



# Iberville/Tremé Choice Neighborhoods Initiative

**Collective Planning & Investment  
For  
A Broad Neighborhood Transformation**



CITY OF NEW ORLEANS



**MCCORMACK  
BARON  
SALAZAR**



**URBAN  
STRATEGIES**

# Developing Housing within a Neighborhood Context

## Considerations and Observations:

- a) Influence of the neighborhood in developing the housing plan.
- b) Role of the housing plan on neighborhood revitalization and maximizing its positive impact.
- c) Challenges endured and seeking balanced responses.

# I.

## The Iberville/Tremé Choice Neighborhood

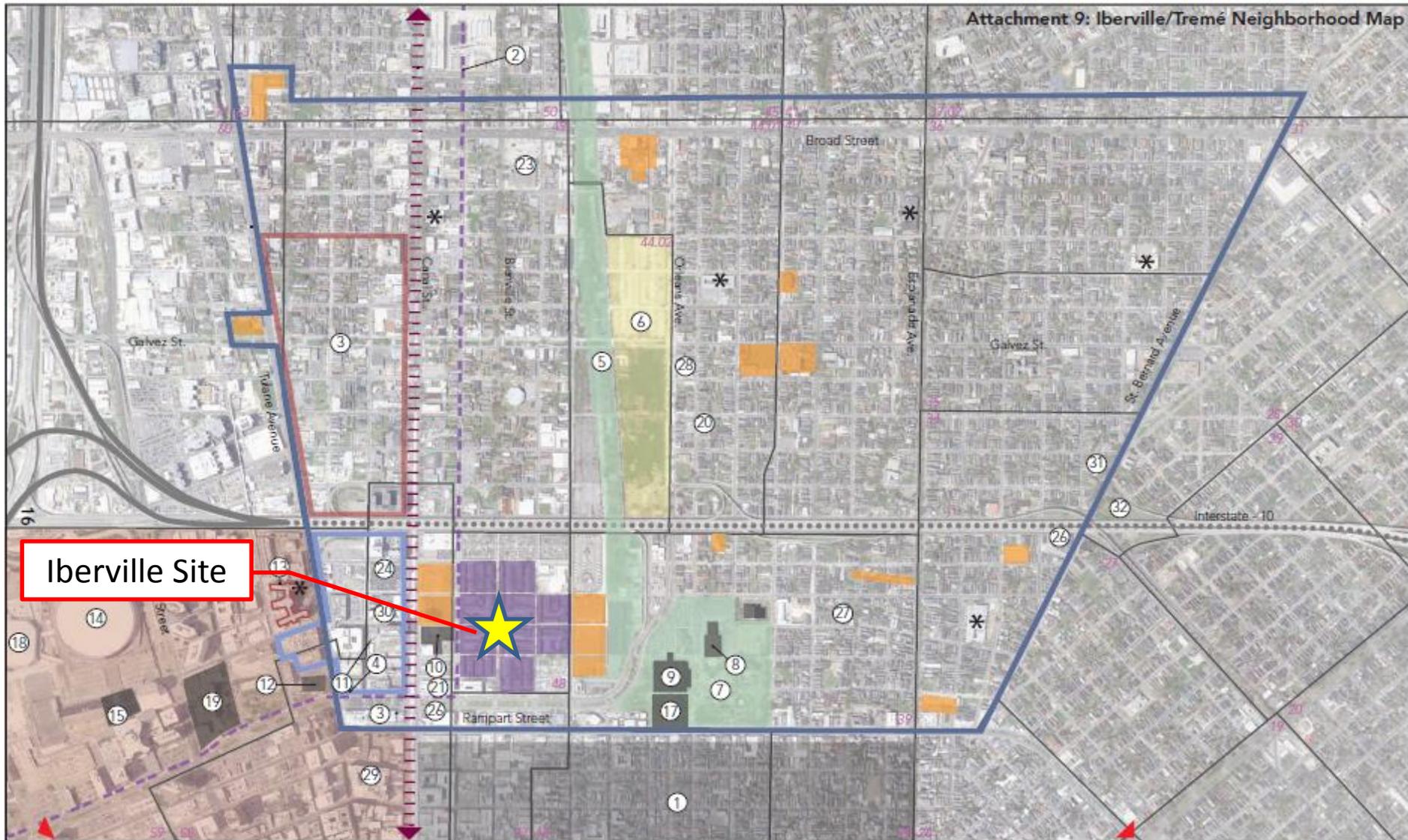


- City and HANO are co-grantees
  - Applied in 2010 Round 1 CNI NOFA
  - Awarded \$30.5 Million Implementation Grant in 2011
- HRI Properties, McCormack Baron Salazar, and Urban Strategies are Implementation Partners
- Focused on three major components
  - HOUSING (both onsite and offsite)
  - PEOPLE
  - NEIGHBORHOOD



# I.) The Iberville/Tremé Choice Neighborhood

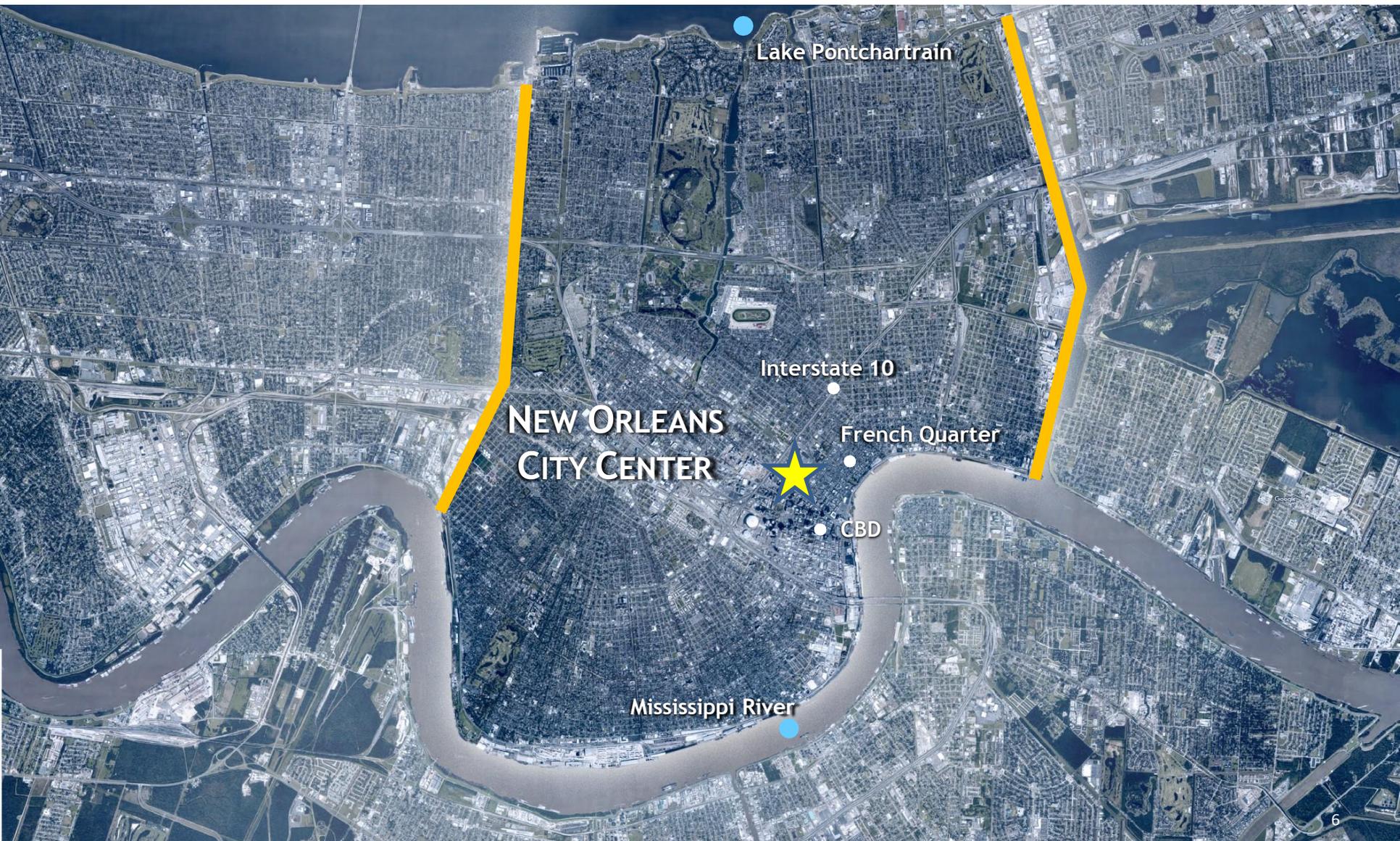
## Iberville/Tremé Choice Neighborhood Boundaries



