



THE DEW DROP INN

A Renovation Project Led By:
THE PAINIA FAMILY
MILNE INSPIRATION CENTER
HARMONY NEIGHBORHOOD DEVELOPMENT

In Collaboration With:
TULANE CITY CENTER





2 *The historic Dew Drop Inn façade*

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The Milne Inspiration Center dances as a group activity

PROJECT MISSION : *to activate the site by reintroducing and reinterpreting its historical uses in collaboration with youth cultural programming and intergenerational workforce development*



REACTIVATING HISTORY

The Dew Drop Inn complex, located at 2836-2840 LaSalle Street in Central City, represents one of the most significant music heritage sites in New Orleans. It opened as a music venue in 1945 and soon expanded in a multi-use facility, consisting of a barbershop, a hotel, a restaurant and a music and entertainment venue. At the peak of its fame in the '50s, the music venue was open 24 hours, 7 days a week and was considered the "symbol of New Orleans jazz" according to the Louisiana Weekly. Its success continued well into the '60s as a rendezvous place for some of the greatest blues, jazz and R&B musicians in the country. It was also a place for freedom of expression when segregation laws and social prejudices were in full force, playing an important role in both the civil and gay rights movements.

By the mid-1960s the Dew Drop's success in the music business began to decline because of desegregation, changes of tastes in music, and the health of its owner. After the

music venue closed in the late '60s, the building began to fall into disrepair. The hotel and barbershop continued to operate until Hurricane Katrina hit in 2005, flooding everything with 3-4 feet of water and stripping off the building's siding. In an effort to preserve it as a cultural institution, the Dew Drop was given Historic Landmark status in 2010 and listed as an endangered New Orleans historic site by the Louisiana Landmarks Society.

Today there is renewed interest in the revitalization of the historic LaSalle corridor. The Dew Drop Inn complex represents a focal point of that vision and has great potential to bring live music and other main street commercial activity back to LaSalle, thus contributing to the larger revitalization of the corridor and neighborhood as a whole.





PARTNERS IN ACTION:

The Milne Inspiration Center is a key partner in the revitalization of the Dew Drop, and will serve as the anchor collaborator featuring youth programming that aligns perfectly with the musical history of the Dew Drop

MIC-AMPED Youth Leadership Summit, students, administrators, and supporters



NOTABLE PERFORMERS AT THE DEW DROP INN 1945-1970

1940s

1950s

1960s

1970s

BLANCHE THOMAS



ERVING CHARLES



LOLLYPOP JONES



HONEY BROWN



MR. GOOGLE EYES



ROY MILTON



BOBBY MARCIAN



LONNIE JOHNSON



JACK DUFRFF



ROY BROWN



BILLY WRIGHT



PAISY VIDALIA



DIAMOND JOL



JOHNNY ADAMS (LOCAL)



DAVE BARTHOLOMEW



JOE TURNER



Headed by Dew at Dew!



EARL KING



PEDRO LANE HONEY DRIPPER



ROY MILTON AND ORCHESTRA
Little Greenwood
Dave Bartholomew Dir.
SUN JAZZ 10 CLUB
Monday Night, March 15
10:00-11:30 - A. P. M.
Big Band Show
Following Dance
DEW DROP CAFE 19

IRMA THOMAS (LOCAL)



ALLIN TOUSSAINT (LOCAL)



DINAH WASHINGTON



DEACON JOHN (LOCAL)



CHARLES NEVILL (LOCAL)



IRE AND TINA TURNER



OTIS REDDING



THE GONDOLIERS



1946 - TOMMY RIDGLEY (LOCAL) gets his start at the Dew Drop Inn by singing 'They Brought Blues' on Amateur Night



RAY SNEED 1948 performs "cigarette dance," interpreted dance of a marijuana high



BIG MAYBELLE



WILLIE MAE "BIG MAMA" THORNTON



RAY CHARLES



1955 - Rima Blackwell brings the Richard to the Dew Drop Inn during a recording session at Crimson Manor's where he iron subtly jammed on stage and belted out his original more cruce version of "Tuli Fruiti" This was Little Richard's first performance at the Dew Drop and he continued to perform there into the 1970s.

