

**NEW ORLEANS CBD**  
**HISTORIC DISTRICT LANDMARKS COMMISSION**

March 19, 2014

**CHAIRMAN JAMES AMDAL:** ...Commission Meeting, with or without static. First off, I would like to read something because you will notice that we are significantly fewer than normal. Ordinance 6699 M.C.S., establishing the Central Business District, Historic District Landmarks Commission was written in 1978. The Ordinance called for several local institutions to serve as nominating bodies for commission members over the past thirty-six (36) years. Many of these nominating entities, such as the Savings and Loan League and the Retail Merchants Bureau, have dissolved or become defunct.

In an effort to streamline boards and commissions, the mayor's office proposed an amendment to the CBD HDLC Ordinance to update the nominating entities. The revised Ordinance was recently approved by the city council with the goal of creating a commission that reflects the vibrant and mixed used neighborhoods that the four (4) Central Business District...Historic Districts have become. Changes to the Ordinance include the addition of two (2) neighborhood associations as recommended entities, the Warehouse District Neighborhood Association and the Lafayette Square Association, as well as the inclusion of the New Orleans Business Alliance. In the coming months, the mayor's office will be soliciting nominations from the new nominating bodies and appointing new Commission members. Currently, the CBD HDLC has five (5) seated members, therefore, requiring a quorum of three (3). We have four (4); therefore, we have a quorum.

We would like to take this opportunity to thank the outgoing members of the Commission for their years, and in some cases, decades of service to HDLC. Institutional memory is a very important asset to boards and commissions and their extended tenure allowed for continuity and consistency during a very important period in our history. The outgoing members are John Boyd, Dorian Bennett, Hugo Kahn, Kevin Kelly and Robert Williams.

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So with that, you wanted to take the role, Eleanor?

**ELEANOR:** Leslie Guthrie present; Keith Twitchell, present; Jim Amdal, present; Wayne Troyer, present; Iran Thompson, absent. We have four (4) members constituting a quorum.

**CHAIRMAN AMDAL:** Okay. Anyone wish to make additions, corrections to the minutes or pass for motion?

**MALE SPEAKER:** I move we accept the minutes of the February meeting.

**MALE SPEAKER:** I'll second that.

**CHAIRMAN AMDAL:** Okay, moved and seconded. All those in favor, vote aye. Okay, so moved. Okay, the first order of business today are a series of demolition applications relative to a proposal to construct a new hotel at the corner of Canal and Tchoupitoulas. Eleanor, you want to read the report, or Bryan? Read the report from the ARC first.

**BRYAN:** Okay. At the February 25, 2014 ARC Meeting, the ARC agreed that treating the site as an important pivotal node was appropriate, although the proposed new construction must reflect the context of the Historic District, as per the HDLC guidelines. Although the proposal to include galleries responds well to the historical vernacular, the curvilinear form shown does not, as it is more of a caricature of the traditional element.

The lower portion of the composition that rises to seventy-one (71) feet responds well to its context, as well as the proposed canopy at the top of the high-rise tower, which responds interestingly to the trademark building. The concept of an activated spire was considered to be

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an interesting proposal, as was the breaking down of the various elements of the overall architecture. However, the cladding and fenestration should be reworked with a more vertical emphasis. The ARC also agreed that the proposed recessing of the corner building of the corner of the building at Canal and Tchoupitoulas was problematic. Although they appreciate the idea of this is a gathering space, the entrance should be pulled toward the street edge. The reference to the footprint of the existing historic buildings is too arbitrary and theoretical to drive this condition. Although the ARC supports the need to progress, that would involve maximizing utility of this site such as new construction must respect the extant historic architectural fabric.

The tourists who would be accommodated by this new facility to a large degree come to enjoy the authentic and unique architecture of the city. It is not appropriate to demolish this architectural inventory in order to create new buildings that purport to celebrate what was removed. The ARC recommends reworking the proposal to fit within the current undeveloped portions of the site in retaining existing buildings. Although the ARC supports and encourages a blending of historic and contemporary architecture, this should not be mere facadism, i.e., attaching the historic façades or shallow portions thereof to the proposed new construction. This is an opportunity to develop an iconic building for the 21<sup>st</sup> century. The ARC could also support the proposal of a taller and more slender new building in order to accomplish necessary programmatic needs of the developer. The developer is encouraged to investigate incorporating this more holistically into redevelopment of the existing Sanlin Building. The staff and ARC does not recommend conceptual approval at this time.

**CHAIRMAN AMDAL:** Okay.

**BRYAN:** Did you mean for me to read the entire report or just the ARC report?

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**CHAIRMAN AMDAL:** Just the ARC.

**BRYAN:** Okay.

**CHAIRMAN AMDAL:** Okay. Ed, you want to make your presentation of the project?

**BRYAN:** Would you like for us to read the report regarding the demolition of the existing buildings?

**CHAIRMAN AMDAL:** Yeah.

**BRYAN:** Okay. That was, what I just read was the report from the ARC Meeting.

**CHAIRMAN AMDAL:** Right.

**BRYAN:** Okay? So this is the report regarding the demolition...proposed demolition of the six (6) existing buildings. And because, as you said, this is one development, this is going to be read somewhat holistically. The first three (3) buildings are the contiguous row at 105, 109 and 111 Tchoupitoulas. When reviewing demolition applications at properties located within a historic district or at a landmark site, the HDLC uses the following criteria in its evaluation: The historic or architectural significance of the building or structure as designated by its rating; these three (3) buildings are rated as contributing. The importance of the building or structure to the tout ensemble of the area. These buildings maintain a row of three (3) classical style, multi-story commercial buildings important to the history of the commercial development of lower Canal Street.

According to a historical report prepared by William D. Reeves, the buildings on the Square are important because of their age, origin, economic role in the history of New Orleans

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and their place in the cityscape. The report states, quote “The Square is significant initially because a variety of racial and ethnic groups developed the Square in the space of a year after it came on the market.”

Prior to 1840, the Square had been part of the Commons surrounding the Vieux Carre involved in an ownership dispute between the City and the Federal Government. Once the dispute was settled, the City auctioned the lots and a remarkable variety of individuals purchased them. They included one single woman, several Anglo merchants, a French merchant, two African American businessmen, a prominent Jewish merchant, and an Irish merchant. The history of these buildings demonstrates an important aspect of the history of New Orleans in the Antebellum era. Their history establishes that their solid, timeless masonry construction is suitable to many new uses.

The report goes on to state that these buildings were well documented in images, including one by Marie Adrien Persac from 1860 showing this row of buildings exceptionally clearly as part of the continuous line of buildings down Canal Street and around on to Tchoupitoulas. This image is in your drawing packet.

The special character and aesthetic interest that the building or structure adds to the local district at 105 Tchoupitoulas, according to the William D. Reeves history, in 1854 this was the wholesale grocery firm of Speake and McCreary. Sir Henry Morton Stanley, the renowned explorer, came to New Orleans from Liverpool, England in 1854 as an orphan named John Rowlands and worked in the store. The young boy was befriended by an acquaintance of McCreary, and Henry Hope Stanley adopted the boy, giving him his name.

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At 109 Tchoupitoulas, according to the Reeves history, Paul Tulane, for whom Tulane University was later named, purchased this lot in 1840 and erected the building that still stands on this property. Alternatives to demolition that have been evaluated and explored, none have been presented. The difficulty or impossibility of reproducing such a building or structure because of its design, texture, material or detail due to the craftsmanship and materials, these buildings would be very difficult to reproduce.

The condition of the building or structure, on March 12, 2014, HDLC Field Inspector, Merritt Landry, inspected the buildings and determined these structures to be in good condition and not in imminent danger of collapse. The future utilization of the site is construction of a...proposed construction of a twenty-one (21) story hotel building.

Due to the contributing rating of these three (3) buildings and due to the quality of materials and construction, the staff recommends denial of the application for demolition. Each of these buildings have lengthy case histories of neglect. The owners have been cited for demolition by neglect for many years. This history is outlined by date in your copies of the building's individual property, property summary reports.

**CHAIRMAN AMDAL:** Okay, thank you.

**BRYAN:** Actually, we...we're not finished yet.

**ELEANOR:** There's more.

**CHAIRMAN AMDAL:** Oh.

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**BRYAN:** At 422 Canal Street, this building is also shown in the Persac drawing from 1860 as part of the continuous line of buildings down Canal Street and around onto Tchoupitoulas Street. The special character or interest of the building, according to the Reeves' history, Architect James Freret was employed to add the fifth floor and present Romanesque Revival Facade after 1880.

Due to the craftsmanship and materials, this building would be very difficult to reproduce. On March 12, 2014, Field Inspector, Merritt Landry, inspected the building and determined the structure to be in good shape and not in imminent danger of collapse. Due to the contributing status of this building and due to the quality of materials and construction, the staff recommends denial of the application for demolition.

And at 103 Tchoupitoulas and 408 Canal Street, these two (2) buildings are designated as non-contributing. And due to the non-contributing rating of these two (2) buildings, and as these two (2) buildings do not contribute to the tout ensemble of the district, the staff recommends approval of the demolition of these two (2) buildings but does not recommend approval of the new construction. A case history at 103 Tchoupitoulas, July 11, 2012, Commission voted to conceptually approve the development of the site with construction of a two (2) story retail building; building was not constructed.

At 408 Canal Street, January 10, 2014, the owner was found guilty of constructing an inappropriate building on the property without a C of A and fined. This building was subsequently removed.

**CHAIRMAN AMDAL:** Okay. I'm sorry. Mr. James?

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**MR. TODD JAMES:** Yes, Mr. Jim.

**CHAIRMAN AMDAL:** You want to make your presentation of the proposal?

**MR. JAMES:** Okay. And I'm assuming we're doing them all in consolidations since I know we have multiple items. I'm Todd James; I'm a Project Manager with Mathes Brierre Architects. We're part of the Mathes ESG joint venture that's here, hired on behalf of Jay Schree Hospitality for the overall, overall presentation of development and for the proposed new 400 Canal Street hotel project.

We've actually been working on this project since December and have been looking at the overall presentation, as you guys see on your screen, showing all of the properties along Tchoupitoulas, as well as along Canal Street, stopping at the 422 Friedberg [phonetic] Building that Bryan referred to earlier. This gives you the primary and actually, if we could go to the floor plan? Thank you.

This slide actually shows what we have proposed for the master site, which includes two (2) Marriott brand hotels; one a Residence Inn and a second as a SpringHill Suites. Both hotels are proposed to be stacked upon each other with the first, first two (2) floors being used as the lobby, as well as a restaurant entity which is proposed along the Tchoupitoulas Street side of the property with a garage entry off of the Common Street side. And proposing four (4) floors of above the second floor; actually, third through fifth floors as parking, coming in compliance with what's required for any building of this size and scale. We have a projected one-hundred-sixty-eight (168) parking stalls that we know we would need to provide for and that's in accordance with the three-hundred-and-seventy-three (373) rooms that we have provided for the site.



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This floor plan shows you the second floor, which shows in green, a continuation of the restaurant entity along Tchoupitoulas. The blue rooms that you see along the bottom of the drawing actually face Canal Street, now used as private dining rooms, which would be small meeting spaces that could be rented from the actual hotel itself, and the beginning of the parking structure that starts on a portion of the second floor and continues up through the fifth floor.

