

# Catalyst for the Boulevard

Analysis of the Direct and Catalytic Impacts of the work  
of GCHP and its Partners on the Oretha Castle Haley  
Commercial Corridor in New Orleans, LA



**GCHP**

Prepared by PlaceEconomics  
Washington, D.C.  
2023





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## **Gulf Coast Housing Partnership**

### **17 Years of Transformative Development**

**AT GCHP, THE  
MOTTO IS, “BIG  
PROBLEMS ARE  
OPPORTUNITIES  
FOR BIG  
CHANGES.”**

Gulf Coast Housing Partnership (GCHP) opened its headquarters in 2006 in New Orleans as an effort to assist in rebuilding efforts after Hurricanes Katrina and Rita. GCHP creates opportunities for transformative development that support vibrant, socially, and economically integrated communities throughout the Gulf Coast. Partnering with public, nonprofit, and private entities GCHP facilitates development and preservation projects that have a tangible, positive impact. GCHP is also savvy when it comes to navigating and utilizing a wide variety of funding mechanisms including navigating multiple sources of tax credit finance. GCHP’s work has indeed had a transformative impact along the Oretha Castle Haley Boulevard corridor in New Orleans’ Central City neighborhood. Prior to GCHP’s involvement, the neighborhood had suffered from vacancy and disinvestment.

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# Introduction

## Targeted Development and Catalytic Impacts in Oretha Castle Haley Boulevard

**OVER \$253  
MILLION  
INVESTED IN A  
10-BLOCK AREA  
OF CENTRAL CITY  
NEW ORLEANS**

GCHP provides services across the Gulf Coast region, but the organization's long-term commitment to the Oretha Castle Haley Boulevard commercial corridor and the Central City neighborhood has allowed it to serve as a community-driven, real estate and finance leader in New Orleans. GCHP is not the only community- and real estate-focused group on the Boulevard, but its ability to identify, manage, and pool resources has made it a major contributor.

Central City has a rich history, but in the decades prior to GCHP's investments, it suffered from declining property values, vacant buildings, and deferred maintenance. The entire neighborhood was experiencing demolition by neglect. Over the past 15 years, GCHP and its partners have invested millions of dollars in a multitude of projects across a 10-block stretch of the Boulevard. This initial investment has had a significant impact in terms of social, economic, and cultural benefits, represented by the creation of jobs, homes, economic activity, and tax revenue.

Central City offers a contrast to other parts of New Orleans in the size and scale of its real estate, which can pose both opportunities and challenges. Central City offered the potential for larger scale development with sites ranging from abandoned department stores to large public market buildings to vacant lots. GCHP's work in the area involves both large-scale rehabilitation and new construction, and their investment has led to a chain reaction of additional investments by other nonprofit, public, and private groups both large and small. In the last decade, GCHP and its partners have invested more than \$195 million around the Oretha Castle Haley Boulevard corridor which has catalyzed an additional \$58 million that's been invested in the immediate area.

# History of Central City and Oretha Castle Haley Boulevard

## An Iconic Commercial and Cultural Corridor

**FOR NEARLY TWO CENTURIES, CENTRAL CITY HAS BEEN HOME TO NEW ORLEANS'S IMMIGRANT AND WORKING-CLASS COMMUNITIES.**

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

Early in its history, Oretha Castle Haley Boulevard served as a racially diverse business district. African American, Eastern European, Italian, and Jewish merchants all owned and operated businesses side-by-side along the boulevard. The region thrived during the early 20th century, and at its height, Oretha Castle Haley boasted of over 200 commercial establishments. By the 1940s, Oretha Castle Haley Boulevard became a shopping and entertainment alternative to nearby Canal Street for diverse consumers. During the turbulent 1960s, Oretha Castle Haley Boulevard became one of few streets in New Orleans where African Americans could shop safely.

The broader Central City area was home to the Civil Rights Movement in New Orleans. It was in Central City that Martin Luther King Jr. established the Southern Christian Leadership Conference in 1957. In the 1980s, Oretha Castle Haley Boulevard was posthumously renamed for Ms. Oretha Castle Haley, a young civil rights activist who in 1960 joined a boycott of Dryades Street stores that would serve black customers, but not hire black employees.

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

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

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

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



Above: View of Dryades Street, nola.com  
Below: Dryades Market, ochartmarket.com



## H3C: The Next Catalytic Investment

### A New Round of Transformative Development

**H3C IS PART OF GCHP'S HEALTH + HOUSING INITIATIVE, WHICH AIMS TO BRING QUALITY, AFFORDABLE HOUSING, AND MUCH NEEDED ACCESS TO HEALTHCARE SERVICES TO CENTRAL CITY.**

In 2018, GCHP commissioned PlaceEconomics to measure the impact of 10 years of targeted investment on Oretha Castle Haley Boulevard. **That analysis found that GCHP's investments had grown the population, decreased vacancy, increased property tax revenue, and improved safety.** The results of that earlier study partly inspired GCHP to make its largest investment on Oretha Castle Haley to date. In 2022, GCHP broke ground on an \$80 million new-construction project that will bring affordable housing and accessible healthcare to Central City, a project named H3C. The project gets its name from the neighborhood's mantra: "Culture, Commerce and Community," with the addition of Healthcare.

GCHP is partnering with Alembic Community Development to construct a development comprised of two buildings with a total of 192 units of affordable housing, co-located with a Federally Qualified Health Center, and additional commercial storefront and amenity space. The project is located at 1300 Oretha Castle Haley Boulevard and 1801 Thalia Street in the Central City neighborhood of New Orleans, Louisiana. This development is collectively referred to as H3C. Ascension DePaul, an organization that operates 10 community health centers throughout New Orleans, will operate the on-site Federally Qualified Health Center at H3C with an





**H3C WILL BRING  
192 AFFORDABLE  
HOUSING UNITS  
AND A FEDERALLY  
QUALIFIED  
HEALTH CENTER  
TO ORETHA  
CASTLE HALEY  
BOULEVARD.**

expected 4,700 hundred clients in its first year – 90% of whom are expected to be low-income and/or uninsured – from the surrounding community. H3C also includes a partnership with Belle Reve (formerly Shelter Resources), a nonprofit service provider, to target housing for the senior LGBTQ+ population and provide on-site case management services in the Thalia Street building.

H3C will be built on the site of the former Brown's Dairy, a commercial dairy, which had been a significant employer in the neighborhood before moving its operations in 2016. The site is located a few blocks from the Central Business District of New Orleans, and within walking distance of 140 hotels, a major source of workforce employment in the City. The H3C project stems from GCHP's history of developing more than \$144 million in projects in the Central City neighborhood where the project will be located.

H3C is part of GCHP's Health + Housing Initiative, which aims to bring quality, affordable housing, and much needed access to culturally competent healthcare services to neighborhoods with existing infrastructure, investment, and walkability. All units will meet Fitwel certification standards which are used as a benchmark for ensuring that development projects incorporate strategies and design decisions with occupant health and comfort at the forefront, such as, material selection for better indoor air quality, aging in place standards, signage that encourages walking, or stair design that encourages usage. This health-focused building standard was born out of 10 years of CDC research which includes 63 evidence-based strategies that have proven to increase the health and well-being of building occupants.