LITTLE RICHARD



FINAL WEEK! DEW DROP Frank Paine Presents "LITTLE RICHARD" with RAY CHARLES, JAMES BROWN, LITTLE RICHARD, and SHARON GARDNER. Frank Paine Presents Edgar Blanchard's "Gandoken" 38

JAMES BROWN



SOLOMON BURKE



SMILEY LEWIS



LEE ALLEN COMBO



GUITAR SLIM



ETTA JAMES



TOPS AND BOTTOMS BLUES DANCERS



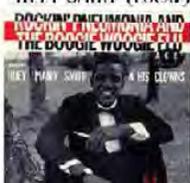
CLARENCE "GATEMOUTH" BROWN



CECIL GANT



HUFY SMITH (LOCAL)



JAMES BROWN



ESQUERITA



"Dew Drop Inn" track released in 1970 by Little Richard and co-written by Esquerita (Esquerita Reeder) who recorded his own version in the 1930s but not released until 1991



DAY OR NIGHT
DINE - DRINK - AND BE GAY
AT
THE DEW DROP INN
RESTAURANT AND BAR

CHOICE FOOD - WELL PREPARED - COURTEOUSLY SERVED
THE BEST LIQUOR - WINE - AND BEER

A SPECIAL DRINK
TRY
THE PANIA GROOVE COCKTAIL

● BOOTH SERVICE

● PACKAGE LIQUORS
WE ALSO SERVE PARTIES
Welcome At All Times To The Place That Satisfies



REVITALIZATION :

Today we see a renewed interest in the revitalization of the historic LaSalle corridor. The Dew Drop Inn represents a focal point of that vision and has great potential for restoring live music and other main street activities as part of the LaSalle Street renaissance



CURRENT CONDITIONS



The building's rear facade and courtyard in great need of repair; the City Center team begins its comprehensive survey