This drawing here actually shows you the rooftop plan which shows the primary tower element facing the Magazine Street side of the property, Canal Street side of the property and Tchoupitoulas, with shared amenity pool at the top of the fifth floor, excuse me, at the sixth floor level, which faces out to Common Street.

As you see in this drawing, it shows that we have a proposed overall primary structural component of two-hundred-and-fifty-five (255) feet for the primary tower with the spire topping out at three-fifty (350). But we also do have the lower contextual design of the, the lower portion of the building which stops at the top of the parking structure at approximately seventy-one (71) feet, which does fall within what we, what we understand to be the primary limitations of seventy-five (75) to eighty-five (85) feet for overall height, and it does speak to the context coming to the buildings that's along Tchoupitoulas as well.

This is a continuation just showing the west elevation is at Magazine, Magazine Street side and the south elevation showing elevation at Common. And just once again, showing some primary contexts of overall scale for the lower portion of the building and the tower above it. You see the DoubleTree Hotel is directly to the left of the drawing which is directly, directly across Tchoupitoulas and the exiting Sanlin Building, which is directly to the right closer to the Magazine Street side of the building.

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And the same thing again at Tchoupitoulas showing the overall context that I was speaking to earlier where the lower, the lower table of the building does fall within proportions to the building directly across Common Street at the 416 Common Street building and also into context with the, with the Custom House which is across Canal Street.

This also shows overall height context, showing some of the heights that we have around the area including the towers around the CBD. The building that you'll see where it shows four-hundred-and-forty (440) feet is actually the height of Canal Place Tower, which is directly catty-cornered from the proposed development and speaks a little bit more to the overall context of how we fit in terms of the other buildings. One of them that you really can't see that well on the screen right now that's at 450 directly behind it is the Sheraton Hotel.

And once again, some of the same images in showing how it relates all the way down to, to Convention Center Boulevard and closer to actually the World Trade Center, as well as coming in the opposite direction, giving you the context to the Sheraton Hotel. And then this is just a general overview image that shows the proposed development.

We do understand a large portion of what the staff has been providing. We do understand what the intentions of the ARC is when we went through the review process. One thing that we are actually... we've, we've looked at it long before, was trying to figure out how to make things work within the overall context of the development. The problem that we have is that this block portion is actually a lot smaller than what you would get with any typical city block if we were to try to put a more rectilinear structure in place. When we deal with the actual tower component using the model brands from Marriott that are proposed for this site, it actually causes us to make the building more expansive. And one thing that we did present at ARC and I

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know it's...and I, and I've said it before and I understand that some Boards don't have the purview to review it, is that in order for the project to be more cost feasible, we need to set up a structure where we have hotel rooms at twenty-two (22) rooms per floor. That's how it helps to make the project actually more feasible for the operators themselves.

One other thing that is driving it, like I discussed earlier, was the off-street parking where we have one-hundred-and-sixty-eight (168) spaces enclosed within a structure. In order for us to make the garage structure work itself and make it as condensed as possible to speak to the overall vernacular to buildings around it, we need to condense it within a five (5) story portion. The existing buildings that are here right now are only three (3) stories in height and the three (3) primary buildings along Tchoupitoulas and the one at 422 Canal, the floor levels do not line up within any of those buildings. I know that there's been attempts in the past with other structures where people have come in and hollowed out buildings, maintained facades only, and made common floor areas, but the problem still comes in when we deal with the parking itself. We would be condensing all of our parking to the third floor, which does...which makes the project infeasible in order for us to provide all of the off-street parking that we believe is necessary.

One of the items that we also have looked at is when you look...when you analyze the market around it in terms of hotels, a lot of the hotels in this area do not provide parking and it's actually creating more of an issue within the CBD for people to park off street. We deal with it ourselves. Our office is, is over at 201 St. Charles, not that far away, and we see how it's really starting to cause impact, even for people who work in the area. They are now having to walk further, and further, and further away from their offices and we're trying to at least do what we can to attribute to this building. We do have a proposed ballroom that's on the top floor of the

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building and sometimes there's going to be special events. We want to be able to provide space for those people who may come to visit the facility to be able to have a place to park.

When we address some of the other concerns, and we understand that there has been some evaluations of the structure; we have actually had our structural engineers evaluate some of the buildings, and while we do understand interpretation of...that it may be by owner neglect, there, there's going to be a continued issue of settlement and foundation issues, primarily at the three (3) buildings at Tchoupitoulas. And we're really concerned about that and how do we properly shore up and try to maintain the facades there. At the end of the day, we just feel as if though it's not cost...it's not reasonable within cost for us to try to maintain those facades and still tie it into the building, especially coming back to the parking structure again. We would need to expand two (2) floors above what is the existing floor plate for these structures.

That's primarily what we're looking at right now and if you guys have any questions, I'll...Mr. Ed Mathes is also here with me from our firm. Shaun O'Laughlin, who's here with the Development team, is here as well if you guys have any further questions for us.

**MALE SPEAKER:** It seems like the parking situation is driving a lot of what you're proposing. I'd be curious as to know what percentage of visitors to New Orleans actually drive and I'd also be curious to know if you've explored any arrangement with the Canal Place Parking Garage, which as you noted, is cattycorner across the street?

**MR. JAMES:** We haven't gotten to that point in the process yet and we understand that in order for us to start the process, we started with the application. We haven't ventured out too far into reaching out to other property owners because we didn't want to set a precedent for a situation where we knew it didn't necessarily work within the business plan right now.

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**CHAIRMAN AMDAL:** The number of parking spaces, is that driven by the, the operator's minimum requirements or is that a city requirement?

**MR. JAMES:** In some cases, you do have a city requirement where you may have one (1) per two (2) keys and that's also the same situation when we're dealing with some of the operators, specifically Marriott, yes.

**CHAIRMAN AMDAL:** Okay.

**MALE SPEAKER:** Are there any other variances associated with this project?

**MR. JAMES:** Yes. It would also require an additional height waiver above the existing eighty-five (85) feet allowable.

**CHAIRMAN AMDAL:** Elliot?

**ELLIOT:** I'd just like to clarify. My interpretation of the Zoning Ordinance was that seventy (70) feet is the limit, as there is a sub-district...there are restrictions on certain streets, Canal Street and Tchoupitoulas Street falling onto these sub-districts?

**MR. JAMES:** I'm sorry.

**MALE SPEAKER:** Seventy (70) feet because...

**MR. JAMES:** Seven- correct.

**MALE SPEAKER:** ...due to the...

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**TODD JAMES:** And I, and I believe the Draft CZO has a seventy-five (75) foot requirement right now, which hasn't been finalized.

**ELLIOT:** The current zoning allows for seventy (70) feet.

**MR. JAMES:** Seventy (70) feet. Right, I'm sorry.

**MALE SPEAKER:** And, and what's the height of your building?

**MR. JAMES:** Overall proposed height with the spire is three-fifty (350).

**MALE SPEAKER:** Okay.

**MR. JAMES:** Three-fifty (350) with the spire.

**CHAIRMAN AMDAL:** Okay, Elliot, you want to review the protocol of speakers?

**ELLIOT:** The rules, policies and procedures state that the...of the Commission state that the order of events is that the staff report, which we've concluded, then the applicant, then proponents, then opponents, then a rebuttal from the proponent, or from the applicant. Speakers are allowed two (2) minutes with a total of...

**FEMALE SPEAKER:** Fifteen (15).

**ELLIOT:** ...with a total of fifteen (15) minutes.

**CHAIRMAN AMDAL:** Okay. Okay, since we have received sixty-four (64) emails as of yesterday and I had asked Bryan to summarize those, I think we'll do that at the end rather

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than the beginning. First, are there any proponents in the audience? Okay. So no- [laughter]. All right. Ed, do you want to say something?

**ED:** [Inaudible: 00:24:19].

**CHAIRMAN AMDAL:** Wait? All right. Therefore, we're going to start with the speakers, Gerald Webre.

**FEMALE SPEAKER:** Hi, good morning. If you don't mind, we had kind of a set where we wanted to go in order, if that's okay. Everyone did fill out cards so if you don't mind, Mr. Webre wanted to go last, if that's okay, and if we could have one of the other property owners go before him. Thank you.

**CHAIRMAN AMDAL:** All right. Cassandra.

**MS. CASSANDRA SHARPE:** Good morning, my name is Cassandra Sharpe and I'm a property owner for twenty (20) years at 610 Julia. Prior to that, I lived in the Quarter for twenty (20) years, and I think the gentleman that just spoke when I was walking in, I think he just talked himself out of what they're trying to do. The Square is too small. There is a parking problem in the area. A great disappointment for me was that they took a small park across the street and turned it into a pick-berry. That didn't help the area. And these three (3) buildings, I have watched them for over forty (40) years. There is something that can be done with them. The height represents what has happened across the street where they've done condos.

Residential – we can't keep denying our residential proponent downtown, and the parking situation is bad. There are things that are being built with no parking but the parking that they have for what they're proposing there, it still causes a problem. Also, we have a height

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restriction. It's on the books, it's there. It's a height restriction. And they want to go two-hundred (200) or more feet above that? I mean, why do we, why do we have...go through the machinations of creating these laws for this historic area and then somebody comes along and says oh, I want to build a three-hundred-and-fifty (350) foot high hotel. And then we, we consider it. We, we shouldn't consider it. It should...it shouldn't get this far. At, at, at the permitting process, they should say, or the zoning process, they should say well, you really can't do this, you're wasting your time and your money.

**CHAIRMAN AMDAL:** Okay, thank you.

**MS. CASSANDRA SHARPE:** Thank you.

**CHAIRMAN AMDAL:** Mike?

**MR. MICHAEL DUPLANTIER:** Michael Duplantier, I'm at 820 Baronne Street. Like Cassandra, I've been around a while. I was among a handful of people that first proposed historic districting for the Canal Street area. We fought for several years to get this protection for the historic buildings down there. It was not an easy fight, I assure you. And it struck me after looking at this proposal, at least hearing about it, that this is exactly the kind of proposal that historic districting for that region was meant to prevent.

The idea that a developer would come in and just sort of willy-nilly take down several historic buildings, not one (1) that might be in danger of falling, but several of them because it's more convenient to do so than to not do so, in my judgment, was exactly the kind of thing historic districting was set up to prevent. You may recall, maybe you don't, what was happening back in the 1970s and early 80s with these wholesale demolitions of entire blocks in some cases,



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or half-blocks. I had thought, and hoped, that those kind of days were long past, but I find, unfortunately, they are not.

I would share Cassandra's comment about the site. Clearly, this is an over-maximization of the site. This building is being shoehorned into a site that doesn't work. It's already an extraordinarily congested area and the idea that you would have an event destination hotel in that location frankly is, in my judgment, it simply will not work. I did send some comments in and I would second the comments that I previously made and I urge your vote in opposition to the demolitions. Thank you.

**CHAIRMAN AMDAL:** Thank you. Patty?

**MS. PATTY GAY:** Patty Gay. I live at 628 Julian; I work at 923 Tchoupitoulas. I urge you to think that, in denial of such a project you are not going against economic development, and you would be very much voting in favor of the right kind of economic development for our city. And I would like to remind everyone that, I think it was in the early 70s that the City Council passed an Ordinance saying no more hotels in the French Quarter. Well, this did not mean that we wouldn't have any more hotels; it was not an anti-economic development vote at all.

The hotel developers will go where we want them to go, according to our plan. Fortunately, we have good planning in place right now. Planning that has evolved as Mr. Duplantier said, over the years, but also has been evolving in just recent years since the storm. And it's essential to listen and to follow what the citizens have said they would like to see and the City Planning Commission has said in the master plan and in the proposed CZO.