**The Iberville/Tremé Neighborhood**  
The “Trapezoid” - 1.75 Square Miles

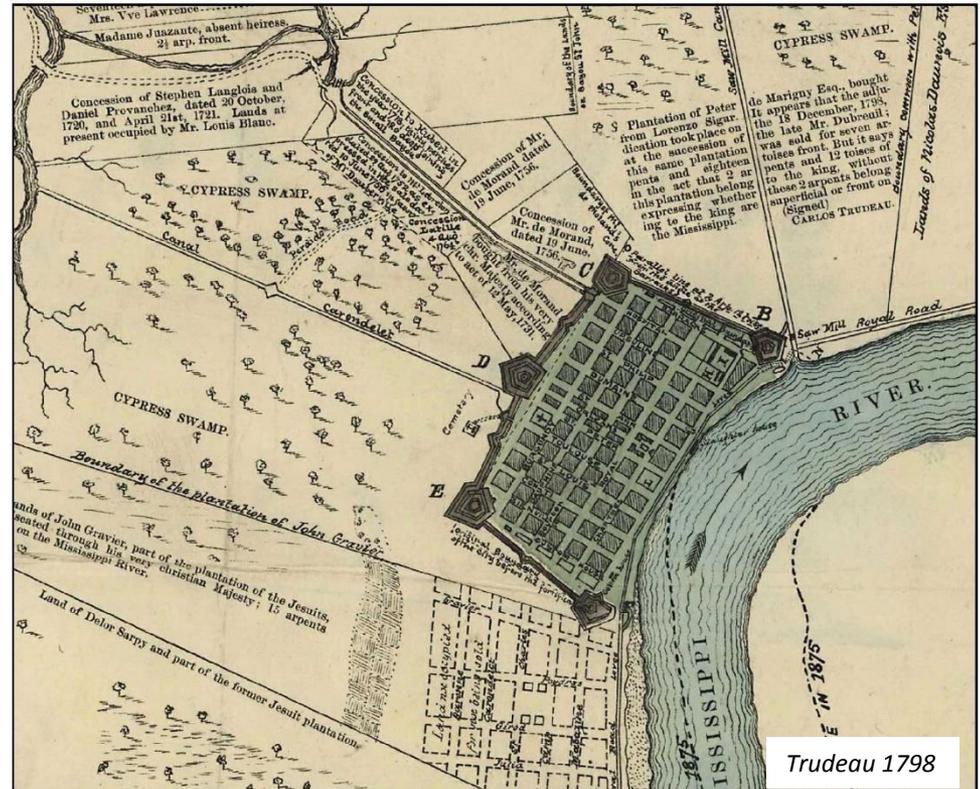
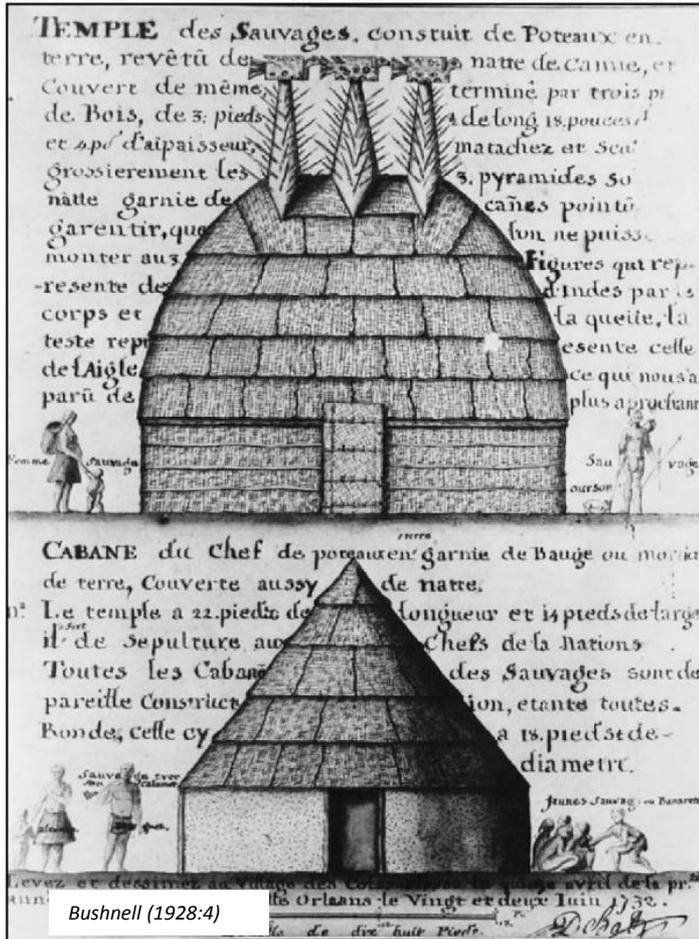
# I.) The Iberville/Tremé Choice Neighborhood

## City of New Orleans



# I.) The Iberville/Tremé Choice Neighborhood

## Center of New Orleans History



French & Spanish Settlement

## The Lower Mississippi Valley: Indigenous Americans

Not unlike other cities across the country, the Iberville/Tremé CNI story is predated, yet still influenced, by several centuries of history specific to this neighborhood

# I.) The Iberville/Tremé Choice Neighborhood

## The Storyville District

Storyville – The birthplace of jazz, but also infamous for prostitution and violence.



From The Historic New Orleans Collection



“Let them all go to the outskirts of town, raise hell, raise a ruckus, and let them do what they want to do.”

[Danny Barker in Craig and Harris 1997]

# I.) The Iberville/Tremé Choice Neighborhood

## Iberville Housing Project

### 10 FIRMS SUBMIT BIDS IN IBERVILLE HOUSING PROJECT

Times Picayune Jan. 10, 1940

**Architects Drawing for Iberville Low Rent Housing Project**



**IBERVILLE STREET HOUSING PROJECT**  
HERBERT A. BENSON  
GEORGE H. CHRISTY  
WILLIAM E. SPINK



**IBERVILLE STREET HOUSING PROJECT**  
HERBERT A. BENSON  
GEORGE H. CHRISTY  
WILLIAM E. SPINK

In the upper picture is shown a panorama of the \$3,000,000 Iberville street housing project with a group of some of the 75 dwelling structures to be constructed in the lower photo. The project will include 816 apartments and work on it has just begun. The project is in the area bounded by Iberville, St. Louis, North Robertson and Basin streets. It was designed by Herbert A. Benson, George H. Christy and William E. Spink, architects.

**BRISK NOTE OF**  
Union  
Low  
Housing  
from ass.  
business  
cost of 5  
the week  
A total  
\$10,000  
ings and  
paving 2

### IBERVILLE STREET HOUSING PROJECT LET FOR \$2,933,900

Charlotte Company Offers  
Low Bid; New Orleans  
Work Advanced

Times Picayune Jan. 31, 1940

**IBERVILLE STREET  
HOUSING PROJECT**

BUILT BY  
**THE HOUSING AUTHORITY OF NEW ORLEANS**  
WITH THE ASSISTANCE OF  
**THE UNITED STATES HOUSING AUTHORITY**

**FRANKLIN D. ROOSEVELT**  
PRESIDENT OF THE UNITED STATES OF AMERICA

**NATHAN STRAUS**  
ADMINISTRATOR  
UNITED STATES HOUSING AUTHORITY

**RICHARD W. LECHE**  
GOVERNOR OF THE STATE OF LOUISIANA

**EARL K. LONG**  
LIEUTENANT GOVERNOR

**ROBERT S. MAESTRI**  
MAYOR OF THE CITY OF NEW ORLEANS

**THE HOUSING AUTHORITY OF NEW ORLEANS**

L. KEMPER WILLIAMS - CHAIRMAN  
RICHARD R. FOSTER - VICE-CHAIRMAN  
CHARLES A. AHERN      S. C. CASAHAN  
HAMPTON REYNOLDS  
WILLIAM J. GUSTE - ATTORNEY  
ALVIN M. FROMMERZ - CONSULTING ENGINEER

**ARCHITECTS**  
HERBERT A. BENSON      GEORGE H. CHRISTY      WILLIAM E. SPINK

**CONSULTANTS**

ORLOFF HENRY	STRUCTURAL ENGINEER
WILLIAM H. ENNIS	MECHANICAL ENGINEER
WILLIAM H. ZHRES	ELECTRICAL ENGINEER
ARTHUR G. SEIFRIED	LANDSCAPE ARCHITECT
FRANK H. WADDILL	CIVIL ENGINEER