H3C's 192 apartments are 100% affordable with units set aside for households at 20%, 50% and 60% Area Median Income. All units will incorporate elements of universal design, 14 will be fully equipped for the needs of individuals with mobility limitations, and five will be modified for the needs of individuals with sensory impairments. Financial closing for this project was finalized in December 2021 and construction is currently underway.

2007



Ashé Cultural Arts & Venus Gardens

2009



NDF Headquarters



1610 Oretha Castle Haley

2010



Muses I

2011



Muses II

BETWEEN 2007 AND 2022, ORETHA CASTLE HALEY BOULEVARD SAW OVER

**\$253 MILLION**

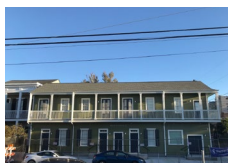
IN TOTAL INVESTMENT.



2017



The New Orleans Mission



1840 Baronne

2018



1927 MLK

2019



1626 Oretha Castle Haley



Hayden Plaza

2012

2014



Harrell Building



King Rampart



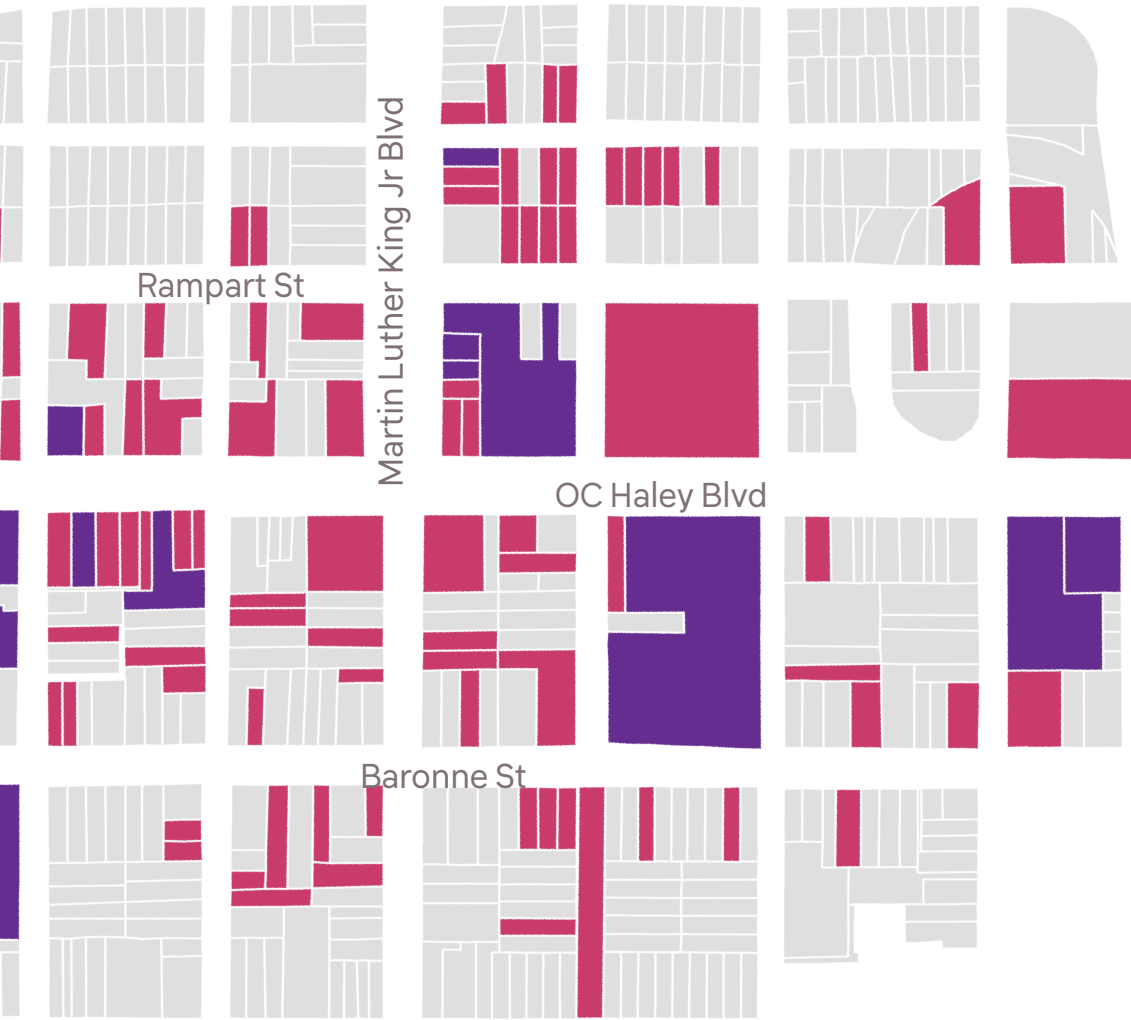
Cafe Reconcile



Ashé  
Powerhouse



Small Center



Under Construction



H3C



GCHP Investment:  
**\$195.6 million**

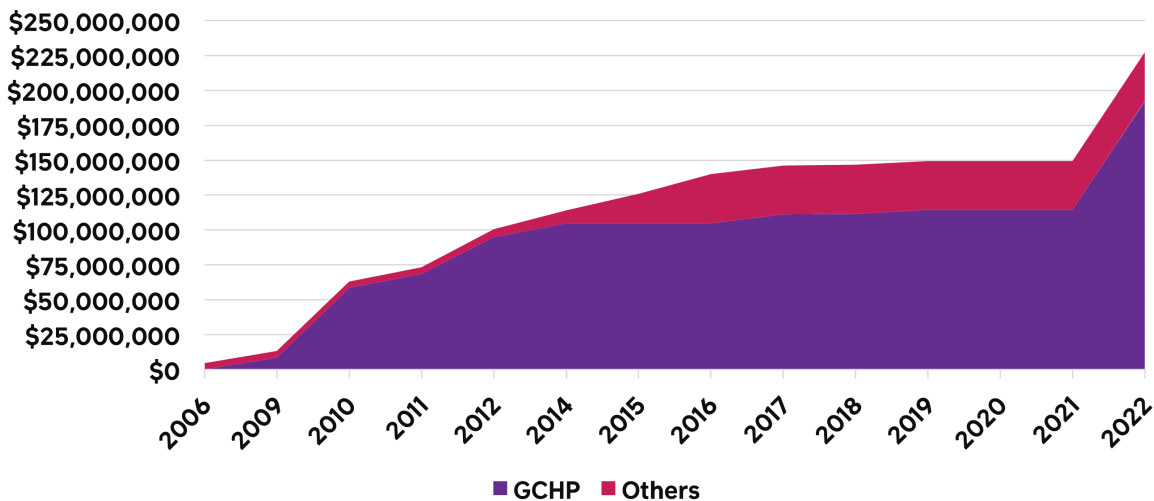


Investment by others:  
**\$58.1 million**

## New Construction and Rehabilitation

Early development in a challenging neighborhood is a high risk investment. But when someone takes that risk and demonstrates that success is possible, the risk is reduced for others, and additional investment follows. Without that pioneering investment, positive change rarely happens. In the Oretha Castle Haley neighborhood, GCHP made those early, high risk investments, because they understand that big problems are opportunities for transformative impact. Their mission-driven investments in post-Katrina New Orleans reduced the risk threshold and paved the way for investment by others. **In their first five years in the neighborhood, 99.8% of the total investment came from GCHP. Once they had shown that positive change not only could happen, but was happening, others followed suit. In the following six years, 47.9% of total investment came from others.** In 2022, broke ground on the H3C development - another significant catalytic investment made with multiple community partners aimed at continuing the equitable revitalization of the community.

