



ALDER HOTEL

Project Program

The former Bristow Tower building is now the Alder Hotel. The Freret neighborhood's first hotel features 90 guest rooms with private balconies, a two-story elevator penthouse, and an elevated pool deck with courtyard. Conveniently located on the Ochsner Baptist campus, the hotel provides comfort for the public as well as medical center visitors—even those requiring extended-stay. The Woodward project team worked closely with SHPO to ensure that the building, originally constructed in 1963, retained all historic features. The hotel's mid-century modern decor is a nod to the building's history as a residence for physician interns, nurses, and other staff of the nearby medical center—then Southern Baptist Hospital. As one of the only hotels Uptown, the Alder offers guests the chance to see a different side of historic New Orleans. "It's close to Tulane and Loyola, so it's ideal for parents coming to visit their students," says Woodward Interests President Bill Hoffman. "And it's Uptown in a great location for out-of-towners who want a more personal experience than what they might find downtown." The building is not located within a historic district, but is listed individually in the National Register of Historic Places as of January 26, 2016.

Location

New Orleans, Louisiana

Services Provided

Development,
Preconstruction Services,
Construction Manager at Risk

Self-Performed Services

Architectural Millwork, Structural Steel and
Miscellaneous Sheetmetal

Project Size

55,000 sf

Project Completed

July 2017

Awards

2018, Louisiana Landmarks Society, Excel-
lence in Historic Preservation