

A Project Of  
Jane Place Neighborhood Sustainability Initiative

A Collaboration With  
Tulane City Center



VISIONING DOCUMENT 2739 PALMYRA



PRIVATE  
PROPERTY  
NO TRESPASSING



OVERVIEW :

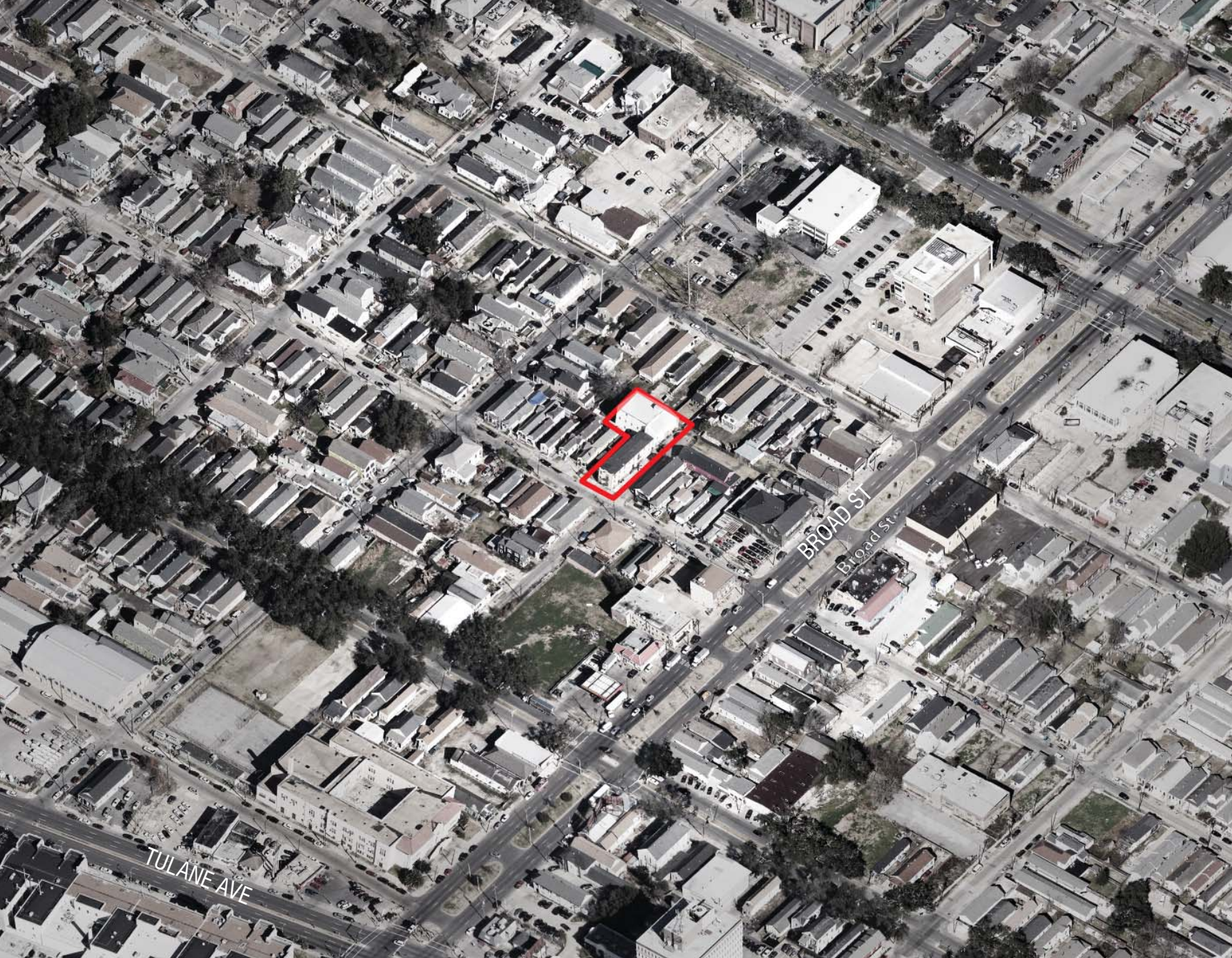
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2739 PALMYRA : 10-19

