



**Iberville Offsite Rehabs I & II**

**New Orleans, Louisiana**

**Kronberg Wall Architects/Planners**

---

# 2017 RUDY BRUNER AWARD

PROJECT DATA



**RUDY  
BRUNER  
AWARD**  
FOR URBAN EXCELLENCE

# PROJECT DATA

Please answer questions in space provided. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

Project Name **Iberville Offsites I & II** Location **Multiple Sites** City **New Orleans** State **LA**

Owner **Iberville Offsite Rehab I, LLC, and Iberville Offsite Rehab II, LLC**

Project Use(s) **Affordable Housing**

Project Size **46 individual sites/homes** Total Development Cost **\$12,131,996**

Annual Operating Budget (if appropriate) **\$380,000**

Date Initiated **April 2012** Percent Completed by December 1, 2016 **100%**

Project Completion Date (if appropriate) **July 2014** Project Website (if appropriate) **www.redmellon.com/new-p**

Attach, if you wish, a list of relevant project dates

**Application submitted by:**

Name **Eric Kronberg** Title **Principal**

Organization **Kronberg Wall Architects/Planners**

Address **887 Wylie Street** City/State/Zip **Atlanta GA 30316**

Telephone **404.653.0553** E-mail **ekronberg@kronbergwall.com**

**Perspective Sheets:**

Organization	Name	Telephone/e-mail
Public Agencies		
<b>New Orleans Revitalization Authority</b>		
	<b>504-658-4421</b>	<b>jjharalson@nola.gov</b>
<b>Architect/Designer</b> <b>Kronberg Wall Architects</b>	<b>404-664-3103</b>	<b>ekronberg@kronbergwal</b>
<b>Developer</b> <b>Redmellon Restoration &amp; Development</b>	<b>504-866-2798</b>	<b>nmorris@redmellon.com</b>
Professional Consultant		
<b>Community Group</b> <b>New Orleans Women &amp; Children's Shelter</b>	<b>504-522-9343</b>	<b>info@nowcs.org</b>
Other		

Organization Name Telephone/e-mail

Public Agencies

**New Orleans Revitalization Authority** **504-658-4421** **jjharalson@nola.gov**

**Architect/Designer** **Kronberg Wall Architects** **404-664-3103** **ekronberg@kronbergwal**

**Developer** **Redmellon Restoration & Development** **504-866-2798** **nmorris@redmellon.com**

Professional Consultant

**Community Group** **New Orleans Women & Children's Shelter** **504-522-9343** **info@nowcs.org**

Other

Other

Please indicate how you learned of the *Rudy Bruner Award for Urban Excellence*. (Check all that apply).

- Direct Mailing
- Direct Email
- Previous Selection Committee member
- Professional Organization
- Professional
- Previous RBA entrant
- Online Notice
- Other (please specify)
- Facebook
- Social Media
- Bruner/Loeb Forum
- Foundation Center email**

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, and to post on the Bruner Foundation websites, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature  Date **December 8, 2016**

---

# 2017

# RUDY BRUNER AWARD

## PROJECT AT-A-GLANCE



**RUDY  
BRUNER  
AWARD**  
FOR URBAN EXCELLENCE

# PROJECT AT-A-GLANCE

Please answer questions in space provided. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet, the Project Data sheet, and the representative photo will be sent to the Committee in advance as the *Project Overview*.

Project Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

1. Give a brief overview of the project. (1000 characters)

2. Why does the project merit the *Rudy Bruner Award for Urban Excellence*? (You may wish to consider such factors as: effect on the urban environment; innovative or unique approaches to any aspect of project development; new and creative approaches to urban issues; design quality.) (1000 characters)

---

# 2017 RUDY BRUNER AWARD

## PROJECT DESCRIPTION



**RUDY  
BRUNER  
AWARD**  
FOR URBAN EXCELLENCE

# PROJECT DESCRIPTION

---

Please answer questions in space provided. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

1. Describe the underlying values and goals of the project. What, if any, significant trade-offs were required to implement the project? f) \$ \$ k cfXg'a UI Ł

2. Briefly describe the project's urban context. How has the project impacted the local community? Who does the project serve?  
How many people are served by the project? f) \$ \$ k cfXg'a UI Ł

## PROJECT DESCRIPTION (CONT'D)

---

3. Describe the key elements of the development process, including community participation where appropriate. fl \$\$\$ k cfXga UI Ł

4. Describe the financing of the project. Please include all funding sources and square foot costs where applicable. fl \$\$\$ k cfXga UI Ł

5. Is the project unique and/or does it address significant urban issues? Is the model adaptable to other urban settings? fl \$\$\$ k cfXga UI Ł



---

# 2017 RUDY BRUNER AWARD

COMMUNITY REPRESENTATIVE  
PERSPECTIVE



**RUDY  
BRUNER  
AWARD**  
FOR URBAN EXCELLENCE

# COMMUNITY REPRESENTATIVE PERSPECTIVE

---

Please answer questions in space provided. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by someone who was involved, or represents an organization that was involved, in helping the project respond to neighborhood issues.

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_ Telephone (    ) \_\_\_\_\_

Address \_\_\_\_\_ City/State/ZIP \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

1. How did you, or the organization you represent, become involved in this project? What role did you play? fl \$\$ k cfXga Ul Ł

2. From the community's point of view, what were the major issues concerning this project? fl \$\$ k cfXga Ul Ł

# COMMUNITY REPRESENTATIVE PERSPECTIVE (CONT'D)

---

3. Has this project made the community a better place to live or work? If so, how? f) \$\$ k cfXga Ul Ł

4. Would you change anything about this project or the development process you went through? f) \$\$ k cfXga Ul Ł



November 30, 2016

Ms. Anne Chance, MHP  
Kronberg Wall  
887 Wylie St SE  
Atlanta, GA 30316

Dear Ms. Chance,

It is my pleasure to respond to your questions concerning our involvement in the Iberville Offsites project.

How did you, or the organization you represent, become involved in this project. What role did you play?

Our organization is part owner and co-developer of the project. The mission of our organization is to create a safe, secure and stable environment where classes, tools and resources build the pathway to success for homeless women and their children. Our goal is to keep families together and empower self-sufficiency. When we were approached to serve as a co-owner of the project we were mindful that the project was in line with the goals of our mission for the community. Originally, it was Redmellon's intent to use the Iberville Offsites as housing for women and children that were transitioning out of the shelter. Because of a conflict with rules for another funding source used for the project, Redmellon instead offered to share its development fee with our agency which we use to fund our mission.

From the community's point of view, what were the major issues concerning this project?

The community has been very concerned with the effects of gentrification since Katrina. The devastation wrought by the storm tore apart communities and families as well as buildings. The project was carefully developed to ensure that it did not deviate from the original goals of diversity and affordability. In addition, because of community experience with substandard Section-8 housing, there was trepidation on many levels as to the quality of product that would ultimately be delivered.

Has this project made the community a better place to live or work? If so, how?

The homes that have been restored by the Redmellon team would be desirable for anyone to live in. The project has made the community a better place by providing quality housing in an affordable way to a portion of our community who might have been forced to live in substandard project. In this way, children can grow up in a neighborhood and develop support networks from among a diverse group of people. They live in homes that are beautiful to look at and are comfortable to live in. The community as a whole is richer for providing an opportunity for interaction between different socio-economic cultures.

Would you change anything about this project or the development process you went through?

Everything in which we were involved has to run seamlessly and produced an outstandingly beautiful and positive addition to our community, so there would be nothing that we would change.

Sincerely,

Dan Silverman, President

---

# 2017 RUDY BRUNER AWARD

PUBLIC AGENCY PERSPECTIVE



**RUDY  
BRUNER  
AWARD**  
FOR URBAN EXCELLENCE

# PUBLIC AGENCY PERSPECTIVE

Please answer questions in space provided. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by staff representative(s) of public agency(ies) who were directly involved in the financing, design review, or public approvals that affected this project.

Name	Brenda M. Breaux	Title	Executive Director
Organization	New Orleans Redevelopment Authority	Telephone	504.658.4421
Address	1409 Oretha Castle Haley Blvd	City/State/ZIP	New Orleans LA 70113
E-mail	bbreaux@nola.gov	Website	www.noraworks.org

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature		Date	12/8/16
-----------	---	------	---------

1. What role did your agency play in the development of this project? Describe any requirements made of this project by your agency (e.g., zoning, public participation, public benefits, impact statements).

In January 2010, the New Orleans Redevelopment Authority (NORA) received the largest direct federal grant in its history, nearly \$30 million in federal stimulus funds via the Neighborhood Stabilization Program 2. These funds were used to kick-start recovery in neighborhoods across the city. NORA created a consortium of non-profit and for-profit developers to restore housing stock in targeted neighborhoods. This project aligned with our mission to provide affordable housing. NORA works with development partners to create quality, energy-efficient, and affordable housing for local residents. The Iberville Offsites project included the restoration of 46 historic, vernacular structures as affordable housing units, using environmentally friendly technology and building practices. For this project, our agency was the conduit for the U.S. Department of Urban Development's Neighborhood Stabilization Program 2 funding. This project qualified for NSP2 funding. The most significant requirement we made under this program was that the end product be used for those applicants who fell in the 50% AMI (area median income) for New Orleans. From a community perspective, these homes must reflect quality and meet criteria we collectively value e.g. the development (or redevelopment) of attractive, energy efficient homes in underinvested neighborhoods.

2. How was this project intended to benefit your city? What trade-offs and compromises were required to implement the project? How did your agency participate in making them?

This project provides quality, affordable housing through the reuse of existing housing stock resulting in the remediation of blight while retaining the historic character of the community. Working across the historic Treme and Seventh Ward neighborhoods, the project team utilized public and private sector financing to make modern, green living in historic structures accessible to low-income and racially diverse long-time residents.

The trade-off from our perspective is that the funding took the form of a soft loan, effectively it is a grant. It is more beneficial to our agency to underwrite loans from which we would ultimately be able to reinvest into further community projects. Because this project effectively utilized scattered sites of existing housing stock and combined the efforts of community stakeholders and alternate funding sources, the project creatively met criteria that few developers would undertake. Due to the developer successfully meeting similar obligations in the past, our confidence in our combined ability to complete a successful project secured our decision.

## PUBLIC AGENCY PERSPECTIVE (CONT'D)

3. Describe the project's impact on your city. Please be as specific as possible. . . . .

These beautifully, restored homes preserve the aesthetic appeal of the community. But most importantly, they include a variety of energy efficient technologies that are not only affordable to rent, but the cost of utilities are greatly reduced, making them more affordable and desirable to live in. The project is representative of NORA's core missions: developing projects that honor and incorporate historic preservation, create affordable housing, and working in partnership with local residents, businesses and developers to bring vacant properties back to life. This project demonstrates NORA's infill development strategy, stitching the urban fabric back together to create occupancy where vacant housing once stood and leveraging our agency's limited resources with a larger pool of public and private resources to accomplish sensitive neighborhood restoration.

4. Did this project result in new models of public/private partnerships? Are there aspects of this project that would be instructive to agencies like yours in other cities? . . . . .

The biggest challenge for this project was to figure out how a developer effectively and economically manages the redevelopment of scattered site properties. This is what makes this a novel project, when all parties come together in a collaborative team effort, the project's goals inspire everyone to find innovative ways to utilize existing programs, it can be done and it is a viable solution for the reuse of existing blighted housing stock. Similar cities that are faced with the challenge of having countless blighted properties can. How to unlock this potential in their own cities is what we would share with our fellow agencies. NORA believes the Iberville Offsites project is a model for sustainable urban regeneration in the historic city centers around the world.

5. What do you consider to be the most and least successful aspects of this project? . . . . .

The most successful aspect of this project is that the project team utilized public and private sector financing to create modern, green living in historic structures accessible to low-income and racially diverse long-time residents. From our perspective, the least successful aspect is that we would have generally preferred to make a traditional loan rather than what was effectively a grant. In the former case, the money is recycled for reinvestment back into the community. This was an investment we were willing to make in order to assist with the successful completion of the project.

---

# 2017

# RUDY BRUNER AWARD

## DEVELOPER PERSPECTIVE



**RUDY  
BRUNER  
AWARD**  
FOR URBAN EXCELLENCE



# DEVELOPER PERSPECTIVE

Please answer questions in space provided. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by the person who took primary responsibility for project financing or is a representative of the group which did.

Name	Neal Morris	Title	President
Organization	Redmellon Restoration & Development	Telephone (	504 866-2798
Address	2100 Oretha C. Haley Blvd.	City/State/ZIP	New Orleans LA 70113
E-mail	morris@redmellon.com	Website	www.redmellon.com

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature		Date	11/30/16
-----------	---	------	----------

1. What role did you or your company play in the development of this project? Describe the scope of involvement.

The role of the community developer is to assemble and manage all the components necessary to accomplish the project and meet the needs of the various stakeholders. In the case of this project, that included the following components and their subsequent parts. A crucial area managed by our company was to assemble funding. Funding for this project broke new ground in that there were a variety of seemingly conflicting subsidies that were leveraged to secure further financing and to mitigate costs to keep housing affordable for the intended end users. In addition we must manage the Design and Construction Teams. Our construction contract utilized a cooperative concept that minimized change orders and allied the construction team with the Owner's interests. The Design team was charged with producing an end product which met the criteria of all the various subsidies and tax credits that were leveraged as well as created homes in which one would be proud to live. Integral to pushing the project toward success was our work with public agencies and community stakeholders to re-craft processes in Federal subsidy application which then allowed for the use of multiple subsidies for the project. Finally, follow-through was required to ensure both the community and financial stakeholders were satisfied with end results.