**CONTRACTOR**  
CALLAHAN, GIBSON, COCHRAN & WINSTON  
RITMEL

1940

# I.) The Iberville/Tremé Choice Neighborhood

## Iberville Housing Project



# I.) The Iberville/Tremé Choice Neighborhood

## Iberville Housing Project



# I.) The Iberville/Tremé Choice Neighborhood

## Architectural Influence



French Quarter



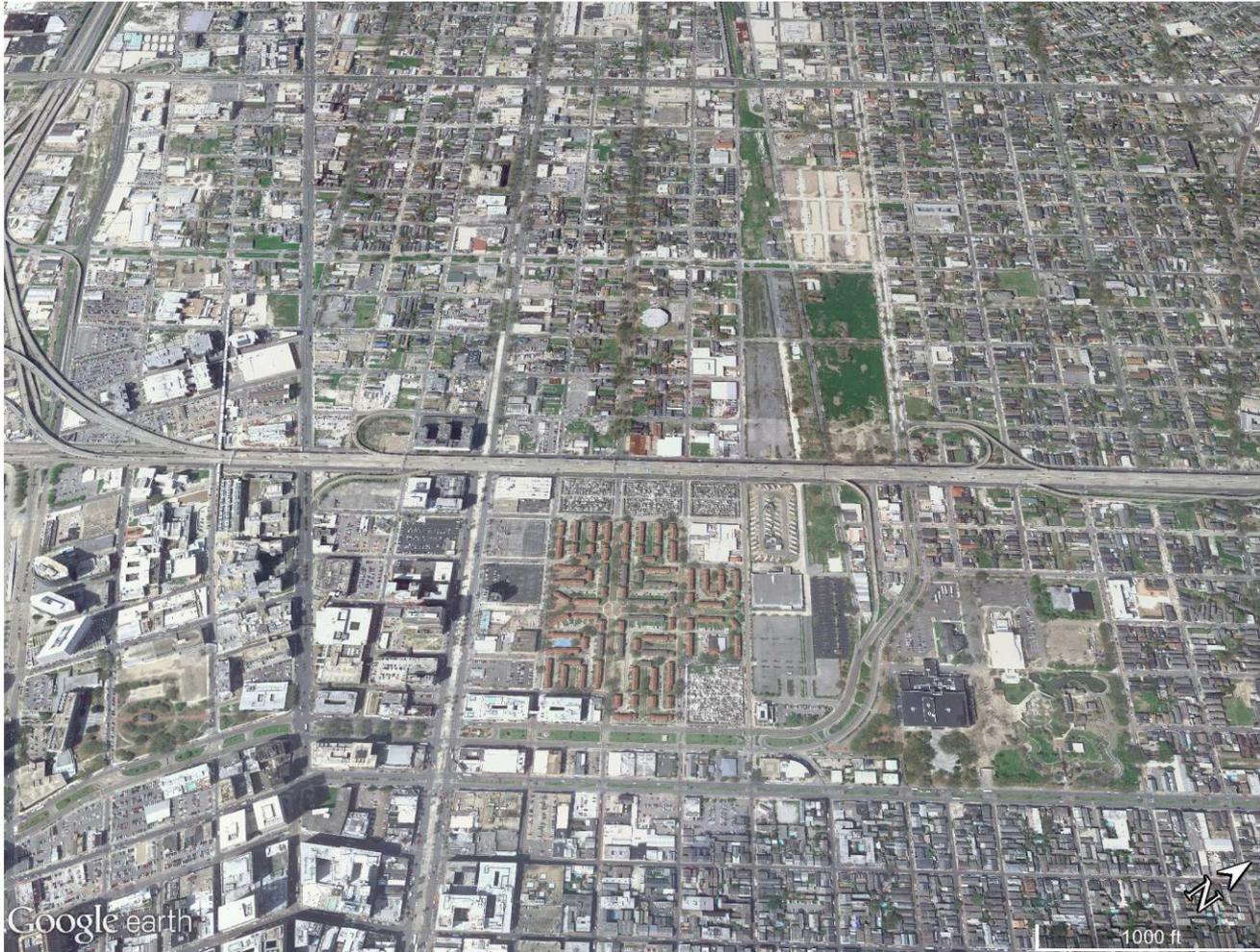
Iberville Historic Buildings



Tremé

# II.

## Barriers at the Time of CNI Application (2010)



### Iberville Housing Project



- 23-acre site, containing 821 public housing units that were approximately 50% occupied but “substandard”
- Adjacent to, but isolated from, the health of the CBD and French Quarter
- Last “traditional” public housing site remaining in the City

## II.) Barriers at the Time of CNI Application

### Lack of Connectivity & Community Isolation

#### Failed Planning Concepts from the Past:

#### Claiborne Expressway



Past



*Louisiana Weekly April 23, 2012*

Present

Construction of the large elevated expressway not only created a physical barrier between the community, but also necessitated the demolition of a major commercial, social, cultural, and recreational corridor

## II.) Barriers at the Time of CNI Application

### Failed Planning Practices of the Past: Lack of Connectivity & Community Isolation

#### Failed Planning Concepts from the Past:

##### Removal of Iberville Street Grid



Storyville District:  
Historic Continuation of City  
Street Grid (Shown in Orange)

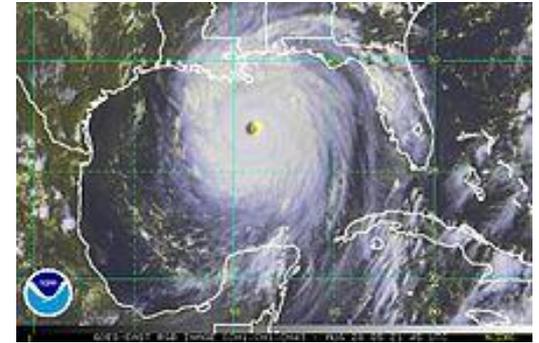


Iberville Housing Project:  
Street Grid Demolished

## II.) Barriers at the Time of CNI Application

### Impact of Hurricane Katrina on the Iberville/Tremé Neighborhood

- August 29, 2005: New Orleans
  - 80% of New Orleans is flooded
  - 70% of occupied housing is damaged
  - 50% of New Orleans population leaves within 12 months
  - 1,557 Lives lost in Louisiana



While the Iberville Housing Project site itself did not flood from Hurricane Katrina, the majority of the overall Iberville/Tremé Choice Neighborhood was not so lucky.

## II.) Barriers at the Time of CNI Application

### Abandoned & Blighted Properties



Bell School



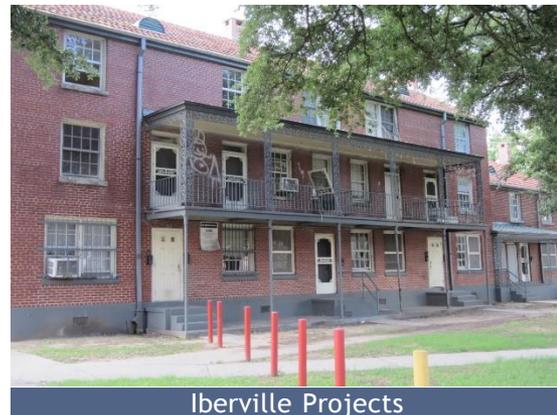
G.O. Mondy School



1508 & 1601 Orleans



Marais Apts. (Texaco)



Iberville Projects

- Several vacant & blighted school campuses
- Vacant large box retail, commercial, and hotel



Rosa F. Keller (2222 Tulane)



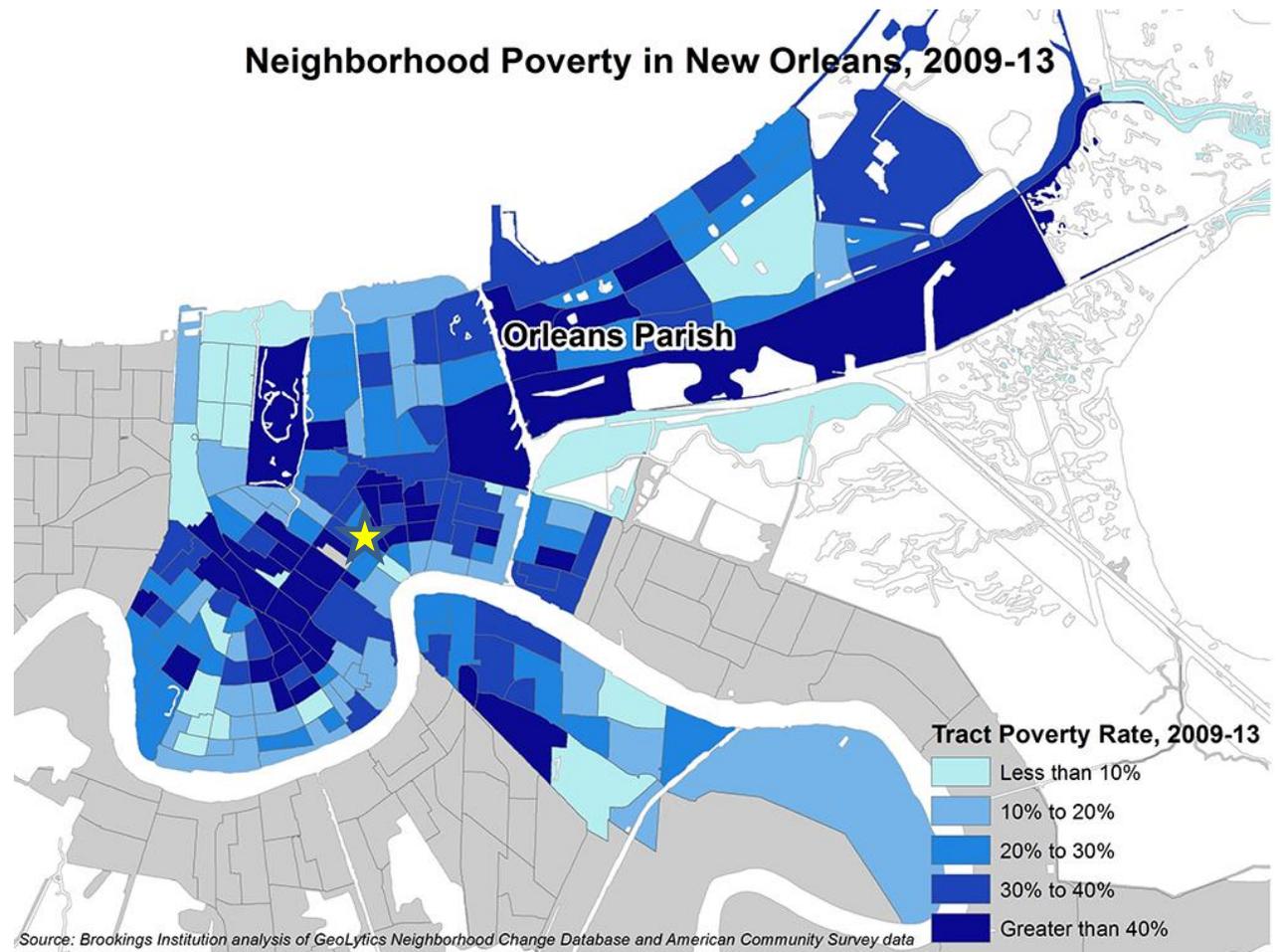
Tremé Residences

- 38% of Iberville/Tremé housing units are vacant
- 44% of Iberville Project onsite units are vacant

