

EXPERIENCE

New Orleans' Historic
Neighborhoods

Central Business District & Lower Garden District





NEIGHBORHOOD EVENTS

What's going down around here?

SPRING

St. Patrick's Day block party and parade on Magazine Street
Wednesdays at the Square music series in Lafayette Square

SUMMER

Bayou Country Superfest
ESSENCE Festival
New Orleans Saints play at Mercedes-Benz Superdome through January
Whitney White Linen Night

FALL

Art for Arts' Sake
Crescent City Blues & BBQ Festival
Fried Chicken Festival
New Orleans Pelicans play at the Smoothie King Center through April

WINTER

Allstate Sugar Bowl
LUNA Fête
Mardi Gras parades along St. Charles Avenue
NOLA Christmas Fest

GO DEEPER

For details on these and other great New Orleans events year-round, see NewOrleansOnline.com/calendar





WE ASKED LOCALS

What is your favorite spot in the city?

SUZY MASON

CO-FOUNDER AND FORMER DIRECTOR,
LOUISIANA GREEN CORPS

One of my favorite things to do in New Orleans is to sit on the swings in front of the Port Authority building. From these swings you can see the underbelly of the Crescent City Connection and watch the ships pass on the Mississippi.

PATRICIA H. GAY

EXECUTIVE DIRECTOR,
PRESERVATION RESOURCE CENTER

When I am on Constance Street, approaching Josephine, with St. Mary's Assumption, a German church, on one side and St. Alphonsus, an Irish Church, on the other, I also think of the French church, Notre Dame de Bon Secour, which was a block away until the 1920s. I am filled with awe at the thought of so many people of German, Irish and French origin filling these streets on their way to Mass. This streetscape emanates the vitality and rich diversity of New Orleans when it was one of the largest cities in the country.

DEBORAH BURST

AUTHOR

I was captured by the Baroque beauty of the interior of St. Alphonsus Church in 2004 and have been writing about historic churches ever since.

SAVANNAH STRACHAN

CASTING DIRECTOR

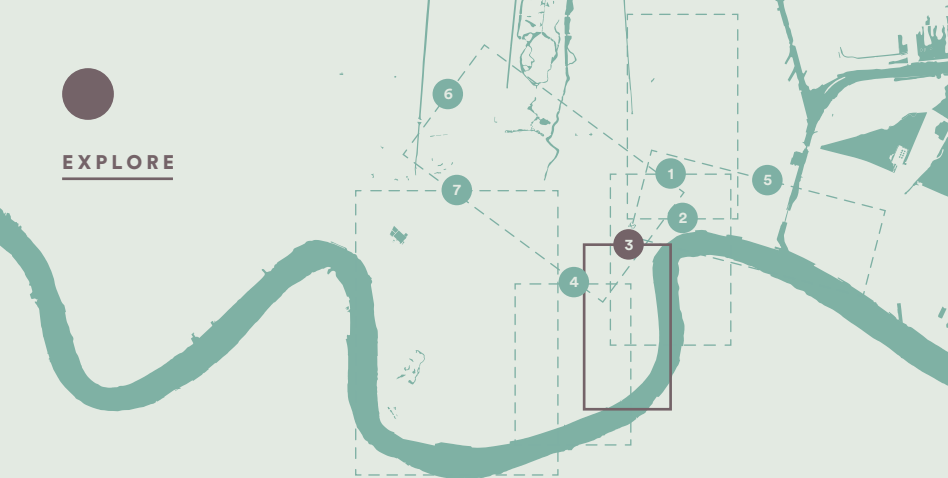
I love to walk the slice of the city between Canal Street and Poydras, especially at lunchtime on a weekday — the streets are crowded with businessmen, secretaries, waiters, chefs, judges, lawyers, laborers... it's the 1930s come alive. The architectural backdrop — all the iconic monuments of the New Orleans skyline — feed the feeling of being in another time. In a tradition that hasn't changed in decades, at noon in the CBD, the rich, the poor and everyone in between rub elbows at the lunch counter.

ROSE LEBRETON

ATTORNEY

The shade of Lafayette Square walking from work to lunch at Herbsaint in the summer.