ACKNOWLEDGEMENTS : 20-21

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TULANE AVE

BROAD ST  
Broad St

Established as a non-profit housing and community development organization in 2008, Jane Place Neighborhood Sustainability Initiative (JPNSI) is committed to creating sustainable, democratic, and economically just neighborhoods and communities. Utilizing the Community Land Trust (CLT) model of land stewardship and shared equity, JPNSI works to increase the range of affordable housing options available to low and moderate income residents by encouraging resident controlled development, providing shared-equity models of homeownership, cooperative housing, and rental opportunities, and promoting community-building initiatives that advance equitable housing patterns, neighborhood stability, and community driven land-use planning.



- Greenways
- JPNSI Extended Area
- JPNSI Focus Area

Warren Easton Charter High School

future site  
Morris Jeff  
Community School

Comiskey Park

Proposed Expansion

Lafitte Greenway

New Orleans  
Regional Transit  
Authority  
Complex

Broad St  
Main Street

Proposed  
reFRESH site

Canal St  
Streetcar

2739 Palmyra  
223 Jane Place

JPNSI SERVICE AREA

JPNSI's work began 13 years ago at 223 Jane Place with the formation of Nowe Miasto (No'vay Mee'ah'sto). Polish for 'new city,' Nowe Miasto was originally conceived as collective living, performance, art, and community space in the spring of 1999. Serving as an organizing hub for local activists from 1999 to 2005, the three-story, 11,000 square foot converted warehouse space became an incubator, sustainer, and supporter of community-based projects that utilized the building for various activities and events such as meeting, art, and work spaces, as well as fundraisers, performances, conference housing, gardening projects, workshops, and lecture series.

During the summer of 2005, supporters of Nowe Miasto established Jane Place LLC. Jane Place LLC purchased the warehouse building at 223 Jane Place, with the goal of transforming the space from a loose collective of housemates, activists, and artistic collaborators into a Limited Equity Housing Cooperative (LEHC)—a democratic and shared-equity approach to resident controlled housing.

Two months after the purchase of the building, Hurricane Katrina and its floodwaters threw the plans into disarray, with the building immersed in seven feet of water for two weeks and the roof torn off. During the recovery period, Nowe Miasto's mission of promoting art, music, and activism shifted to include housing affordability and community controlled development. With a broadened vision, the remaining members and supporters of Nowe Miasto expanded the mission beyond 223 Jane Place to promote safe, affordable, sustainable, and self-determined communities. Jane Place Neighborhood Sustainability Initiative (JPNSI) was officially formed in December of 2008. In early 2010, the building at 2739 Palmyra Street was purchased.

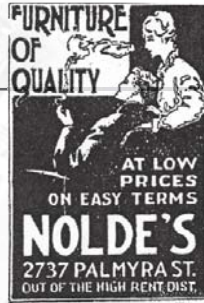


HISTORY • 6-7

2739 Palmyra  
(Apartment Building)



223 Jane Place  
(Nowe Miasto Warehouse)



August W Nolde builds large three-story warehouse ('Nolde Furniture Warehouse') on back of existing two-story structure



**UNFURNISHED APARTMENTS**  
**A. NEW** 4-room apartment, tiled bath, built-in features, cool heating system, southern exposure, garage, reduced rental price. Open to 12:30 p.m. Palmyra-Jackson 151-E, Uptown 113-W.  
**All** modern apartments, 3 rooms, bath and garage. All rooms independent. \$80 per month. 2737 Palmyra.  
**A. DELICIOUS** - 2737 Palmyra Street. Four large airy rooms and bath, perfect condition, screened, hot water heater, large porch, independent entrance. \$82 monthly.  
**ATTRACTIVE STUCCO DUPLEX** - Nandolzen Avenue and Coronado Street. Entrance hall, screened front porch, tiled spacious living and dining rooms, three large bedrooms, two tiled baths, glass enclosed sleeping porch, service room, closets, breakfast room and but-tery kitchen. Hot air heat, finished basement, garage. Uptown 227.