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So there are many wonderful things that can be said about these buildings. I would just like to close by saying I'm often a defender of tourism, the right kind of tourism; the kind of tourism that is...benefits the people who live here and that keeps our city unique. We will not be unique if we continue to demolish buildings for hotels. Thank you.

**CHAIRMAN AMDAL:** Walter?

**MR. WALTER GALLAS:** Good morning, my name is Walter Gallas. I'm the Executive Director of the Louisiana Landmark Society. We sent in a statement as well on opposing the demolition applications for the three (3) buildings on Tchoupitoulas and the Friedburg Building on Canal. I want to hit a few high points on that and that is that in, in the ARC report was, you know, raised some really good reports, as did the Demolition Application Report, that these buildings on...have not only architectural significance but historic significance in, in our city's past, and the references to Paul Tulane and Sir Henry Morton Stanley and James Freret are all there.

The buildings that, the three (3) buildings on Tchoupitoulas take me back to my days on the HDLC staff when we had numerous citations for demolition by neglect against these buildings. And what's so ironic, I was just by there on Monday going to a meeting, and it's interesting that on the ground-floors that leads to the buildings, all of these, all of these buildings are in commerce at, at this point and, and the Bill Reeves comment and the Demolition Application or the Demolition Report was significant about how resilient these buildings are and that they their construction really would be suitable for...continuous to be suitable for new uses and that it would be difficult to reproduce their craftsmanship. I think that's really right on target. The buildings exceed the height as it was already said by a number of previous speakers and we're

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trying to now bring before you, or the developer is trying to bring before you, something that isn't even...that the plans don't even call for that kind of scale development on this site.

Look at Picayune Place, and I think we're going to hear from Picayune Place pretty soon about, you know, the scale that's there and the context that this building would, would rise in and it's, it's not there. There isn't...that's not the context that we want; a scale that goes up to three-hundred-and-fifty (350) feet with a spire.

And finally, and it's really important to us to say that there shouldn't be any kind of a quote, unquote "compromise solution" here where somebody says okay, we're going to retain the facades but then we're going to shoot up twenty-one (21) stories behind that. That's not preservation. These buildings should be retained intact. You've got some open space there from that surface parking, let's work on filling in that Square with appropriate scale development that will fill out...finally fill out that Square appropriately again. Thank you.

**CHAIRMAN AMDAL:** Okay. Nancy Murray?

**MS. NANCY MURRAY:** My name is Nancy Murray and I'm the owner of 418 Common Street. And I'm very sympathetic with the challenges of renovating the buildings that we see here because that's exactly what happened with my building. We had serious water intrusion issues and deteriorating structural elements but with the approval and encouragement of the HDLC, we put together a team of people that worked on it and brought it up to code and now it really reflects the historic...its historic roots, both inside and out. And I think that can be done as well to these historic buildings, and I urge you to deny this application, and thank you.

**CHAIRMAN AMDAL:** Thank you. Betsy Stout?

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**MS. BETSY STOUT:** Betsy Stout, 619 Nashville Avenue. I'm also a trustee with the Louisiana Landmark Society. These are quintessential New Orleans commercial buildings from the 1840s. They are exactly like those in the French Quarter, just on the other side of Canal Street if you walk across. They provide continuity from the French Quarter to the Business District that flourished in the early 19<sup>th</sup> century. It tells us that New Orleans is not just the French Quarter. It's not unlike if you're in Rome and you go to the Forum and then you walk outside in other neighborhoods, you see remnants of Old Rome and you say, oh yes, this, this is New Orleans; this is, this is what it is not only in the French Quarter, but elsewhere. And there are very few of these buildings left in this area.

A lot of this area has turned into large, ugly boxes. These buildings could be incorporated into whatever use is planned. They already show a lower elevation on the street so use these buildings that are here, that are, that are wonderful and, and become an asset to our city rather than something that detracts. Thank you.

**CHAIRMAN AMDAL:** Michelle?

**MS. MICHELLE KIMBALL:** Good morning, Michelle Kimball with the Preservation Resource Center at 923 Tchoupitoulas Street. Patty did not mention but we also have an interest in 416 Common Street as PRC has the facade easement on that project. We hold our property owners to the highest standard with the secretary of the interior standards for historic rehabs. So these people have jumped through hoops in order to have the highest and best possible renovation done to that project.

It also speaks to the kind of, of outlook that we've had on adjacent properties that have been renovated and that HDLC has reviewed. Always, property owners are held to very high

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stakes and we feel the same should be used in the case of these historic structures. They certainly are...while they are in commerce right now, they are not being used to their highest and best use. I was at the site yesterday and it appears, at best, the upper floors are being used for storage; at worst, they are currently vacant. But as we know at looking at Picayune Place and the Acres of Diamonds study that was done by the Downtown Development District in the 90s, there is a large demand for residential in the CBD and even along Canal Street, which really generates an opportunity here...an economic opportunity at this site rather than a deterral [phonetic] for redevelopment. So we'll ask that today you please deny this request and not delay any further. Thank you.

**CHAIRMAN AMDAL:** Thank you. James Schlesinger?

**MR. JAMES SCHLESINGER:** I'm James Schlesinger. I live at 416 Common in Unit 8. Appreciate the opportunity to present my view to the Commission this morning on this very important matter to me and my neighbors. Two (2) years ago, my company gave me the opportunity to relocate. I had Houston and New Orleans as a choice. I chose New Orleans and with the opportunity that I can walk to work. The reason I chose New Orleans is because New Orleans places a high emphasis on preservation of its buildings, protecting the character and the ambiance of the area.

A key part of my decision to purchase at 416 Common was knowledge that this building's located within the Picayune Place Historical District, and that District is protected by this Commission, and that the character and ambiance of the area will remain unchanged and any development will respect the area's historical significance.

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Similarly, the buildings across the street from me, being in the Canal Street Historical District, would have similar protections by the Commission and by restricting any development building height limitations.

All of these things gave me a comfort that my investment in living in New Orleans, moving here, and being able to enjoy the city, walk to work, would be preserved and that I made the right decision. I do desire to see improvements to that area like all of my neighbors do. But for the reasons I've outlined, I would like to see redevelopment stick within the current rules and regulations and for that reason, I urge the Commission to deny the proposal to demolish these buildings. Thank you.

**CHAIRMAN AMDAL:** Thank you. Richard Stone?

**MR. RICHARD STONE:** Good morning, my name is Richard Stone and I reside at 416 Common Street, which is directly across from this proposed development. I've been a commercial real estate broker in New Orleans for over thirty-five (35) years and I was the former Director of Commercial Sales and Leasing at Latter and Blum, which is a position I had for over twenty (20) years.

In the course of that work, I regularly work with commercial investors and developers and while I feel that reasonable accommodation should be provided to developers who bring on significant projects that are of benefit to the community, I'm here today to object in the strongest possible manner as to the demolition of these particular buildings.

I was at the Neighborhood Participation Program meeting that was held in February, whereby the developer stated their case for the demolition of these properties. And the bottom-

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line was...the primary reason provided was one, out of economic hardship, that the buildings, despite now being currently rented to commercial tenants, supposedly could not be renovated in a way to make economic sense. The presenter showed us slides of various buildings issues that needed to be addressed and stated that the cost to, to remedy these things just would not make sense, and they specifically pointed out that the cost to renovate the property would be in excess of the current value of the property, as if that is something that is not found in the normal course of everyday business of renovating buildings. And it is, in fact, part of the, the, the normal way that these buildings are renovated. In fact, if one wants to avail themselves to the benefits of historic federal tax credits, they, in effect, have to spend more than is the current value of the property.

I have sold buildings nearby that have been in far worse shape for far more money than the purported values that these developers have claimed that these buildings are worth, even post-renovation, and I can assure you if these buildings were put on the market today, there would be any number of potential suitors to buy and renovate these properties in the manner that they should be renovated and to gain economically from that.

I think it should be noted that the historic status of these buildings was in place well prior to the acquisition by the current owner. They have been neglected for years and I don't believe that we now should reward that type of activity by allowing them, these properties which are located in really one of the major gateways into the city, the convergence of the French Quarter, the Central Business District and the Warehouse District, that they should be allowed willy-nilly just to tear them down.

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Our economy right now is on the up-swing and we, as everyone knows, many of the country's best and brightest and youngest entrepreneurs are choosing to come here and live and work in our downtown area. These are the people who are going to be planting the seeds for our region's continued growth and prosperity for years to come have chosen to settle here, precisely because the culture and heritage fostered by our unique, unique ties to the past.

Economic growth need not be at the expense of tearing away at the fabric of our economy...of our, of our historic nature. My message to the development team today, some of whom who've traveled over a thousand miles to be here, is thank you for your interest in, in doing something here, but you need to slow down, take a step back and come up with an alternative plan for your hotel so they can be integrated into the surrounding neighborhood in a way that doesn't ravage our vital and historic city center. Thank you.

**CHAIRMAN AMDAL:** Next, Bruce Boulware?

**MR. BRUCE BOULWARE:** Good morning, my name is Bruce Boulware. I also live at 416 Common. My wife and I have become full-time residents of New Orleans within the last two (2) years, after having a second home here and our primary home in Napa, California for a number of years before that. We did that because despite she being a California native, we really like living here and we really like where we live.

You have individual letters from nine (9) of our ten (10) homeowners in your meeting materials. They all provide, I think, very important perspectives that each of us have. All ten (10) of our homeowners unanimously and vehemently oppose destruction of the historic buildings, as well as the proposed hotel. However, any project that preserves the buildings,



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complies with the restrictions and has adequate good neighbor provisions, would receive our full support. We would like to see something done with the property across the street.

416 Common was developed by Joy Bollinger; full compliance with all of the restrictions, complete responsiveness to architectural direction from your Committee and with assurance that any development across the street would also be required to comply with all restrictions then and now in place. The building received a Historic Preservation Award in 2004. Every owner at the time of purchase inquired about what would happen across the street and on learning of the restrictions, we were all satisfied that our investment and our quality of life would be reasonable protected. And I can assure you that depending on the timing of any suggestion, to do a project such as that is proposed would preclude a development of the building as...or purchased by any of us individually.

The Canal/Tchoupitoulas site had restrictions in place when acquired. The historic buildings have been neglected for many years and demolition is certainly not the correct approach, so we collectively urge you to reject this proposal and we respectively thank you.

**CHAIRMAN AMDAL:** Thank you. George Cain?

**MR. GEORGE CAIN:** My name is George Cain. I'm the President of the Medallion Building Condominium Association located at 441 Gravier, and I'm here on behalf of the entire Association to oppose this for the reasons set forth in the ARC Report and the prior speakers.

**CHAIRMAN AMDAL:** Thank you. Jack?

**MR. JACK STEWART:** Hi, my name is Jack Stewart and I'm President of the Lafayette Square Association. The boundaries of our neighborhood touch this neighborhood at

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Poydras Street and we were asked by several people to come and make a comment. I went to the presentation on this building and at that public hearing that I went to, the Neighborhood Participation thing, Mr. Bollinger talked about how he had to do a...well, he was limited in the size of the penthouse that he could put on his building and he thought that people on Canal Street would be limited in the same way with anything that they came up with. So what we're setting this up for is a situation where this is not equal justice before the law and I think that's going to probably end up being grounds for a lawsuit and a very good well, well situated lawsuit if, if this comes to pass.

