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# AWARDS

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Billes Partners named one of  
**50 Companies Louisiana Can't Do Without**  
*10/12 Corridor Magazine, Spring 2010*



**Award of Merit 2009**  
Repairs to the Louisiana Superdome - Phase II Improvements  
*South Central Construction Magazine*



**LEED-Platinum Certificates (13)**  
Make It Right Houses 2008-11

**Whole Foods Market**  
"Top Ten Buildings of the Past 10 Years"  
*New Orleans Magazine, June 2007*



**New Orleans Center for Creative Arts (NOCCA)**  
Honor Award, AIA Louisiana, 2001  
Honor Award, NOMA, 2002



**Pioneer in Preservation, Honor Award**  
Gerald W. Billes, AIA, 1997  
Historic District Landmarks Commission, New Orleans, LA

**Yosemite Drive Residence of Gerald W. Billes**  
Honor Award, NOMA 2002



**1999 CANstruction Competition**  
Juror's Favorite, AIA Local Chapter, New Orleans, LA

**Xavier Univ. Library/Resource Center & Pharmacy Addition**  
Honor Award, AIA Louisiana, 1995



**Benjamin Franklin Senior High School**  
Honor Award, AIA Gulf States, 1994

**New Orleans Museum of Art**  
Honor Award of Excellence, AIA Louisiana, 1993



**Design Diaspora: Black Architects and International Architecture, 1970-1990**  
An Exhibition of Built Projects 1993

# AWARDS

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## **Audubon Aquarium of the Americas**

AIA Honor Award of Excellence 1991



## **Woldenberg Riverfront Park**

Honor Award of Design Excellence

*Southern Accents*, 1991

## **Renovation of 839 St. Charles Avenue**

Award of Merit, AIA Local Chapter, 1990



## **Ernest N. Morial Convention Center Expansion**

Design Citation, *Progressive Architecture Journal*, 1989

## **Riverfront Streetcar Stations**

Design Citation, *Progressive Architecture Journal*, 1989



## **Armstrong International Airport Concourse C**

Honorable Mention

Pittsburgh Corning Glass Block Competition, 1988

## **Riverfront Floodwall Corridor Master Plan**

Honor Award, APA Louisiana, 1987



\*Some of these projects were produced at Mr. Billes' former firm where he was Principal-In-Charge for the project.

# WHO WE ARE

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**Billes Partners was established as a vehicle for Gerald W. Billes to carry out his vision of creating innovative built environments that meet and surpass the expectations and needs of his clients.**

## OUR MISSION

To create environments that inspire a love of living.

We will do this by creating beauty in the built environment, incorporating design innovation and a strong adherence to quality, and always being responsive to our clients, and to the communities and environments affected by our work.

## OUR CORE VALUES

**Create** - We will create beauty through the vehicle of our designs. Our design process incorporates innovation, a strong adherence to quality, and the inspiration contributed by our talented design staff. Our goal for the designs we create is that they contribute to the communities in which they are located, and inspire those who use them.

We have also created partnerships with our clients, consultants, and our company family that make our work enjoyable, meaningful, and effective.

**Innovate** - Innovation is integral to our work at Billes Partners. We regularly look at alternatives in approaching both processes and solutions that will maximize our benefit to our client. We work to achieve the specific needs of the client as our first priority, and we thrive on finding innovative solutions, whether related to project funding, space planning, project delivery systems or a myriad of other project components.

For our team, design innovation always includes the implementation of a sustainability program. For some projects this may be achieving LEED Platinum certification; for others, it may be the inclusion of passive energy efficient systems. For each project we assess an appropriate sustainability approach.

**Inspire** - We hope to inspire those who use the spaces we have created by their beauty and sensitivity, reinforcement of the activities that take place within the design, and positive impact on the communities of which they are a part. Similarly, those with whom we work inspire us.

We are also committed to providing leadership to inspire others, to strengthen our communities, and to elevate professionalism in design.



