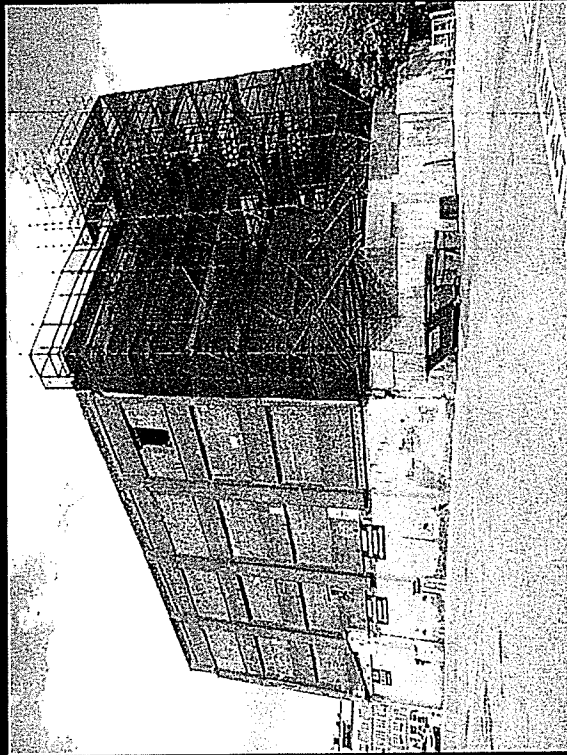
More than 98% of the current site is used  
for public parking



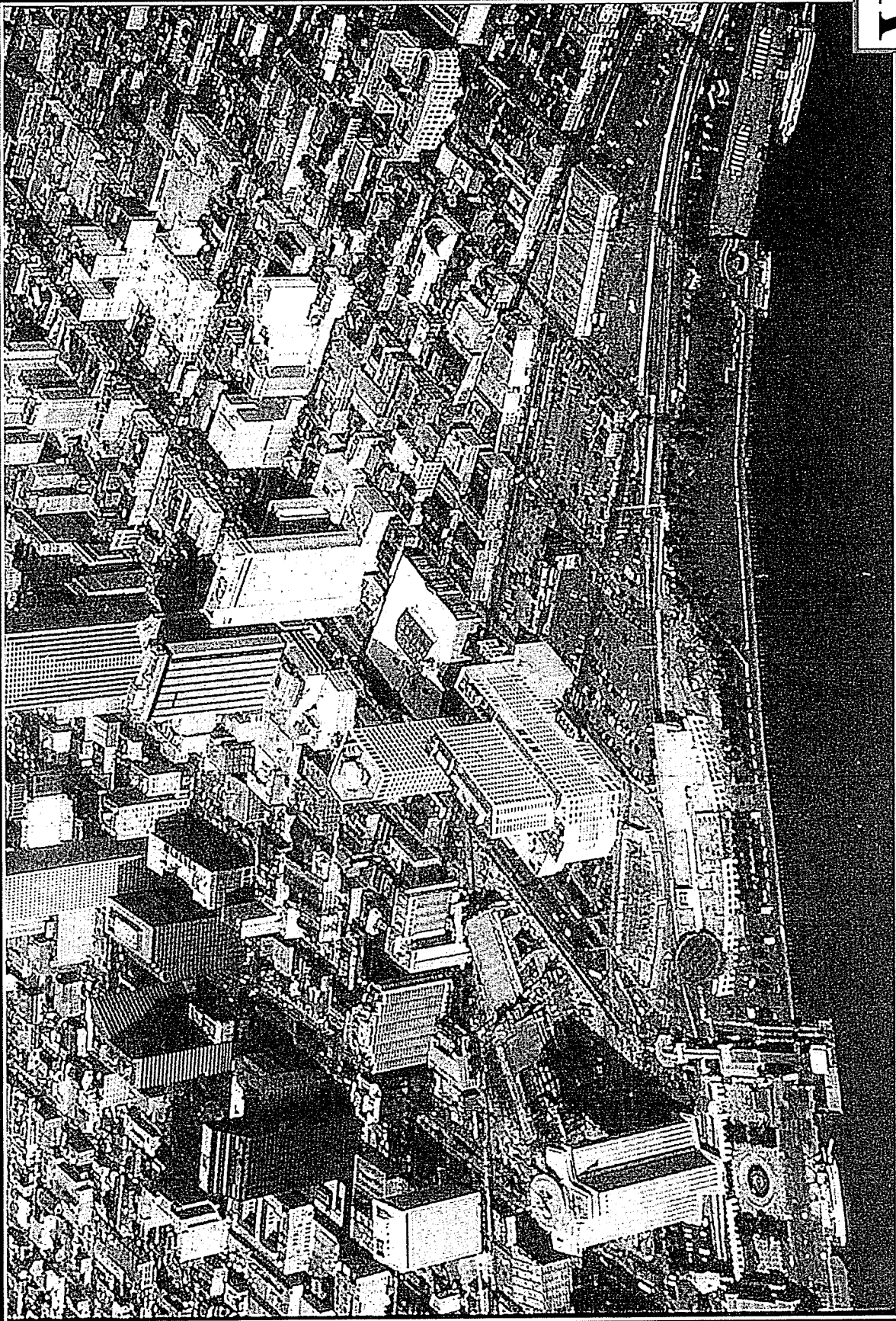
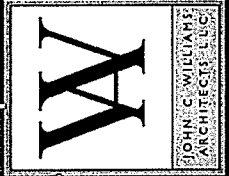
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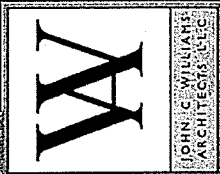
Current Use



111 IBERVILLE HOTEL



CA. MID 1990'S  
111 IBERVILLE HOTEL

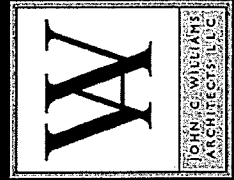
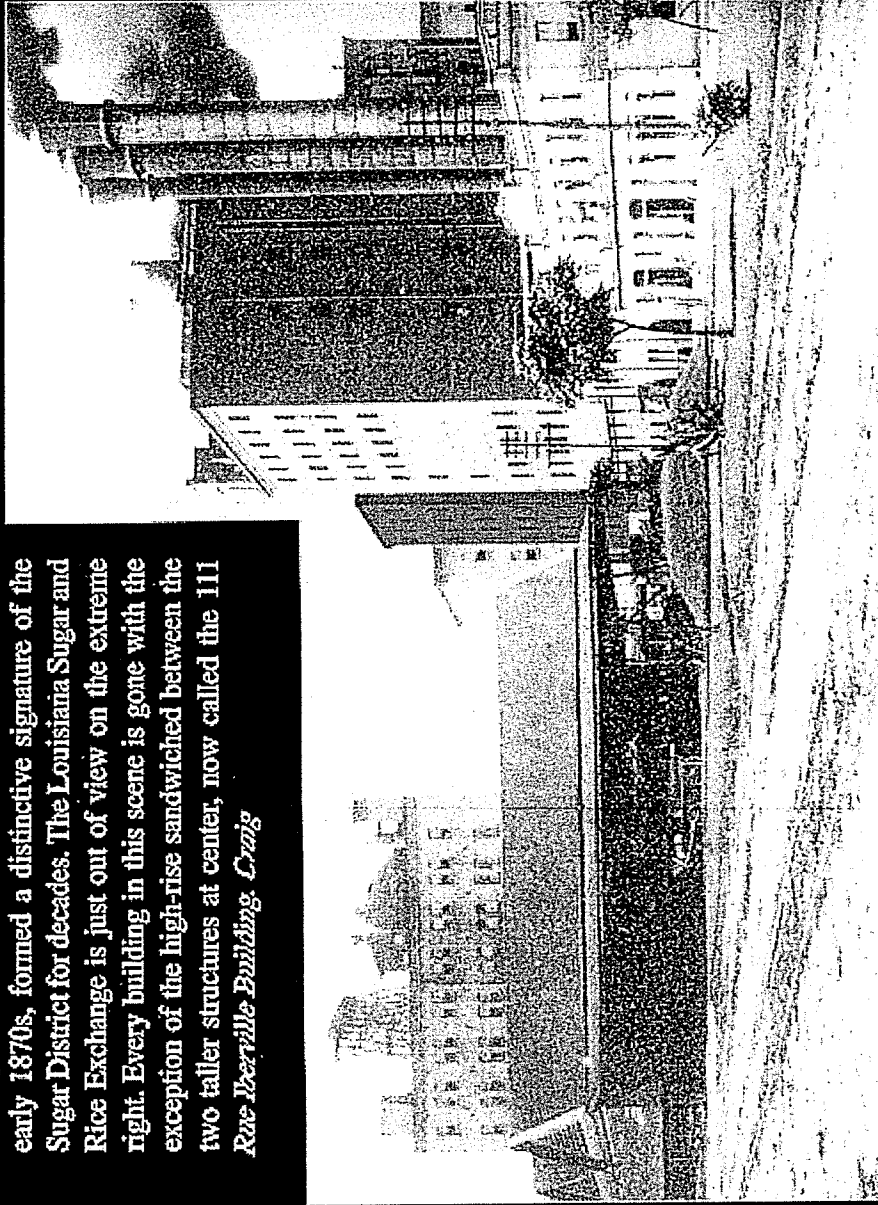


# Former Sugar and Rice District in 2000



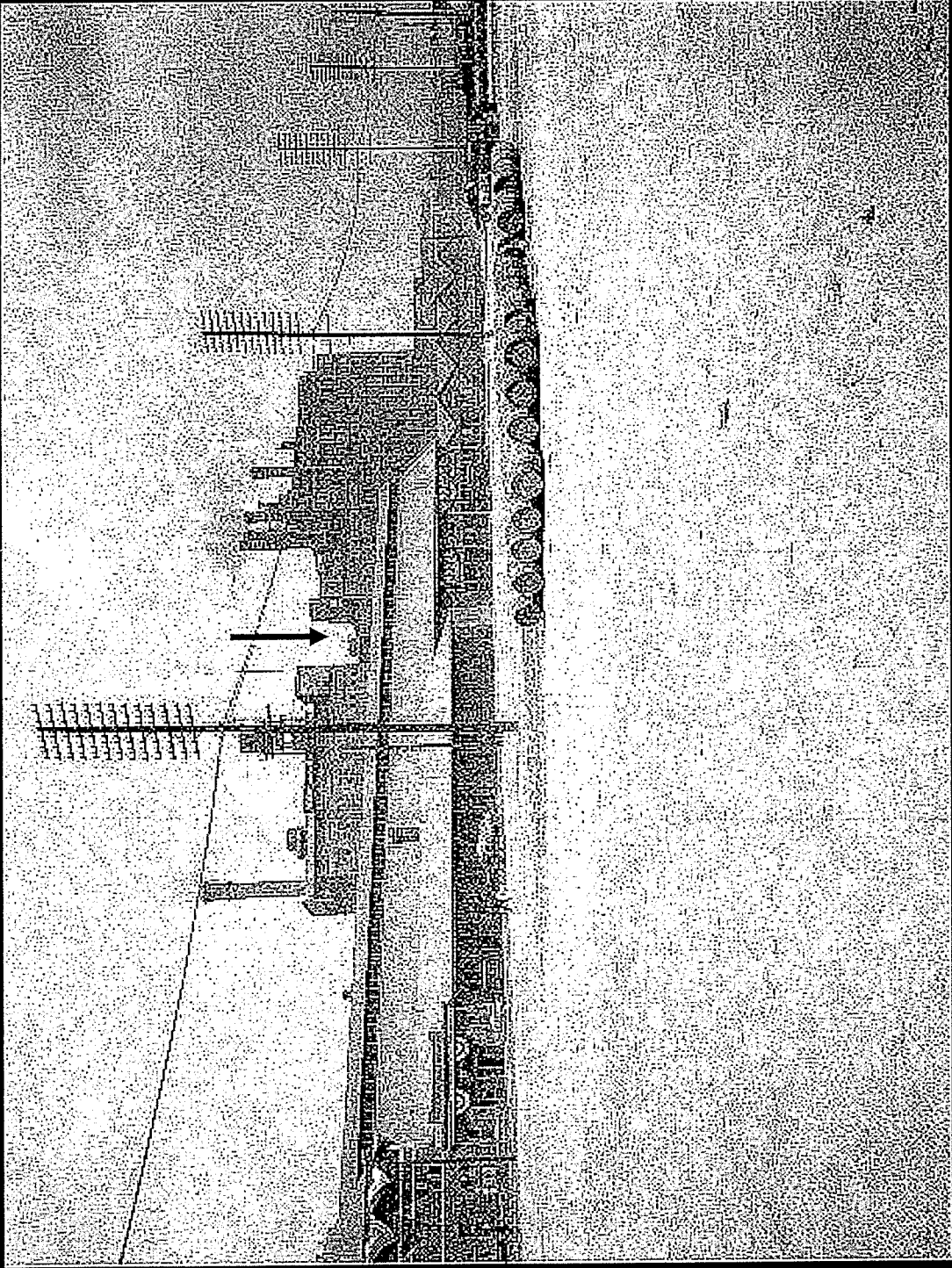
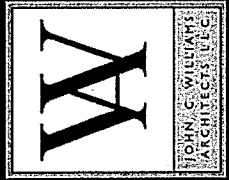
111 IBERVILLE HOTEL

Ground view of the Sugar District in 1890, looking up Wells Street and North Front Street from Sugar Park (right foreground) toward the facilities of the Louisiana Sugar Refinery (later American Sugar Refinery). The sugar and molasses sheds at left, built by Francis Fleitas throughout the area in the early 1870s, formed a distinctive signature of the Sugar District for decades. The Louisiana Sugar and Rice Exchange is just out of view on the extreme right. Every building in this scene is gone with the exception of the high-rise sandwiched between the two taller structures at center, now called the 111 *Rae Berrille Building*. *Craig*



