

THE  
STANDARD

AT SOUTH MARKET



# *A NEW STANDARD FOR DOWNTOWN LIVING*

Luxury and lifestyle. Craftsmanship and quality.  
Historical reverence and ambitious modernity.  
The Standard weaves these into each of its 15 stories,  
soaring above the South Market District in Downtown  
New Orleans. The Standard is the new anchor address  
along Julia Street's Gallery Row, a neighborhood  
steeped in art and culture at the convergence of  
the historic Arts and Warehouse Districts and the  
thriving Entertainment and Central Business Districts.  
Designed by renowned architect and New Orleans  
native Morris Adjmi, The Standard embodies the  
visionary's passion for thoughtful, future-facing design  
that nods to the neighborhood from which it rises.  
Dwell, delight and thrive, perched above history in the  
heart of New Orleans.



---

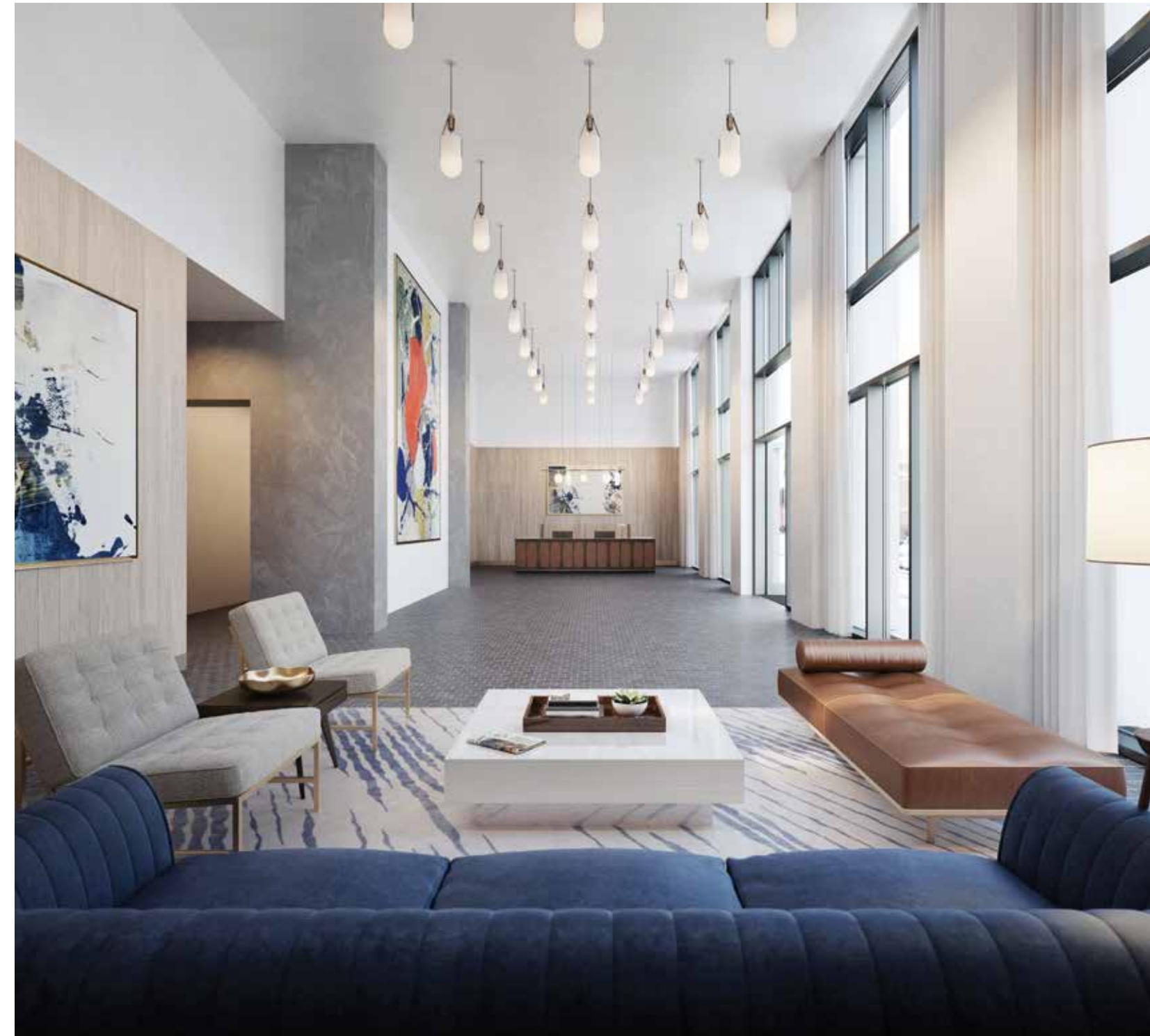
#### THE STANDARD

Striking a balance between classic and modern, The Standard rises above Gallery Row along historic Julia Street, a contemporary architectural complement to a thriving neighborhood of art galleries, shops and cafés.

# *DISTINGUISHED BY DESIGN*

The Standard is a play of light and shadow, with its elegant metal façade and deeply-set windows creating space to reflect on a city that is reflected back. The effect is intentional: design conjures historic architectural traditions, viewed through a modern lens.