# WHO WE ARE

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**Gerald W. Billes, AIA, NCARB, NOMA**  
**CEO | Principal**

Mr. Billes established Billes Partners to reflect his unified vision and values. As an owner and principal of architectural and planning firms since 1975, Mr. Billes has extensive educational training and experience in architecture, urban design, and master planning. He is a licensed architect in three states and has managed numerous architectural and planning projects for clients in the public and private sectors. His work has included architectural design, master planning, interior design, land use and zoning, project feasibility studies, and transportation planning. Mr. Billes has served as an associate professor and adjunct professor at Tulane University's School of Architecture, and as an adjunct professor at Southern University's School of Architecture. Mr. Billes has overseen the development of major projects, including the Hilton Hotel Master Plan, Phase II of the Aquarium of the Americas, New Orleans International Airport Concourse "C" Expansion, the French Market Revitalization Plan and the New Orleans Center for the Creative Arts. As one of three principals-in-charge of the Ernest N. Morial Convention Center Phase III Expansion, Mr. Billes contributed to the management of the \$205,000,000 project.



**Richard S. Kravet, AIA, NCARB**  
**Principal | Director of Architecture**

With over 30 years of experience in the practice of architecture, Mr. Kravet's extensive background includes urban design, feasibility studies, architecture and construction for private and public sector clients. His work experience includes significant projects in the states of Texas, Maryland, Pennsylvania and Louisiana. Mr. Kravet has served in the capacity of Project Manager on such major projects as the Repairs and Renovations to the Louisiana Superdome, the Harrah's Shreveport Hotel and Casino (Shreveport, Louisiana), a new twenty-four-story luxury hotel and renovation to an existing riverboat casino and its land-based support facilities, and a new \$8,500,000 vocational school for the U.S. Department of Labor Job Corps Program. Mr. Kravet is a principal of Billes Partners, and serves as Director of Architecture overseeing the design and production of the architectural projects undertaken by the firm. His passion for sustainability is reflected in each project undertaken by the firm, whereas he works with staff to develop appropriate sustainable design practices for each project.



**Lisa C. Herron, IIDA**  
**Principal | Director of Business Operations**

Lisa Herron has been a project manager for planning, project development, architectural and interiors projects for over 25 years. Her areas of expertise focus on facility programming, space utilization, planning and project management. She has developed effective work processes and has been a guest speaker to national organizations in the design industry. She is responsible for managing project scopes, work processes, schedules and budgets. Her effectiveness in these areas have helped lead to successful projects and repeat clients.

# WHO WE ARE



**OUR STAFF ARE EXPERIENCED PROFESSIONALS** with many years of design and project experience in their focused areas. Every project is staffed with the utmost care, matching each client with the complete range of project development and design services best suited to their specific needs. Some of our staff's capabilities and expertise include:

- planning
- architectural design
- interior design
- facility programming
- feasibility assessments
- site analysis
- existing conditions assessments
- conceptual design
- graphic design
- LEED accreditation
- construction contract administration
- project management

Within our partners and staff are individuals who have designed and implemented some of the more visible projects in the New Orleans area, including the Convention Center Phases II & III, the renovation of Concourse "C" of Armstrong International Airport, the New Orleans Center for the Creative Arts, the Hilton Riverside Rebuild, and the Louisiana Superdome Repairs after Hurricane Katrina.

Billes Partners personnel have managed commercial and institutional projects with budgets totalling hundreds of millions of dollars, as well as smaller individual projects. We commit to treating each client with respect and integrity for their unique project.

## Senior Associates

Roland A. Alpha, AIA, NCARB  
J. Hite Billes  
Kenneth Burrell  
Elena Soto Jervis, NCIDQ  
William G. Petersen, AIA, LEED AP  
Steve C. Tubré, CSI, CCCA  
Ian C. Welcome, AIA

## Associates

Senait Kassa, Assoc. AIA, AICP, LEED AP  
Patrick Kraft, AIA, LEED AP  
Bryan C. Lee Jr., NOMA  
Erin E. Porter, Assoc. AIA

## Business Development & Marketing

Kenneth Burrell  
Dylan O'Donnell

## Administrative

Claudia Dupre-Jamil  
Tiffani Benjamin  
Orlando da Silva

## Relationships with

Engineering Consultants  
Testing Laboratories  
Special Consultants  
Environmental Firms  
Financiers and Funding Consultants  
Advertising and Public Relations Firms  
Electronic and Intelligent Systems Companies  
Real Estate Professionals

# WHAT WE DO



Billes Partners provides **planning, project development, architecture, interior design, and graphic design** services to clients who want innovation in their projects, while supporting and enhancing the existing communities and the lifestyles of those that use the completed buildings and environments.