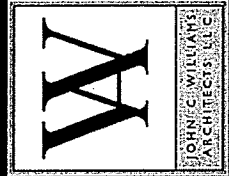
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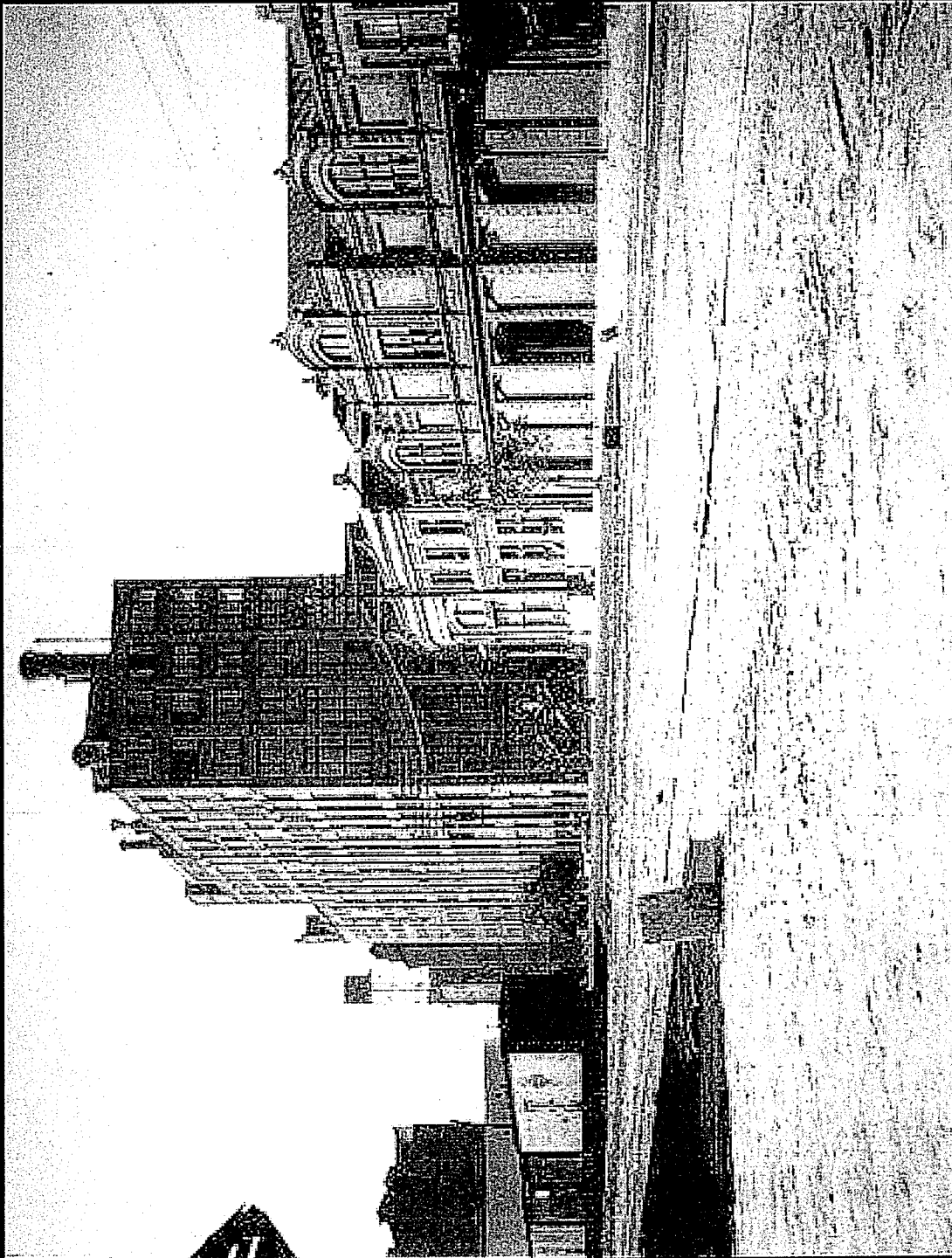
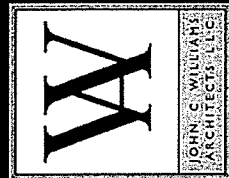
Historical view c. 1910

111 IBERVILLE HOTEL



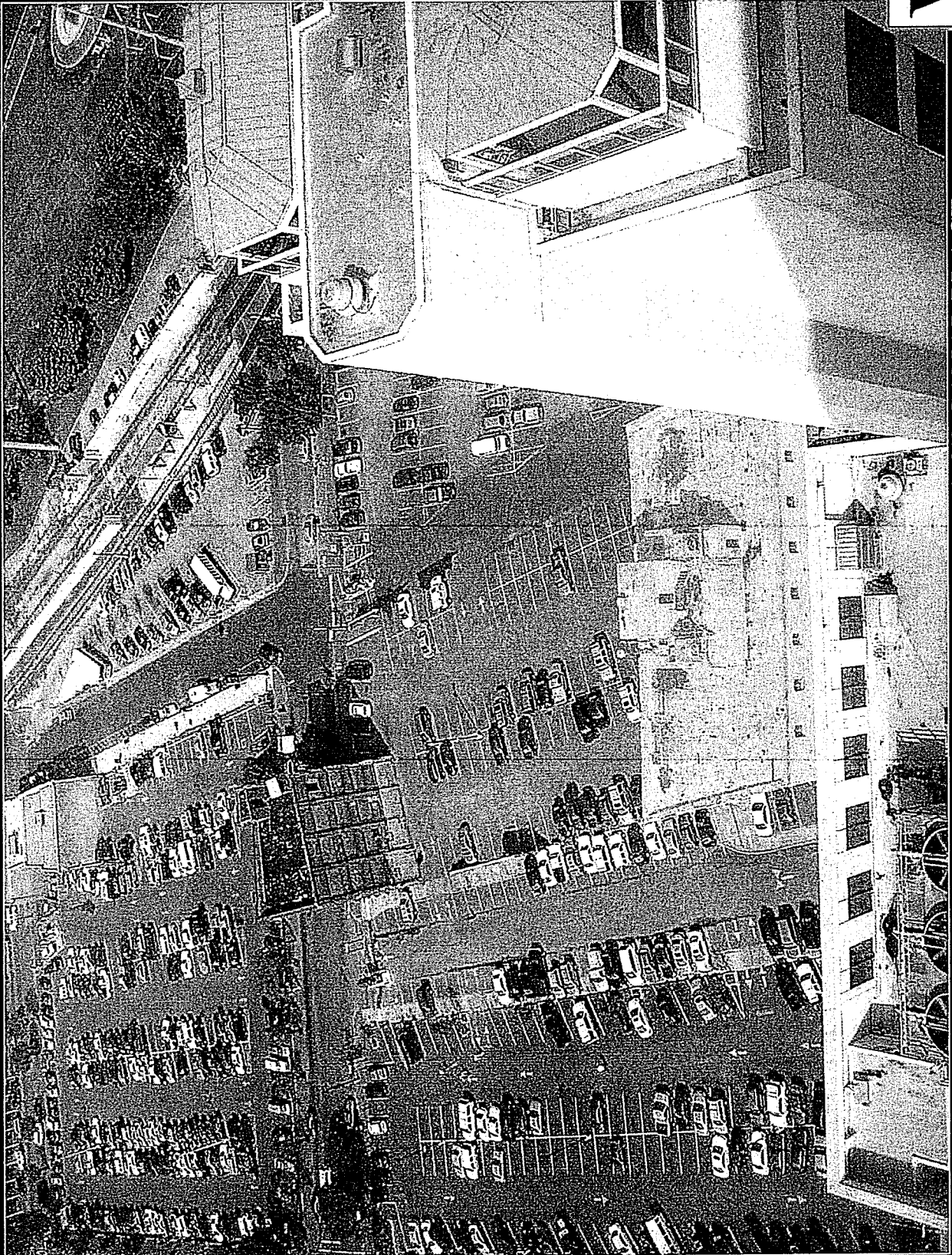
# Historical view c. 1910

111 IBERVILLE HOTEL



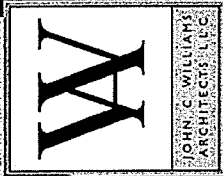
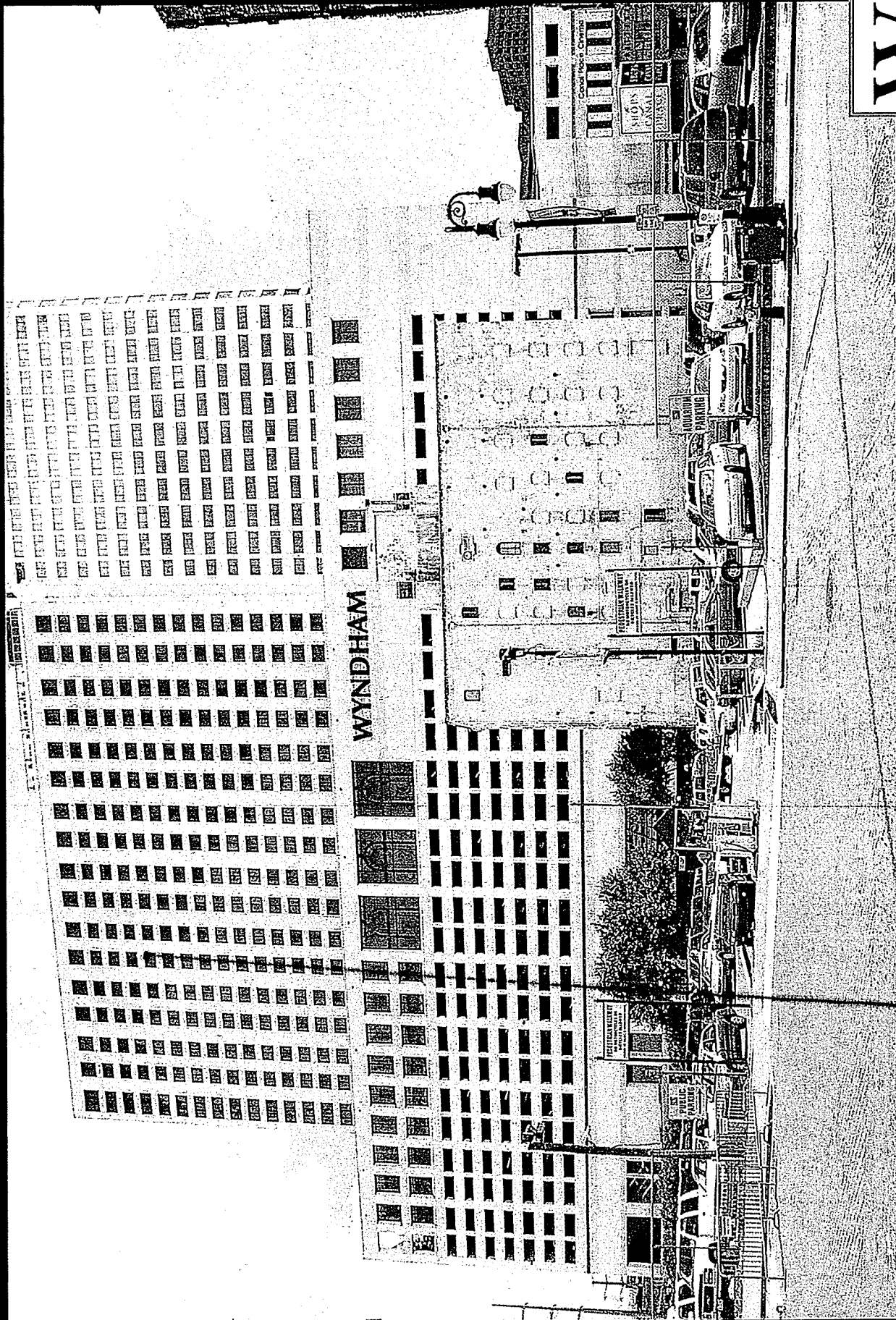
# Historical view c. 1920

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VIEW FROM FLOOR 31 OF CANAL PLACE

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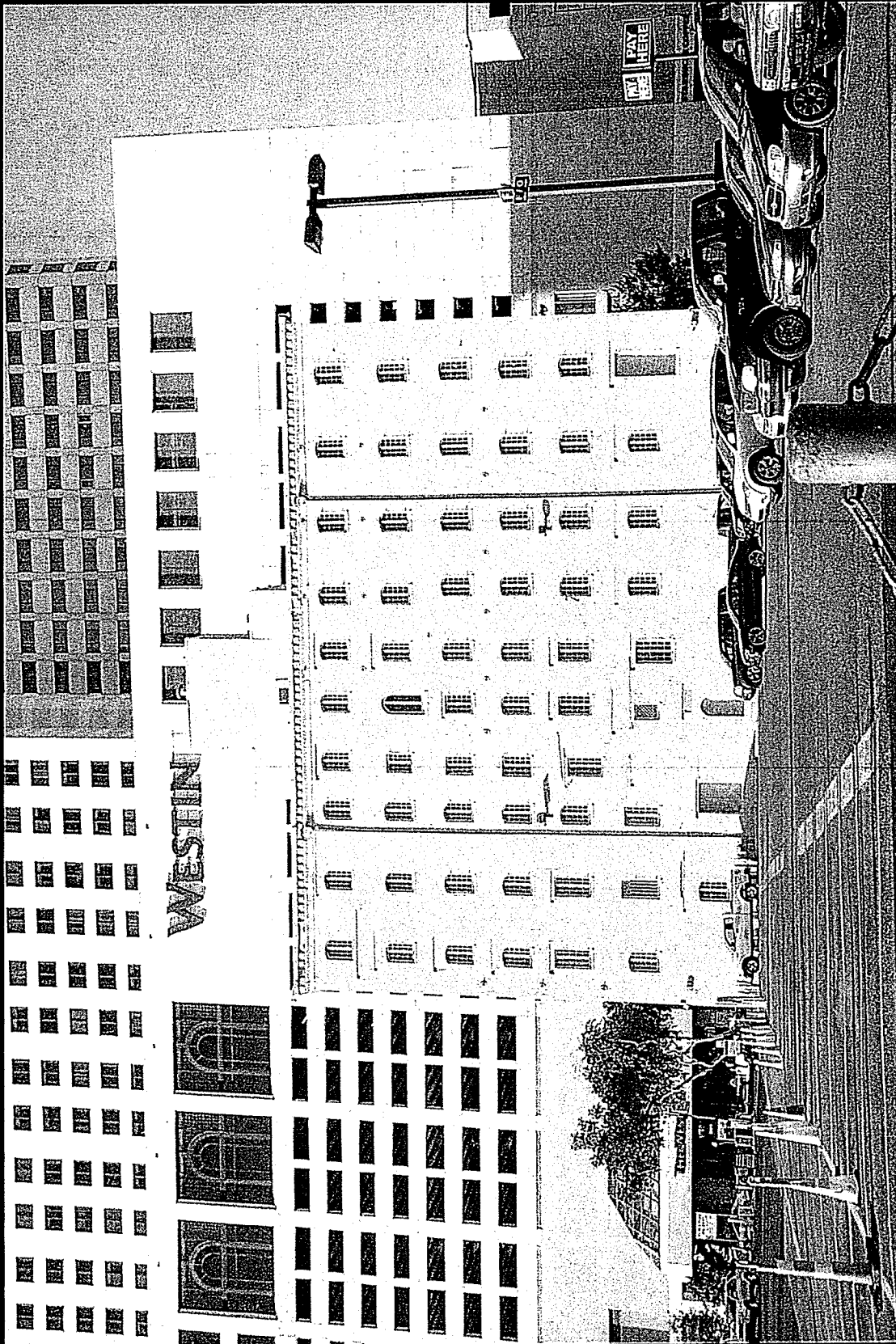


VIEW FROM BIENVILLE STREET

111 IBERVILLE HOTEL

W

JOHN C. MULLIN'S  
ARCHITECTS P.C.