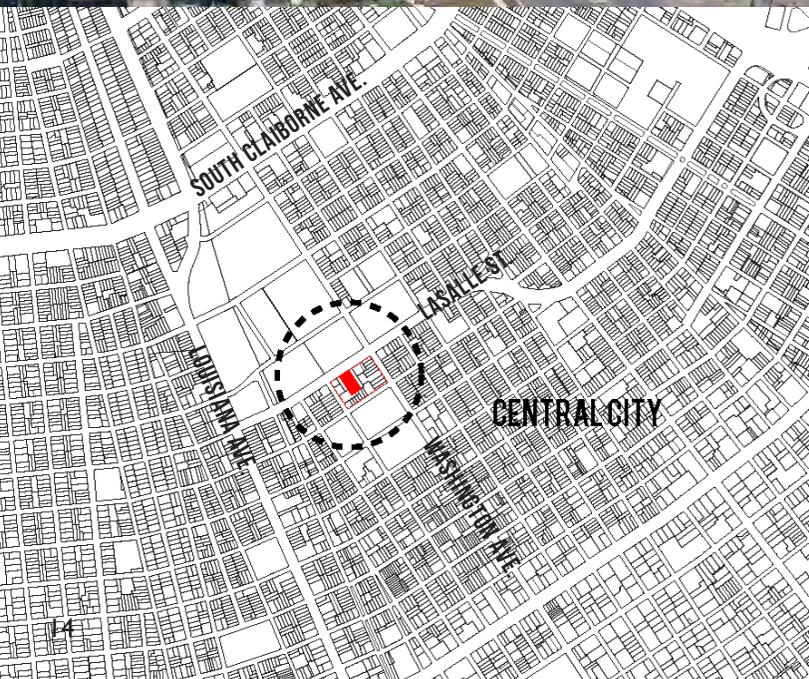
Entrance

Exposed structure

Original front desk / hotel office



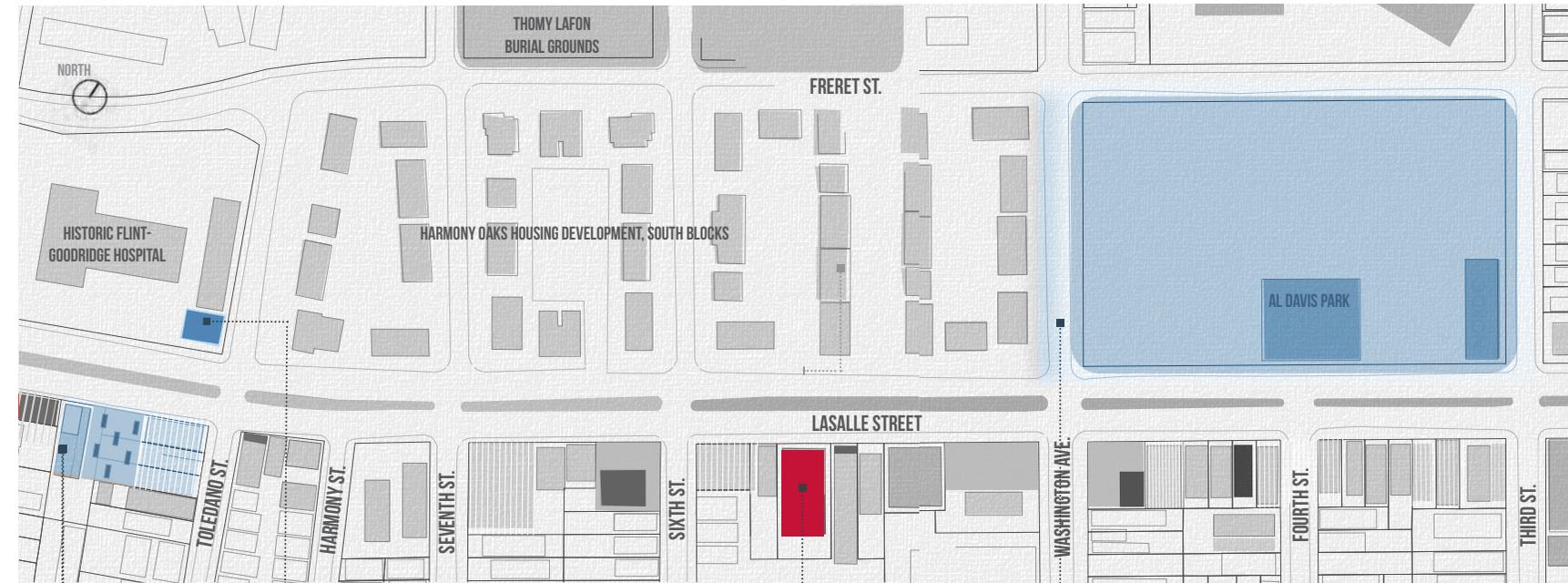
Connection to downtown



UNDERSTANDING SITE CONTEXT

The Dew Drop Inn is located in the Central City Neighborhood of New Orleans, Louisiana, on LaSalle Street between Washington and Louisiana Avenues. The neighborhood is about three miles uptown from the French Quarter and Canal Street. During the peak of the Dew Drop's use in the 1950s and throughout segregation, white jazz clubs were typically located in the French Quarter along Bourbon Street, while black clubs were generally located further uptown. LaSalle is close to Oretha Castle Haley Boulevard (formerly Dryades Street), once a bustling commercial corridor for the African American community and the focus of revitalization efforts and Civil Rights commemoration in recent years.

The effort to renovate the Dew Drop is part of a collection of new activities led by Harmony Neighborhood Development on LaSalle, including a new headquarters for YAYA (Young Aspirations/Young Artists), small business incubation at the Market on LaSalle, cultural interpretation at the Mardi Gras Indian Walk of Fame, and other burgeoning projects. This momentum is building upon the immense heritage and history of Central City's past, as well as recent investment in the area. Since 2013 Harmony Neighborhood Development has called this corridor home, and has been a part of the following catalytic investments in this concentrated area; the redevelopment of a public housing complex into a 460-unit mixed income community through the HOPE VI program; the opening of KIPP Central City Academy, a highly regarded



Market on LaSalle Harmony Neighborhood Development Dew Drop Inn Mardi Gras Indian Walk of Fame & A.L. Davis Park
Map by Jenny Renn Key, 2014



YAYA Arts Center, by bild design



Market on LaSalle, by Tulane URBANbuild



Mardi Gras Indians and crowd gather for event on LaSalle



charter school; and the development of the Market on LaSalle, a community driven micro-retail space aimed to spur small business development for Central City residents. This positive growth is critical for the long-term health of the community, but it is imperative that current residents and their cultural heritage are not left behind during this time of transition. Harmony describes the present-day neighborhood as follows:

A neighborhood rich in cultural history, Central City is in the midst of a powerful rebirth. It is situated conveniently between the Central Business District to the East, Historic Garden District to the South and Uptown neighborhood to the West. The area provides easy access to the city's public transportation routes and the majority of homes in Central City did not receive flood damage, making it an ideal community for a diverse population and a valuable place for continued investment.

The block and neighborhood are predominantly residential with some commercial properties mixed throughout, including soul food restaurants, hair salons and barbershops. First House of Prayer Baptist Church is located at the corner of LaSalle and Washington Avenue, representing the high concentration of Baptist and Christian-affiliated churches along LaSalle St. and in Central City.