The range of services we offer to our clients provides a complete project from initial scoping and feasibility assessment, through design and construction, to final project evaluation. Our offering of services is further expanded through close relationships with financing, engineering, project management, and other specialized consultants throughout the region and country.

Our design services cover a wide range of project types: commercial, institutional, residential, and public facilities. The common element in our projects is the commitment of the owner to innovation and thoughtful design while fitting within the structure of the existing community.

We have worked extensively with neighborhood groups, project stakeholders and governmental agencies to provide comprehensive solutions to sometimes complex problems. Billes Partners' awareness of codes and regulations, the value of collective agreement, and historical context supports our problem-solving skills. Coupled with our design and technical abilities, we are able to provide optimal solutions and rapid response to implementation needs. We are able to focus on innovation, creativity and the overall quality of our projects.

Our technological resources allow us to easily communicate and exchange information with owners, engineers, consultants and other stakeholders, wherever they may be located, for the benefit of the project.

One Client described the selection of our firm for their project with the following statement: "Billes Partners was chosen because the firm is creative, budget conscious, and client specific." These qualities can be seen in our firm philosophy and in our work.

## General

Established 2003

Limited Liability Company

Minority Owned Business

Licensed Architects in Louisiana, Mississippi, Texas, Colorado, Vermont, Alabama & Florida

NCARB Certified Architects

LEED Accredited Professionals

Licensed Interior Designers in Louisiana

Certified Planner in Louisiana (PIC)

Mid-sized firm, focused on quality and innovation of individual projects rather than quantity

Staff includes experts in facility programming and project development, a certified construction contract administrator, project management support staff, and other technical support staff

# WHAT WE DO

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## PLANNING

Planning is crucial to the success of most ventures, especially those that require significant investment in the physical environment. Billes Partners provides planning services to meet the needs of the owner/developer, financiers, regulatory oversight agencies and communities. (Selected Projects: City of Opelousas Comprehensive Land Use Plan & Zoning Ordinance, New Orleans Neighborhoods Rebuilding Plan (Planning District 3), New Orleans Floodwall Corridor Study, Southern University Baton Rouge Master Plan Update, Southern University New Orleans North Campus Master Plan)



## PROJECT DEVELOPMENT

Building projects can require many steps and a myriad of services to successfully undertake their development. Billes Partners has helped clients work through the range of issues needed to get a project fully underway, and can be of great assistance in the early stages of the development of a project. (Selected Projects: Broad Street ReFresh Project, New Orleans East Hospital Feasibility Study, Civil District Court/Juvenile Court Site Selection, Facility Program and Conceptual Design, Baronne Street Condominium Development)



## ARCHITECTURE

Architectural services can range from residences to the design of major public structures. At Billes Partners, building design focuses on innovation, and we seek design projects that demand creativity in all aspects of their execution. We thrive on finding creative solutions that will inspire end users. (Selected Projects: West St. John Elementary School, Louisiana Superdome Repairs, French Market Shed Renovations, William Frantz School, Mississippi Valley State University New Dormitories, Jackson State University School of Business)



## INTERIOR DESIGN

Billes Partners considers interior design as both an integrated part of our architectural projects, and a distinct, stand-alone service. It is an opportunity to reinforce an architectural project and to provide new life for an existing building. (Selected Projects: Louisiana Superdome Club Level Lounges, Corporate Space Utilization Projects Throughout the State of Louisiana, French Market Tenant Space Designs, JSU School of Business, Furniture and Equipment Design and Specifications, Offices for Billes Partners, House of Blues Interiors)



## GRAPHIC DESIGN

At Billes Partners, graphic design is a natural extension of our passion for great design at all levels. With an increasingly complex and diversified business world, the need for clear and effective visual communication becomes progressively more important. (Selected Projects: Signage Design for French Market Shed Renovations, French Market Scrim Banner Designs, Complete Creative Identity for Billes Products International Design Competitions 2008 and 2009, Complete Creative Identity for Billes Architecture International Housing Design Competition 2009, Complete Brand Identity 2010 for Billes Partners, LLC)



