



# JACKSON & LAUREL



THE  
**MCENERY**  
COMPANY

810 UNION STREET, NEW ORLEANS, LA 70112  
504-274-2701 | [MCENERYCO.COM](http://MCENERYCO.COM)



# FOR SALE | CALL FOR OFFERS

**Address:** 833-839 Jackson Avenue & 2130-2132 Laurel Street, New Orleans, Louisiana 70130

**Site:** Corner Site with 93' 3" frontage along Jackson Avenue and 94' 10" frontage along Laurel Street. This 8,843 square foot site is located in a hot part of the Lower Garden District between Magazine Street and Tchoupitoulas Street.

**Improvements:** 'Jackson & Laurel' is improved with three separate two-story structures, which are divided into 8 residential units. There are a total of 17 bedrooms and 18 bathrooms, as well as a beautifully designed common courtyard area that is ideal for outdoor entertaining. The improvements were originally constructed in the mid-1800's and underwent a full scale renovation in 2015 with a Restoration Tax Abatement (RTA) put in place. The gross building area is +/- 12,000 SF and the net rentable area is +/- 11,600 SF. Measurements are not guaranteed and should be verified by purchaser.

**Zoning:** Majority of site is zoned HU-B1A, Historic Urban Neighborhood Business District, while a small portion upon which 833 Jackson is located is zoned HU-RD2, Historic Urban Two-Family Residential District.

**Overview:** Property has officially been grandfathered in with SIX SHORT TERM RENTAL (STR) LICENSES! The six units which carry STR licenses have a total of 12 bedrooms (2 bedrooms per unit). In addition, there is the possibility of successfully applying for an additional STR licence at 833 Jackson Avenue if a buyer were to occupy the front unit as their main residence with a Homestead Exemption, while operating the rear as a short term rental unit. The recent short term rental ordinance that was passed by the City of New Orleans allows for a licensed property like this to become significantly more valuable due to the decrease in competitive supply of similar units at a time when demand for STR units continues to increase. The resulting strong cash flow would be attractive to a variety of investors. Property is available for sale through a Call For Offers scenario.

**Contact:** Please call Pat Browne III at 504-250-3059 for pricing guidance or to arrange a showing.



PAT BROWNE III  
D: 504.274.2667  
C: 504.250.3059  
EMAIL: PAT@MCENERYCO.COM



S. PARKERSON MCENERY  
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# JACKSON & LAUREL | KEY FACTS

TOTAL SHORT TERM RENTAL PERMITS:	6 STR LICENSES
PROJECTED REVENUE BASED ON PRIOR STR OPERATION:	\$483,000*
TOTAL NUMBER OF BEDROOMS:	17 BEDROOMS
NET RENTABLE AREA:	11,600 sf
TOTAL GROSS BUILDING AREA:	12,000 sf
TOTAL NUMBER OF UNITS:	8 UNITS
TOTAL NUMBER OF BUILDINGS:	3 STRUCTURES

\*Annual revenue projections are based on prior STR operations of several units on property. Subject to buyer verification.

The information contained herein has been obtained from sources that we deem reliable. No representation or warranty is made as to the accuracy thereof, and it is submitted subject to errors, omissions, change of price, or other conditions, or withdrawal without notice. Licensed in Louisiana.



# JACKSON & LAUREL | UNIT MIX

Unit Address	Unit Type	NRA (SF)	STR Permit	Zoning
833 Jackson Unit A	3 Bed / 2.5 Bath	2,000	No	HU-RD2
833 Jackson Unit B	2 Bed / 1.5 Bath	900	No	HU-RD2
837 Jackson Unit A	2 Bed / 2.5 Bath	1,400	Yes	HU-B1A
837 Jackson Unit B	2 Bed / 2.5 Bath	1,500	Yes	HU-B1A
839 Jackson Unit A	2 Bed / 2.5 Bath	1,400	Yes	HU-B1A
839 Jackson Unit B	2 Bed / 2.5 Bath	1,400	Yes	HU-B1A
2130 Laurel	2 Bed / 2 Bath	1,500	Yes	HU-B1A
2132 Laurel	2 Bed / 2 Bath	1,500	Yes	HU-B1A
<b>Total</b>	<b>17 Bed / 18 Bath</b>	<b>11,600</b>	<b>6 STR Permits</b>	<b>N/A</b>



