

TOWN OF CARROLLTON WATCH
"Keeping watch on historic Carrollton"
2822 LEPAGE STREET
NEW ORLEANS, LOUISIANA 70119

VIA EMAIL

March 20, 2026

Clerk of Council, City Hall
1300 Perdido—Room 1E09
New Orleans, La. 70112

Re: Appeal of the N.O. HDLC's 3/11/26 decision of approval to demolish 7310 Freret

To the Clerk of Council:

I am appealing the decision of the N.O. HDLC of March 11, 2026, that approved the application of Ian Konrad, dba Endeavor Partners, LLC, to demolish to grade the non-contributing, one-story, single-family residential building at 7310 Freret. As required, the HDLC's decision is attached to this letter. (See Exh. 1.)

My appeal is addressed to the City Council in its capacity to exercise broad discretionary powers over HDLC demolition decisions.

In 2020–2023, a series of moratoria and ordinances was enacted by the City Council to address the problems of overdevelopment in the University Area. The amended University Area Overlay (CZO Art. 18.30, University Area Off-Street Parking Overlay District), motioned in M–23–492 by Councilmembers Joseph Giarrusso, III, and Lesli Harris, is currently in force to “preserve the neighborhoods’ residential character, existing housing types, and levels of affordability, and limiting the conversion of existing affordable, market-rate, long-term housing units for full-time residents into high market-rate housing units for exclusive short-term use” (CZO Art. 18.2.Z, Purpose of the University Area Off-Street Parking Overlay District).

In addition, Tulane University has located the majority of its undergraduate student body onto campus—an attempt whose express intention is well-known. In 2023, Tulane COO Patrick Norton stated: “We definitely value the importance of the uniqueness of our neighborhoods. . . . By constructing these new residence halls, we may be able to bring back those students who are in the neighborhoods” (“Tulane to open two new dorms,” nola.com, July 31, 2023).

In light of these well-publicized efforts by the New Orleans City Council and Tulane University, the new owner of 7310 Freret, Endeavor Partners, LLC, which purchased the property on May 16, 2025, may not reasonably and in any respect claim detrimental reliance if their application to demolish the existing structure for transient student housing is denied.

The three-bedroom, 1200-sf property at 7310 Freret could have been renovated as affordable housing for a couple or family. Instead, the house was purchased by a private dorm developer with no concern for the neighborhood but to extract profit from it.

Few owner-occupants remain in the area. (See Exh. 2.)

In addition, the many violations by Endeavor Partners, LLC, and its affiliate Les Bon Temps Ventures, LLC, that I reported to the City Council in my first appeal letter of Apr. 24, 2025, for the proposed demolition of 7309 Freret by the same owner, Endeavor Partners (attached as Exh. 3), have not been mitigated. (See yellow-highlighted items in Exh. 3 for two minor exceptions.)

I would therefore respectfully request that the City Council exercise its discretion and deny the demolition of 7310 Freret.

There is no reason to reward this bad actor with permission to demolish yet another sound and viable structure to make way for transient student housing.

Thanks and best regards,



Susan P. Johnson
Principal, Town of Carrollton Watch, LLC
sjohnson@townofcarrolltonwatch.org

cc:

Aimee McCarron, Councilmember, Council District A
Claire Byun, Land Use Director, Council District A
Bryan Block, Executive Director, HDLC

Attachments

Exh. 1—7310 Freret CMM Result Letter—3/12/26

Exh. 2—7309 Freret—Map of homeowners vs. rentals or developers—3/7/26

Exh. 3—7309 Freret—Town of Carrollton Watch/HDLC, first appeal letter—4/24/25

NEW ORLEANS HISTORIC DISTRICT LANDMARKS COMMISSION
CENTRAL BUSINESS DISTRICT HISTORIC DISTRICT LANDMARKS COMMISSION

CITY OF NEW ORLEANS

Thursday, March 12, 2026

Zach Smith Consulting & Design
1000 S. Norman C. Francis Pkwy
New Orleans, LA 70125

Re: 7310 Freret St
Reference Code: H72D01

Dear Zach Smith Consulting & Design:

This letter confirms the actions of the New Orleans Historic District Landmarks Commission at its meeting of Wednesday, March 11, 2026, concerning your application for the following work: Demolition of Non-contributing, one-story, single-family residential building to grade.