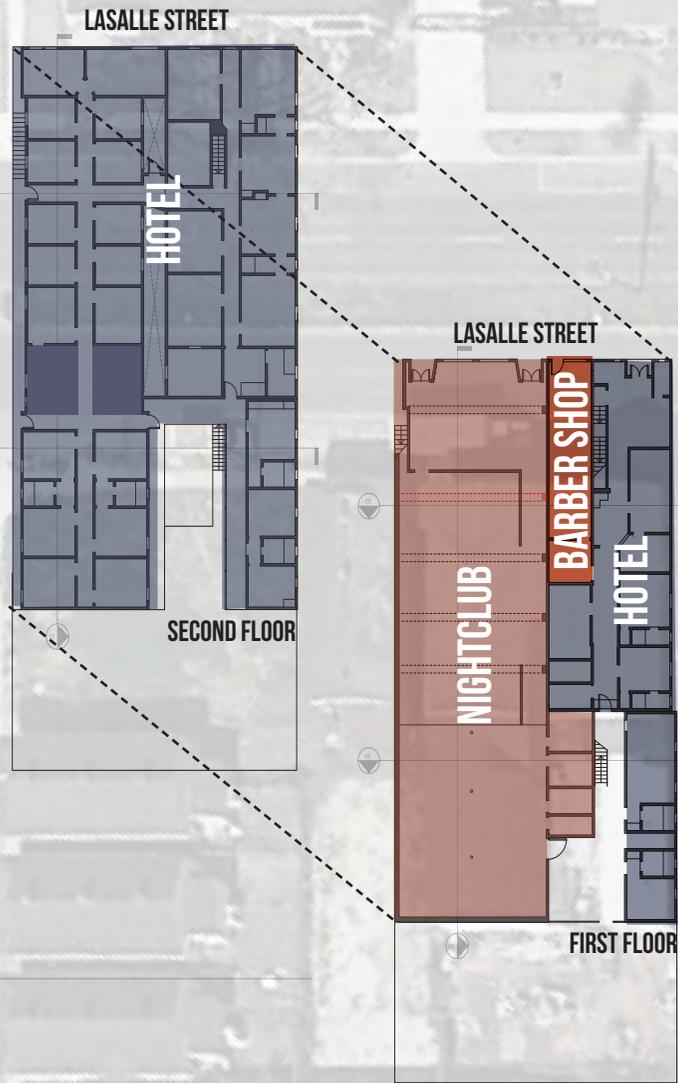
The area also boasts many connections to the Civil Rights Movement in New Orleans, including the New Zion Baptist Church where Martin Luther King Jr., A.L. Davis, and

others founded the Southern Christian Leadership Conference in 1957, just two and a half blocks from the Dew Drop Inn. The upper portion of LaSalle is an urban landscape brimming with ties to African American history, including the Dew Drop Inn, Flint Goodridge Hospital, the Magnolia Housing Development (now Harmony Oaks), the site of the Thomy Lafon School, and A.L. Davis Park. This physical representation of history is only one of the many reasons why the Dew Drop should be resurrected as a landmark and cultural institution of the neighborhood to facilitate increased revitalization of LaSalle Street and Central City.

Many neighborhood houses are under renovation, demonstrating renewed interest and investment in the area. Efforts should be made to retain as much of the original population as possible to preserve the neighborhood's cultural identity as well as its built landscape. Harmony Neighborhood Development strives to achieve this by empowering families and individuals by promoting and assisting them with homeownership in the neighborhood (www.harmonynola.org).

This vibrant, yet often marginalized area is culturally significant not only because it has produced many New Orleans musicians and artists and has a history of Civil Rights activism, but also because of its association with the Mardi Gras Indians, who start their parade on Super Sunday at the corner of Washington Avenue and LaSalle Street in A.L. Davis Park, only a block and a half from Dew Drop. The Dew Drop represents African American contributions to society as well as the deeply-rooted, colorful music heritage of Central City.





