



## CASE STUDY

# CATAHOULA HOTEL



## A BOUTIQUE HOTEL IN THE BIG EASY.

New Orleans developers, A.J. Brooks and Keely Williams, bought the side-by-side structures in 2014, with the intention of turning the dilapidated townhouses into a stylish boutique hotel, while preserving the historic nature of the buildings. Brooks and Williams' ambitious development and preservation plans needed significant capital, even with the use of state and federal historic tax credits.

Brooks and Williams approached the New Orleans Preservation Resource Center (PRC) for assistance in the historic preservation and guidance on possible equity alternatives. GBX Group was brought in by PRC to provide consulting and assist in placing investment capital related to the preservation.

Ultimately, Brooks and Williams decided to place a historic preservation easement on the townhouses, one of which was built in the 1840s and the other in the 1890s. With the help of PRC and GBX Group, these developers were able to complete the renovation of the Catahoula Hotel and preserve its historic character for current and future generations.

"We like working with people who share our passion for preservation and we're proud to have helped the PRC and the developers behind the Catahoula Hotel save an important part of historic New Orleans," said Antonin Robert, President of Community Development at GBX Group.

"What PRC's easement program has done is make this building, which sat vacant for years, viable for the future," said A.J. Brooks.

"Backed by GBX Group's commitment to this venture and their knowledge of every facet of the [process], the renovation of two buildings into the Catahoula Hotel is a landmark project in the Lafayette Square Historic District. It assures the continued revitalization of the historic heart of New Orleans," said Leah Tubbs, PRC Easement Program Director.

The Catahoula Hotel is getting rave reviews from guests and local partners and so are Brooks and Williams. These developers not only made a success of this project; they get to enjoy it as the on-site innkeepers.

**OWNER / DEVELOPER / MANAGEMENT**  
A.J. Brooks & Keely Williams  
Ley Line Development  
Columbus, OH

**LOCAL  
PRESERVATION AUTHORITY**  
Heritage Ohio  
Columbus, OH

**HISTORIC  
PRESERVATION CONSULTANT**  
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