1927

Renovation of 2737 Palmyra into 'Nolde's Apartments' (2739 Palmyra)

1915

A W Nolde Complete Home Furnisher opens at 2737 Palmyra (current apartment building)

1910

1920

**You Do Not Pay Increased Prices Here**

We purchased our stock in 1912 before the increase in prices and we have just received more goods. Therefore we are giving our customers the benefit of the low prices in furniture prevailing one year ago.

	<b>Fifteen-Piece Complete Bedroom Set In Genuine Circassian Walnut Perfect Match Like Care</b>	
<b>Special Price \$139</b>		

Consisting of the following pieces: Bed, Dressing, Washstand, 2 side tables with mirrors, chest and trunks, Shaver, Smoking Table, Sewing Cabinet, 100-Gal. W.C. Spring, one easy good Fall Mattress, one Straight Chair, one Drinking Table Chair, one Smoking Chair, Mirror in Dressing Table, two Pillows, one Mirror and Smoking Pillows if purchased. This set is particularly recommended and the customer would do well to avoid the danger of a first-class set.

**NOLDE**  
 2737 PALMYRA STREET  
 OUT OF THE HIGH RENT DISTRICT



1956

A W Nolde sells 223 Jane Place to Electronic Parts Corp

1965

Rev Abraham Krushevski sells 223 Jane Place to FJ Forestall Inc

1960

Electronic Parts Corp sells 223 Jane Place to Rev Abraham Krushevski

1963

Tomasina Coggio sells 2739 Palmyra to Jose A Morales

1960

August W Nolde sells 2739 Palmyra to Tomasina Coggio

1972

Jose A Morales sells 2739 Palmyra, it changes owners several times

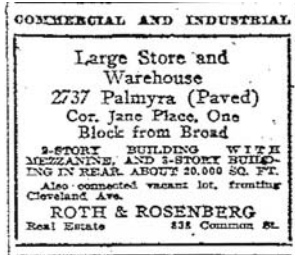
2005

FJ Forestall sells 223 Jane Place to Jane Place LLC

2010

Jane Place LLC purchases 2739 Palmyra from bank

2005

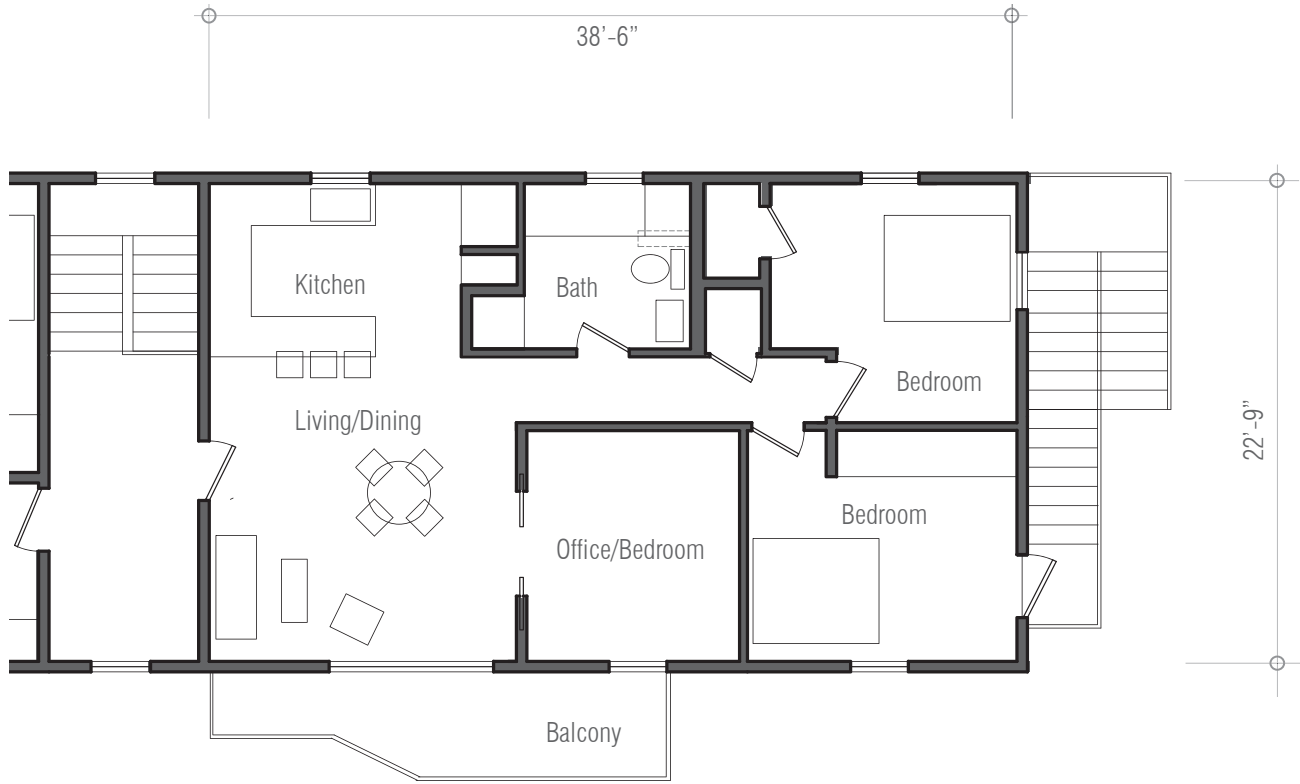




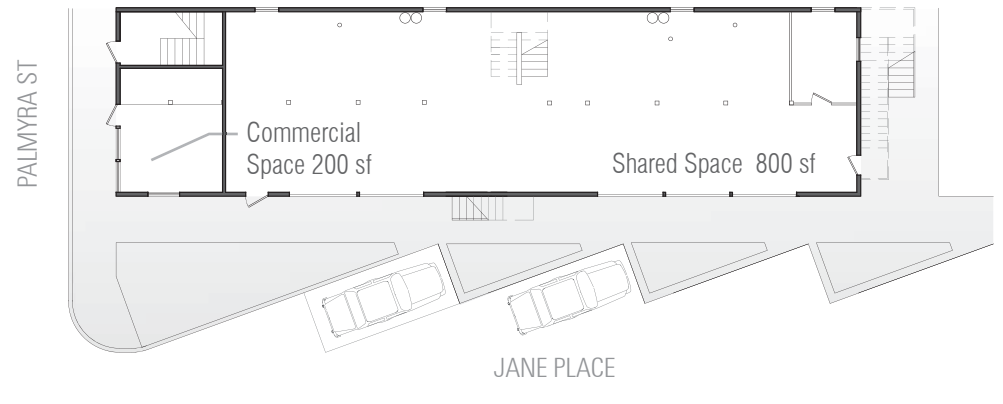
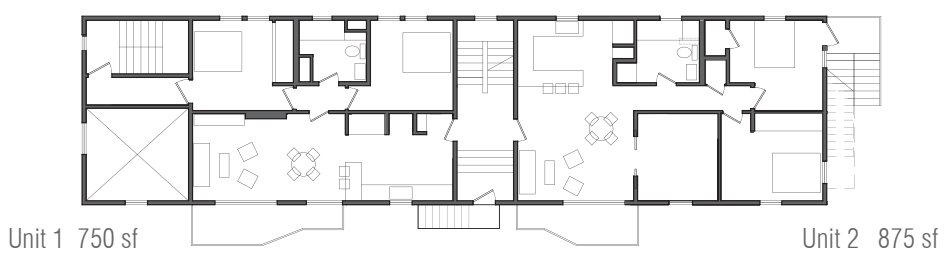
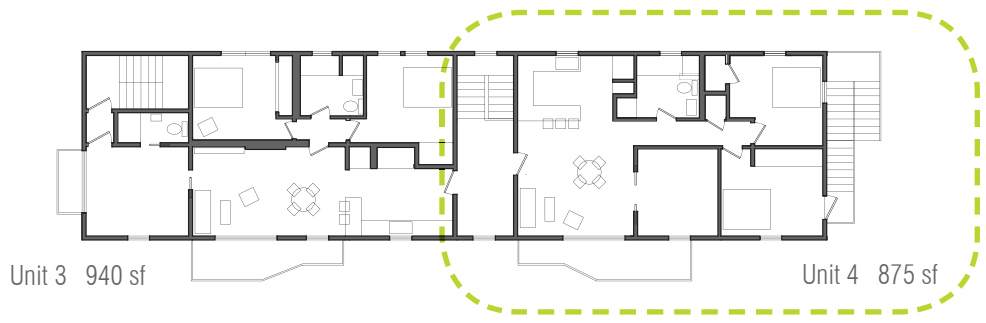
2739

