

United States Department of the Interior
National Park Service



694

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

1. Name of Property

historic name 225 Baronne Street Building

other names/site number Louisiana & Southern Life Building; Allen Tower; Five Flags Building

2. Location

street & number 225 Baronne Street not for publication

city or town New Orleans vicinity

state Louisiana code LA county Orleans Code 071 zip code 70112

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,
I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

national statewide local

Pam Breaux Pam Breaux 7-23-13
Signature of certifying official/Title: State Historic Preservation Officer Date

Louisiana Department of Culture, Recreation and Tourism
State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting official Date

Title State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

entered in the National Register determined eligible for the National Register

determined not eligible for the National Register removed from the National Register

other (explain): _____

Jim Salter 9/10/2013
Signature of the Keeper Date of Action

225 Baronne Street Building
Name of Property

Orleans Parish, LA
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply.)

- private
- public - Local
- public - State
- public - Federal

Category of Property
(Check only one box.)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property
(Do not include previously listed resources in the count.)

| Contributing | Noncontributing | |
|--------------|-----------------|--------------|
| 1 | | buildings |
| | | district |
| | | site |
| | | structure |
| | | object |
| 1 | 0 | Total |

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing)

N/A

Number of contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions
(Enter categories from instructions.)

COMMERCE/TRADE/business

Current Functions
(Enter categories from instructions.)

Vacant/Not in use

7. Description

Architectural Classification
(Enter categories from instructions.)

MODERN MOVEMENT: New Formalism

Materials
(Enter categories from instructions.)

foundation: CONCRETE

walls: BRICK, GLASS
CONCRETE BLOCK

roof: TAR & GRAVEL

other: ALUMINUM

225 Baronne Street Building

Name of Property

Orleans Parish, LA

County and State

Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph¹

Clad in brick and glass and completed in 1962, the 225 Baronne Street Building is a 28-story, steel-frame, high-rise building located in the New Orleans (Orleans Parish) Central Business District. It stands just south of the main downtown shopping area (the latter along Canal Street) in a dense urban area with buildings of generally comparable commercial uses. Stylistically, it belongs to the New Formalism subdivision of the Modern Movement. Although the interior has been modified, the exterior remains very much intact. Thus, the building retains its National Register eligibility.

Narrative Description

Setting

The 225 Baronne Street Building is located in the modern commercial center of New Orleans. The general setting is dense and urban. The subject building is surrounded by buildings of comparable use including those of both older and newer vintage. Two blocks to the north is Canal Street which has historically served as the "downtown" shopping district for the city. Three blocks to the south is Poydras Street, part of which is within the Upper Central Business District National Register Historic District. Since the 1970s, Poydras has developed as an avenue of high-rise towers and modern construction that includes the Superdome (1975), First National Bank & Trust Tower (909 Poydras Street; 36-stories; 1987), and One Shell Square (701 Poydras Street; 51-stories; 1972). The Mississippi River is approximately eight blocks to the east of 225 Baronne Street; between the property and the river is the Lower Central Business National Register Historic District.

More specifically, 225 Baronne is located on the southeast corner of the intersection of Baronne Street and Gravier Street. Baronne Street is 64 feet wide, one-way southbound with two traffic lanes and two parking lanes. Gravier is narrower, one-way eastbound with one traffic lane, one parking lane and one bicycle lane. The street grid here, as in the area generally, is regular but not rectilinear, with east-west streets typically fanning out from the river to create slightly trapezoidal blocks.

In the immediate vicinity, directly east across Baronne, are two high-rise 1920s buildings. The first, at Gravier, is the Fidelity Home Building, built in 1924 with 14 stories and now adapted for apartments. To the north of that, at Common Street, is the National Bank of Commerce; built in 1927 with 19 stories. To the south of the subject property, across Gravier, is the 1902 10-story Baronne Building which houses offices. To the west of that along the south side of Gravier is a modern 6-story parking garage.

The subject building occupies the southeast corner of Block 265 which is bounded by Baronne, Gravier, Common and O'Keefe Streets. The building occupies approximately 19% of the block. The largest building by parcel on the block is the Exchange Centre (formerly Chevron Place), a 21-story office building completed in 1982 and located at the southwest corner of the block (at Gravier and O'Keefe Streets). Between Exchange Centre and 225 Baronne is a small 2-story office structure with a modern (circa 1970s) Colonial Revival front. At the northeast corner of the block, north of 225 Baronne, and along Common Street, is the Wyndham Garden Baronne Plaza Hotel, a 5-story, 1931 building that formerly housed a Sears, Roebuck & Co. store. Located between the hotel and 225 Baronne is the narrow 3-story Hartwell Building. At the opposite corner of the block (at O'Keefe and Common) is the 10-story Quality Inn Hotel, built in 1956 as the Maryland Casualty Company Building.

¹ The street system in New Orleans does not run on a true grid. For purposes of this nomination, Baronne Street is deemed to run north-south and Gravier Street east-west. Accordingly, the Baronne Street façade is deemed to be the east façade and Gravier Street the south façade.

225 Baronne Street Building

Name of Property

Orleans Parish, LA

County and State

Site

225 Baronne is located on a flat 17,301 square-foot parcel with street fronts at the east at Baronne Street and at the south at Gravier Street. The parcel runs approximately 108 feet north and south and approximately 158 feet east and west. In form, the site follows the street grid and is slightly trapezoidal with an approximate angle of 9 degrees off square. The building is built to the lot line except that the first floor along Baronne and Gravier is recessed approximately 8 feet behind a series of black granite block-faced columns. There are no character-defining landscape features.

Structure

The 225 Baronne Street Building is 28-stories with a full basement, penthouse and a partial mezzanine at the north and west between the second and third floors. Each floor has an approximate plate of 17,000 square-feet. The building is approximately 362-feet tall. Typical floor-to-floor heights are 11 foot 4 inches. The first floor has a height of 18 feet 8 inches. In total, the building has approximately 421,000 square-feet. The building mimics the site and is slightly trapezoidal when viewed from above.

The building is steel frame with lightweight concrete decks. The core structure is rectilinear in form. On the east-west axis, the structure is six bays across with each bay 19 feet 2 inches. On the north-south axis, the structure is also six bays across but the bay width varies from a single bay of 16 feet 1 inch to the larger outside bays of 19 feet 8 inches on the south and 20 feet 3 inches on the north. The most common bay is 17 feet plus 1 to 5 inches.

Exterior

The 225 Baronne Street Building faces east onto Baronne Street. All four façades have similar design and materials. With the exception of the west façade, the upper floors are largely identical; the west façade (where the elevators and toilets are located on the interior) is the rear.

Style: Stylistic categorization of modern buildings is challenging. The 225 Baronne Street Building is perhaps best understood as application of New Formalist style to a high-rise office building.

To some degree, the discussion is framed by what style it is not. It is not International style, which first came to prominence in the pre-war years. That style is captured by buildings such as the United Nations (New York, NY; 1952), Lever House (New York, NY; 1952) and the Inland Steel Building (Chicago, IL; 1958). Similarly, it is not Miesian as reflected in the Seagram Building (New York, NY; 1958) and the Chicago Federal Center (Chicago, IL; 1959-74). It is also quite distinct from the ubiquitous modular curtain wall buildings with enameled spandrel panels, such as Curtis & Davis' Maryland Casualty Life Insurance Building (New Orleans, LA; 1956). Finally, it is clearly not in the Brutalist tradition, as defined by Edward Durrell Stone in buildings such as the now modified 2 Columbus Circle (New York, 1964).

Stylistic antecedents can be found in the prolific career of the building's architect and designer, Alfred Shaw. While working as chief designer for Graham, Anderson, Probst, and White, Shaw is credited as the designer of works such as the Koppers Building in Pittsburgh (1929) and Chicago's monumental Merchandise Mart (1928-30). Although using a substantially different palette, these buildings featured façades which emphasized verticality through the organization of repetitive piers. This stylistic approach appeared in many of the architect's modern works from the 1950s and 1960s. Examples include 3150 Lake Shore Drive Apartments, Continental Plaza Hotel, and the United of America Building, all in Chicago.

Specific to New Formalism, this building reflects the key ingredients interpreted in a commercial-style office building. As described by Marcus Whiffen in *American Architecture Since 1780*, the style is defined by strictly

225 Baronne Street Building

Name of Property

Orleans Parish, LA

County and State

symmetrical elevations accented by a heavy projecting roof. The intent is to create a modern sense of monumentality. In the case of 225 Baronne, all four façades are nearly identical with a projecting roof slab extending out from the 20-foot tall penthouse. New Formalism typically has a lower or first floor defined by a pedestal or podium. As an infill project, 225 Baronne emulates a pedestal by a recessed ground floor along the street faces. This recess is supported by columns and has a glass wall base. New Formalism calls for wall surfaces that are smooth and often glossy with a wide range of materials both natural and artificial. 225 Baronne has a glazed white ceramic brick skin with brick, aluminum and granite trim. Within New Formalism, columnar supports are designed to be thicker and more fully modeled than in the International or Miesian styles. Such is true of 225 Baronne. Stylistically, ornamentation is employed most often in the form of patterned screens or grilles of metal, cast stone or concrete. 225 Baronne features the use of aluminum grilles at the third floor level. Most often, the style was applied to high profile cultural, institutional and civic buildings. In this, New Orleans has outstanding examples in its Public Library (1958) and Auto Life Building (1963), both by New Orleans' architects Curtis & Davis. 225 Baronne is more akin to high-rise office building applications, such as the National Geographic Building (1968) in Washington, D.C. and the First National Bank Building (1970) in Portland, Oregon.

Façade Materials: All four façades have similar materials and organization. The piers on all four sides are white glazed brick in stacked bond, 7 across, with slightly raked light gray mortar. Windows are one-over-one in painted aluminum frames. Spandrel panels of contrasting brown brick are slightly recessed. These also are in stacked bond with four rows of horizontal brick each separated by header bricks. The headers are paired such that in the stack, two bricks extend forward to the building face while two bricks align with the spandrel panel. Within the stacked headers, bricks are grouped such that two bricks extend. This treatment adds to the building's textured appearance.

Baronne Street Façade: The east façade is 158 feet across and 342 feet to the parapet. Vertically, seventeen glazed white brick piers, each 4 feet 10 inches wide, define the face. Between the piers, each floor features a single double-hung 4 foot 9 inch wide window with contrasting dark brown brick spandrel panel below.

The ground floor is framed by a full-length canopy of polished aluminum that extends from the building face by 6 feet. At alternating piers, below the canopy, black granite block columns continue the line of the building face to grade. These columns taper in form from 6 feet at the top to 5 feet 6 inches at the base. The first floor is recessed 8 feet from the street face (14 feet from the canopy fascia) and lined with glass panels in silver aluminum frames. At the center is the main entry, 22-feet across and recessed an additional four feet from the recessed first floor. This entry originally had two sets of three, 3-foot wide full glass doors; these have been replaced with two-sets of double full glass doors. Approximately centered on each of the north and south halves of the first floor is a recessed double door that leads to the leased commercial spaces. These, too, appear to be replacement doors.

Between the second and third floors, in the window bays are 12-foot tall bronze-colored aluminum decorative grilles which obscure air-handling louvers. These grilles consist of alternating large and small circles.

The parapet is unadorned with an extruded aluminum coping painted to blend.

Gravier Street Façade: The south façade matches the east façade in design with slight variation. The primary difference is that it is only 107 feet across, reducing the number of piers from 17 to 13 and the size of the piers from 4 feet 10 inches to 4 feet 2 inches. The ground floor treatment also varies from the main entry in that there is a two-bay recessed truck dock at the west 37 feet across. There is also a second entry to the south retail space.

North Façade: The north façade abuts the Hartwell Building. In materials, form and design, it matches the south façade beginning at the fourth floor. Below is a party wall.

225 Baronne Street Building

Name of Property

Orleans Parish, LA

County and State

West Façade: The west façade may be considered the rear façade. As with the other façades, it contains similar materials and generally is of a similar form but with a different fenestration pattern. Rising above the 2-story adjacent building, the west facade consists of four bays of windows on the north and south; the center 80 feet is a blank wall where the toilets and elevator banks are located on the interior.

Roof

The roof is flat and covered with gravel and tar. The perimeter has a 3 foot 5 inch brick parapet covered with painted aluminum coping. Set back from the parapet approximately 9 feet on the south, east and west is a 24-foot tall penthouse that houses building storage and mechanicals. This penthouse is faced in lightweight concrete block; originally it was faced with concrete block in a weave pattern. The penthouse is covered with a flat roof which then projects 9 feet from the penthouse face back to the building face. At the west, where the cooling tower is located, the penthouse roof form wraps around it but is open to allow the equipment to project above the penthouse roof.

Interior

225 Baronne was constructed as a 28-story speculative office building with a full basement and mechanical mezzanine between the second and third floors. Vertical circulation is achieved by 12 elevators organized in two adjacent banks located near the west wall, both organized along an east-west axis. Each bank has two sets of three elevators which face each other to form an elevator lobby. Adjacent to each set of elevators is an enclosed fire stair.

First Floor: Access to the building is from a single central entry off Baronne Street. The doorway leads to a 22 foot wide, 66 foot long corridor/lobby that connects to the elevator banks. This lobby was modernized in 2002 with updated finishes but retains the original organization. Today, original material is generally limited to the white marble walls with black horizontal accents that line the perimeter of the corridor/lobby. The ceiling, floor, and stone cladding at the west wall and at the columns all date to 2002.

The flanking commercial spaces were left as an open floor plan in the original design. These were initially used for a stockbroker retail space and a bank branch. Over time, they have been modernized to meet new tenant needs. Most recently, the south space was used for an employment agency while the north was a deli.

Basement: The full basement is utilitarian, housing mechanical, storage and building service spaces.