Inside, a refined, relaxed atmosphere greets residents, cultivated by a unifying palette of warm cobblestone, bronze and wood. The lobby takes cues from its Julia Street location, doubling as an expansive art gallery featuring large-scale works by acclaimed local, national and international artists. Thoughtfully-appointed residences are ideal for delighting guests or indulging in peaceful solitude. The artfully-furnished pool deck, club and cabanas are partially shaded by fragrant magnolia trees – a private garden in the center of the city that residents are welcome to share...or keep for themselves.



## THE LOBBY

A path to the city. A private retreat. An art gallery all your own. Designed to meet, to mingle, to stop, to catch your breath, to go from and return to in distinguished style.

# *A VISIONARY COMES HOME*



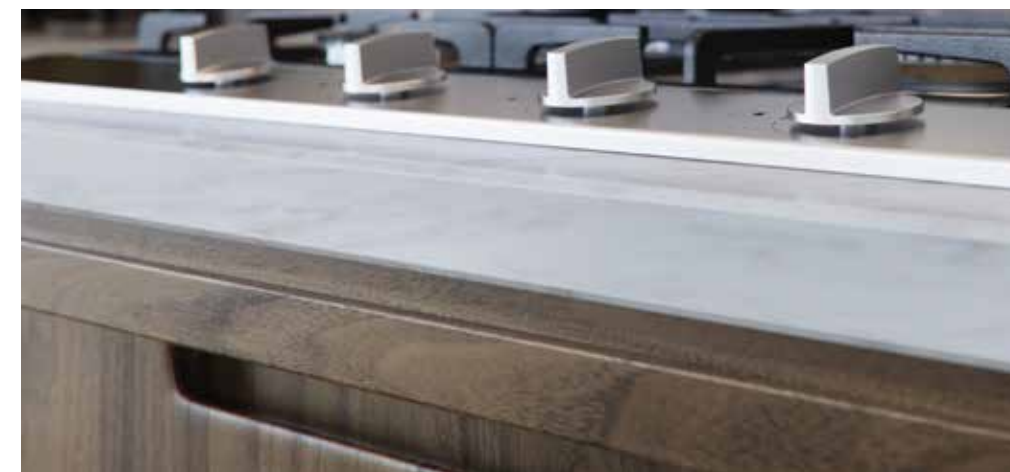
New York City. Chicago. Washington, D.C. Grand urban stages that celebrate architect Morris Adjmi's bold designs. His heart, his home and his inspiration, however, is New Orleans. "I recall taking my sketchbook to the French Quarter to make drawings of the different types of columns on the balconies and galleries, when I was young," remembers Adjmi. The Standard offers Adjmi the opportunity to return home and create a lasting impression on the city that shaped him. Here, his passion for renovation and reinterpretation of historic neighborhoods comes alive in towering fashion.