One of the reasons that, that we're opposed to it is because of the, the intensive activity that one of the objections that I made at that comment was the intensive activity that it's going to converge on this space. It's a relatively small, almost triangular site, and it's going to have to really have a lot of service vehicles and everything all the time since it's a restaurant, a parking garage and two (2) hotels.

We're familiar with part of our neighborhood in the adjacent office corps and, and part of the Picayune Place development that's on Camp Street that we frequent a lot, and all the way from, from Lafayette Square to Canal Street, there's a huge amount of, of loading docks, loading zones, freight zones. But in spite of all of those, and they're, and they're quite large, there's like about twenty-three (23) slots. The trucks and the service trucks are parked on the sidewalk and commercial alley. They are parked, double-parked on Camp Street and the other service areas to the building. They're blocked crossing the driveway and this is going to be a much more intensive traffic use going on in this place than they can possibly be accommodated on the small size and perimeter of this site. And we think there's going to probably be trucks and cars

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double-parked on, on Canal Street, Tchoupitoulas and possibly blocking Common Street at all times.

So I think this is strategically going to be a very tough operation to do in a civilized way and I think that's why the zoning is, is what it is because the people that came up with the zoning knew that it was going to be very hard to, to service something this large on this site. Thank you.

**CHAIRMAN AMDAL:** Thank you. Nicole?

**MS. NICOLE WEBRE (PHONETIC):** Commissioners, if you don't mind, my father is going to speak; he did fill out a card, and then I'm going to follow. Thank you.

**MALE SPEAKER:** Thank you for having us up here before you. I bought the property in the 80s, been paying taxes on it all these years, I want to make it residential. After Katrina, my daughter even lived there for some time. But I object to, to this entire project. There are plenty of places they can build hotels, not on a small area like this. We'll have the garbage in our, in our front yard, garbage trucks; all the, all the service trucks for the restaurant and all. It would be horrendous. I certainly wouldn't have...I paid ninety-five-thousand dollars (\$95,000.00) for this property in the 80s. We spent a lot of money developing it; now they're bringing in a lot of tax money for the, for the city, and this is the way it should be. It's a residential. It should remain residential on our street.

Now across the...but they could do it upstairs. There are three (3) empty stories there. They could actually put apartments in there and get high rent, facing Canal Street, so people can watch the parades and all. So I really object to it. We had restrictions we had to follow and, and I think they should follow the same thing.

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**CHAIRMAN AMDAL:** Thank you.

**MALE SPEAKER:** And as a practicing lawyer, I assure you, a, a suit will be filed.

**MS. WEBRE:** Good morning again. Nicole Webre (phonetic). I'm here on behalf of my father for 420 Common Street. My address is 6811 Memphis Street; however, I have lived at 420 Common Street for several years after Katrina, and even recently up until a year ago I was building my current home.

Having lived there, I can tell you some stories. It's a lively neighborhood. I could tell you some really funny stories, some of those that are not appropriate for public forum. However, the one thing that is great about our area, Picayune Place, is that we have maintained, even amidst all the craziness of Canal Street and downtown New Orleans, we've been able to maintain this nice, quaint residential area and it's a pocket that we need to preserve. It's a residential pocket, low to medium density, mixed use. You cannot find that anywhere else off of Canal Street, and this makes that area unique. And people don't come to New Orleans for a three-hundred-and-fifty (350) square tall hotel. People come to New Orleans because we've been able to preserve what is unique and what you can't find in other cities.

So I'm asking for that to be preserved today; to preserve Picayune Place and to hold the developer to the current regulations. And just to point out something we talked about earlier, it was mentioned that the block portion on Canal, this block portion that's up for, for debate, is smaller than other blocks. I'd like to also point out that as recently as two (2) years ago, the last demolition for a large area on Canal Street was 1031 Canal Street, the former Woolworth Building. That block is much larger; it does not abut a residential neighborhood. The block behind it is parking garages and some commercial use. And those developers were held to, according to

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the City Council, they were required to do seventy (70) feet along the Iberville frontage. Although it wasn't a residential area, they were still held to that seventy (70) foot requirement along Iberville. Thank you very much.

**CHAIRMAN AMDAL:** Okay. So now we have two (2) speakers who are for the project, Stanford Latter.

**MR. STANFORD LATTE:** My name's Stanford Latter. You know, I, I read the mission that you all have before you. It says here that they preserve and enhance the quality of neighborhoods, strengthening the city's economic base, stimulating the tourist industry, increasing property values, fostering economic development and encouraging growth. This project, if not approved, is going to preserve not only some old, junky buildings, but it's going to preserve the uses that are there; the massage parlor, t-shirt shops, package liquor store, surface parking lot. I, I just...I hope that, that y'all would consider your mission when making your decision. Thank you.

**CHAIRMAN AMDAL:** Thank you.

**CHAIRMAN AMDAL:** Shaun O'Laughlin?

**MR. SHAUN O'LAUGHLIN:** Hello members of the council. My name is Shaun O'Laughlin, I'm with a company called Wischermann Partners. I am representing the landowner as a co-developer to this project. I could have spoke earlier. I am not necessarily here to say a presentation but this is not a project that we willy-nilly thought of. We actually had a different site in mind with this project and really a different neighborhood view.

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For a person that comes to this city and experiences it, you have an industry here that is very strong for tourism and with tourism you have nearly forty-thousand (40,000) hotel rooms, and you can support more with the size of your Convention Center and your French Quarter Districts.

We thought of this project as a support and a catalyst to the Canal Street frontage and that entire corridor. We actually met with members of the DDD and the Mayor's Office, and we were advised to sup- to push that boundary and bring storefronts to that road. This project was to be a gateway of the merging of three (3) important districts: the Convention Center District, the CBD and the French Quarter. I cannot build anything in the French Quarter. I cannot find any more sites in the Convention Center District that will support a rate of a hotel. The CBD is the key to supporting your industry that needs to flourish and grow.

Stanford was absolutely correct. If you do not do development that supports the industry along Canal, you will preserve what is there now and it will stay there. There are not businesses that will come and pay a correct fee for the value inside of those buildings. So you get the businesses that are there now. We talk...I've heard about one (1) restaurant versus there are four (4) there right now. There's garbage for all four (4) of those restaurants. This is a chance to reorganize that block.

We've heard from the community, which is primary residential, and I, I completely understand all of those views. But really, the challenge here for the city is to make a decision about are we going to develop the Canal corridor with retail and storefronts or are we going to develop the Canal corridor with residential? That's really the question. I have no, no further comments.

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**CHAIRMAN AMDAL:** Thank you. All right, finally, Bryan, I'd asked you yesterday to summarize the sixty-four (64) emails that had come in as of yesterday. You want to do that?

**BRYAN:** Sure. I'm, I'm going to briefly quote from several of them.

**CHAIRMAN AMDAL:** All right.

**BRYAN:** This is the...and these are all exact quotes from these emails. "We would only expect the future development and/or renovation projects in the same zoning area would be held to the same exact standards as required during the renovation of our building." This is referring to 416 Common Street.

"This is necessary to preserve the historic architectural fabric that our city has become known for. We strongly feel that the proposed destruction of these historic buildings just because it is allegedly economically unfeasible to save the much neglected buildings would be an insult to those of us who have worked so hard and invested so much to preserve the cultural and historic elements of New Orleans."

"Economic growth need not come at the cost of tearing away at the fabric of the city. The resurgence of our economy in recent years is evidence of that."

"Our greatest advantages as a city are our culture and history. To keep thriving as we move forward, we need to preserve our assets while still being progressive. Demolishing historic structures does not serve that goal. The most green a large or small construction project can be is to refurbish an existing structure."

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“I would like for the members to please be aware that Common Street, at this proposed hotel site, is mainly a high-end residential area. The hotel rendering submitted shows the garbage truck service, drive loading dock area directly across from our building’s entry lobby.”

“The proposal ignores the importance of these four (4) historic buildings which have stood on this block since the 19<sup>th</sup> century. Not only do the buildings have architectural significance, they are associated with important figures from our city’s past. African-American businessmen, Julien Clovis and Joseph Dumas; explorer, Sir Henry Morton Stanley; philanthropist, Paul Tulane; and architect, James Freret.”

And as you said, this was just an excerpt from sixty-four (64) that we received as of yesterday, and we’re still receiving them this morning.

**CHAIRMAN AMDAL:** All right. Ed, do you want to make a statement? Okay.

**MR. JAMES:** Yeah, just...I’m sorry Mr. Chair. I just wanted to provide some points of clarity that I actually didn’t bring up during the presentation, so I apologize about that. One of the items that we have tried to do to incorporate some of the architectural character is to maintain the original granite colonnades at the 111, 109 and 105 buildings at the ground level to still help to attribute to the overall scaling that presents some of the preservation that we, we do believe does need to happen in some areas. It does come back to the overall scale of the buildings, like I stated earlier about it’s only three (3) floors. The three (3) floor, the three (3) story portion does not work within what we need in order to provide the primary parking structure, as we talked about within the first five (5) floors.



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The second item that I had was also addressing the service vehicles and Shaun eluded to it earlier. Right now, you do have at least four (4) different...actually, you have six (6) businesses that operate at ground level in that area right now. With the consolidation of this site, we're providing the service drives to be provided on-site within the building structure itself. It's not doors that work. Originally, we did have a plan that showed the doors facing the 416 building. We have since come back and revised that plan and we're actually now integrated that service area within the building itself so that vehicles can park within a site and not be exposed to the street.

One other item that we're doing is the recession at the curbs along Canal Street so that we can have a valet cue and that vehicles are not blocking Canal Street. I come up and down Canal Street all the time and I see it daily and I actually get frustrated when it's only two (2) lanes of traffic when it should be three (3). The same thing exists on the, on the Common Street side. We're strictly allowing that to be the access for those two, two service drives and the down ramp and the access to the parking garage only. This will now be the primary vehicular access point for someone coming to the actual site. So just wanted to give that point of clarity in terms of overall parking layout and how the infrastructure really is being supported for the site, and I know Mr. Mathes at least wanted to provide two (2) comments.

**MR. ED MATHES:** I'm Ed Mathes with Mathes Brierre Architects and I apologize, I've got the New Orleans...whatever you get. I've been practicing architecture in this city for many years and this is a constant problem. It's like if you've bought a piece of property next to Tulane or Loyola University and then all of a sudden, they wanted to build something. Voila! It happens all the time. The University was there first.

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Canal Street is going to develop, I would hope. How it develops is up to everybody involved in this city to make it develop the right way. It was even mentioned when we presented to the ARC. One member of the ARC said he liked the building, subject to a certain amount of tweaking. It happened to be made by Lee Ledbetter, that comment, an architect who I respect greatly.

Many cities would give their eyeteeth for somebody from outside of the city to come and spend seventy (70) to one-hundred (100) million dollars in their city. We have long had the reputation for not doing that. And I would submit that if New Orleans is going to continue to grow and provide the types of places for people to live, work downtown, all around town, we have to get where we're accepting people coming here, working with them, to do the best job we can possibly do.

I appreciate the comments made by the opponents. I would probably make the same comments if I lived across the street, but Canal Street did not just appear. Canal Street has been there. It is going to develop. DDD right now is trying to develop the second, third, fourth floors in some cases, into residential units above the commercial property. That idea has been around...I think the AI had a charrette on that when I was a young architect. That was a long time ago and it has not happened because you cannot get the property owners in this city that abut each other, each with thirty (30) foot strips, to agree on the time of day. So lots of comments have been made but people come to New Orleans to, to see the ambiance of the Quarter or the architecture.

