

**MAPLE AREA RESIDENTS of NEW ORLEANS**

7513 Hampson St.  
New Orleans, LA. 70118  
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**March 23, 2026**

To the Clerk of Council:

**RE: Appeal of HDLC's "Approval" of Demolition for 7310 Freret St. (Ref: H72D01)**

To the Clerk of Council:

I am writing on behalf of Maple Area Residents, Inc. (MARI) to formally appeal the New Orleans Historic District Landmarks Commission's (HDLC) decision of March 11, 2026, which approved the application by Zac Smith Consulting and Design to demolish the residential building at 7310 Freret St.

MARI explicitly adopts and incorporates the prior appeal arguments regarding the development practices of the owner, Ian Konrad. We respectfully request that the Council exercise its discretionary power to overturn this approval based on the following:

- **Demolition Without a Plan:** The applicant has sought to demolish this building to grade without providing any new construction plans for the site. Allowing a "demolition to grade" without an approved replacement creates a vacant lot that invites blight and provides no guarantee that future development will respect the scale or character of the Uptown Historic District.
- **Outstanding Financial Penalties:** The owner's associated entity, Les Bon Temps Ventures, LLC, has failed to pay a \$24,000 HDLC fine levied in 2023 for unpermitted work at 838 Lowerline. It is an affront to the HDLC's authority to grant new demolition privileges to an applicant who remains in active defiance of existing preservation penalties.
- **Pattern of Non-Compliance:** This owner has a documented history of negligent business practices in the University Area, including unpermitted renovations, roof collapses during unauthorized work, and failing to verify affordable housing eligibility at other properties.
- **Circumvention of Zoning:** There is a significant concern that the demolition of 7310 Freret is a precursor to a high-density development designed to bypass the parking requirements of the University Area Overlay.

The City Council possesses broad discretionary power over HDLC demolition decisions. We believe that granting the right to demolish a property to an owner with a consistent record of violations—and no stated plan for the site's future—is a drastic action that harms the stability of our neighborhood.

We respectfully request that the City Council overturn the HDLC's decision and deny the demolition application for 7310 Freret St.

Best regards,

A handwritten signature in black ink, appearing to read "Jeffrey Bernard", written in a cursive style.

**Jeffrey Bernard**

President, Maple Area Residents, Inc.

7513 Hampson St. New Orleans, LA 70118

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

Helena Moreno  
MAYOR

CITY OF NEW ORLEANS

Bryan D. Block  
EXECUTIVE  
DIRECTOR

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

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