EXPLORE



HISTORIC DISTRICTS —

- 1 Vieux Carré and Algiers Point
- 2 New Marigny, Gentilly Terrace and Edgewood Park
- 3 Upper & Lower Central Business District and Lower Garden District
- 4 Irish Channel, Garden District and Central City
- 5 Faubourg Marigny, Bywater and Holy Cross
- 6 Mid-City, Parkview, Esplanade Ridge and South Lakeview
- 7 Broadmoor, Carrollton and Uptown
- 8 New Orleans' National Register Historic Districts

A PROJECT OF —



923 Tchoupitoulas St.
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Hours— Mon–Fri 9 AM–5 PM

The mission of the Preservation Resource Center —

To promote the preservation, restoration, and revitalization of New Orleans' historic architecture and neighborhoods.

MAPPING & DESIGN BY—

Erik Kiesewetter / Constance
wearconstance.org

WITH SUPPORT OF —



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New Orleans Tourism Marketing Corporation (NOTMC) is a private economic development corporation created under Louisiana State Law to foster jobs and economic growth by developing the tourism industry in New Orleans.

PHOTOGRAPHY BY—

Rebecca Ann Ratliff / NOTMC
notmc.com

This project has been funded in part by a grant from the Johanna Favrot Fund for Historic Preservation of the National Trust for Historic Preservation.

UPPER & LOWER CENTRAL BUSINESS DISTRICT



the year. The Warehouse District has art galleries, world class museums, excellent restaurants and luxurious condos for lucky residents.

Part of the huge plantation allotted to New Orleans founder Jean Baptiste LeMoynes Siuer de Bienville in 1719, the lands comprising the CBD were sold to the Jesuits in 1723, then divided among several smaller landowners, including Bertrand Gravier and Delord Sarpy, in 1863. Gravier subdivided his lands in 1788, forming New Orleans' first officially incorporated neighborhood, Faubourg St. Marie. With the construction of the First Presbyterian Church, the St. Charles Hotel and the St. Charles Theater, the new "American Sector" (so-called for the Americans who settled here) had begun to challenge the Vieux Carré as New Orleans' financial and cultural center by the 1830s.

Welcome to the bustling Central Business District, several distinct neighborhoods rolled up together into one vibrant urban core. The historic commercial heart of the city of New Orleans, Canal Street, is alive 24 hours a day, with hotels, restaurants, shops, and its own streetcar line taking tourists and residents along a beautiful stretch of impressive historic structures. Picayune Place, a historic district in the financial heart of the city, is dominated by offices and residences, all within fine buildings over a century old. Lafayette Square, anchored by Gallier Hall, New Orleans' former City Hall, is a welcome greenspace downtown that hosts a free midweek concert series in the spring, and several diverse weekend festivals throughout

In the beginning of the 20th century, the CBD was a thriving commercial and retail center, and its growth continued after the Depression. But by the 1960s, the Industrial Canal had rerouted port activity, and suburban shopping malls had emptied downtown. Highway construction further endangered the residential population; during this era, downtown was kept afloat by its proximity to the preserved French Quarter and stable uptown neighborhoods. In 1963, Poydras Street, once the site of a historic market, was widened to accommodate high-rise office towers. The land speculation that followed saw entire blocks razed for office buildings and parking lots.

Preservationists organized in the 1970s to stop the demolition of 19th and early 20th-century buildings and to encourage their renovation. They remain just as vigilant today. The City Council established the Central Business District Historic District Landmarks Commission to govern the neighborhoods' demolition and new construction in 1978. Since then, an incredible amount of private investment has seen the adaptation of historic commercial buildings into hotels, residences, offices and more. The Louisiana World Exposition of 1984 further revitalized the area, turning the sleepy Warehouse District into a vibrant neighborhood with art galleries, restaurants, hotels and residences. The National Register of Historic Places lists

the CBD as two different districts: the Upper and Lower Central Business District.

Today, thanks to the visionary efforts of Michael Manjarris/Sculpture for New Orleans, you can find scores of world-class sculptures by local, national and internationally known artists throughout the CBD, including 22 on Poydras Street sponsored by the Helis Foundation.

With a cultural economic value of roughly \$50 million, this effort has enhanced the fabric of the neighborhood significantly through an unprecedented display of public art in an urban setting post Katrina.



