

THE STANDARD

AT SOUTH MARKET

1001 JULIA STREET, NEW ORLEANS



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.



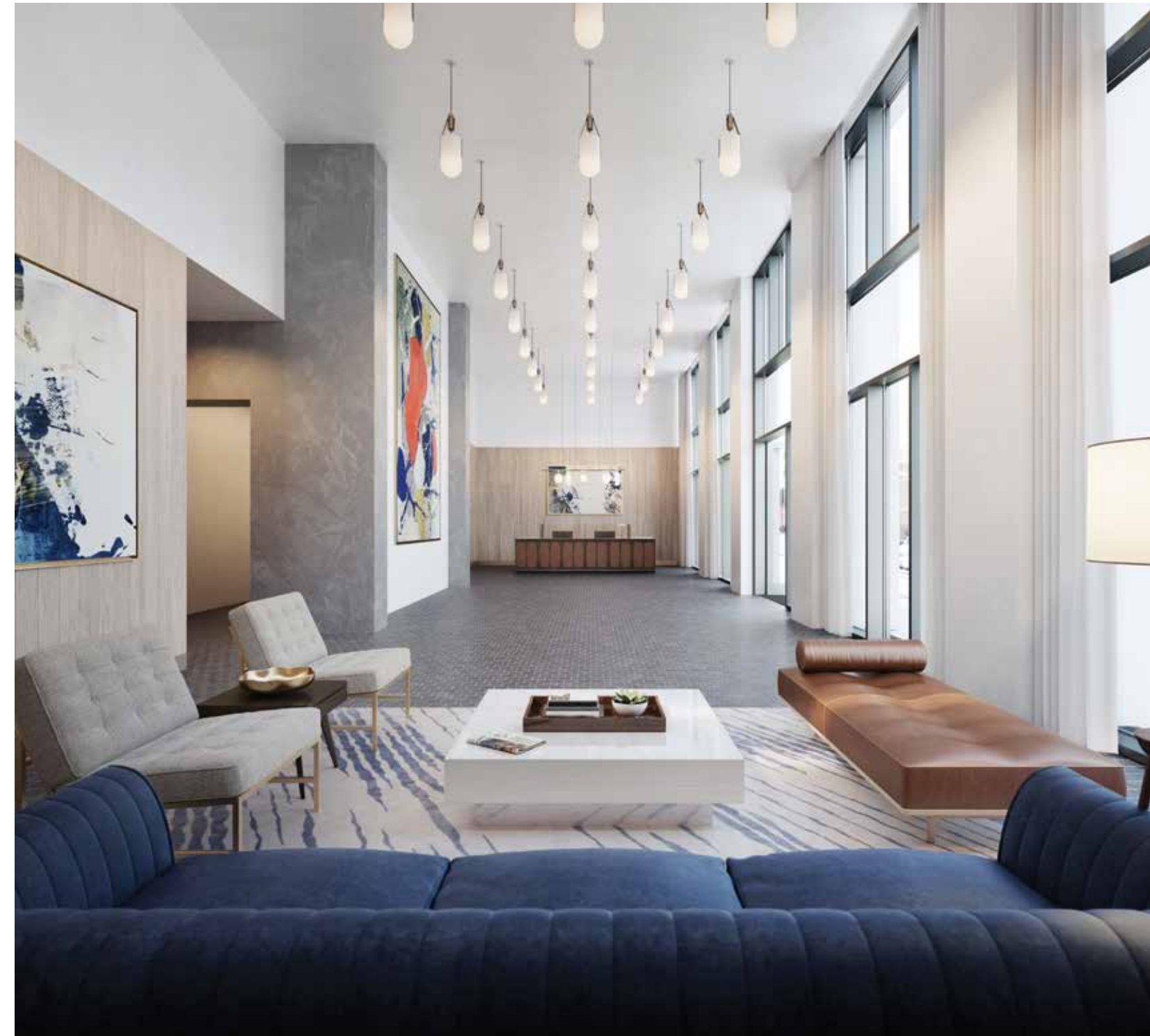
THE STANDARD

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.