CURRENT VIEW FROM BIENVILLE STREET

111 IBERVILLE HOTEL



JOHN C. WINTERS ARCHITECTS, LLC

**JOHN C. WINTERS ARCHITECTS, LLC**  
 111 BERVILLE STREET  
 NEW ORLEANS, LA 70112  
 PHONE: 504.581.1111  
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 WWW.JCWARCHITECTS.COM

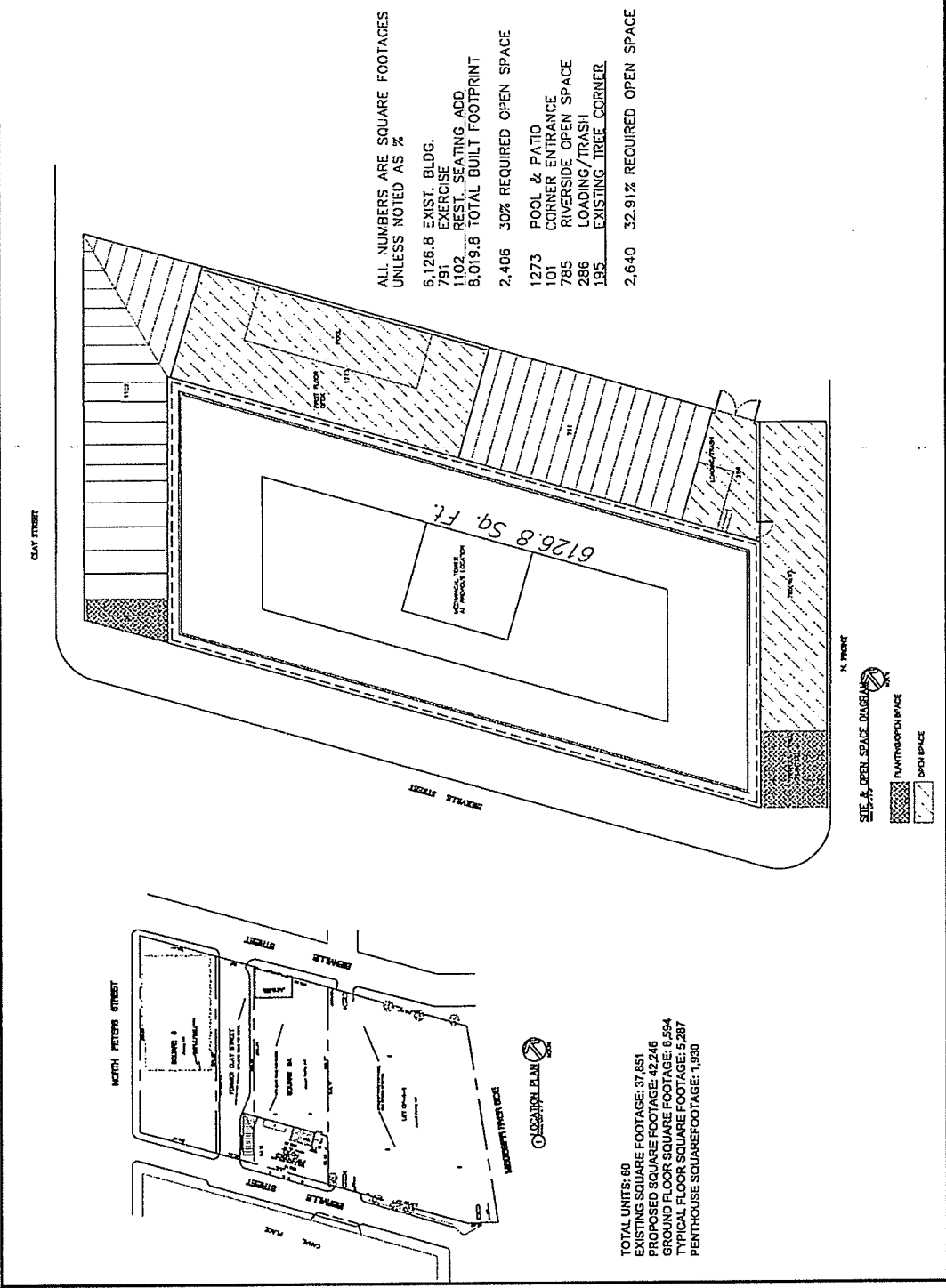
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111 BERVILLE STREET  
 111 BERVILLE STREET, New Orleans, LA

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 CHECKED BY: JWC  
 DATE: OCT 21, 2014  
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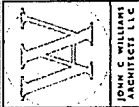
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111 BERVILLE HOTEL



JOHN C. WILLIAMS  
ARCHITECTURAL PC



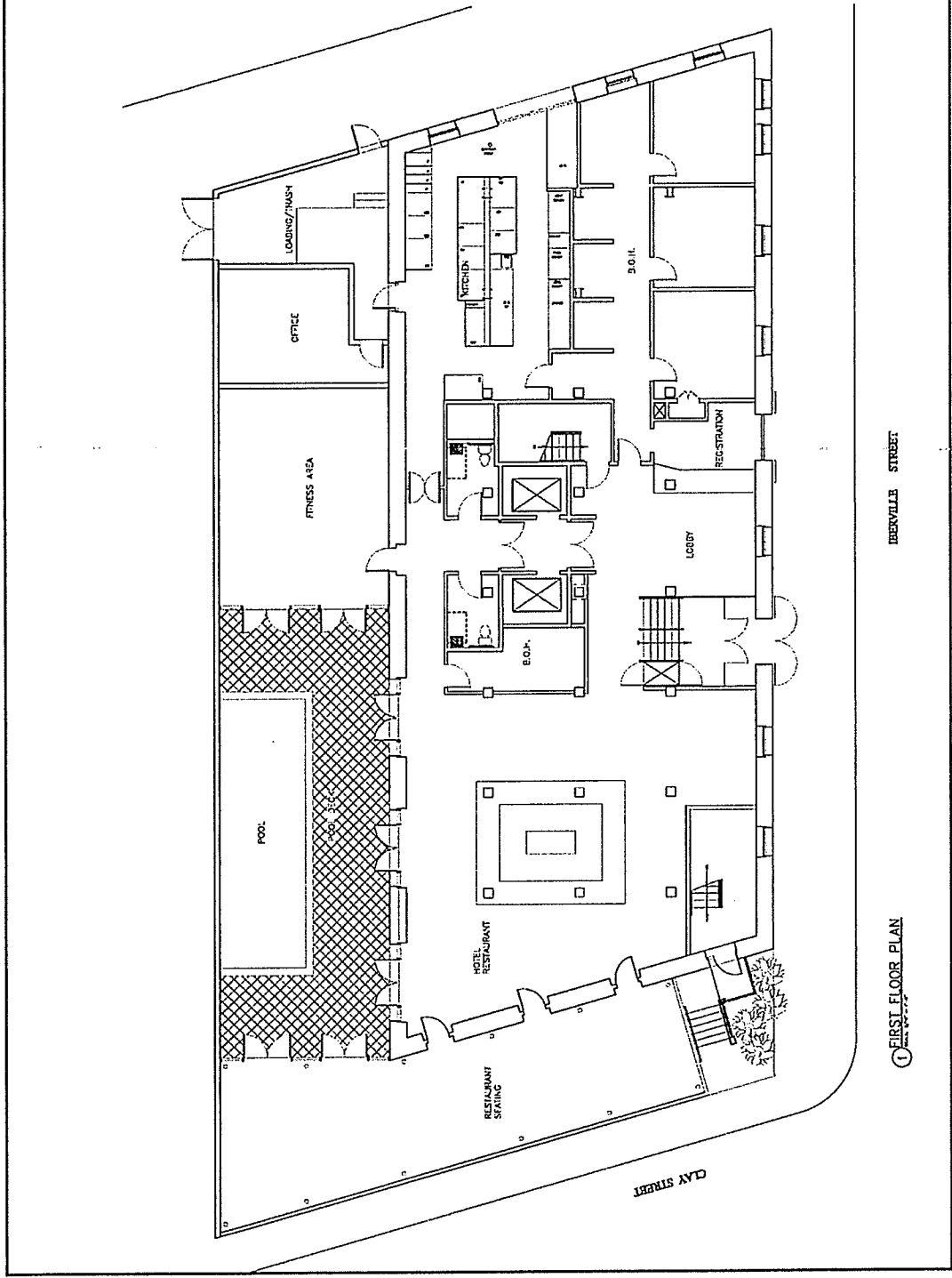
JOHN C. WILLIAMS  
ARCHITECTURAL PC  
111 IBERVILLE STREET  
NEW ORLEANS, LA 70112  
PHONE: 504.581.1111  
FAX: 504.581.1112

111 IBERVILLE STREET  
NEW ORLEANS, LA

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NO.	DESCRIPTION

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CHECKED BY:  
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DRAWING NO.:

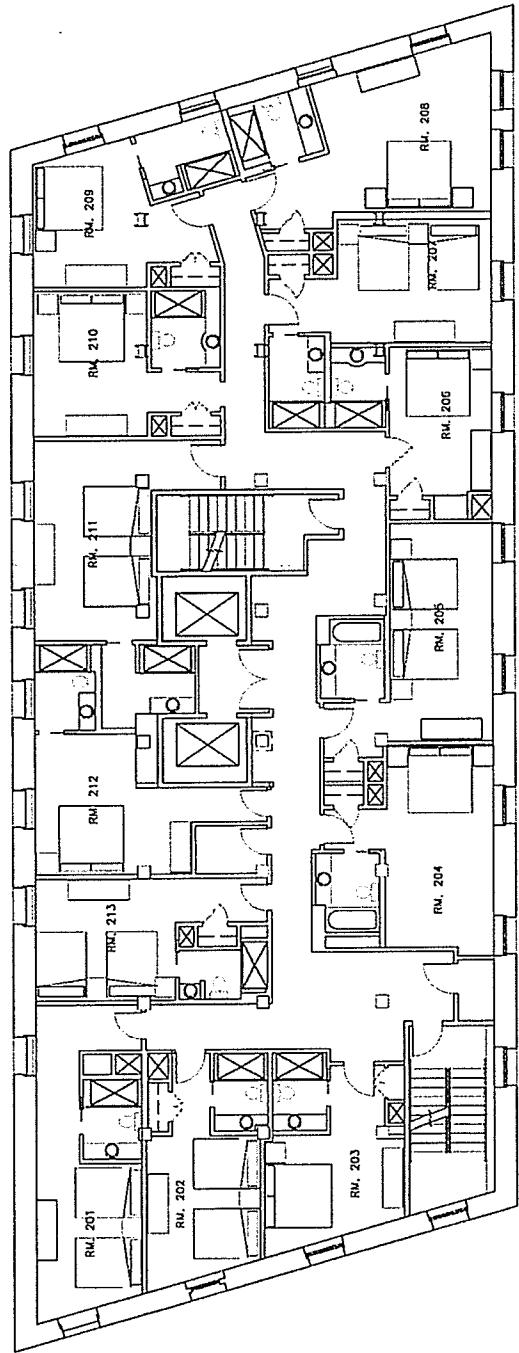
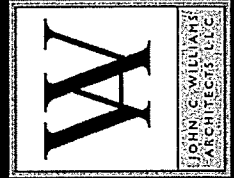
A-2



① FIRST FLOOR PLAN

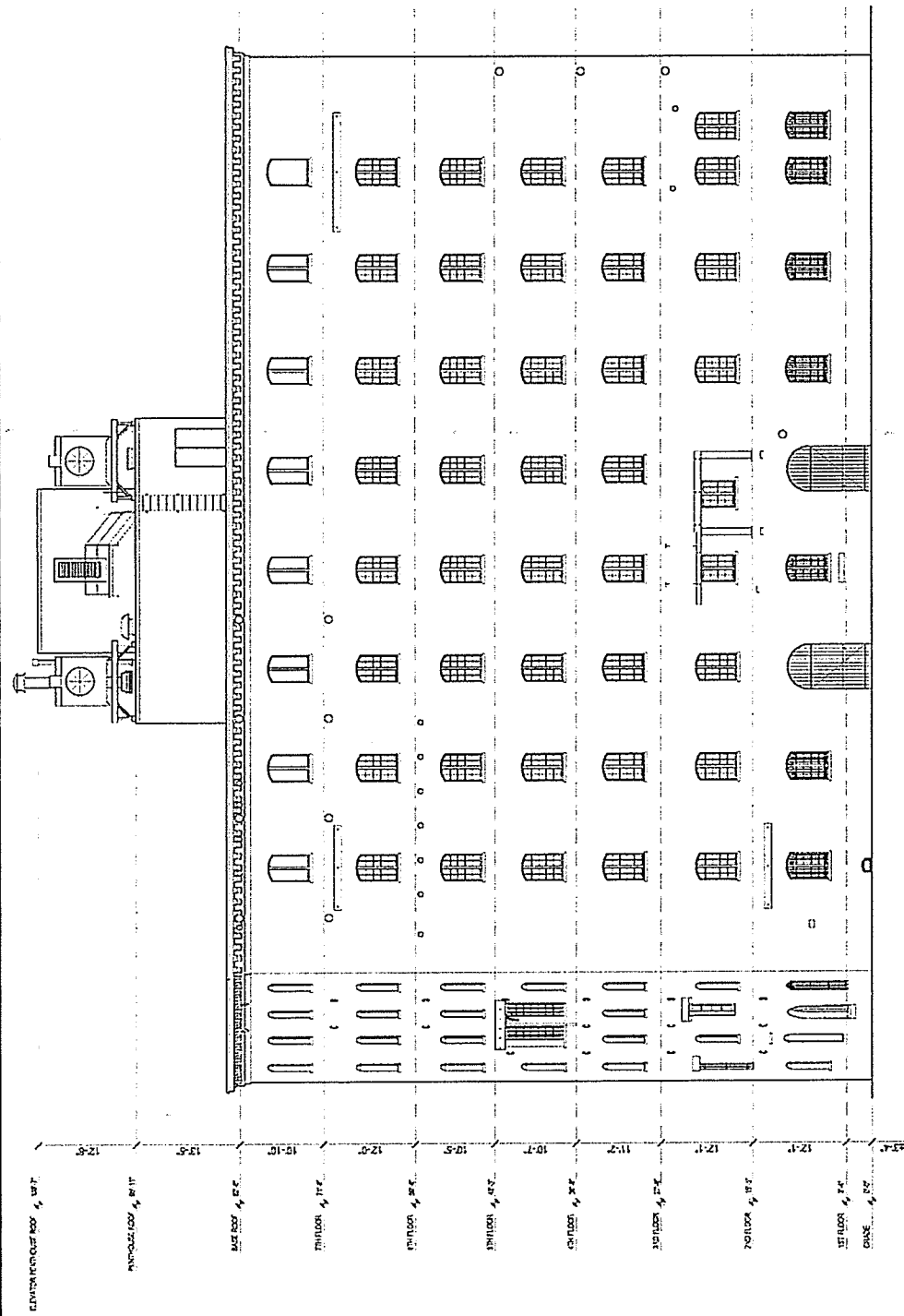
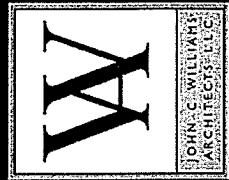
111 IBERVILLE HOTEL





① TYPICAL FLOOR PLAN  
SCALE: 1/8" = 1'-0"