Floors 2 – 28: Floors 2 to 28 are all similar, intended for leased office space. The two elevator banks are located at the center west, flanked by fire stairs. West of the elevators are toilets with men's and women's on each floor. The elevator lobby then opens to the east. As built, floors were open, divided only by the structural column grid. Floors were then modified by tenant requirements, most often with full floor tenants but also with multiple tenant floors where there were 3-5 tenants. The third floor has a smaller lease space to accommodate the upper portion of the mechanical mezzanine. Floor-to-floor heights are typically 11 feet 4 inches, except at the 28th floor where the height is 15 feet 10 inches. Perimeter walls are painted plaster. Office partitions where they exist today are modern with gypsum board in metal frame. Ceilings are acoustical panels. Flooring is typically carpet with select stone and vinyl in high traffic areas.

Vertical Circulation: The north bank of elevators serves floors 1 through 16 while the south bank serves 16 through 28. The sixteenth floor is the only floor with two elevator lobbies and served by both sets of elevators. Below 16, the south bank was walled off except for the southeast elevator which was the service elevator. Above the 19th floor, the elevator bank on the north was eliminated offering more leasable space.

Alterations

225 Baronne Street Building

Name of Property

Orleans Parish, LA

County and State

The exterior is intact with slight modifications. A doorway at the far north was enclosed to accommodate a bank night deposit box and all entry doors have been changed.

The interior has been substantially modified over the years to accommodate both commercial tenants on the ground floor and office tenants on the upper floors, although the interior form is largely intact. Alterations used modern materials to partition open floor plans to tenant needs. Finishes include gypsum board walls, acoustical tile ceiling, and carpet, stone or tile flooring.

The property was not significantly damaged by Hurricane Katrina, but was vacated and has been vacant since 2005. In 2007, the property was acquired by a Dallas development firm with the intent of adapting the building to housing. As part of that project, the developer undertook asbestos mitigation with some interior demolition.

Integrity

Integrity is the ability of a property to convey its significance. As discussed below in Section 8, the 225 Baronne Street Building is significant under Criterion A in the Area of Commerce. That importance is for its association with and contribution to the economic vitality of the Central Business District of New Orleans in the 1960s. Because the interior was meant to be altered as its uses changed, the historic values embedding the building are largely, if not exclusively, found on the exterior, in its massing, scale, exterior design and materials. The exterior of the building is today largely intact; changes are limited to the ground floor and more specifically to updated entry doors. In contrast, while the property has experienced considerable modifications over time, those changes are largely limited to the interior.

The National Park Service addresses the question of assessing integrity in historic buildings in National Register Bulletin 15, *How to Apply the National Register Criteria for Evaluation*. It identifies and details seven aspects of integrity: *Location, Design, Setting, Materials, Workmanship, Feeling* and *Association*. The bulletin notes that it is not necessary for a property to possess all aspects of integrity; the importance and relevance of each aspect depends on the property's significance. As bulletin 15 concludes, "*Ultimately, the question of integrity is answered by whether or not the property retains the identity for which it is significant.*"

In applying the seven aspects of integrity to the 225 Baronne Street Building:

- Location is intact. The building is in its original location.
- Design, Materials and Workmanship may be assessed similarly and are largely present. As applied to the exterior of the building, these qualities are nearly intact to when the building first opened. Few changes have occurred on the building's elevations. Those changes are generally limited to the ground floor and more specifically to the modification of entry doors. In contrast, while interior changes have been extensive, when those changes are assessed against the building's historic values, they are not substantially germane. The impact of interior changes has slight bearing on the ability of the building to convey its significance.
- Setting is largely intact. At the time of construction, 225 Baronne Street was located in the center of New Orleans' financial and business downtown, surrounded by commercial buildings mostly dating to the pre-war years. Today, that setting is largely intact. The surrounding area remains the city's financial and business downtown.
- Feeling is intact. Feeling relates to the ability of the building to be an expression of its time period. With only slight modifications, the building's exterior reflects the modern era of the 1960s; when it was built.
- Association is also intact. Association is defined as the direct link between the event and the property.

225 Baronne Street Building
Name of Property

Orleans Parish, LA
County and State

The building is important for its contribution to the vitality of the Central Business District. This direct link is as present today as in the 1960s.

Apart from the individual aspects, the larger question is whether the building retains sufficient integrity to convey its historic values. Put another way, would a historical contemporary recognize the property as it exists today. That answer is yes. The building retains sufficient integrity to convey its historic values for listing on the National Register.

225 Baronne Street Building
Name of Property

Orleans Parish, LA
County and State

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.) N/A

Property is:

- A Owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

Areas of Significance

(Enter categories from instructions.)

COMMERCE

Period of Significance

1962

Significant Dates

1962

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Shaw, Metz & Associates

225 Baronne Street Building

Name of Property

Orleans Parish, LA

County and State

Period of Significance (justification)

The period of significance is 1962, the date of the building's construction.

Criteria Considerations (explanation, if necessary)

N/A

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance and applicable criteria.)

The 225 Baronne Street Building is locally significant and eligible for listing on the National Register within the context of New Orleans (Orleans Parish) under Criterion A: Event, in the area of Commerce. At a time when downtown New Orleans faced threats of suburbanization, 225 Baronne played a unique role in maintaining and expanding the downtown economy. A purely speculative venture, the 1962, 225 Baronne Street Building was the first major building in the Central Business District [CBD] since before World War II. Its timely construction allowed the CBD to capture benefit from NASA's \$502 million investment at Michoud in East New Orleans. The building's success tempered negative impacts of the 1960 race riots in the CBD and the quick absorption of the building's 421,000 square feet dramatically demonstrated the continued viability of the CBD as the city's economic heart. Finally, the building's continuing success – demonstrated in both a high occupancy rate and substantially increasing value – served as both example and comparable² in the development of additional CBD construction in the years to follow. In fact, until the end of the decade, 225 Baronne was the only viable comparable. Its contribution was such that while prior to construction, the Mayor was calling for programs to save the CBD as the economic heart of the city, by the end of the decade, the Chamber of Commerce and City leadership were creating "Guidelines for Growth" for that same CBD.

Narrative Statement of Significance (Provide at least one paragraph for each area of significance.)

Criterion A: Commerce:

The 1962, 225 Baronne Street Building is locally significant and eligible for listing on the National Register under Criterion A: Event, in the area of Commerce. Like many cities in the 1950s, New Orleans was confronting the impact of the automobile and the flight to the suburbs. The impacts were both narrow and broad. Narrow impacts included dispersal of the Central Business District toward the perimeter where land was generally more available and more auto-friendly. More broadly was the rapid growth of suburban neighborhoods complemented by shopping and low-rise office buildings. The city pursued urban renewal in an attempt to maintain the city's core, but in the process shifted development away from the CBD. Compounding the situation was a push for school integration in the 1960s; while this was not specifically a downtown issue, on November 15, 1960; thousands rioted in the Central Business District, indirectly strengthening the halcyon draw of suburban living. Simultaneously, New Orleans was to benefit from the selection of the idle Michoud Plant as the site for construction of the Apollo Saturn rocket and representing contracts worth over a half billion dollars. Unfortunately, that investment was targeted specifically for Michoud (located well east of downtown) and appeared to offer little specific benefit to the CBD. Recognized at the time as the first major office building in the city for over a quarter of a century, 225 Baronne acted as a counterweight to these pressures of decentralization. Immediately, it added 421,000 square feet of economic activity to the center of the city's core and its quick lease up demonstrated the continuing demand for office space in the CBD. Coming within a year after a series of race riots (one of which was downtown) and at a time of continued racial tensions, the success of 225 Baronne counteracted notions that the CBD was an inferior investment for commercial real estate.

² In this discussion, the notion of "comparable" relates to project financing. The idea is commonly recognized as recent sales of similar houses within a neighborhood being used to establish a price for the sale of a specific house or to determine an appraised value for a loan. In the case of commercial real estate, long-term financing is based in part on projected revenue. Specifically, the projection is based in part on an expectation of the building's occupancy rate and per square foot lease rate over time. Most typically, these factors are determined by the experience of similar nearby buildings. Thus to evaluate revenues for a speculative office building, a funder would look to see how full neighboring lease office buildings were and how much rent per square foot they were charging.

225 Baronne Street Building

Name of Property

Orleans Parish, LA

County and State

Finally, the success of 225 Baronne served as an example and a comparable for real estate development in the CBD; until the end of the decade, it was the only major example. At the start of the decade, Mayor deLesseps Morrison was calling for initiating programs to preserve the economic viability of the CBD; by the end of the decade, the Mayor and business community were discussing ways to channel its growth.

New Orleans in the 1950s: In November 1958, the Chicago developers of 225 Baronne announced their project to the city. To appreciate the degree to which their proposal was a departure from the local norm, it is important to understand the development context of that time.

Development and Suburbanization: The city of New Orleans saw considerable development in the 1950s. The city had benefited from a sudden influx of oil and gas money from successful wells in the Gulf of Mexico. In the early 1950s, this translated into new regional headquarter offices for both Shell and Texaco. These developments were not located in the CBD but at the perimeter of the city core. The Shell Building, completed in 1952, was located at Common and Rampart, at the northwest edge of the CBD. The Texaco Building, built two years later on Canal Street, was even further out at LaSalle Street. For its part, the city fostered this decentralization, targeting the area west of Loyola as an urban renewal zone, clearing the slums and building a new Civic Center that included a new City Hall, new Library, and new justice center. This Civic Center incorporated the Warwick Hotel (1952) at the north while the federal government built the new U. S. Post Office to the south. Further complementing this cluster was the Saratoga Building, completed in 1957, and 1100 Tulane (Oil & Gas Building), completed in 1960; these last two private buildings were devoted to the oil and gas industry and also located near the Shell Building.

All other new development in the city's core was at the perimeter. This included the Grand Palace Hotel, completed in 1951, three blocks northwest of the Texaco Building, Pan American Life Building, the first building by Skidmore, Owings & Merrill in New Orleans, built in 1952, and 2605 Canal Office building, the last two more than a mile outside of the city core. Similarly, far to the south were buildings such as the John Hancock Building, by Skidmore, Owings & Merrill in 1961, and the First National Life Building, completed in 1962, both at Lee Circle.

A common theme to these developments was that they were intended to be "auto-friendly" with both on-site or adjacent parking and superior auto access. For example, the Shell Building incorporated a 5-story parking garage into the development concept, while Texaco was surrounded by surface lots. The location of the Saratoga, completed in 1957, was influenced by the recreation of Loyola Avenue as a multiple lane boulevard, while the similar redevelopment of Tulane Avenue and Rampart Street played a defining role in locating the Oil & Gas Building. Others, such as the Pan American Life Building, directly incorporated auto-access into the design, while those buildings at Lee Circle attempted to capitalize on the newly constructed US90 Bridge over the Mississippi River.³

Most of the private development was locally driven, much of it by New Orleans' firm of Latter & Blum. Their projects included the Shell Building and the Saratoga Building.⁴ While their downtown investment was noteworthy, the firm had more and larger projects at the fringes of the city, including both single-family housing developments and shopping centers, such as the New Crescent Airline Shopping Center and Gentilly Plaza.⁵ The national real estate industry considered New Orleans provincial as compared to other cities in the region, such as Houston and Dallas.⁶

Construction within the CBD during this period was both limited and timid: an addition to the National Bank of Commerce and an \$800,000, 90,000 square foot Maryland Casualty Building. Prior to that, major new construction dated to 1929 with the First National Bank of Commerce Building. Broadly speaking, as reported

³ "New 14-Story Skyscraper Scheduled to Start in Fall," *The Times-Picayune*, June 14, 1958.

⁴ The Shell Building here is located at 925 Common Street, completed in 1952; it was the Shell headquarters prior to One Shell Square.

⁵ "Developers are Local Investors", *The Times-Picayune*, March 15, 1957.

⁶ Fred L. Zimmerman, "City on the Move: Space Age, New Breed of Businessmen Alter Face of New Orleans," *The Wall Street Journal*, October 18, 1965.

225 Baronne Street Building

Name of Property

Orleans Parish, LA

County and State

by the *Times-Picayune*, "real estate professionals generally shied away from downtown areas and many pointed to the movement [to the suburbs] as the reason not to erect new offices downtown."⁷

The situation was dire enough that in his 1958 inaugural address, then Mayor deLesseps Morrison spoke of the need to create programs to save the Central Business District as the economic heart of the city. Morrison's comments recognized that while the city was expanding, commercial construction was largely "at the fringes."⁸ The metropolitan area was growing but in communities such as Metairie, Gentilly Woods, and Airline Park.

Race Riots: Adding to concerns about the vitality of the CBD were the demonstrations in the city's core in the middle of November, 1960 relating to school desegregation. In the 1950s, New Orleans was a segregated southern city with specific norms for whites and blacks. Schools were segregated, as were housing and public bathrooms. Schools and housing for Blacks were inferior to those for whites. In 1954, the Supreme Court ruled that the "separate but equal" doctrine was unconstitutional. In 1956, a federal judge ordered the Orleans Parish School Board to desegregate the schools. Despite that, the Orleans Parish School Board fought the decision with delay tactics while local opposition attempted to overturn the ruling at the state legislature. In 1960, the school board finally put into place a plan to integrate two New Orleans schools, both located in the impoverished 9th Ward, on a "one grade per year" basis. Implementation began on November 14 when federal marshals escorted four black girls to first grade at two white schools. To this point, the issue had raised racial tensions. In the days that followed, demonstrations erupted throughout the city. In some instances, these were peaceful, while others were more tense with police confrontations and scuffles. On November 15th, violence erupted in the CBD when thousands rioted beginning at Canal Street. This riot resulted in 250 arrests, violence and vandalism.⁹ Although short-lived, these riots became one more reason why living, working and shopping in the new and automobile friendly suburbs were preferable to contending with New Orleans' inner city.