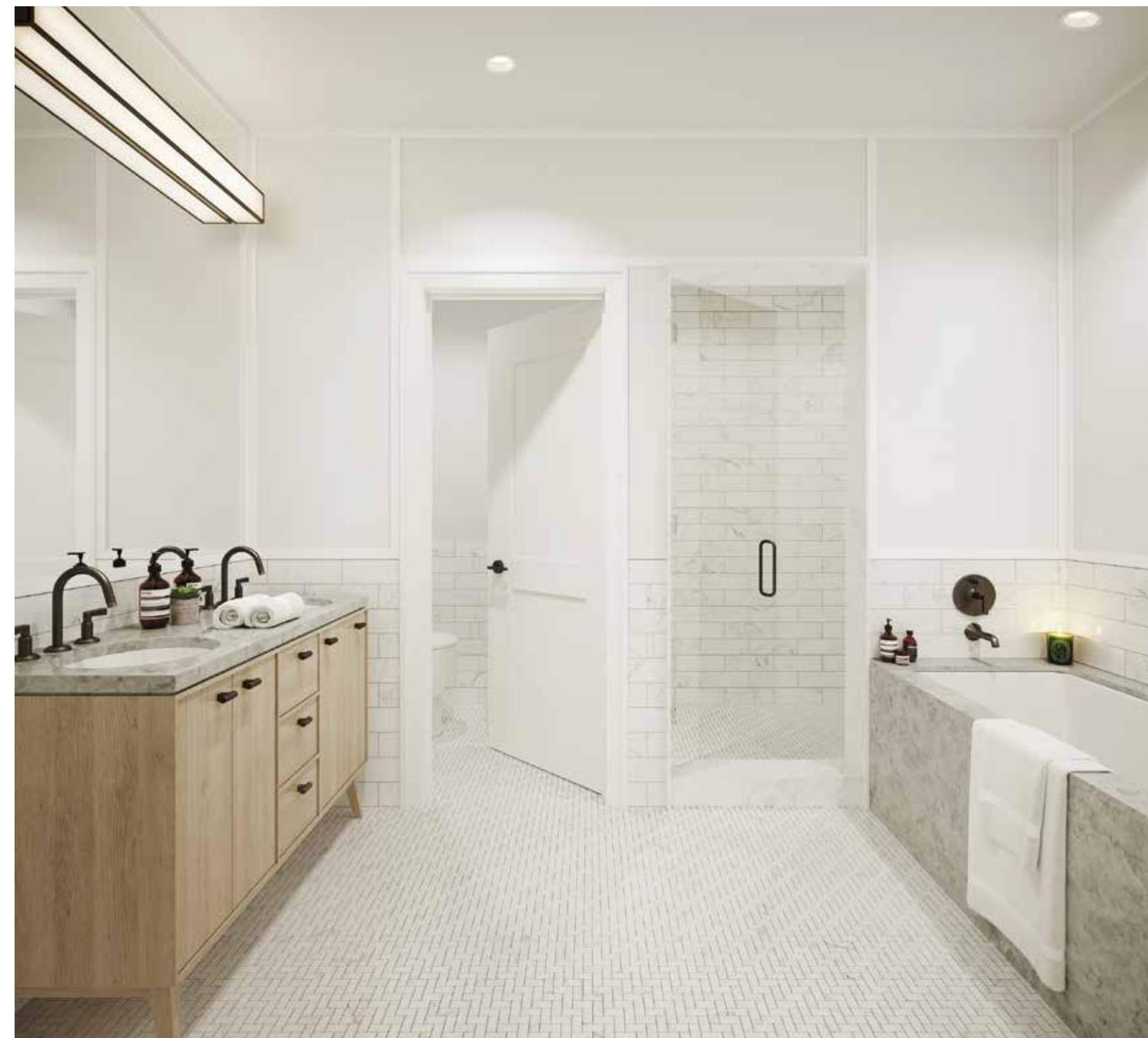
LIVING ROOM

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

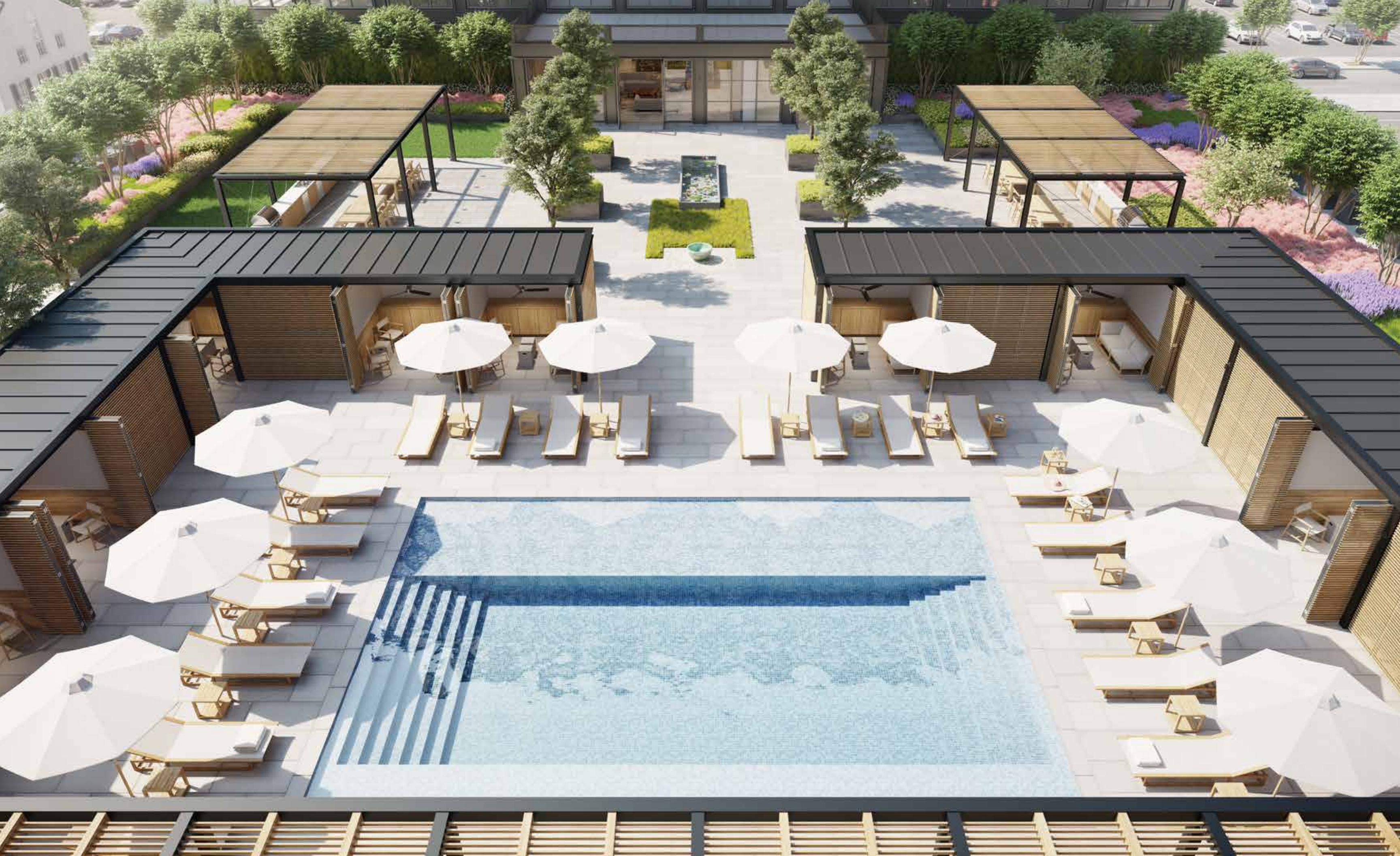
Dine, relax, entertain or take in panoramic views of the historic neighborhood below and the ships navigating the Mississippi River.