2. What trade-offs or compromises were required during the development of the project?

Our various stakeholders have different goals and therefore different criteria that had to be met for this project to be win-win for all involved. A commercial bank may talk about "community...community...community" but in reality they look at "yield... yield...yield." The residents who live in our homes don't care about the Total Development Costs. They care about how well built the home is and how much comes out of their pocket each month. Local redevelopment authorities and housing agencies look at a combination of return and social impact. They also look carefully at what went wrong.

Trade-offs and compromises were abundant in meeting the goals of our many stakeholders. Each funding program had a number of procedures and regulations that were well intentioned but often valued process over results. Collaboratively, we found a way to work within the program rules, while making it compatible with other, seemingly conflicting, programs and the needs of our residents. We learned to listen to those whose expertise exceeded ours in various disciplines, while continuing to lead the entire effort toward the prescribed end goals. Many funders generally pursue projects that fit within the box of what is familiar and known. They need an incentive to be willing to do something different. It is okay for the financial reward for various players (for example, a bank) to be high. "Go" or "No-Go" decisions are made at the margin. It is often a close call. If their incentive is greater than it might otherwise be then there is an incentive to make a "Go" decision and move the project forward. It is easy for any entity to say, "No." We gave them a reason to come on board and once they were, in effect, "married" to the project, this incentive created the collaborative relationship necessary to overcome roadblocks.

3. How was the project financed? What, if any, innovative means of financing were used?

The total cost of the Iberville Offsites is \$ \$12,131,996. The project sources include a combination of social-based investment debt, equity from the sale of low income housing tax credits, and Developer-supplied Capital. The annual, ongoing operating expenses are approximately \$380,000 per year. All operating expenses are met by income generated from the Project and no additional subsidies will be required. Tenants pay between \$15 and \$150 per month. Exactly how much they pay is a function of their income. Market rate rent for that same home may be between \$800 and \$1,300 per month. There is an affordability legal restriction that is filed in the public record that runs with the land. It is for 35 years. Any new owner that buys the project is subject to the same affordability restrictions or the state agency that manages the program can repossess the land.

Most funding sources look to see if the project is effectively leveraging its funds with other project sources. The City of New Orleans acts as a conduit for Federal funds. As a result of the Iberville Offsites the City altered the application process by which local organizations apply for funds so that these funds would be more easily leveraged with state and other subsidies thus increasing the outside leverage of these other projects and driving more dollars, and thus housing, to New Orleans. At the state level program guidelines were tweaked to encourage projects that rehabilitate existing, blighted homes.

4. What do you consider to be the most and least successful aspects of the project?

Typically in a Construction Contract there is contingency for Change Orders. Historic rehabilitation projects have a large potential for unforeseen conditions to increase the Scope of Work. Typically, Contractors in the competitive bid situation make the majority of their profit on Change Orders, making the construction process adversarial and creating the need for a contingency. What this Project does that is unique and transferable is to take that Contingency and GIVE it to the Contractor by including it in every line item in the Schedule of Values, while the contract is written so that all of the risk for Change Orders falls on the Contractor. This creates an incentive to find inexpensive solutions to problems that come up because to do so increases the Contractor's net profitability. One of the challenges in a Project like the Iberville Offsites is actually managing the construction. Aligning the interests of the Contractor and Owner serves to make the construction management workable in a project with many site locations.

For all of our projects we ask the same questions. Was it financially worthwhile for us and our partners? Did it improve upon the built environment? Did it meaningfully improve the lives of the urban poor? If the answer is yes to all three questions then the project is a success. The Iberville Offsites is the most successful project we have ever done, however there was one aspect of our original project goals that we were not able to fully accomplish. This was to provide housing to those families transitioning out of the New Orleans Women's and Children's Shelter. We were able to assist their programs by making them a part owner of the project, which gave them an income stream. It would have been ideal to see their families occupy our homes. But perhaps by supporting their programs this income stream could meet that end in another way.

---

# 2017 RUDY BRUNER AWARD

ARCHITECT OR DESIGNER  
PERSPECTIVE



**RUDY  
BRUNER  
AWARD**  
FOR URBAN EXCELLENCE

# ARCHITECT OR DESIGNER PERSPECTIVE

Please answer questions in space provided. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by a design professional who worked as a consultant on the project, providing design, planning, or other services. Copies may be given to other design professionals if desired.

Name	Eric Kronberg	Title	Principal
Organization	Kronberg Wall Architects/Planners	Telephone	(404) 653-0553
Address	887 Wylie Street	City/State/ZIP	Atlanta GA 30316
E-mail	eric@kronbergwall.com	Website	www.kronbergwall.com

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature		Date	11.30.16
-----------	---	------	----------

1. Describe the design concept of this project, including urban design considerations, choice of materials, scale, etc. ....

The design concept for this project was to rehabilitate historic New Orleans homes complete with modern amenities and meeting federal accessibility requirements to secure affordable housing criteria. These houses must also pass NPS standards of use, material retention and integrity to secure federal and state historic tax credits. In addition, our client had the goal of meeting criteria for sustainability and environmental responsibility. Because of these overlapping and often conflicting criteria, we were challenged to make all these criteria work, while retaining historic setbacks, profiles and aesthetics.

2. Describe the most important social and programmatic functions of the design. ....

The project was to create affordable, sustainable homes from the existing historic urban fabric. Programmatically this was necessary for the fulfillment of developmental offsite responsibilities. But the most important aspect of this project was to stem the growing tide of gentrification that was displacing the traditional residents of the neighborhood who had been uprooted by Hurricane Katrina. The main goal of this project was to utilize homes which had previously been deemed unusable to create living space for those returning, in such a way that they in turn becomes assets to the community rather than an eyesores. Socially, this retained the diverse nature of the neighborhoods which contained the houses. Meeting the various criteria which allowed for tax credits, leverage for capital and subsidies made it possible for these homes, which once restored could have easily been sold to the gentrifying market, to instead be affordable for the community historically associated with these neighborhoods. In addition, project design elements like the use of solar panels and solar voltaics, energy efficient materials and the innovative use of insulation while protecting historic materials allowed for affordable living expenses.

# ARCHITECT OR DESIGNER PERSPECTIVE (CONT'D)

3. Describe the major challenges of designing this project and any design trade-offs or compromises required to complete the project. ....

Unlike creating a new design that works within a certain space and context, our challenge was to retain as much of what made each building historic and contextual to the community, while upgrading its internal habitat and accommodating the criteria for affordable housing, historic integrity, sustainability and accessibility as defined by federal accessibility compliance standards. Solar panels were hidden from the street by placing them behind the houses. In cases where we were required to add a (ramp) structure to the building, it was placed where it could be masked from the street by a privacy fence. Our biggest sustainability challenge was how to best to insulate the homes while doing no damage to the historic material of the buildings. Working with the NPS we proposed an idea to use a wrap barrier to protect the historic material and used spray foam. The project became a test study approved by the NPS. The process protects the historic integrity of the structure, allows for reversibility and improves the overall efficiency of historic homes.

4. Describe the ways in which the design relates to its urban context. ....

In this case, the design is the historic urban fabric and the challenge was to repair the holes within it caused by Hurricane Katrina, neglect and blight. Our charge was to retain the historic urban context while improving upon how the building functions, both in the built environment and in the social landscape. There were four areas, each with specific and often conflicting criteria which must be addressed, historic integrity, sustainability, accessibility and affordability. Despite obstacles in code compliance overlap and reticence to move beyond the bounds of precedence, the project team and overseeing officials were able to forge new pathways of innovation which strengthened the diverse community they sought to serve.



# YOUR HOUSE YOUR LIFE YOUR STORY

The woman who used to live here was a lot like you. She worked hard, picked her kids up from school, and she celebrated Carnival with her neighbors. *She was a New Orleanian in 1889.*

**I**n some ways your lives couldn't be more different. But you would recognize a lot about her. She complained about politicians, worried about her kids, and she couldn't wait for Carnival. What ties you together is a shared experience and a similarity of purpose. The physical manifestation of that shared thread is the physical space you inhabit. The cypress. The plaster. The tile. The high ceilings. It's your home.

▲  
*1895 Painting of Creole cottage on the corner of Laharpe and Derbigny Street. Courtesy of Clerk of Civil District Court, Notarial Archives Division, New Orleans, Louisiana.*

▶  
*Mrs. Johnson's family lived in her house in Treme for three generations.*

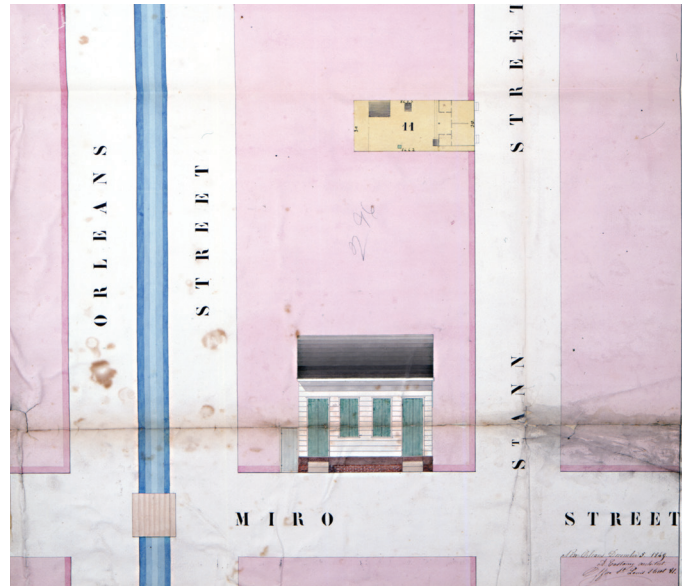
We are linked to our past by our music and our traditions, and the historic homes we live in. It's the link to our past that we can touch and feel. The home you are moving into was carefully preserved as a link to our shared past. It was built over 100 years ago and you are its most recent steward. We hope you treasure it.



# NEIGHBORHOOD HISTORY

New Orleans' Sixth Ward, known as the Faubourg Treme, and the Seventh Ward have long been the home of the working class of New Orleans. Starting as large land grants to wealthy French patrons, such as Charles de Morand, Andres Jung, and Joseph Delfau de Pontalba, the land was subdivided into streets and contemporary lots between mid 18th and early 19th centuries by developers such as M. Claude Treme.

This carving off of smaller and smaller portions of real estate from the large land grants is the reason you now see newer, smaller homes surrounding the older, larger homes. So unlike most other American cities, New Orleans has been socio-economically integrated from its earliest history. Multiple nationalities shared their neighborhood and brick masons, cobblers, and dock workers lived next to ship captains and captains of industry.



▲  
*Mardi Gras Indians passing the parading tradition on in the Treme.*

Over time, the demographic make up of Treme and the Seventh Ward has evolved from French, Spanish and Creole to Italian, Croatian, and Haitian to Anglo-American and Free People of Color. Traditionally the neighborhood had a mix of uses with all of your commercial needs within walking distance. There were even pleasure gardens for the residents' enjoyment.

The housing stock that is included in the Iberville Offsite Redevelopment ranges from Creole cottages built in the mid 19th century to bungalow style shotgun houses built in the early 20th century. There are several reasons that these historic homes are still standing. The older the house is, the older the lumber is. While New Orleans' climate is ideal for pests, termites tend to prefer soft woods first. One hundred years ago, New Orleanians framed their buildings with cypress, a very hard wood.

Additionally, the construction trades were apprenticed trades and great pride was taken in the construction of these homes. Many tradesmen were immigrants and free people of color who passed their knowledge on for generations. Because of this pride of purpose, the buildings standards were higher, even before building codes. Because of these high standards for con-



struction these homes remain standing a hundred plus years after their erection. Meanwhile their contemporary counterparts have an anticipated thirty year life span.

Every time a historic home is torn down and dumped into a landfill, the resources, of lumber, bricks, plaster and flooring are wasted. Materials of this caliber are too expensive to use in new construction. Every demolition creates a hole in the close knit fabric of our neighborhoods.