Adjmi is the perfect appointment to steward the South Market District to a future that maintains its cultural and architectural heritage while always moving forward. His success comes from transforming areas into livable domains without losing the soul that makes them unique. "The more I studied the architecture of New Orleans, the more I became convinced it is important to capture the spirit of the city without mimicking the past, either formally or stylistically." With The Standard, Adjmi raises the bar for the city from which he came.

Handwrought and tastefully-appointed, The Standard's 89 residences and 15 floors are designed by masters for those who appreciate a unity of function and aesthetic appeal.

Within the tower's stately façade, each space has been carefully considered and materials thoughtfully utilized. Morris Adjmi-designed, walnut-finish cabinetry is custom milled by local craftsmen. Master baths refresh with elegantly-crafted Mosaic Statuario Herringbone tile. And hand-laid white oak flooring naturally lightens residences. The effect is a seamless marriage of past and present, form and function, luxury and lifestyle to cultivate a timeless appeal.

# *ALL IN THE DETAILS*



## SUPERIOR CRAFTSMANSHIP

Designer fixtures, premiere appliances and custom, hand-crafted finishes offer unmatched quality and artistry.

*“THE DETAILS ARE  
NOT THE DETAILS.  
THEY MAKE THE  
DESIGN.”*

- CHARLES EAMES

# *DOWNTOWN LIVING, REIMAGINED*

Expansive, nine-pane windows provide sweeping views of the centuries-old buildings and jagged rooftops of New Orleans, veined by historic streets walked by the city's most influential cultural icons.

Inside, The Standard's timeless style strikes a complementary balance – elegant and spacious, its clean lines hum with humanity instilled by the hands of skilled craftsmen. Kitchens open and invite; living areas flow freely; master baths are works of art rendered in stone and tile. The Standard combines unmatched luxury with a soul that is at home in the heart of New Orleans.