At that time the Commission voted to:

Approve the application for demolition to grade. An HDLC Certificate of Appropriateness (CofA) will be issued in ten (10) calendar days to allow time for any appeals to be submitted to the City Council and the HDLC. Once the CofA is issued, it will also be submitted to the Department of Safety and Permits. Do not begin work until your building permit has been issued by that department. Please keep a copy of the CofA on-site and visible from the public right of way for the duration of work.

Should you have any questions concerning this matter, feel free to contact me at (504) 658-7043 or Chad.Spurlin@nola.gov.

Sincerely,



Chad Spurlin
Historic Preservation Plan Reviewer

Approved __BB__ Bryan Block, Executive Director



7310 Freret, LLC
4813 Citrus Blvd
Harahan, LA 70123

PROPOSED DEMOLITION OF 7309 FRERET—CONTEXT—MAP OF HOME



7309 FRERET ST, LA, 70118 R 2023

2 PROPERTIES ◀

PROPERTY INFORMATION

Building Number

Unit Number

Site Address 7309 Freret St, LA, 70118

First Owner Name ENDEAVOR PARTNERS LLC

Second Owner Name

Mailing Address 1100 POYDRAS ST SUITE 1515

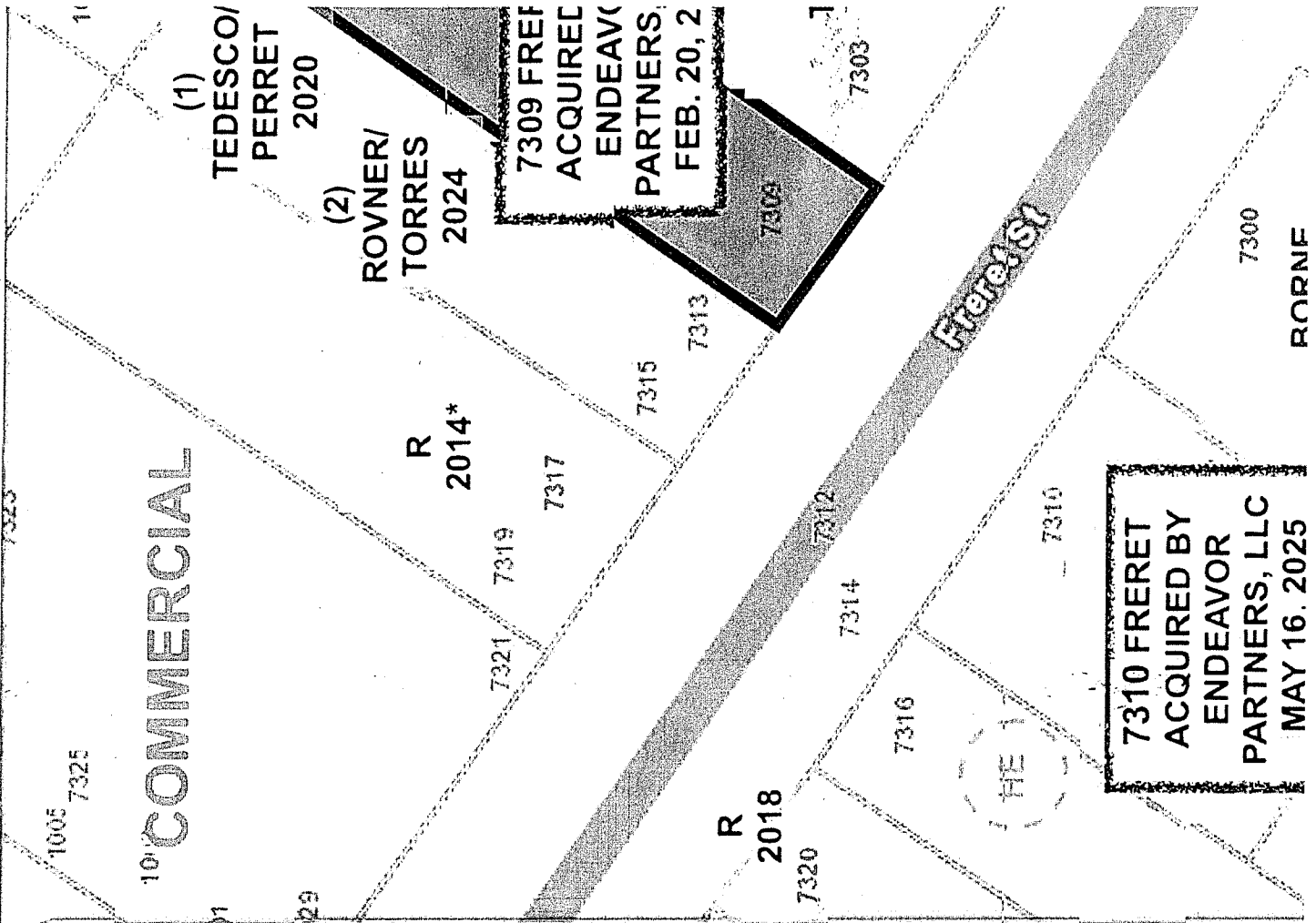
Mailing City NEW ORLEANS

Mailing State LA

Mailing Zip 5 70163

KEY

ACQUISITION DATES



(1) TEDESCO/ PERRET 2020

(2) ROVNER/ TORRES 2024

7309 FREERET ACQUIRED BY ENDEAVOR PARTNERS FEB. 20, 2024

7310 FREERET ACQUIRED BY ENDEAVOR PARTNERS, LLC MAY 16, 2025

TOWN OF CARROLLTON WATCH
"Keeping watch on historic Carrollton"

 2822 LEPAGE ST.
 NEW ORLEANS, LOUISIANA 70119

VIA EMAIL

April 24, 2025

Clerk of Council
 City Hall
 1300 Perdido—Room 1E09
 New Orleans, LA 70112

Re: Appeal of the HDLC's decision of "approval" of the application to demolish 7309 Freret

To the Clerk of Council:

I am appealing the decision of the N.O. HDLC of April 9, 2025, that approved the application by Ian Konrad, dba Endeavor Partners, LLC, to demolish to grade the non-contributing, one-story, single-family residential building at 7309 Freret.

As required, the HDLC's decision is attached to this email.

My appeal is addressed to the City Council in its capacity to exercise broad discretionary powers over HDLC demolition decisions.

The HDLC describes the demolition of historic resources within the local Historic Districts as a "drastic action."¹ The building at 7309 Freret, however, manifestly fails to meet the HDLC's standard of a historic resource, having "no architectural character-defining features indicative of the Uptown Historic District."² Indeed, Uptown Commissioner Tim Lupin's motion to accept the HDLC Staff's recommendation of approval received the unanimous support of the Commission.

It's my opinion that it is also a drastic action to intervene in the use and enjoyment of private property. However, Mr. Konrad's record of violations is such that for the Council to uphold this demolition decision would be to ignore—and even tacitly to condone—his brief but dramatic history of negligent and abusive business practices in the residential University Area neighborhood.

To the point, the owner's stated intention is to develop a 10-bedroom, 4460-sf SMFA on this 3600-sf lot.³ Yet there is no proof that the affordable housing units now in commerce at SMFAs co-owned by Mr. Konrad are currently rented to legitimate candidates for affordable housing.

Instead, there is good reason to believe that the only reason Mr. Konrad and his associates make use of SMFA is to circumvent the parking requirements of the amended University Area Overlay (CZO 18.30).

Therefore, I respectfully request that the City Council overturn the HDLC's decision of approval based on the following facts.