Cumulative Investment on Oretha Castle Haley Boulevard



## Financial Investment

GCHP's projects have invested **\$195.6 million** in the target Oretha Castle Haley Boulevard area. Other projects have invested another **\$58 million** for a total investment of over **\$254 million** along the 10-block target area.

For every **\$100** of GCHP investment an additional

**\$71.1** is generated in economic activity.

## Property Tax Generation

Even though GCHP is a non-profit organization and most of their work involves providing affordable housing, their portfolio still has a sizable property tax bill. The taxes that GCHP projects generate **each year** is enough to:



Pay the annual salaries of **three new teachers**, and...



Buy **478 books** for the library, and...



Purchase **two park benches**, and...



Pay the annual salaries of **1 1/2 firefighters**, and...



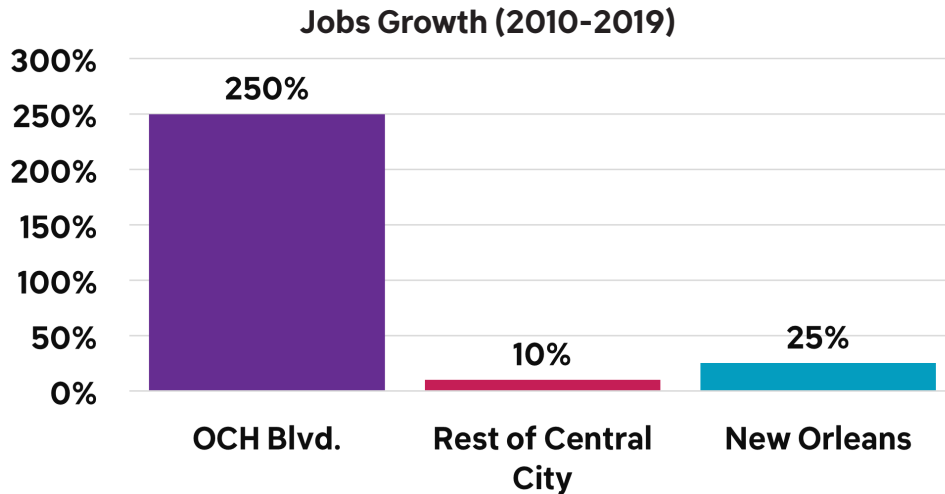
Acquire **one new monkey** for the zoo, and...



Provide more than **\$200,000** for other local government services.

## Jobs Growth (2010-2019)

To show just how much economic activity has spurred job growth, a layered methodology approach was used. Overall, the City of New Orleans has seen a 25% increase in jobs since 2010, with the most growth happening between 2010 and 2015. Job growth within the Oretha Castle Haley study area has dramatically increased during that same period. **Overall, the Oretha Castle Haley Boulevard study area has seen a 250% increase in jobs since 2010.**



## Annual Job Creation: GCHP Construction

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



GCHP projects create good paying jobs.

**\$55,000**

annual income for direct jobs, 27% more than the median household income in New Orleans.

**129**

direct jobs and

**\$7 million**

in direct labor income **each year**

**57**

indirect and induced jobs and

**\$2.2 million**

in indirect and induced labor income **each year**

GCHP's **\$123 million investment** on Oretha Castle Haley Boulevard has ultimately meant nearly **\$216 million in economic activity** for Louisiana.

For every **10 jobs** working directly on a GCHP project, **4.3 jobs** are created elsewhere in Louisiana.



A "direct job" is a job that is created by the project. In the case of historic rehabilitation that would include a carpenter, plumber, electrician, etc. "Indirect jobs" are not created by the project, but are supported by it. In this case, the sales person at the lumberyard, or the truck driver that delivered materials to the job site are good examples of indirect jobs. An "induced" job is a job that is supported by employees' own spending on goods and services with wages earned through direct and indirect jobs.

## Housing Units

Between 2007 and 2023

**622**

housing units were created or are under construction in the Oretha Castle Haley Blvd. neighborhood, with

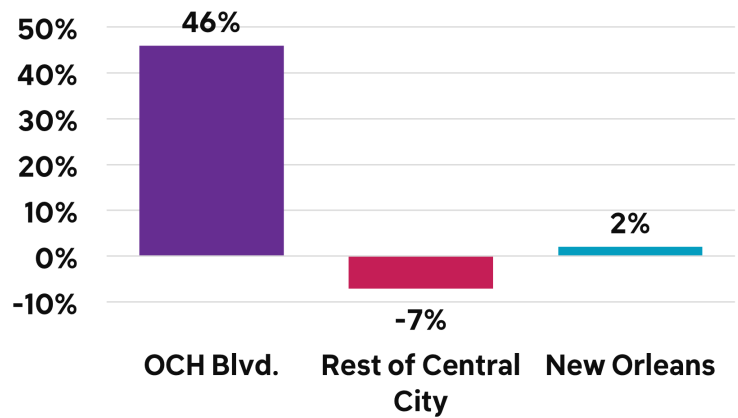
**578**

by GCHP and Partners.



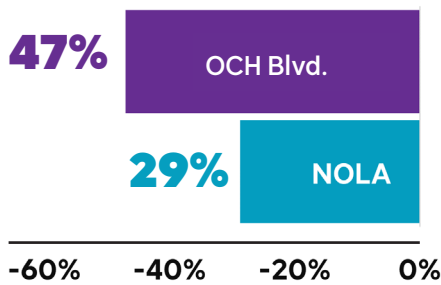
## Housing Unit Growth

Between 2010 and 2020, the number of housing units in the Oretha Castle Haley neighborhood increased by 46%. **Nearly 9% of the City's overall growth in housing units can be attributed to just the Oretha Castle Haley study area.** GCHP and their partners have made an outsized contribution to the housing supply in New Orleans.



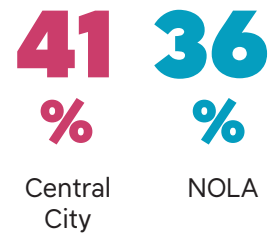
## Residential Vacancy

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



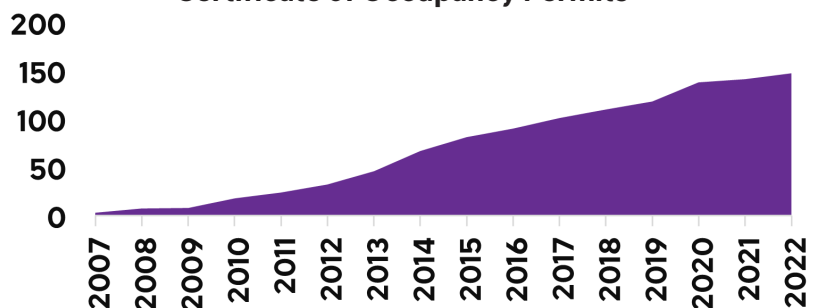
## Home Values

The median owner-occupied home value in Central City has increased 41% since 2010, outpacing the City of New Orleans overall where median value increased 36%.