Michoud: Six months after the riots, in May 1961, President John F. Kennedy announced his challenge to put a man on the moon by the end of the decade. For New Orleans, the speech was no different from any other presidential speech. One month later the speech took on new meaning to the city. On June 14, the National Aeronautics and Space Administration [NASA] expressed publicly its interest in an idle 843-acre industrial complex in the village of Michoud, located 11 miles to the east of downtown New Orleans. The complex had been constructed in 1940 to make plywood C-46 cargo planes. It included an administrative building and two assembly facilities. Particularly attractive was a 42-acre air-conditioned building under a single roof. NASA was looking for a place to build the Saturn rocket which would be used in the Apollo program. On September 8, 1961, NASA acquired the site and began the process of selecting contractors for its operations. With a project cost of \$502 million, the agency hired thousands of people, including scientists, engineers, technicians, as well as fabrication and assembly personnel. The direct impact was projected to be \$90 million in personal income, \$50 million in retail sales and upwards of 45,000 new residents. The two largest contractors were Boeing and Chrysler. Boeing received the contracts to build 24 S-1 boosters; it planned to bring 1000 of its employees from Seattle and Wichita to New Orleans for the project. Chrysler received contracts for \$200 million to build 20 S-1 boosters; that contract was projected to employ between 2000 and 2400 beginning in mid-1962.¹⁰

The economic impact was substantial and Orleans Parish would certainly benefit. The question was to what extent would downtown benefit?

225 Baronne: On November 14, 1958, Chicago developer John J. Mack announced his plan for an \$8 million, 25-story, 347,000-square-foot building at 225 Baronne Street.¹¹ Construction began in June 1960. By this

⁷ "Office Building Deters Flight: New Yorker Notes Significant Trend," *The Times-Picayune*, February 11, 1962.

⁸ "Commercial Construction is Up: City Expansion Spurs Building", *The Times-Picayune*, January 27, 1957.

⁹ Joan B. Garvey and Mary Lou Widmer, *Beautiful Crescent: A History of New Orleans* (New Orleans, LA: Garner Press, 1982), p. 189; *Times Picayune*, Teen-ager Thrust Stymied by Hoses," November 17, 1960.

¹⁰ "Rocket Boosters Contract is Let", *The Times-Picayune*, November 18, 1961. "Boeing to Develop, Build and Test S-1B for NASA", *The Times-Picayune*, December 16, 1961. "Michoud: a Comeback to End all Comebacks", *The Times-Picayune*, January 28, 1962.

¹¹ "25-Level Office Building May Go Up on Baronne", *The Times-Picayune*, November 14, 1958.

225 Baronne Street Building

Name of Property

Orleans Parish, LA

County and State

point, the building had grown to 28-stories and 420,000 square-feet. At this size, the purely speculative office building without any preleases would be the tallest office building in the state and the largest office building in the city. As commented by New Orleans' mayor and officials at the June 17, 1960 groundbreaking ceremony, the 225 Baronne Street Building was demonstration to others that New Orleans was a good investment: "This shows that the Chicago investors have courage, foresight and belief in New Orleans." "The construction of this building, in itself, is tangible proof of the strides we are making in the direction of commerce. It also symbolizes a basic understanding that exists today in Louisiana that we need and welcome outside capital to help us advance. It also symbolizes a faith in the future of New Orleans and Louisiana on the part of the builders."¹²

The 225 Baronne Building was completed in 1962, opening officially on November 4. It was immediately successful. The building was planned to accommodate 2500 people. Of particular note, eleven of the 27 office floors were occupied by the Boeing Corporation, another six by the aerospace division of the Chrysler Corporation. In addition, both the British and Canadian consulates were located at 225 Baronne and occupied full floors, as did Garner H. Tullis, the New Orleans partner for E. F. Hutton and the law firm of Jones Walker Waechter. The remaining six floors were occupied by a variety of firms from law offices to oil and gas companies to maritime companies to the Consulate of South Africa. Through the years, occupancy remained nearly at capacity. In 1965, when the Boeing and Chrysler contracts ended and 17 floors were vacant as a result, they were quickly re-leased so that the building was 90% occupied by the end of that year. The mix of the tenants remained fairly consistent and largely reflected the CBD office market. Although it housed fewer oil and gas enterprises than buildings targeted to that market, oil firms of note were Tidewater, Shell, Mobil, Gulf and British American, all of which occupied full floors. Another tenant of note was Thomas Bruns, who invented the innovative Brunspile structural system used in the Plaza Tower (National Register).

The building's success can be attributed to many factors. At the time of completion, the upper eight floors were the highest office space available in the city, providing panoramic views on all four sides. Access to upper floors was via 12 elevators, split between local and express service, a comparatively luxurious number. The approximate 17,000 square-foot floor plate was well suited for full and half-floor tenants. These floors were offered with an open floor plan divided only by the structural grid. Tenant build outs were then completed by individual lessees. Offices were air conditioned with a forced-air peripheral induction system that could be adjusted for each individual space. Electrical wiring offered maximum flexibility with under-floor ducting. The developers also provided interior design services as an added benefit to lessees. This approach contrasted to other forms of speculative office space development. The more typical and profitable approach was to design with fixed partitions and interconnected spaces that could be leased in varied sizes. The design also stood in contrast to architect-designed moveable partition systems that allowed consistent yet flexible interior configurations. Simply put, at the time, it was the best lease office space in the city.

The value of the building was reflected in its rapidly escalating sale price. Completed in November 1962 for \$10 million, it sold for a 25% premium two years later. Two years after that, 225 Baronne sold again for a 25% premium at \$15.5 million. Four years after completion, it was valued at 55% above construction.

225 Baronne and the Michoud Connection: Upon opening, Chrysler and Boeing occupied 17 of the 27 office floors. These two leases were important both symbolically and economically. Economically, these leases were tied directly to NASA's \$502 million investment in Michoud. Symbolically, if the Michoud contractors were going to locate off base, it was important that they be in the CBD, not in the suburbs and not in office buildings at the fringe of downtown. This is particularly true given continuing racial tensions. The City's new Mayor, Victor Schiro, had made great efforts in calming local tensions, including tangible actions such as hiring a black assistant. Yet, particularly the Boeing staff was drawn mostly from largely suburban white communities; the temptation to Boeing and Chrysler to simply avoid the CBD must have been palpable. Economically, these 17 floors of engineering professionals were the only NASA-related employees in the CBD and represented the sum total impact of Michoud's \$502 million in contracts to the CBD.

¹² "City's Tallest Building Begins: 28-Story Structure Started at Ceremonies", *The Times-Picayune*, June 17, 1960.

225 Baronne Street Building

Name of Property

Orleans Parish, LA

County and State

225 and the Future of the CBD: In 1958, despite a strong construction period at the perimeter, much of it fueled by the new oil and gas money, then Mayor deLesseps Morrison expressed his concerns for the future of the CBD and called for programs that would save the city's core as its economic center. Two years later, when inner city racial tensions exploded with mandatory school desegregation, the long-term future of the CBD as the city's premier business and retail center was even less secure. Development energy was focused on the suburbs with new housing developments, new shopping centers and new auto-friendly office buildings. Substantial federal investments in highways and bridges only aided the flight to the suburbs. NASA's \$502 million investment at Michoud, while benefiting the larger New Orleans community, initially offered nothing for the CBD. During this time, planned construction of the International Trade Mart (ITM), both a symbolic and economic asset, was languishing and the future of the project was in doubt. Apart from the ITM and 225 Baronne, there were no CBD projects in the works.

In a very real sense, the success or failure of 225 Baronne would mean the success or failure of the CBD. Not only was it the first major building in the CBD since before World War II, but it was also planned to be the tallest and largest office building in the city. To be built, the building required approval from the New Orleans' Zoning Board. It was proposed initially at 25 stories and 333-feet in height. However, the site's legal height was only 146 feet, approximately the height of a 14-story building. 225 Baronne was envisioned twice as tall. Yet this vision was being advanced without an anchor tenant, without pre-leases. This vision was far beyond what local developers were thinking, what was being built by the new moneyed oil and gas industry. Thus, 225 Baronne was no small bet on the vitality of the CBD. In approving the height of the building, the zoning board ruled: "the proposed structure would not only be a definite asset to the central business district, but would most certainly enhance the value of all surrounding properties."¹³

In fact, as discussed, 225 was an immediate success. The quick absorption of so much square footage would be impressive today. Office lease-up periods extend for years, even in a strong marketplace. Also as discussed, 225 allowed the CBD to benefit from the Michoud investment, both directly and indirectly. The rapid re-leasing of the floors vacated by NASA contractors, when their government contract was up, further reinforced the strength of the CBD marketplace. And the rapid appreciation of the building – 55% in four years – was a telling demonstration of the benefit of investing in downtown. The direct economic impact of the building's roughly 2500 occupants on the downtown economy strengthened the neighborhood and set the stage for additional office development.

225 as an example of CBD investment was not merely a curiosity or ephemeral. A development project is driven by the developer's vision, but it is also dependent on the ability to secure project financing. For a project to be built, not only the developer but several others – particularly those providing the money - must concur that a project has the potential to be successful. The continuing strong success of 225 stimulated other developer's visions. More practically, it served as the best, and in most situations, the only project comparable to demonstrate projected rents, occupancy and values. After 225 Baronne, the next building that could serve as a comp was not even completed until 1967.

Following completion of 225, the CBD and the center city saw a spike in office construction. As noted by the *Times-Picayune* in August of 1964, "It would appear that the great trend that took business to the suburbs for the last two decades is reversing itself." In the words of the Mayor, "There is a decided new interest in downtown building".¹⁴ Projects, most of which were eventually completed, included:

- The International Trade Mart: Announced the same year as 225, the project had languished for lack of bankable leases. Unlike 225, the ITM would not go forward without prelease commitments for prospective tenants. As 225 was preparing to open, the Mayor attracted the interest of Memphis developer Harry Bloomfield who agreed to finance and build the building. Over the next three months, Bloomfield evaluated the economic feasibility of the tower's size and concluded that the building

¹³ "25-Level Office Building May Go Up on Baronne", *The Times-Picayune*, November 14, 1958. "Go Ahead Given on Skyscraper", *The Times-Picayune*, November 21, 1958. "Edifice Will Be Up by 1961", *The Times-Picayune*, November 25, 1958.

¹⁴ "Downtown Bustling: New Construction Switching Trend", *The Times-Picayune*, August 9, 1964.

225 Baronne Street Building

Name of Property

Orleans Parish, LA

County and State

originally planned for 19 stories would now be viable with 14 additional floors. The final designs had a \$12 million building of 450,000 leasable square feet. Pre-leases were quickly signed with two-thirds leased by the end of 1963. Construction began in earnest in March 1964 and the building finally opened in 1967.¹⁵

- Plaza Tower: Announced in April 1964, Plaza Tower, the brainchild of Sam Recile, was a \$10 million, 45-story office-apartment tower on the south end of downtown. South of the CBD, Recile wanted it to be the tallest building in the state since the project was symbolic of the enthusiasm for center city real estate. Just after the project topped out at 531 feet, Hurricane Betsy hit in September 1965 and caused significant damage. Recile was financially overextended and construction stopped on the partially completed building. Ultimately Plaza Tower was sold at auction and acquired by Manufacturers Hanover, which had previously provided construction financing. Under these new owners, Plaza Tower was completed and opened in 1968.¹⁶
- Place Vendome: Recile also announced plans in 1964 to construct a 72-story office/hotel/apartment building on the parcel northwest and adjacent to 225 Baronne, a site currently occupied by the former Chevron Place. Recile was able to acquire the land and secure regulatory approval but unable to secure financing and the project was never built.
- Louisiana House: Louisiana House was announced in 1964 as a 65-story apartment building at the south end of the CBD. Later the project was scaled back to 47 floors. As with Place Vendome, the developer, Louis Rousel, was able to acquire the land and regulatory approval but unable to secure financing.
- Rault Center: In May, 1965, local oil executive Joseph Rault announced plans for a 17-story office-apartment complex one block northwest of 225 Baronne at 1101 Gravier (across the street from the site of the proposed Place Vendome.) At the time of the announcement, Rault had secured leases on 80% of the building, including Rault Petroleum and Mobil Oil. Designed by Robert Lee Hall of Memphis, the completed building opened in 1967.¹⁷
- Latter Center: Shortly after the Rault Center opened, the Latter family announced plans for a 31-floor, 500,000 square foot office tower on the block northwest of 225. Designed by Skidmore, Owings & Merrill, the building opened in early 1970.¹⁸

In absolute terms, there is no direct link between these development projects that commenced in the second half of the 1960s and 225 Baronne. That said, all of these projects relied on financing from other sources (e.g., banks and insurance companies). At the time, 225 Baronne Building was recognized as the first major building in the CBD since before the war. With the exception of the ITM, none of the projects above had been under discussion prior to 225 Baronne's success. As for the ITM, that project languished until 225 began leasing. During the five years from 1962 to 1967, the only building available as evidence of Class A rent rates and occupancy was 225 Baronne. The timing is more than coincidental; had 225 Baronne not been successful, it is plausible that none of these CBD projects would have been contemplated.

Guidelines for Growth: In 1958, the Mayor worried about whether the CBD would remain as the city's financial and business center. In 1963, the Chamber of Commerce was calling for the city to fund a land use study to channel CBD growth and investment. "Things are happening in the central business district. Even bigger things will commence happening in the future." Yet, apart from the race riots of 1960, the only thing "happening" in the Central Business District at the time was the completion of 225 Baronne and the notion that

¹⁵ *The Times-Picayune*, December 10, 1962.

¹⁶ "40-Story Tower to Rise at Howard, S. Rampart", *The Times-Picayune*, April 21, 1964. "Recile's Name is Linked to Fantastic Developments", *The Times-Picayune*, November 19th, 1964. "Piles 168 Feet Deep to Support Tallest Building in Louisiana", *The Times-Picayune*, September 20, 1964.