¹ <https://nola.gov/nola/media/HDLC/Guidelines/12-New-Construction-Additions-Demo.pdf>, p. 12–23.

² <https://sites.google.com/view/no-cmm-040925/new-business-demolition-applications/7309-freret-st?authuser=0>

³ Per plan page T1.1 of the drawing set posted on 4/16/25 at: <https://onestopapp.nola.gov/PlanView.aspx?ref=H717ZG#>.

- Since 2/8/2022, Mr. Konrad has been a Manager of Les Bon Temps Ventures, LLC (“LBTV”).⁴
- Since 2/13/2025, Mr. Konrad has been the sole member of Endeavor Partners, LLC (“Endeavor”), a Non-Louisiana LLC.⁵
- Since 2/28/22, LBTV has purchased five properties in the University Area, 7713–7715 Hampson, 7517–7519 Maple, 838 Lowerline, 7417–7421 Burthe, and 1808–1810 Lowerline.⁶
- Since 2/19/2025, Endeavor has purchased two properties in the University Area, 7309 Freret and 7229 Zimpel—to be subdivided into two lots of record as 7221 Zimpel and 7229 Zimpel.⁷
- LBTV has racked up a number of violations in the University Area:
 - At 838 Lowerline, LBTV has failed to pay an HDLC fine of \$24,000 for unpermitted work on the primary facade, first cited on 5/16/23, and reduced from \$48,000 by the City Council on 7/27/23; at the same time, it is apparent that unpermitted renovations are ongoing to date (4/24/25) in the 18-unit apartment building as evidenced by ads for newly renovated units.⁸
 - At 7417–7421 Burthe, a private dormitory (or “D2D”) with SMFA component, LBTV has:
 - failed to comply with the terms of the Deed Restriction dated 7/28/24 (Inst. #2024–22383) by renting the designated affordable housing unit at a premium rate⁹; and
 - failed to comply with the BZA’s disposition (dated 5/29/24) ordering LBTV to remove paving and restore landscaping to the front yard (especially with regard to the provision of a revised site plan as approved by the Dept. of Public Works); and to relinquish public land that was taken for parking; and no longer to allow parking in the front yard, among other requirements.¹⁰
 - At this writing, the building at 7417–7421 Burthe is in commerce without a Certificate of Occupancy¹¹; and the 90-day Temporary Certificate of Occupancy #23–04553–RNVS issued on 7/25/24 (and listing a false number—eight instead of six—of total existing bedrooms) expired on or about 10/23/2024, so that it has been operating without a COO for six months.¹²
 - At 1808–1810 Lowerline/1809 Hillary, another SMFA D2D:
 - LBTV was fined \$11,000 by the HDLC after the roof collapsed in heavy rain on 5/30/24—“retention of the demolition of 100% of the roof structure in deviation of a Certificate of Appropriateness.”¹³ (In this case, the fine was paid without an appeal.)
 - The historic Craftsman was also infamously compromised by flooding on a second occasion—this time through contractor error—on 11/12/24.¹⁴
 - LBTV failed to verify or validate affordable housing eligibility documentation.
 - At this writing (4/24/25), no Healthy Homes Certification applications have been filed for 7713–7715 Hampson, 7517–7519 Maple, 838 Lowerline, 7417–7421 Burthe, or 1808–1810 Lowerline/1809 Hillary. (The deadline for parcels with 4–49 dwelling units was 8/14/24.)¹⁵

⁴ https://coraweb.sos.la.gov/CommercialSearch/CommercialSearchDetails.aspx?CharterID=1641692_EBDF8EDB93

⁵ https://coraweb.sos.la.gov/CommercialSearch/CommercialSearchDetails.aspx?CharterID=1905310_1B7B0FF783; for explicit evidence of Konrad’s ownership, see the domestic entity filed and dissolved on 2/12/25:

https://coraweb.sos.la.gov/CommercialSearch/CommercialSearchDetails.aspx?CharterID=1905238_1FDfEE5B13

⁶ <https://townofcarrolltonwatch.org/wordpress/historic-houses-lost-to-development-for-student-housing/>

⁷ Ibid.