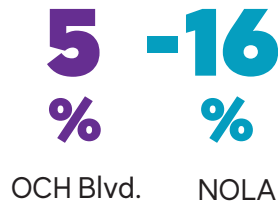
Since 2007, Oretha Castle Haley Boulevard has seen 147 new occupancy permits. 2014 was the year of the 1700 block of Baronne Street, with the opening of Tulane City Center and Ashé Power House Theater. The number of occupancy permits has grown steadily since then.

## Certificate of Occupancy Permits



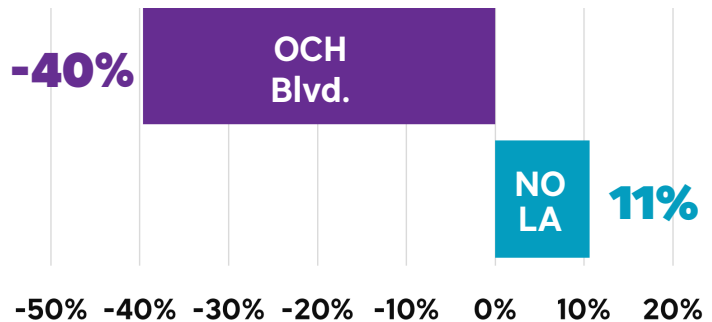
## New Businesses

Since 2012, the number of businesses in the Oretha Castle Haley study area has increased 5%. Over that time period, the city overall saw a 16% decrease in the number of businesses.



## Business Vacancy

Since 2014, the number of vacant business addresses has increased by 11% in the City of New Orleans overall. However, the number of vacant business addresses in the Oretha Castle Haley study area have decreased by 40%.



## Purchasing Power

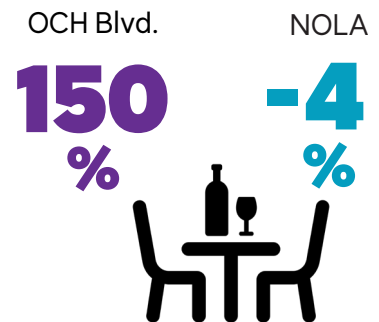
Even though many of the households in GCHP properties in New Orleans have incomes lower than 80% of the Median Area Income, the annual expenditures of those households is slightly more than \$20 million each year. These expenditures are generating jobs, businesses, income, and wealth in the Oretha Castle Haley neighborhood.



**\$20 million**  
in annual expenditures

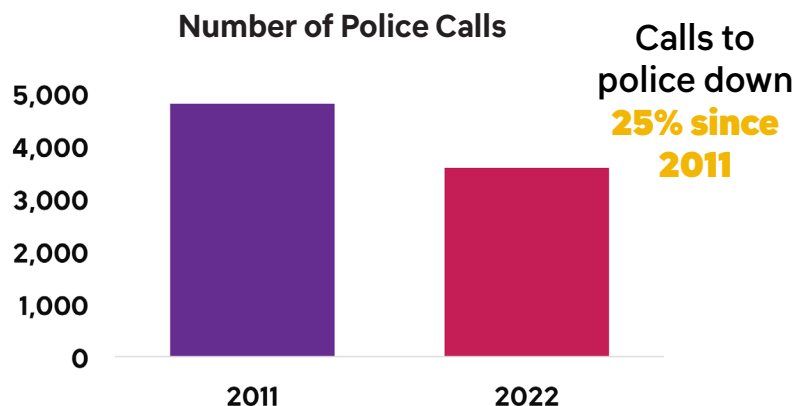
## Restaurants and Bars

New Orleans is a food and beverage city, known worldwide for its cuisine. Prior to investments made by GCHP and their partners, Oretha Castle Haley Boulevard would not have been considered a culinary destination. However, since 2012, the number of bars and restaurants in the corridor has increased by 150%. Meanwhile, the city overall has seen a slight decrease in the number of operating bars and restaurants. While in most places, the restaurant industry was hit hard by the pandemic, Oretha Castle Haley Boulevard's restaurant scene saw growth.



## Police Calls

Increased numbers of residents, more businesses, and an increase of people outdoors have had another impact – reduced crime. There were 25% fewer calls in 2022 than in 2011.

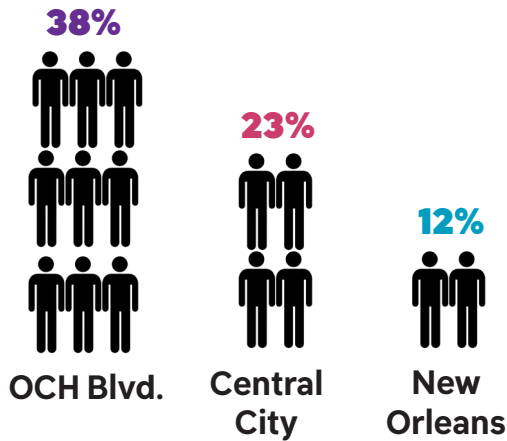


# Equitable Revitalization

The previous pages demonstrate that the investments made by GCHP and its partners have had significant impacts on Oretha Castle Haley Boulevard: new housing units, jobs and business creation, increased property tax returns, and more. **What is remarkable about this transformation is that these positive impacts have not come at the expense of historically disadvantaged populations. After over 15 years of investment, Oretha Castle Haley Boulevard has maintained its racial and economic diversity.**

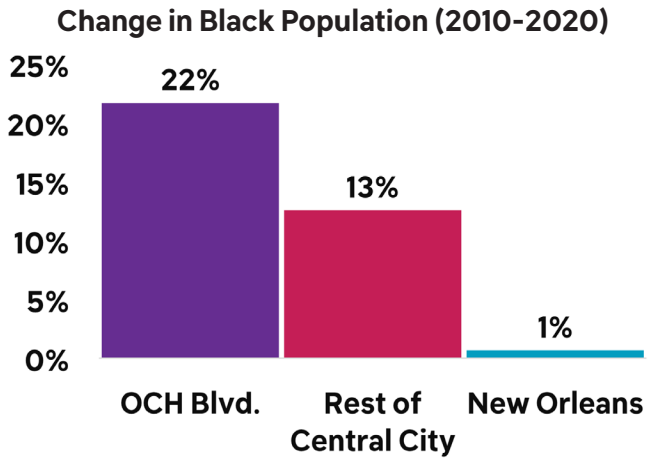
## Population Growth

GCHP's projects have been a tremendous residential catalyst. Between 2010 and 2020 the population in New Orleans increased by 12%. During that same period of time, the population in the Oretha Castle Haley study area grew by 38%.