If I'm not mistaken, I just heard from WWII that they are now the major reason for tourists to come to New Orleans. Occupying...co-existing with that ambiance. We need all

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sorts of attractions for people to come to New Orleans, whatever they are. And when they come, we have to accommodate them. And as Shaun pointed out, they searched for a site for this hotel. This one (1) piece of property happens to have been put together by one (1) person. That makes it attractive for development. That's all.

**CHAIRMAN AMDAL:** Thank you.

**MR. MATHES:** Thank you very much.

**CHAIRMAN AMDAL:** Okay, I think we have heard everyone that has submitted speaker cards. I suggest that we entertain a motion and vote.

**MALE SPEAKER:** I will move to reject the proposals for demolition with the exception of is it 408 Canal is the junky...

**MALE SPEAKER:** 408 Canal and, and 103 Tchoupitoulas were both the non-contributing buildings...

**MALE SPEAKER:** Okay.

**MALE SPEAKER:** ...on the corner.

**MALE SPEAKER:** I'm perfectly fine with demolition of those buildings. I find this proposal staggering that you would propose tearing down four (4) antebellum buildings with a long history to them that are not junky and in the name of economic hardship, that's not what this city wants. There are many visions and many opportunities for economic development. Destroying our history and the service of that is not the charge of this Commission.

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I've been on this Commission for awhile now and I've rarely seen a project that, to me, seems to be such a gross violation of what we're trying to do here in New Orleans. I think the points about a double standard that other developers all over the district have been held to is a critical one. The developers here must be held to that same standard. This is also a blatant disregard for the zoning and the master plan. We can't have that. We cannot have that.

**MALE SPEAKER:** Before I second that, which I will, I just wanted to make a couple of comments. You know, when I first heard about this project I was actually excited about seeing that parking lot developed because I see that as a...those type of vacant sites along Canal Street and in the CBD as having great potential. I also enjoy the, and appreciate, the combination of contemporary architecture with historic. But I always have a problem when a project is based off of an idealized efficiency that might come from a maximizing of an...of a, a hotel operator's program for operations.

There's something wrong with that when that leads towards a wholesale demolition of a block. I was really appreciative of that historic rendering that we saw showing how that whole block would be unified. And I would think that if a developer really wanted to be a part of New Orleans, and if they wanted to contribute to its economic development as well as a tourist draw, then they would actually look at trying how to enhance that block. Fill-in that parking lot, connect it with the Sanlin Building, and then develop a whole concept of that block that would recreate that 19<sup>th</sup> century effect.

So I'll second that motion for approving the, the demolition for 103 Tchoupitoulas and 408 Canal and rejecting the demolition for the other properties.

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**CHAIRMAN AMDAL:** Okay, it's been moved and seconded. Let's vote. All those in favor? Thank you very much. Now, we've got election of officers.

**MALE SPEAKER:** The appeal...the applicant's have ten (10), ten (10) calendar days from the date of this meeting to appeal in writing to the City Council..

**CHAIRMAN AMDAL:** Okay. Now, do we want to do election of officers?

**MALE SPEAKER:** Yes, as the makeup of the Commission has changed, we have lost our Vice Chairman and so we felt it was important to do an election of officers so that we have the position filled. In all likelihood, we'd recommend doing this again once we have...

**CHAIRMAN AMDAL:** The full Commission.

**MALE SPEAKER:** ...filled out the full Commission, but in the meantime, we felt that it was important to have that position filled.

**CHAIRMAN AMDAL:** Okay. You want to do it? Okay, can I make a nomination?

**MALE SPEAKER:** Sure. Sure.

**CHAIRMAN AMDAL:** Okay, I nominate Wayne. And moved and seconded and it's going down. [Laughter.]

**MALE SPEAKER:** I think the vote works.

**CHAIRMAN AMDAL:** Yeah. All those in favor of Wayne Troyer as a Vice Chair?

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**CHAIRMAN AMDAL:** Yeah. Okay. It's been moved, seconded and it's done. Thank you.

[End of Audio]

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Page	Quotes
35	<p><b>MALE SPEAKER:</b></p> <p>I find this proposal staggering that you would propose tearing down four ( 4) antebellum buildings with a long history to them that are not junky and in the name of economic hardship, that's not what this city wants. There are many visions and many opportunities for economic development. Destroying our history and the service of that is not the charge of this Commission.</p>
36	<p>I've been on this Commission for awhile now and I've rarely seen a project that, to me, seems to be such a gross violation of what we're trying to do here in New Orleans.</p>
36	<p><b>MALE SPEAKER: (2)</b></p> <p>You know, when I first heard about this project I was actually excited about seeing that parking lot developed because I see that as a ... those type of vacant sites along Canal Street and in the CBD as having great potential. I also enjoy the, and appreciate, the combination of contemporary architecture with historic. But I always have a problem when a project is based off of an idealized efficiency that might come from a maximizing of an ... of a, a hotel operator's program for operations.</p> <p>There's something wrong with that when that leads towards a wholesale demolition of a block. I was really appreciative of that historic rendering that we saw showing how that whole block would be unified. And I would think that if a developer really wanted to be a part of New Orleans, and if they wanted to contribute to its economic development as well as a tourist draw, then they would actually look at trying how to enhance that block. Fill-in that parking lot, connect it with the Sanlin Building, and then develop a whole concept of that block that would recreate that 19th century effect.</p>

## Stephen Kroll

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**From:** Paul Cramer  
**Sent:** Monday, February 16, 2015 2:13 PM  
**To:** Stephen Kroll  
**Subject:** FW: LA Landmarks Society opposes development at Canal and Tchoupitoulas

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**From:** Sandra Stokes [<mailto:slstokes@earthlink.net>]  
**Sent:** Monday, February 16, 2015 2:09 PM  
**To:** Leslie T. Alley; Robert D. Rivers; Paul Cramer  
**Cc:** [nramsey@nola.gov](mailto:nramsey@nola.gov); DistrictC; Susan G. Guidry; Stacy Head; LaToya Cantrell; James A. Gray; Jason R. Williams; Jared C. Brossett; Ann Morse; Betsy Stout; 'Drew Stewart'; Elizabeth Landis; 'Howard Mielke'; 'Jay Seastrunk'; Jim Logan; Keith Hardie ; Michael Duplantier; [ptrapolin@trapolinpeer.com](mailto:ptrapolin@trapolinpeer.com); Stephen Chauvin; 'Tommy Milliner'; Walter Gallas; 'Matthew Gatzman'; 'Casey Stuart'  
**Subject:** LA Landmarks Society opposes development at Canal and Tchoupitoulas

Dear Commissioners:

Louisiana Landmarks Society asks they you deny the application for the high-rise hotel proposed for the corner of Tchoupitoulas and Canal.

This proposal is the antithesis of what is valued for the City of New Orleans. It calls for demolition of four historic buildings, only keeping the facades of three. The height proposed is grossly out of scale with the surrounding historic neighborhoods. It is an intrusion, and approval would be a mockery of our Comprehensive Zoning Ordinance (CZO) and Master Plan.

Louisiana Landmarks Society is not opposed to development at this site – but the development should be in keeping with the scale and character of the historic neighborhoods. New Orleans does not have to settle for this – and you should not allow it.

Please keep true to our zoning guidelines and the historically significant architecture of the area and oppose this inappropriate development.

Sincerely,

Sandra Stokes  
2<sup>nd</sup> Vice President  
Chairman of Advocacy  
Louisiana Landmarks Society  
225-445-3800 cell



## Stephen Kroll

---

**From:** Paul Cramer  
**Sent:** Monday, February 16, 2015 12:42 PM  
**To:** Stephen Kroll  
**Subject:** FW: Canal and Tchoupitoulas

---

**From:** Michael Duplantier [<mailto:duplantier@bellsouth.net>]  
**Sent:** Monday, February 16, 2015 12:41 PM  
**To:** Paul Cramer  
**Subject:** Canal and Tchoupitoulas

Here we go again. Yet another out-of-state developer/operator who seeks to impose his vision, design and development values over that of local, now well-established law and practice. There is no reason, certainly no compelling reason, to grant the requested variances/demolition approval, etc. for the captioned project. Such an important corner, with intact historic properties that speak so well to the history and commerce of that site. We have learned so much in the past 40 years about the value of preserving our historic infrastructure, and of the considerable, recurrent economic returns that such an investment can pay to and for our community. Let's not fail to heed that lesson in this instance. I urge the CPC to embrace these values and to completely reject this proposal.

Michael A. Duplantier  
820 Baronne Street  
New Orleans, LA 70113

## Stephen Kroll

---

**From:** Paul Cramer  
**Sent:** Monday, February 16, 2015 11:59 AM  
**To:** Stephen Kroll  
**Subject:** FW: Canal & Tchoupitoulas Highrise

fyi

---

**From:** Tommy Milliner [<mailto:tommymilliner@fastmail.net>]  
**Sent:** Monday, February 16, 2015 11:56 AM  
**To:** Paul Cramer  
**Cc:** Leslie T. Alley  
**Subject:** Canal & Tchoupitoulas Highrise

Good morning:

I wanted to register my 100% opposition to the proposed highrise at Canal and Tchoupitoulas Streets. This, quite simply, is one of the worst designs and proposals I have ever seen. Indeed, it is the absolute worst design and proposal I have ever seen. It destroys the scale and historic context of historic buildings while leaving a mere facade of the buildings themselves. While a horrendous proposal in itself, it would also set a terrible precedent of basically destroying historic buildings by leaving their facades incorporated into out of context skyscrapers.

If you care at all about our historic city, please deny this application.

--

Thomas W. Milliner  
7721 Plum Street  
New Orleans, LA 70118  
(504) 835-9951 (Voice)  
(504) 835-9984 (Fax)

## Stephen Kroll

---

**From:** Michelle Kimball <mkimball@prcno.org>  
**Sent:** Monday, February 16, 2015 11:34 AM  
**To:** Cassandra Sharpe and Rich Look  
**Cc:** Stephen Kroll  
**Subject:** Fwd: NO Demolition of Buildings at 400 Canal

Thanks, Cassandra. By way of this email I am sharing your comments with CPC.