LOWER GARDEN DISTRICT



Photo— Liz Jurey



Stroll down Magazine Street, buzzing with shoppers and diners visiting the local boutiques, renowned restaurants or sultry bars lining the neighborhood's commercial thoroughfare, or relax in the shade of a live-oak tree in Coliseum Square, or one of the Lower Garden District's other pocket parks. No matter where you are, you will meet residents walking their dogs, chatting with neighbors or playing in the grass. The Lower Garden District is a diverse neighborhood whose streets are alive with a passionate population of residents who simply love where they live.

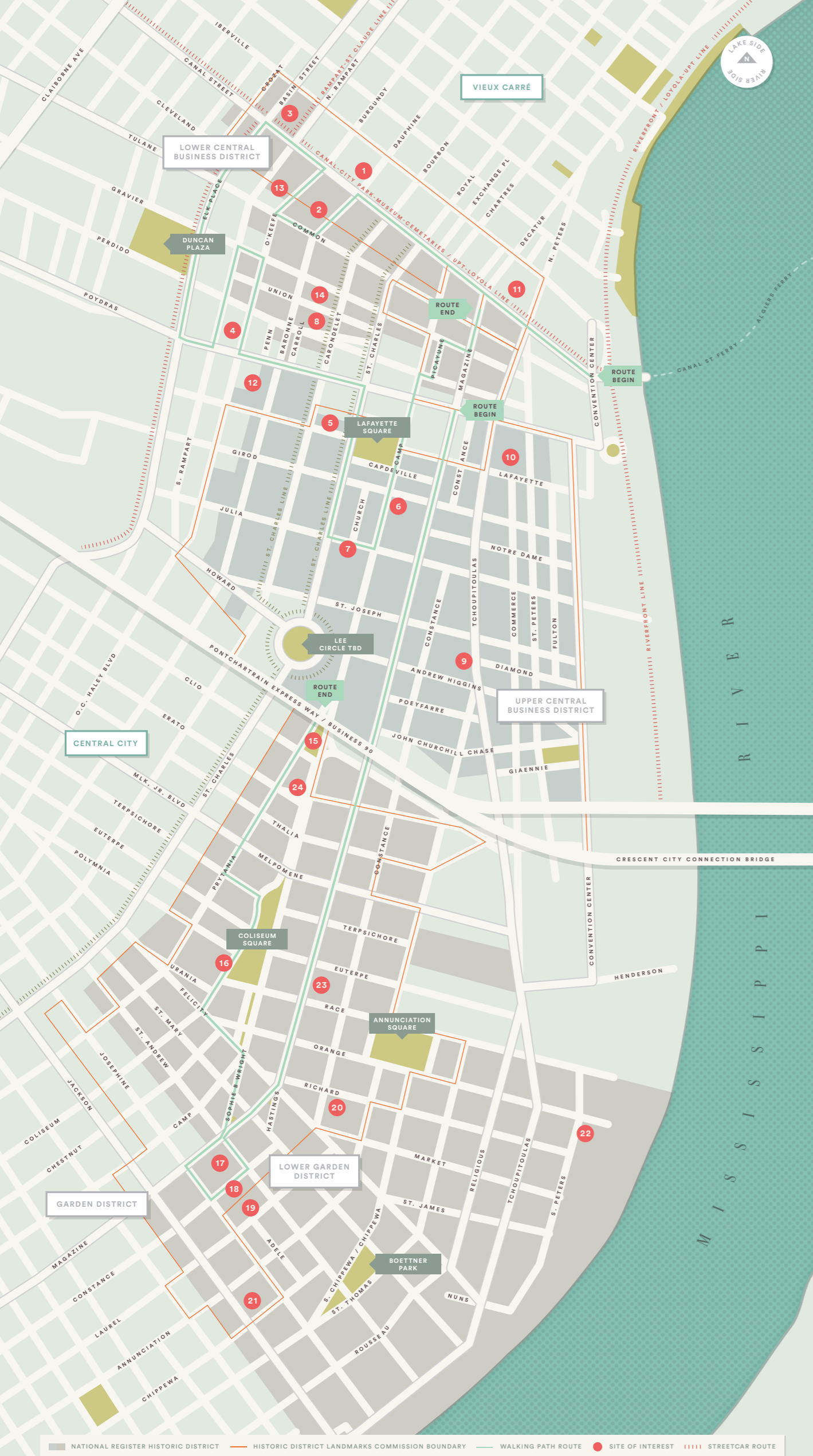
And why wouldn't they? The proximity to the amenities of both the Central Business District — the city's skyline and the lights of