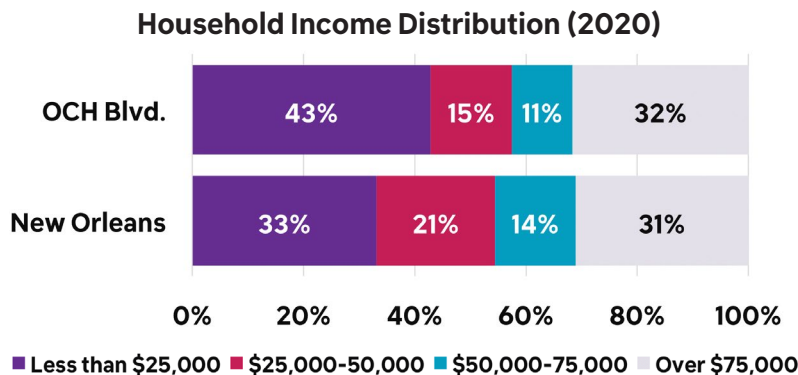
## Maintaining Diversity

In the study area, 79% percent of residents identify as non-white, compared to 67% in the city overall. During the time period that GCHP and its partners made their investments, the Black population in the Oretha Castle Haley study area grew an amazing 22%, far outpacing the rest of the city.



## Household Income Diversity

In 2020, the median household income in New Orleans was \$43,258. 43% of households in the Oretha Castle Haley Boulevard neighborhood make less than \$25,000. After over a decade of investment, the neighborhood has remained affordable for low-income families.



## Housing Affordability

GCHP is providing housing at a price point that Central City needs.

**57%**

of households in Central City make 80% AMI or less

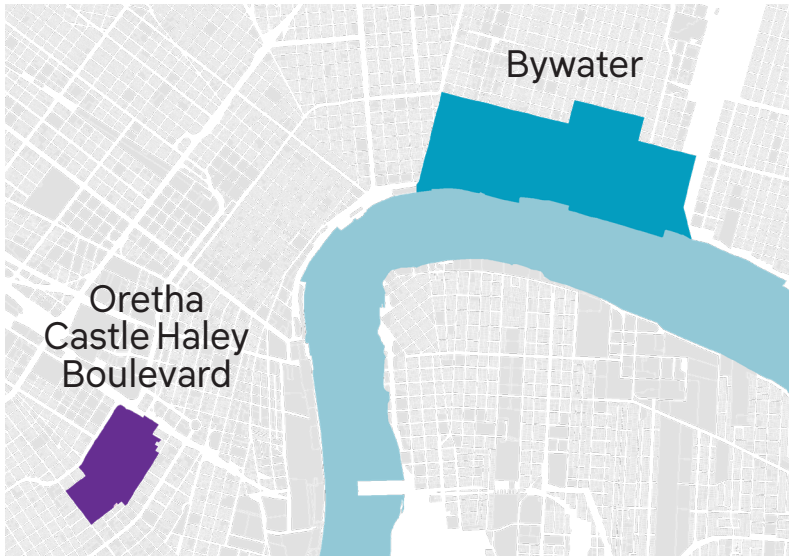
**92%**

of housing units created by GCHP are affordable at 80% AMI



# Equitable Revitalization Continued

## Neighborhood Investment without Gentrification: A Comparison of Oretha Castle Haley Boulevard and the Bywater

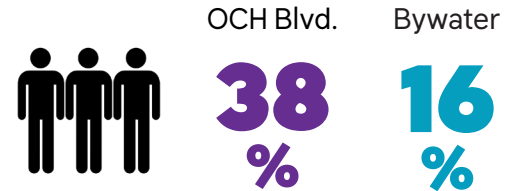


Neighborhood redevelopment has positive impacts in terms of new businesses, property tax revenues, housing units, and jobs created. However, there is often the fear that substantial investments will cause or accelerate displacement and impact affordability. Neighborhood revitalization efforts that displace longtime residents or only benefit new, wealthier residents is not the goal of the equitable revitalization

Bywater is a New Orleans neighborhood that had been home to working class families for two centuries, but has experienced considerable change post-Katrina. In 2016, the pace of change and out-of-scale development landed the Bywater on the Louisiana Landmarks Society's list of New Orleans' most endangered sites. Today, rising home prices and new developments are displacing longtime residents, and the neighborhood has seen a loss of Black population, Black renter households, and low-income households. Home values in the Bywater have skyrocketed 102% over the last ten years.

However, that has not been the case on Oretha Castle Haley, where equitable development has been a priority for redevelopment. Since 2010, the Oretha Castle Haley study area has seen an increase in Black residents and Black renters, and the decrease in low-income residents has been less severe than the rest of the city. Median home prices have increased, but at a far less severe rate.

### Population Change



### Change in Black Population



### Change in Black Renter Households



### Change in households making less than \$25,000



### Change in Median Home Value



# Conclusion

## 17 Years of Transformative Development

**ORETHA  
CASTLE HALEY  
BOULEVARD  
IS BEING  
TRANSFORMED,  
AND GCHP AND  
ITS PARTNERS  
ARE MAKING IT  
HAPPEN.**

GCHP's focused, incremental investment along Oretha Castle Haley Boulevard has been nothing short of astounding. In 17 years, GCHP's financial and human capital investments have transformed a largely vacant commercial corridor into a magnet for business, housing, arts and cultural activities, restaurants, and community-oriented services.

A wide range of measurements were applied in this study, and each told a positive story – increased population, reduced vacancy, new business licenses, increased property values and property tax revenues, new construction and historic rehabilitation jobs, and more. GCHP has invested at every scale, from multi-million-dollar mixed use complexes to small historic buildings. GCHP has invested with partners from all three sectors of the economy: public, private, and non-profit. GCHP has served as mentor and facilitator for others who were attracted to the neighborhood because of GCHP's leadership. GCHP's investment has been the indisputable catalyst for the investments of others. Although chartered as a not-for-profit organization, GCHP has proven itself to be an extraordinarily entrepreneurial developer. It has effectively utilized grant programs, tax credits, special financing mechanisms, and creative partnerships to meet goals of providing quality, affordable housing and revitalizing urban neighborhoods.

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

## Methodology

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

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

## Project Team

This report was prepared and written by Donovan Rypkema, Alyssa Frystak, and Katlyn Cotton. Rypkema is principal of PlaceEconomics, a Washington D.C.-based real estate and economic development consulting firm. He is author of *The Economics of Historic Preservation: A Community Leader's Guide* and an adjunct professor in the Historic Preservation Program at the University of Pennsylvania. Frystak is Director of Research and Data Analytics at PlaceEconomics. Cotton is the Director of Communications and Design at PlaceEconomics.

# Appendix

## GCHP Projects

# GCHP Direct Projects

GCHP has completed major projects on Oretha Castle Haley Boulevard since 2009.



- 2009
- 2010
- 2011
- 2012
- 2014
- 2017
- 2018
- 2019
- Under Construction
- Pre-Development

# Ashé Cultural Arts Center & Venus Gardens Residences

Year Completed: 2007

Address: 1712 Oretha Castle Haley Blvd

Square Feet: 45,625

Cost to Construct: \$5,400,000

Transformed Into: Event Space, Office Space, and Residential Condos, Efforts of Grace



Following Katrina, GCHP purchased the 3-story former department store which had previously been renovated into 30 apartments. The Ashé Cultural Arts Center, run by the Efforts of Grace, Inc., had been a cultural and artist fixture in the building since 1998. The Center provides space for emerging and established African American artists to create and exhibit their crafts. The programming at the Ashé Center uses art as a platform to talk about issues relevant to the African American community—through plays about racism, screenings of African American films and documentaries, wellness clinics, etc.