UNDERSTANDING HISTORICAL USE

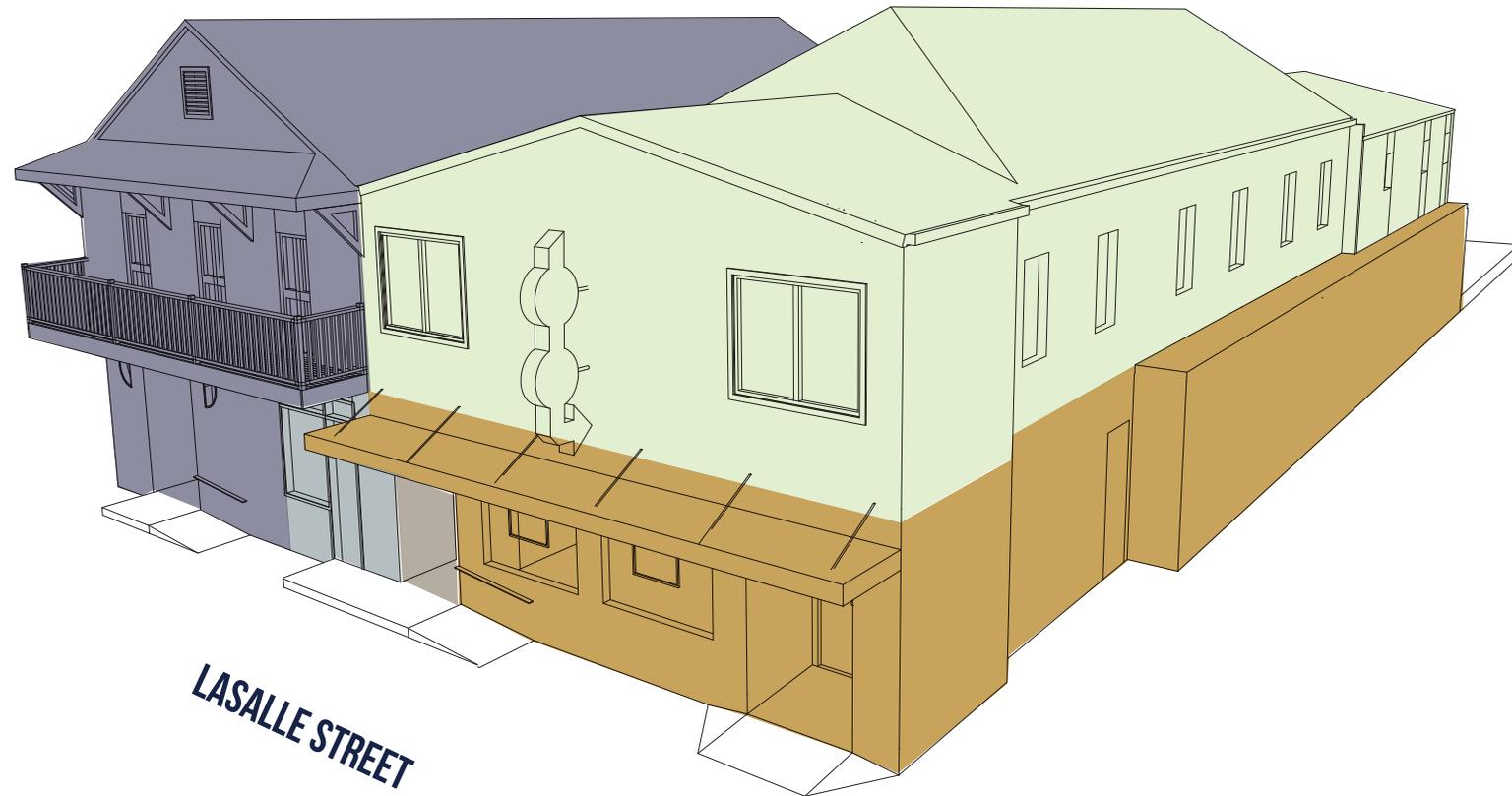
As the Dew Drop grew over time, it combined two buildings into one, and incorporated a number of different uses, including a barber shop, hotel, restaurant, and nightclub. Its operator, Frank Painia, used this versatility to run a balanced business, offer housing to musicians in need, and provide rooms to noted African American visitors not welcome at other New Orleans hotels.

"The Dew Drop was the foundation for musicians in New Orleans. Whether you were from out of town or from the city, your goal was the Dew Drop. If you couldn't get a gig at the Dew Drop, you weren't about nothing."

-Blues musician Joseph August

The Dew Drop featured a wide variety of acts, often in the style of earlier vaudeville performances. The likes of Ray Charles, Allen Toussaint, Eddie "Guitar Slim" Jones, Earl King, Dave Bartholomew, Little Richard, and James Booker all graced the stages of the Dew Drop.