¹⁷ "Glass Tower Planned Here: Civic Center Area Will Have Building", *The Times-Picayune*, May 6, 1965.

¹⁸ "31-Level Tower Planned at Central City Location", *The Times-Picayune*, March 24, 1968.

225 Baronne Street Building

Name of Property

Orleans Parish, LA

County and State

the ITM was gaining momentum.¹⁹ Nonetheless, both the Chamber of Commerce and the City were feeling bullish about the growth in the CBD.

The city funded the study in 1964 and unveiled it in 1965. Titled "Guidelines for Growth", the study laid out the groundwork for current New Orleans' downtown planning outside the Vieux Carre. The area around 225 Baronne was designated CBD1: "highest density office and retail development." Other areas included CBD2 (a mix of office, institution and residential), which flanked CBD1 on the north, south and west, and CBD3 (central area commercial and service areas) which flanked CBD2 and was located primarily at the perimeter of downtown. In terms of future development, it identified six development and improvement areas: an industrial area to the south, Canal Street, Poydras Street, Lafayette Square-Lee Circle, Loyola-Rampart-O'Keefe and a medical center at the north. It was from this study that the discussion of expanding Poydras Street and creating a high-rise spine from the river to the superdome ultimately came to fruition.²⁰

Conclusion

The 225 Baronne Street Building is locally significant and eligible for listing on the National Register within the context of New Orleans (Orleans Parish) under Criterion A: Commerce. At a time when downtown New Orleans' faced the threat of suburbanization, 225 Baronne played a unique role in maintaining and expanding the downtown economy. A purely speculative venture, the 1962, 225 Baronne Street Building was the first major building in the CBD since before World War II. Its construction added 421,000 square feet to the CBD inventory. Its timely construction allowed the CBD to capture some benefit from NASA's \$502 million investment at Michoud in East New Orleans. The building's success calmed any negative impacts on the CBD from racial tensions during the 1960 school desegregation. Quick absorption of the building's 421,000 square feet demonstrated the continued viability of the CBD as the center of the city's economy. The building's continuing success – demonstrated both in a high occupancy rate and building value – served as both example and comparable in the development of additional construction in the CBD in the years to follow. Until the end of the decade, 225 Baronne was the only viable comparable. Its contribution was such that while prior to construction, the Mayor was calling for programs to preserve the CBD as the city's business and financial center; by the end of the decade, the Chamber of Commerce and City Leadership were creating "Guidelines for Growth."

The Louisiana Division of Historic Preservation has confirmed to the author of this document its belief that 225 Baronne, as the first major office building in the City for over a quarter of a century and as a singularly successful enterprise, uniquely contributed to the private economic development of the CBD and warrants being listed on the National Register of Historic Places.

Developmental history/additional historic context information (if appropriate)

On Friday, November 14, 1958, page 1 of *The Times Picayune* announced plans by a Chicago investor to demolish the Strand Theater and replace it with a 25-story office building. The site was owned by Lange Allen and Carl Kingsbury and the theater's ground-lease was to expire on October 1, 1959.

The Strand was a movie theater with seven stores along Baronne and Gravier and eight offices at the second floor along Baronne. At the time of its construction in 1916, the theater was announced to be "one of the finest in the country," designed by the New Orleans firm of Favrot & Livaudais. Developed by the Saenger Amusement Company, the Strand offered comfortable seating for 2,000, a pit for a 35-piece orchestra, Wurlitzer-style organs, uniformed staff and broader programs. The Saengers continued operation until 1948

¹⁹ "Launching of Land Uses Survey Urged of Council", *The Times-Picayune*, September 25, 1963.

²⁰ "City Urged to Provide \$70,000 for Land Survey", *The Times-Picayune*, September, 26, 1963. "Many Objectives Become Realities, Says CC Unit", *The Times-Picayune*, January 22, 1965. "Big Skyline Changes Are Promised for 1968", *The Times-Picayune*, April 7, 1968. "Central Orleans Area Growth Guidelines Offered", *The Times-Picayune*, October 6, 1965.

225 Baronne Street Building

Name of Property

Orleans Parish, LA

County and State

when southeastern movie theater magnate Joy Houck acquired the Strand. Houck remodeled the theater and renamed it the Joy Strand. In the 1950s, the theater was renamed the Panorama.

Although the theater was reasonably successful, neither the Saengers nor Houck owned the land it occupied. That was owned by Leo Fellman. In the late 1950s, Fellman sold the property to the Allen-Kingsbury Company, whereupon the owners negotiated a ground lease with a Chicago developer for \$70,000 annually.²¹

The Chicago developer of 225 Baronne was John J. Mack, who worked collaboratively with Raymond Sher, also of Chicago. Born in Sevastopol in 1905, Mack immigrated to the United States following World War I and arrived in Chicago in the early 1920s. He first invested in hotels, owning 26 prior to World War II, including the Ambassador and the Sherman House. He also gained control of the Medinah Athletic Club and transformed it into a hotel. After the war, he sold his interest in the hotels and moved into real property development, particularly along Chicago's north coast. Working with Sher and with financial backing from Prudential Insurance, Mack and Sher created 3500 apartments from 1948 to 1958 – a number limited only by the availability of buildable land. He is broadly credited with transforming the skyline of Chicago's north coast, boldly investing in high-rise projects. By 1962, their real estate empire included several high-rise apartments along Lake Shore Drive. They also owned the Sheridan Surf Building, Burton State Parkway Building, Palmolive Building, 919 N. Michigan and the Hotel Continental.²²

Before Mack's high-rise vision for 225 Baronne could proceed, however, the project had a major hurdle. The proposed building was 25 floors and 333-feet tall. The legal height limit for the site was 146 feet, which effectively limited new construction to 14 stories. To build above that height, he needed to secure approval from the New Orleans' Zoning Board. To that point in time, the largest variance approved by the Board was 21 feet in 1951. Mack's request was for 187 feet above the then legal limit, more than double the limit. The board approved the project unanimously on November 21, 1958; the board saw no adverse effect.²³

Despite regulatory approval, it was not until October 1, 1959 that the theater's lease expired and the project could move forward. During that time, designs for the tower were refined. In fact, the project began later than planned. The first full architectural and structural plans for the site were not ready until November 1959.

The architect was Shaw, Metz & Associates also from Chicago. The principals of the firm were Alfred Shaw, who was the designer, and Carl A. Metz, who was the engineer. Together, the principals created a large, prolific international firm that competed with such architectural powerhouses such as Skidmore, Owings & Merrill and Mies van der Rohe.

Alfred Shaw was born in Boston in 1895. He attended boarding school at Wellesley and later St. John's Preparatory. At the age of 16, Shaw began studying architecture in the atelier of the Boston Architectural Club, where he remained until 1911. He then worked as a designer for Maginnis and Walsh, and for Shepley, Ruten and Coolidge, and then went to New York to work for Whitney Warren. In 1922, Ernest Graham recruited him to work at Graham, Probst, Anderson and White in Chicago, where he became a junior partner in 1929. Working as chief designer, Shaw was directly responsible for such works as the Koppers Building in Pittsburgh, the Civic Opera House and Merchandise Mart, both in Chicago, the Chase National Bank in New York, and the 30th Street Station in Philadelphia. In 1937, Shaw left the firm to form Shaw, Naess & Murphy. In 1947, he formed Shaw, Metz & Dolio, which became Shaw, Metz & Associates in 1959.²⁴

²¹ "Go Ahead Given on Skyscraper: Zoning Ordinance Barrier is Lifted", *The Times-Picayune*, November 21, 1958.

²² "Mack Buys Loop Corner for 1.3 Million", *The Chicago Tribune*, December 7, 1952. "Land in Loop Acquired by Prudential", *The Chicago Tribune*, December 14, 1957. "They're Remaking the Lake Front", *The Chicago Tribune*, November 8, 1959. "Mack, Sher Draft Tower Project", *The Chicago Tribune*, December 31, 1960. "Mack and Sher", *The Chicago Tribune*, March 28, 1969. "John J. Mack: Profile of a Modern Developer", *The Chicago Tribune*, October 12, 1969.

²³ "25-Level Office Building May Go Up on Baronne", *The Times-Picayune*, November 14, 1958. "Go Ahead Given on Skyscraper", *The Times-Picayune*, November 21, 1958. "Edifice Will Be Up by 1961", *The Times-Picayune*, November 25, 1958.

²⁴ Shaw, Metz & Associates Firm Promotional Booklet; AIA Historical Directory of American Architects, (New York, NY: R. R. Bowker, 1962); AIA Historical Directory of American Architects, (New York, NY: R. R. Bowker, 1970); *The Chicago Tribune*, November 13, 1960; "He Shaped", *The Chicago Tribune*, February 19, 1961; *The Chicago Tribune*, December 2, 1970.

225 Baronne Street Building

Name of Property

Orleans Parish, LA

County and State

Carl Metz was born in the small town of Tolano in central Illinois in 1892. He attended the University of Illinois, studying civil engineering and graduated in 1915. After college, he worked as a field engineer and then as a designer for a number of industrial companies. In the mid-1920s, he entered private practice and in 1930 formed C. A. Metz Engineering Co. The company continued until 1947 when he joined with Alfred Shaw.²⁵

At the time of the 225 Baronne Street Building, the reputation of Shaw, Metz & Associates, which ultimately produced over \$853 million in construction, was arcing upwards rapidly. Through the 1950s, their portfolio included major commissions for factories, offices, housing and even nuclear facilities. Major clients included United States Gypsum Company, Illinois Bell Telephone, Commonwealth Edison, Chicago Housing Authority, United States Air Force, Atomic Energy Commission and of course John J. Mack. The firm seemed to wholeheartedly embrace Daniel Burnham's dictum, "make no small plans." In 1958, they received the commission to design Chicago's \$35 million McCormick Place convention hall. They also had recently completed the \$11 million Grace Abbott Homes for the City, a project that offered 1200 apartments in 40 buildings over 10 city blocks. John J. Mack and Raymond Sher were repeat clients. At this time, in addition to 225 Baronne, Shaw Metz & Associates was designing apartments at 1550 Lake Shore and 3600 Lake Shore.²⁶ They were also designing one of their largest office projects, the United of America Building (now Kemper Building), a 41-story, 525-foot office tower in Chicago for the United of America Insurance Company.

By February 1960, Shaw Metz & Associates delivered the final structural and architectural plans for 225 Baronne. The \$10,000,000 building was a purely speculative office venture. The ground floor featured space for two commercial tenants. Floors 2 through 28 were more or less identical with an open floor plan divided only by the structural grid; specific designs would be completed by individual office tenants. The building was now 28-stories with 421,000 square-feet. Construction was to be handled by the Crane Company of Chicago, which was responsible for most of Mack's projects. Local project management was provided by A. W. Thompson and Associates of New Orleans. Generally, material suppliers were local.²⁷

On June 1, 1960, the final piece of the puzzle was in place. With Metropolitan Life providing permanent financing, the National Bank of Commerce agreed to provide \$7.5 million in construction financing. The theater was demolished, the site cleared, and initial test piles driven.²⁸ Two weeks later, on June 17th, groundbreaking was held.

The building was completed in 1962, opening officially on November 4. As described in the earlier section, the building was an immediate success with high occupancy rates and noteworthy tenants. Through the 1960s, it remained a premier business location but over time, came to be overshadowed by taller and bigger Class A office buildings that followed in its path. In 1964, NASA relocated both Chrysler and Boeing to new facilities at Michoud. John J. Mack sold the building in December 1964 for \$12.5 million to the Five Flags Building, Inc., an enterprise controlled by Sam J. Recile.²⁹ Recile's plan for the building was bold. He proposed a multimillion-dollar renovation topped by a large bronze-banded rooftop globe to emphasize the resurgence of the area as a center for commerce and industry.³⁰

However, the remodeling and rooftop globe never occurred. Within a year, the financially overextended Recile was forced to sell the 225 Baronne Building to a syndicate headed by Louis Roussel for \$15.5 million. In 1966, the property was renamed after its premier tenant and became the "Louisiana and Southern Life Building." The property remained successful until the late 1970s and early 1980s when newer and taller office towers replaced it as the city's best address. Tenants remained as traditional downtown professional services (financial, investment and real estate).³¹

²⁵ Ibid.

²⁶ They would later design another half-dozen apartment buildings for Mack and Sher, mostly along Lake Shore Drive in Chicago.

²⁷ "Work to Start on Skyscraper: City's Largest Office Building to Rise", *The Times-Picayune*, January 17, 1960.

²⁸ "Building Loan is \$7.5 Million", *The Times-Picayune*, June 1, 1960.

²⁹ "Buildings Sell for \$15,100,000", *The Times-Picayune*, December 19, 1964.

³⁰ "N.O. Downtown Abuzz with Big Realty Aims", *The Times-Picayune*, October 3, 1964.

³¹ "Launching of Land Uses Survey Urged of Council", *The Times-Picayune*, September 25, 1963.

225 Baronne Street Building
Name of Property

Orleans Parish, LA
County and State

As the 1990s faded to the 2000s, the building occupancy level gradually diminished as it dropped to the Class B office marketplace. By 1998, it was reportedly only 55% occupied; the largest tenant was Hibernia National Bank which occupied six floors as satellite offices. In that year, Continental Mortgage and Equitable Trust of Dallas acquired the building for reportedly \$11.2 million contingent on Louis Roussel investing \$800,000 in ADA access, asbestos removal, and installation of a fire sprinkler. However, Hurricane Katrina stopped redevelopment plans and has left the building vacant since 2005. In 2007, Apartment Development Services acquired the property with the vision of adapting it to 437 apartments at a cost of \$150 million and using GO-zone bonds. The developer undertook asbestos mitigation and some interior demolition, but stopped the project in light of the financial challenges of the real estate market that followed shortly. Current plans call for adapting the building to residential or hotel use with ground floor commercial.