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

– TRUMAN CAPOTE

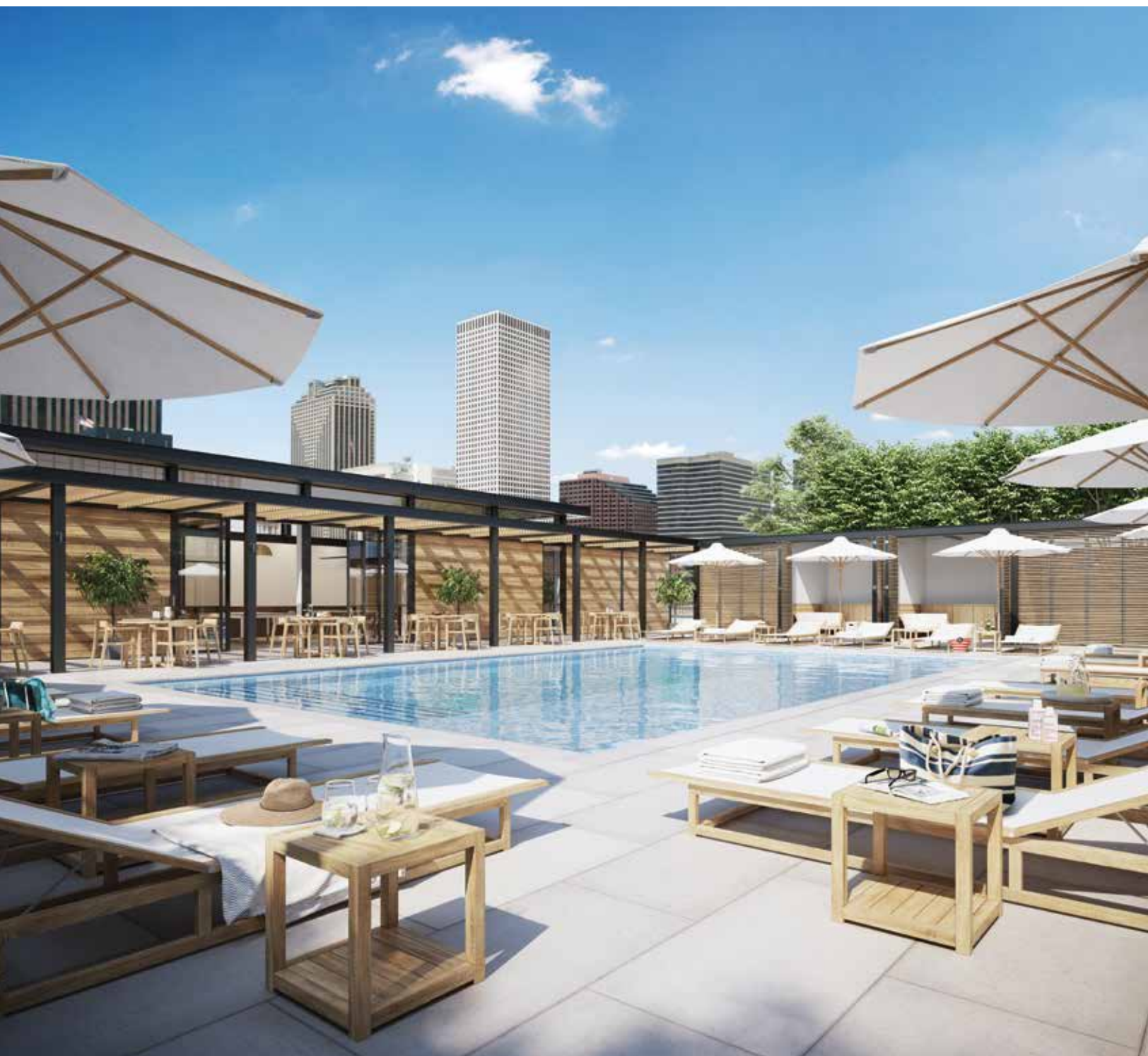
INDULGE IN AN URBAN OASIS

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.



CIVIC THEATRE

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



LAFAYETTE SQUARE

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



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.



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.



FITNESS STUDIOS

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

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.



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