## II.) Barriers at the Time of CNI Application

### Lack of Economic Opportunities

- Iberville/Tremé households in poverty nears 45%
  - The 2009 national poverty rate is 14%
- Compared to a 2009 national poverty rate of 14%, Iberville/Tremé
- Unemployment in the community exceeds 50%



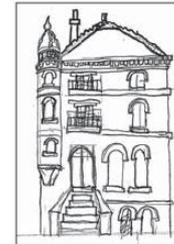
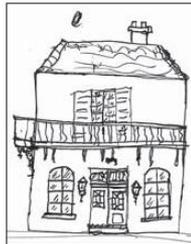
# **III.**

## **Redevelopment of the Iberville Housing Project**

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### III.) Redevelopment of the Iberville Housing Project

#### Iberville Residents' Ongoing Role



Residential Building Type Elevations



- Hosted multiple town hall style meetings with Iberville Residents to engage the community starting early during preparation of the CNI Application
- Residents elected a seven member group called the Iberville Resident Working Team (IRWT)
- IRWT Members were paid to work daily with the application team on all aspects of the grant submission
- IRWT participation on the design work became the basis for ongoing involvement

## III.) Redevelopment of the Iberville Housing Project

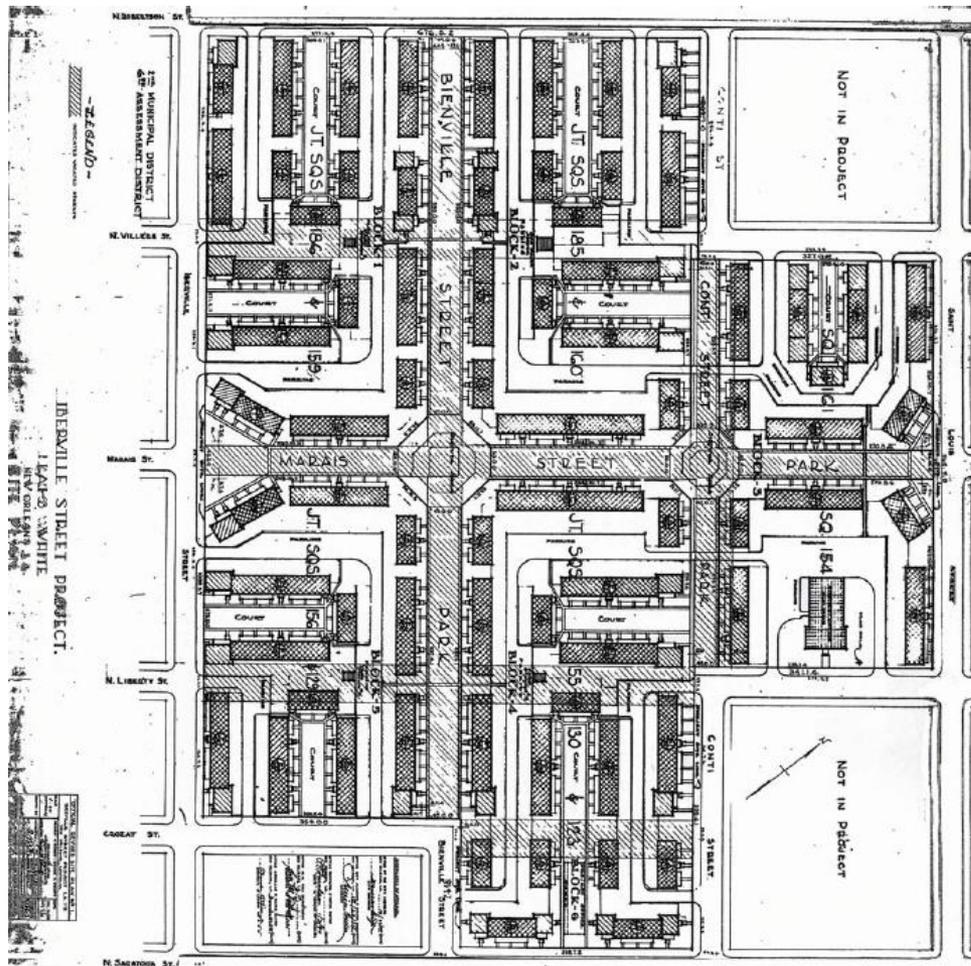
### Establishing Stakeholder Planning Principles

- Mixed-income with real market rate, at least 300 public housing replacement units and also workforce housing
- Re-establish the historic street grid and provide connectivity to adjacent assets (Canal St, Greenway, FQ)
- Create traditional blocks lined with buildings providing secure perimeters and private parking in the center of blocks
- Have a meaningful placed-based approach to historic preservation
- Diversity of building types: historic buildings, townhomes, and multifamily buildings (4-story height limit).
- Create a network of open/green space that respects the existing oak trees



# III.) Redevelopment of the Iberville Housing Project

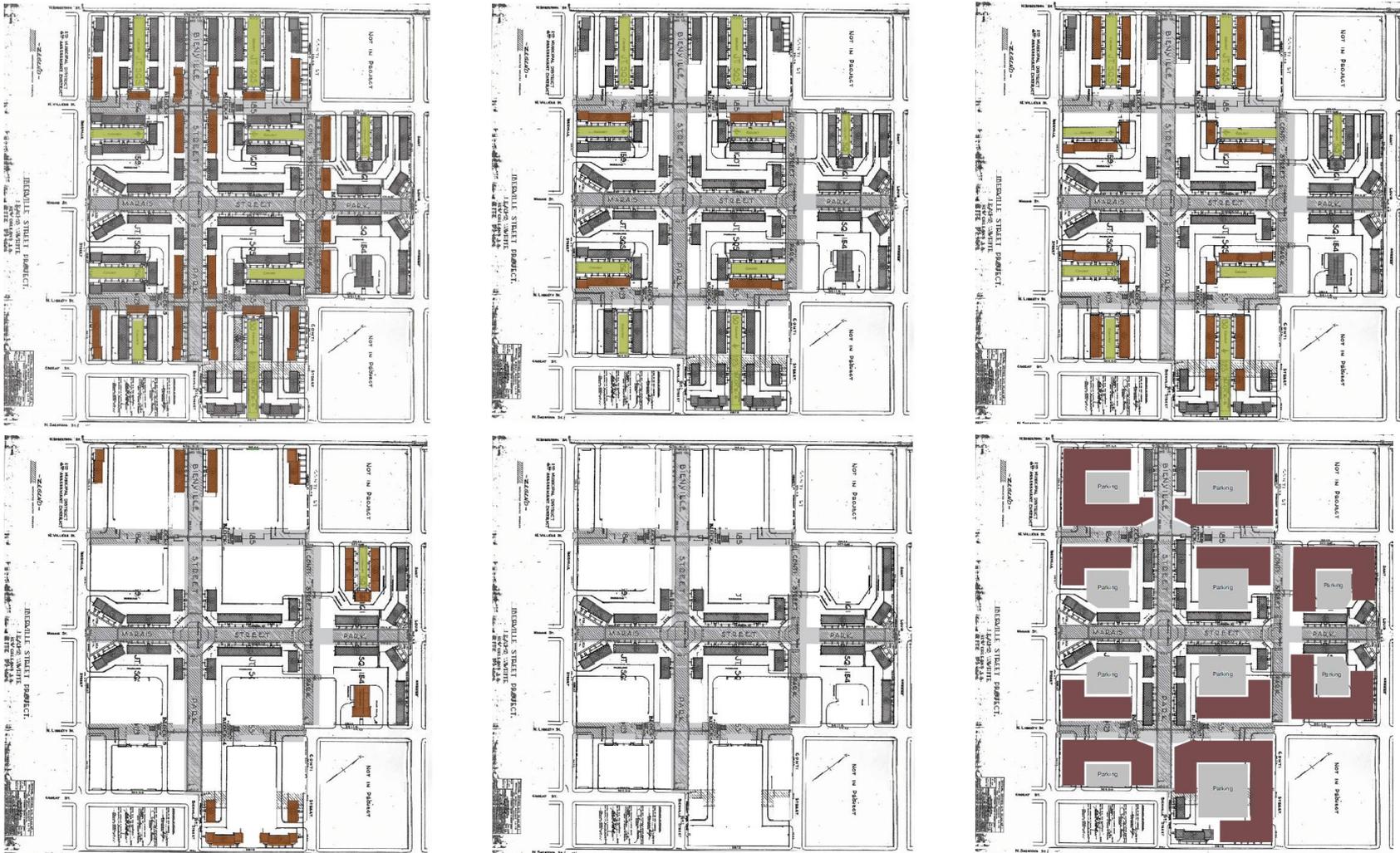
## Reintroduction of Historic Street Grid



New Streets

# III.) Redevelopment of the Iberville Housing Project

## Planning for Preservation



Methodic planning allowed for the preservation of 16 historic Iberville buildings while adhering to the Planning Principles.