225 Baronne Street Building
Name of Property

Orleans Parish, LA
County and State

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

- AIA Historical Directory of American Architects*. New York, NY: R. R. Bowker, 1952, 1956, 1962 and 1970.
- Benson, Charles D. and Faherty, William Barnaby. *Moonport: A History of Apollo Launch Facilities and Operations*. Washington, DC: National Aeronautics and Space Administration, 1978.
- Chappell, Sally A. Kitt. *Architecture and Planning of Graham, Anderson, Probst and White, 1912-1936*. Chicago, IL: The University of Chicago Press, 1992.
- Chicago Tribune*. December 7, 1952; December 14, 1957; November 8, 1959; November 13, 1960; December 31, 1960; February 19, 1961; August 28, 1962; January 26, 1964; March 28, 1969; October 12, 1969; December 2, 1970; March 30, 1977; October 19, 1993.
- Christovich, Mary Louise, Toledano, Roulhac, Swanson, Betsy and Holden, Pat. *New Orleans Architecture: Volume II: The American Sector*. Gretna, Louisiana: Pelican Press, 1998.
- Fricker, Jonathan and Donna. "Louisiana Architecture 1945-65: Modernism Triumphant – Commercial and Institutional Buildings," February 2010.
http://www.crt.state.la.us/hp/nationalregister/historic_contexts/modernismtriumphantfinalrevised.pdf
(accessed December 31, 2012).
- Garvey, Joan, and Widmer, Mary Lou. *Beautiful Crescent: A History of New Orleans*. New Orleans: Garner Press, 1982.
- Held, Lloyd A., "History of Driven Piles in New Orleans." *The Louisiana Civil Engineer* (February 2004): 7, 17-21.
- Kingsley, Karen. "World Trade Center" (draft National Register nomination, unpublished), 2013.
- Lewis, Peirce F. *New Orleans: The Making of an Urban Landscape*. Santa Fe, New Mexico: University of Virginia Press, 2003.
- Los Angeles Times*. September 17, 1961.
- Louisiana Office of Cultural Development Division of Historic Preservation. National Register of Historic Places Database. <http://www.crt.state.la.us/hp/nationalregister/historicplacesdatabase.aspx>; (accessed December 2012 to February 2013).
- Morrison, deLesseps S. Annual Report of the Mayor, City of New Orleans. New Orleans, LA: City of New Orleans, 1955-62.
- National Park Service National Register of Historic Places database.
<http://nrhp.focus.nps.gov/natreghome.do?searchtype=natreghome> (accessed December, 2012).
- Times-Picayune*. February 14, 1926; April 29, 1949; January 22, 1950; February 21, 1951; March 2, 1951; January 27, 1952; April 17, 1952; July 24, 1952; October 11, 1953; March 11, 1954; February 13, 1956; December 28, 1956; January 27, 1957; March 15, 1957; October 6, 1957; October 21, 1957; May 6, 1958; June 15, 1958; August 5, 1958; November 13, 1958; November 14, 1958; November 21, 1958; November 25, 1958; December 9, 1958; March 31, 1959; March 29, 1959; September 10, 1959; December 23, 1959; January 17, 1960; January 26, 1960; March 31, 1960; May 1, 1960; June 1, 1960; June 17, 1960; September 22, 1960; January 29, 1961; February 16, 1961; March 11, 1961; March 16, 1961; March 31, 1961; November 18, 1961; December 16, 1961; January 28, 1962; February 11, 1962; October 19, 1962;

225 Baronne Street Building
Name of Property

Orleans Parish, LA
County and State

November 4, 1962; December 10, 1962; December 12, 1962; March 22, 1963; June 30, 1963; July 20, 1963; September 20, 1963; September 15, 1963; September 26, 1963; October, 15, 1963; January 26, 1964; April 17, 1964; April 21, 1964; April 26, 1964; May 3, 1964; June 14, 1964; September 20, 1964; September 25, 1964; October 2, 1964; October 3, 1964; October 9, 1964; November 19, 1964; December 6, 1964; December 19, 1964; December 27, 1964; December 29, 1964; January 2, 1965; January 30, 1965; February 21, 1965; March 31, 1965; April 18, 1965; May 6, 1965; May 25, 1965; June 6, 1965; July 1, 1965; August 15, 1965; August 25, 1965; September 5, 1965; October 6, 1965; January 30, 1966; February 7, 1967; September 25, 1966; October 3, 1966; November 19, 1966; September 16, 1967; March 24, 1968; April 7, 1968; April 23, 1968; June 6, 1968; June 24, 1968; July 31, 1969; August 10, 1969; October 10, 1969; October 26, 1969; November 18, 1969; January 20, 1970; April 1, 1970; January 24, 1974; August 24, 1975; November 6, 1992; March 7, 1997; September 8, 2007; February 3, 2009.

New York Times. August 13, 1961; August 22, 1965; April 21, 1974.

Orleans Parish Assessor's Office Property Records.

R. L. Polk's New Orleans, *Louisiana City Directory*. New Orleans, Louisiana: R. L. Polk's, 1959-65.

Rand, Clayton. *Stars in Their Eyes: Dreamers & Buildings in Louisiana*. Gulfport, MS: The Dixie Press, 1953.

Sanborn Fire Insurance Maps for New Orleans, Louisiana (1940, 1950, 1983, 1994).

Shaw Metz & Associates, Architects – Engineers – Planners (Promotional Brochure, circa 1965).

Shaw Metz & Associates. "225 Baronne Street, New Orleans, Louisiana" (*Architectural and Structural Plans*)
November 16, 1959.

Sitzenstock, Robert P. "Evolution of the High Rise Office Building." *Progressive Architecture*. September 1963.
pp. 146-157.

Wall Street Journal. October 18, 1965; November 25, 1966.

Whiffen, Marcus. *American Architecture Since 1780: A Guide to the Styles*. Cambridge, MA: The MIT Press,
1969.

Widmer, Mary Lou. *New Orleans in the Fifties*. Gretna, LA: Pelican Publishing, 2004.

Widmer, Mary Lou. *New Orleans in the Sixties*. Gretna, LA: Pelican Publishing, 2008.

Wilson, Samuel, Jr. *A Guide to Architecture of New Orleans 1699-1959*. New Orleans, LA: Reinhold Publishing
Corporation, 1959.

Previous documentation on file (NPS):

preliminary determination of individual listing (36 CFR 67 has been requested)
 previously listed in the National Register
 previously determined eligible by the National Register
 designated a National Historic Landmark
 recorded by Historic American Buildings Survey # _____
 recorded by Historic American Engineering Record # _____
 recorded by Historic American Landscape Survey # _____

Primary location of additional data:

State Historic Preservation Office
 Other State agency
 Federal agency
 Local government
 University
 Other
Name of repository: New Orleans Public Library

Historic Resources Survey Number (if assigned): N/A

225 Baronne Street Building
Name of Property

Orleans Parish, LA
County and State

10. Geographical Data

Acreage of Property Less than one acre
(Do not include previously listed resource acreage.)

UTM References

(Place additional UTM references on a continuation sheet.)

| | | | | | | | |
|---|-----------|---------------|----------------|---|---------|---------|----------|
| 1 | <u>15</u> | <u>782530</u> | <u>3317170</u> | 3 | <u></u> | <u></u> | <u></u> |
| | Zone | Easting | Northing | | Zone | Easting | Northing |
| 2 | <u></u> | <u></u> | <u></u> | 4 | <u></u> | <u></u> | <u></u> |
| | Zone | Easting | Northing | | Zone | Easting | Northing |

NAD 83

Verbal Boundary Description (Describe the boundaries of the property.)

225 Baronne Street Building is located on Lots 3-6 of Block 265, New Orleans, Orleans Parish, Louisiana.

Boundary Justification (Explain why the boundaries were selected.)

The boundary is the original and legally recorded boundary lines for the property for which National Register status is being requested and includes the entirety of the property historically associated with the building.

11. Form Prepared By

name/title John M. Tess, President
Organization Heritage Consulting Group date April 20, 2013
street & number 1120 NW Northrup Street telephone (503) 228-0272
city or town Portland state OR zip code 97209
e-mail jmtess@heritage-consulting.com

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** (7.5 or 15 minute series) indicating the property's location.
A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

225 Baronne Street Building
Name of Property

Orleans Parish, LA
County and State

Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: 225 Baronne Street Building

City or Vicinity: New Orleans

County: Orleans **State:** Louisiana

Photographer: Heritage Consulting Group

Date Photographed: January, 2013

Negatives at: LA SHPO Digital Archives

Description of Photograph(s) and number:

Photo 1 of 23: LA_OrleansParish_225BaronneBuilding_0001
Exterior, South and East Façades, camera facing northwest

Photo 2 of 23: LA_OrleansParish_225BaronneBuilding_0002
Exterior, Upper Floors, South and East Façades, camera facing northwest

Photo 3 of 23: LA_OrleansParish_225BaronneBuilding_0003
Exterior, Lower Floors, South and East Façades, camera facing northwest

Photo 4 of 23: LA_OrleansParish_225BaronneBuilding_0004
Exterior, Upper Floors, East Façade, camera facing west

Photo 5 of 23: LA_OrleansParish_225BaronneBuilding_0005
Exterior, East Façade, camera facing southwest
NOTE: The spaces between columns have been temporarily filled in order to protect the windows while the building is vacant.

Photo 6 of 23: LA_OrleansParish_225BaronneBuilding_0006
Exterior, East Façade, camera facing north
NOTE: The spaces between columns have been temporarily filled in order to protect the windows while the building is vacant.

Photo 7 of 23: LA_OrleansParish_225BaronneBuilding_0007
Exterior, East and North Façades, camera facing southwest

Photo 8 of 23: LA_OrleansParish_225BaronneBuilding_0008
Exterior, North and West Façades, camera facing southeast

Photo 9 of 23: LA_OrleansParish_225BaronneBuilding_0009
Exterior, West and South Façades, camera facing northeast

225 Baronne Street Building

Orleans Parish, LA

Name of Property

County and State

- Photo 10 of 23: LA_OrleansParish_225BaronneBuilding_0010
Exterior, West Façade, camera facing east
- Photo 11 of 23: LA_OrleansParish_225BaronneBuilding_0011
Exterior, South Façade, camera facing north
- Photo 12 of 23: LA_OrleansParish_225BaronneBuilding_0012
Exterior, South and East Façades, camera facing northwest
- Photo 13 of 23: LA_OrleansParish_225BaronneBuilding_0013
Exterior Detail, East Façade, Brick Piers/Spandrel/Grilles/Windows, camera facing west
- Photo 14 of 23: LA_OrleansParish_225BaronneBuilding_0014
Exterior Detail, East Façade, Recessed Storefront on Ground Level, camera facing south; NOTE: Although this photo looks like an interior view, it is actually an exterior. The spaces between columns have been temporarily filled in order to protect the windows while the building is vacant.
- Photo 15 of 23: LA_OrleansParish_225BaronneBuilding_0015
Interior, First Floor Lobby, camera facing east
- Photo 16 of 23: LA_OrleansParish_225BaronneBuilding_0016
Interior, First Floor, North Commercial Space, camera facing northeast
- Photo 17 of 23: LA_OrleansParish_225BaronneBuilding_0017
Interior, First Floor, South Commercial Space, camera facing east
- Photo 18 of 23: LA_OrleansParish_225BaronneBuilding_0018
Interior, 28th Floor, Elevator Lobby – Typical, camera facing west
- Photo 19 of 23: LA_OrleansParish_225BaronneBuilding_0019
Interior, 5th Floor, Office Space – Typical, camera facing east
- Photo 20 of 23: LA_OrleansParish_225BaronneBuilding_0020
Interior, 15th Floor, Office Space – Typical, camera facing south
- Photo 21 of 23: LA_OrleansParish_225BaronneBuilding_0021
Interior, 25th Floor, Office Space – Typical, camera facing north
- Photo 22 of 23: LA_OrleansParish_225BaronneBuilding_0022
Interior, 27th Floor, Office Space – Typical, camera facing north
- Photo 23 of 23: LA_OrleansParish_225BaronneBuilding_0023
Exterior, Roof, East Façade, camera facing north

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

225 Baronne Street Building

Name of Property

Orleans Parish, LA

County and State

N/A

Name of multiple listing (if applicable)

Section number Documents Page 25

Documents

- Figure 1: Photo Sketch Map
Figures 2 A-G: Floor Plans – Original (seven pages)
Figure 2: Advertisement, *The Times-Picayune* (January 28, 1962, p. 11)
Figure 3: Advertisement, *The Times-Picayune* (November 4, 1962, p. 17)
Figure 4: New Orleans Skyline, circa 1962, looking north from Lee Circle.
Figure 5: New Orleans Skyline, circa 1962, looking east-northeast from the US 90 overpass