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



Photo credit: Haj Langford



## 1610 Oretha Castle Haley Boulevard

Year Completed: 2009

Address: 1610 Oretha Castle Haley Blvd

Square Feet: 6,196

Cost to Construct: \$1,900,000

Transformed Into: Office Space



Photo credits: GCHP

After outgrowing their start-up office space, GCHP looked to expand. In 2009, the organization chose two buildings located in the middle of the 1600 block of Oretha Castle Haley Boulevard. The dilapidated structures had been long-vacant and open to the elements. The renovations utilized historic rehabilitation tax credits and followed the Secretary of Interior standards to transform one building into a courtyard and the other into four office spaces. This project marked a very visible commitment by GCHP to Oretha Castle Haley Boulevard, both physically and financially, serving as GCHP headquarters for a decade until further growth necessitated moving to a larger space down the block.

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

# Neighborhood Development Foundation

Year Completed: 2009, houses in 2012

Address: 1429 South Rampart Street

Square Feet: 4,730

Cost to Construct: \$1,200,000

Transformed Into: Office Space,  
Headquarters for Neighborhood  
Development Foundation



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

community-based nonprofit and affordable home builder in Central City. By the end of 2012, Jericho Road, in partnership with Hope Enterprise Corporation, completed the construction of 13 homes, all of which have sold. Regarding the newly-constructed houses, a reporter for nola.com stated, "To be honest, I wasn't certain when I first arrived if these were

old houses that were recently renovated or new houses just built. My indecision tells me that the houses are designed very well — especially insofar as proportions."



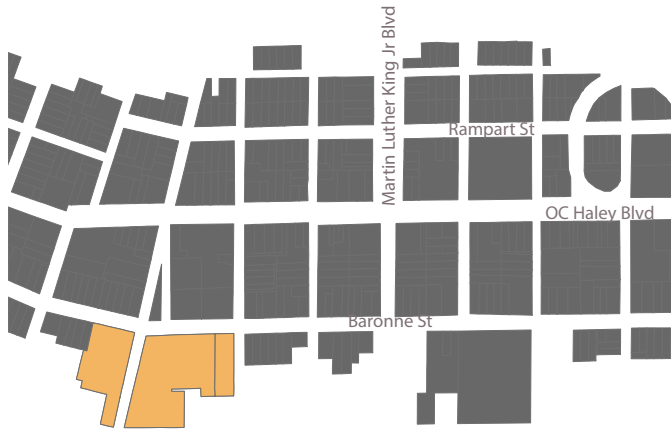
Photo credit: GCHP

Source: [http://www.nola.com/homegarden/index.ssf/2013/01/new\\_homes\\_add\\_to\\_a\\_resurgence.html](http://www.nola.com/homegarden/index.ssf/2013/01/new_homes_add_to_a_resurgence.html)

Source: <http://community-wealth.org/content/neighborhood-development-foundation-0>

Source: [http://www.gchp.net/projects/detail/Neighborhood\\_Development\\_Foundation](http://www.gchp.net/projects/detail/Neighborhood_Development_Foundation)





## The Muses Apartments I and II

Year Completed: 2010-2011  
 Address: 1740 Baronne Street  
 Square Feet: 301,452  
 Cost to Construct: \$60,100,000  
 Transformed Into: 263 Affordable  
 Housing Units

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

developer LDG Development, to pull off the project. The development is a hub for the neighborhood and a large draw for new residents. The property provides hundreds of residents with high-quality apartments and amenities like playgrounds, a fitness center, high speed internet, and parking — at affordable rent.

The Muses is a Silver-Level Leadership in Energy and Environmental Design (LEED) building and the first in Louisiana to receive the performance standards designation. The Muses also won a Development of Distinction Award from the Novogradac Journal of Tax Credits in 2010 for overcoming development obstacles. They simultaneously received an Honorable Mention for Major Community Impact for use of the Low Income Housing Tax Credits.



Photo credit: Apartments.com

# Harrell Building

Year Completed: 2012  
 Address: 1409 Oretha Castle Haley Blvd  
 Square Feet: 20,163  
 Cost to Construct: \$5,900,000  
 Transformed Into: Office and Retail Space, New Orleans Redevelopment Authority, IberiaBank Branch, State Senator Office, Nonprofit Offices



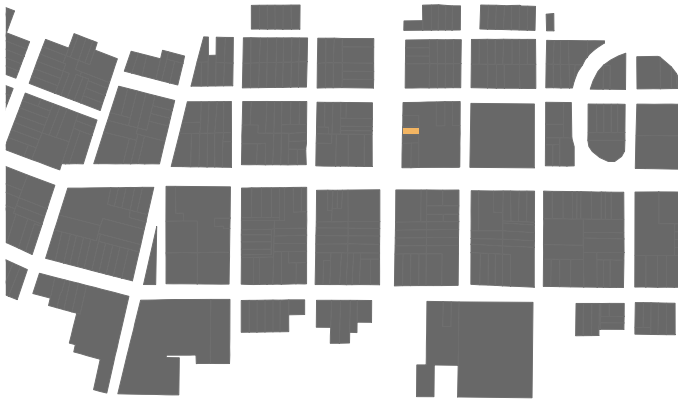
This mixed-use project encompasses the newly-constructed Harrell Building, named for the late Reverend Louis B. Harrell. The project also included the renovation of the nearby King Rampart Apartments, comprised of 70, one- and two-bedroom apartments for senior citizens. GCHP served as both owner and developer. Public-private partnerships were key to this project's success. GCHP utilized multiple funding sources for the mixed-use project, including New Market Tax Credits, Community Development Block Grant dollars, Neighborhood Stabilization Program funds, Gulf Opportunity Zone Bonds, and private loans. The New Orleans Redevelopment Agency (NORA) acted as a project partner, signed a ten year lease, and

moved into the top three floors. Since their move to Oretha Castle Haley, \$7 million in NORA RENEW facade grants, which provided a 3:1 match for high-quality facade improvements, have gone into buildings on

Oretha Castle Haley. In 2023, NORA purchased this property from GCHP when their initial ten year lease ended.



Photo credit: White-Spunner Construction, Inc.