# PROJECTS

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**The partners and staff of Billes Partners have worked on innumerable projects across the Southeast and Gulf Coast regions.**

On the pages that follow, we are proud to provide brief descriptions of a select handful of planning projects executed by our staff. These projects have been selected to provide a glimpse into the breadth of planning work available at Billes Partners, and include campus planning, urban design, new communities, urban corridor development, infill planning and redevelopment, facility planning assessments, land use planning and zoning, transportation planning projects, and more. We invite you to view our projects and imagine your project with the same level of professionalism and innovative design.

*On the following pages:*

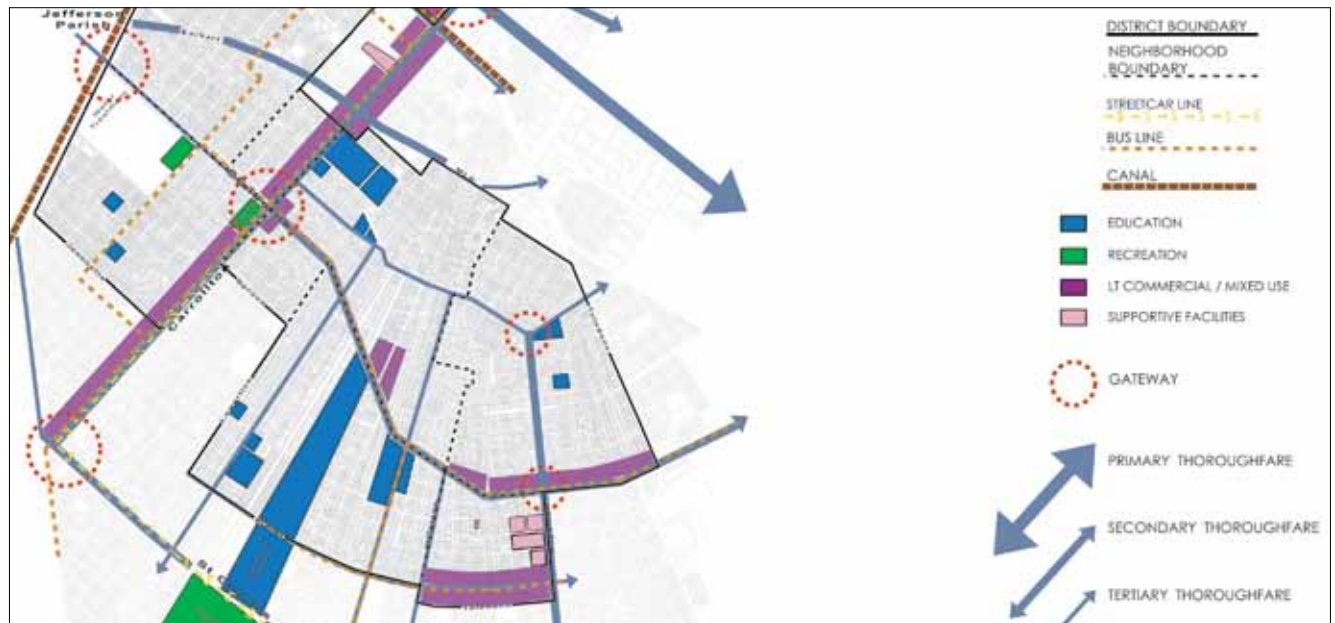
## **PLANNING**

New Orleans Neighborhoods Rebuilding Plan  
City of Opelousas Comprehensive Land Use and Zoning Ordinance  
Joe Brown Park  
French Market Revitalization Plan  
Hilton Riverside Master Plan  
Southern University New Orleans Master Plan (1994)  
Southern University Baton Rouge Master Plan (1998)  
New Orleans Union Passenger Terminal Master Plan  
Floodwall Corridor Master Plan  
Freret Street Commercial Revitalization Plan  
Growth Management Plan

# PROJECTS

## NEW ORLEANS NEIGHBORHOODS REBUILDING PLAN

New Orleans, Louisiana



**Client/Owner** Lambert Advisory for the City of New Orleans **Cost** \$3.5 million **Size** approx. 7 neighborhoods **Completion Date** 2006

**Following the devastating impact of Hurricanes Katrina and Rita, the City Council of New Orleans passed a motion to develop a city-wide recovery plan.**

Billes Partners maneuvered successfully through the challenging task of developing the Neighborhoods Rebuilding Plan for City Planning District 3, one of eleven Planning Districts covered in the Lambert Advisory Plan in the wake of Hurricane Katrina.