The creation of the pumping station at Broad and Bienville Streets in the late 1890s facilitated the drainage of the area in New Orleans effectively known as 'Back Of Town' and fostered the development of Mid-City above Broad Street.

In the mid 1800s, the land that is now the corner of Jane Place and Palmyra Streets was part of a parcel of land owned by Louis Surgi, a French native and early city surveyor. After his passing in 1869, his daughter, Reine Surgi, sold both properties, 2739 Palmyra in 1882 and 223 Jane Place in 1886. In 1903, August W. Nolde purchased the lot at 223 Jane Alley and by 1909, a furniture manufacturing building was erected on the lot, which still functions as the front of the current structure. In 1913, Nolde purchased the property at 2737 Palmyra, which at that time, was a one-story frame house with two rooms and a kitchen. Shortly after, Jane Alley was officially renamed Jane Place by Municipal Code 4627, on behalf of property owners who complained that the term "alley" made their property less desirable. Nolde opened his first furniture store in 1915 at 2737 Palmyra Street and the second by 1920 at 217 N Rampart Street. The Palmyra store closed in 1924 and reopened in 1927 as 'Nolde Apartments.' The following year, Nolde opened a store at 3015-23 Magazine Street. Although there are no exact records, Nolde built the large three-story warehouse (Nolde Furniture Warehouse) on to the back of the existing two-story structure at 223 Jane Place sometime between 1910 and 1920. This furniture manufacturing warehouse remained in operation until it was sold in 1956, and was mostly used as warehouse and office space until 1999 when it became Nowe Miasto.