111 IBERVILLE HOTEL

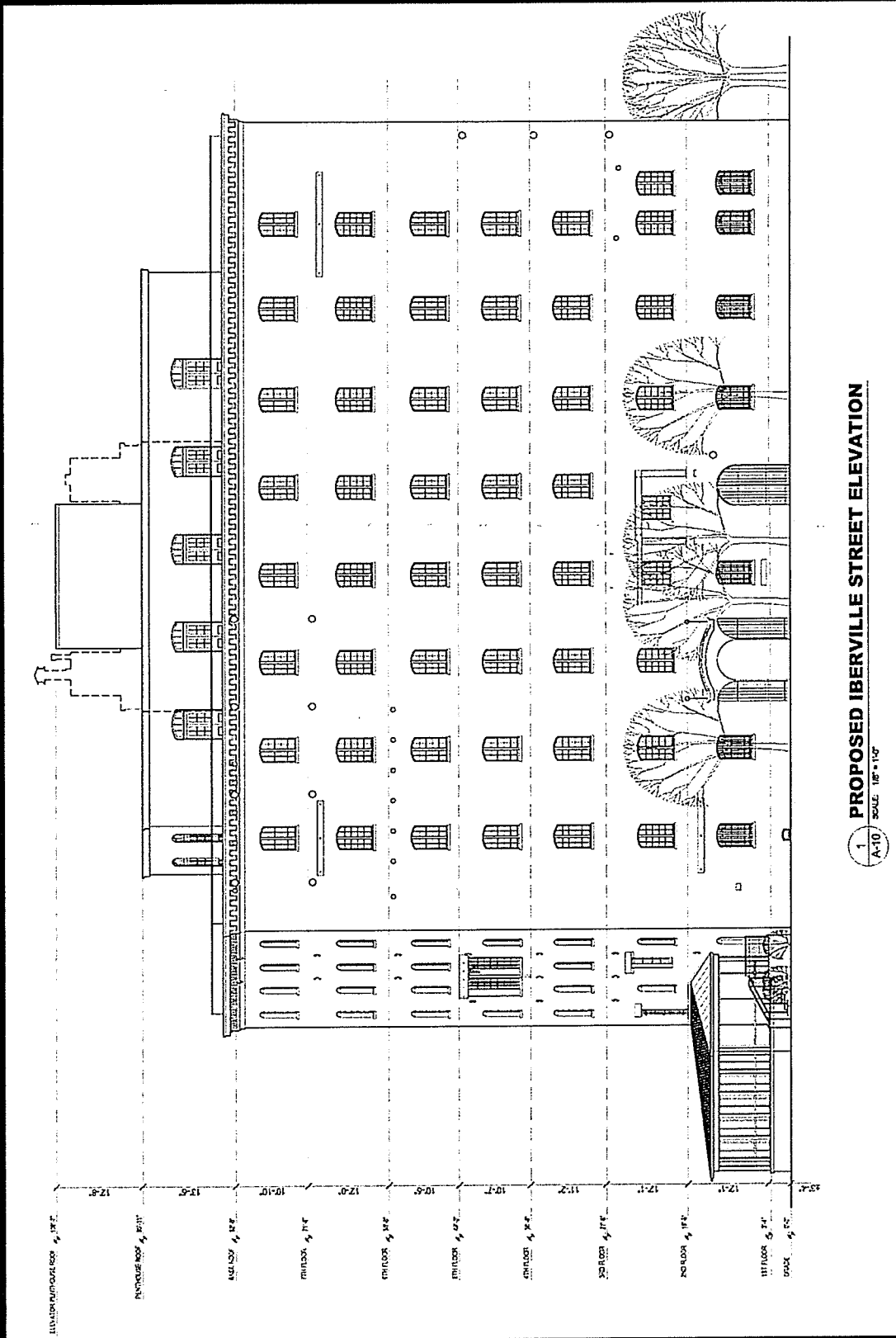


1  
A1  
EXISTING IBERVILLE STREET ELEVATION  
SCALE: 1/8" = 1'-0"

111 IBERVILLE HOTEL

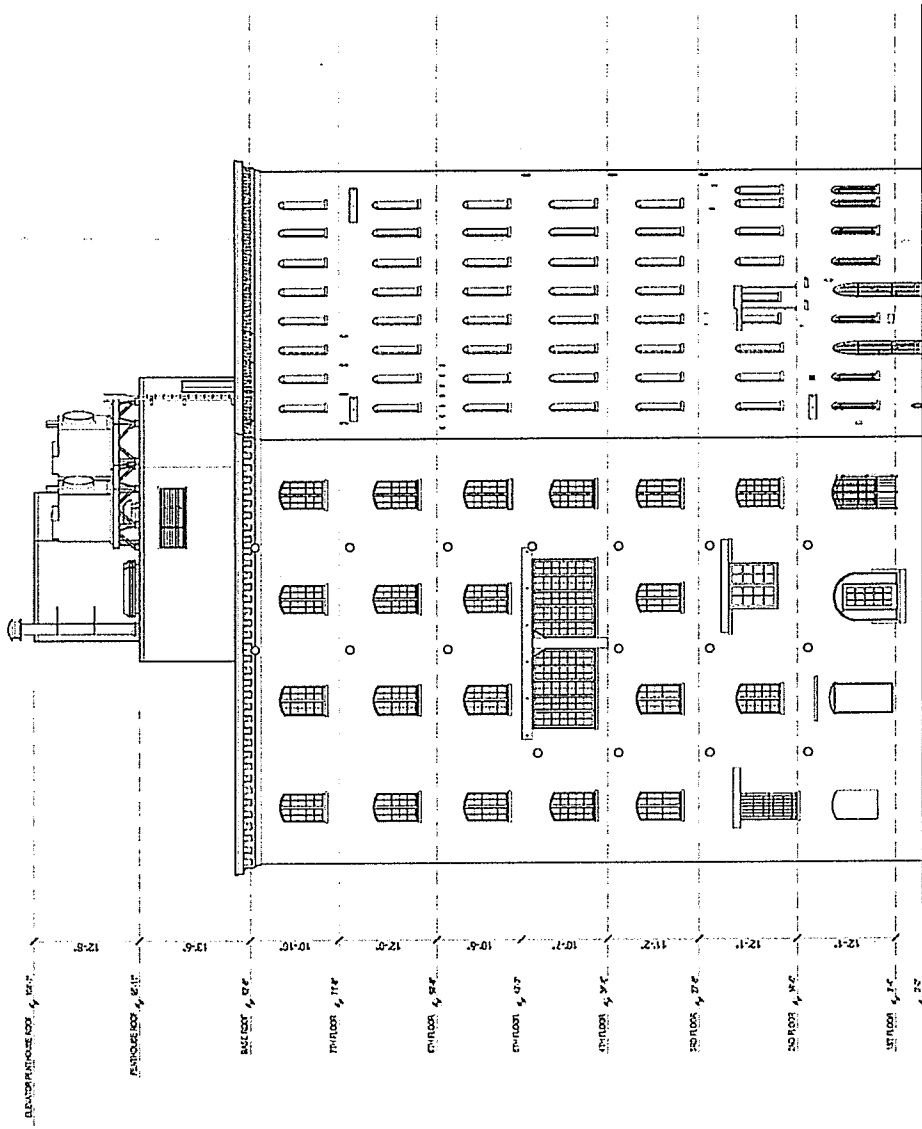


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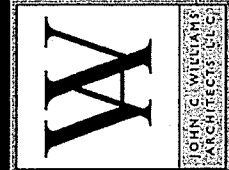


1 PROPOSED IBERVILLE STREET ELEVATION  
A-10 SCALE: 1/8" = 1'-0"

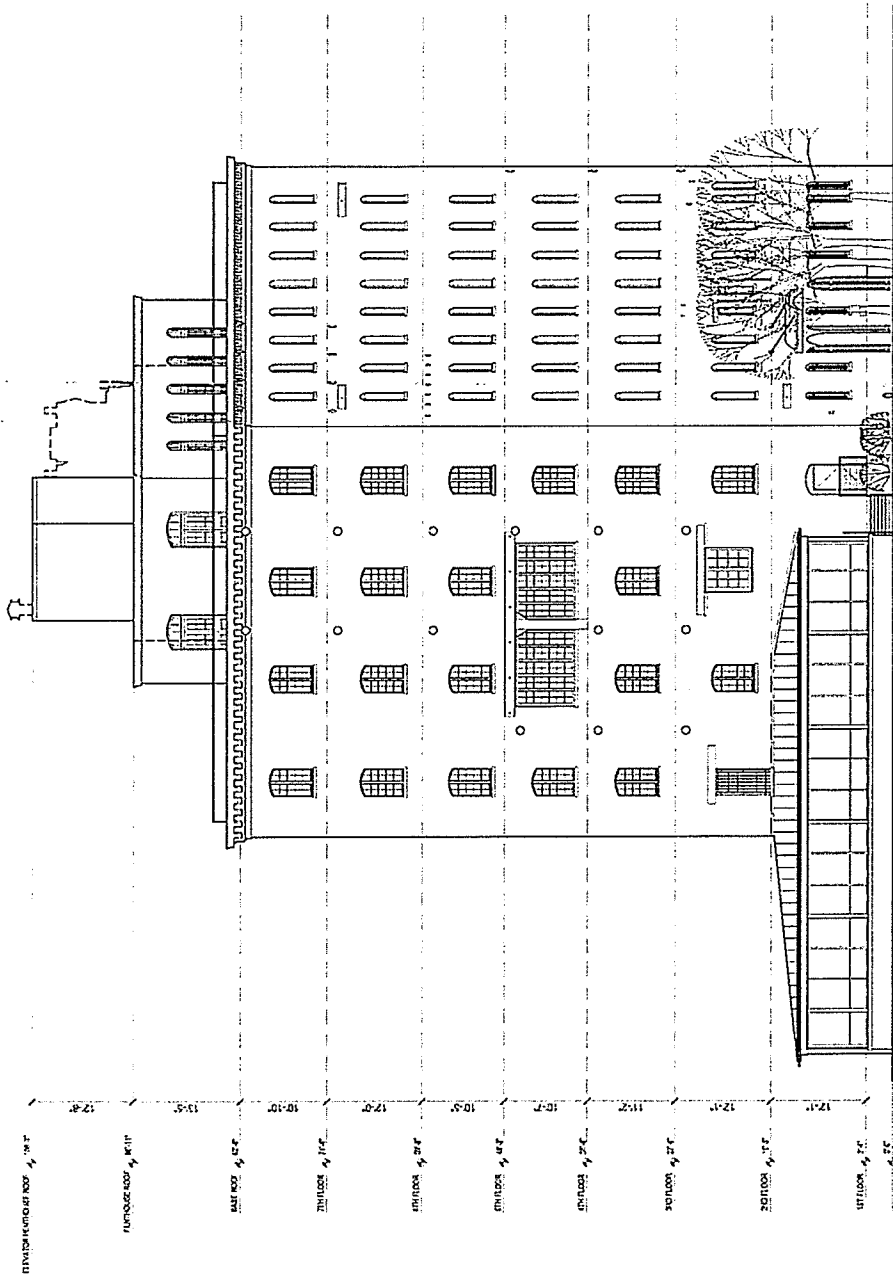
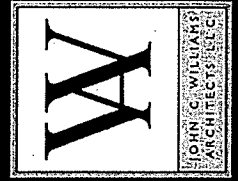
111 IBERVILLE HOTEL



1  
A2  
SCALE: 1/8" = 1'-0"  
**EXISTING NORTH PETERS STREET (SIDE) ELEVATION**

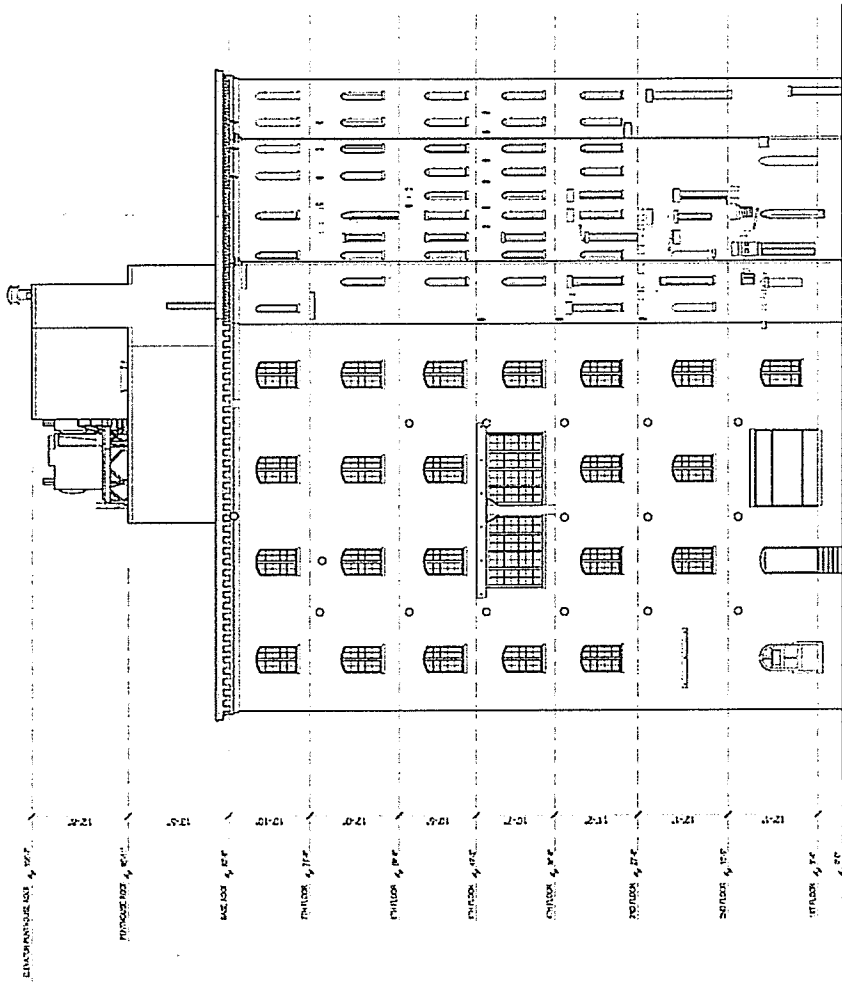
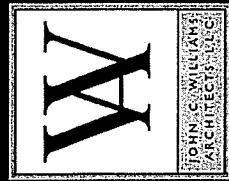