This would eventually make way for the creation of a National Register District.

# III.) Redevelopment of the Iberville Housing Project

## Building Type Diversity/Height/Density



Building Type

- mixed-use
- multi-family
- townhouse over flats
- townhouse
- historic



Building Height

- 4 story
- 3 story
- 2 story

Process involved constant trade-offs between unit density and appropriate building scale/height given limited site area

# III.) Redevelopment of the Iberville Housing Project

## Choice Neighborhood Master Plan



Unit Density & Mixed Income

Meaningful Preservation

Reintroduce Street Grid

Traditional Blocks

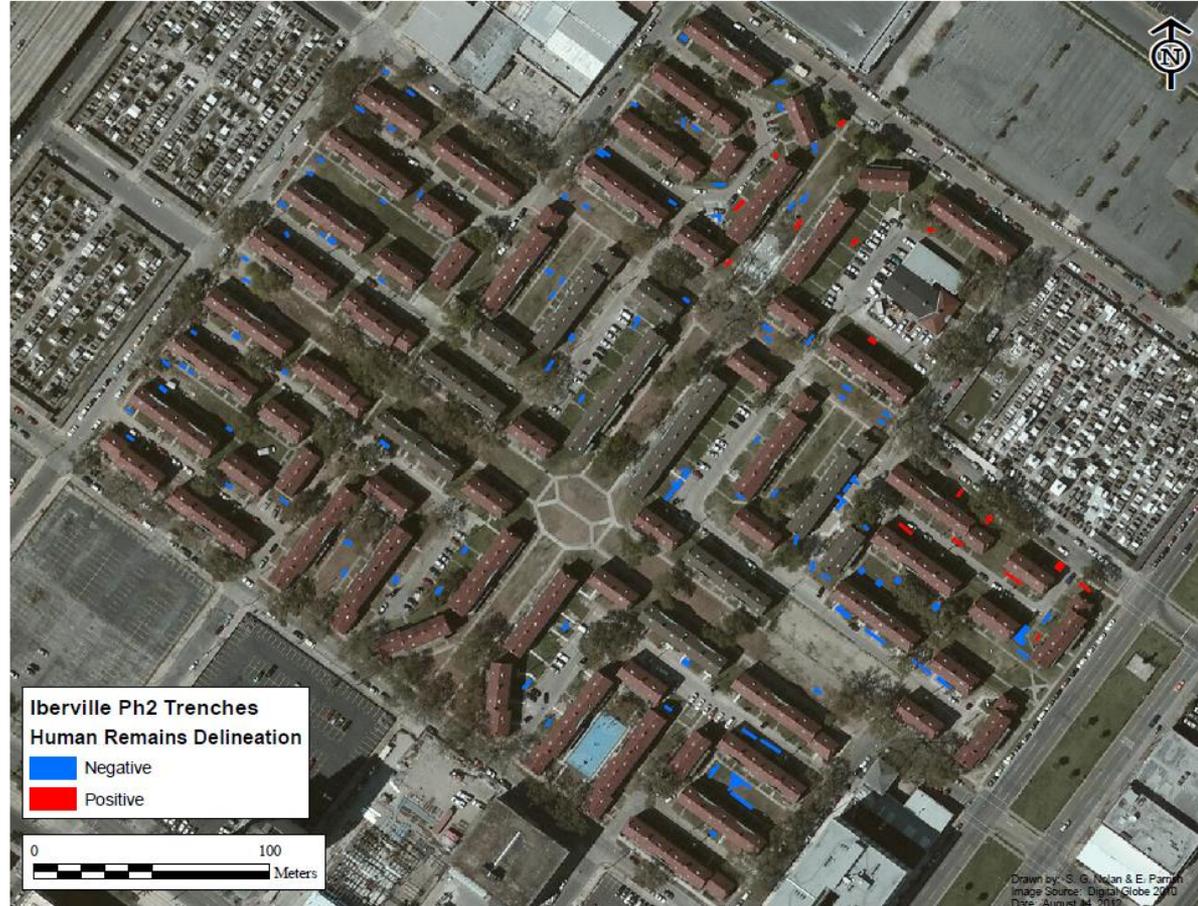
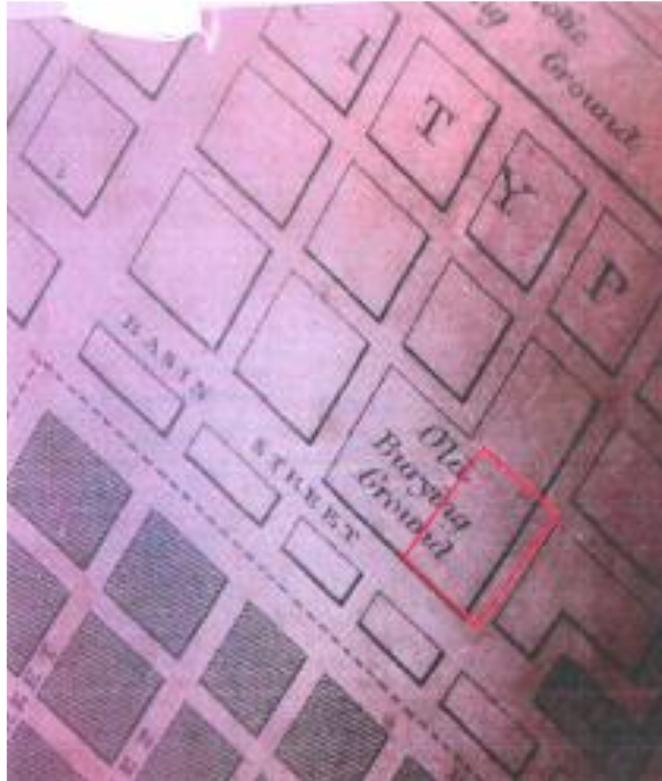
Existing Oaks & Green Space



Building Diversity

### III.) Redevelopment of the Iberville Housing Project

#### Discovery of Intact Cemetery Condition



Historic cemetery boundaries extended approximately 2 square blocks beyond its current perimeter walls