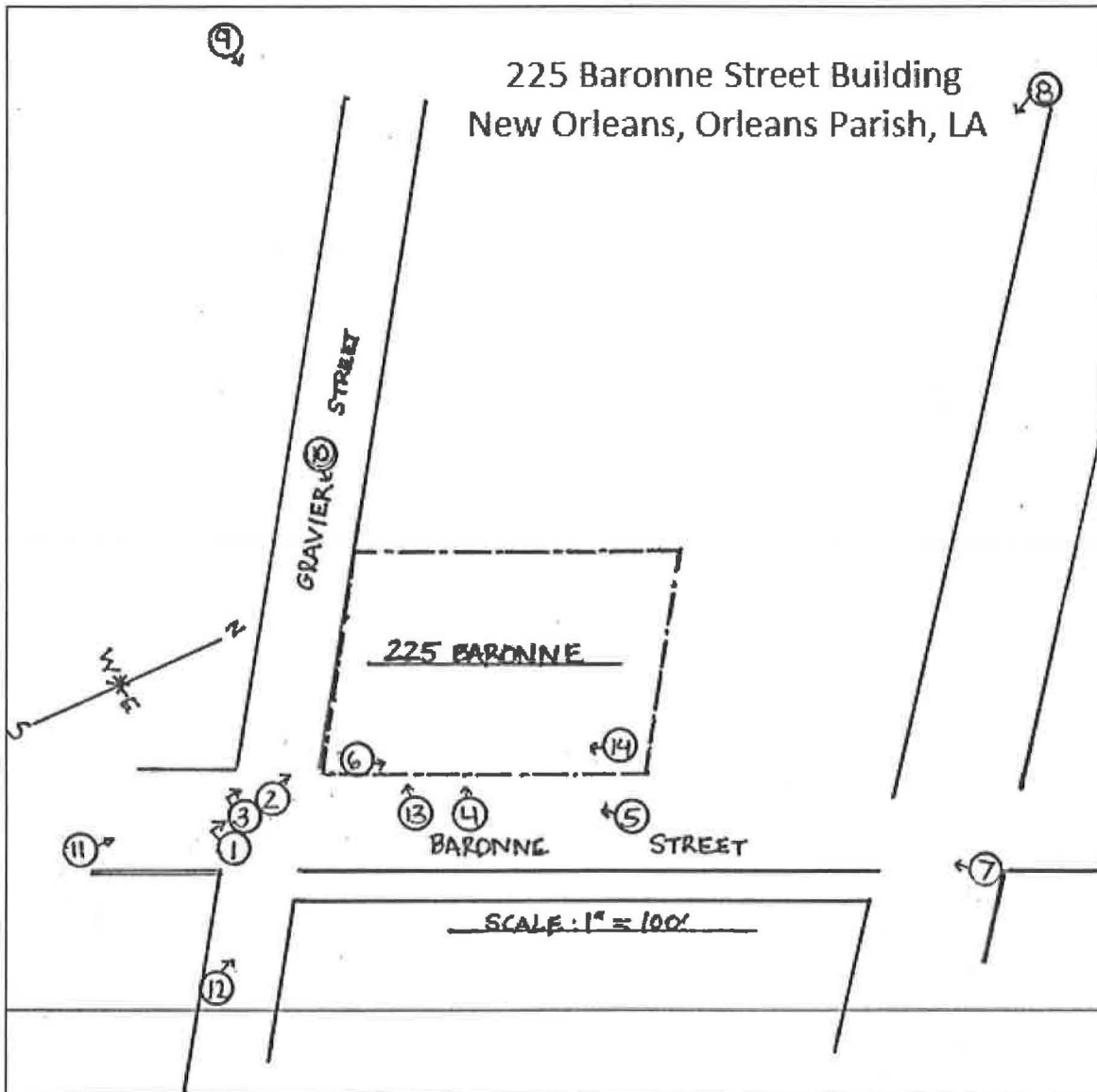
United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

| |
|--|
| 225 Baronne Street Building |
| Name of Property |
| Orleans Parish, LA |
| County and State |
| N/A |
| Name of multiple listing (if applicable) |

Section number Documents Page 26

Figure 1: Photo Sketch Map



United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

| |
|--|
| 225 Baronne Street Building |
| Name of Property |
| Orleans Parish, LA |
| County and State |
| N/A |
| Name of multiple listing (if applicable) |