---

#### LIVING ROOM

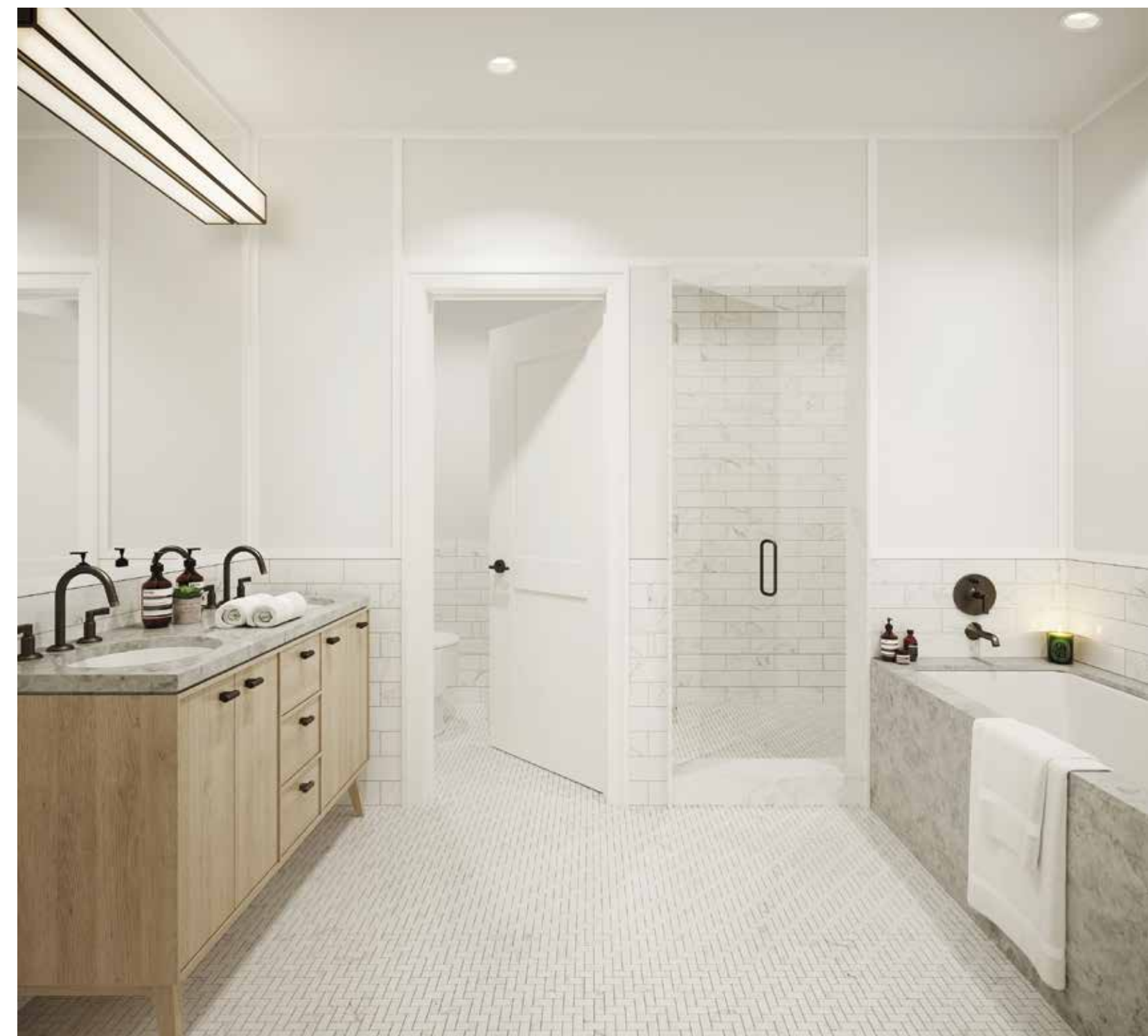
Soaring ceilings. Sawn-cut white oak floors. Expansive windows to take in a city that is unlike any other in the world.



---

#### KITCHEN

Morris Adjmi-designed, locally-crafted walnut cabinetry complement elegantly-paired honed marble countertops and oil-rubbed bronze fixtures. The Sub-Zero refrigerator, Wolf ovens and gas cooktop and under-counter wine cooler create a space worthy of this culinary mecca.



---

#### MASTER BATH

The custom, washed grey oak vanity, brushed marble countertop, Watermark fixtures and 72" soaking tub offer a calming oasis to refresh body and spirit.

# *THE PINNACLE OF NEW ORLEANS LUXURY*

Morris Adjmi's inspired vision for luxury living comes to life in the two magnificent penthouses at The Standard. Perched high above the city with over 2,000 square feet of outdoor living space, these boldly-imagined residences offer sweeping views and an intimate connection to the Downtown bustle below. Simply put, there is nothing that compares in New Orleans.



## THE PENTHOUSES

The Standard's penthouses soar above the city, offering exceptional residences both inside and out. Take in striking views from the terrace and retreat to the quiet interior luxury of these expansive residences.