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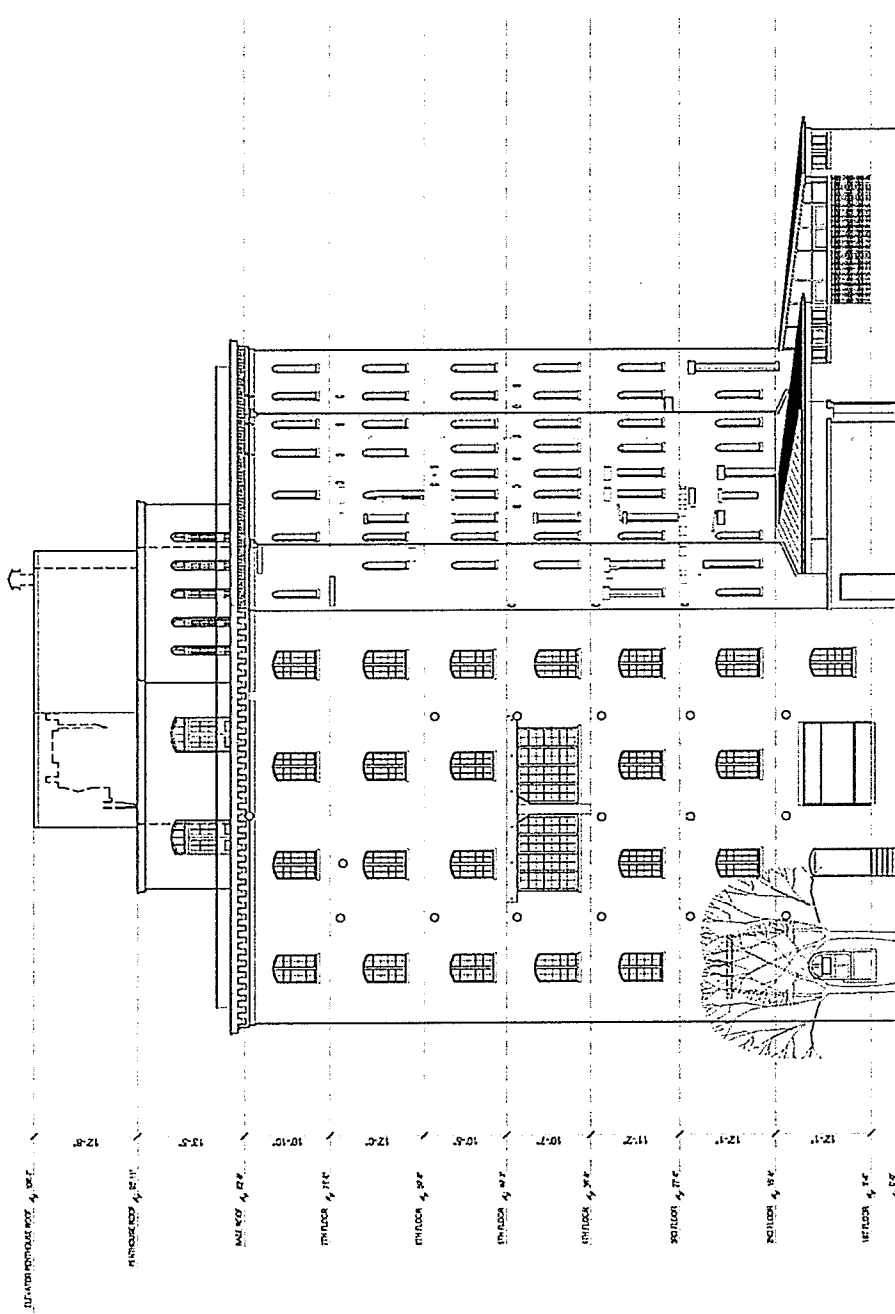
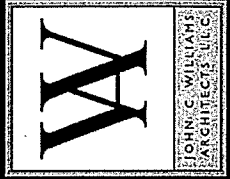
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AS  
PROPOSED NORTH PETERS STREET (SIDE) ELEVATION  
SCALE 1/8" = 1'-0"

111 IBERVILLE HOTEL



1  
A  
**EXISTING RIVERFRONT (SIDE) ELEVATION**  
SCALE: 1/8" = 1'-0"

111 IBERVILLE HOTEL



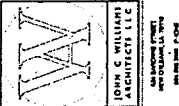
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SCALE: 1/8" = 1'-0"

**PROPOSED RIVERFRONT (SIDE) ELEVATION**

111 IBERVILLE HOTEL



JOHN C. WILLIAMS  
ARCHITECTS, LLC



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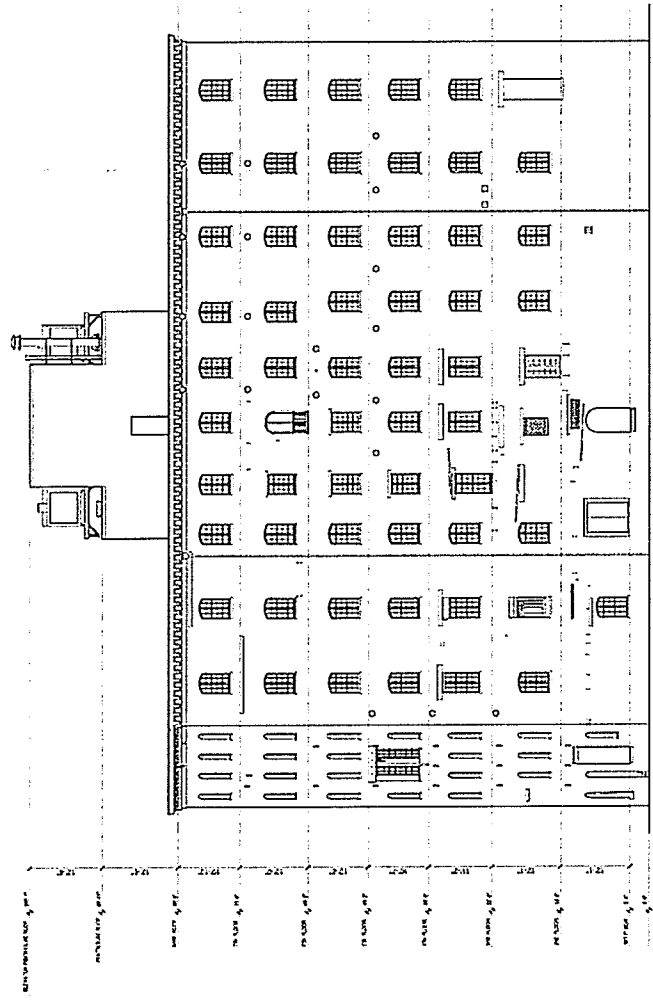
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111 IBERVILLE STREET  
WINSTON-SALEM, NORTH CAROLINA 28601

REVISIONS	
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DRAWN BY: MK  
SCALE:  
JOB NO.: 030801  
DATE: 02/11/04  
DRAWING IN:

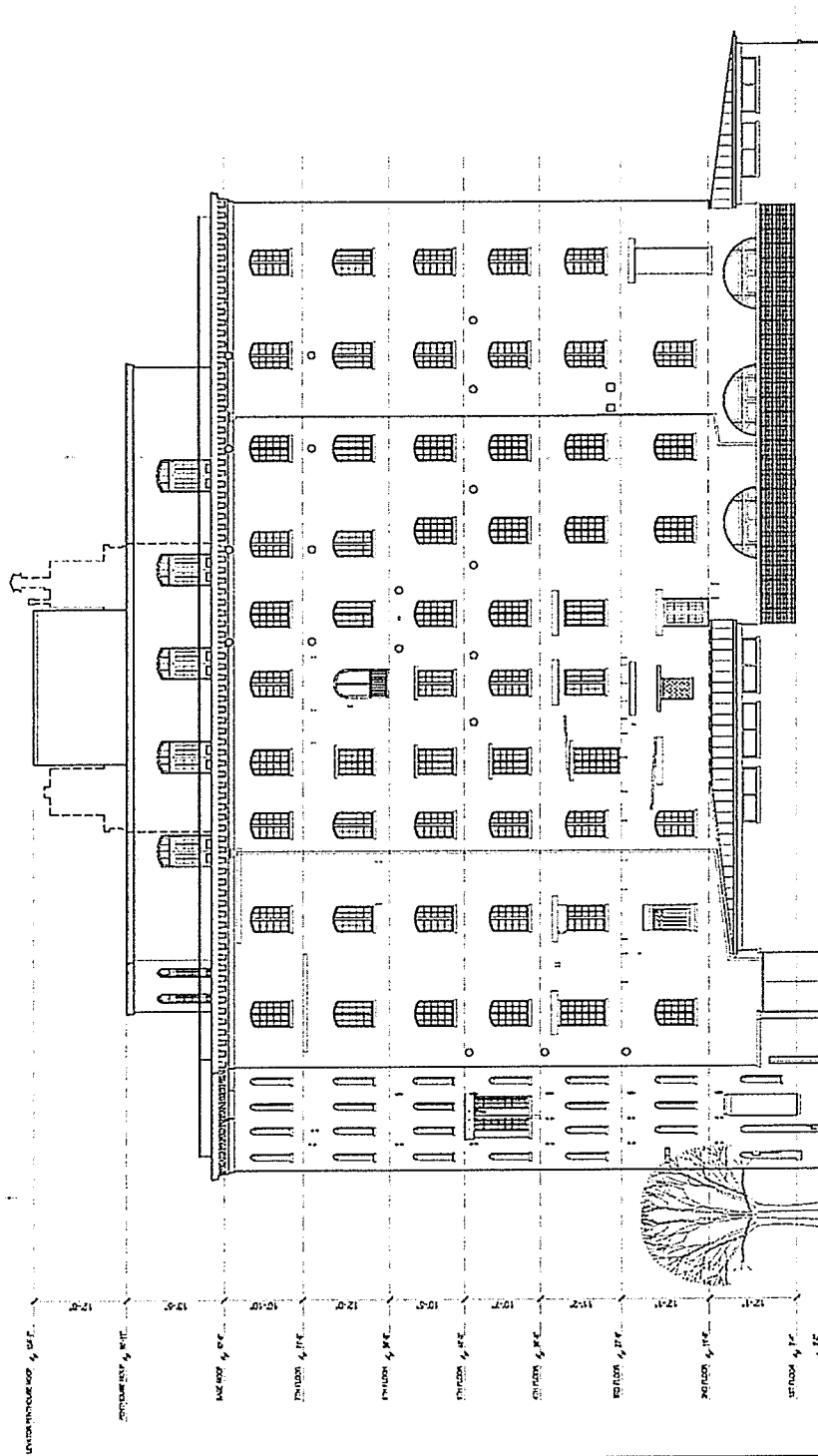
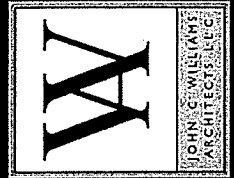
E-3



EXISTING BIENVILLE STREET (SIDE) ELEVATION  
SCALE: 1/8" = 1'-0"

111 IBERVILLE HOTEL





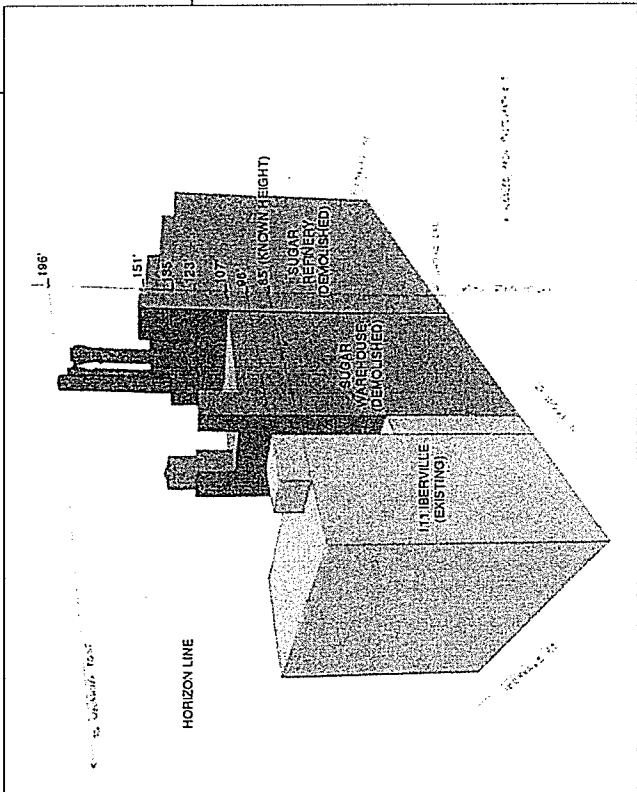
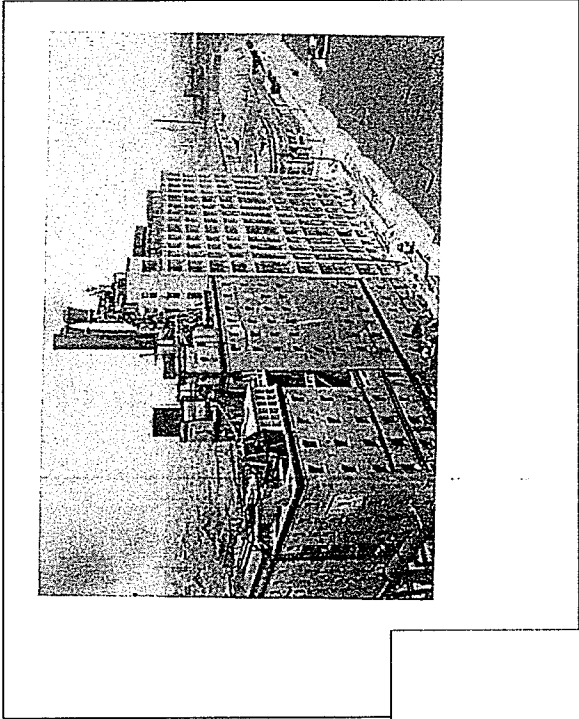
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PROPOSED BIENVILLE STREET (SIDE) ELEVATION

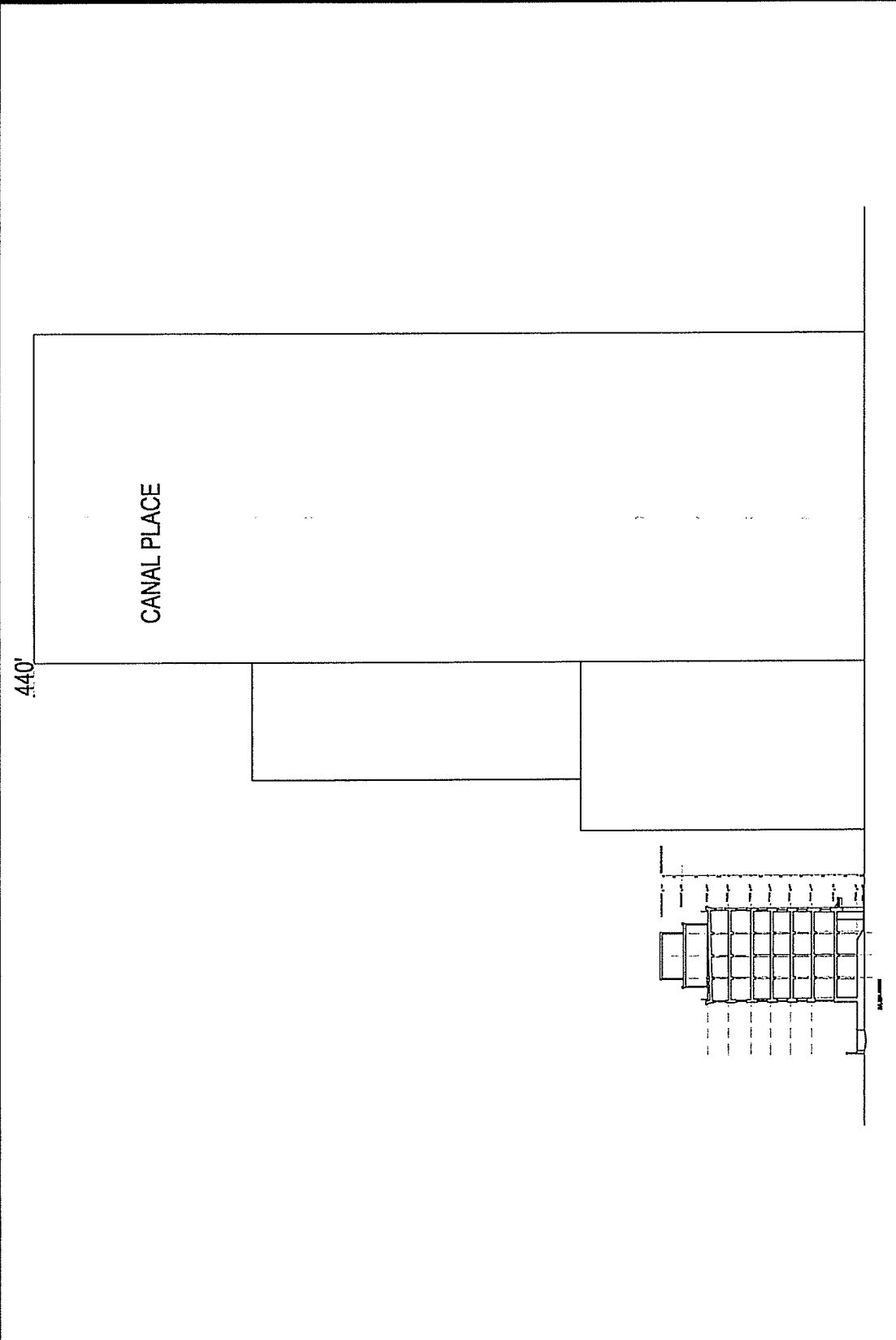
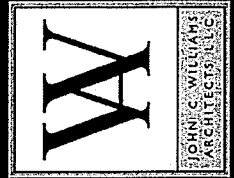
111 IBERVILLE HOTEL