⁸ <https://onestopapp.nola.gov/SummaryContent.aspx?type=Permit&id=971352>

⁹ <https://onestopapp.nola.gov/SummaryContent.aspx?type=Code%20Incident&id=302303>

¹⁰ BZA Disposition Notice for 7417–21 Burthe (5/29/24): <https://onestopapp.nola.gov/PlanView.aspx?ref=JWHE5G>

¹¹ <https://onestopapp.nola.gov/PrmtView.aspx?ref=V8K271#>; see Overview / Status Information / Certificate of Occupancy.

¹² <https://onestopapp.nola.gov/PrintView.aspx?ref=V8K271#>; see Overview / Description.

¹³ <https://onestopapp.nola.gov/SummaryContent.aspx?type=Permit&id=1017256>

¹⁴ https://www.instagram.com/reel/DCS16vjxxPN/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

¹⁵ <https://nola.gov/next/healthy-homes/home/>

- As for the property solely owned by Mr. Konrad, dba Endeavor Partners, LLC:
 - At 7229 Zimpel/7221 Zimpel, designs have been approved by the CPC’s Design Advisory Committee for an estimated 23 bedrooms and a swimming pool on a triple-lot parcel at Zimpel and Pine—but no off-street parking will be required for this alleged affordable housing (SMFA) development.
 - Residents and advocates have no confidence that Mr. Konrad is sincere in his intention to build affordable housing for the neighborhood—which has in fact been removed (in part) by the development of residential housing for premium student rentals (D2Ds) in the past decade—as his performance record to date is abominable.
 - On 4/16/25, DAC approved the revised design of 7229 Zimpel. The plans, which are marked “not for construction,” contain some worrying details:
 - Retention of 2.5 bathrooms in Unit 2, even though the bedroom count was reduced to two—prompting concerns that the third bedroom will simply be returned to the layout after the COO is issued. (This happened at 7417–7421 Burthe.)
 - Retention of a full bathroom and all other elements of a decommissioned unit on the ground level, although the space had been labeled “Storage”—this will eventually be monetized as living space.
 - In short, the new developments at Zimpel and Pine will turn the area into a student slum.
 - As for 7309 Freret—the 7200–7300 blocks of Freret between Lowerline and Pine are already saturated with student housing developed and owned by Max Perret, Preston Tedesco, Alec Rovner, Sam Torres, Craig Tolbert, Allen Borne, and Deb Singer, among others.

Mr. Konrad seeks to purchase and make use of residential properties in the University Area for his own profit while creating insufferable conditions for long-time homeowners and residents. At the same time, the City Planning Commission and other agencies of the City of New Orleans have approved or denied various aspects of the development of these properties according to their own strictly delimited guidelines and missions; and the City has consistently failed to enforce the tenets of the amended University Area Overlay (CZO 18.30; cf. CZO 18.2.Z); SMFA; and other applicable laws as detailed above.

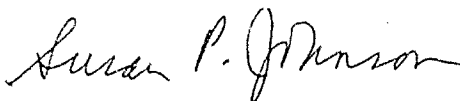
Mr. Konrad’s projects are insupportably dense; and their development is virtually unregulated. They are manifestations of a singular lack of regard for the greater community and a lack of vision in city planning.

We cannot sustain any more.

I therefore appeal to the City Council to exercise its discretion and overturn the decision of the HDLC in re 7309 Freret.

Mr. Konrad has not proved himself to be a responsible business owner, neighbor, or citizen. Though he may possess the means to purchase and develop the property—he does not deserve to be granted the right to demolish this building, especially for the purpose stated.

Thanks and best regards,



Susan Johnson
Principal, Town of Carrollton Watch, LLC
sjohnson@townofcarrolltonwatch.org

cc:

Jesse Stephenson, HDLC

Eleanor Burke, HDLC

Bryan Block, HDLC