# JACKSON & LAUREL | CURRENT RENT ROLL

Unit Address	Unit Type	NRA (SF)	Monthly Rent	Rent/SF
833 Jackson Unit A*	3 Bed / 2.5 Bath	2,000	\$3,425	\$1.71
833 Jackson Unit B	2 Bed / 1.5 Bath	900	\$1,325	\$1.47
837 Jackson Unit A	2 Bed / 2.5 Bath	1,400	\$2,500	\$1.79
837 Jackson Unit B	2 Bed / 2.5 Bath	1,500	\$2,000	\$1.33
839 Jackson Unit A	2 Bed / 2.5 Bath	1,400	\$2,000	\$1.43
839 Jackson Unit B	2 Bed / 2.5 Bath	1,400	\$2,150	\$1.54
2130 Laurel	2 Bed / 2 Bath	1,500	\$1,900	\$1.27
2132 Laurel	2 Bed / 2 Bath	1,500	\$1,800	\$1.20
<b>Total</b>	<b>17 Bed / 18 Bath</b>	<b>11,600</b>	<b>\$17,100</b>	<b>\$1.47</b>
			<b>Annual Apartment Revenue</b>	<b>\$205,200</b>

\*Owner pays rent to himself for 833 Jackson Unit A



# STR PROJECTIONS + APARTMENT REVENUE

Unit Address	Unit Type	NRA (SF)	Projected Monthly Rent	Rent/SF	STR / Apartment
833 Jackson Unit A*	3 Bed / 2.5 Bath	2,000	\$3,425	\$1.71	Owner Occupied Apartment
833 Jackson Unit B	2 Bed / 1.5 Bath	900	\$1,325	\$1.47	Apartment
837 Jackson Unit A**	2 Bed / 2.5 Bath	1,400	\$6,000	\$4.29	STR
837 Jackson Unit B***	2 Bed / 2.5 Bath	1,500	\$6,500	\$4.33	STR
839 Jackson Unit A***	2 Bed / 2.5 Bath	1,400	\$6,500	\$4.64	STR
839 Jackson Unit B***	2 Bed / 2.5 Bath	1,400	\$6,500	\$4.64	STR
2130 Laurel****	2 Bed / 2 Bath	1,500	\$5,000	\$3.33	STR
2132 Laurel****	2 Bed / 2 Bath	1,500	\$5,000	\$3.33	STR
<b>Total</b>	<b>17 Bed / 18 Bath</b>	<b>11,600</b>	<b>\$40,250</b>	<b>\$3.47</b>	<b>N/A</b>

ANNUAL PROJECTED REVENUE \$483,000

\*OWNER PAYS RENT TO HIMSELF FOR 833 JACKSON UNIT A

\*\*STR PROJECTED RENT BASED ON CURRENT AVERAGE PERFORMANCE OF THIS UNIT

\*\*\*STR PROJECTED RENT BASED ON PRIOR AVERAGE PERFORMANCE OF THIS UNIT

\*\*\*\*STR PROJECTED RENT BASED ON PRIOR AVERAGE PERFORMANCE OF ADJACENT UNITS

SHORT TERM RENTAL REVENUE PROJECTIONS ARE BASED ON PRIOR REVENUE PERFORMANCE ACHIEVED THROUGH PREVIOUS HOSTING HISTORY AT THE PROPERTY.

ALL PROJECTIONS SUBJECT TO BUYER VERIFICATION. REVENUE PROJECTIONS ARE PRIOR TO MANAGEMENT FEES.

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# JACKSON & LAUREL | EXPENSE DATA

## Owner's Expense

## Annual

Real Estate Taxes\*

\$7,401

Insurance

\$9,996

Repairs & Maintenance

\$3,000

Pest Control

\$2,480

Landscaping

\$960

**Total\*\***

**\$23,837**

\*THERE IS A RESTORATION TAX ABATEMENT (RTA) IN PLACE THROUGH AUGUST OF 2022, AT WHICH POINT THE OWNER CAN APPLY FOR ADDITIONAL 5-YEAR RTA.