Michelle Kimball  
Sent from my iPhone  
[www.prcno.org](http://www.prcno.org)

Begin forwarded message:

**From:** Cassandra Sharpe <[sharperealestate@me.com](mailto:sharperealestate@me.com)>  
**Date:** February 16, 2015 at 11:09:18 AM CST  
**To:** LaToya Cantrell <[lcantrell@nola.gov](mailto:lcantrell@nola.gov)>, Susan Guidry <[sgguidry@nola.gov](mailto:sgguidry@nola.gov)>, Stacy Head <[shead@nola.gov](mailto:shead@nola.gov)>, Jason Williams <[jarwilliams@nola.gov](mailto:jarwilliams@nola.gov)>, Nadine Ramsey <[nramsey@nola.gov](mailto:nramsey@nola.gov)>, Jared Brossett <[jcbrossett@nola.gov](mailto:jcbrossett@nola.gov)>, James Gray <[jagray@nola.gov](mailto:jagray@nola.gov)>, jtharris@nola.gov, [aaclarkrizzio@nola.gov](mailto:aaclarkrizzio@nola.gov), [kgbutler@nola.gov](mailto:kgbutler@nola.gov), [mlmartin@nola.gov](mailto:mlmartin@nola.gov), John Pourciau <[jdpourciau@nola.gov](mailto:jdpourciau@nola.gov)>, Bryon Cornelison <[bscornelison@nola.gov](mailto:bscornelison@nola.gov)>, [aamaklansky@nola.gov](mailto:aamaklansky@nola.gov), [dcdickerson@nola.gov](mailto:dcdickerson@nola.gov), Brandon Oliver <[bmoliver@nola.gov](mailto:bmoliver@nola.gov)>, [nicole@webreconsulting.com](mailto:nicole@webreconsulting.com), Michelle Kimball <[mkimball@prcno.org](mailto:mkimball@prcno.org)>, Leslie Alley <[ltalley@nola.gov](mailto:ltalley@nola.gov)>, Elliott Perkins <[ceperkins@nola.gov](mailto:ceperkins@nola.gov)>, Patty Gay <[pgay@prcno.org](mailto:pgay@prcno.org)>, Andy Kopplin <[akopplin@nola.gov](mailto:akopplin@nola.gov)>, [Mayor@nola.gov](mailto:Mayor@nola.gov), Jared Munster <[jemunster@nola.gov](mailto:jemunster@nola.gov)>  
**Subject:** NO Demolition of Buildings at 400 Canal

## Vote NO to Demolition at Canal & Tchoupitoulas Streets

Maintain zoning, planning and preservation regulation in place at 400 Canal BY 5 PM TODAY!

As a property owner for twenty years of an historic building I am against the development, the height, and all aspects of this ill thought out project. Forty years ago if PRC had not fought the fight then my building and all the other row houses that make up the 13 Sisters in the 600 block of Julia would be a surface parking lot.

How fortunate that we have the Preservation Resource and all that try to preserve this city.

Please no more destruction of our city in the name of "development." The economy is much better off when we preserve our historic culture.

Cassandra Sharpe  
[sharperealestate@me.com](mailto:sharperealestate@me.com)

CASSANDRA SHARPE REAL ESTATE, INC.  
BROKER/REALTOR/NOTARY  
610 JULIA STREET  
NEW ORLEANS, LOUISIANA 70130

504-568-1252 OFFICE  
504-460-7829 CELL

## Stephen Kroll

---

**From:** Michelle Kimball <mkimball@prcno.org>  
**Sent:** Sunday, February 15, 2015 10:22 AM  
**To:** Stephen Kroll  
**Subject:** Fwd: My letter of opposition to the proposed development at 400 Tchoupitoulas  
**Attachments:** 150215.Proposed Dev 400 Tchoupitoulas.Commnet.pdf; ATT00001.htm

And another letter.

Michelle Kimball  
Sent from my iPhone  
[www.prcno.org](http://www.prcno.org)

Begin forwarded message:

**From:** Shaun Duncan <[ssduncan@me.com](mailto:ssduncan@me.com)>  
**Date:** February 15, 2015 at 9:53:27 AM CST  
**To:** Michelle Kimball <[mkimball@prcno.org](mailto:mkimball@prcno.org)>  
**Subject:** **Fwd: My letter of opposition to the proposed development at 400 Tchoupitoulas**

Begin forwarded message:

**From:** Ty Provosty <[ty@studioledoux.com](mailto:ty@studioledoux.com)>  
**Date:** February 14, 2015 at 11:18:50 PM CST  
**To:** Shaun Duncan <[ssduncan@me.com](mailto:ssduncan@me.com)>, "Patricia H. Gay" <[pgay@prcno.org](mailto:pgay@prcno.org)>  
**Subject:** **My letter of opposition to the proposed development at 400 Tchoupitoulas**

Shaun and Patty,

I am attaching my letter of opposition to the proposed development at 400 Tchoupitoulas Street. My language is somewhat blunt and forthright but quite to the point in two pages.

There are my words and opinions.

Will the two of you see that this letter is submitted to the Board of Zoning Adjustments before the Monday deadline? I would greatly appreciate that.

I look forward to meeting you Patty on the 19th.

ty

ty provosty  
principal  
studio ledoux

[ty@studioledoux.com](mailto:ty@studioledoux.com)  
+1.513.470.7520

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**s t u d i o l e d o u x**  
a r c h i t e c t u r e

January, 14, 2015

RE: Proposed Project at 400 Tchoupitoulas Street – along Canal Street  
A letter of position from Ty Provosty, architect

Board of Zoning Adjustments  
City Council Members  
City of New Orleans

Dear City Council Members, Zoning Staff, Zoning Adjustment Board Members, Developers and Concerned Citizens,

I am writing this letter as an established architect with 40 years experience working on a broad range of projects of many different types from those of modest scale to truly major, even monumental projects – all over the world (both western and eastern). I am pleased to be a native of Louisiana and now call New Orleans my home. I offer my reasoned opinion based on personal and professional experience concerning the proposed high rise development at 400 Tchoupitoulas Street.

The facts are well known. The proposal by the developer means to ignore existing zoning regulations, demolish historic buildings and create a wind tunnel sunless canyon effect during afternoon and evening hours and a reflected light hazard during morning hours along Canal Street.

How is this good for New Orleans? In one way. An increased tax base. How is this a true loss for New Orleans? In a number of ways New Orleans loses:

- Once an historic building is demolished, it is gone forever. Unlike endangered species, these historic buildings cannot reproduce, (and they cannot be reproduced – believe me). In important ways they are more fragile than any species. Why do so many travel to Europe and the near east? To envelope themselves in the historic fabric of our shared past, a past that is vital, alive and visceral. This is what these existing building represent – embody and present, day in and day out. New Orleans is not Disneyland, (nor Charleston SC). This unique brand of historicity is fundamental to the DNA of this city. Such a loss as proposed with this project is a thinning of the soul of this city, a march

◇ ty provosty

◇ 513.470.7520

◇ ty@studioledoux.com

toward a loss of meaningful identity. Think of historic structures as part of a fabric. At some point, like worn clothes, the point of repair is past. Such erosion should be resisted, even forcefully, with the conviction that the city's essence is at stake. Rarely are there compelling reasons and circumstances to do otherwise. Also like well but quite serviceable worn clothing, these urban garments become a comfortable part of our shared selves – our identity. We move comfortably in and through these structures reinforcing our shared identity and sense of belonging, our sense of place.

- The texture and scale of Canal Street is not enhanced by a tower. In fact it is IGNORED and eroded. The proposed structure is OUT OF CONTEXT with the existing built fabric enclosing Canal Street. It does not fit. It does not belong. The scale is wrong. This is not a monumental building. At best it can hope to become a partner in supporting the existing fabric that delineates the borders of Canal Street. This design does no such thing. It is an expression of an economic calculation in its scale - no more and no less.
- There are sometimes good reasons to introduce a monumental structure that may seem foreign to a context. There are attempts that have succeeded less well than other. The Centre Pompidou both succeeds and fails in this respect. But it IS of significant cultural importance to the City of Paris. The proposed project at 400 Tchoupitoulas has NO such cultural imperative or validity. It is a proposed hotel in a sea of hotels. It is a background building. Is the developer proposing a Burj Al Arab? NO!

As there are appropriate nearby zoned districts for this project as proposed there is no compelling reason for the project to be granted approval at the proposed scale at this site. There are a number of reasons as outlined above to deny any zoning variance for this project.

I urge the elected officials of this city to step up and claim the heritage of New Orleans as THE prime commodity in this discussion and review process. I urge the vested officials to honor this city and oppose a zoning variance for the proposed project at 400 Tchoupitoulas Street.

Respectfully,

A handwritten signature in black ink, appearing to read 'Ty Provosty', with a stylized, sweeping flourish at the end.

Ty Provosty, architect

◇ ty provosty

◇ 513.470.7520

◇ ty@studioledoux.com



## Stephen Kroll

---

**From:** Michelle Kimball <mkimball@prcno.org>  
**Sent:** Sunday, February 15, 2015 10:18 AM  
**To:** Stephen Kroll  
**Subject:** Fwd: Vote NO to demolition in the 400 Block of Canal!

Another letter:

Michelle Kimball  
Sent from my iPhone  
[www.prcno.org](http://www.prcno.org)

Begin forwarded message:

**From:** Silk Road Collection <[info@SilkRoadCollection.com](mailto:info@SilkRoadCollection.com)>  
**Date:** February 14, 2015 at 12:59:34 PM CST  
**To:** "[lcantrell@nola.gov](mailto:lcantrell@nola.gov)" <[lcantrell@nola.gov](mailto:lcantrell@nola.gov)>, "[sgguidry@nola.gov](mailto:sgguidry@nola.gov)" <[sgguidry@nola.gov](mailto:sgguidry@nola.gov)>, "[shead@nola.gov](mailto:shead@nola.gov)" <[shead@nola.gov](mailto:shead@nola.gov)>, "[jarwilliams@nola.gov](mailto:jarwilliams@nola.gov)" <[jarwilliams@nola.gov](mailto:jarwilliams@nola.gov)>, "[nramsey@nola.gov](mailto:nramsey@nola.gov)" <[nramsey@nola.gov](mailto:nramsey@nola.gov)>, "[jcbrossett@nola.gov](mailto:jcbrossett@nola.gov)" <[jcbrossett@nola.gov](mailto:jcbrossett@nola.gov)>, "[jagray@nola.gov](mailto:jagray@nola.gov)" <[jagray@nola.gov](mailto:jagray@nola.gov)>, "[jtharris@nola.gov](mailto:jtharris@nola.gov)" <[jtharris@nola.gov](mailto:jtharris@nola.gov)>, "[aaclark-rizzio@nola.gov](mailto:aaclark-rizzio@nola.gov)" <[aaclark-rizzio@nola.gov](mailto:aaclark-rizzio@nola.gov)>, "[kgbutler@nola.gov](mailto:kgbutler@nola.gov)" <[kgbutler@nola.gov](mailto:kgbutler@nola.gov)>, "[mlmartin@nola.gov](mailto:mlmartin@nola.gov)" <[mlmartin@nola.gov](mailto:mlmartin@nola.gov)>, "[jdpourciau@nola.gov](mailto:jdpourciau@nola.gov)" <[jdpourciau@nola.gov](mailto:jdpourciau@nola.gov)>, "[bscornelison@nola.gov](mailto:bscornelison@nola.gov)" <[bscornelison@nola.gov](mailto:bscornelison@nola.gov)>, "[aamaklansky@nola.gov](mailto:aamaklansky@nola.gov)" <[aamaklansky@nola.gov](mailto:aamaklansky@nola.gov)>, "[dcdickerson@nola.gov](mailto:dcdickerson@nola.gov)" <[dcdickerson@nola.gov](mailto:dcdickerson@nola.gov)>, "[bmoliver@nola.gov](mailto:bmoliver@nola.gov)" <[bmoliver@nola.gov](mailto:bmoliver@nola.gov)>, "[nicole@webreconsulting.com](mailto:nicole@webreconsulting.com)" <[nicole@webreconsulting.com](mailto:nicole@webreconsulting.com)>, "[mkimball@prcno.org](mailto:mkimball@prcno.org)" <[mkimball@prcno.org](mailto:mkimball@prcno.org)>  
**Subject:** **Vote NO to demolition in the 400 Block of Canal!**  
**Reply-To:** Silk Road Collection <[info@SilkRoadCollection.com](mailto:info@SilkRoadCollection.com)>

Dear City Leaders,

I would like to add my voice, and the voice of my business, to the request that your vote NO to the demolition in the 400 block of Canal Street.