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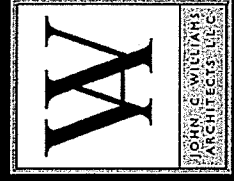
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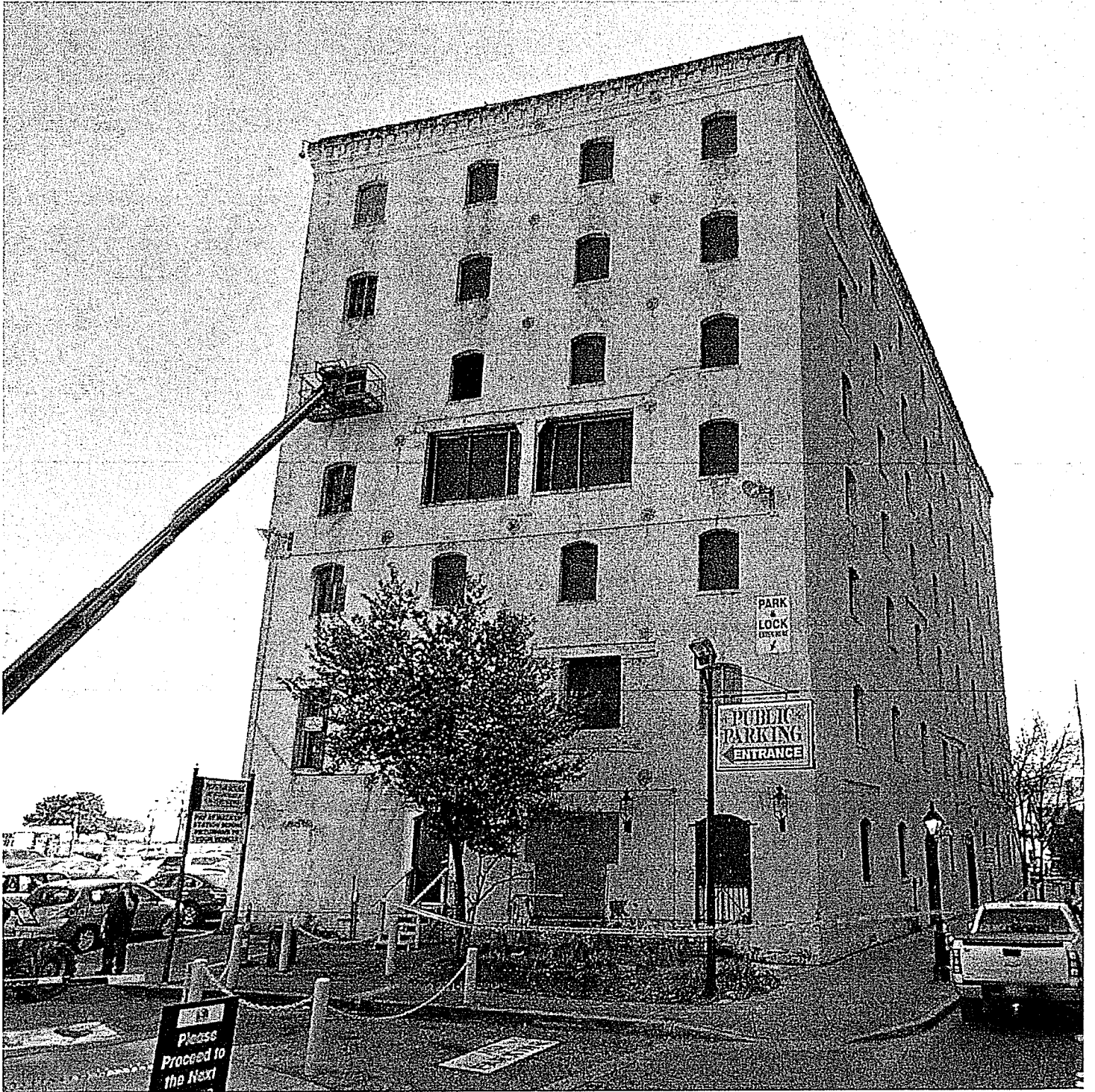
111 IBERVILLE HOTEL

## Rationale for Hotel Renovation & Addition:

- Preserves and respects historic façade of existing building and its historic surroundings.
- Adaptive re-use of historic treasure; puts vacant building back into use.
- Enables creation of full service restaurant operation and facilitates pedestrian activity.
- Creates a functional and useful public amenity while at the same time respecting the historic streets and neighborhood.



111 IBERVILLE HOTEL





## Community Meeting Invitation

September 16, 2014

Dear Neighbor:

Our client, Badine Land Limited, is interested in redeveloping the building at 111 Iberville Street as a small, 79-room boutique hotel. This development will be conducted with the utmost respect for the historic structure and neighborhood in which it is located. The zoning district that the property is located in allows this building to be used as a hotel upon receiving a conditional use approval.

Currently the site is zoned "VCS-1" Vieux Carre Service District. Many receiving this letter will recall that a hotel at this site was proposed over a decade ago. Unlike the proposal a decade ago, which involved reusing the building at 111 Iberville Street and constructing a new structure to allow for additional hotel rooms, this proposal is significantly smaller.

Our client is only proposing hotel rooms within the existing footprint of the historic structure. The only addition will be to create a small, outdoor space.

Because you are a nearby neighbor or otherwise interested in the neighborhood, we are inviting you to a meeting where you can learn more about what we propose and present questions, concerns, and ideas for the location.

The meeting will be conducted using an open house format so please stop by at any time:

**Wednesday, September 24, 2014**  
**5:00 p.m. - 6:30 p.m. (stop by anytime)**  
**111 Iberville Street (the site)**

This letter is being delivered through U.S. Mail. At the meeting, we will provide a sign-in sheet to obtain email addresses, so that we can keep you updated if there are any changes to the plans. If we receive approval for the conditional use, construction of the hotel will likely begin in early 2015 and is predicted to take between six and nine months to complete.

If you have questions or comments, or are unable to attend the meeting, please do not hesitate to contact us for more information.

Sincerely,

John Williams  
504.566.0888

Mike Sherman  
504.250.2257

(Site Plan Attached)

Also invited to NPP, via City Planning direction:

**District "C"**

**Nadine M. Ramsey** □City Hall, Room 2W70□1300 Perdido Street□New Orleans, LA 70112

Phone: (504) 658-1030□Fax: (504) 658-1037□[districtc@nola.gov](mailto:districtc@nola.gov)

Organization Name: French Quarter Citizens, Inc.

Point of Contact: Susan ""Sue"" Klein

Phone Number: 504-722-7557

Email: [pres@frenchquartercitizens.org](mailto:pres@frenchquartercitizens.org);

[sklein@frenchquarterforcitizens.org](mailto:sklein@frenchquarterforcitizens.org)

Street Address: 632 N. Rampart Street

City: New Orleans

Zip: 70116

Organization Name: Vieux Carre Property Owners, Residents & Associates INC

Point of Contact: Meg Lousteau

Phone Number: 504-621-4080

Email: [meglousteau@vcpora.org](mailto:meglousteau@vcpora.org)

Street Address: P.O. Box 56095

City: New Orleans

Zip: 70156

300 N Peters St	Jackson Brewery Assoc Ltd	Jackson Brewery Assoc Ltd
	100 Conti St New Orleans, LA 70130	
200 Decatur St	200 Levee Street LLC	200 Levee Street LLC
Ginger Lime Restaurant	C/O Michelle Mayne Davis 849 Galvez Street Mandeville, LA 70448	
510 Bienville St	516 Bienville St Development LLC	516 Bienville St Development LLC
Flrst American Title Ins Co	25 Hickory Ave New Orleans, LA 70123	
111 Tchoupitoulas St	Gg Usa Inc	Gg Usa Inc
Geisha Sushi Restaurant	442 Canal Street Ste 201 New Orleans, LA 70130	
201 Decatur St	Pzda LLC	Pzda LLC
	725 Magazine St Unit E New Orleans, LA 70130	
111 Iberville St	Badine Land Ltd	Badine Land Ltd
	601 Poydras St #2011 New Orleans, LA 70130	
329 N Front St	Jackson Square Investment Ii, LLC	Jackson Square Investment Ii, LLC
	100 Conti St New Orleans, LA 70130	
119 S Peters St	Canal Street Property LLC	Canal Street Property LLC
E & M Sports	401 Veterans Blvd # 402 Metairie, LA 70005	
209 Tchoupitoulas St	Vance G Reynoir	Vance G Reynoir
	209 Tchoupitoulas St New Orleans, LA 70130	
101 Canal St	N O Public Service Inc	N O Public Service Inc
	639 Loyola Ave. New Orleans, LA 70112	
207 N Peters St	207 N Peters LLC	207 N Peters LLC
	200 Bourbon St New Orleans, LA 70130	
232 Decatur St	Decatur Enterprises Inc	Decatur Enterprises Inc
Lucky Coin Machine	C/O Vaughn Cimini 321 Veterans Memorial Blvd #205 Metairie, LA 70005	
210 Decatur St	El-Jaouhari LLC	El-Jaouhari LLC
Authentic New Orleans History Bicycle Tours	1122 Decatur St New Orleans, LA 70116	



Address Label	OwnerName	Owner
Building	OwnerAddress	
131 Decatur St	Decatur Hotel Corp	Decatur Hotel Corp
New Orleans Visitor Center	501 Decatur St New Orleans, LA 70130	
241 Decatur St	Propertiesllc Kilmoy	Propertiesllc Kilmoy
Lucky Coin Machine Co,Llc	10603 Glenmary Farm Dr Louisville, KT 40291	
201 Canal St	3Cp Associates LLC	3Cp Associates LLC
3Cp Parking	100 Conti St New Orleans, LA 70130	
121 Decatur St	The Club La Pension Inc	The Club La Pension Inc
	Et Al 115 Decatur St New Orleans, LA 70130	
233 N Peters St	Rice Building, LLC	Rice Building, LLC
	P O Box 61964 New Orleans, LA 70161-1964	
423 Canal St	U S Custom House	U S Custom House
Audubon Insectarium	423 Canal St New Orleans, LA 70130	
211 Decatur St	211 Dec Atur LLC	211 Dec Atur LLC
Laissez Les Bons Temps Rouler	5604 St Charles Av New Orleans, LA 70115	
226 Decatur St	Dpr LLC	Dpr LLC
	334 Decatur St New Orleans, LA 70130	
239 Decatur St	J & R Rental Properties L L C	J & R Rental Properties L L C
Sekisui Samurai	Et Al P O Box 52005 New Orleans, LA 70152	
204 Decatur St	Decatur Live LLC	Decatur Live LLC
Olivier's	C/O Mr Richard Williams Po Box 70348 New Orleans, LA 70172	
229 Decatur St	Of Blues New Orleans House	Of Blues New Orleans House
	Restaurant Corp 225 Decatur St New Orleans, LA 70130	
100 Iberville St	The Shops At Canal Place LLC	The Shops At Canal Place LLC
Louis Vuitton, Jade, Westin Canal Place Hotel	100 Conti St New Orleans, LA 70130	
303 N Peters St	Bfst, LLC	Bfst, LLC

Felipe's Taqueria French Quarter	P.O. Box 15317 New Orleans, LA 70175	
103 Tchoupitoulas St	G G Usa, Inc	G G Usa, Inc
	442 Canal St Ste 201 New Orleans, LA 70130	
241 N Peters St	Rahul Properties LLC	Rahul Properties LLC
Nawlins Blues LLC	C/O Suresh Sadhwani 129 Royal St New Orleans, LA 70130	
237 Decatur St	William E Stavis	William E Stavis
Star Steak & Lobster House	403 W 22Nd Ave Covington, LA 70433	
533 Iberville St	817 Hickory Avenue LLC	817 Hickory Avenue LLC
	817 Hickory Ave New Orleans, LA 70123	
209 N Peters St	Brooke Cameron LLC	Brooke Cameron LLC
The Sherwin Williams Co #7483, Quarter Denim, Inc	67 Nassau Ave Kenner, LA 70065	
311 N Peters St	Soconomo, LLC	Soconomo, LLC
	7523 St Charles Ave New Orleans, LA 70118	
220 Chartres St	Smitty's Supply, Inc	Smitty's Supply, Inc
	P O Box 530 Roseland, LA 70456	
233 Decatur St	516 Bienville St Development LLC	516 Bienville St Development LLC
Claire's Pour House	25 Hickory Ave New Orleans, LA 70123	
408 Canal St	Holdingsllc Jayshree	Holdingsllc Jayshree
	444 Canal St New Orleans, LA 70130	
237 N Peters St	Rahul Properties LLC	Rahul Properties LLC
Subway #3958	C/O Suresh Sadhwani 129 Royal St New Orleans, LA 70130	
518 Bienville St	516 Bienville St Development LLC	516 Bienville St Development LLC
	25 Hickory Ave New Orleans, LA 70123	
228 Decatur St	Alton L Cook	Alton L Cook
Beckham's Bookshop Co	Et Al 1301 N Tonti St New Orleans, LA 70119	
216 Chartres St	Revival Property Nola105 LLC	Revival Property Nola105 LLC
	305 Decatur St Suite 102 New Orleans, LA 70130	

418 Common St	Nancy D Murray	Nancy D Murray
	418 Common St New Orleans, LA 70130	
215 Tchoupitoulas St	W R Zanes And Coof La Inc	W R Zanes And Coof La Inc
Double Tree Hotel	P O Box 2330 New Orleans, LA 70130	
139 Decatur St	Duba Equity, LLC	Duba Equity, LLC
	22 Stilt St New Orleans, LA 70124	
416 Common St	Joy L Bollinger	Joy L Bollinger
	416 Common St Unit Phb New Orleans, LA 70130	
525 Iberville St	Rothschild's Inc	Rothschild's Inc
	321 Royal St New Orleans, LA 70130	
201 N Peters St	Sidiq H Khan	Sidiq H Khan
Salt N Pepper Restaurant	4401 Cleveland Pl Metairie, LA 70003	
509 Iberville St	Supreme Council 33	Supreme Council 33
Sun Spa	A And A S R F M 509 Iberville St New Orleans, LA 70116	
118 N Front St	Badine Land Ltd	Badine Land Ltd
Park One Of Louisiana Inc #47	601 Poydras St #2011 New Orleans, LA 70130	
235 N Peters St	Carlo Dematteo LLC	Carlo Dematteo LLC
	40 Melrose Dr Marrero, LA 70072	
531 Iberville St	Iberville Investments LLC	Iberville Investments LLC
	129 Chartres St New Orleans, LA 70130	
200 N Peters St	North Peters Development LLC	North Peters Development LLC
New Orleans Visitors Center	2600 Highland Aves Unit 102 Birmingham, AL 35205	
209 Decatur St	Latval Investments, LLC	Latval Investments, LLC
Bootleggers	111 Veterans Bl Ste 1520 Metairie, LA 70005	
365 Canal St	One Canal Place LLC	One Canal Place LLC
Central Parking Lot #	C/O J Lesser, Loeb Realty Ptn 521 Fifth Ave New York, NY 10175	
206 Decatur St	Delacroix Corporation	Delacroix Corporation