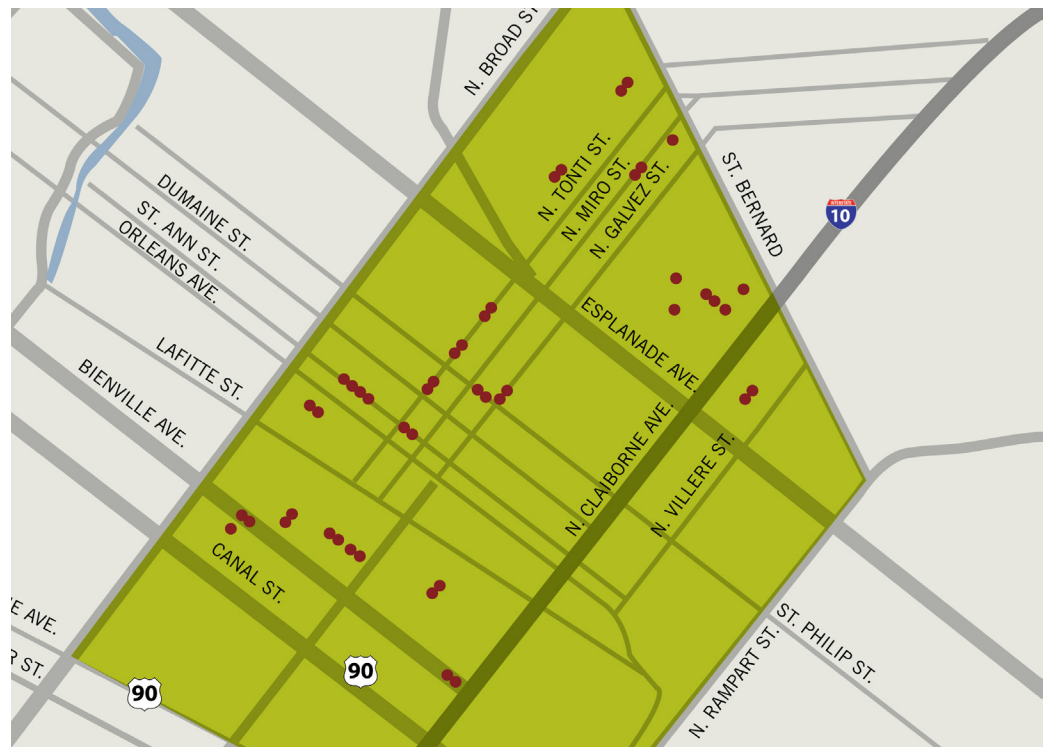
By renovating these homes it restores the neighborhood, both physically and socially. Continuing the history of a community of working class living within the city means that another generation will grow up with the traditions of culture, food and music that makes New Orleans unique.

Treme and the Seventh Ward are the cultural homes of the great New Orleans jazz families as well as Social Aide and Pleasure clubs that supported African Americans in their time of need before they had access to life insurance. Together these groups have created the music tradition of the second line parade, with families gathering in celebration. Mardi Gras Indians and Skull & Bones troops honor the kindness of Native Americans to the African slaves and the importance of living each day to the fullest.

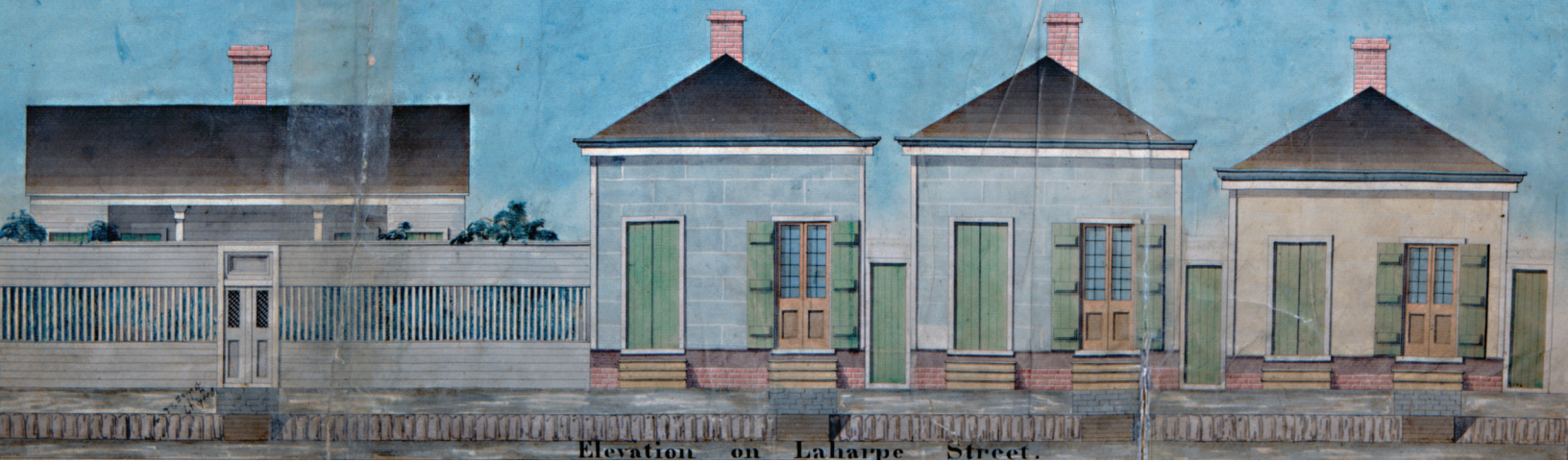
▲  
*Before, during and after the renovation of 1001-03 N. Galvez Street.*

◀  
*Action Drawing of 2328-30 St. Ann Street from 1849. Courtesy of Clerk of Civil District Court, Notarial Archives Division, New Orleans, Louisiana. Photo shows the Redmellon renovation of 2541 St. Ann Street.*

▶  
*Map of the Iberville off-site homes in both Treme and the Seventh Ward.*







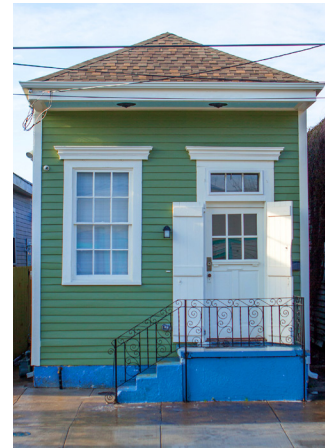
Elevation on Laharpe Street.

Blight elimination and neighborhood redevelopment are public policy goals of the City of New Orleans, the Department of Housing and Urban Development, and Redmellon Restoration and Development. New Orleans is unique. But the model can be replicated where there is a desire to preserve our past as we redevelop for the future.

*Redmellon Restoration and Development is a mission driven development company that believes in preserving our past. The Iberville offsites are 43 units of single-family homes in the historic 6th and 7th Ward of New Orleans. Their rehabilitation was made possible through the cooperation and tireless effort of the following:*



*Above is the 1700 block of Laharpe Street in 1853. Courtesy of Clerk of Civil District Court, Notarial Archives Division, New Orleans, Louisiana  
At right is 1704 Laharpe Street after renovation*



Prudential

IBERIABANK



NEW ORLEANS  
REDEVELOPMENT  
AUTHORITY



Enterprise

*Get involved in your neighborhood by contacting your neighborhood association listed here:*

Downtown Neighborhoods Improvement Association  
225-342-2779 | kultured@hotmail.com

Esplanade Ridge / Treme Civic Association  
jmarcal@bellsouth.net

Historic 7th Ward Neighborhood Improvement Association  
504-905-3885 | lebranelogacyfoundation@yahoo.com