the Mississippi River Bridge can be seen from the second and third floors of homes and apartments above Magazine Street's bustling businesses — and Uptown alike is entirely convenient. And its offerings are one-of-a-kind, from historic churches that rival the cathedrals of Europe to old-world artisans and service providers who operate shops within the neighborhood, such as Irish barber Aidan Gill, whose barbershop offers Guinness and whiskey with hot-towel shaves.

Laid out in 1806-07 by Barthelemy Lafon as an open, semi-urban system of interrelated parks with basins, fountains and canals, the Lower Garden District was "one of the earliest expressions of the Greek Revival to appear in New Orleans," according to noted architect Samuel Wilson, Jr. The streets still bear the names of the nine muses of Greek mythology, and many of the mid-19th century Greek Revival and Italianate homes built in this classical setting remain. German and Irish immigrants began to populate the neighborhood in the 1840s, defining the neighborhood for many generations. The St. Thomas Housing Project was constructed from 1939-1947, further altering the neighborhood. During the Depression, many of the mansions turned into boarding houses and apartments. The neighborhood further declined as residents moved to the suburbs after WWII to take advantage of lower government-insured mortgage interest rates that were not available to most inner-city homebuyers. The construction of the Mississippi River Bridge in 1956 fostered still more decline, as an onramp was constructed over a neighborhood park and commuter traffic clogged the streets.

In 1970, young "urban pioneers" began to move into the neighborhood, attracted by potentially fine homes in a park setting. They began buying the mansions on and around Coliseum Square Park and reverting them back to single-family homes from their chopped-up, multi-apartment states. When the State of Louisiana announced plans for a second bridge between Race and Felicitee streets, these pioneers fought the proposal, placed the neighborhood on the National Register of Historic Places in 1974, and defeated the second span that same year. Thanks to their tireless efforts, the Camp Street bridge ramp was removed in 1994. Preservation of the neighborhood has been further bolstered through the years by the publication of the first Friends of the Cabildo New Orleans Architecture series book — *Vol. 1, The Lower Garden District* — bringing greater public awareness to the area's incredible architectural offerings, and by the Preservation Resource Center's efforts in the late 1980s and 1990s, via their Operation Comeback department, to revitalize whole swaths of the neighborhood. These efforts made homeownership and renovations more accessible to new residents, and helped turn many blocks throughout the neighborhood around.

Newcomers continue to work to preserve this important historic neighborhood. The population continues to grow, and property values are higher than ever. It remains diverse, however: a mixture of young and old, families and single people, mansions and affordable housing, all living amongst schools, churches, shops, and all that the Lower Garden District has to offer.



HISTORIC SITES OF INTEREST

1 RITZ-CARLTON HOTEL 1909-10
901-923 Canal St

Formerly Maison Blanche / Kress dept. stores.

2 ROOSEVELT HOTEL 1906
123 Baronne St

Built as the Fairmont Hotel, Huey Long had a suite here, and its Blue Room hosted Ella Fitzgerald, Sonny and Cher and Bette Midler, among other stars.

3 SAENGER THEATER 1926
1101-07 Canal St

The most popular movie and live performance showhouse in the city has an incredible interior with endless flourishes. Closed for years after Katrina, the theater underwent a multimillion dollar restoration, reopening in 2014.

4 S. RAMPART STREET
400 Block

This stretch was named by the Smithsonian as the most important in jazz history in America, as it includes venues critical to the founding of jazz: the Eagle Saloon (401-03), the Iroquois Theater (413-15) and the former Karnofsky home and tailoring shop (427).

5 GALLIER HALL 1845
545 St. Charles Ave

This former City Hall, designed by James Gallier, is still in civic use. It is a National Historic Landmark, and is a nationally significant example of Greek Revival architecture.

6 ST. PATRICK'S CHURCH 1840
724 Camp St

Designed by James Dakin, this National Historic Landmark is one of the nation's earliest and finest examples of Gothic Revival architecture.

7 JULIA ROW 1833
600-624 Julia St

The "Thirteen Sisters" is one of the finest examples of "American" architecture developed in New Orleans' "American Sector."

8 FACTOR'S ROW 1858
802-822 Perdido St

The city's former center of cotton trading.

9 THE PRESERVATION RESOURCE CENTER 1853
923 Tchoupitoulas St

Distinguished by its cast-iron Gothic Revival façade, the building was designed by Gallier and Turpin for the Leeds Iron Foundry, and today houses the headquarters of this nonprofit.

10 PIAZZA D'ITALIA 1978
Lafayette and Commerce St

This urban plaza, designed by noted post-modern architect Charles Moore and Perez Architects, was commissioned by the New Orleans' Italian-American community as a symbol of the Italian immigrant experience of their forefathers. It is considered a masterpiece by fans of post-modern architecture, though its local popularity has varied through the years.

11 US CUSTOM HOUSE 1848
423 Canal St

12 CIVIC THEATER 1906
510 O'Keefe Ave

13 ORPHEUM THEATER 1921
129 Roosevelt Way

14 HIBERNIA BANK BUILDING 1921
Union at Gravier St

15 MARGARET HAUGHERY STATUE 1884
Margaret Place

Created by sculptor Alexander Doyle, this monument was built to honor "Mother Margaret," a local hero who cared for children.

16 GRACE KING HOUSE 1847
1749 Coliseum St

Impressive home with both Greek Ionic and Corinthian columns gracing its front, named for the Louisiana historian and author who lived here from 1905-1932.

17 ST. ALPHONSUS ART AND CULTURE CENTER 1855
2029 Constance St.

This stunning Italianate former church, a National Historic Landmark, has frescoes by Italian painter Dominique Canova and impressive statuary within.

18 ST. MARY'S ASSUMPTION CHURCH 1858
923 Josephine St

This church, built for a German congregation, is still active.

19 FATHER SEELOS SHRINE
919 Josephine St

Attached to St. Mary's Assumption Church is a shrine to Father Seelos, beatified in 2000, who ministered to the sick in New Orleans.

20 KINGSLEY HOUSE 1896
1600 Constance St

The oldest settlement house in the South.

21 FORMER SHAAARAEI FIFILAH SYNAGOGUE 1857
709 Jackson Ave

Now apartments, this building was the second synagogue built in New Orleans.

22 MARKET ST POWER PLANT 1905
1600 S. Peters St

This incredible structure once powered a bulk of the city of New Orleans with power.

23 MCKENDRICK HOUSE 1865
1474 Magazine St

A fine example of the Lower Garden District's Greek Revival residential architecture.

24 ST. THERESA OF AVILA CATHOLIC CHURCH 1848
1404 Erato St

WALKING / BIKING / DRIVING TOURS

CENTRAL BUSINESS DISTRICT

Canal Street was reserved in 1807 for a river-to-lake transportation canal that was never built. Instead, it became a prestigious, tree-lined avenue where wealthy people built showplaces up until 1858 when Canal became the city's principal business artery. Most of the city's streetcar lines met here as well. Though the strip fell on hard times as shopping moved to the suburbs in the 1960s, the post-Katrina economy brought a retail boom back to Canal, and businesses within the historic structures are once again thriving. Start at the base of Canal Street near the river and walk up, passing first the **U.S. Custom House** (1848-1880) at 423 Canal, which has one of the finest Greek Revival rooms in the country. 622 Canal St. (1859) is a rare surviving cast iron-fronted commercial building. Painter Edgar Degas' grandfather, Germain Musson, built 633-35-37 Canal St. (1825), three of the oldest commercial buildings on the street. **Coleman E. Adler Jewelers** has operated on the site of 718-20 and 22 Canal since 1897. 901 and 923 Canal, the former Maison Blanche (1909) and Kress (1910) department stores, are now part of the **Ritz-Carlton Hotel**. Take a quick left off of Canal Street onto Baronne to see the long-fashionable **Roosevelt Hotel** (1906) at 123 Baronne St., and the Moorish-style **Immaculate Conception Jesuit Church** (1857) at 132 Baronne across the street. Get back to Canal and take a left to see the **Saenger Theater** (1926) at 1101-07 Canal St., which underwent a glorious renovation in 2014. Other renovated historic theaters nearby include the circa 1906 **Civic Theater** (510 O'Keefe Ave.) and the circa 1921 **Orpheum Theater** (129 Roosevelt Way), which was successfully and beautifully rehabilitated a decade after suffering flood damage during Hurricane Katrina.

Taking a left onto Elk Place from the Saenger Theater and continuing on Loyola Avenue will lead you to **New Orleans City Hall** at Duncan Plaza. Note the mid-century modern **New Orleans Public Library** main branch building at 219 Loyola Ave (1960). Stroll down Poydras Street to see New Orleans' answer to the downtown high-rise corridor; whereas heights on Canal Street are limited, to keep the historic three-to-five story scale, on Poydras Street, the sky's the limit. At the corner of S. Rampart Street is a restored jazz hall; meander along S. Rampart to see the **400 block**, which the Smithsonian has proclaimed is the most important stretch of jazz venues in America. The Eagle Saloon (401-03), Iroquois Theater (413-15) and former Karnofsky home and tailoring shop (427), where Louis Armstrong found employment and friendship as a child, are important markers of the founding of the American art form of jazz.

Get back to Poydras and walk towards the river, turning right onto St. Charles to get to **Lafayette Square**. Beginning in the 1820s, Lafayette Square attracted fine new homes and important churches, followed by several spectacular row house projects. **Gallier Hall** (1845-1850) on the square was New Orleans' City Hall from 1853-1956. Continue down St. Charles Avenue to Julia Street to see **Julia Row** (1833), a block of brick townhouses between St. Charles and Camp with ground floor shops and residences above, also known as the "Thirteen Sisters." In the mid 1970s the Preservation Resource Center restored 604 Julia St. and was headquartered there until 2001; with this spark, other progressive individuals purchased and renovated other Julia Row buildings, turning it from a blighted block of flophouses to the vibrant block it is today.

There are many wonderful examples of adaptive reuse in the Central Business District,



— Piazza d'Italia Artistic Rendering

with old factories and warehouses being transformed into homes and offices, galleries and museums, all while maintaining historic character and feel. Some buildings' original uses have been maintained, however; take a left onto Camp Street and walk past gorgeous restored townhomes on your left and **St. Patrick's Church** (724 Camp St.) on your right to a taste of what this block has looked like for generations.

Meander through side streets, admiring the many restored buildings in this boisterous neighborhood full of hotels and residences, acclaimed restaurants and art galleries, and make your way back towards Canal Street. Walk through the **Picayune Place Historic District**, the former financial heart of the city. In the 1830s Magazine Street became "banker's row," then coffee roasters and packers set up along Magazine and Tchoupitoulas as banking institutions moved to Camp Street. Picayune Place, for which the district was named, was lined with newspaper offices and printers.

LOWER GARDEN DISTRICT

Riding the Magazine Street bus from Poydras Street is an excellent way to understand the relationship between the Lower Garden District and the slightly-older Central Business District. In the 1200-1400 blocks of Magazine Street, you'll pass through an area of Greek Revival buildings with second-floor balconies typical of the 1850s and 1860s. A fine example is the **McKendrick House** at 1474 Magazine St. This beautiful three-story masonry home was built in 1865 by a wealthy plumber originally from Scotland who relocated his family to New Orleans. It underwent a complete restoration in 2004. Across the street is the massive brick **St. Vincent's Orphan Asylum** (1501 Magazine St.), built in 1864. Two blocks further, at Felicity Street, is the start of the **Magazine Street** shopping district, which national travel writers have dubbed among the "hippest" in America. Veer right to stay on Magazine and have fun shopping at a variety of boutiques, galleries and antiques stores. Restaurants boast an impressive variety of ethnic cuisines, interspersed amongst bars and cafes. Storefronts typically have residences above, on second and third floors, reflecting the classic 19th-century arrangement.

Turn left off of Magazine Street onto St. Andrew Street, and then right onto Constance Street. In the 2000 block, find the stunning **St. Alphonsus Art and Cultural Center**, a former Catholic church with an interior to rival any cathedral in Europe. The Redemptorist Fathers came to New Orleans in 1842 to minister to the poor German and Irish immigrants flocking to the area, and three Catholic churches were constructed in this vicinity to cater to the various populations. St. Alphonsus served the Irish population; across the street, **St. Mary's Assumption** was constructed in 1858 for the Germans. The still-active church also has a stunning interior that is must-see. Notre Dame de Bon Secours, formerly on Jackson Avenue, now demolished, served the French. The

Redemptorist complex at 919 Josephine St. houses the **Seelos Center**, dedicated to Saint Francis Xavier Seelos who died of yellow fever in 1867 while ministering to the poor here.

Take Josephine Street back up to Magazine Street and turn right. Veer left at **Sophie B. Wright Place**, past a pocket park dedicated to the same woman, who, though impoverished and handicapped, was one of the most influential teachers, philanthropists and reformers of her time in New Orleans, advocating in the late 19th/early 20th-century for prison reform, temperance, public playgrounds and the education of women and the poor. Sophie B. Wright Place turns into Camp Street; continue along Camp, noticing the incredible housing stock that begins fronting the greenspace. Veer left onto stone-paved Felicity Street, the downriver boundary of Orleans Parish until 1852. The charming house at 1309 Felicity St. was built by architect James Freret for his family in 1880, and backs up to the house that architect Henry Howard built for Freret's father-in-law, John T. Moore, at 1228 Race St. in 1867. This brings you to **Coliseum Square Park**, the grandest in the neighborhood, with a fountain preserved and maintained by members of the local neighborhood group, the Coliseum Square Association. Walk through the park and take a left up **Terpsichore Street**, admiring the muse blowing her horn at the corner of Prytania. Turn right on Prytania, passing B&Bs and restaurants, arriving several blocks down to another pocket park dedicated to a different influential female philanthropist: Margaret Haughey (1813-1888). Margaret, a poor immigrant herself, made an amazing impact in New Orleans caring for immigrant children. The marble statue of Margaret in the middle of triangular **Margaret's Place**, like most monuments throughout the city, is cared for by the nonprofit Monumental Task Committee.



— McKendrick House Architectural Rendering.

Drawings courtesy of the Historic American Buildings Survey, Library of Congress

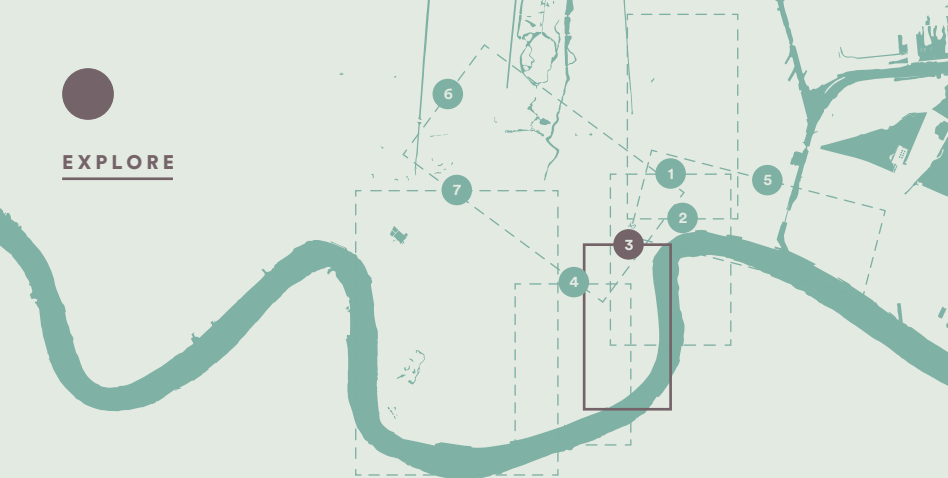
Sites in red are numbered on accompanying map. Use caution, trust your judgement and be aware of your surroundings as you explore New Orleans.

GO DEEPER

Create your own itinerary, get inspired by celebrities and find their favorite places to eat, drink, and play in New Orleans at FollowYourNOLA.com



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