# King Rampart Apartments

Year Completed: 2012

Address: 1931 Martin Luther King Jr. Blvd

Square Feet: 64,542

Cost to Construct: \$60,100,000

Transformed Into: 70 Affordable Senior Housing Units

Completed in 2012, the King Rampart Apartments offers 70 one- bedroom and two -bedroom housing units for seniors over 55. Quality, affordable, senior housing was identified by the City of New Orleans as critical to the Oretha Castle Haley Target Recovery

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

Source: <http://www.webergrouppinc.com/whats-going-on-in-construction/throw-back-thursday-the-muses-in-new-orleans-la/>



Photo credit: Bruce Keyes

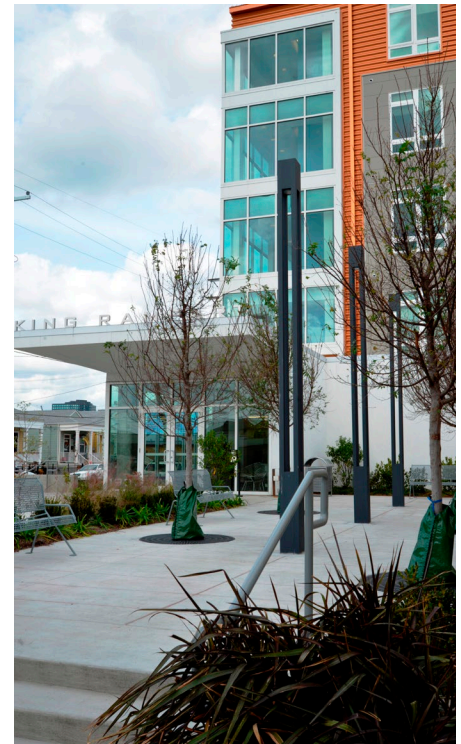


Photo credit: Harry Connolly

# Café Reconcile

Year Completed: 2012

Address: 1631 Oretha Castle Haley Blvd

Square Feet: 20,872

Cost to Construct: \$5,600,000

Transformed Into: Larger Revitalized Space for Non-profits, Cafe Reconcile, Central City Renaissance Alliance



Oretha Castle Haley Boulevard has always been a cultural hub, once home to Jewish and Italian merchants, African-American doctors, a German bakeshop, and even a dairy. Decades of disinvestment beginning in the 1960s left the corridor largely blighted and vacant. In recent years, culture and commerce have been the tools for revitalization. Today, Cafe Reconcile functions as a local business and nonprofit that provides workforce training for at-risk young adults. Like much of New Orleans, the building was damaged by Hurricane Katrina. To support their mission and repair damage, Cafe Reconcile undertook a \$5

million renovation project that included the rehabilitation of an existing historic building and the construction of an addition, all completed in 2014. GCHP served as the project manager and funder for the project. Their 5-story historic corner building on Oretha Castle Haley Boulevard now serves as a centerpiece in the community, providing jobs and a hub for local commerce.



Photo credit: White-Spinner Construction, Inc.



Photo credit: Dark Roux Photography



# Ashé Power House

Year Completed: 2014

Address: 1731 Baronne Street

Square Feet: 21,427

Cost to construct \$7,500,000

Transformed Into: Event Space

Rehabbed at nearly the same time as its next door neighbor at 1725 Baronne Street, the former New Orleans Public Service Inc. Polymnia Streetcar Substation at 1731 Baronne was transformed into the Ashé Power House Theater. GCHP served as owner/developer to complete the \$7.5 million rehabilitation that allowed Ashé Cultural Arts to expand its programming, performance,

and event capacity. The project utilized diverse funding streams: federal and state historic tax credits, live performance tax credits, new markets tax credits, bank loans, and fundraising by Ashé.

The 10,650 square-foot site is now home to a 200-seat theater and a large lobby art gallery. The rehabilitation of the

90-year-old power house adds to Ashé's cultural campus — the organization also operates a museum around the corner at 1712 Oretha Castle Haley. "We're looking to really up our game," said Jo Ann Minor, the associate director of Ashé Cultural Arts Center. "This gives us an ability to stay out late with the big girls and the big boys," she added.

The two projects, known collectively as PolyBar at 1725 and 1731 were awarded by the Louisiana Trust's for Excellence in Historic Preservation in 2015.

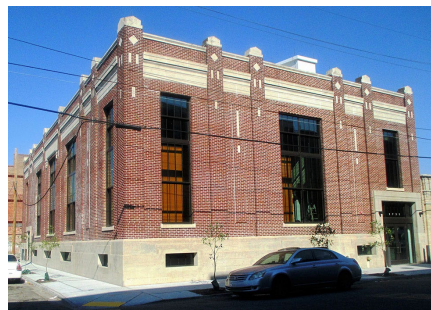


Photo credits: GCHP

Source: [http://www.nola.com/homegarden/index.ssf/2015/02/the\\_carver\\_theater\\_private\\_hom.html](http://www.nola.com/homegarden/index.ssf/2015/02/the_carver_theater_private_hom.html)

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

Source: [http://www.nola.com/arts/index.ssf/2015/02/ashe\\_power\\_house\\_an\\_electrifyi.html](http://www.nola.com/arts/index.ssf/2015/02/ashe_power_house_an_electrifyi.html)

# The Albert and Tina Small Center for Collaborative Design

Year Completed: 2014  
 Address: 1725 Baronne Street  
 Square Feet: 7,200  
 Cost to Construct: \$3,100,000  
 Transformed Into: Institutional Office Space



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

The TCC, later renamed the Tina and Albert Small Center for Collaborative Design, launched in 2005 following Hurricane Katrina in response to the need for technical and thoughtful rebuilding assistance. The Center provided a way to educate and engage students in the physical and cultural recovery of the city. After nearly

10 years and over 80 projects, the TCC was looking for a new space to expand its community-based "engage-design-build" studios.

This project helped the Center showcase their commitment to the city by moving their headquarters from Tulane's campus to Central City — closer to projects and partners. Post-renovation, dozens of students are in the building on

a daily basis and hundreds visit annually. The Small Center has also reinvested in the community with student studios taking on projects in Central City.

The project received recognition as a "preservation success story" from the Louisiana Trust in 2014.



Photo credits: FH Myers Construction



# The New Orleans Mission

Year Completed: 2017

Address: 1134 Baronne Street

Square Feet: 28,328

Cost to Construct: \$4,163,324

Transformed Into: New Orleans Mission, an updated facility for individuals experiencing homelessness.



Photo credit: GCHP



Photo credit: Shay Sokel

In order to meet the needs of the men and women experiencing homelessness it serves, the New Orleans Mission needed extensive renovations and upgrades. GCHP served as project manager for these renovations, which included bringing the entire structure up to code, repairing the roof, completely

restoring the building's facade, and reimagining the interior layout for programmatic needs.

The renovations improved not just the building, but the streetscape of Oretha Castle Haley Boulevard— and most importantly, the quality and comfort of accommodations for the residents without homes that rely on the New Orleans Mission every day.



Photo credit: GCHP

The Mission's CEO, David Bottner, said "Our hope is that the men and women would say, 'Why would we not want to stay here? It's beautiful. It's clean. It's brand new.'" He went on to say, "It's the same thing for you or me. Where would you rather stay: a really nice hotel or a roach motel?"

# 1840 Baronne

Year Completed: 2017  
 Address: 1840 Baronne Street  
 Square Feet: 7,402  
 Cost to Construct: \$2,100,000  
 Transformed Into: Housing



1840 Baronne is a two-story, eight bay Creole style row home, a rare style of historic architecture in the City of New Orleans. The original layout of the building, set up for eight families, was built intentionally as affordable housing for multi-family living. GCHP applied for multiple financing sources including state historic preservation grants, HOME Funds, and other private funds. This architectural gem was badly damaged during Hurricane Katrina, and the project restored it back to its intended use as affordable housing, this time for seniors. Students from Tulane's City Center Program served as part of the design team.