---

#### THE TERRACE

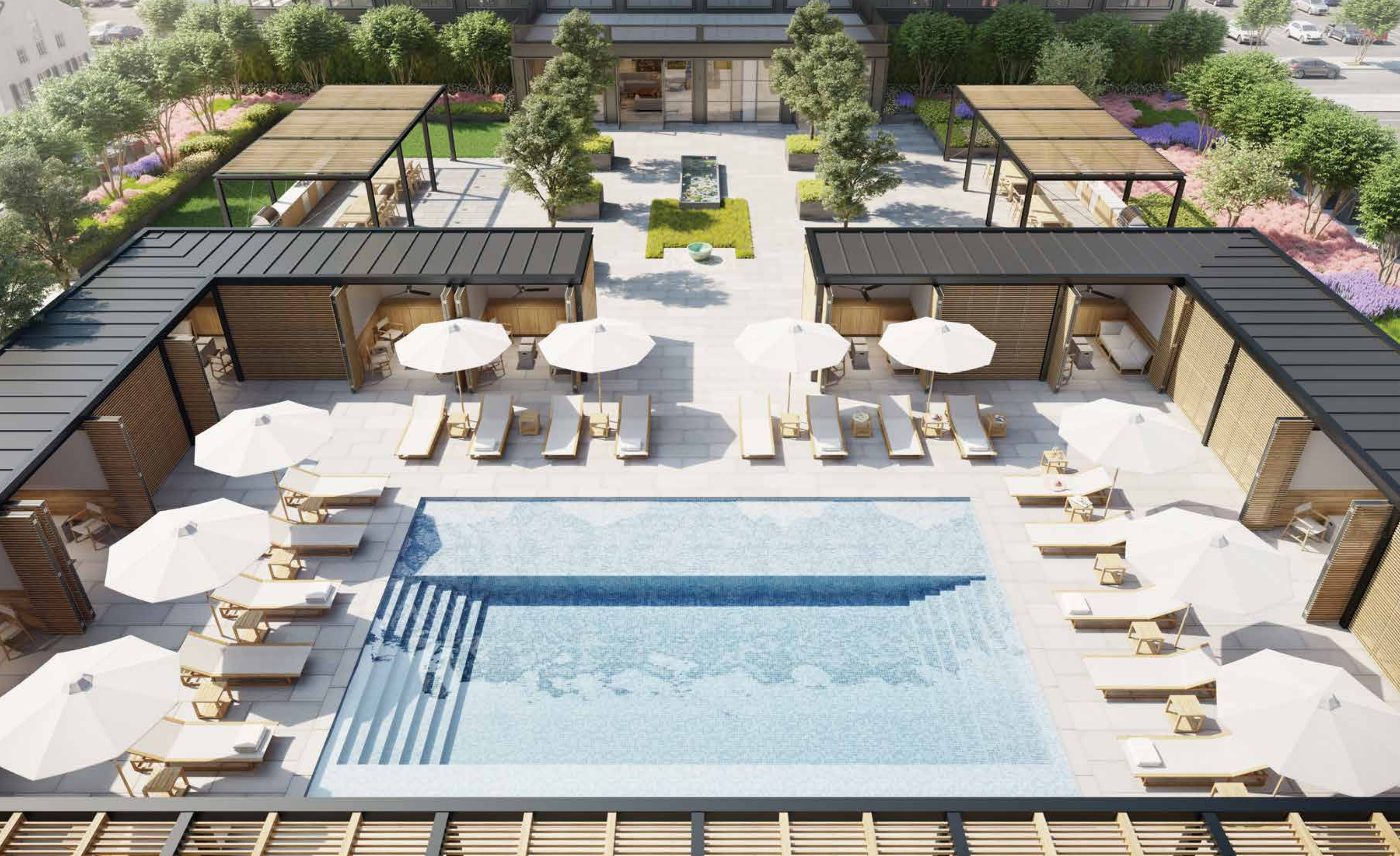
Dine, relax, entertain or take in panoramic views of the historic neighborhood below and the ships navigating the Mississippi River.