With the participation of hundreds of residents, twenty-four different neighborhood associations, and covering seven severely damaged neighborhoods in Planning District 3 alone, the Neighborhoods Rebuilding Plan was unanimously accepted and adopted by the City Council of New Orleans in October 2006.

The finished plan was the result of dozens of meetings with neighborhood residents and leaders, the collection of surveys, block-to-block damage assessments, data collection and documentation, as

well as coordination with various city, state, federal, educational, utility, and emergency agencies. The document includes an impressive range of data, including historical information, damage reports, prioritized projects lists, funding matrices, and more. This was all done at a time when information in the city was conflicting and scarce, the public school system was in transition, the infrastructure was in disrepair, and amid the possibility of competing recovery plans.

# PROJECTS

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## CITY of OPELOUSAS COMPREHENSIVE LAND USE and ZONING ORDINANCE

Opelousas, Louisiana



Client/Owner City of Opelousas Size 425 acres Completion Date 2007

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**Smart-growth principles informed the planning effort by establishing a number of flexible, multi-use zoning districts in order to preserve and encourage the historically diverse character of many of Opelousas' neighborhoods.**

Billes Partners was commissioned in 2005 to develop a Land Use Plan and a Zoning Ordinance for the City of Opelousas, in Louisiana. The city of approximately 23,000 people had no zoning ordinance at the time.

Billes Partners worked with a team of consultants to accomplish the rare task of putting in place a zoning ordinance where there was none before. The effort required numerous meetings with the mayor, aldermen, civil servants, and the people of Opelousas in order to find out what was desired for the city, as well as keeping everyone informed along the way.

Smart-growth principles informed the planning effort by establishing a number of flexible, multi-use zoning districts in order to preserve and encourage the historically diverse character of many of Opelousas' neighborhoods. The Downtown district is also set up with certain form-based requirements to preserve and enhance the physical density of the city center.

The zoning effort culminated with the adoption of a zoning ordinance in late 2006.

# PROJECTS

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## JOE BROWN PARK

New Orleans, Louisiana



**Client/Owner** City of New Orleans **Cost** \$4,000,000 **Size** 187 acres

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**Billes Partners is currently preparing the Community Development Block Grant upgrades to Joe Brown Park.**

This major park in New Orleans East was left devastated after Hurricane Katrina, and the opportunity to upgrade the park with a new identity was seized. Primary elements addressed by our team include the overall coordination of all park design efforts, a master plan, creation of a new main entrance

on Read Boulevard to announce the redeveloped park's presence, signage and wayfinding within the park, shade structures for bleacher seating, site furnishings, landscaping, and walking paths.

# PROJECTS

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## FRENCH MARKET REVITALIZATION PLAN

New Orleans, Louisiana



**Client/Owner** French Market Corporation **Cost** \$7 million **Size** 40,000 sf **Completion Date** 2008

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**The French Market Revitalization Plan was a comprehensive effort by Billes Partners, along with the French Market Corporation, designed to strengthen the entire French Market for the benefit of the surrounding Vieux Carré neighborhood and the larger New Orleans community.**

The Market has long been associated with its adjacent neighborhood and has a history of serving the entire city, initially as a source of meat, fish, and fresh produce, and now as a vibrant retail, restaurant, and trading center.

The goal of the project was to restore the Market's authenticity and sense of place through a series of physical improvements that are consistent with the Market's historical character. Such improvements include deferred maintenance, improvements in infrastructure and amenities, upgrades to buildings and facilities, and improved traffic and pedestrian flow. The project was conceived to celebrate the Market's cultural identity and reconnect it with its community.

In addition to the architectural elements analyzed for improvement and enhancement, operational policies were revisited to address such elements as merchandising, tenant design criteria, regulation compliance, and security.