It` S Personal	206 Decatur St New Orleans, LA 70116	
<b>300 Decatur St</b>	308 Decatur-New Orleans LLC	308 Decatur-New Orleans LLC
Brian Parker	P O Box 408 Durnad, MI 48429	
<b>224 Decatur St</b>	Anthony B Zulli	Anthony B Zulli
A Zulli Silver Co	224 Decatur St New Orleans, LA 70130	
<b>225 Decatur St</b>	215-225 Decatur LLC	215-225 Decatur LLC
House Of Blues Restaurant	215 Decatur St Suite 300 New Orleans, LA 70130	
<b>519 Iberville St</b>	Shu Ping Investments LLC	Shu Ping Investments LLC
J Dagney	566 Nyes Pl Laguna Beach, CA 92651	
<b>125 Decatur St</b>	Club La Pension Phase V LLC	Club La Pension Phase V LLC
	Et Al 115 Decatur St New Orleans, LA 70130	
<b>208 Bienville St</b>		Badine Land Ltd
<b>219 N Peters St</b>	219 N Peters LLC	219 N Peters LLC
The Harbor Bar & Grill	200 Bourbon St New Orleans, LA 70130	
<b>225 N Peters St</b>	Ajax N O LLC	Ajax N O LLC
The Coyote Ugly Saloon	826 Octavia St New Orleans, LA 70115	
<b>109 Tchoupitoulas St</b>	Holdingsllc Quarter	Holdingsllc Quarter
Kubi's Cafe	442 Canal Street New Orleans, LA 70130	
<b>105 Tchoupitoulas St</b>	105 Tchoupitoulas Street LLC	105 Tchoupitoulas Street LLC
Serenity	605 Vanderbilt Lane Kenner, LA 70065	
<b>200 Bienville St</b>	Badine Land Ltd	Badine Land Ltd
	601 Poydras St #2011 New Orleans, LA 70130	
<b>511 Iberville St</b>	511-13 Iberville LLC	511-13 Iberville LLC
	215 Decatur St #300 New Orleans, LA 70130	
<b>223 N Peters St</b>	Peter G Liechty	Peter G Liechty
	238 Acadia Woods Dr Thibodaux, LA 70301	

214 Decatur St		
103 Canal St	City Of New Orleans	City Of New Orleans
	1300 Perdido St Room 5W17 New Orleans, LA 70112	
333 Canal St B	The Garage At Canal Place LLC	The Garage At Canal Place LLC
Louis Vuitton, Jade, Westin Canal Place Hotel	Et Al 100 Conti St New Orleans, LA 70130-1606	
107 Canal St	City Of New Orleans	City Of New Orleans
	1300 Perdido St Room 5W17 New Orleans, LA 70112	
365 Canal St	One Canal Place LLC	One Canal Place LLC
Central Parking Lot #	C/O J Lesser, Loeb Realty Ptn 521 Fifth Ave #2300 New York, NY 10175	
119 S Peters St	Joseph J Velcich	Joseph J Velcich
E & M Sports	C/O Vernon L Strickland P.O. Box Drawer 24818 New Orleans, LA 70184	
118 N Front St	City Of New Orleans	City Of New Orleans
Park One Of Louisiana Inc #47	1300 Perdido St Room 5W17 New Orleans, LA 70112	
0 006000136	Entergy New Orleans Inc	Entergy New Orleans Inc
	C/O Property Tax Department 639 Loyola Avenue New Orleans, LA 70113	
300 Canal St	Canal 66 Partnership	Canal 66 Partnership
E & M Sports	C/O Vernon Strickland 401 Veterans Bl. Sut. 102 Metairie, LA 70005-4818	
416 Common St	416 Common Condominiums	416 Common Condominiums
	365 Canal St 14Th Floor New Orleans, LA 70130	
416 Common St 1	Donald S Jr Gervais	Donald S Jr Gervais
	Po Box 3018 Houma, LA 70361	
416 Common St 10	Jo Michelle Egan	Jo Michelle Egan
	200 Brannan St #334 San Francisco, CA 94107	
416 Common St 2	Severinus Real Estate, LLC	Severinus Real Estate, LLC
	P.O. Box 3018 Houma, LA 70361	

416 Common St 3	Richard P Stone	Richard P Stone
	Et Al 416 Common St Unit 3 New Orleans, LA 70130	
416 Common St 4	Maury A Herman	Maury A Herman
	416 Common Street Unit-4 New Orleans, LA 70130	
416 Common St 5	Bruce A Boulware	Bruce A Boulware
	416 Common St # 6 New Orleans, LA 70130	
416 Common St 6	Trust Boulware	Trust Boulware
	416 Common St # 6 New Orleans, LA 70130	
416 Common St 7	William J Riviere	William J Riviere
	416 Common St #7 New Orleans, LA 70130	
416 Common St 8	Preston J Schlesingerr	Preston J Schlesingerr
	416 Common Street Unit-8 New Orleans, LA 70130	
416 Common St 9	Fiorenza Real Estate, LLC	Fiorenza Real Estate, LLC
	P.O. Box 4868 Santa Rosa Beach, FL 32459	
416 Common St Pha	Angus R II Cooper	Angus R II Cooper
	118 N Royal Street Ste 1100 Mobile, AL 36633	
100 Iberville St	Canal Place Borrower, LLC	Canal Place Borrower, LLC
Louis Vuitton, Jade, Westin Canal Place Hotel	C/O Blackstone Real Estate Advisors Vi,Lp 345 Park Ave New York, NY 10154	
101 Iberville St	Badine Land Ltd	Badine Land Ltd
Park One Of Louisiana Inc #47	601 Poydras St #2011 New Orleans, LA 70130	
209 N Peters St	209 N Peters LLC	209 N Peters LLC
The Sherwin Williams Co #7483, Quarter Denim, Inc	200 Bourbon St New Orleans, LA 70130	
213 N Peters St C1	Dixie Realty LLC	Dixie Realty LLC
The Sherwin Williams Co #7483, Quarter Denim, Inc	932 Toulouse Street New Orleans, LA 70112	
215 Decatur St	215-25 Decatur LLC	215-25 Decatur LLC
House Of Blues Restaurant	215 Decatur St Suite 300 New Orleans, LA 70130	

215 N Peters St A	Group Properties New Orleans, LLC	Group Properties New Orleans, LLC
The Sherwin Williams Co #7483, Quarter Denim, Inc	15055 Jefferson Hwy Baton Rouge, LA 70817	
215 N Peters St B	Edward S Back	Edward S Back
The Sherwin Williams Co #7483, Quarter Denim, Inc	71 Robinwood Dr Little Rock, AR 72227	
215 N Peters St C	Richard P Kosow	Richard P Kosow
The Sherwin Williams Co #7483, Quarter Denim, Inc	C/O Ryter & Company P.C. 50 Congress St. Ste 318 Boston, MA 02109	
215 N Peters St D	Kristopher K Anderson	Kristopher K Anderson
The Sherwin Williams Co #7483, Quarter Denim, Inc	215 N Peters St Unit D New Orleans, LA 70130	
215 N Peters St E	Gerald R Kirk	Gerald R Kirk
The Sherwin Williams Co #7483, Quarter Denim, Inc	215 N Peters St Unit E New Orleans, LA 70130	
215 N Peters St F	M And Carol A Cassiani Stephen	M And Carol A Cassiani Stephen
The Sherwin Williams Co #7483, Quarter Denim, Inc	8703 Crescent Gate Lane Houston, TX 77024	
223 N Peters St 1A	Judge Properties I LLC	Judge Properties I LLC
	9080 Greenwell St Baton Rouge, LA 70812	
223 N Peters St 2A	Charles W Spansel	Charles W Spansel
	74 Verde St Kenner, LA 70065	
223 N Peters St 3A	Robert L Rutland	Robert L Rutland
	223 N Peters St Unit 3A New Orleans, LA 70130	
223 N Peters St 3B	Ronny L Bowman	Ronny L Bowman
	103 Pin Oak Dr Slidell, LA 70460	
223 N Peters St 4A	Frontier Distributing LLC	Frontier Distributing LLC
	P.O. Box 158899 Nashville, TN 37215	
232 Decatur St 2A	Daniel D Altenloh	Daniel D Altenloh
Lucky Coin Machine	Etal 232 Decatur St 2A New Orleans, LA 70130	
232 Decatur St 2B	John V Marsiglia	John V Marsiglia
Lucky Coin Machine	232 Decatur St Unit 2B New Orleans, LA 70130	

232 Decatur St 2C	Goudeau Assets, LLC	Goudeau Assets, LLC
Lucky Coin Machine	3763 Highway 29 Cottonport, LA 71327	
232 Decatur St 2D	James F Dutcher	James F Dutcher
Lucky Coin Machine	232 Decatur St Unit 2D New Orleans, LA 70130	
232 Decatur St 3A	Elizabeth Trest	Elizabeth Trest
Lucky Coin Machine	102 Sunrise Ct Brandon, MS 39047	
232 Decatur St 3B	Thelia J Eaby	Thelia J Eaby
Lucky Coin Machine	115 East Chestnut St Lancaster, PA 17602	
232 Decatur St 3C	Dot's Heaven B&B LLC	Dot's Heaven B&B LLC
Lucky Coin Machine	132 West Ruelle Dr Mandeville, LA 70471	
232 Decatur St 3D	Jesse W Jr Burt	Jesse W Jr Burt
Lucky Coin Machine	277 S Cherry St Magnolia, MS 39652	
232 Decatur St 4A	Robert Feucht	Robert Feucht
Lucky Coin Machine	243 La Rue Decour Eunice, LA 70535	
232 Decatur St 4B	Stephen W Wheat	Stephen W Wheat
Lucky Coin Machine	Et Al 1226 Williams Ave Natchitoches, LA 71457	
232 Decatur St 4C	Richard F Sawyer	Richard F Sawyer
Lucky Coin Machine	166 St Ives Way Zelienople, PA 16063	
232 Decatur St 4D	Gerald D, II Hebert	Gerald D, II Hebert
Lucky Coin Machine	360 Oak Hills Pkwy Baton Rouge, LA 70810	
232 Decatur St 5A	Elizabeth F Amos	Elizabeth F Amos
Lucky Coin Machine	1423 Whitney Ave Gretna, LA 70056	
232 Decatur St 5D	William D Frazier	William D Frazier
Lucky Coin Machine	150 Butler Dr Ridgeland, MS 39157	
232 Decatur St 6B	Thomas V, III Cefalu	Thomas V, III Cefalu
Lucky Coin Machine	3325 Piedmont Road Ne #2405 Atlanta, GA 30305	
232 Decatur St G-A	Decatur Enterprises Inc	Decatur Enterprises Inc



Lucky Coin Machine	C/O Vaughn Cimini 321 Veterans Memorial Blvd #205 Metairie, LA 70005	
232 Decatur St G-B	Decatur Enterprises Inc	Decatur Enterprises Inc
Lucky Coin Machine	C/O Vaughn Cimini 321 Veterans Memorial Blvd #205 Metairie, LA 70005	
233 Decatur St	233 Decatur Real Estate LLC	233 Decatur Real Estate LLC
Claire's Pour House	C/O Mrs Billie F Karno 4828 James Dr Metairie, LA 70003	

## Project Neighborhood Participation Program Report

**Date of Meeting:** September 24, 2014

**Project Name:** 111 Iberville Rehabilitation

**Overview:**

This report provides results of the implementation of the Project Neighborhood Participation Program for the project to rehabilitate the building at municipal address 111 Iberville Street. The site is adjacent to the Shops at Canal Place. The applicant intends to file for a conditional use permit to allow a hotel in this VCS-1 zoning district. This report provides a summary of contacts with citizens, neighbors, public agencies, and interested parties. Opportunities have been provided to learn about and comment on the proposed plans and actions.

<b>Contacts:</b>	Mike Sherman 1309 Marengo Street New Orleans, LA 70115 (504) 250-2257 mike@shermanstrategiesllc.com	John Williams 824 Baronne Street New Orleans, LA 70113 (504) 566-0888 jcwilliams@williamsarchitects.com
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**Neighborhood Meeting:**

A neighborhood meeting was held on Wednesday, September 24<sup>th</sup> between 5:00pm and 6:30pm in the building at 111 Iberville. The meeting was led by John Williams (architect), Mike Sherman (attorney/consultant), Mark Heck (architect), and Avery Cootes (attorney/urban planner). Ten members of the community and/or representatives from the area attended this meeting. Attendees were able to review and comment upon the site plan, floor plans of the first floor and a typical floor with hotel rooms, and an elevation of the proposed site. Cards were provided for attendees to leave commentary. The team presented the details of the plan, conformity with the Master Plan, the conditional use provisions, incorporation of historic preservation elements, size and square footage, and overall layout of each floor.

Sign in sheets are attached. Among the attendees, three or so were representing the Vieux Carre Property Owners, Residents, and Associates. Three attendees were attending based on their association with the hotel business and were supportive, stating that more foot traffic on this street will be great. The remaining attendees were interested based on residency in the French Quarter.

**Results:**

Overall, the feedback at this meeting can be described as positive, albeit with concerns, which are summarized below.

Comment/Concern	How addressed
This project could set a precedent for expanding the hotel presence in the Quarter. Along with illegal, short term rentals.	The Comprehensive Zoning Ordinance is clear that the VCS-1 district is the only zoning district in the Vieux Carre, which allows for hotels as a conditional use. Therefore, this project cannot set

	a precedent for more hotels in the Vieux Carre.
Why not put in apartments or condos?	The location of the building lends itself to a hotel project, based on the fact that parking surrounds the building on three sides.
Are all the rooms "suites"?	All of the rooms are between 350-400 square feet, a typical size for a hotel room. Two of the rooms, on the 8 <sup>th</sup> floor, will be larger.
Will any surrounding parking be designated as hotel parking?	This has not been determined at this time. The applicant does own the surrounding lots and so there is flexibility on this point.
What is the plan for landscaping?	Trees and vegetation will be incorporated as much as possible, given the minimal set back of the existing building. The zoning condition that "area landscaping and beautification plan" must be incorporated shall be fully complied with.
Where will the dropbox be (entrance)?	The entrance will be on the Iberville side of the building, where there is currently an entrance into the building.
When was the original building constructed?	In 1885 and it served as part of the sugar district and industrial corridor which once extended from this point to Jax brewery.
This is a great use for this building which has been vacant for some time	
What is the height? Are we adding any height?	No, the project does not propose to add any height to the existing height.
Are there any hotel rooms being added in the expansion on the first floor?	No, the expansion on the first floor is to add an outdoor space with seating, a pool, and fitness room. All hotel rooms are within the existing footprint of the building.
Will the 8 <sup>th</sup> floor be open to the public?	Undetermined at this time. Currently, the plans include an elevator to two hotel rooms on the 8 <sup>th</sup> floor. Additional outdoor space has not been proposed at this time.
What are the changes from the proposal that was put forth ten years ago?	The first plan added over 20 rooms and included a larger expansion outside of the existing footprint. This plan is much smaller and only adds about 3700 square feet, on the first floor, for outdoor space and on the 8 <sup>th</sup> floor to allow for two rooms.