Section number Documents Page 27

Figure 2 – A: Original Floor Plans – First Floor

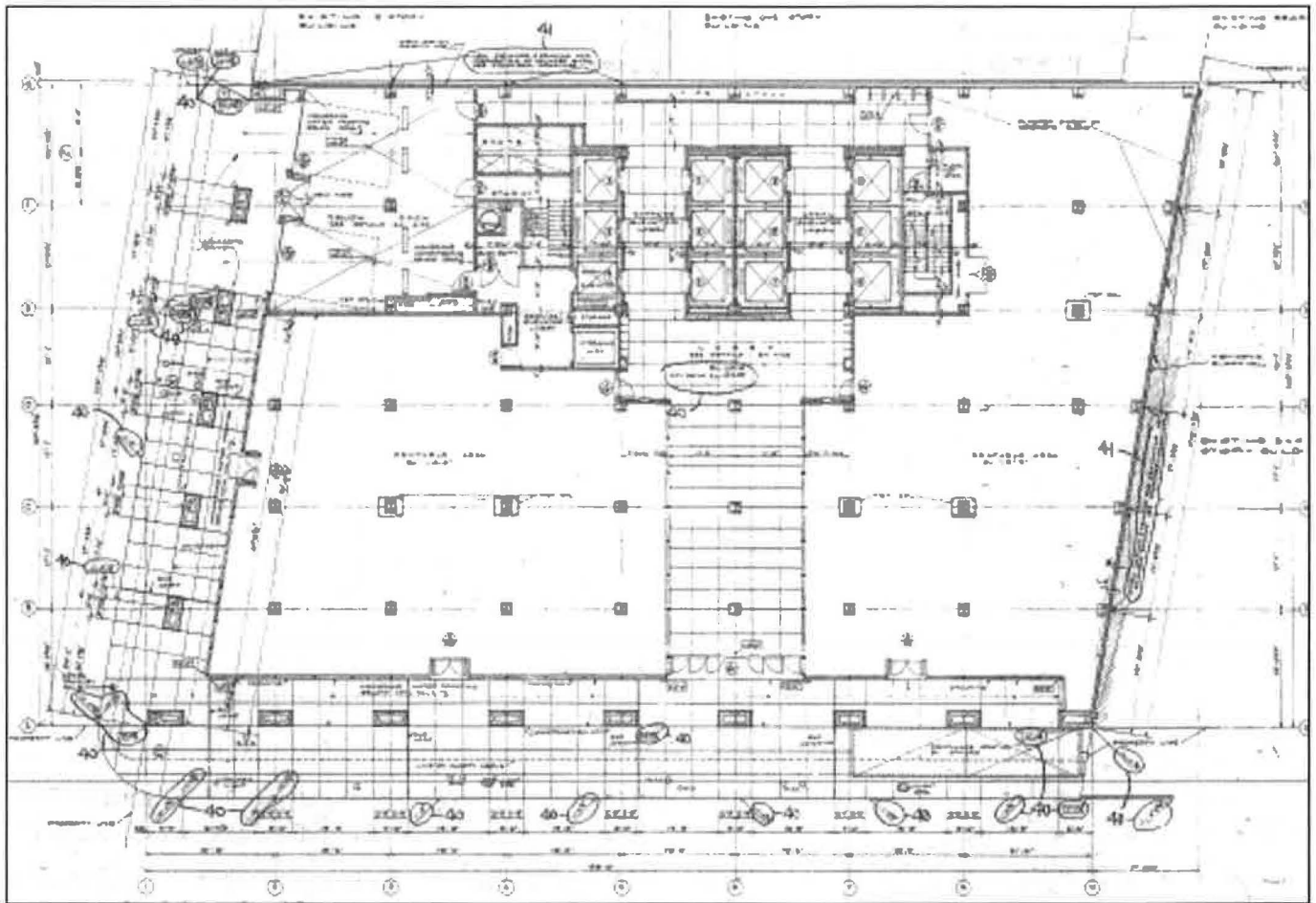


Figure 2 – B: Original Floor Plans – Second Floor

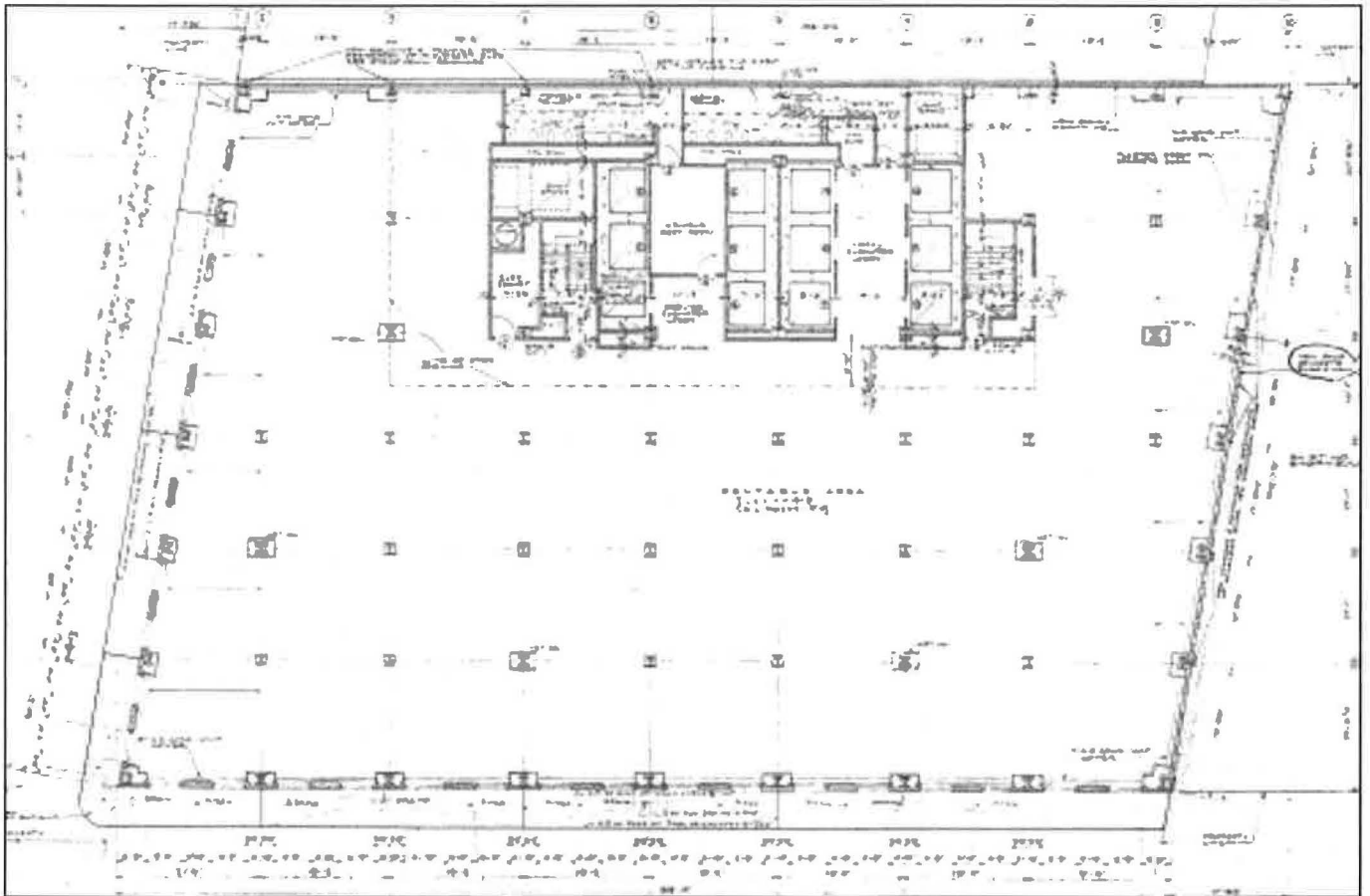


Figure 2 – C: Original Floor Plans – Mezzanine

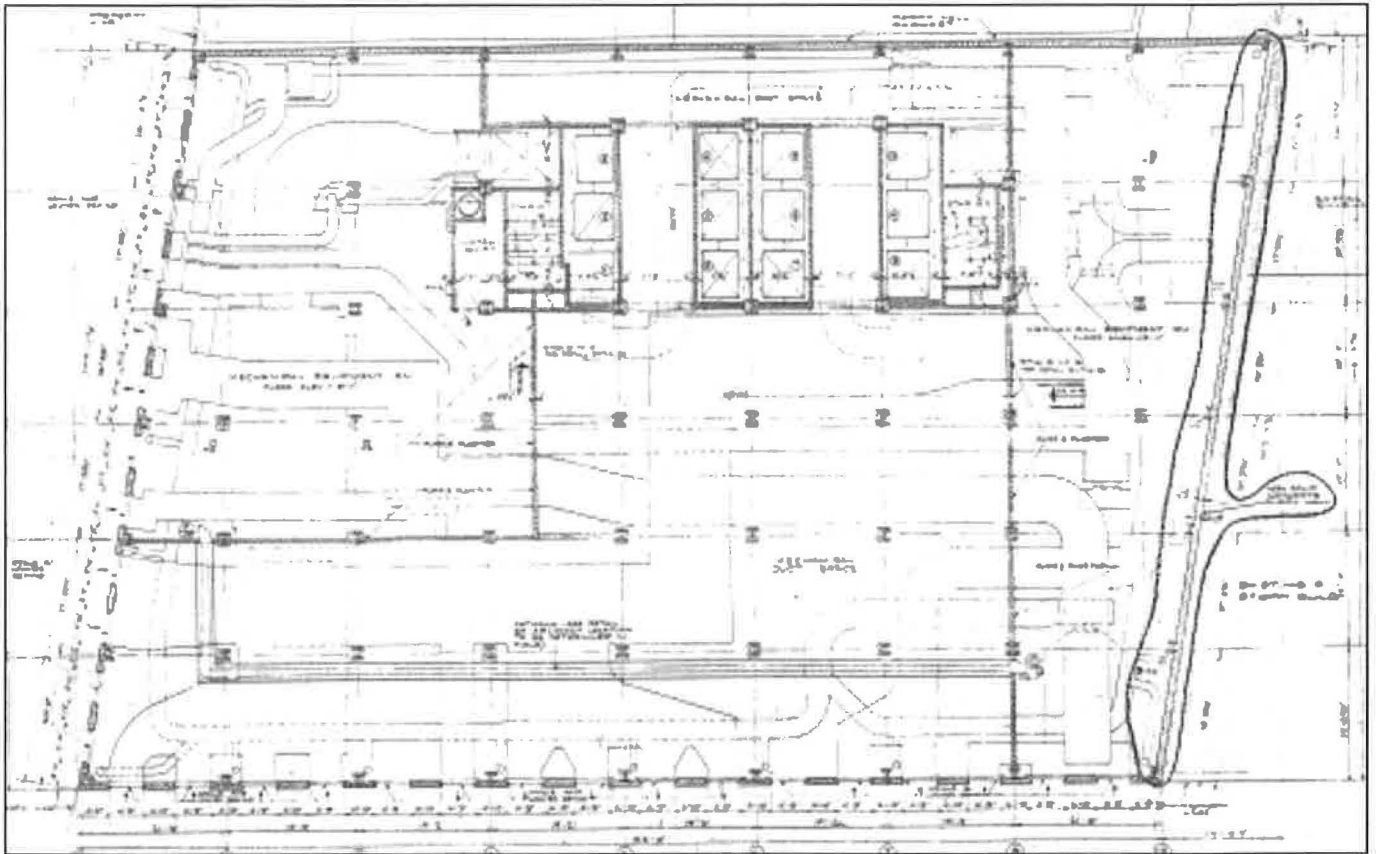


Figure 2 – D: Original Floor Plans – Third Floor

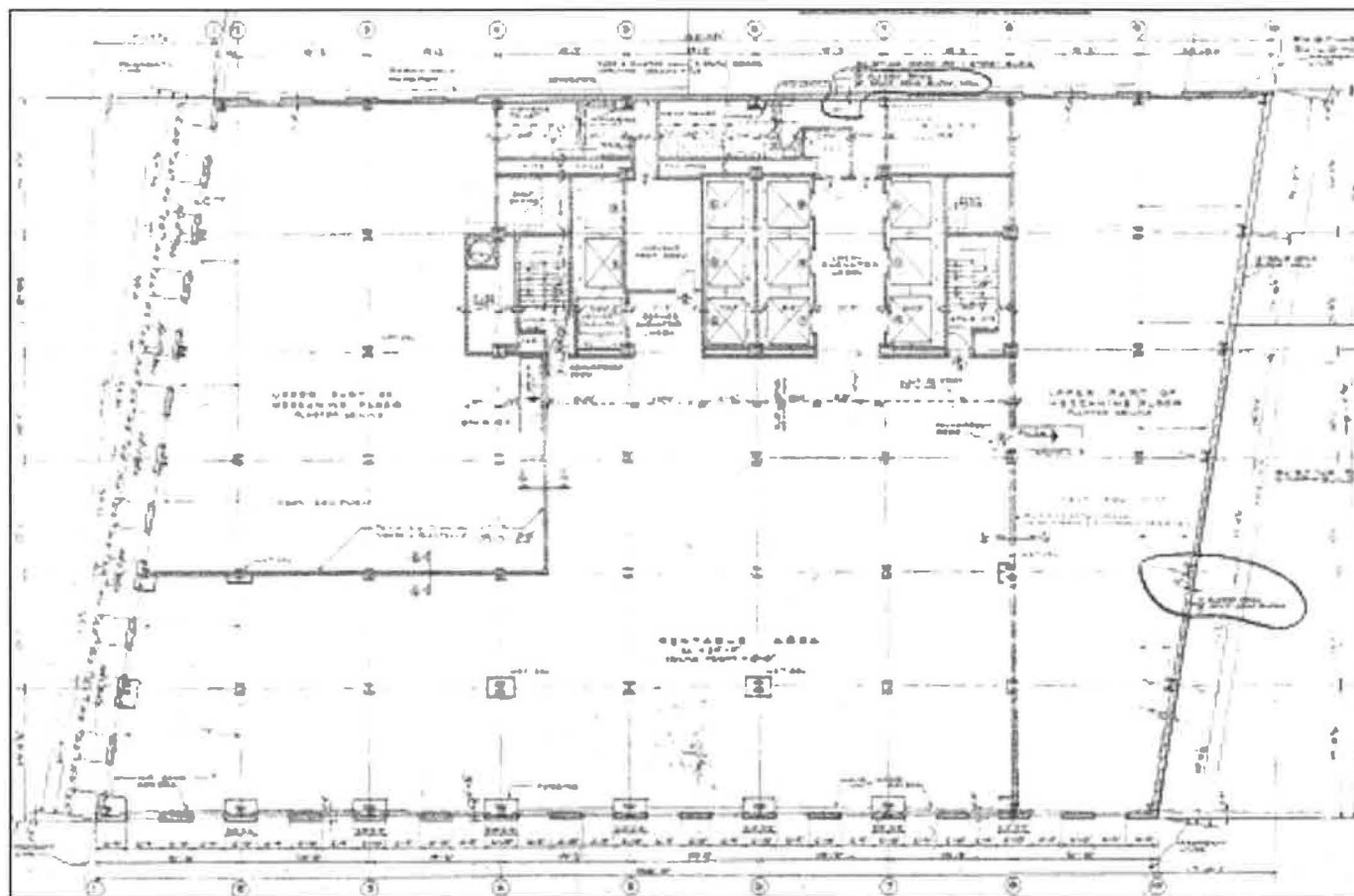


Figure 2 – E: Original Floor Plans – Floors 4 - 15

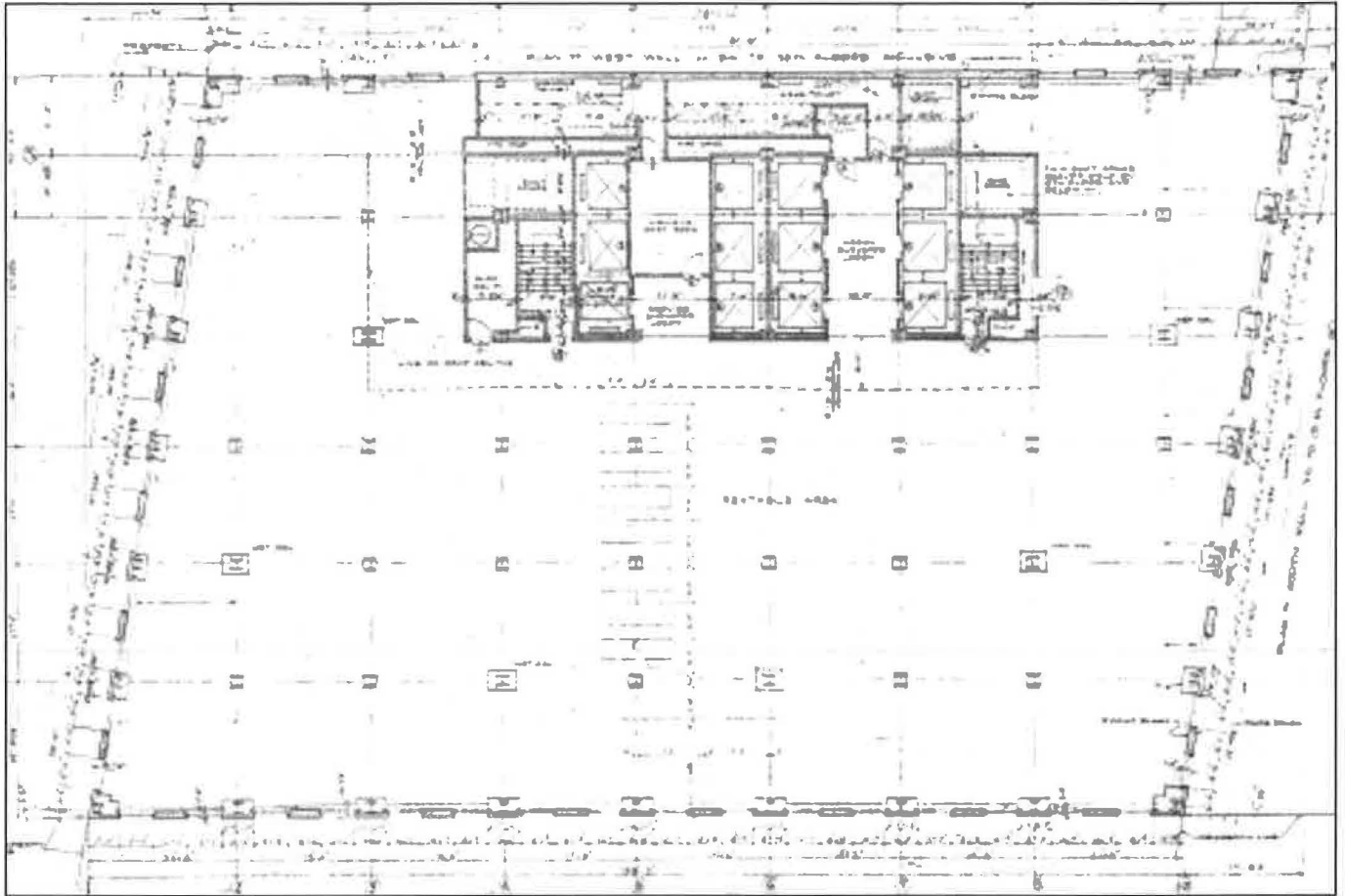


Figure 2 – F: Original Floor Plans – Floors 16 – 28

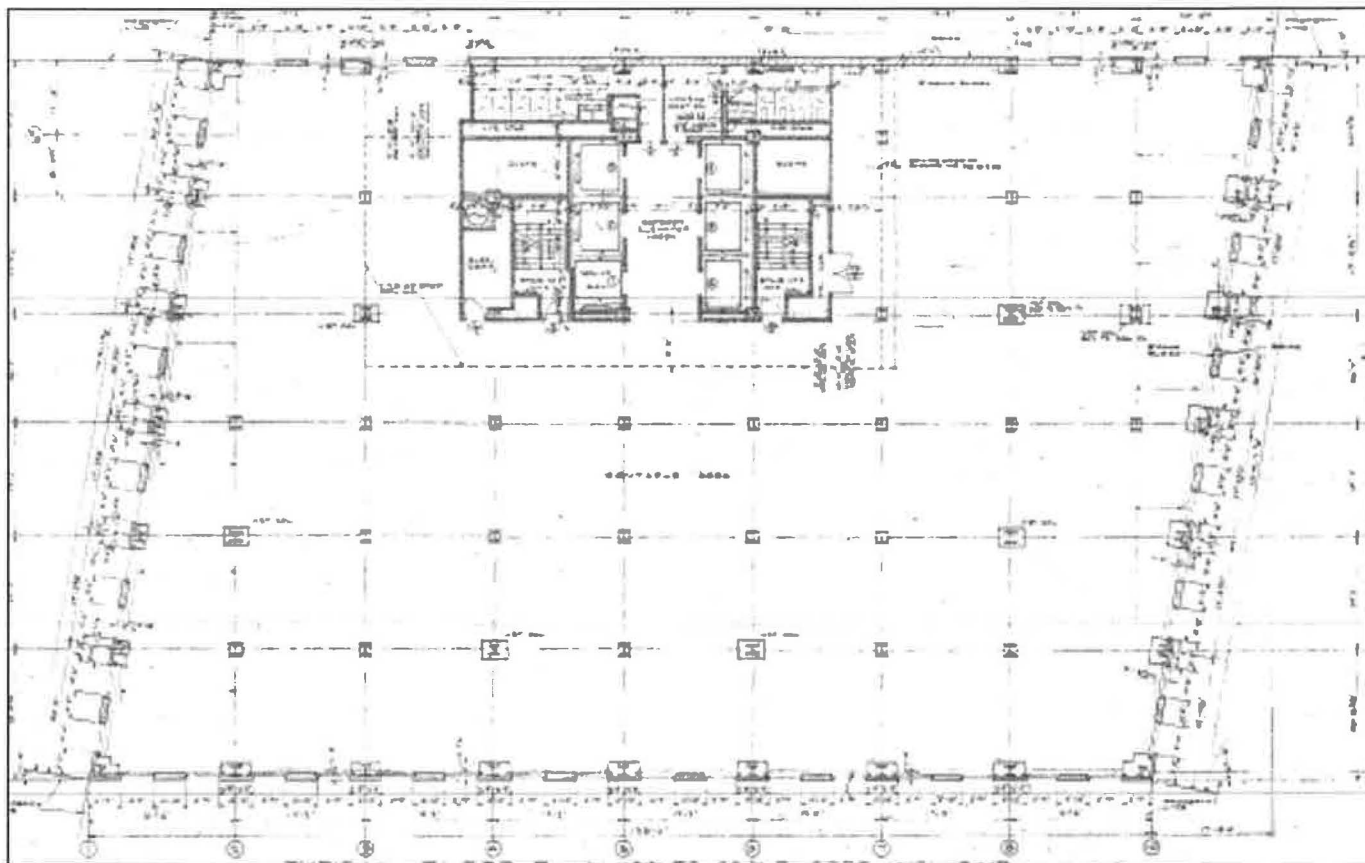


Figure 2 – G: Original Floor Plans – Roof

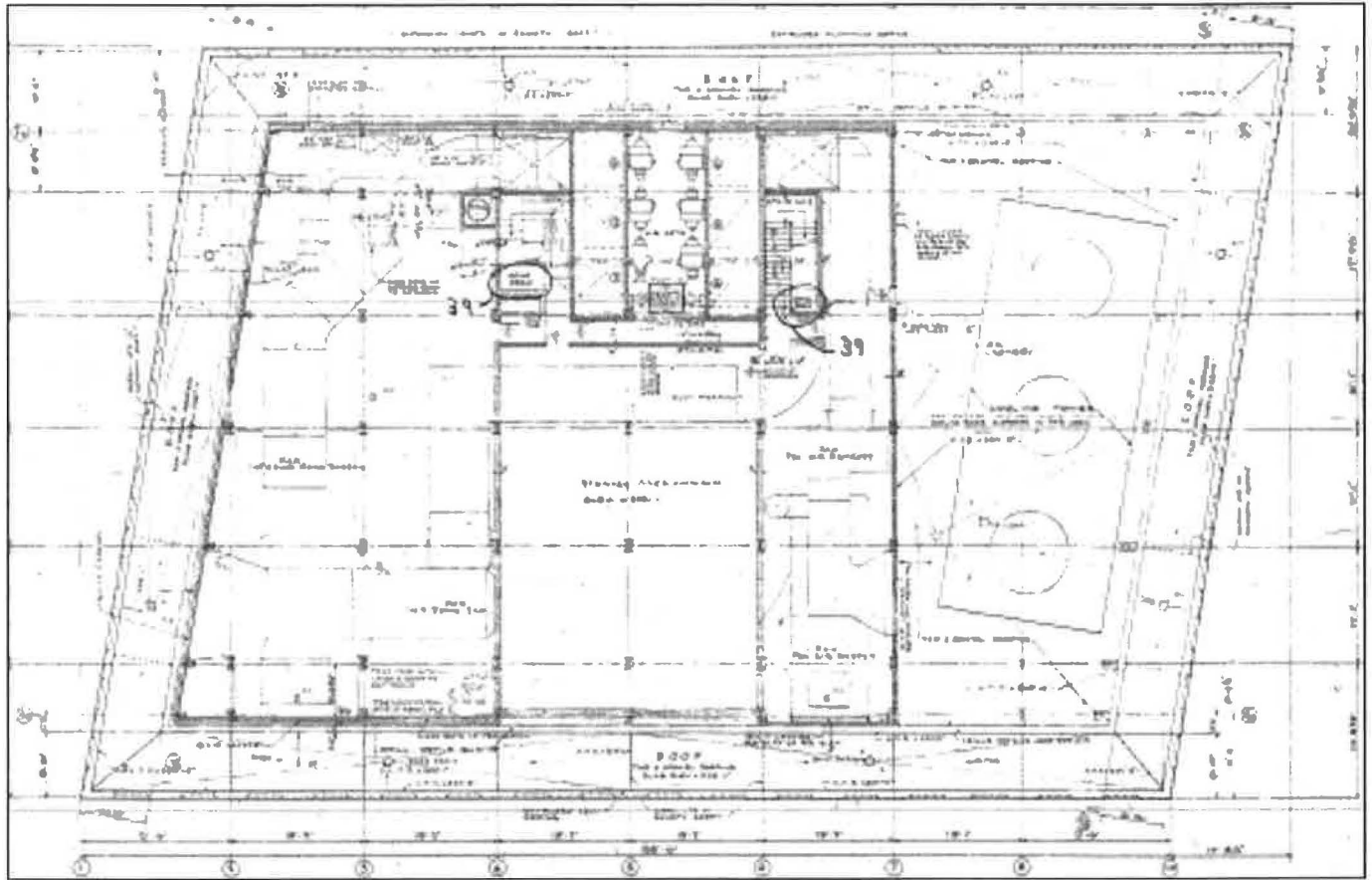
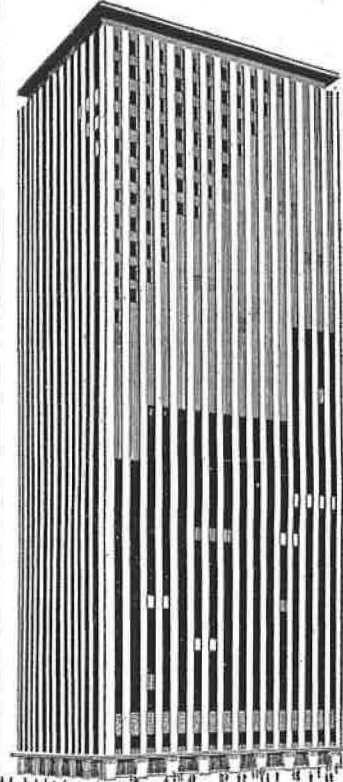


Figure 2: Advertisement, Times Picayune (January 28, 1962, p. 11)

YOU
deserve the best



225 BARONNE
NEW ORLEANS

LOUISIANA'S FINEST OFFICE BUILDING
OCCUPANCY SPRING 1962

CUSHMAN & WAKEFIELD
CALL NEW ORLEANS
524-1485

Figure 3: Advertisement, Times Picayune (November 4, 1962, p. 17)

new
space
tower
for
New
Orleans

225 Baronne

1962 November 4 1962

17

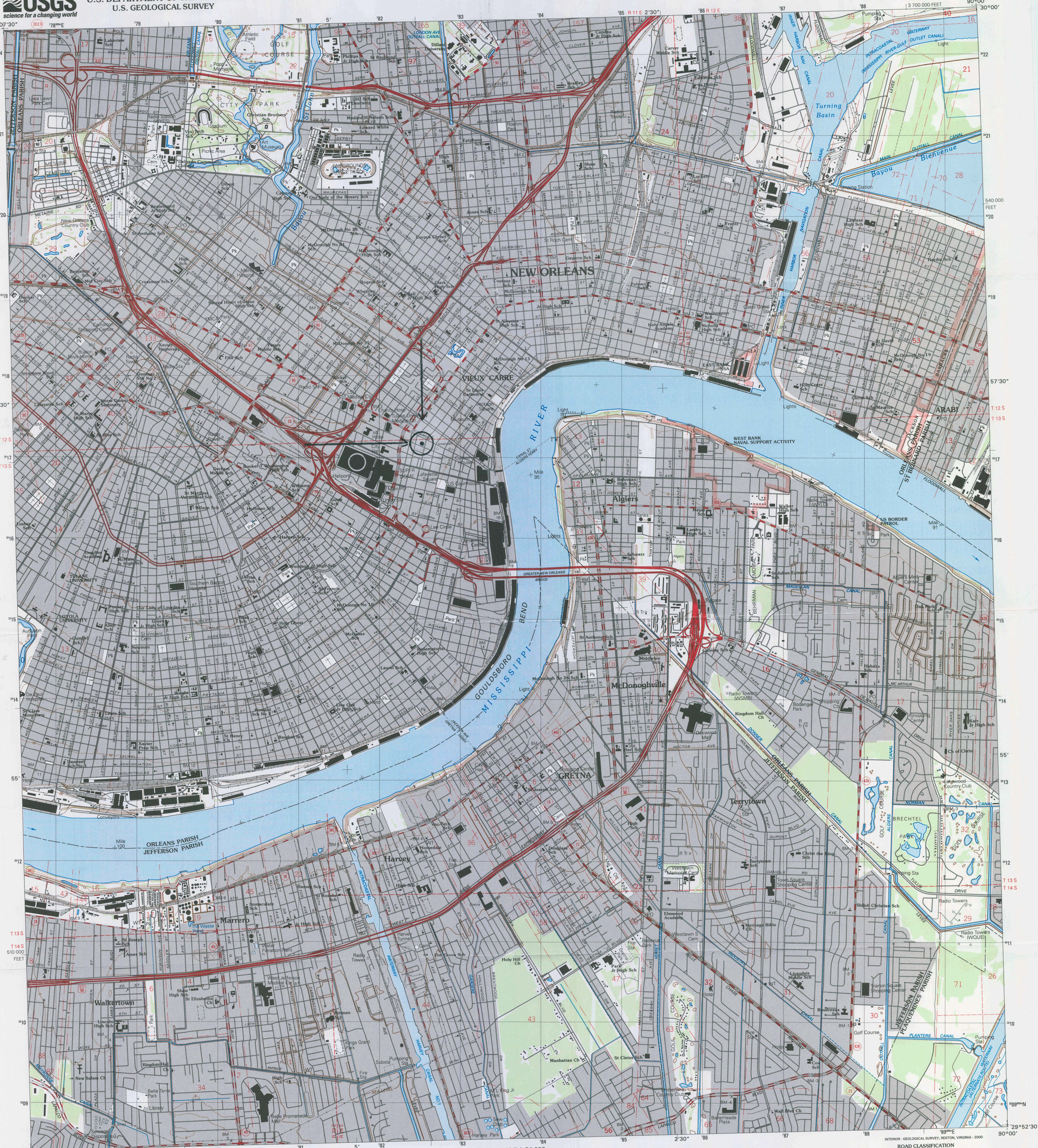
The advertisement features a black and white photograph of a tall, modern skyscraper under construction. The building is characterized by a grid of vertical columns and horizontal lines, creating a rhythmic pattern. The sky is dark, and the foreground shows the construction site with some structural elements. The text is arranged in a clean, sans-serif font, with the address '225 Baronne' prominently displayed at the bottom. A small date stamp '1962 November 4 1962' is visible in the bottom left corner, and the page number '17' is in the bottom right corner.

Figure 4: New Orleans Skyline, circa 1962, looking north from Lee Circle. The 225 Baronne Building is the tall building at center left.



Figure 5: New Orleans Skyline, circa 1962, looking east-northeast from the US90 overpass. The 225 Baronne Building is located center left.





Produced by the United States Geological Survey
 Topography compiled 1989. Planimetry derived from imagery taken 1998 and other sources. Public Land Survey System and survey control current as of 1991.
 North American Datum of 1983 (NAD 83). Projection and 1000-meter grid. Universal Transverse Mercator, zone 15 10 000-foot ticks. Louisiana Coordinate System of 1983 (south zone) North American Datum of 1927 (NAD 27) is shown by dashed corner ticks. The values of the shift between NAD 83 and NAD 27 for 7.5-minute intersections are obtainable from National Geodetic Survey NADCON software.
 This quadrangle covers a subsidence area. City of New Orleans and Orleans Parish are coextensive. Landmark buildings verified 1991.

UTM GRID AND 2000 MAGNETIC NORTH DECLINATION AT CENTER OF SHEET

SCALE 1:24 000

CONTOUR INTERVAL 5 FEET
 NATIONAL GEODETIC VERTICAL DATUM OF 1929
 TO CONVERT FROM FEET TO METERS, MULTIPLY BY 0.3048

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
 FOR SALE BY U.S. GEOLOGICAL SURVEY, P.O. BOX 25286, DENVER, COLORADO 80225
 AND LOUISIANA DEPARTMENT OF TRANSPORTATION AND DEVELOPMENT, BATON ROUGE, LOUISIANA 70804
 A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

QUADRANGLE LOCATION

| | | |
|---|---|---|