# III.) Redevelopment of the Iberville Housing Project

## Master Plan Modifications Following Cemetery Discovery



Before Discovery

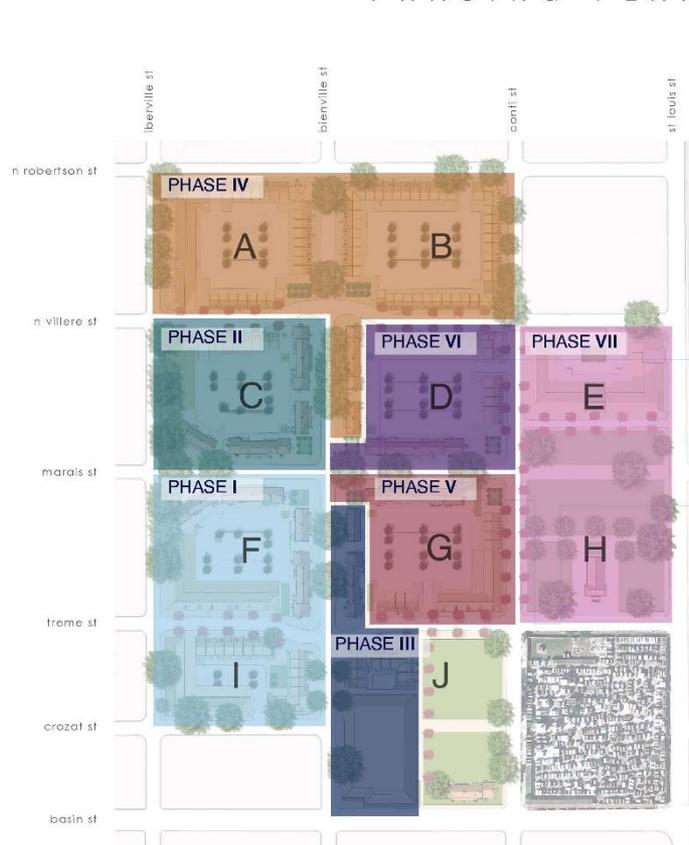


After Discovery

# III.) Redevelopment of the Iberville Housing Project

## Phasing & Building Typology

### PHASING PLAN



#### PHASING LEGEND

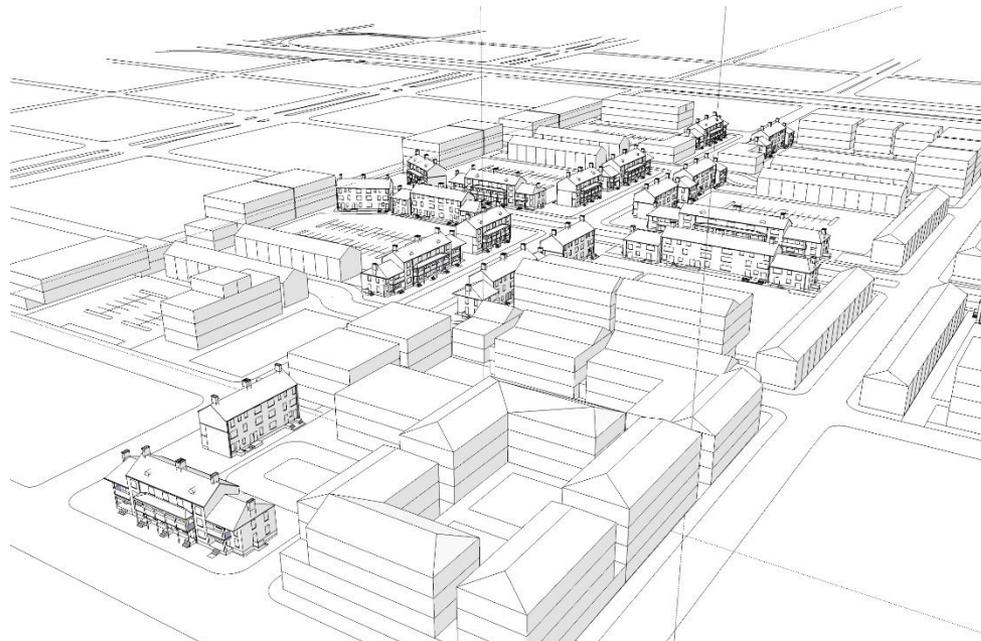


#### BUILDING LEGEND



# III.) Redevelopment of the Iberville Housing Project

## Advancing Designs



# III.) Redevelopment of the Iberville Housing Project

## Exterior Color Selection

FIELD COLOR STUDY  
French Quarter and Marigny

Architecture

- SW 6150 Universal Khaki
- SW 6435 Grassfying Green
- OC 64 Pure White
- SW 6334 Flower Pot



Baqué Huffman · STUDIO

Architecture | Urban Design | Town Planning

New Orleans, LA · Tallahassee, FL

FIELD COLOR STUDY  
French Quarter and Marigny

Architecture

- 2136-10 Black Knight
- SW 6168 Moderne White
- SW 6339 Persimmon
- SW 7017 Donan Gray
- SW 6704 Hep Green



MANNING ARCHITECTS

ARCHITECTURE | INTERIORS | PLANNING

FIELD COLOR STUDY  
French Quarter and Marigny

Architecture

- SW 6347 Chrysanthemum
- SW 7068 Grizzle Gray
- 2145-70 Cotton Balls
- SW 6048 Terra Brun
- SW 6447 Evergreens



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Architecture | Urban Design | Town Planning

New Orleans, LA · Tallahassee, FL

FIELD COLOR STUDY  
French Quarter and Marigny

Architecture

- SW 7002 Downy
- SW 6307 Fine Wine
- SW 8216 Jasper
- SW 7006 Extra White



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Architecture | Urban Design | Town Planning

New Orleans, LA · Tallahassee, FL

Color's "harvested" from surrounding neighborhoods

# III.) Redevelopment of the Iberville Housing Project

## Iberville Street: Artist Rendering



# III.) Redevelopment of the Iberville Housing Project

## Master Plan: Aerial Rendering



### III.) Redevelopment of the Iberville Housing Project

Aerial: October 2013



### III.) Redevelopment of the Iberville Housing Project

Aerial: September, 2017



# III.) Redevelopment of the Iberville Housing Project

## A Revitalized Community: Bienville Basin



# III.) Redevelopment of the Iberville Housing Project

## A Revitalized Community: Bienville Basin

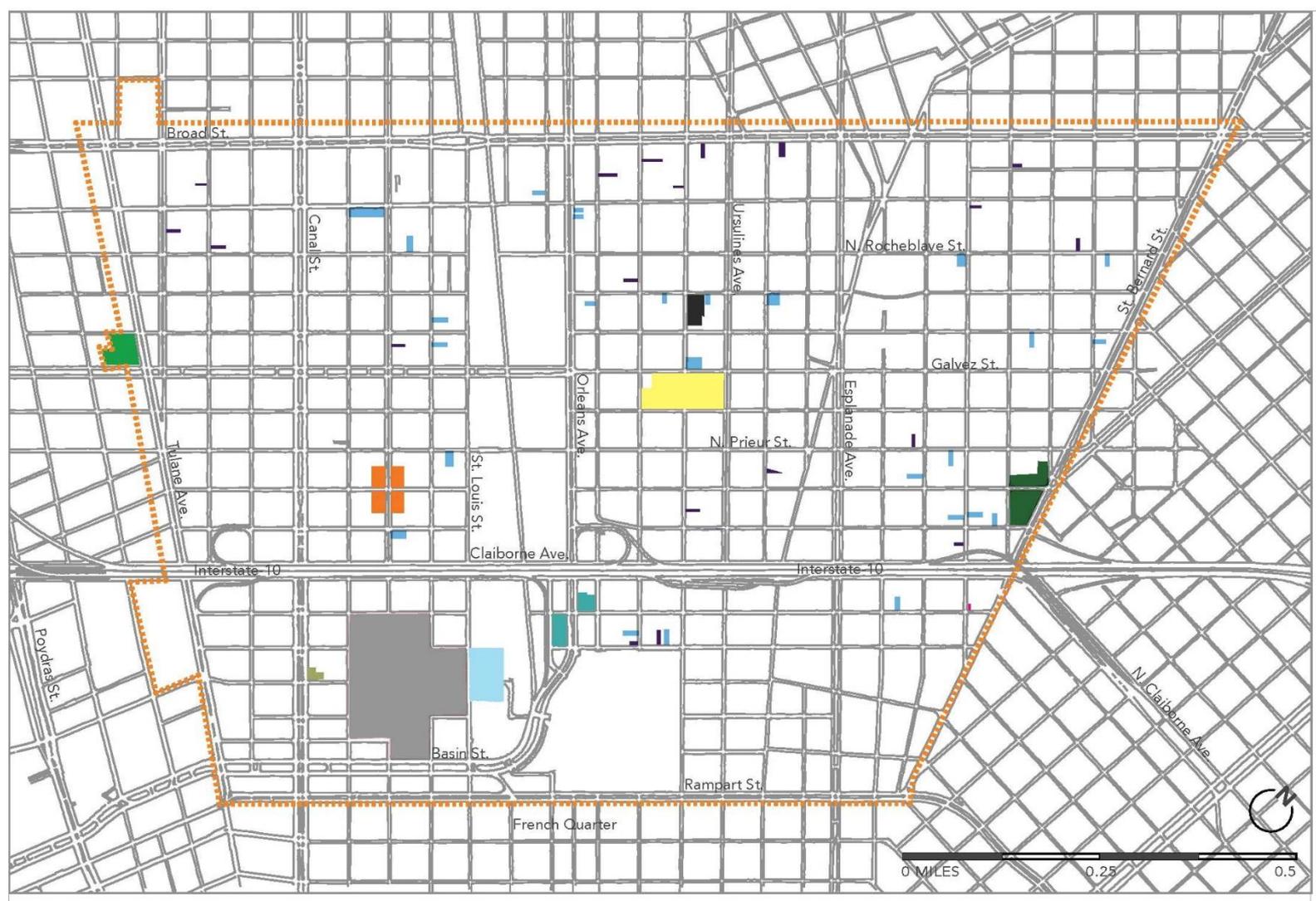


# IV.

## Off-Site Development



## Diversity of Development Locations



Strategically spreading Off-Site developments throughout the Iberville/Tremé neighborhood avoids the concentration of units and widely broadcasts reinvestment momentum

### Engaging Local Developers and Non-Profits



Bienville/N. Roman Homes: 31 Units; 9 R.U.  
G.O. Mondy: 35 Units; 32 R.U.



Sacred Heart at St. Bernard: 53 Units; 13 R.U.



Bell Artspace Campus: 79 Units; 19 R.U.



Iberville Off-Site Phase I & II: 46 Units; 40 R.U.  
Iberville Off-Site Phase III: 30 Units; 28 R.U.

# IV.) Off-Site Development

## Eliminating Blight & Preservation of Neighborhood History

### Historic Rehabilitations - Completed:

BEFORE



G.O. Mondy School  
35 Units

AFTER



Rosa F. Keller (2222 Tulane)  
60 Units



# IV.) Off-Site Development

## Eliminating Blight & Preservation of Neighborhood History

### Historic Rehabilitations - Completed:

BEFORE



Marais Apts. (Texaco)  
112 Units

AFTER



Iberville Off-Site  
76 Units



# IV.) Off-Site Development

## Eliminating Blight & Preservation of Neighborhood History

### Historic Rehabilitations - Under Construction:

BEFORE



1508 & 1601 Orleans  
68 Units

Construction Progress/Proposed



Bell Artspace Campus  
79 Units



# IV.) Off-Site Development

## Development Tailored to Meet Community Needs & Goals

Promoting Arts & Culture:  
Bell Artspace Campus (79 Units)



Housing Opportunities for the Homeless:  
Rosa F, Keller (60 Units)



Housing Opportunities for the Elderly:  
1508/1601 Orleans (68 Units) & Marais Apartments (112 Units)