PROGRAM OVERVIEW

The adaptive reuse of the Dew Drop Inn includes the revitalization of every historic use the site once featured. In addition, youth and music programming by the Milne Inspiration Center (MIC) is accommodated on the second floor, above the historic music venue.

The design concept is based on the following main principles:

1. Maintain, where possible, the more significant historical structure, typology and elements; limit the demolition to less significant parts and components.
2. Address accessibility and safety issues for the site and the building.
3. Assure a sufficient level of independence among the different program components while allowing for controlled and functional interface.
4. Reclaim the outdoor areas as an extension of the indoor activities in a sequence of multi-purpose shared spaces.



HOTEL

- 9 rooms, 4 handicap
- avg. room size: 135 sq. ft.
- 209 sq. ft. lobby



BARBER

- total area : 280 sq. ft.
- 1 bathroom



SUPPER CLUB

- restaurant area : 982 sq. ft.
- venue area: 1,627 sq. ft.
108 seated, 232 standing
- 2 bars, 4 toilets, 2 handicap



M.I.C.

- total area : 3318 sq. ft.
- welcome/flex space
- classroom, auditorium
- private & shared offices

PROGRAM DISTRIBUTION

The Hotel will be returned to its historic location, reformatted into a boutique hotel with less rooms to allow for modern amenities such as larger rooms and en suite bathrooms, and updated to accommodate handicap accessible rooms and current building code regulations.

The Barbershop will also be restored in its historic location, including room for 4-6 cutting stations, a bathroom, and a prominent entrance on LaSalle Street.

The Supper Club and music performance venue will be restored as well, with a featured entrance on LaSalle and two open areas that can be separated as restaurant and music venue or combined into one large event space. A central kitchen serves both areas. The new design takes advantage of the Dew Drop's large "backyard," transforming it into a cozy courtyard for additional diners and concert-goers. A dynamic courtyard wall will open up, allowing views to the stage inside.

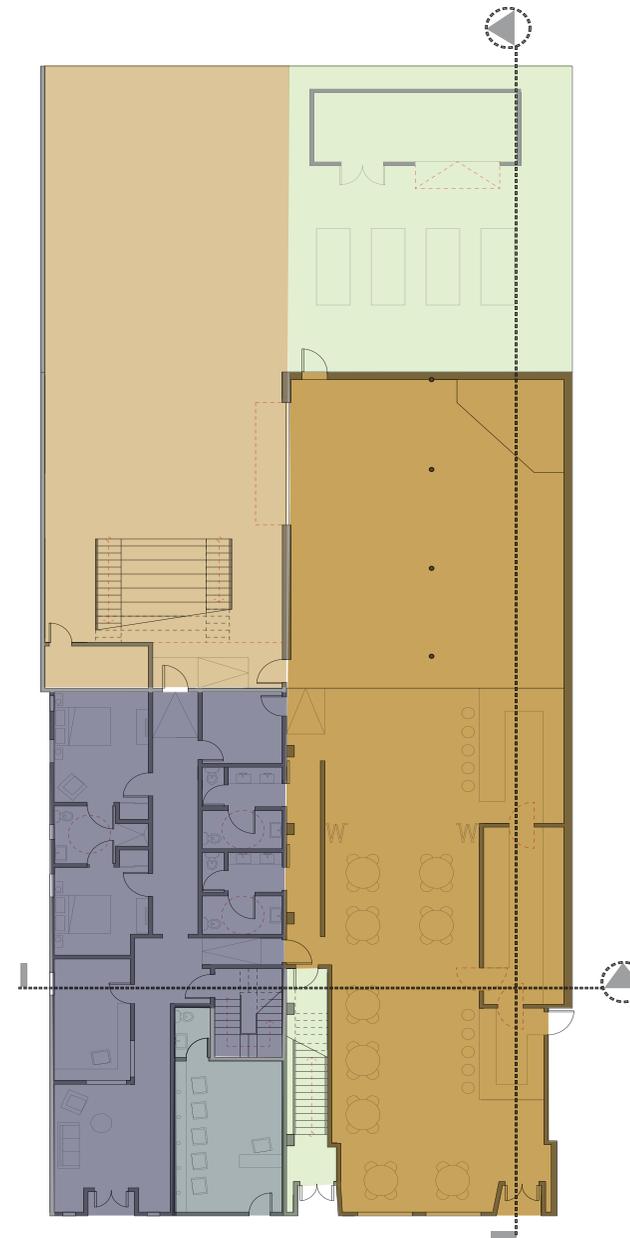
The Milne Inspiration Center will take its place on the second floor, directly above the Supper Club & music venue. Classrooms, recording and mixing studios, a small auditorium, and flexible open spaces will allow the MIC to continue its successful youth programming and thrive in a venue all its own.