Along with visual inspections, civil engineering surveys, and a traffic study, stakeholder input was sought during the project through questionnaires, interviews, and a website forum.

# PROJECTS

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## HILTON RIVERSIDE MASTER PLAN

New Orleans, Louisiana



**Client/Owner** Hilton Hotels Corporation **Cost** \$4.8 million **Size** 32,000 sf **Completion Date** 1997

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**One of New Orleans' premier hotels, the Hilton Riverside supports 1,616 guest rooms, 130,000 SF of meeting/banquet space, 3 restaurants, 3 lounges, an art gallery, a health and fitness center and numerous shops.**

In 1996 disaster struck when a cargo ship struck the low-rise portion of the hotel known as the Riverside. Portions of the building literally fell into the river.

Immediate, effective action was needed. Mr. Billes was called in to spearhead the effort to rebuild the damaged high-rise. Design team members included engineers, waterproofing experts, and contractors. The team coalesced to produce documentation necessary to begin the fast-track construction process. Mr. Billes' involvement was crucial during the entire

project to its reopening. In addition, the scope included work to the adjacent shopping mall, the parking garage and the wharf structure and platform.

Mr. Billes also directed his firm's other projects for the Hilton Hotels; a master plan for the entire Hilton Riverside complex including projected expansion, and other design studies.

# PROJECTS

## SOUTHERN UNIVERSITY of NEW ORLEANS MASTER PLAN (1994)

New Orleans, Louisiana



Client/Owner Southern University, Baton Rouge, Louisiana Completion Date 1994

**The State of Louisiana acquired approximately 50 acres of land north of the main campus of Southern University at New Orleans (SUNO) to accommodate the university's growth.**

Mr. Billes' former firm was retained to prepare a master plan for that "North Campus" to direct growth. In order to do this, the South Campus had to be analyzed to fully understand the needs and constraints that faced the University. The institution also had ambitious goals to increase population and to house several hundred students on the campus.

Several campus buildings had outgrown their useful life, requiring either major overhaul or demolition in order to allow for highest and best uses of resources to serve future generations of students and faculty. The scope of the North Campus Master Plan grew into a full academic needs analysis, space utilization, and physical conditions evaluation of the South Campus along with the North Campus considerations, thereby allowing the University to direct its future.

Other considerations in the plan were:

- placement of buildings and their uses.
- best use of 3 existing buildings already occupying

the North Campus.

- physical separation of North from South Campuses and their connection.
- need for on-campus parking.
- proximity to Lake Pontchartrain.
- existence of athletic facilities owned and operated by the University of New Orleans immediately adjacent to the North Campus.

The results of the Master Plan showed a need to create a second activity node, dormitory buildings, academic buildings, and an athletic facility. A holding pond for runoff, and landscaping were also important ingredients for the look of the final campus. Uses on the South Campus were changed as new facilities were built on the North Campus so as not to disrupt the activities of the University.