| 1 | 2 | 3 |
| 4 | 5 | 6 |
| 7 | 8 | |

1 Indian Beach
 2 Spanish Fort
 3 Little Woods
 4 New Orleans West
 5 Chalmette
 6 Lake Cataouatche East
 7 Bertrandville
 8 Belle Chasse

ADJOINING 7.5 QUADRANGLE NAMES
 LA 2018

ROAD CLASSIFICATION

- Primary highway
- hard surface
- Secondary highway
- hard surface
- Light-duty road, hard or improved surface
- Unimproved road
- Interstate Route
- U.S. Route
- State Route

NEW ORLEANS EAST, LA
 1998
 NIMA 7943 1E-SERIES V885

TOTAL RECOVERED FIBER

New Orleans, Orleans Parish, LA
 15 1782530 / 3317170

















Common

Baron

Two pedestrians walking on the sidewalk.

Two pedestrians walking on the sidewalk.

Several cars driving on the street.

Storefronts with signs, including one with the phone number 863-455.





BRICK FLOOR



















28

NOTICE
FLOORING
REPAIRS
PLEASE
KEEP
HALLWAYS
CLEAR
OF
OBSTACLES
AND
TRASH
AT
ALL
TIMES
THANK
YOU

25

24



24

23

NOTICE
FLOORING
REPAIRS
PLEASE
KEEP
HALLWAYS
CLEAR
OF
OBSTACLES
AND
TRASH
AT
ALL
TIMES
THANK
YOU

23











UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Building at 225 Baronne Street
NAME:

MULTIPLE
NAME:

STATE & COUNTY: LOUISIANA, Orleans

DATE RECEIVED: 7/26/13 DATE OF PENDING LIST: 8/16/13
DATE OF 16TH DAY: 9/03/13 DATE OF 45TH DAY: 9/11/13
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 13000694

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: Y PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: Y SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 9/10/2013 DATE

ABSTRACT/SUMMARY COMMENTS:

*Modernist skyscraper in Downtown, first to be built in center of CBD
and then fully occupied, primarily by contractors for new NASA
facility*

RECOM./CRITERIA Accept A

REVIEWER J. Gabbre DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



JAY DARDENNE
LIEUTENANT GOVERNOR

State of Louisiana
OFFICE OF THE LIEUTENANT GOVERNOR
DEPARTMENT OF CULTURE, RECREATION & TOURISM
OFFICE OF CULTURAL DEVELOPMENT
DIVISION OF HISTORIC PRESERVATION

PAM BREAU
ASSISTANT SECRETARY

July 23, 2013

TO: Mr. James Gabbert
National Park Service 2280, 8th Floor; National Register of Historic Places
1201 "I" Street, NW; Washington, DC 20005

FROM: Patricia Duncan, Architectural Historian, National Register Coordinator
Louisiana Division of Historic Preservation

RE: 225 Baronne Street Building, Orleans Parish, LA

Enclosed please find a nomination form with supporting materials for the above referenced property or historic district. Should you have any questions, please contact me at 225-219-4595.

PD/pld
Enclosures:

- 1 Original National Register of Historic Places nomination form
- NA Multiple Property Nomination form
- 1 CD with electronic images
- 1 CD with digital copy of nomination
- 23 Photograph(s)
- 1 Original USGS/NOAA map(s)
- 0 Location/Latitude-Longitude Maps
- 12 Sketch map(s)/figure(s)/exhibit(s) (included in Figures)
- 0 Piece(s) of correspondence
- 0 Other _____

COMMENTS:

- _____ Please ensure that this nomination receives substantive review
- X This property has been certified under 36 CFR 67
- _____ The enclosed owner(s) objection(s) do _____ do not _____ constitute a majority of property owners.
- _____ Other: