



# Louisiana Landmarks Society

Pitot House • 1440 Moss Street • New Orleans, Louisiana 70119

Phone: 504-482-0312 • [www.louisianalandmarks.org](http://www.louisianalandmarks.org)

15 July 2020

Moses Engineers  
Mr. Ted Moses  
909 Poydras Street, Suite 2150  
New Orleans, LA 70112

Dear Ted,

This week we announced the winning teams for the Louisiana Landmarks Society 2020 Awards for Excellence in Historic Preservation and your firm is in that number. Congratulations! The selection committee reviewed a near record number of entries and debate was robust. It is a significant achievement to be listed among the 17 winners this year and you should be very proud. Your awards certificate is enclosed.

In lieu of an event this year, you can review the full roster of award-winning projects in several ways.

- A copy of the commemorative catalogue is enclosed. It is also available on our website in digital flip format.
- We produced a virtual tour and docuseries in three episodes by category, including Residential (four properties), Commercial (eight properties) and Institutional (five properties). You'll find links to all three on our website.
- We created a self-guided driving tour to encourage site visits so that the positive impact of these projects can be fully appreciated. The digital catalogue is a great companion piece for the tour.


All these features are available on our website: [www.LouisianaLandmarks.org](http://www.LouisianaLandmarks.org).

We are also promoting this multi-platform commemoration via a marketing campaign in traditional and social media and welcome your support in that effort. Please have your marketing team use these digital assets to help us spread the word via your company's website, newsletter, Twitter, Facebook and Instagram.

Thanks again for your support and congratulations to you and your winning team. Keep up the good work!

Best,

  
Sally Reeves  
President

  
Michael Duplantier  
Immediate Past President





## 1626 ORETHA CASTLE HALEY BOULEVARD

1626 Oretha Castle Haley Blvd.  
New Orleans, LA.

*Commercial Renovation/Rehabilitation*

### HONORING

**Gulf Coast Housing Partnership; Gideon Community Development Corporation; CCWIV Architecture LLC; Schrenk, Endom & Flanagan; Cobalt Construction**

When the owners acquired the unsightly c. 1913 building, its roof was missing, leaving interior walls and floors exposed to the elements. Steel channel beams revealed where the second story and roof had been supported. Although much of the original brick storefront fortunately was intact, only arched brick heads and sills remained at many exterior openings. Using historic tax credits, funds from the New Orleans Redevelopment Authority's Façade Renew and Commercial Gap Loan programs, and a Louisiana Main Street Restoration Grant, the rehabilitation project included a complete transformation of this deteriorating structure – preserving, repairing and restoring the original features while installing new appropriately detailed elements. The brick parapet, cornice detail, and center ornamental medallion were gently restored. Remnants of the original granite entryways were retained with new tile material filled-in to mimic the details shown in historic photographs. The grand second story wood windows were restored or matched.

The restoration of this striking brick store completes the transformational revitalization of the 1600 block of Oretha Castle Haley Blvd., reinforcing the resurgence of the Dryades Street commercial corridor. This area historically served an ethnically diverse working-class clientele including Jewish, Irish, Italian and German immigrants, as well as African-Americans during the Jim Crow era. By the 1970s, however, the vibrant street had lost its vitality, leaving this early 1900s department store abandoned and left to deteriorate. In its heyday, the honored building housed the Grand Leader department store and McCrory's Five-and-Dime. It is now home to two thriving commercial tenants.



## THE SAZERAC HOUSE

101 Magazine Street  
New Orleans, LA

*Commercial Renovation/Rehabilitation*

### HONORING

**Sazerac Company Inc.; Trapolin-Peer Architects; Ryan Gootee General Contractors; Holt Consultants, LLC; Moses Engineers**

This full-scale historic rehabilitation and adaptive reuse incorporates two 1860s era buildings that had been vacant and derelict for thirty years, revitalizing one of New Orleans most prominent corners at Canal and Magazine Streets. The six-story, nearly 52,000 sq. ft. Sazerac House pays homage to the storied history of America's first mixed-spirits drink and the official cocktail of the city of New Orleans, as well as the namesake and homeplace of America's largest spirits company. The project created a state-of-the-art interactive cocktail museum, an active distillery, corporate headquarters and an event venue all rolled into one.

Taking advantage of historic tax credit programs, the winning team renovated the historic properties from top to bottom, including stabilizing and reworking their structural systems, removal of deleterious additions, and returning the buildings to a period-appropriate visual appearance while adding critical infrastructure upgrades to reduce stormwater load on the city systems. Challenges were rife. The intensity, complexity and technological innovations required fast, creative solutions. Designers worked to create a world-class museum experience which blends historical artifacts, active alcohol production capabilities and advanced technology while maintaining the aesthetics and charm of the eras represented. Three floors of interactive exhibits include projection mapping, virtual bartender experiences, touch-screen animation and fully interactive audio and video components presenting guests with a one-of-a-kind experience. The focal point is a 46 foot-tall, three-story, glass-enclosed display wall showcasing New Orleans' specific Sazerac projects, which serves as a backdrop for the monumental staircase that connects the exhibits. A sixth floor was added, with minimal impacts on the building's massing and visual presence.