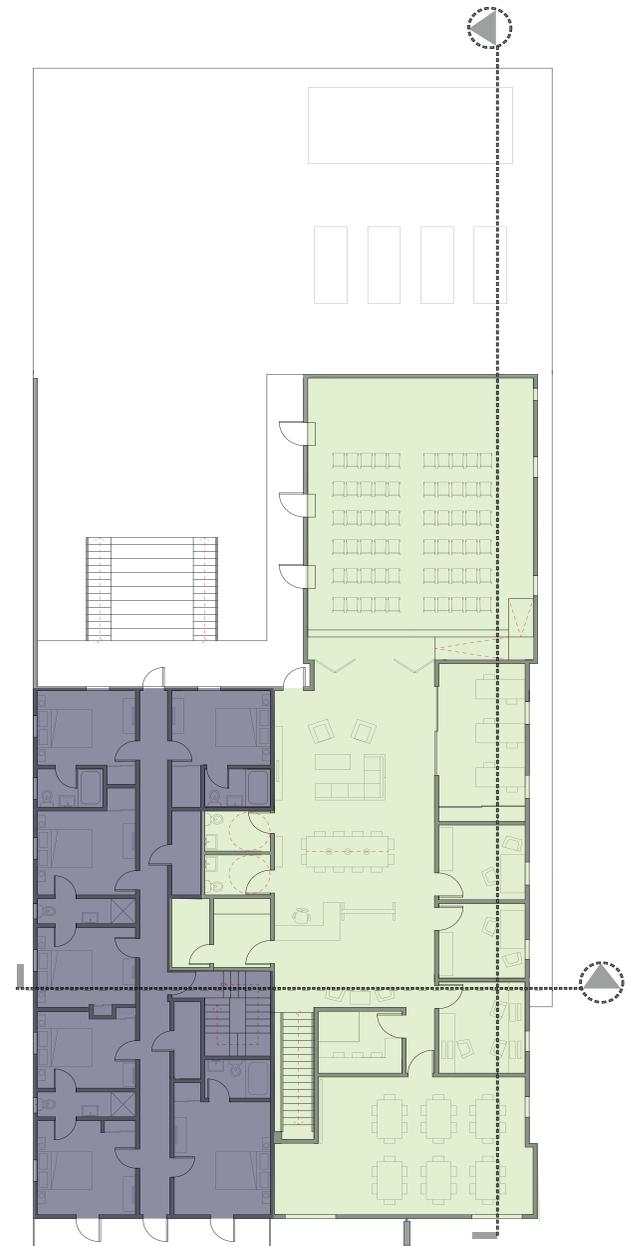
Existing Facade along LaSalle Street



Proposed Facade Renovation



First Floor: Hotel, Barber, Supper Club



Second Floor: Hotel, Milne Inspiration Center



HISTORIC BOUTIQUE HOTEL

The Dew Drop Inn was opened in 1939 as a hotel, following a small sandwich shop that served local construction workers. Once the nightclub opened in 1945, the site's reputation grew regionally and even nationally, drawing noted visitors from across the country.

The new boutique hotel retains its historic location in the building, and elements from the European-style lobby & front desk, and iconic half-moon windows will be preserved. The story of the Dew Drop and adjacency to the revitalized music venue next door will draw visitors from around the world, particularly as international interest in the history of jazz and other New Orleans-based music continues to grow.





BARBER SHOP

Frank Painia, the proprietor of the Dew Drop, began as a barber in Plaquemines Parish, and the continuation of the Barber Shop is a testament to his legacy. Barber shops continue to be models of strong local businesses and centers of community interaction in Central City and all across New Orleans. The return of the Dew Drop's barbershop will be an important element of the revitalization of commercial success and street-life along LaSalle Street.



Image courtesy Jose Cotto (jccotto.com)





SUPPER CLUB, RESTAURANT & MUSIC VENUE

On the left, you can see the front space with seating for diners, a bar, and the kitchen behind. Folding doors at the back of the room will allow separation from the rear stage area for smaller events or smaller acts such as a jazz trio.

The smaller rendering to the right shows the folding doors opening into the rear space, which features a second bar, larger music stage, and an opening onto the courtyard which extends the entertainment area to the outside.