*“DIZZY WITH  
EXCITEMENT IS  
NO MERE PHRASE.”*

- TRUMAN CAPOTE

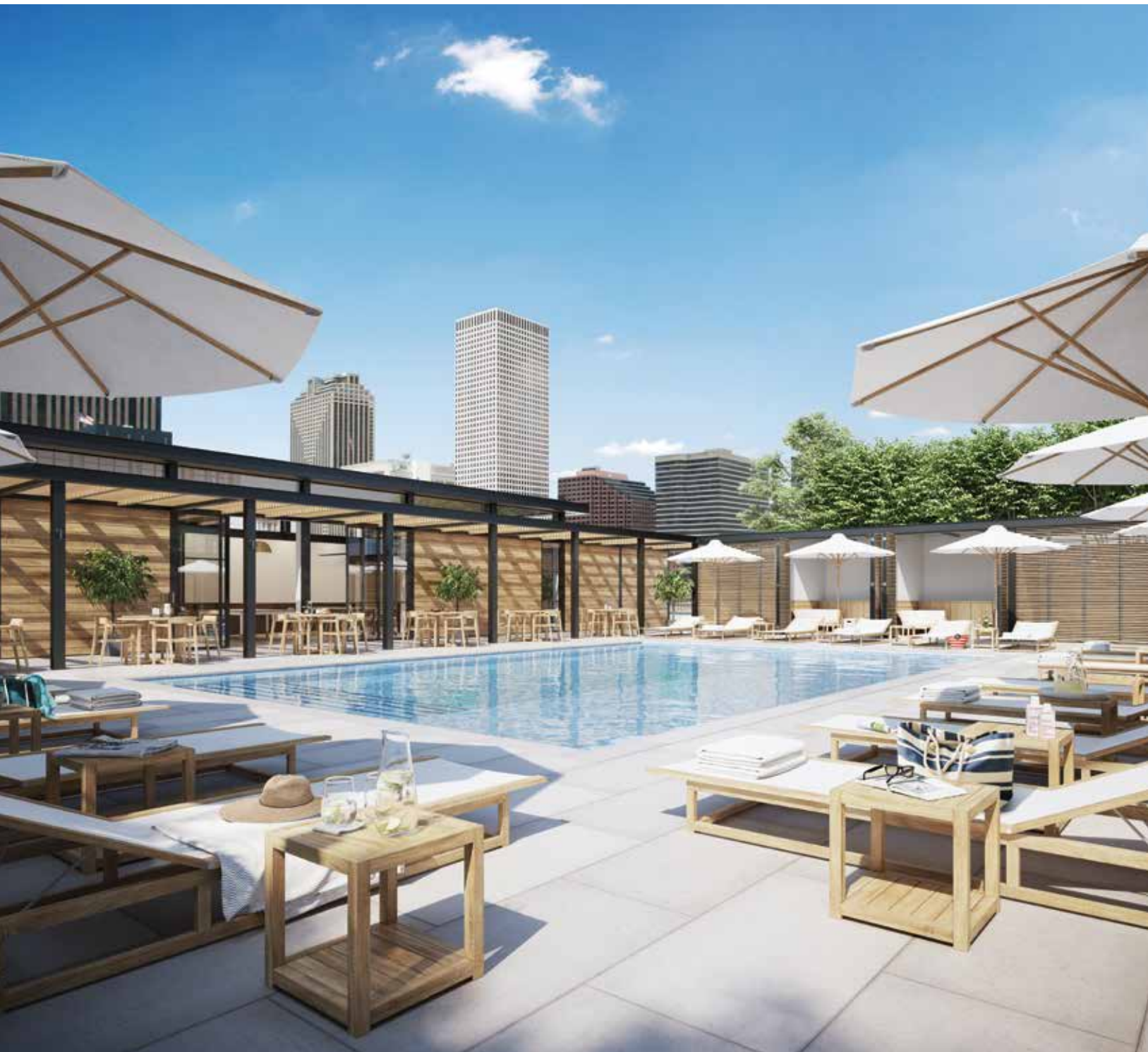
# *INDULGE IN AN URBAN OASIS*

The heart of The Standard is a 30,000 square foot outdoor oasis teeming with Bermuda grass lawns, shady elm, magnolia and fig trees, and a shimmering fountain and water garden. Elegant, brushed stone stretches from poolside cabanas to the outdoor kitchen and dining space. This private sanctuary in the center of the city is yours for relaxing or entertaining.



#### INDOOR AND OUTDOOR LOUNGE

Seamlessly-flowing indoor and outdoor space connects The Standard's recreational and entertaining areas. A luxurious lounge and fitness center open onto a lushly-landscaped outdoor kitchen and dining area, pool house and private cabanas.



#### CABANAS & POOL

Private poolside cabanas feature custom details and furnishings, built-in cabinetry, refrigerators and ceiling fans. A soaking deck, teak chaise lounges and a lush garden of Bermuda grass, water lilies and jasmine surround the saltwater pool.



#### POOL HOUSE

An open concept creates a flowing indoor and outdoor, art-filled recreational space. Designed for entertaining, outside tables allow for poolside dining, while inside offers a dining table for eight, television, wet bar and custom cabinetry. And yes, there's a ping pong table too.





---

#### LOUNGE & LIBRARY

Custom-fabricated millwork cabinetry, a full chef's kitchen, seating for both dining and relaxing and a media screening area – whatever you need room for, it's a room for you.



#### OUTDOOR KITCHEN & DINING

Located on the third floor, the outdoor kitchen and dining area offers room to host and entertain. Custom-designed outdoor kitchens, Wolf gas grills, wet bars and extensive seating are all situated under artfully-lit trellises and shady trees.



#### FITNESS CENTER

Spacious and bright, the third floor fitness center opens to an outdoor yoga and stretching area. Top-of-the-line equipment includes Cybex machines, Peloton bikes, and CrossFit gear.

*“THERE ARE A LOT OF  
PLACES I LIKE, BUT  
I LIKE NEW ORLEANS  
BETTER.”*

- BOB DYLAN

# SOUTH MARKET DISTRICT, THE NEW HEART OF DOWNTOWN

The Standard brings gleaming new character to the South Market and Warehouse Districts, nurtured by the community-driven mission and exceptional reputation of its developer, The Domain Companies. Positioned on Gallery Row along Julia Street, it nods to New Orleans' past while offering a piece of its future. A short walk from City landmarks like the Superdome and Arena, Lafayette Square park, and the historic St. Charles streetcar line, it also neighbors the new Ace Hotel, specialty shops, and the recently-restored Civic Theatre. The award-winning Willa Jean and Peche; instant classics Seaworthy and Josephine Estelle; and enduring culinary temples like Herbsaint and Cochon are all nearby. The beloved Rouses Supermarket and Downtown farmers market are just blocks away, as are theatres, fitness studios, boutiques and more. The Standard rises in the center of Downtown New Orleans' renaissance.



## FOOD & BEVERAGE

- 01 Alto
- 02 Blaze Pizza
- 03 The Company Burger
- 04 Josephine Estelle
- 05 Magasin Kitchen
- 06 Part + Parcel
- 07 Seaworthy
- 08 Stumptown Coffee Roasters
- 09 Willa Jean
- 10 Balise
- 11 Borgne
- 12 CellarDoor
- 13 Herbsaint
- 14 Johnny Sanchez
- 15 Marcello's
- 16 Peche
- 17 Crescent City Farmers Market

## FITNESS

- 18 Barre3
- 19 Higher Power
- 20 Bikram Yoga New Orleans

## RETAIL

- 21 Arhaus Furniture
- 22 Defend New Orleans
- 23 Freda
- 24 Friend
- 25 Hattie Sparks
- 26 Simplee Gourmet
- 27 Stonefree
- 28 Keife & Co.
- 29 Rouler Cycling

## SERVICES

- 30 Ace Hotel
- 31 CVS/pharmacy
- 32 Hair Loft
- 33 Rouses Supermarket
- 34 FedEx
- 35 FedEx
- 36 Union Passenger Terminal
- 37 Post Office
- 38 Post Office

## ENTERTAINMENT

- 39 Three Keys
- 40 Champions Square
- 41 Civic Theatre
- 42 Little Gem Saloon
- 43 Smoothie King Center
- 44 Superdome

## MUSEUMS

- 45 Contemporary Arts Center (CAC)
- 46 Ogden Museum
- 47 WWII Museum

## GALLERIES

- 48 Ariodante Gallery
- 49 Arthur Roger Gallery
- 50 George Schmidt Gallery
- 51 May Gallery
- 52 Octavia Art Gallery
- 53 Jed Malitz V2 Gallery
- 54 Alex Beard Studio
- 55 Callan Contemporary
- 56 Boyd Satellite Gallery



ACE HOTEL NEW ORLEANS

Stylish hotel home to three restaurants, music and events venue, café, cocktail lounge, boutiques and rooftop pool.



ARHAUS FURNITURE

Furniture store focused on natural, sustainable materials, hand-made artistry and unique, high-quality design.



BOUTIQUES

Diverse local boutiques include Simplee Gourmet, Stonefree, Hattie Sparks, Friend, Freda and Defend New Orleans.



ARTS DISTRICT

Historic neighborhood anchored by Julia Street and filled with art galleries, restaurants, museums and local businesses.



LAFAYETTE SQUARE

One of New Orleans' oldest and most beloved parks, doubling as a popular Downtown music and festival venue.



ROUSES SUPERMARKET

Beloved, family-owned grocery store with a local focus, offering the best Gulf Coast produce and products.



MUSEUMS

Acclaimed museums include the Contemporary Arts Center, Ogden Museum and National WWII Museum.



WILLA JEAN

Contemporary bakery and restaurant by John Besh serving Southern favorites, pastries, coffee, tea and cocktails.



ENTERTAINMENT DISTRICT

Home of the New Orleans Saints and Pelicans, this area contains the Superdome, Champions Square and the Smoothie King Center.



RESTAURANTS

Notable restaurants include Herbsaint, Josephine Estelle, Seaworthy, Part + Parcel, Peche and more.



FITNESS STUDIOS

Dynamic fitness options include Barre3 barre/yoga/Pilates studio and Higherpower indoor cycling, yoga and TRX facility.

CIVIC THEATRE

Built in 1906, this historic theatre was recently renovated and regularly hosts concerts, plays, films, events and more.

# *STRENGTHENING COMMUNITIES THROUGH EXCEPTIONAL DEVELOPMENT*

The Domain Companies is one of the nation's leading real estate investment and development firms specializing in sustainable mixed-use development. The unique skills and experience of its people and driven entrepreneurial spirit of the organization have allowed Domain to develop creative solutions for challenging projects, building properties that stand apart through innovative design and extraordinary management. The result is the creation of more than exceptional properties – it is the evolution and enhancement of the communities in which Domain builds.

From master planning to architectural and interior design, Domain is committed to achieving award-winning excellence and enacting positive and lasting social, economic, and physical change. In each community, a sustained engagement effort enhances the lives of residents, supports local businesses, and fulfills a responsibility to the community and environment. Domain's long-term investment approach is at the core of the firm's mission to create true community value and ensure that its projects lay the foundation for future progress.



EXCLUSIVE SALES & MARKETING **LATTER & BLUM**  
Since 1986 INC./REALTORS®

---

SALES GALLERY  
719 O'KEEFE AVENUE  
NEW ORLEANS, LA 70113  
504.517.9500  
STANDARDNOLA.COM

All images are for illustrative purposes only and are artist renderings. All dimensions are approximate and subject to variances and change. This is not a public offering statement. Sponsor makes no representations or warranties except as may be set forth in the public offering statement. Sponsor reserves the right to make changes in accordance with the terms of the public offering statement. The public offering statement may be obtained by contacting the Sponsor of the Standard Condominium development: South Market District B2 LLC c/o The Domain Companies, 643 Magazine Street, Suite 400, New Orleans, LA 70130, 504.301.0014. Latter & Blum Inc. Realtors, 866.794.1022. The complete offering terms are contained in the public offering statement. Equal Housing Opportunity