\*\*EXPENSE FIGURES ARE BASED ON OWNER'S HISTORICAL OPERATING DATA. THESE FIGURES DO NOT INCLUDE POTENTIAL SHORT TERM RENTAL (STR) BOOKING FEES, NOR CITY TAXES ON STR REVENUE.



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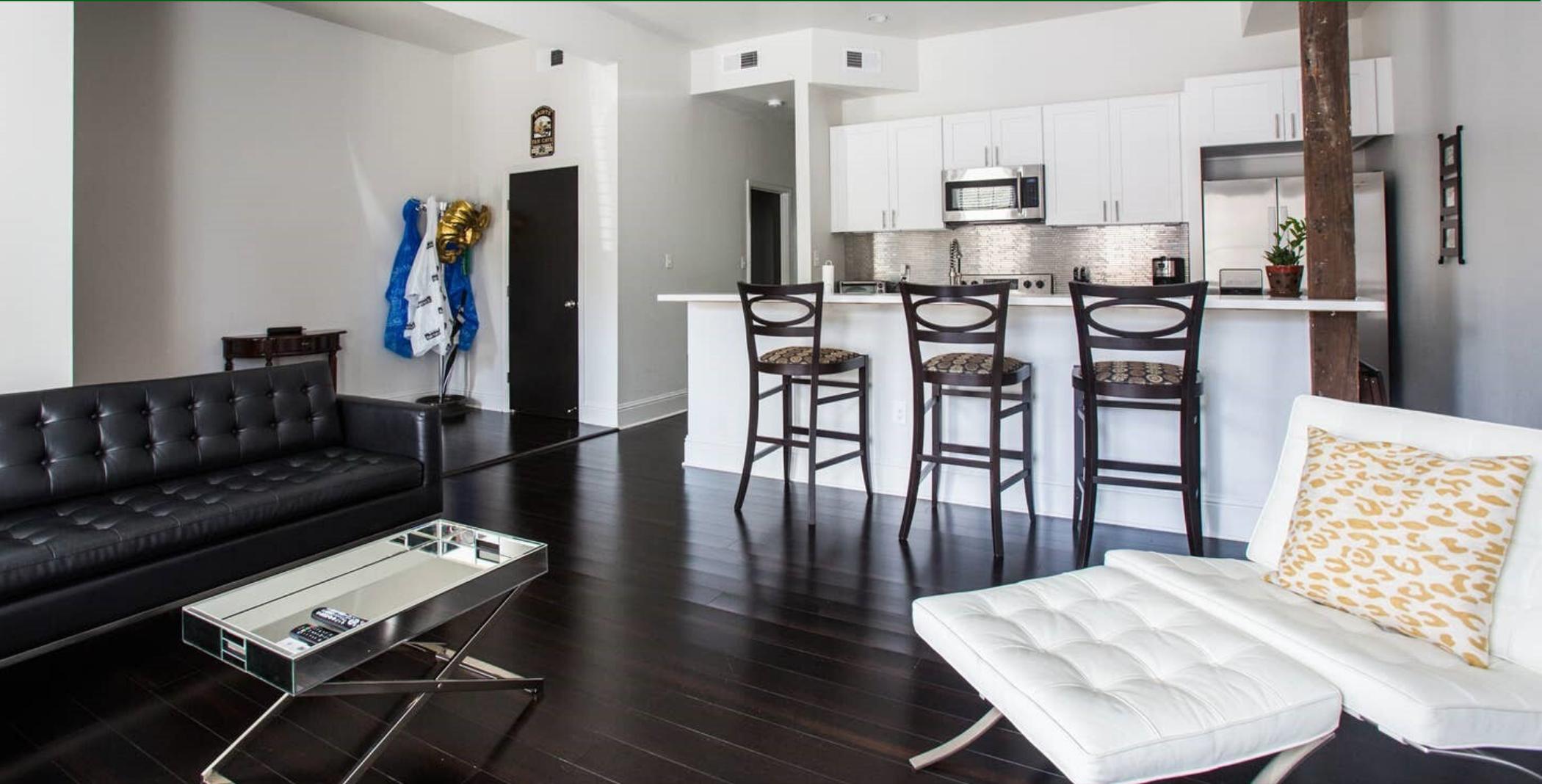