Although we are not located downtown, our business is very tied to the health and vitality of downtown and Canal Street. A significant portion of our business is to tourists who are attracted to the unique and special aspects of New Orleans. One of the most important of those aspects is our architecture.

With the continuing decline in large conventions which began pre-9/11, and which has accelerated since, I question the need for adding another large-scale mega-hotel to the New Orleans landscape. I certainly question the need for one in that location.

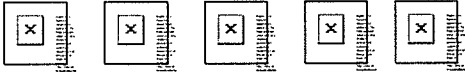
I don't believe in opposing progress at all cost. I do however believe in progress that considered with a holistic view to the entirety of the New Orleans needs.

I agree that there are problems with the current aesthetics of that block of Canal Street. Instead of destroying what is there, please let us work together to enhance and restore what should be there.

Again, I ask that you vote to DENY the demolition requests in the 400 block of Canal Street.

Sincerely yours,  
Robert Turner

Silk Road Collection  
(504) 894-8540  
2109 Magazine Street, New Orleans, LA 70130, USA  
[info@SilkRoadCollection.com](mailto:info@SilkRoadCollection.com)  
[www.SilkRoadCollection.com](http://www.SilkRoadCollection.com)



## Stephen Kroll

---

**From:** Michelle Kimball <mkimball@prcno.org>  
**Sent:** Sunday, February 15, 2015 9:17 AM  
**To:** jhstubbsttime@gmail.com ; Stephen Kroll  
**Subject:** Fwd: Forward protest of 400 Canal Street  
**Attachments:** JHS protest of 400 Canal Street.docx; ATT00001.htm

John, I am forwarding your comments to CPC by way of this email.

Stephen, please see John's attached comments.

Michelle Kimball  
Sent from my iPhone  
[www.prcno.org](http://www.prcno.org)

Begin forwarded message:

**From:** "John H. Stubbs" <[jhstubbsttime@gmail.com](mailto:jhstubbsttime@gmail.com)>  
**Date:** February 15, 2015 at 9:05:49 AM CST  
**To:** [mkimball@prcno.org](mailto:mkimball@prcno.org)  
**Subject:** Forward protest of 400 Canal Street

Michelle

I don't seem to have succeeded in sending in my protest of the designs for 400 Canal Street directly to the numerous addressees set up on the PRC's solicitation of comments page. All got returned to me since I tried to send my comments in from my gmail account.

Anyway, here it is attached in case you are collecting protests for PRC's purposes to be filed some other way. I will be out of town the remainder of the week and wish you all well at the hearing.

Yours,  
John

John H. Stubbs

[www.architecture.tulane.edu/programs](http://www.architecture.tulane.edu/programs)  
[www.conservebuiltworld.com](http://www.conservebuiltworld.com)

## **Re: Protest of recent designs for 400 Canal Street**

Dear City Council Members, HDLD Commissioners, and Other Leaders of the City of New Orleans

I write in protest of both recently published architectural designs for 400 Canal Street. I have worked in architectural preservation for nearly 40 years mainly in New York City and must say I have rarely seen such bad ideas for erecting a new building at a prominent location within a listed historic commercial district. Both designs are massively over-scaled for their position on Canal Street and worse, the second version with the hotel tower rising above the retained historic facades with its kitschy corner illuminated 'hair flip' skyline signature is vulgar in relation to this city's more elegant design sensibilities.

If the owners and developers must proceed with this over-reaching project they should try a solution that sets a lower tower behind the historic facade line by at least 50 feet using the rule the New York City Landmarks Commission and zoning requires for such projects. e.g. the Coty Building (Henri Bendel's) at 712 Fifth Avenue.

I also find it hard to believe that the developers and Marriott Properties can only work with such a large building as a development for franchise purposes. Certainly several of their competitors have done well with more sensitively built or adaptively-used historic buildings as seen in historic districts throughout the country and the world.

Dear City Council Members, HDLC Commissioners and other government leaders, our tasks as citizens of New Orleans is to leave it a better place than we found it. Ruining the character of Canal Street by permitting designs that are more at home at the Atlanta Airport would not be doing so.

Sincerely  
John H. Stubbs  
Building Conservation Consultant and Author  
639 Pine Street  
New Orleans, LA 70118  
[www.conservebuiltworld.com](http://www.conservebuiltworld.com)

## Stephen Kroll

---

**From:** Michelle Kimball <mkimball@prcno.org>  
**Sent:** Friday, February 13, 2015 4:11 PM  
**To:** Stephen Kroll  
**Subject:** Fwd: Please vote no to demolishing buildings at Tchoupitoulas and Canal

Sent from my iPhone

Begin forwarded message:

**From:** Carol Allen <nolacarol@gmail.com>  
**Date:** February 13, 2015 at 3:57:08 PM CST  
**To:** [lcantrell@nola.gov](mailto:lcantrell@nola.gov), [sgguidry@nola.gov](mailto:sgguidry@nola.gov), [shead@nola.gov](mailto:shead@nola.gov), [jarwilliams@nola.gov](mailto:jarwilliams@nola.gov), [nramsey@nola.gov](mailto:nramsey@nola.gov), [jcbrossett@nola.gov](mailto:jcbrossett@nola.gov), [jagray@nola.gov](mailto:jagray@nola.gov), [jtharris@nola.gov](mailto:jtharris@nola.gov), [aaclark-rizzio@nola.gov](mailto:aaclark-rizzio@nola.gov), [kgbutler@nola.gov](mailto:kgbutler@nola.gov), [mlmartin@nola.gov](mailto:mlmartin@nola.gov), [jdpourciau@nola.gov](mailto:jdpourciau@nola.gov), [bscornelison@nola.gov](mailto:bscornelison@nola.gov), [aamaklansky@nola.gov](mailto:aamaklansky@nola.gov), [dcdickerson@nola.gov](mailto:dcdickerson@nola.gov), [bmoliver@nola.gov](mailto:bmoliver@nola.gov), [nicole@webreconsulting.com](mailto:nicole@webreconsulting.com), [mkimball@prcno.org](mailto:mkimball@prcno.org)  
**Cc:** Patty Gay <[pgay@prcno.org](mailto:pgay@prcno.org)>, Pat Meadowcroft <[patatvcpora@gmail.com](mailto:patatvcpora@gmail.com)>, Meg Lousteau <[meglousteau@vcpora.org](mailto:meglousteau@vcpora.org)>  
**Subject:** **Please vote no to demolishing buildings at Tchoupitoulas and Canal**

Dear Council Members,

That the Council is considering demolishing not one, not two, but three buildings with historic importance is a shattering assault on the unique character of this city. New Orleans can grow economically without destroying its past. Creative design could certainly incorporate these buildings into any development needed for any foreseeable function of this space. It's done in other cities all the time. I am attaching a photo I snapped in NYC in October in the Meatpacking District. At first glance it looks like two different buildings. It's not. It's an incorporated design, integrating new construction with the historic building. While the result is surprising, it can be done. The new section is cantilevered into the old. Personally, I think we've done a better job of this in our city in the Warehouse District, and ask you to please demand of developers that they base their development plans on what works in our city; not on what is the easiest return on their development dollar.

Please, vote no to demolishing THREE buildings on one of the most iconic streets in American.

Thank you very much.

--

Carol Allen  
837 Royal Street  
New Orleans, LA 70116

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



## Stephen Kroll

---

**From:** Michelle Kimball <mkimball@prcno.org>  
**Sent:** Friday, February 13, 2015 4:04 PM  
**To:** Carol Allen  
**Cc:** Stephen Kroll  
**Subject:** Re: Please vote no to demolishing buildings at Tchoupitoulas and Canal

Thanks, Carrol. I've cc'd Stephen Kroll so your email is included for CPC consideration.

Sent from my iPhone

> On Feb 13, 2015, at 3:57 PM, Carol Allen <[nolacarol@gmail.com](mailto:nolacarol@gmail.com)> wrote:

>

> Dear Council Members,

>

> That the Council is considering demolishing not one, not two, but three buildings with historic importance is a shattering assault on the unique character of this city. New Orleans can grow economically without destroying its past. Creative design could certainly incorporate these buildings into any development needed for any foreseeable function of this space. It's done in other cities all the time. I am attaching a photo I snapped in NYC in October in the Meatpacking District. At first glance it looks like two different buildings. It's not. It's an incorporated design, integrating new construction with the historic building. While the result is surprising, it can be done. The new section is cantilevered into the old. Personally, I think we've done a better job of this in our city in the Warehouse District, and ask you to please demand of developers that they base their development plans on what works in our city; not on what is the easiest return on their development dollar.

>

> Please, vote no to demolishing THREE buildings on one of the most iconic streets in American.

>

> Thank you very much.

>

> --

> Carol Allen

> 837 Royal Street

> New Orleans, LA 70116

>

>

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

>

>

> <image.png>

>

>

## Stephen Kroll

---

**From:** Leslie T. Alley  
**Sent:** Wednesday, February 18, 2015 9:12 AM  
**To:** Stephen Kroll  
**Cc:** Arlen D. Brunson  
**Subject:** FW: 400 Canal Street - Opposition  
**Attachments:** 400 Canal St Opposition.pdf

---

**From:** Peter Trapolin [<mailto:Ptrapolin@trapolinpeer.com>]  
**Sent:** Monday, February 16, 2015 2:57 PM  
**To:** Leslie T. Alley; Paul Cramer  
**Cc:** Jason R. Williams; Stacy Head; Susan G. Guidry; LaToya Cantrell; DistrictC; Jared C. Brossett; James A. Gray  
**Subject:** 400 Canal Street - Opposition

Dear Leslie and Paul,

Attached please find my letter of opposition to any variances for the project as currently proposed at Canal and Tchoupitoulas St.

Peter M Trapolin, AIA  
President

TRAPOLIN • PEER | ARCHITECTS

850 Tchoupitoulas Street  
New Orleans, LA 70130  
T (504) 523 2772 ext 682  
F (504) 523 3081  
Direct Dial (504) 293-3682  
[www.trapolinpeer.com](http://www.trapolinpeer.com)



February 16, 2015

Leslie T Alley  
City Planning Commission of New Orleans  
1340 Poydras Street, Suite 900  
New Orleans, LA 70112

Re: 400 Canal Street

Dear Leslie,

I'm writing to voice my opposition to any Conditional Uses being granted or any variances being given for the proposed hotel at 400 Canal Street. Granting such a variance for this particular property sets a dangerous precedence for the rest of Canal Street.

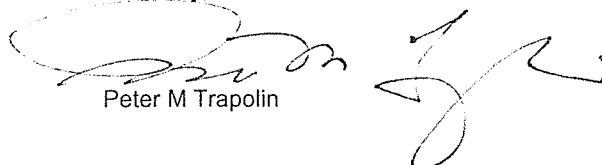
We have recognized that hotels such as the Sheraton and the Marriott which were built some 30 to 40 years ago did irreparable harm to the scale of Canal Street. Restrictive zoning was put in place to insure that the remainder of historic Canal Street would remain. When the Meridian Hotel was built the Canal Street portion respected the scale of Canal Street and the tower element was located on the Common Street side where zoning permitted high rise construction. Even the recent Astor Hotel sets back from Canal and Bourbon Streets respecting the street scale. The Astor also incorporates several adjacent historic buildings into their project including the neighboring Touro buildings constructed in 1852. Instead of incorporating the historic properties the 400 Canal Street project proposes demolishing 4 very historic buildings leaving only skin thick remnants to remind us of what could have been.