NEWCITY Neighborhood Partnership  
504-821-7236 | sharris@providencech.org

Seventh Ward Neighborhood Association  
504-343-0689 | seventhwardassoc@aol.com



2100 Oretha Castle Haley Blvd.

New Orleans, Louisiana 70113

504.866.2798 | redmellon.com

# CONTEXT: 3 INTOWN NEIGHBORHOODS

CENTRAL PARK

CENSUS DATA 2010

2014

New Orleans City Average  
Median Household Income: \$35k  
Median Rent: \$700

Household Income \$36k  
Median Rent: \$1395

% of residents born in the state: 73%

7th WARD

Median Household Income: \$27k  
Median Rent: \$600

% of residents born in the state: 87%

TREME

Median Household Income: \$26k  
Median Rent: \$600

% of residents born in the state: 74%

French Quarter

Median Household Income: \$21k  
Median Rent: \$400

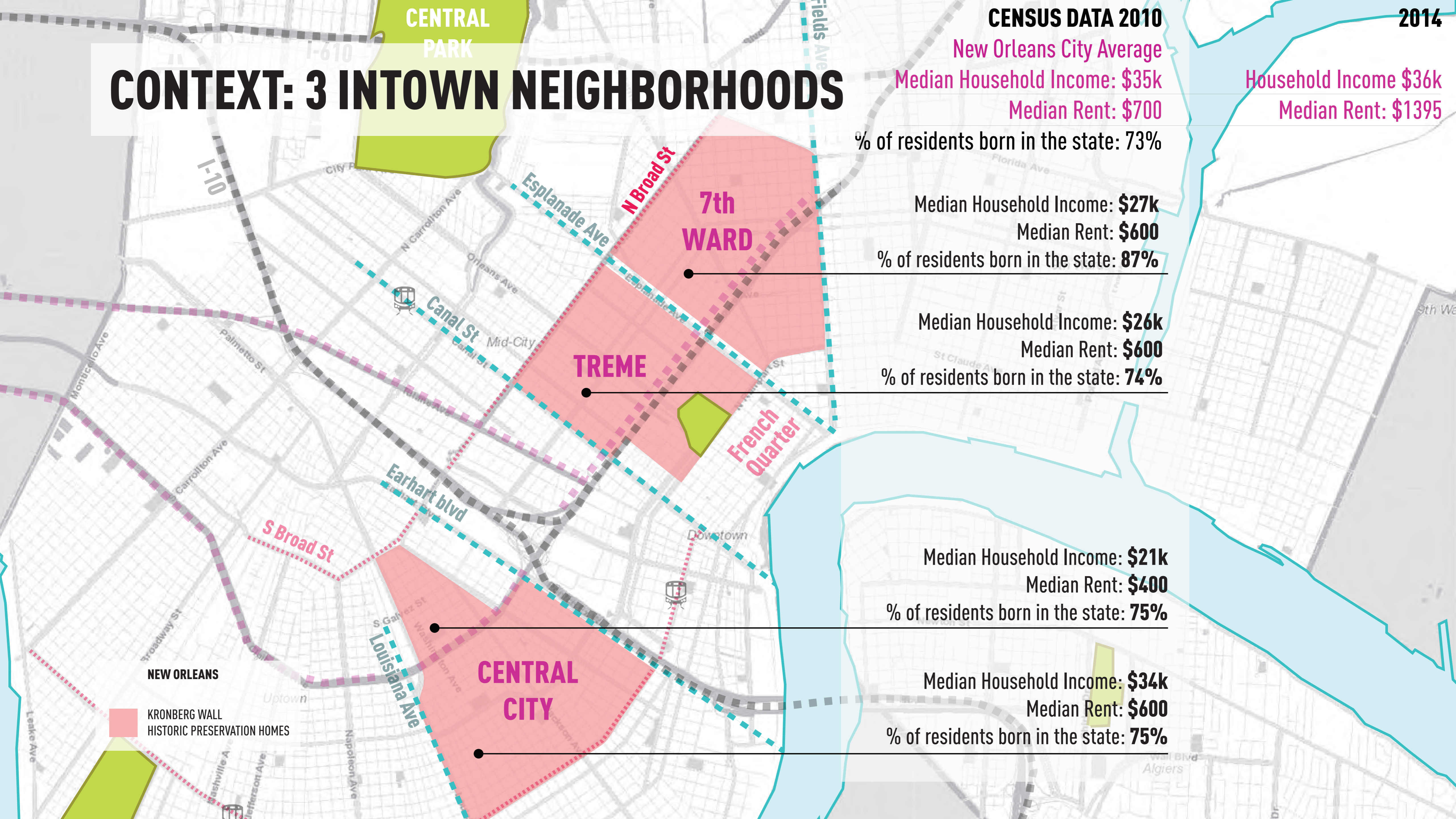
% of residents born in the state: 75%

CENTRAL CITY

Median Household Income: \$34k  
Median Rent: \$600

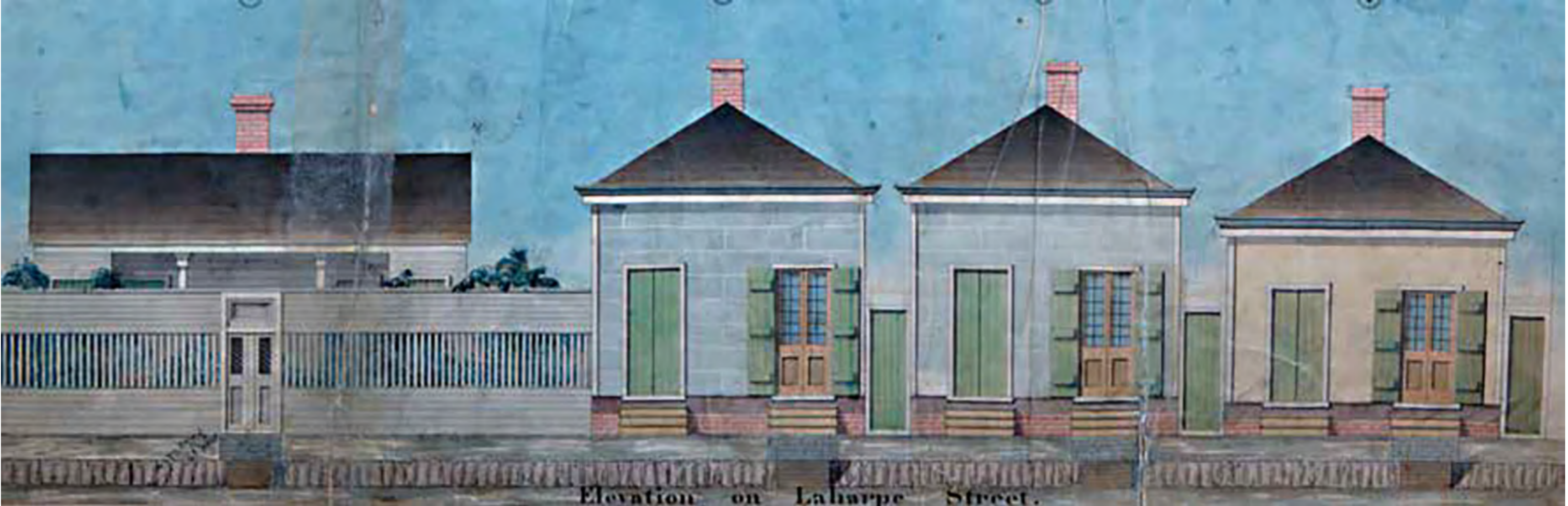
% of residents born in the state: 75%

NEW ORLEANS  
KRONBERG WALL  
HISTORIC PRESERVATION HOMES



# NEIGHBORHOOD CONTEXT

## Historic Infill Housing



1700 BLOCK OF LAHARPE STREET

**1853**



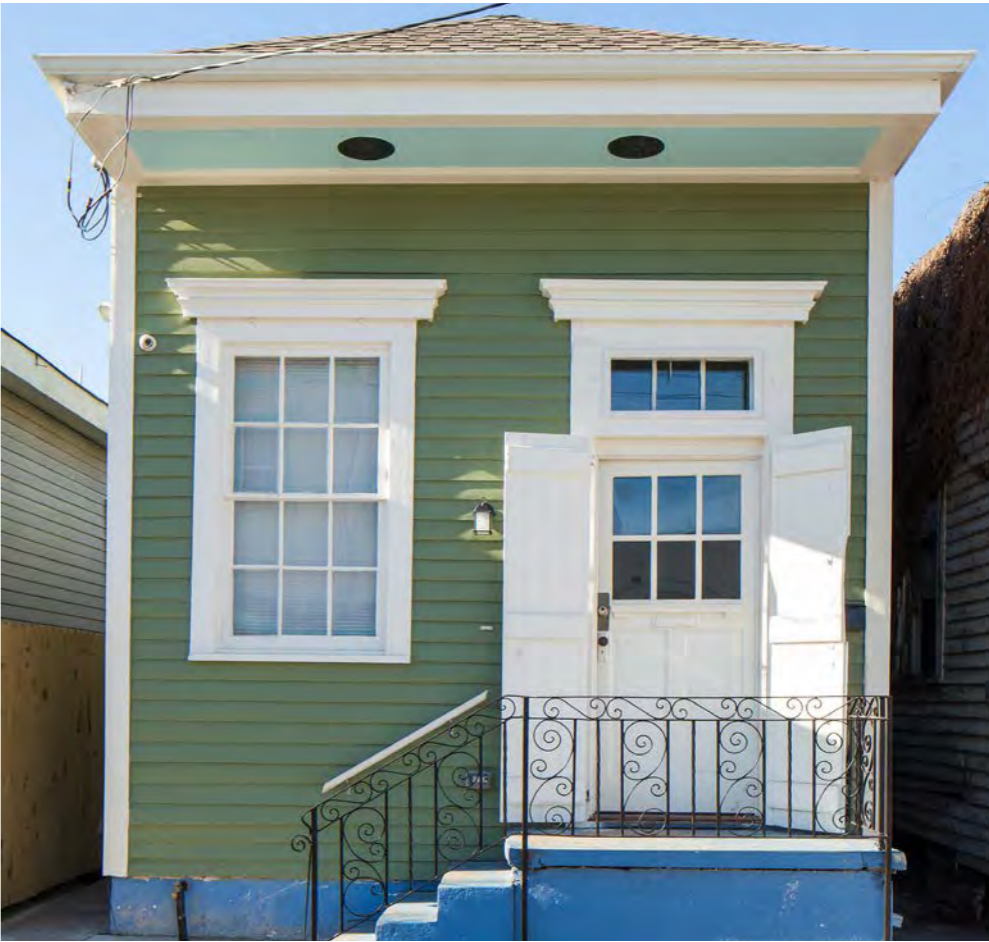
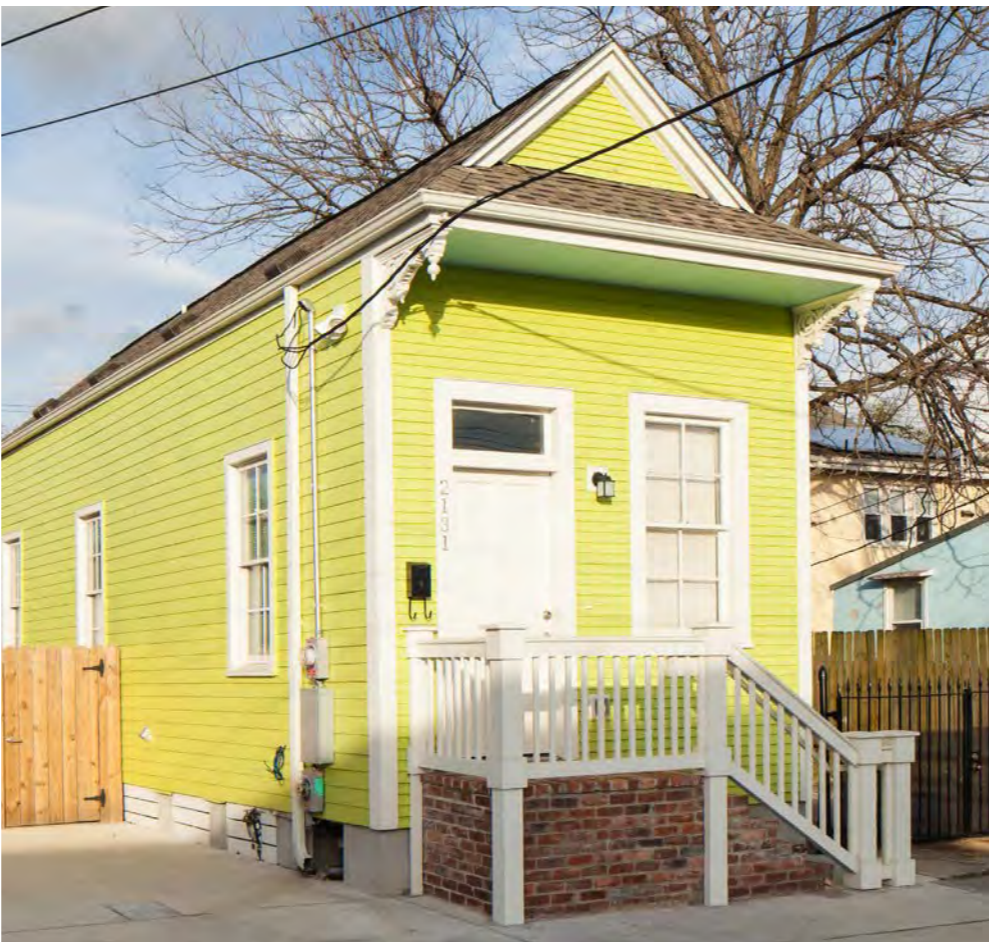
1704 LAHARPE STREET

**2014**

# NEIGHBORHOOD CONTEXT

Infill housing. Historic and affordable single-family and two family homes.

National Trust  
HUD Secretary's  
Award for Excellence  
in Historic  
Preservation



# NEIGHBORHOOD CONTEXT

Infill housing. Historic and affordable single-family and two family homes.



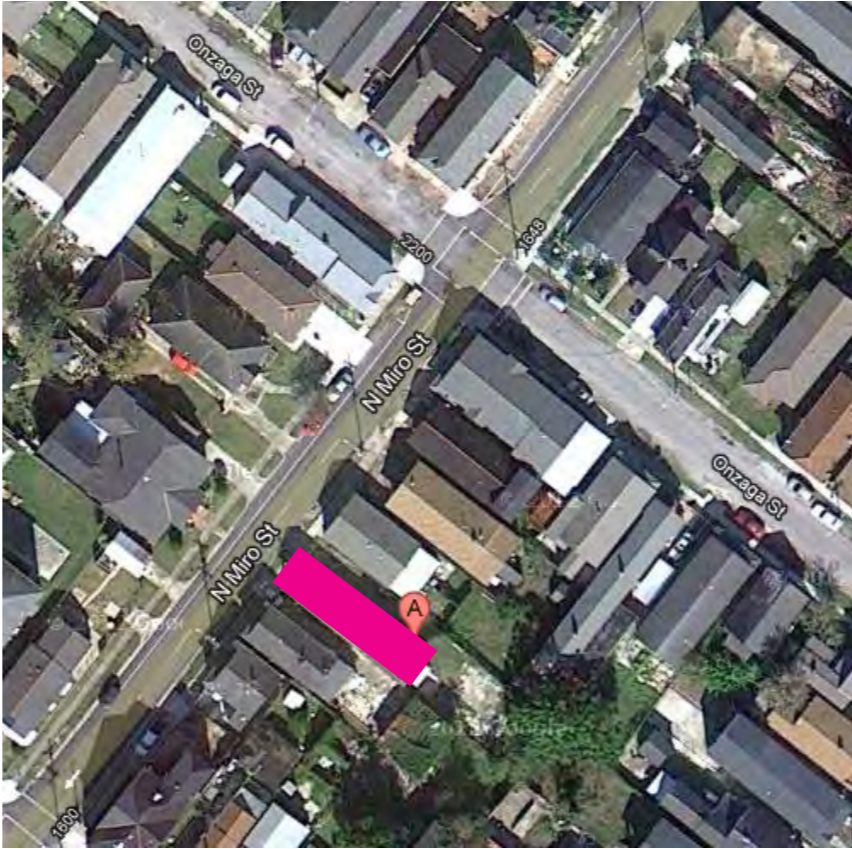
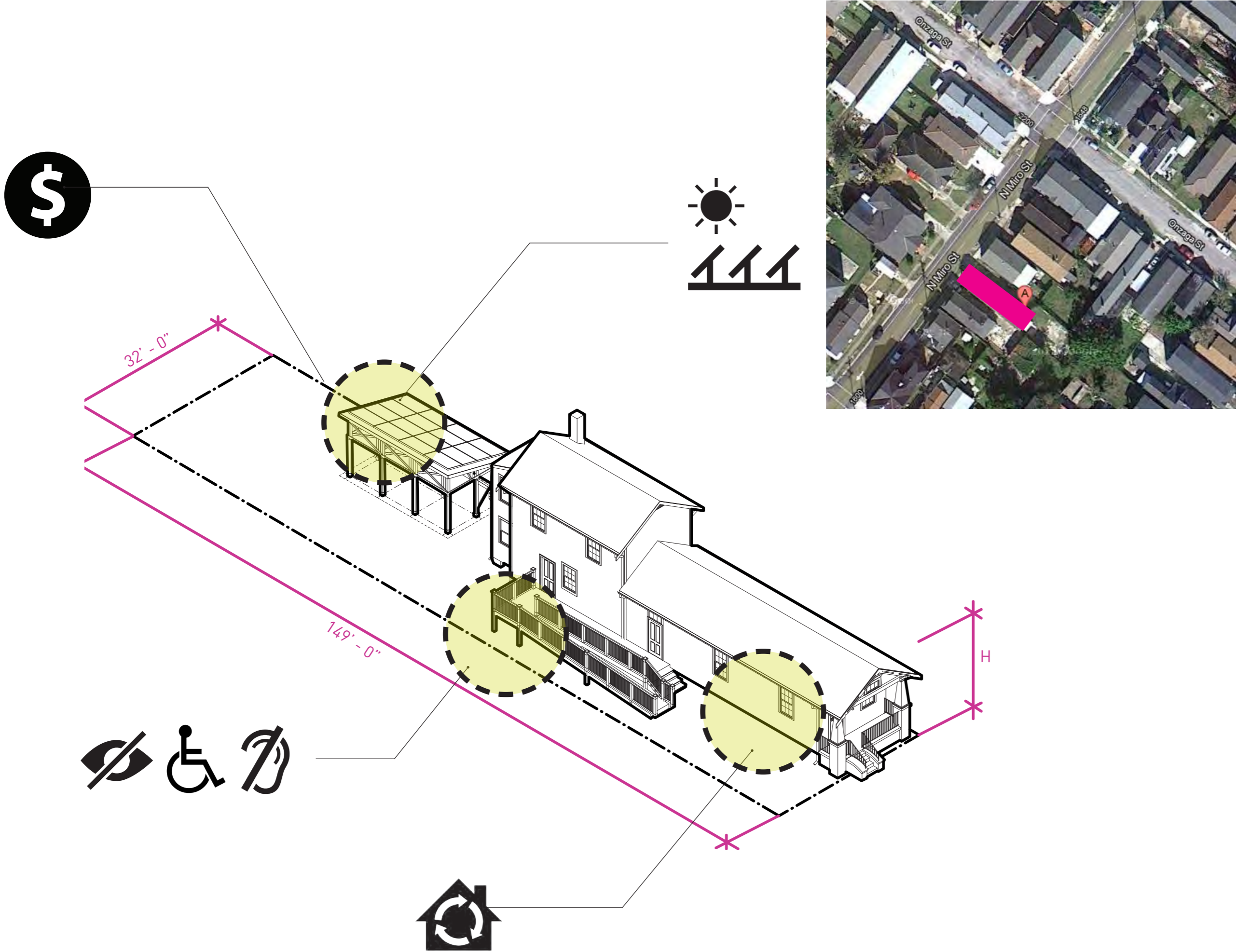
# NEIGHBORHOOD CONTEXT

Infill housing. Historic and affordable single-family and two family homes.