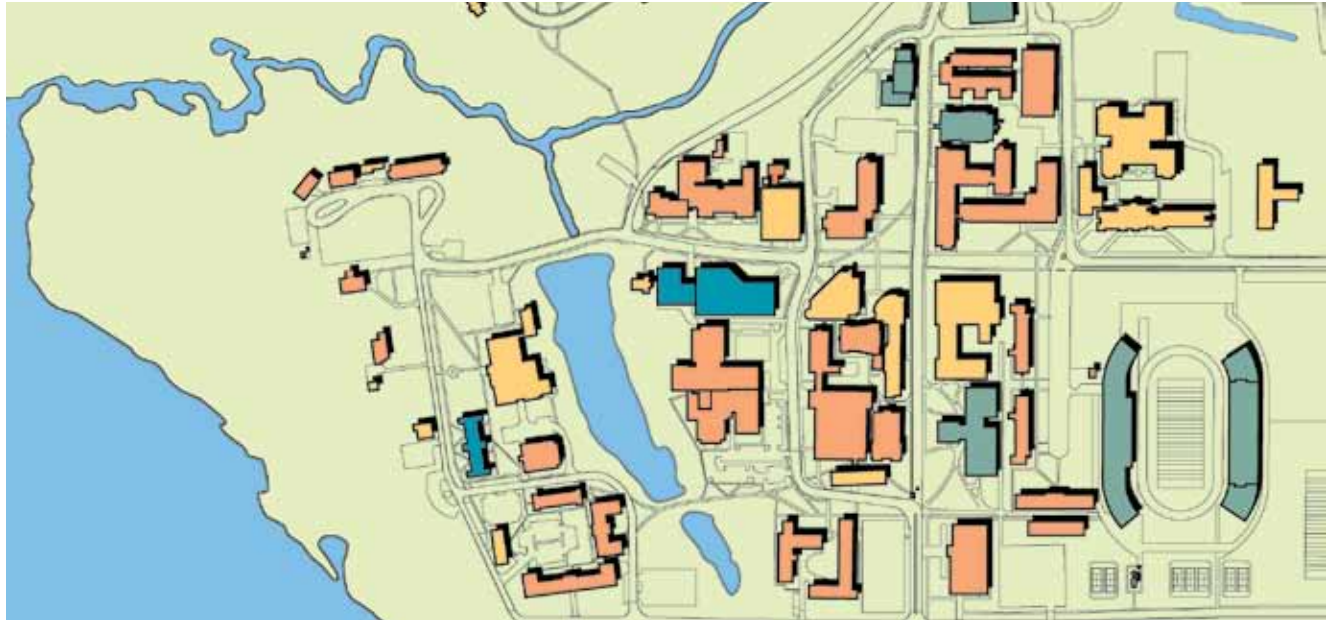
The SUNO Master Plan continues to guide development of the University.

# PROJECTS

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## SOUTHERN UNIVERSITY at BATON ROUGE (1998)

Baton Rouge, Louisiana



**Client/Owner** Southern University, Baton Rouge, Louisiana **Size** 512 acres **Completion Date** 1998

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Southern University and A&M College is a comprehensive institution offering bachelor's, master's, doctoral, and associate degrees. Approximately 9,000 students enroll each year, with University housing provided for about 3,000 students.

In 1985, Southern University's initial master plan was created to take advantage of the opportunities made available by the 1981 Consent Decree. After 13 years, the University was ready to update the plan to accommodate growth and direct future building programs. Gerald Billes, as Principal of his previous firm, was hired to undertake this measure.

A comprehensive analysis was performed involving:

- Existing Conditions Review
- 1985 Master Plan Review
- Additions to the Master Plan
- Short and Long Range Recommendations
- Cost Estimates
- Funding Review
- Draft Master Plan Update
- Final Master Plan Update

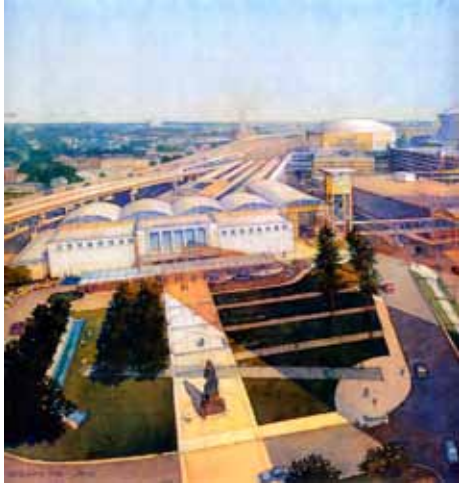
The resulting Master Plan continues to guide the progress and development of the University.

# PROJECTS

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## NEW ORLEANS UNION PASSENGER TERMINAL MASTER PLAN

New Orleans, Louisiana



**Client/Owner** Regional Transit Authority **Size** 19 acres

The Master Plan for the NOUPT was concerned with creating a multi-modal transportation hub in the Central Business District of New Orleans. It incorporated light and heavy rail, local and commercial bus lines, as well as a heliport.

Mr. Billes was involved in the planning effort, as well as the development of adjacent properties.

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## FLOODWALL CORRIDOR MASTER PLAN

New Orleans, Louisiana



**Client/Owner** City Planning Commission **Completion Date** 1987

The 1984 World's Fair sparked a renewed interest in New Orleans' riverfront, resulting in the City Planning Commission's Floodwall Corridor Master Plan effort. Mr. Billes, as Principal in his previous firm, conducted an inventory and evaluation of the floodwall in the Downtown New Orleans area, as well as of the adjacent facilities. This project resulted in an APA Award.