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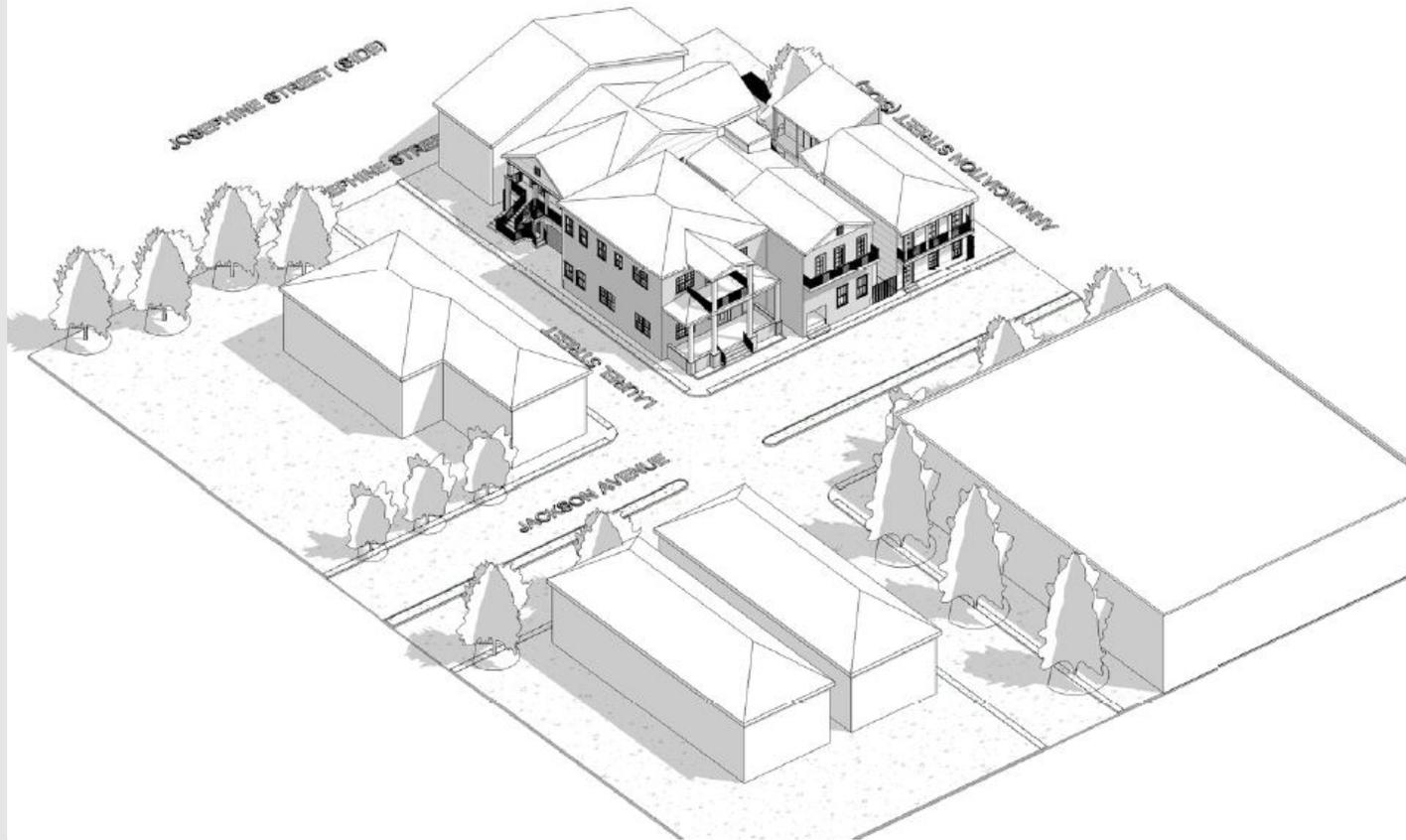