# HISTORIC COMPATIBILITY

## INTEGRATED SYSTEM. BEST-CASE SCENARIO



BUILDING ELEVATION @ 1618-20 N MIRO STREET

# SUSTAINABILITY

## SPRAY FOAM TEST CASE VS. BLOWN CELLULOSE



SPRAY FOAM INSULATED RESIDENCE



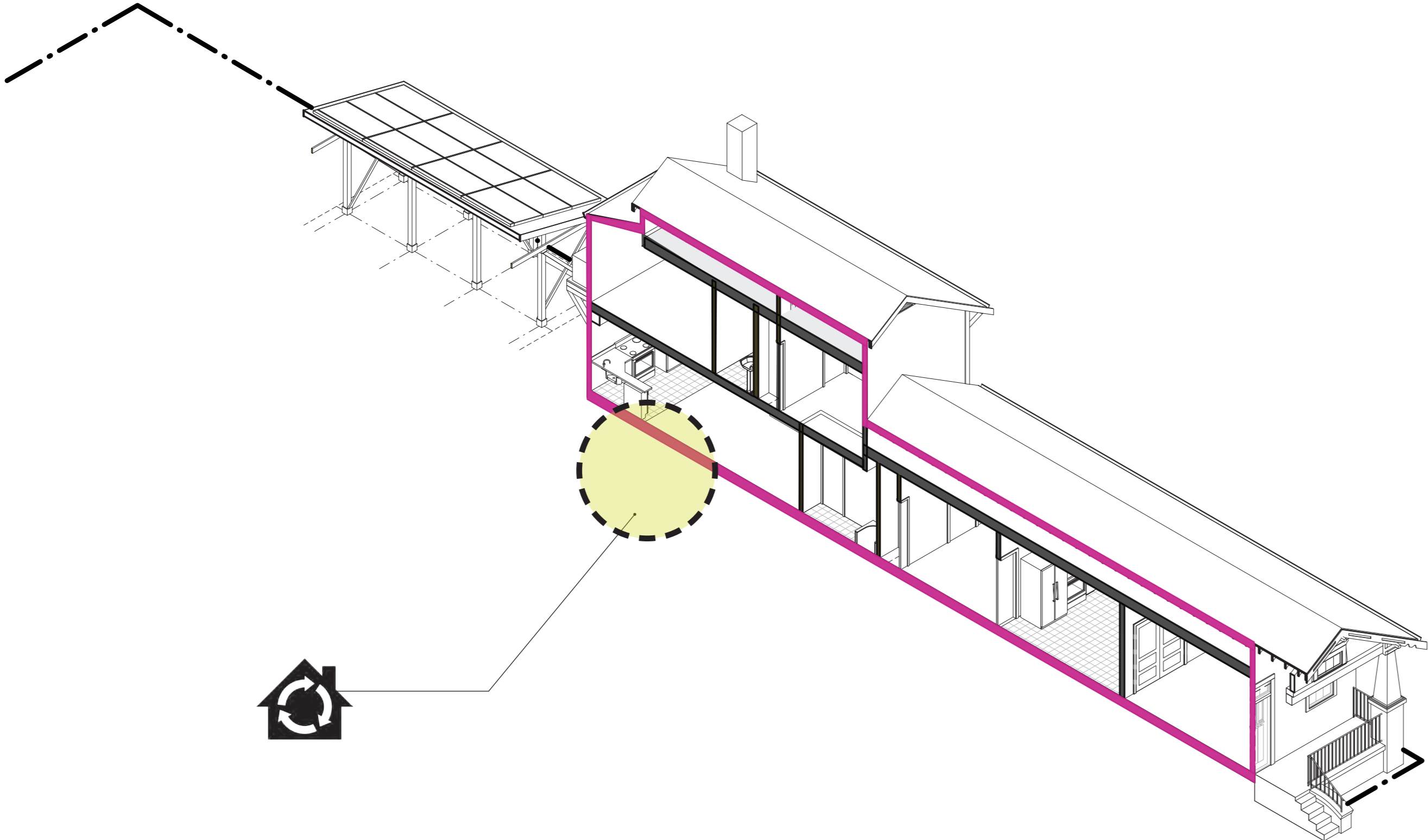
BLOWN CELLULOSE INSULATED RESIDENCE



# SUSTAINABILITY

SPRAY FOAM TEST STUDY APPROVED BY NPS

◆ 80% of houses used spray foam

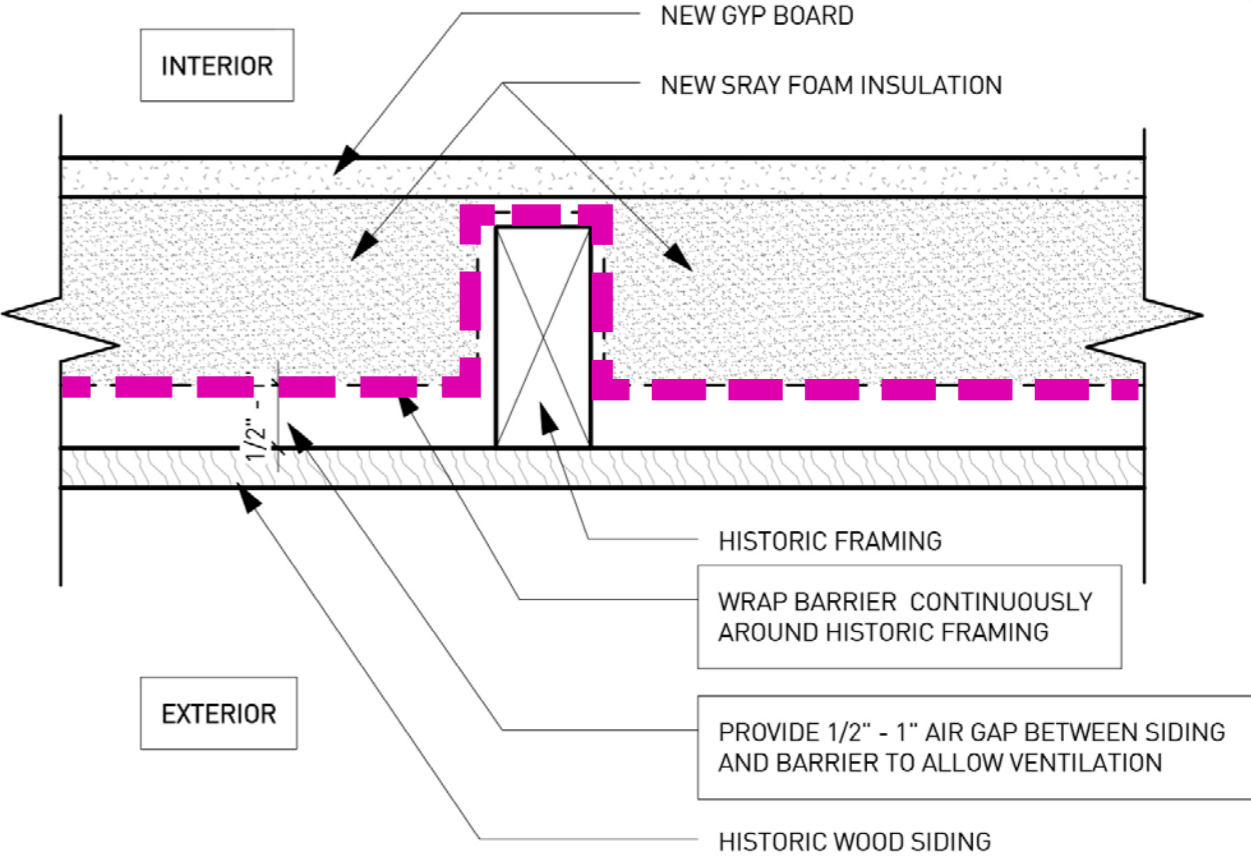


SPRAY FOAM INSULATION

# SUSTAINABILITY

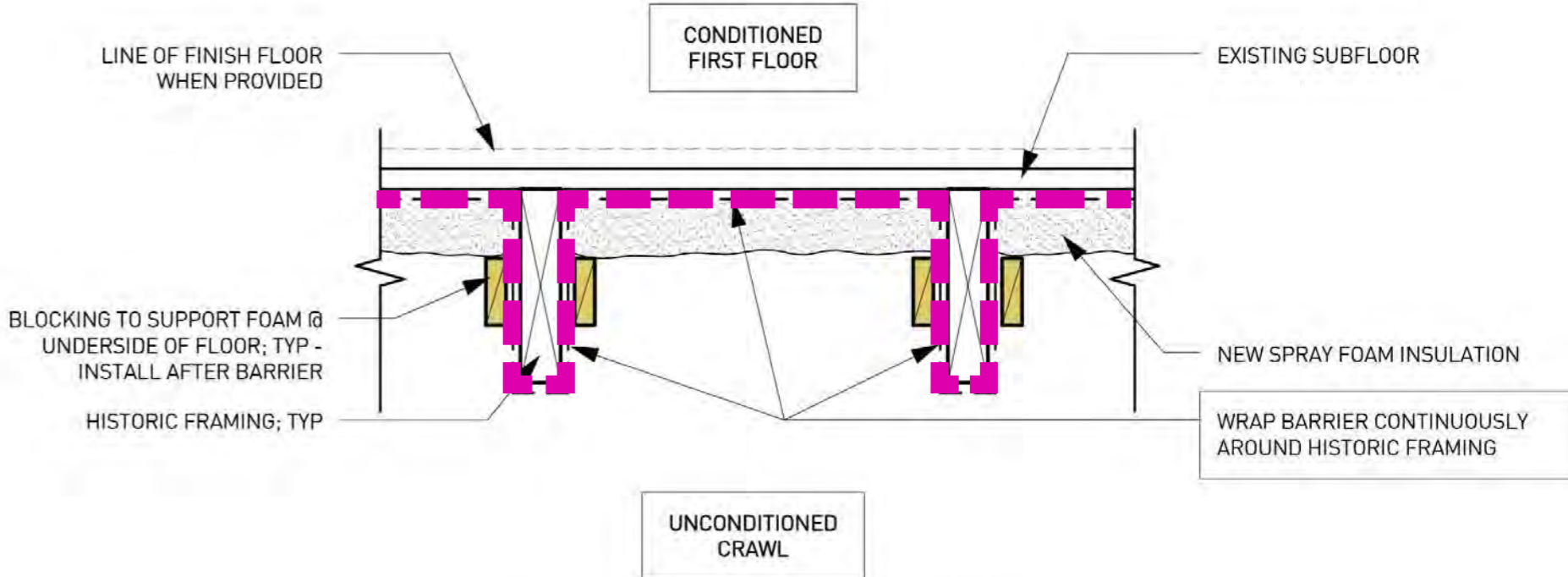
## SPRAY FOAM TEST STUDY APPROVED BY NPS

- ◆ Protects historic integrity of structure
- ◆ Allows for *REVERSIBILITY*
- ◆ Improves overall efficiency of historic homes