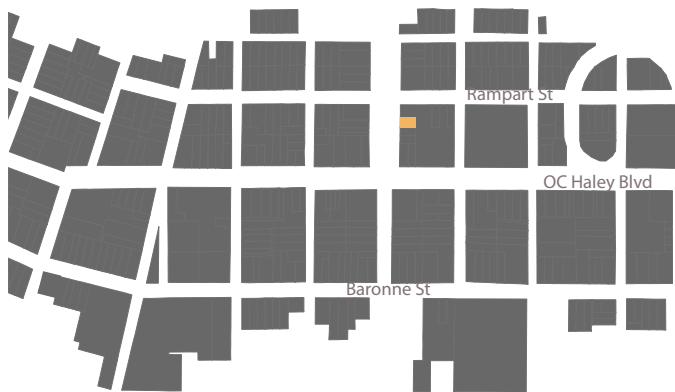


Photo credits: GCHP



Photo credit: GCHP





# 1927 Martin Luther King

Year Completed: 2018

Address: 1927 Martin Luther King Jr. Blvd

Square Feet: 2,177 square feet

Cost to Construct: \$705,000

Transformed Into: Commercial and Retail Space

The building at 1927 Martin Luther King Jr. Boulevard was acquired by GCHP in 2011 while assembling land for the Harrell Building development and the King Rampart Apartments. The former pawn shop had been long-vacant. 1927 MLK is a building of historic significance in a State of Louisiana Cultural District and was eligible for state historic tax credits. In addition to an equity investment driven by state historic tax credits, the project has also received financial support through the New Orleans Redevelopment Authority (NORA) Façade RENEW program.

1927 MLK now provides 2,177 square feet of commercial storefront space on Martin Luther King Jr. Blvd, just one block off of Oretha Castle Haley Boulevard. Today the building is

occupied by ricRACK, a sewing and textile recycling non-profit. ricRACK combines creative skill building with environmental responsibility by offering meaningful opportunities to youth and adults to re-use donated clothing, textiles, and craft materials.



# 1626 Oretha Castle Haley Boulevard

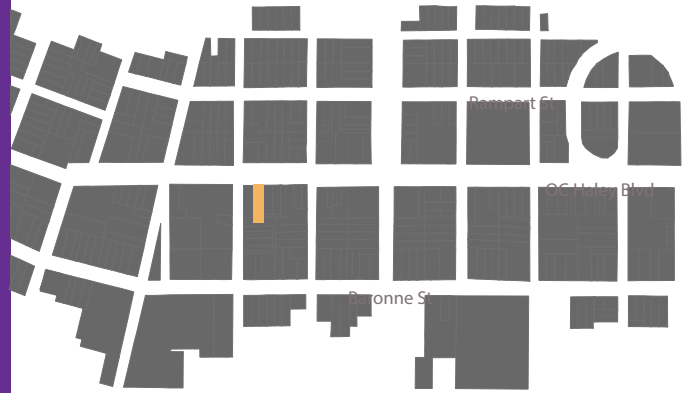
Year Completed: 2019

Address: 1626 Oretha Castle Haley Blvd

Square Feet: 9,212 square feet

Cost to Construct: \$2.4 Million

Transformed Into: Retail and Office Space



Built in 1913, the two-story building at 1626 Oretha Castle Haley Boulevard once housed the Grand Leader department store, which eventually became a McCrory's five and dime store from the 1920s to the 1960s. Since then, the building has been home to various neighborhood organizations, such as the Central City Economic Opportunity Corporation. Before its most recent transformation, it sat vacant with boarded windows and a collapsed roof. In 2002, Gideon CDC bought the property, but plans to renovate the building were stalled by Hurricane Katrina. After witnessing the revitalization work spearheaded by the Gulf Coast Housing Partnership, Gideon reached out to GCHP for help.

GCHP pulled on a mix of funding, including \$500,000 in financing from the New Orleans Redevelopment Authority, \$1.2 million from IberiaBank, and \$632,000 in federal and state historic tax credits. GCHP also

received a \$37,500 facade grant from NORA. The building contains ground level retail space as well as office space for GCHP and the Gideon Community Development Corporation.



Photo credit: New Orleans Redevelopment Authority

# Hayden Plaza

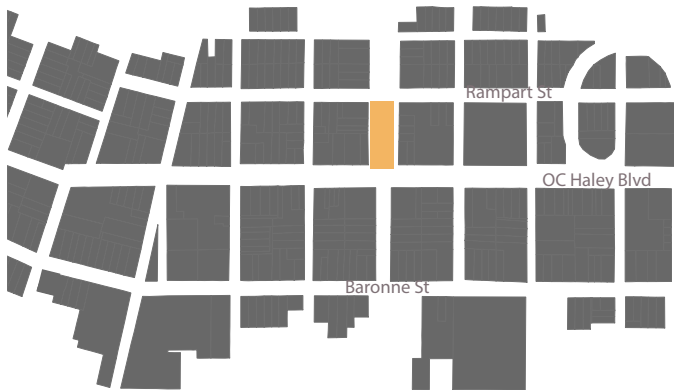
Year Completed: 2019

Address: 1900 Martin Luther King Blvd

Square Feet: 10,000 square feet

Cost to Construct: \$334,309

Transformed Into: Public Plaza



Hayden Plaza is a linear park found at the intersection of Martin Luther King Jr. Boulevard and Oretha Castle Haley Boulevard. The Park is named for artist Frank Hayden who created an abstract sculpture of Martin Luther King Jr. eight years after his assassination. Formerly neutral ground separating the lanes of Martin Luther King Jr. Boulevard, the \$333,000 improvement project was funded through the State's Office of Community Development. Improvements included adding a walking path, benches, landscaping, replacing sections of worn sidewalk, and reconfiguring the Martin Luther King Jr. sculpture to be closer to the ground and more accessible.



Photo credit: Oretha Castle Haley Boulevard Merchant Association

## Under Construction H3C

Address: 1300 Oretha Castle Haley Blvd  
 Square Feet: 211,134 square feet  
 Cost to Construct: \$78 Million  
 Transformed Into: Affordable Housing  
 and Healthcare Center



In 2022, Gulf Coast Housing Partnership and Alembic Community Development broke ground on a new affordable housing and healthcare development at 1300 Oretha Castle Haley Boulevard. The project is called H3C because of the neighborhood's decade-long belief in the "3 c's": culture, commerce, and community, plus healthcare. The addition of quality, affordable healthcare to Central City represents a significant milestone for GCHP. The project is under construction as of 2023 and will feature 192 one-, two- and three-bedroom rental units, half of which will be

reserved for seniors 55 years of age or older. H3C will be the first building in Louisiana certified by Fitwel, a rating system created by the U.S. Center for Disease Control and Prevention to guide building design and operations to improve the health of building occupants. In addition to housing, the site will feature 12,600 square feet of

commercial space, including a Federally Qualified Health Center operated by Ascension DePaul Services of New Orleans as well as a community center operated by Belle Reve.



Photo credit: GCHP





Prepared by:  
 **PlaceEconomics**

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