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# JACKSON & LAUREL – AERIAL PLANS

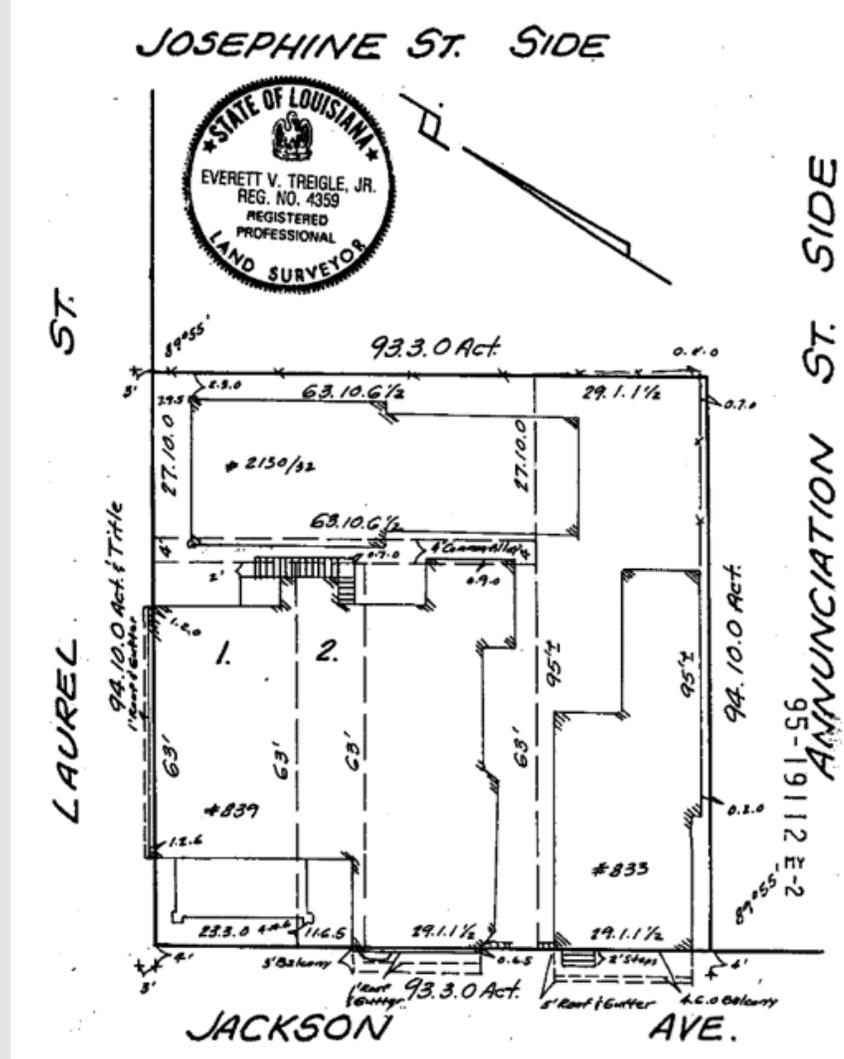


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# JACKSON & LAUREL - SURVEY





# POINTS OF INTEREST MAP



- 1 WALMART
- 2 MARDI GRAS WORLD
- 3 CONVENTION CENTER
- 4 MERCEDES BENZ SUPER DOME
- 5 SMOOTHIE KING CENTER
- 6 THE RUM HOUSE
- 7 MOJO COFFEE HOUSE
- 8 NATIONAL WWII MUSEUM
- 9 THE TCHOUP YARD
- 10 VOODOO BBQ & GRILL
- 11 DISTRICT DONUTS
- 12 EMERIL'S NEW ORLEANS
- 13 RIVERWALK MARKETPLACE
- 14 URBAN SOUTH BREWERY
- 15 HARRAH'S CASINO