**BARRIER:**  
TO BE EITHER TYVEC TYPE BUILDING WRAP OR BUILDING PAPER.

HISTORIC FRAMING PLAN DETAIL

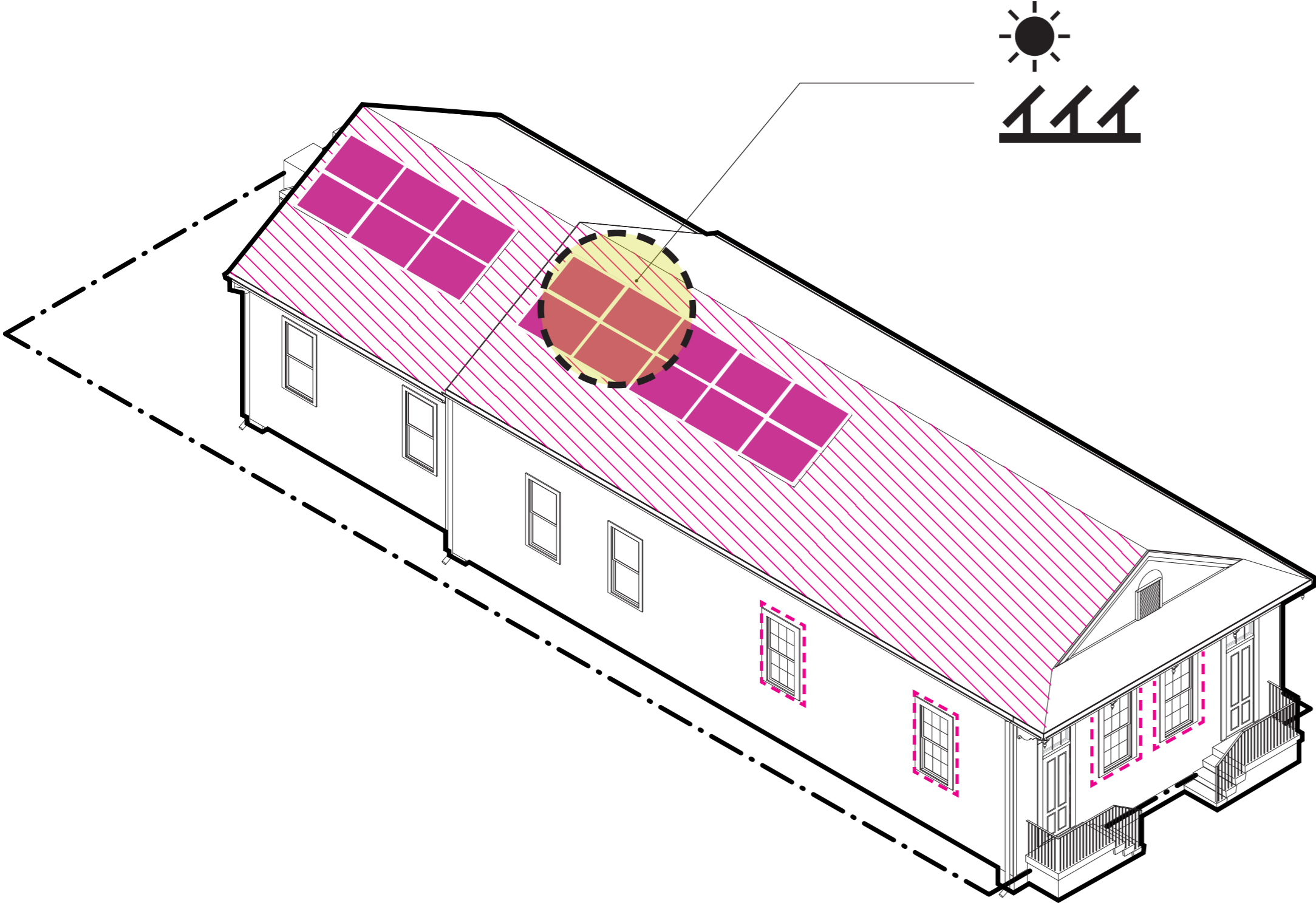


HISTORIC FRAMING SECTION DETAIL - FIRST FLOOR

# SUSTAINABILITY

PHOTOVOLTAICS. ENERGY STAR APPLIANCES. TANKLESS WATER HEATER. INTERIOR STORM WINDOWS.

◆ Solar panel location challenges



◆ Flexible compact tankless heater.

◆ Repaired windows with magnetic storm windows.

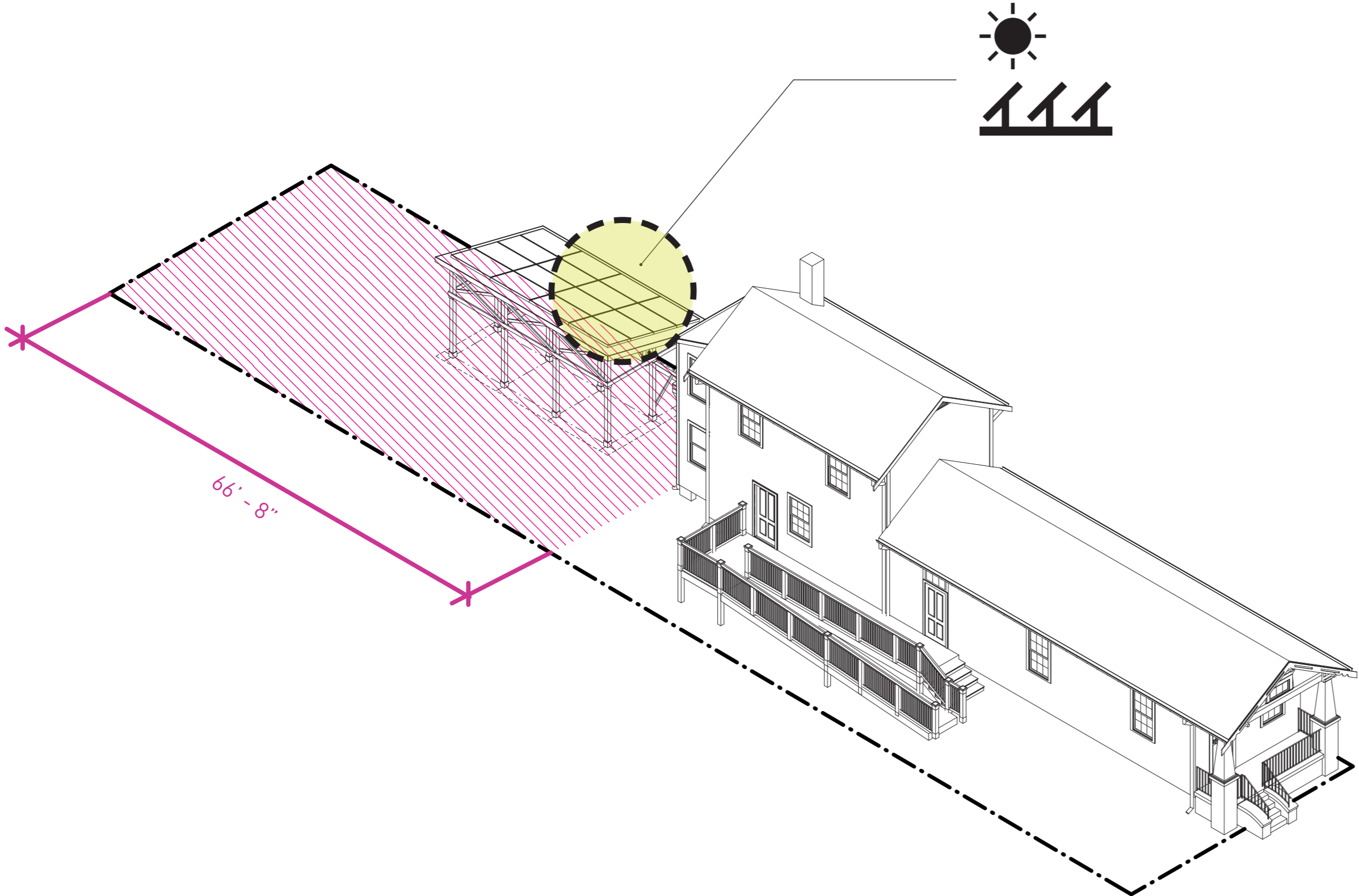


SOLAR PANEL @ 8522-8524 PLUM ST

# SUSTAINABILITY

## COORDINATION BETWEEN ENERGY REQUIREMENTS AND HISTORIC REQUIREMENTS

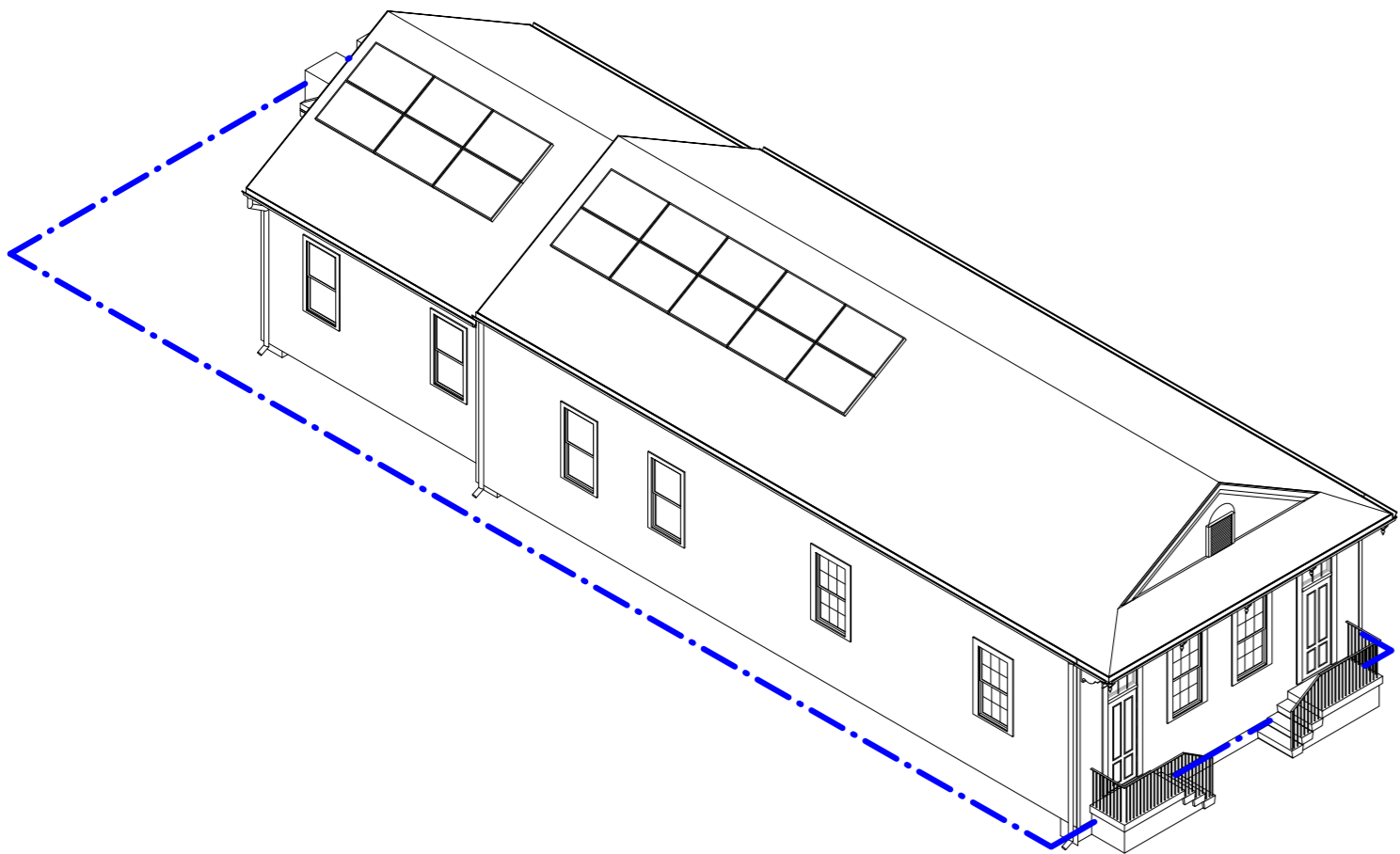
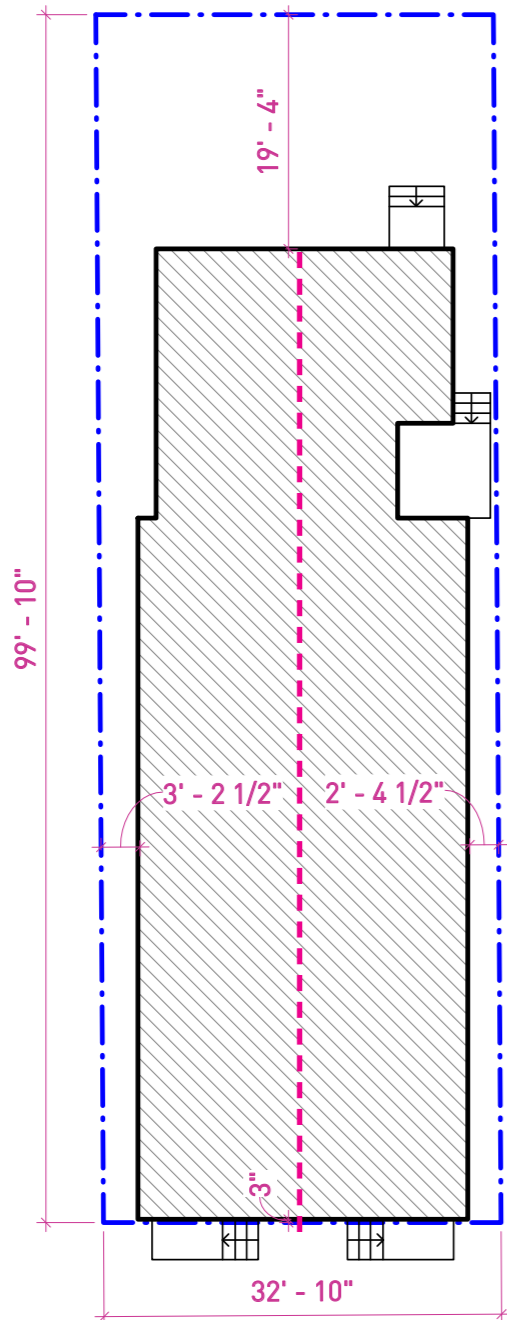
- ◆ Solar sheds are installed in long lots.
- ◆ Zoning Coordination