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## FRERET STREET COMMERCIAL REVITALIZATION PLAN

New Orleans, Louisiana



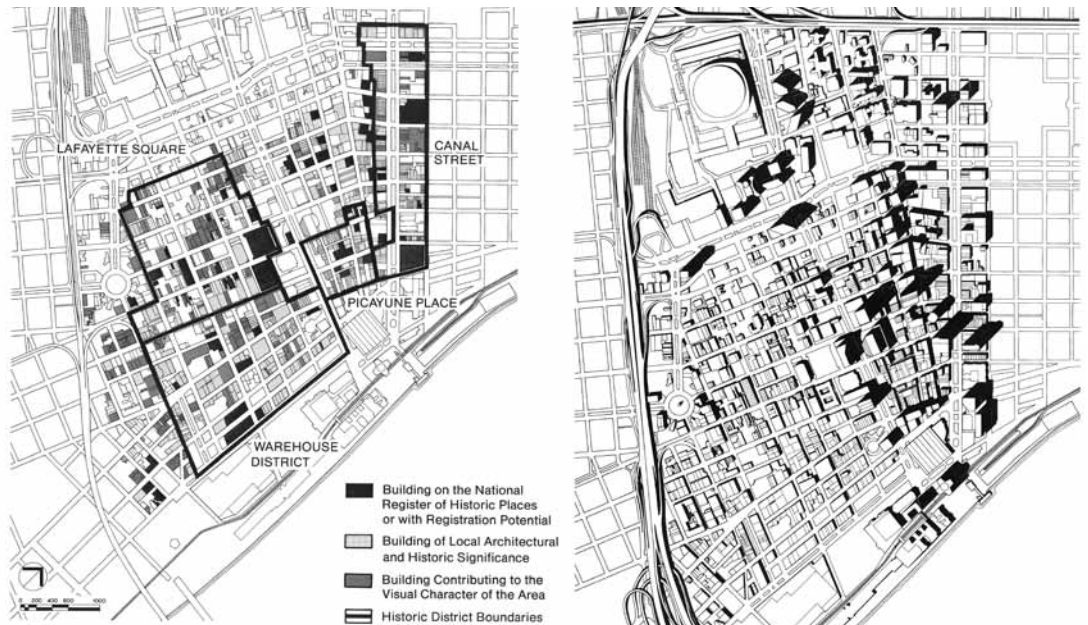
**Client/Owner** City of New Orleans

Mr. Billes, as a Principal of his previous firm, conducted this study at a time when federal monies were being allocated for urban revitalization efforts. Various neighborhood commercial corridors were seen as catalysts to this revitalization, and the Freret Street commercial corridor was designated as a prime study area.

# PROJECTS

## GROWTH MANAGEMENT PLAN

New Orleans, Louisiana



**Client/Owner** Downtown Development District, New Orleans, Louisiana **Scope** CBD Master Plan **Completion Date** 1987

**In the mid 1970's New Orleans undertook a Growth Management Plan to guide both public and private development in the Central Business District (CBD).**

By 1987, changes in market projections, development trends, federal spending, and economic activities necessitated updating the original Growth Management Plan.

In updating the plan, the current conditions of the New Orleans CBD were inventoried and a likely future, given the current conditions and market demands, was outlined. Various alternative scenarios which might occur under different public policy choices and investment priorities were then evaluated, a preferred development direction was selected, and its goals and objectives were defined. Finally, strategies for achieving these goals and objectives were developed.

In addition to reaffirming the goals of the original Growth Management Plan, the 1987 Plan established five new goals:

- consolidate the downtown office core between Poydras and Canal.
- protect and reinforce the traditional retail function of Canal Street.
- increase the range of residential opportunities in rehabilitated, renovated, and new buildings.
- provide a series of connected, publicly oriented and accessible activities along the River.
- improve access to and movement within downtown with a balanced transportation system.

Gerald Billes, as Principal of his former firm, acted as a consultant to local and national planning firms in the documentation of physical conditions by land use categories in the preparation of updated land use maps. This document has successfully guided the development of New Orleans' Central Business District.