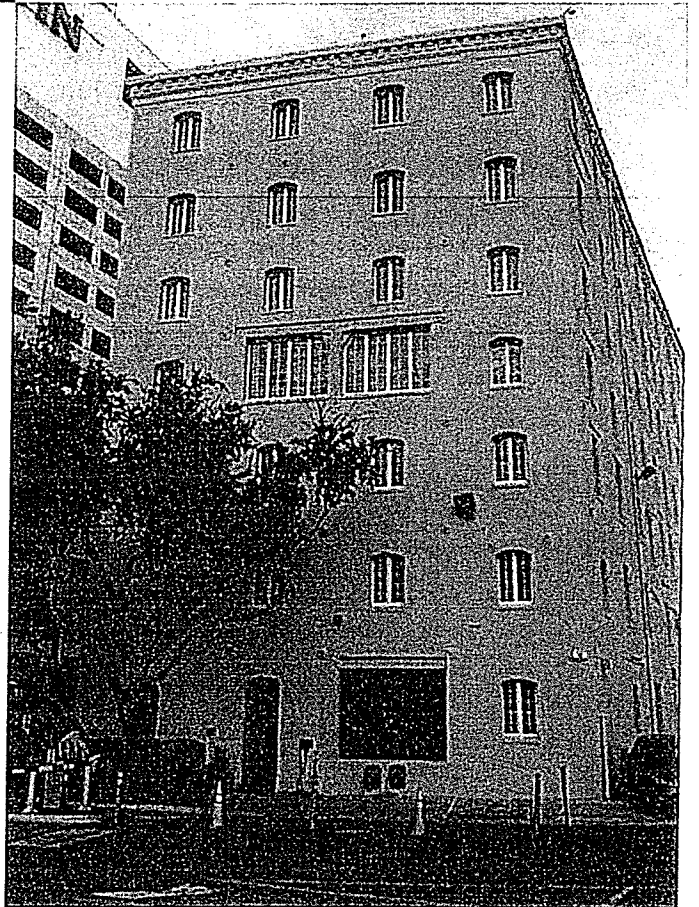
**Attachments:**

- Original invitation to NPP meeting
- Neighbor invite list, provided by City, to whom meeting invitations were sent (both to property address and to owner)

- Neighborhood organization list and Councilperson information, to whom meeting invitations were sent
- Neighborhood Participation Plan Meeting Sign in Sheets



IBERVILLE SIDE



N FRONT SIDE



BIENVILLE SIDE



N PETERS SIDE

**Neighborhood Participation Plan Meeting**  
**Wednesday, September 24th, 5:00-6:30p.m.**  
**111 Iberville Street**

NAME	EMAIL / PHONE	ADDRESS / RELATION TO SITE
Carol Allen	m la carol@igmail.com 504-522-5261	837 Royal St. NOLA 70116 PRESIDENT-VOLUNT
CAROL G. JAMES	CAROLG@AOL.COM 504-798-1899	632 N. CANAL ST NOLA 70116 FOLK EX. DEV.
David Bilbe	david.bilbe@westinneworleans.com 504-553-5025	Westin New Orleans Canal Place.
Jaquetta White	jwhite@theaduxate.com 504-636-7444	329 Baronne St. 70112

... .., September 24th, 2000

...	PROSPECTIVE	...	
KATIE		...	
...	... and market	...	
...	...		



## Stephen Kroll

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**From:** Robert D. Rivers  
**Sent:** Tuesday, December 02, 2014 11:24 AM  
**To:** Arlen D. Brunson; Stephen Kroll  
**Subject:** FW: 111 Iberville

**Robert D. Rivers**  
**Executive Director**  
**New Orleans City Planning Commission**  
1300 Perdido Street, 7<sup>th</sup> Floor  
New Orleans, Louisiana 70112  
Phone: (504) 658-7033  
Fax: (504) 658-7032  
[rdrivers@nola.gov](mailto:rdrivers@nola.gov)

---

**From:** Anne Robichaux [<mailto:mladybelle@hotmail.com>]  
**Sent:** Tuesday, December 02, 2014 11:16 AM  
**To:** [nickm@mussoarchitects.com](mailto:nickm@mussoarchitects.com); Robert D. Rivers; DistrictC; Stacy Head; Jason R. Williams; [info@vcpora.org](mailto:info@vcpora.org); Lary Hesdorffer  
**Subject:** 111 Iberville

When you consider the proposal to allow 111 Iberville to become a hotel, please keep in mind that no new (or expanded) hotels have been permitted in the French Quarter for 45 years. Due to this, other parts of the city have seen hotels flourish, and the ban has lessened the pressure on the Quarter and helped protect its residential component. Under Section 8.1, your group reviews projects to determine if they would injuriously affect the historic character of the Vieux Carre, and if they would impair the value of the Vieux Carre as a place of unique interest and character. Allowing the first new hotel in the French Quarter in 45 years would be a step in the wrong direction. I urge you to deny this application. After living in the Pontalba building post-Katrina, former mayor Nagin understood the importance of the French Quarter continuing to be a neighborhood and he vetoed this project back then. Please don't reverse that decision.

Sincerely,  
Anne Robichaux  
French Quarter resident and home owner

## Stephen Kroll

---

**From:** Robert D. Rivers  
**Sent:** Tuesday, December 02, 2014 11:24 AM  
**To:** Arlen D. Brunson; Stephen Kroll  
**Subject:** FW: 111 Iberville

**Robert D. Rivers**  
**Executive Director**  
**New Orleans City Planning Commission**  
1300 Perdido Street, 7<sup>th</sup> Floor  
New Orleans, Louisiana 70112  
Phone: (504) 658-7033  
Fax: (504) 658-7032  
[rdrivers@nola.gov](mailto:rdrivers@nola.gov)

---

**From:** Lisa Shedlock [<mailto:lisa@hoipolloiboutique.com>]  
**Sent:** Tuesday, December 02, 2014 9:43 AM  
**To:** [nickm@mussoarchitects.com](mailto:nickm@mussoarchitects.com); Robert D. Rivers; DistrictC; Stacy Head; Jason R. Williams; [info@vcpora.org](mailto:info@vcpora.org); Lary Hesdorffer  
**Subject:** 111 Iberville

Dear Vieux Carre Commissioners,

When you consider the proposal to allow 111 Iberville to become a hotel, please keep in mind that no new (or expanded) hotels have been permitted in the French Quarter for 45 years. Due to this, other parts of the city have seen hotels flourish, and the ban has lessened the pressure on the Quarter and helped protect its residential component. Under Section 8.1, your group reviews projects to determine if they would injuriously affect the historic character of the Vieux Carre, and if they would impair the value of the Vieux Carre as a place of unique interest and character. Allowing the first new hotel in the French Quarter in 45 years would be a step in the wrong direction. We urge you to deny this application.

Sincerely,  
Ed & Lisa Shedlock  
FQ Residents

## Stephen Kroll

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**From:** Robert D. Rivers  
**Sent:** Tuesday, December 02, 2014 11:25 AM  
**To:** Arlen D. Brunson; Stephen Kroll  
**Subject:** FW: NO MORE FRENCH QUARTER HOTELS. PLEASE!!!

**Robert D. Rivers**  
**Executive Director**  
**New Orleans City Planning Commission**  
1300 Perdido Street, 7<sup>th</sup> Floor  
New Orleans, Louisiana 70112  
Phone: (504) 658-7033  
Fax: (504) 658-7032  
[rdrivers@nola.gov](mailto:rdrivers@nola.gov)

**From:** [rsvpevelyn@aol.com](mailto:rsvpevelyn@aol.com) [<mailto:rsvpevelyn@aol.com>]  
**Sent:** Monday, December 01, 2014 10:18 PM  
**To:** [lhesdorffer@nola.gov](mailto:lhesdorffer@nola.gov); [nickm@mussoarchitects.com](mailto:nickm@mussoarchitects.com); Robert D. Rivers; DistrictC; Stacy Head; Jason R. Williams; [info@vcpora.org](mailto:info@vcpora.org)  
**Subject:** NO MORE FRENCH QUARTER HOTELS. PLEASE!!!

*Dear Vieux Carre Commissioners,*

*When you consider the proposal to allow 111 Iberville to become a hotel, please keep in mind that no new (or expanded) hotels have been permitted in the French Quarter for 45 years. Due to this, other parts of the city have seen hotels flourish, and the ban has lessened the pressure on the Quarter and helped protect its residential component. Under Section 8.1, your group reviews projects to determine if they would injuriously affect the historic character of the Vieux Carre, and if they would impair the value of the Vieux Carre as a place of unique interest and character. Allowing the first new hotel in the French Quarter in 45 years would be a step in the wrong direction. We urge you to deny this application.*

*Sincerely,*

Evelyn Rodos  
[makeyourbodysmarter.com](http://makeyourbodysmarter.com)

## Stephen Kroll

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**From:** Robert D. Rivers  
**Sent:** Tuesday, December 02, 2014 11:25 AM  
**To:** Arlen D. Brunson; Stephen Kroll  
**Subject:** FW: Please DENY APPLICATION for 111 Iberville Project

**Robert D. Rivers**  
**Executive Director**  
**New Orleans City Planning Commission**  
1300 Perdido Street, 7<sup>th</sup> Floor  
New Orleans, Louisiana 70112  
Phone: (504) 658-7033  
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[rdrivers@nola.gov](mailto:rdrivers@nola.gov)

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**From:** Dan Altenloh [<mailto:daltenloh@att.net>]  
**Sent:** Monday, December 01, 2014 8:28 PM  
**To:** [lhesdorffer@nola.goc](mailto:lhesdorffer@nola.goc); [nickm@mussoarchitects.com](mailto:nickm@mussoarchitects.com); Robert D. Rivers; DistrictC; Stacy Head; Jason R. Williams; [info@vcpora.org](mailto:info@vcpora.org)  
**Subject:** Please DENY APPLICATION for 111 Iberville Project

*Dear Vieux Carre Commissioners,*

*When you consider the proposal to allow 111 Iberville to become a hotel, please keep in mind that no new (or expanded) hotels have been permitted in the French Quarter for 45 years. Due to this, other parts of the city have seen hotels flourish, and the ban has lessened the pressure on the Quarter and helped protect its residential component. Under Section 8.1, your group reviews projects to determine if they would injuriously affect the historic character of the Vieux Carre, and if they would impair the value of the Vieux Carre as a place of unique interest and character. Allowing the first new hotel in the French Quarter in 45 years would be a step in the wrong direction. We urge you to deny this application.*

*Further, we already have many excellent HISTORIC hotels that have also helped to maintain the unique character of the French Quarter. The plans for this new property that I am aware of do not appear to fit into the historic nature that is the Quarter. I feel that adding this property may do damage to the business of the current hotels in the area who have already established themselves as part of the long tradition of this historic gem. I would hate to see any of these existing historic landmarks suffer or even close as a result; once an historic hotel is gone, it will be gone forever, and we all lose something valuable. .*

*Sincerely,*

*Dan Altenloh  
232 Decatur 2A  
NOLA 70130*

## Stephen Kroll

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**From:** Robert D. Rivers  
**Sent:** Tuesday, December 02, 2014 11:25 AM  
**To:** Arlen D. Brunson; Stephen Kroll  
**Subject:** FW: Hotel project for 111 Iberville

**Robert D. Rivers**  
**Executive Director**  
**New Orleans City Planning Commission**  
1300 Perdido Street, 7<sup>th</sup> Floor  
New Orleans, Louisiana 70112  
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**From:** Carol Allen [<mailto:nolacarol@gmail.com>]  
**Sent:** Monday, December 01, 2014 5:30 PM  
**To:** [nickm@mussoarchitects.com](mailto:nickm@mussoarchitects.com); [lhesdorffer@nola.gov](mailto:lhesdorffer@nola.gov)  
**Cc:** Robert D. Rivers; DistrictC; Stacy Head; Jason R. Williams; [info@vcpora.org](mailto:info@vcpora.org) Office  
**Subject:** Hotel project for 111 Iberville

Dear Chairman Musso and Mr. Hesdorffer,

No doubt several seemingly plausible arguments will be given at Wednesday's VCC meeting to justify permitting the building at 111 Iberville as a hotel, but I urge you to keep in mind that legislation that is designed for one developer, and one property, is shoddy legislation. A special district was carved out to allow this possible conditional use. If this development is allowed to become a hotel, the first new hotel in the FQ since the moratorium was placed over 40 years ago, other developers will follow, asking for other "special districts" within the Vieux Carre. The ultimate goal of many is to line the riverbank with hotels. Once the horse is out of the barn, it's impossible to bring it back.

When we asked the architect why they were not considering turning this building into residential, he replied, "Because it's in the middle of a parking lot." Then we asked about the red brick building in the middle of the adjoining parking lot, owned by the same developer... why is IT being converted to residential? The answer, "Because WE HAD TO MAKE THAT RESIDENTIAL." Emphasis mine.

Odd, when someone HAS to do something, they do it. But give them a bit of wiggle room and watch the games begin.

I am unable to attend the meeting on Wednesday but I strongly urge you to protect the integrity of the FQ by denying this application. It's simply a selfish, developer-centered project. The building could have commercial and/or residential use and be just fine.

Thank you,

Carol  
Carol Allen

837 Royal St.  
New Orleans, LA. 70116

Our lives begin to end the day we become silent about things that matter. MLK

## Stephen Kroll

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**From:** Robert D. Rivers  
**Sent:** Tuesday, December 02, 2014 11:26 AM  
**To:** Arlen D. Brunson; Stephen Kroll  
**Subject:** FW: New French Quarter Hotel

**Robert D. Rivers**  
**Executive Director**  
**New Orleans City Planning Commission**  
1300 Perdido Street, 7<sup>th</sup> Floor  
New Orleans, Louisiana 70112  
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Fax: (504) 658-7032  
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**From:** J.B. Crosby [<mailto:toulouse43@gmail.com>]  
**Sent:** Monday, December 01, 2014 5:01 PM  
**To:** Robert D. Rivers  
**Subject:** New French Quarter Hotel

*Dear Vieux Carre Commissioners,*

*When you consider the proposal to allow 111 Iberville to become a hotel, please keep in mind that no new (or expanded) hotels have been permitted in the French Quarter for 45 years. Due to this, other parts of the city have seen hotels flourish, and the ban has lessened the pressure on the Quarter and helped protect its residential component. Under Section 8.1, your group reviews projects to determine if they would injuriously affect the historic character of the Vieux Carre, and if they would impair the value of the Vieux Carre as a place of unique interest and character. Allowing the first new hotel in the French Quarter in 45 years would be a step in the wrong direction. We urge you to deny this application.*

*Sincerely,  
J. Benny Crosby*

1301 N. Rampart #205  
NOLA 70116