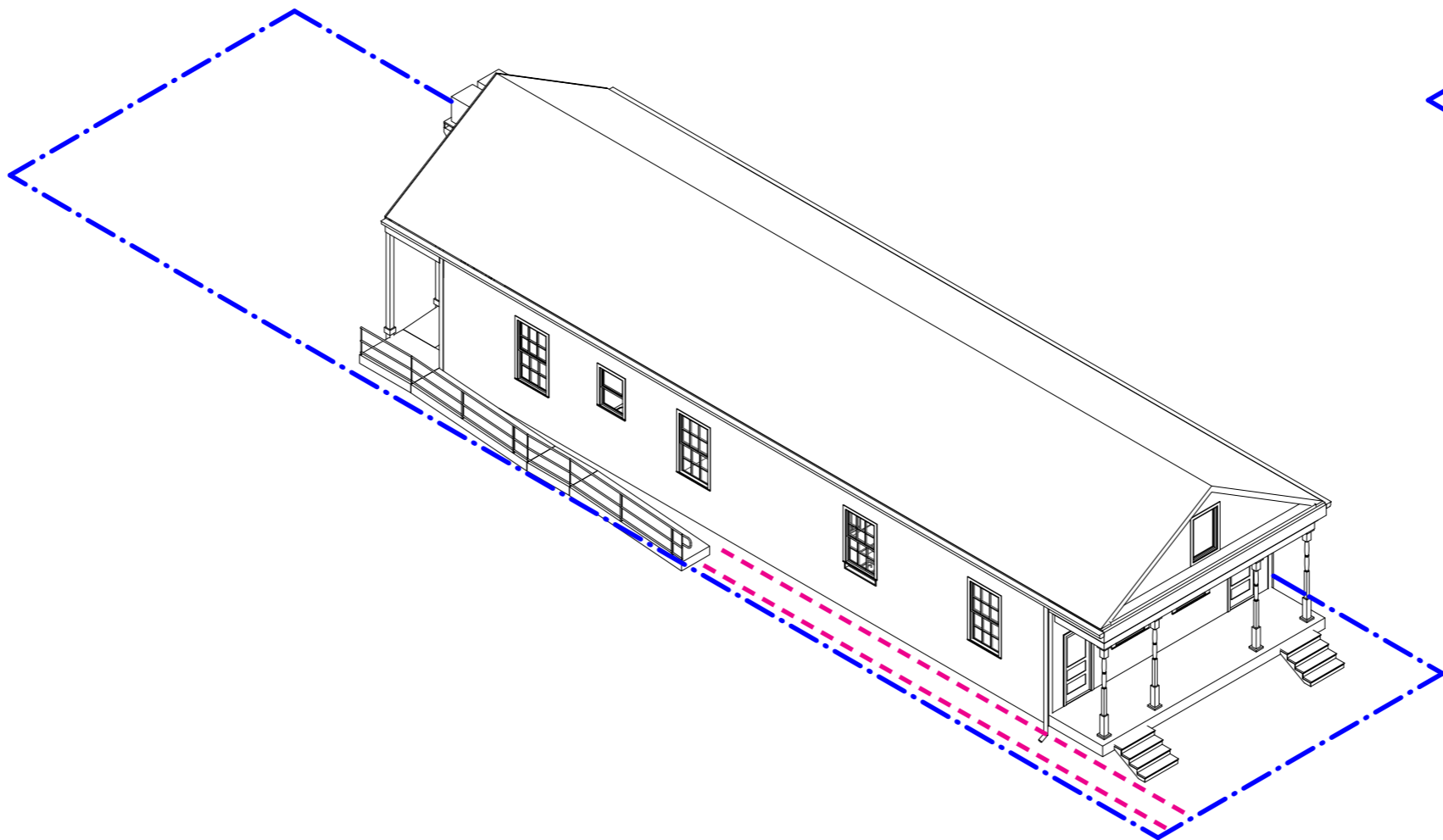
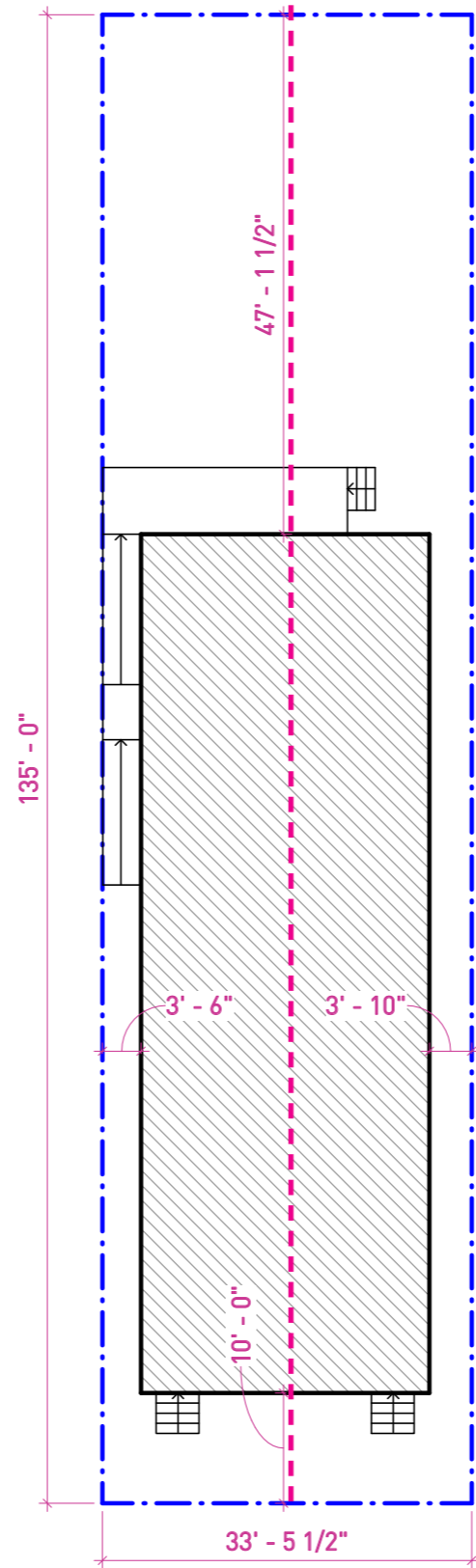
SOLAR PANEL @ 8522-8524 PLUM ST

# ACCESSIBILITY - LOT SIZES IN NEW ORLEANS

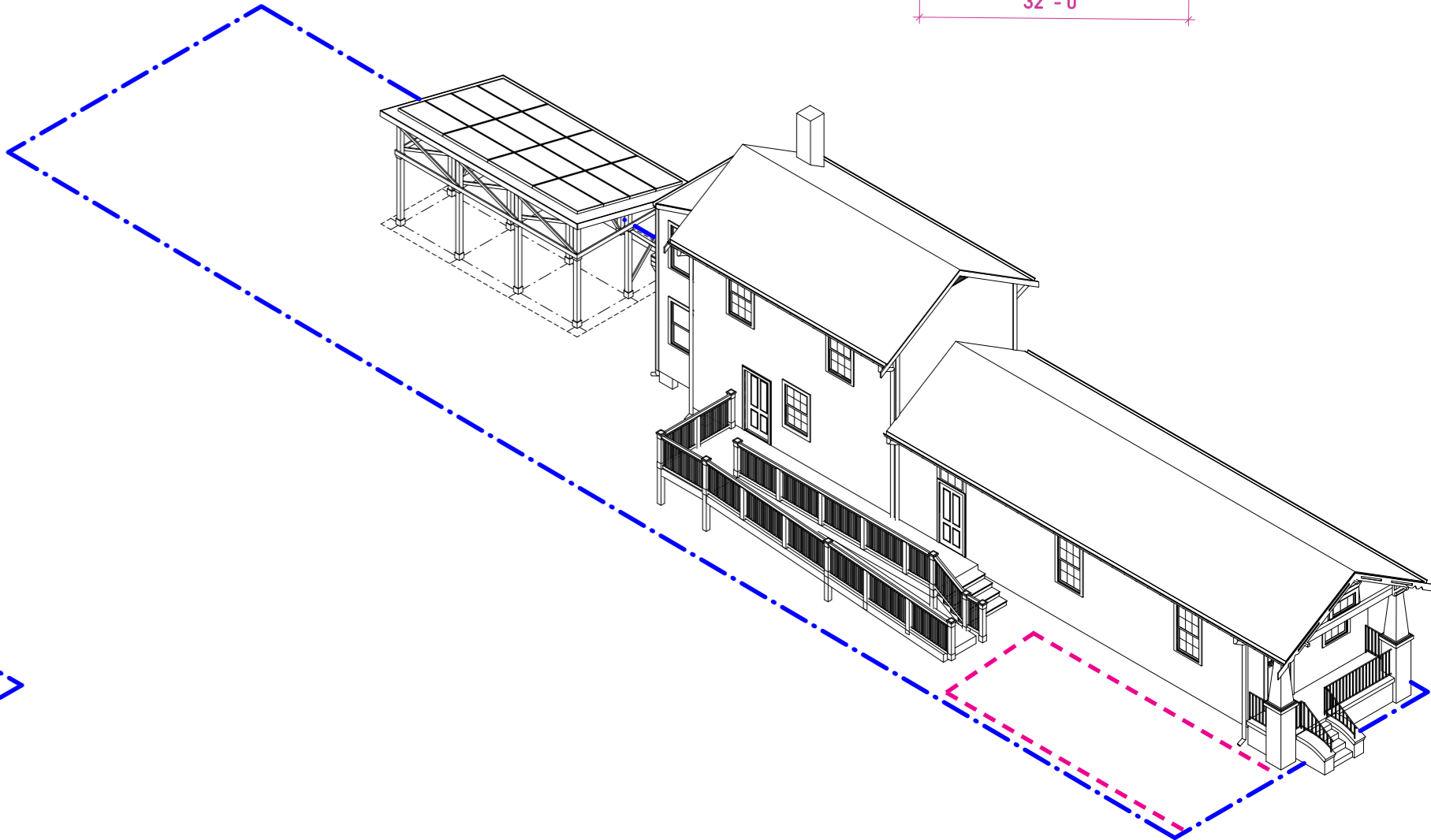
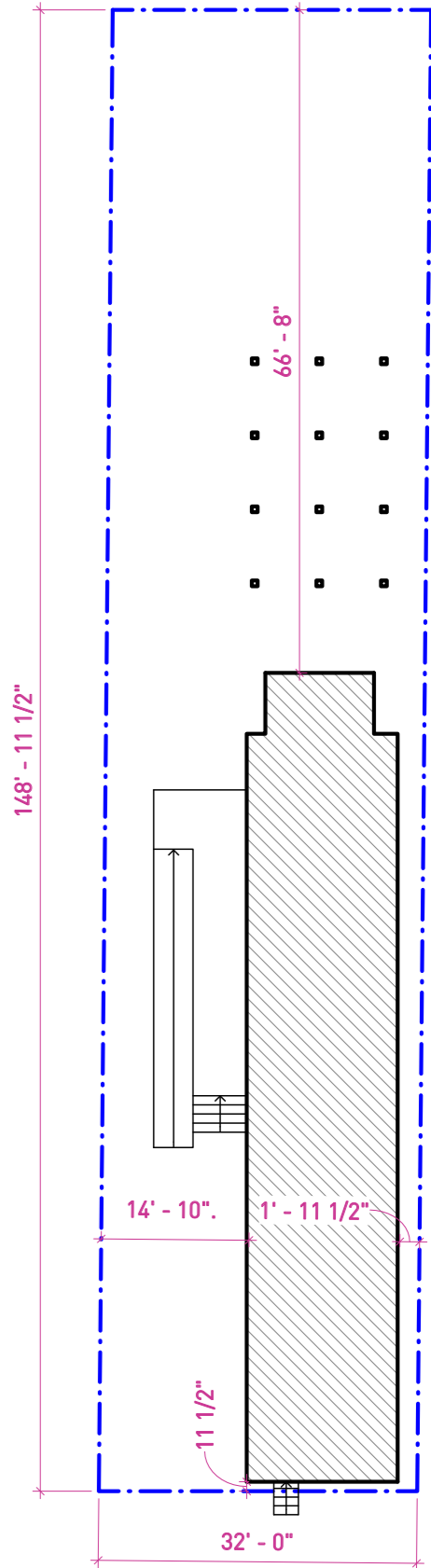
1.



2.