Granting any variance for this property flies in the face of good zoning and the City's Master Plan. Granting a variance would be an insult to all of the citizens of New Orleans that have worked so hard and put in countless hours after Katrina to craft a Master Plan that serves as a vision for their neighborhoods and the City. There is no justifiable reason for granting any special treatment for this piece of property. How in the future would the City be able to justify not granting the same variance to other property owners on Canal Street that want to demolish their historic buildings to build high rise hotels? Indeed this same developer owns many other buildings on Canal Street and likely will ask for similar variances in the future.

If the City does in fact need more hotel rooms it has been proven that additional hotels can be built in other areas of the City within the allowable height. Enforcing the height restriction on the Canal St parcel requires developers to look elsewhere in the City where the Zoning allows such development. This helps expand the city's tourist base out into other neighborhoods putting less strain on the French Quarter and spreading the economic benefits of our tourist market into other areas of the City.

Some of the reported "justification" for this project is that it cleans up what is described as "the arm pit of Canal Street". One only needs to wonder why this property is in such deplorable condition and why is it such an eyesore in the first place. The current owners allowed it to be this way. Why should they be rewarded with any variance? What about all of the other eyesores in the City and on Canal Street under the same ownership? Will they clean those up or claim in the future that the only way they'll improve their property is if they are allowed to demolish it to build something new. This is indeed a very slippery slope the City is heading down. I implore you to deny this variance and Conditional use.

Sincerely,

  
Peter M Trapolin

CC: City Council Members

## Stephen Kroll

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**From:** Leslie T. Alley  
**Sent:** Wednesday, February 18, 2015 9:13 AM  
**To:** Stephen Kroll  
**Cc:** Arlen D. Brunson  
**Subject:** FW: Opposing ZONING DOCKET 020/15

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**From:** Jay Seastrunk [<mailto:seastrunk@seastrunk.org>]  
**Sent:** Monday, February 16, 2015 3:24 PM  
**To:** Leslie T. Alley; Paul Cramer  
**Cc:** LaToya Cantrell; T. Gordon McLeod; Stacy Head  
**Subject:** Opposing ZONING DOCKET 020/15

I am writing to oppose zoning docket 020/15 at Canal and Tchoupitoulas.

Current zoning as well as proposed but not yet adopted zoning limits the height to 70.

Additionally I oppose the lack of historic preservation applied to the existing buildings whose facades appear to be all that remain.

The proposed development is of a size and scope that far exceeds the ability of this site to accommodate under the law and therefore the commission should deny granting a conditional use to this project.

Perhaps one day in the future an appropriately scaled proposal will be introduced that also incorporates the full structure of the existing historic buildings and does not eviscerate them by building through or on top of them with new construction - it would be then and only then that any height variance should be contemplated for the unbuilt portions of the lots and corner non historic building.

The city should not give up so much (excessive height) for so little (no historic preservation effort beyond facades)

Best Regards,

Jay Seastrunk  
921 Henry Clay Ave  
New Orleans, La. 70118

## Stephen Kroll

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**From:** Leslie T. Alley  
**Sent:** Wednesday, February 18, 2015 9:22 AM  
**To:** Stephen Kroll  
**Cc:** Arlen D. Brunson  
**Subject:** FW: Objection to the development proposed for the Tchoupitoulas and Canal Street

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**From:** E Landis [mailto:[emlandis2002@yahoo.com](mailto:emlandis2002@yahoo.com)]  
**Sent:** Monday, February 16, 2015 4:53 PM  
**To:** Paul Cramer; Leslie T. Alley  
**Subject:** Objection to the development proposed for the Tchoupitoulas and Canal Street

Dear Paul,

It has been awhile since I've communicated with you, but the proposed development for the corner of Canal and Tchoupitoulas is so alarming, that I decided I cannot let it proceed without registering my strong objection.

What was the purpose of the time and money spent to draft the CZO if it is to be ignored again and again?

The proposed size of this project is monstrously out of scale with the surrounding neighborhood.

The developer knew the zoning, but is pushing forth anyway while others have established themselves in the neighborhood expecting to have their investments protected by the zoning laws.

While some on the City Council have expressed a desire to benefit from the tax dollars which this gargantuan hotel will generate, the tax dollars that will be sacrificed by destroying these historical buildings seems to be ignored. Or perhaps there is just not an awareness of the economic benefits of preserving the historic fabric of New Orleans? If that is the case, I have included some resources to read up on the importance of historical preservation. But it is easy to do the research to prove the point that this development is *not the way* to generate tax dollars!

Please do not permit this distraction to proceed.

Sincerely,

Elizabeth M. Landis  
1730 Palmer Ave.  
New Orleans, 70118

<http://www.preserveamerica.gov>

# Measuring Economic Impacts of Historic Preservation

A Report to the Advisory Council on Historic Preservation November 2011

Donovan Rypkema and Caroline Cheong

PlaceEconomics

Washington, DC

and

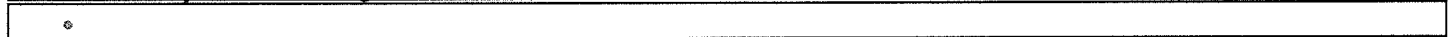
Randall Mason, PhD

University of Pennsylvania

School of Design, Historic Preservation Program

The Economic Benefits of Historic Preservation | History ...

[www.historycolorado.org/.../economic-benefits-historic...](http://www.historycolorado.org/.../economic-benefits-historic...)



History Colorado

1.

1. Economic Benefits | Washington State

Department of ...

[www.dahp.wa.go...](http://www.dahp.wa.go...)

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Washington State Department of Archaeology and Hi...

**Historic preservation** also generates a wide range of **economic benefits** in ... with the rehabilitation and adaptive reuse of **historic buildings & heritage** tourism, ...

## Stephen Kroll

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**From:** pjschles@gmail.com  
**Sent:** Tuesday, February 17, 2015 2:53 PM  
**To:** Stephen Kroll  
**Subject:** Fwd: Zoning Docket 020/15 (103-111 Tchoupitoulas Street and 408-422 Canal Street)

Inadvertently sent to a wrong nonworking email...

PJ Schlesinger

Begin forwarded message:

**From:** [pjschles@gmail.com](mailto:pjschles@gmail.com)  
**Date:** February 16, 2015 at 7:30:41 PM CST  
**To:** "[rdrivers@nola.gov](mailto:rdrivers@nola.gov)" <[rdrivers@nola.gov](mailto:rdrivers@nola.gov)>  
**Cc:** "[skroll@nola.com](mailto:skroll@nola.com)" <[skroll@nola.com](mailto:skroll@nola.com)>  
**Subject:** **Zoning Docket 020/15 (103-111 Tchoupitoulas Street and 408-422 Canal Street)**

Dear Mr. Rivers,

I live at the 416 Common Condominiums directly across Common Street from the proposed development at 400 Canal Street. While I would support a well thought out and size appropriate development of the site that preserves the historic structures in toto and one that complies with the current zoning regulations, I am adamantly opposed to this proposed development. When I purchased my unit at 416 Common Condominiums, it was with a complete understanding of the current zoning laws of the City of New Orleans, that would protect my investment, my home, from such an ominous overbearing structure. Now, I find that protection in total jeopardy.

At 250 feet, the proposed massive structure is more than three times the zoning height limitation of 70 feet. The proposed development would in effect place me in the dark. I currently enjoy reflected sunlight via Canal Place into my northern exposure windows.

The current 1840s-era historic structures will be demolished except for the exterior facades of the three on Tchoupitoulas Street. Is this what we really want? The exterior design is not in keeping with the historic character of the area. The proposed entrance to the parking garage, loading dock and trash bins will result in noise and much additional traffic on the relatively narrow Common Street, which is the entrance to my building. One only need look into the very next block from my residence to see the daily horror of taxi cabs parked on the sidewalks and loading trucks trying to unload at the Sheraton Hotel.

We should, no, it is imperative that we continue to balance residential and commercial development in the CBD and Warehouse District as we have during past 30 years. This proposed development if approved, will destroy what New Orleans has achieved for our neighborhood.

Many times we have questioned the developer why does the proposed development have to be this big and the only response we get is that it has to be the Marriott flag and it has to be this

size. Why? No one has answered that question. And the developers have not once mentioned anything about a scaled down development, one that would fit within the current zoning laws. All we got from the owner of the property is that he thought we would love his new development. And that if we didn't like it, then we can just live in the slum, as he referred to the properties he owns and that he obviously fails to properly maintain. He's obviously not interested in how we feel, and seeks only to enrich himself and his investors at our cost.

Despite all of the meetings held last year in an effort to find common ground, the size of the proposed development remains essentially unchanged, save the exterior facades of three of the four historic buildings retained and minus the spire.

I believe approval of this project would set a very bad precedent for further significant and inappropriate variances, both on Canal Street and throughout the city. The message sent would be that zoning and preservation are clearly flexible depending on financial and other demands of owners and developers.

I chose to make New Orleans my home three years ago and I live here year round. Any development of this area that is so grossly overbearing would have an impact on me year round. Therefore, I respectfully urge the City Planning Commission to reject this project in toto as inappropriate for the area and grossly unfair to those who have invested in the area by making 416 Common Street the address that my neighbors and I are proud to call home.

Sincerely,

PJ Schlesinger  
416 Common St. Unit 8  
New Orleans, LA 70130

## Stephen Kroll

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**From:** Joy Bollinger <joy.bollinger@icloud.com>  
**Sent:** Tuesday, February 17, 2015 3:57 PM  
**To:** Robert D. Rivers  
**Cc:** Stephen Kroll; LaToya Cantrell; Stacy Head  
**Subject:** Zoning Docket 020/15(103-111 Tchoupitoulas Street and 408-42 Canal Street)

Dear Mr. Rivers,

As developer of the historic property located at 416 Common Street and as a permanent resident of this building, I am writing to express strong opposition to the above named project. My letter of March 13, 2014 has been forwarded, along with other residents', via the 416 Common Street Condominium Association's President, Liz Boulware. Please take the time to reread this letter as my reasons for opposition are therein clearly stated.

With extreme dismay, I noticed that the "new" plans submitted for this project continue to ignore the concerns of all groups who originally opposed it. In fact, no attempt to address the concerns of the directly-impacted neighbors has been made in these "revised" plans. Established height, zoning and preservations restrictions have been blatantly ignored....AGAIN. The developer is, in effect, thumbing his nose at those who have committed to preserving the integrity of the neighborhood and the cultural heritage that draws tourists to our city.

The destruction of historic properties in documented stable condition should never be allowed in the name of so-called "economic development." Speaking as a developer of commercial/residential properties, I know that there are more ways than one (as claimed by the proposal's development team) to create a financially viable project without destroying the existing historic properties on the site. There is no evidence to support claims that this property is "uniquely expensive."

This site is not well-suited for the size of the proposed project. It is outside the boundaries of all zoning and height restrictions. Additionally, such a development would adversely affect surrounding property values, destroy the integrity of the neighborhood, create a traffic nightmare on the one-lane, one-way Common Street, and permanently destroy significant historic buildings that are part of our city's heritage.

I, along with my husband, Boysie, urge all members of the City Council to reject this proposal.

Joy Bollinger

Sent from my iPad