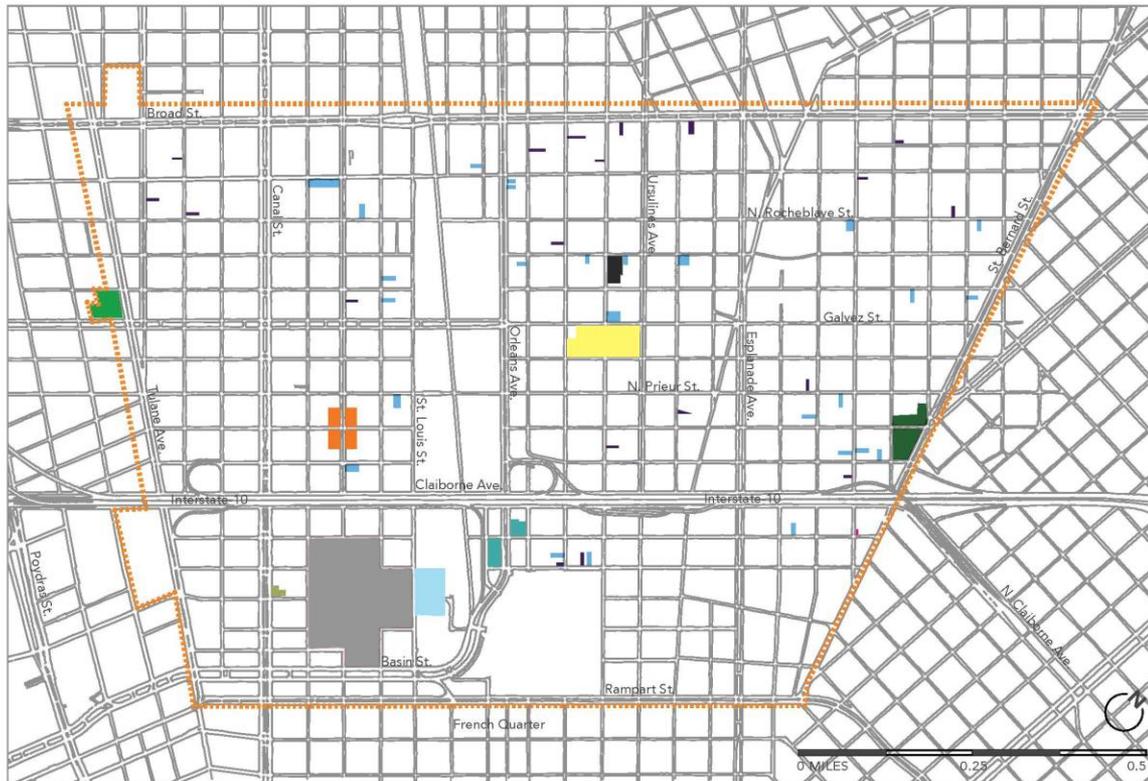
**V.**

## **Iberville/Tremé: Choice Neighborhood Today**



Housing Plan: Progress to Date

# CNI Iberville/Tremé - Unit Summary



**Legend:**

- CNI Planning Area Boundary
- Iberville Site

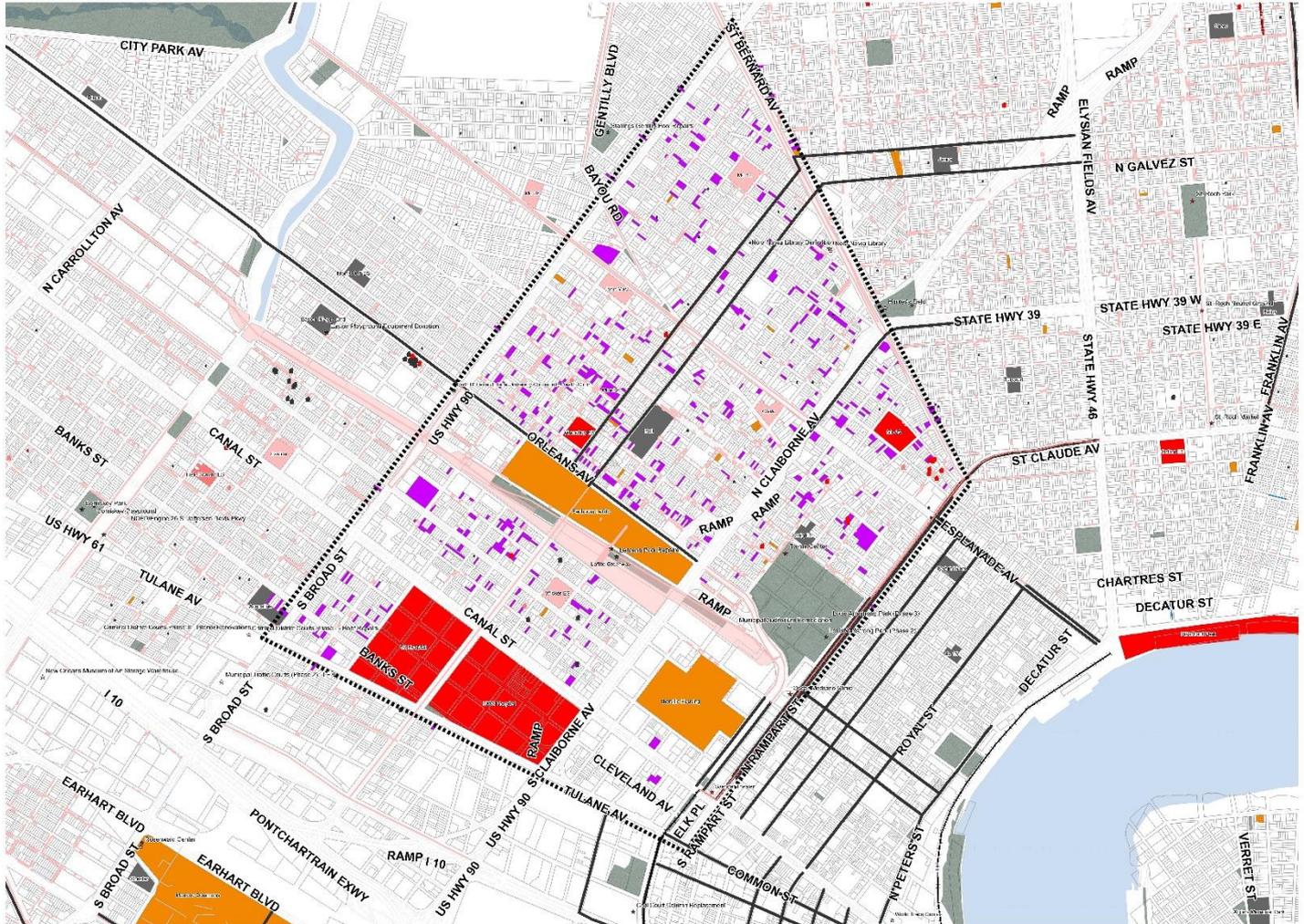
\* specific property locations are not displayed

	Total HUs	Total RHUs
<b>Onsite</b>		
Iberville Development	682	304
<b>Offsite</b>		
<b>Canal Street Corridor</b>		
Marais Apartments	112	112
<b>Lafitte Greenway Corridor</b>		
Eastern Adjacent Mixed-Use (Winn Dixie)	120	51
1508 + 1601 Orleans Ave.	68	68
<b>The Tremé</b>		
Sacred Heart at St. Bernard	53	13
Bienville/N. Roman Homes	31	9
<b>School Sites</b>		
Bell School	79	19
George O'Mondy School	35	32
<b>Tulane Avenue Corridor</b>		
2222 Tulane Apartments	60	60
<b>Scattered Infill Development</b>		
HANO/City Scattered Sites	50	50
Redmellon Properties (Offsite Phases I and II)	46	40
Redmellon Properties (Offsite Phase III) *	30	28
<b>Total Offsite</b>	684	437
<b>Grand Total</b>	1,366	741

## Multi-Faceted Development and Revitalization

### Choice Neighborhoods Initiative Areas of Investment

- Choice Neighborhoods**
- Boundary
- HANO**
- HANO-owned Land
- DPW Street Projects**
- Constructed
- Planned
- Complete
- RTA Street Projects**
- Constructed
- Planned
- Complete
- Capital Projects, D-CDBG, RTA Facilities**
- Constructed
- Planned
- Complete
- Housing**
- Under Development
- Plan Development
- Completed
- Schools**
- Construction/Renovation
- Planned Construction/Renovation
- Completed/NA
- Other Projects**
- Under Construction
- Planned
- Blighted Properties**
- Active Code Enforcement



Recent Investment Adjacent to the Iberville Site

Completed Projects

**\$426,700,000**



California Building \$24M  
(not shown – 1111 Tulane)