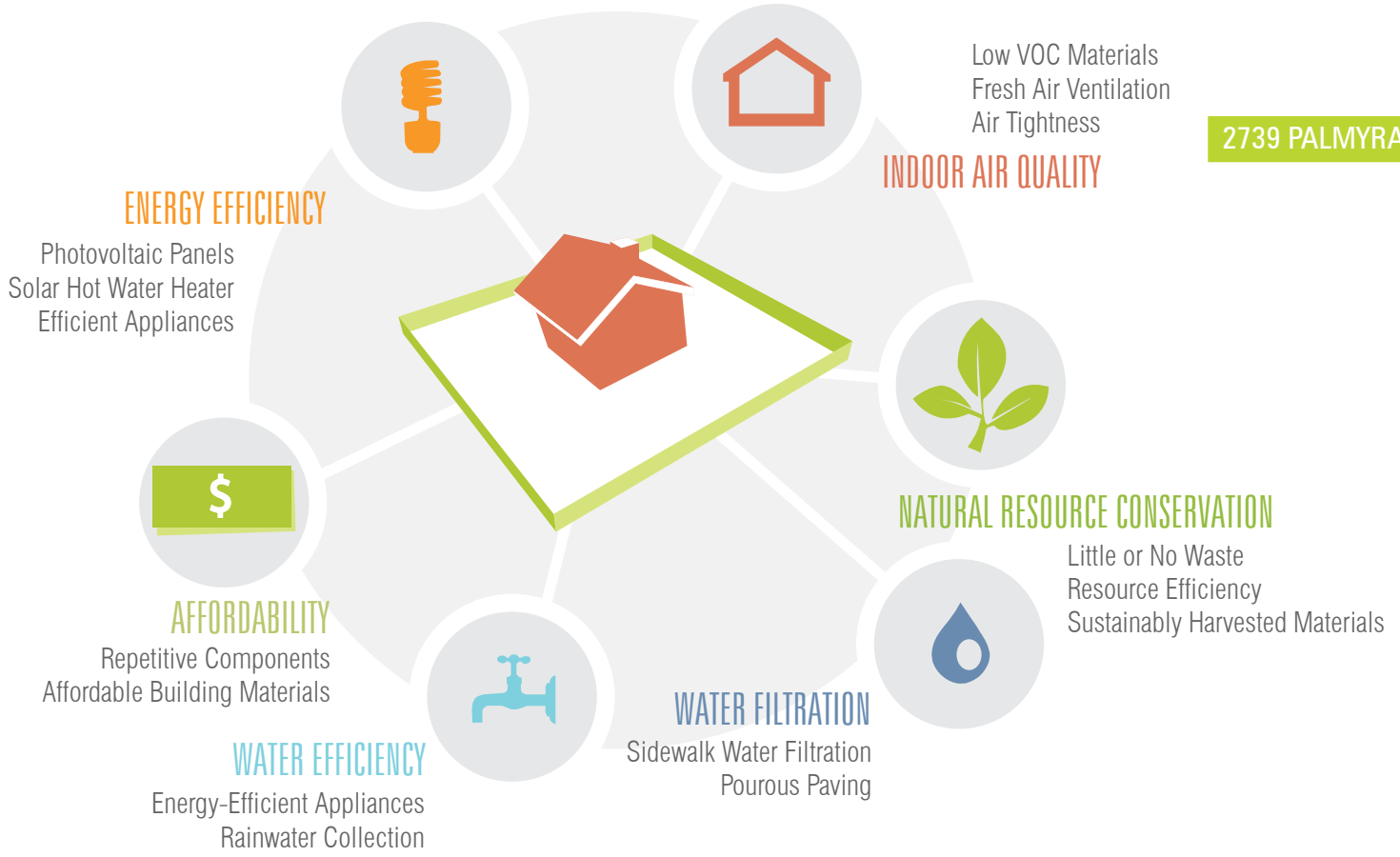


UNIT 4





**GREEN BUILDING FEATURES**









View of Unit 3 at 2739 Palmyra St. The apartments feature two bedrooms, a flex space (either office or additional bedroom) an open kitchen/dining/living room space and bathroom. Units 1 and 3 are separately accessed from Palmyra Street, Units 2 and 4 from Jane Place.

The placement of a small commercial space at the corner aims at activating the street while providing additional income opportunity. The large shared space on the Ground Floor level will serve as community space, including laundry facilities and ample bike storage.