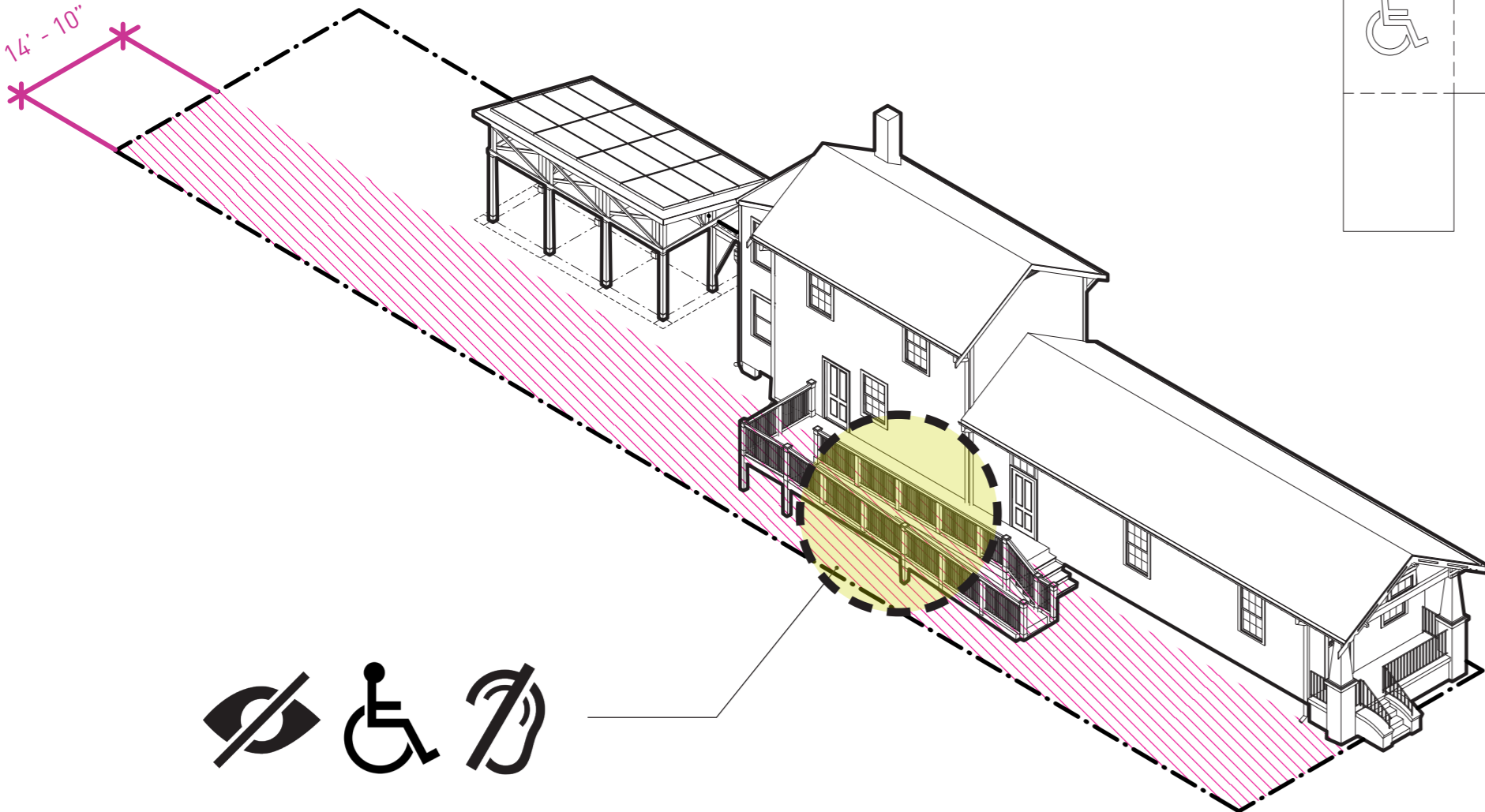
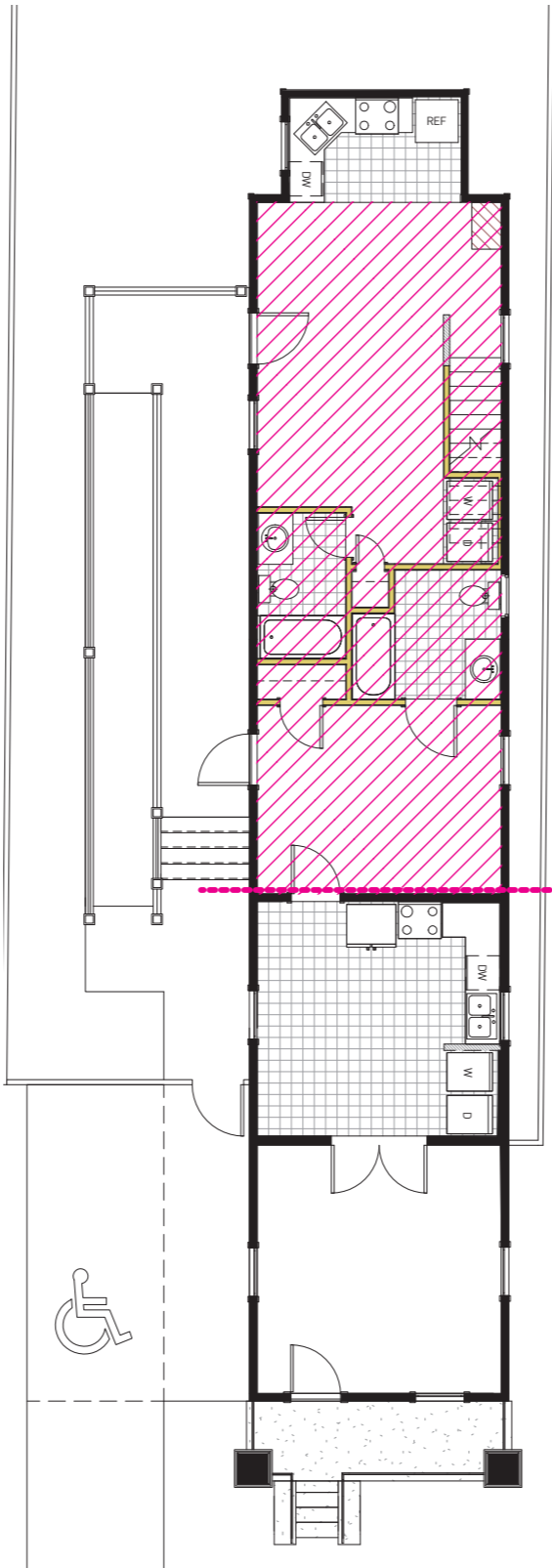
3.



# ACCESSIBILITY

## DISTRIBUTED UNITS

- ◆ More than 15% of all homes were required to comply with UFAS accessibility
- ◆ HDLC railing requirements



ACCESSIBILITY @ 1618-20 N MIRO STREET



# From Homelessness to Happiness

# Homelessness Among Women and Children

Nearly half of the children that live in New Orleans live in poverty. A quarter of the children that live in Jefferson Parish also live in poverty. A large majority of them live on the edge of homelessness, and it doesn't take much to push them over the edge.

“When people show up on our doorstep, they have been living on their aunt’s sofa until she just can’t take care of them anymore, or they are living out of their car because they didn’t make the rent and were kicked out of their apartment.” Dawn Bradley-Fletcher, Executive Director, New Orleans Women and Children’s Shelter. “The families that come to us have run out of other options.”

The way people become homeless can be attributed to a complex interplay between a person’s individual circumstances and adverse social and economic factors outside of their direct control, namely:

**Unemployment** – The unemployment rate in New Orleans is 5.7% compared with a national rate of 4.9%.

**Generational poverty** – 28% of Orleans Parish residents live in poverty.

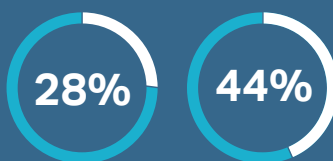
**A lack of affordable housing** – 36% of Orleans Parish residents are considered “rent-burdened”, meaning they pay 50% or more of their household income for rent and utilities.

## UNEMPLOYMENT RATE

New Orleans  
**5.7%** vs National  
**4.9%**

Bureau of Labor Statistics (2014)

## POVERTY IN NEW ORLEANS



residents live in poverty

children live in poverty

GNO Community Data Center (2014)

## RENT-BURDENED HOUSEHOLDS

**36%**  
of households spend **50%** or more of their income on rent and utilities

GNO Community Data Center (2014)



When the New Orleans Women & Children’s Shelter takes in a family, we focus on the key question: *How do we take this family mired in poverty and transition them to a position where they can take care of themselves?*

The answer lies in a carefully constructed set of programs that address both the mother and the child.



# Breaking the Cycle of Homelessness

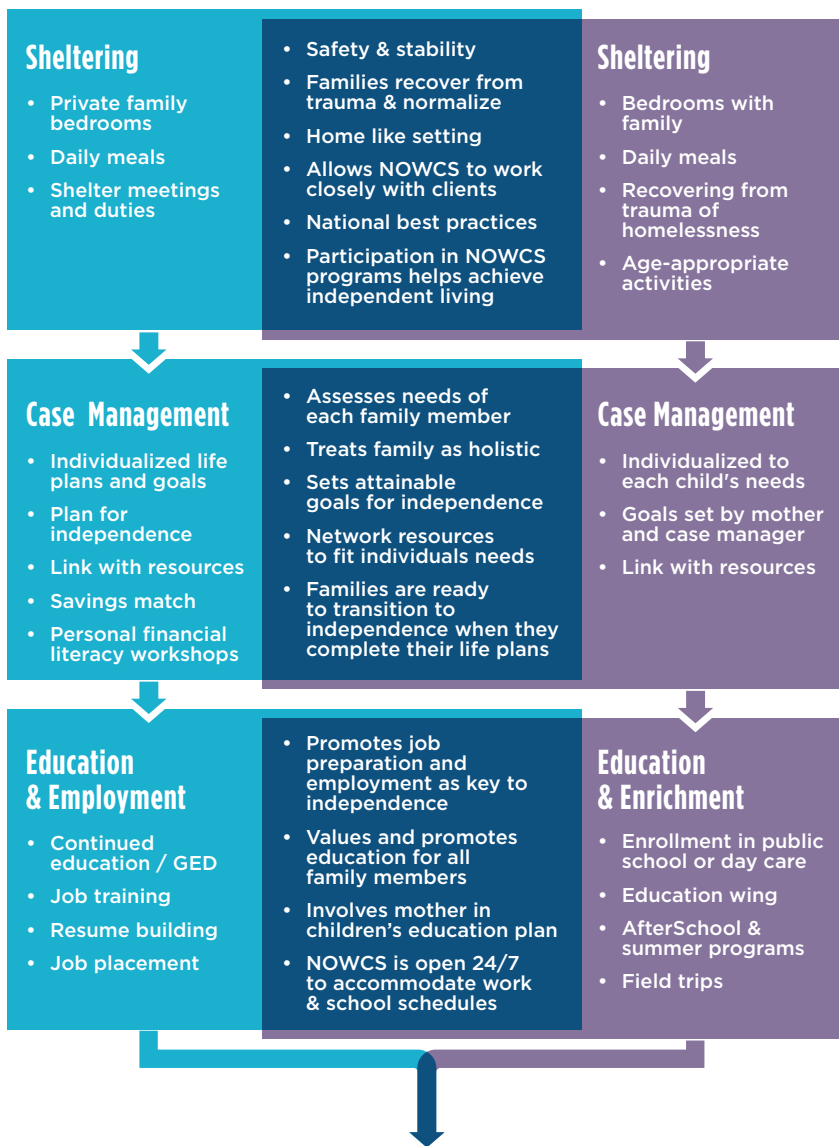
## ONE FAMILY AT A TIME

Now in its tenth year of operation, New Orleans Women & Children's Shelter has helped more than 1,200 homeless women and children transition from living on the street to safe, affordable housing.

Sheltering is the essential first step and provides a trusted infrastructure. Case management for all family members assesses the family's needs. Wrap-around services from a network of government and community-based organizations fills the gaps in physical and mental health care, and other needed services. Employment and education services help residents gain skills and obtain meaningful employment. Children participate in education and enrichment services to help them overcome learning losses. Post-graduation, the Shelter stays in touch with families through its Transition Assistance Program.

### WOMEN'S PROGRAM

### CHILDREN'S PROGRAM



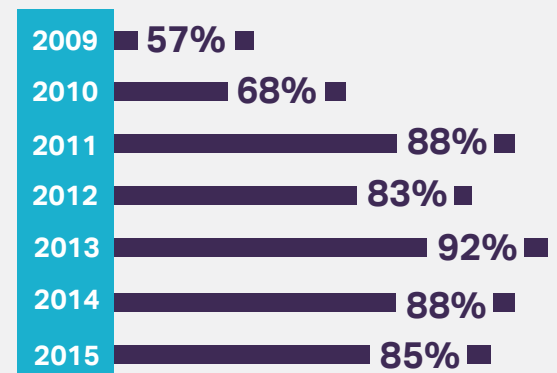
### Post-Graduation / Transition Assistance Program

Safe affordable housing, stability in home setting, continued link with resources, ongoing case management with a NOWCS Transition Assistance Program (TAP) case manager to keep on track with goals - all barriers to prevent a return to homelessness



### Success Rates 2009-2015

Since 2007, an average of 88% of families served by the Shelter transitioned to independence and stability.



"I'm really grateful for the things they are helping me accomplish." – Shelter Resident

# Looking Ahead

With the startling number of families living in poverty in Greater New Orleans, there is an increasing effort by public officials, as well as intergovernmental agencies and local shelters to come together to address poverty and homelessness in the city on varying levels.

The need is great. There are thousands of people who do not have a place to live, and hundreds of them are children with well-meaning caretakers who typically do not have the education, income or life skills to provide for them.

Beyond the programs that the New Orleans Women and Children's Shelter already provides, its leaders are at the forefront of the broad-based community effort to develop even more resources to address the ongoing needs. Expanding capabilities and services for even more women, children and families remains a primary objective for the Shelter.

True progress will only come with the growth and expansion of broad-based community efforts by government, business, foundations and individuals that recognize and support this issue.

“We are determined that this vulnerable population not be left behind. The circumstances that have created these problems can and must be addressed in a comprehensive approach to move each family from homelessness to independent sustainable lifestyles.”

— Dan Silverman, Shelter Co-Founder and Board Chair.



## THROUGH THE YEARS AT THE SHELTER

