

OFFERING MEMORANDUM

LIBERTY BANK BUILDING & ADJACENT LOTS

Block Scale Adaptive Reuse
Development Opportunity

2714 CANAL STREET
NEW ORLEANS, LA
70119

2714 CANAL STREET

NAIRampart



Strategic Location

Chris R. Ross and NAI Rampart present a campus-scale redevelopment anchored by **2714 Canal Street**—a **5-story, ±43,000 SF** former financial headquarters **opened in 1969 as the Colonial Bank Building**—paired with a **rare multi-parcel land assemblage** spanning Canal Street, South White Street, and Cleveland Avenue. **Offered at \$6,200,000**, the package is **priced as a development opportunity**, and the primary building is **potentially eligible for Federal & State Historic Rehabilitation Tax Credits (HTCs)** (buyer to verify).

Location Advantages

- Gateway between the **CBD and Mid-City**, minutes to **University Medical Center, VA Hospital, BioDistrict, and the Tulane/Canal streetcar**
- Exceptional visibility, multi-frontage exposure, and convenient regional access

Why It's Compelling

- **Block-scale control** for superior site planning, signage, and ingress/egress
- **Program versatility:** medical/clinical, creative office, education, hospitality, or mixed-use with street-activating retail
- **Phased execution & exit optionality:** activate the tower now; stage pad sites/parking/vertical development on surplus land; sell or condo-map pads later
- **HTC upside:** potential credits to offset qualified rehab costs and enhance returns (subject to eligibility/approvals)
- **Compelling basis:** Offered at \$6.1M, aligning with value-add redevelopment economics



Property Description

Chris R. Ross and NAI Rampart are pleased to offer 2714 Canal Street, an exceptionally visible, transit-served five-story, $\pm 43,000$ SF tower originally opened in 1969 as the Colonial Bank Building, together with a complementary land assemblage comprising vacant parcels on Canal Street (2726, 2730, 2734, 2738, 2760), South White Street (128, 132, 136, 138), and Cleveland Avenue (2721, 2725, 2731, 2735, 2739, 2743, 2749). The total offering price is \$6,100,000. This block-scale package enables generous parking and service options, pad-site potential (QSR/coffee/financial), and flexibility for phased development while maintaining the tower as the anchor.

The property fronts Canal Street at the hinge of the CBD and Mid-City, offering efficient floorplates and strong ground-level presence for adaptive reuse—from medical and clinical buildouts to creative office, education, hospitality, or a mixed-use concept with street-activating retail. Given its vintage and architectural character, the building is potentially eligible for Historic Rehabilitation Tax Credits; a compliant scope could materially offset qualified costs (buyer to verify eligibility, contributing status, and approvals).

Parcel Matrix (Dimensions & Zoning)

ADDRESS	APPROX. DIMENSIONS	ZONING	ADDRESS	APPROX. DIMENSIONS	ZONING
2714 Canal Street (43,298 SF Building)	Varies	HU-MU	138 South White Street	30'9" x 120'	HU-RD2
2726 Canal Street	35'8" x 146'	HU-MU	2721 Cleveland Avenue	30'5" x 90'	HU-MU
2730 Canal Street	35'8" x 146'	HU-MU	2725 Cleveland Avenue	30' x 153'8"	HU-MU
2734 Canal Street	35'8" x 100'	HU-MU	2731 Cleveland Avenue	30'5" x 153'8"	HU-RD2
2738 Canal Street	35'8" x 146'	HU-MU	2735 Cleveland Avenue	30'5" x 153'8"	HU-RD2
2760 Canal Street	(2) 35'8" x 146'	HU-MU	2739 Cleveland Avenue	30' x 153'8"	HU-RD2
128 South White Street	30'9" x 120'	HU-RD2	2743 Cleveland Avenue	30'5" x 153'8"	HU-RD2
132 South White Street	30'9" x 120'	HU-RD2	2749 Cleveland Avenue	30'5" x 153'8"	HU-RD2
136 South White Street	30'9" x 120'	HU-RD2			



French Quarter

CBD

CAESARS SUPERDOME

SMOOTHIE KING CENTER

University Medical Center
New Orleans
LCMC Health

LSU Health
NEW ORLEANS

VA U.S. Department of Veterans Affairs
Veterans Health Administration

UNITED WAY
Southeast Louisiana

S Broad Street

Canal Street

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GREATER NEW ORLEANS (METRO AREA) MARKET HIGHLIGHTS

Unemployment: ~3.8%

The unemployment rate measures the percentage of people in the labor force who are actively seeking work but not currently employed.