Unit 3

Palmyra St Entrance

Unit 4

Warehouse

Commercial Space

Unit 2

Shared Space

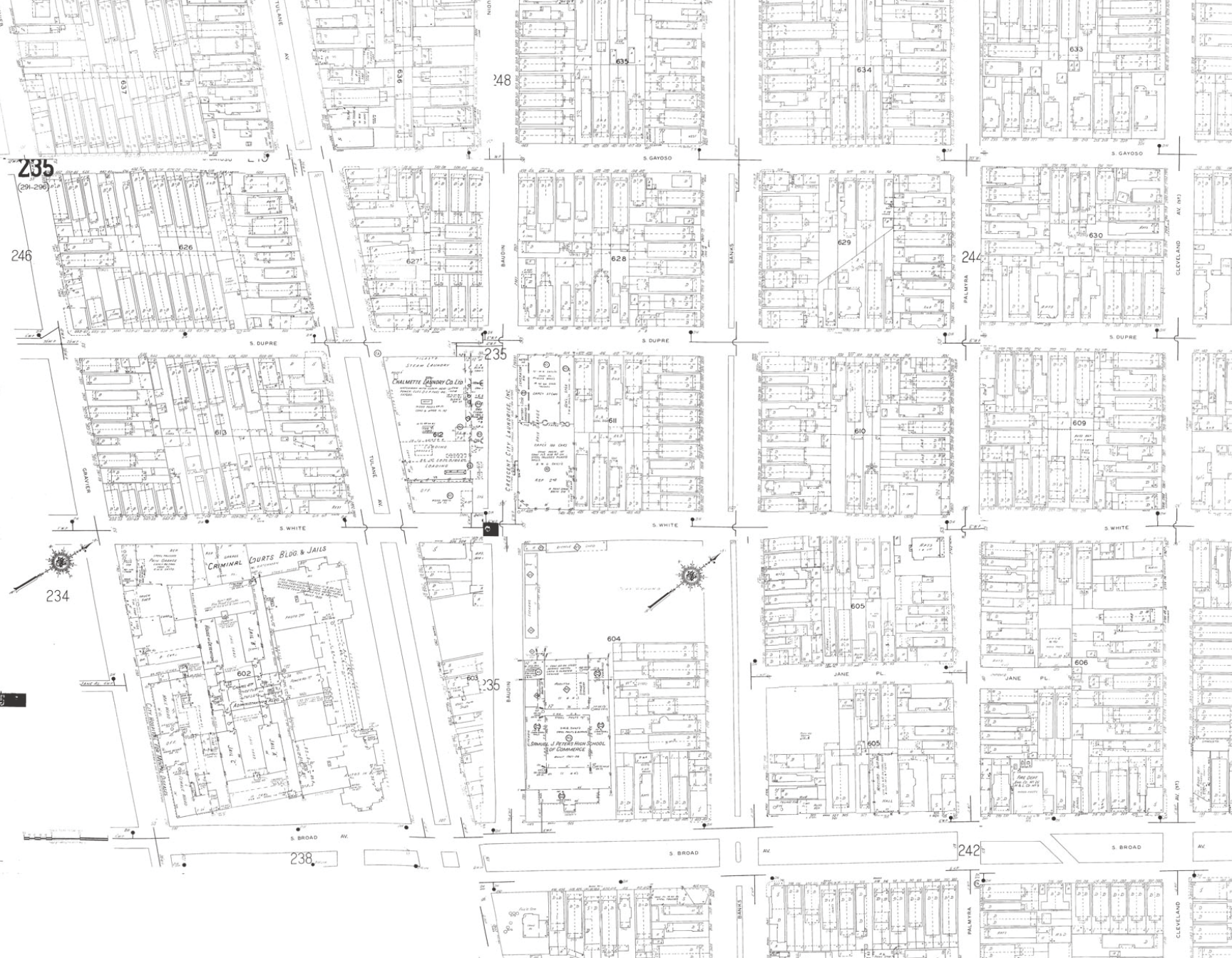
Unit 1



PALMYRA ST



JANE PLACE



235  
(291-296)

48

634

633

246

626

627

628

629

244

630

235

611

610

609

234

CRIMINAL COURTS BLDG & JAILS

604

605

606

238

242

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NEW ORLEANS, LA.  
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J. P. PERRY HIGH SCHOOL  
FOR COMMERCE &...

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**ACKNOWLEDGEMENTS**





**JANE PLACE NEIGHBORHOOD  
SUSTAINABILITY  
INITIATIVE**