Under Construction

**\$256,000,000**



Projects in Development

**\$66,250,000**

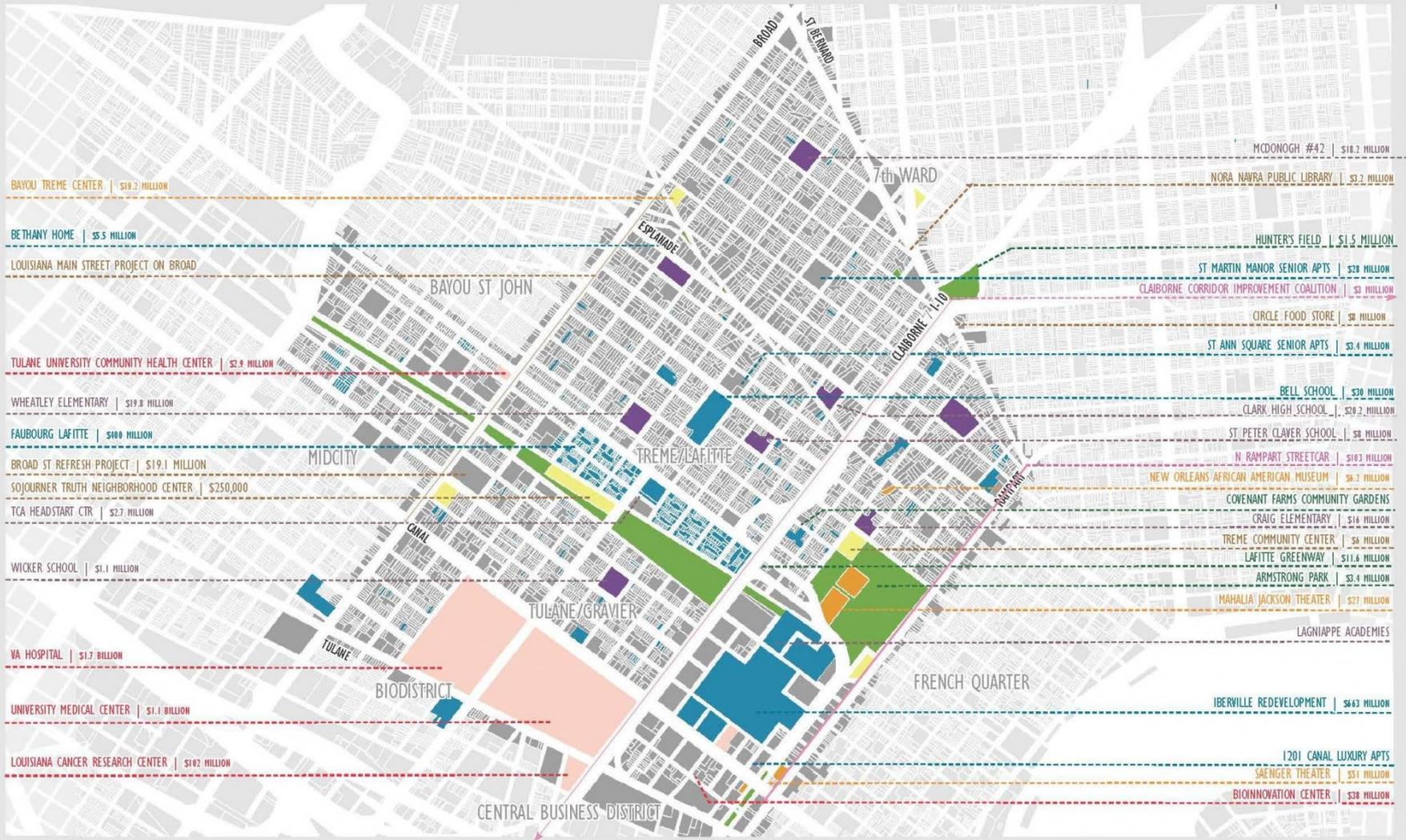
**≈ \$748,950,000**

# V.) Iberville/Tremé: Choice Neighborhoods Today

## Iberville/Treme Choice Neighborhood Cumulative Investment

### \$4.2 BILLION OF DEVELOPMENT WITHIN NEWCITY

\$95 MILLION IN THE ARTS | \$1.1 BILLION IN HOUSING | \$83 MILLION IN EDUCATION | \$2.8 BILLION IN HEALTHCARE | \$17 MILLION IN GREENSPACE | \$36 MILLION IN NEIGHBORHOOD AMENITIES | \$106 MILLION IN INFRASTRUCTURE



Graphic Credit: Providence Community Housing  
[www.providencecommunityhousing.org](http://www.providencecommunityhousing.org)

Momentum: Rethinking the Claiborne Expressway



VISION FOR CLAIBORNE AVE. - NORTH BORDER



VISION FOR BASIN STREET - SOUTH BORDER



Momentum: Armstrong Park



● CULTURE



● MUSIC



● HERITAGE



# V.) Iberville/Tremé: Choice Neighborhoods Today

## Momentum: Leveraging Assets & Energy



UMC



Lafitte Greenway



Treme



Champion Square



French Quarter



Streetcar



Sports District



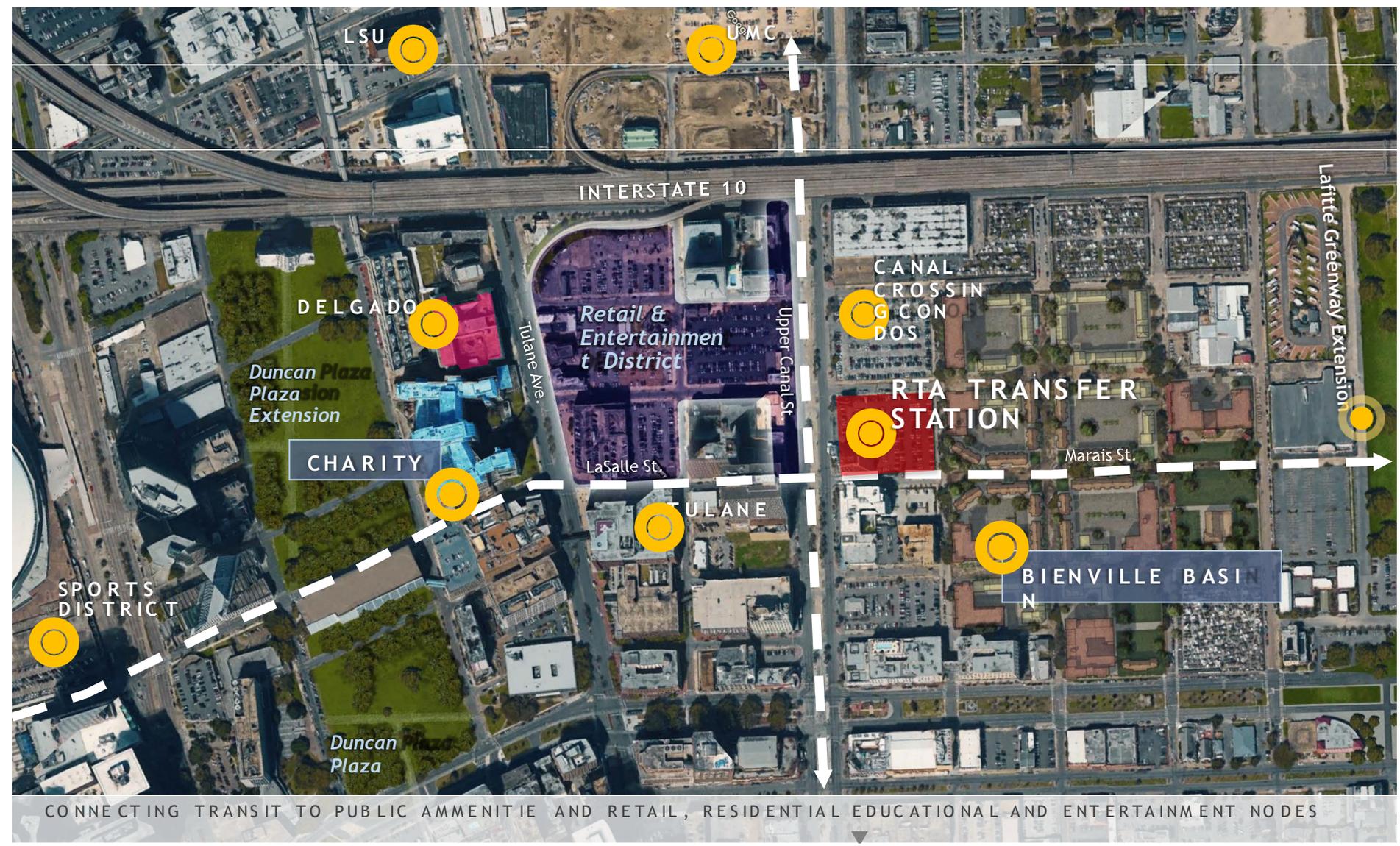
Theater District



CBD

# V.) Iberville/Tremé: Choice Neighborhoods Today

## Momentum: Leveraging Assets & Energy



# VI.

## Lessons Learned

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### Challenges and Obstacles

1. Defining the Choice Neighborhood Boundaries
  - Producing 821 Replacement Units within mixed-income developments requires a large neighborhood with ample opportunities for reinvestment and development
  - A larger neighborhood requires consideration and accommodation of additional stakeholders, interests, and community needs
2. Balancing Historic Rehabilitation vs. New Construction
  - Promoting preservation and all of the corresponding community benefits while acknowledging the real concerns of cost management, required unit density, and schedule sensitivity
3. Addressing large dilapidated properties to mitigate their negative impact
  - Elimination of community burdens and impediments to growth often justifies the absorption of increased costs, longer schedules, and added project complexity
4. Maximizing progress on the housing plan through facilitating developer participation
  - Capitalize on common interests and development efforts to collectively implement the housing plan
5. Pursuing and fostering public/private partnerships to accomplish ambitious goals
  - The obvious scarcity of funding and other assistance necessitates constant consideration of attracting and maintaining partnerships and investments
  - Thoughtful planning allows for the repeated demonstrations of successful implementation needed to ensure long-term partnerships

### Conclusion

The Iberville/Tremé Neighborhood and the CNI Housing Plan interact via a circular relationship defined by reciprocal influence and mutual benefit. This continual exchange is the axis around which revolves any and all Iberville/Tremé CNI successes.

These successes are equally driven by and enjoyed by both the community and the CNI housing efforts.



# Q & A