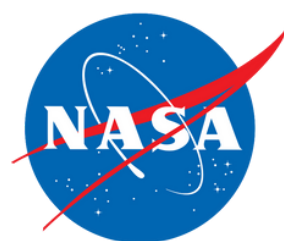


Infrastructure Investment

Major public and private investments in infrastructure—particularly in roadways, flood protection, airport modernization, and broadband—are increasing economic resilience and attracting new residents and businesses to the region.



Top Employers:



Metro Population: 1.27 Million

The Greater New Orleans metropolitan area supports a diverse and steadily growing population, providing a large and accessible consumer base for retail, service, and commercial tenants.



Economic Anchors

The city's economy is driven by world-renowned sectors such as tourism, healthcare, energy, shipping/logistics, and higher education. Flagship institutions include Tulane University, LSU Health Sciences Center, and the University of New Orleans.

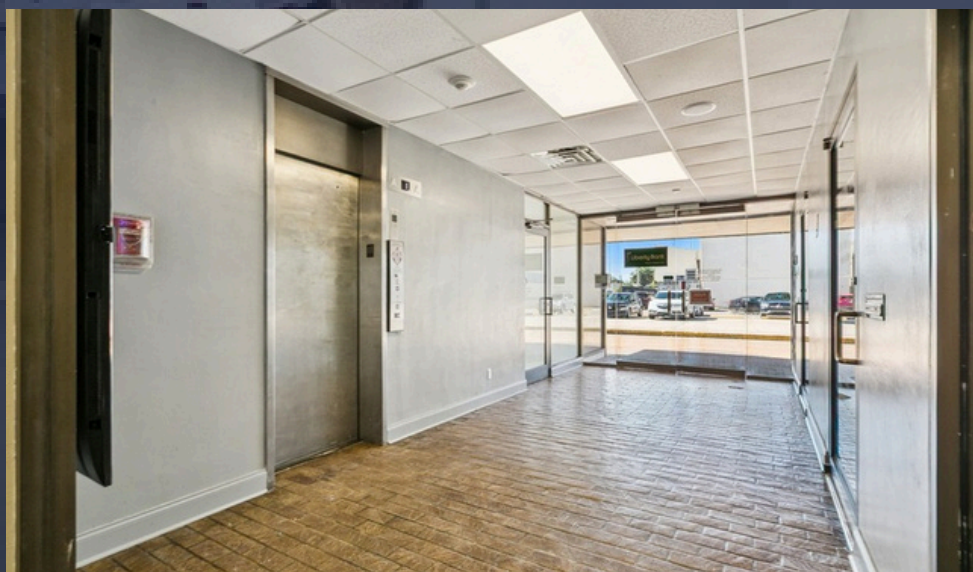
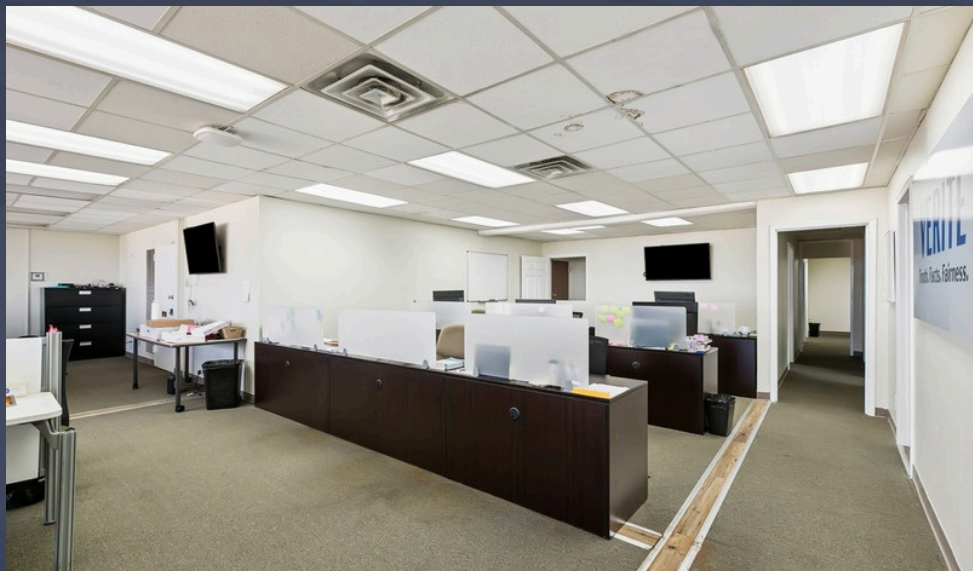




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