SUPPER CLUB, COURTYARD RECLAMATION

A small and non-historic addition to the back of the hotel will be removed to create a courtyard which nearly doubles the music and entertainment area, with extra room for seating on a featured courtyard stair and balcony. The open gathering space can accommodate additional tables, dancing, and indoor/outdoor performances.



Crowd gathers on stair seating in Times Square, NYC





MILNE INSPIRATION CENTER (MIC)

As an important partner in the revitalization of the Dew Drop, the MIC describes its critical mission as follows:

The Milne Inspiration Center is a safe space that cultivates the voice, vision and development of young leaders to reach their purpose filled futures as global game changers and social entrepreneurs.

The Milne Inspiration Center increases opportunities and resources to decrease unproductive behaviors that often lead youth to crime and prevent them from reaching their full potential.

-www.themicamped.org

Redevelopment of the Dew Drop will create a permanent location for its music programming, including recording and mixing studios, classrooms, performance space, and the opportunity to align with the incredible on-site musical history of the Dew Drop.



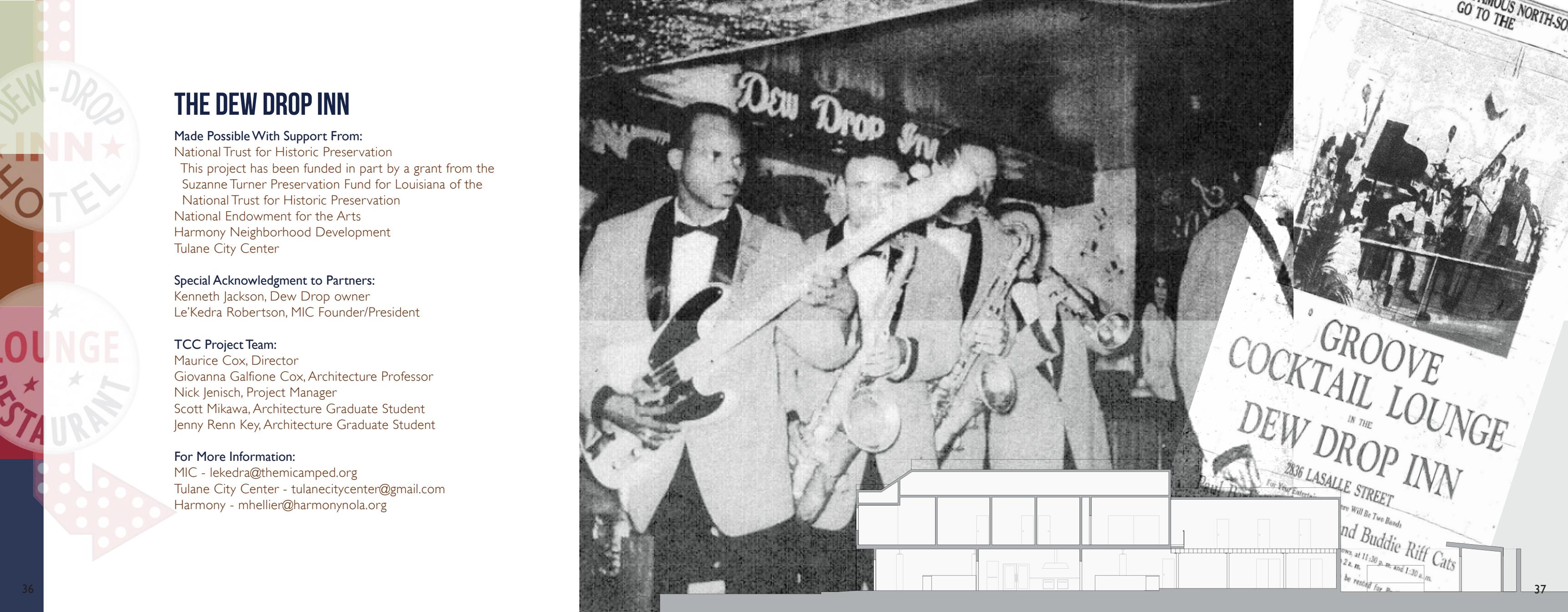
MIC students w/actor Lamman Rucker & MIC Founder Le'Kedra Robertson



Vision of the Milne Inspiration Center multi-purpose space



LITTLE MICs



THE DEW DROP INN

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Harmony Neighborhood Development
Tulane City Center

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Kenneth Jackson, Dew Drop owner
Le'Kedra Robertson, MIC Founder/President

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