

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

RECEIVED 2260
MAY 01 2014
NAT. REGISTER OF HISTORIC PLACES

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.

1. Name of Property

Historic Name: International Trade Mart
Other Names/Site Number: World Trade Center
Name of related multiple property listing: n/a

2. Location

Street & Number: 2 Canal Street
City or town: New Orleans State: LA County: Orleans
Not for Publication: Vicinity:

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, 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 state local

Applicable National Register Criteria: A B C D

4-29-14

Signature of certifying official/Title: Pam Breaux, 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

International Trade Mart
 Name of Property

Orleans Parish, LA
 County and State

4. National Park Certification

I hereby certify that the 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: _____

[Handwritten Signature] 6-9-2014
 Signature of the Keeper Date of Action

5. Classification

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

	Private
x	Public – Local
	Public – State
	Public – Federal

Category of Property (Check only **one** box.)

x	Building(s)
	District
	Site
	Structure
	object

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

Contributing	Non-contributing	
1		Buildings
1		Sites
		Structures
		Objects
2	0	Total

Number of contributing resources previously listed in the National Register: 0

6. Function or Use

Historic Functions (Enter categories from instructions.): Commerce/Trade: business

Current Functions (Enter categories from instructions.): Vacant/Not in Use

International Trade Mart
Name of Property

Orleans Parish, LA
County and State

7. Description

Architectural Classification (Enter categories from instructions.): Modern Movement:
New Formalism

Materials: (enter categories from instructions.)

foundation: Concrete

walls: Glass, Metal

roof: Aluminum

other:

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

Constructed between 1964 and 1967, the International Trade Mart is a 33-story cruciform-shaped skyscraper standing on an irregularly shaped block at the foot of Canal Street where it meets the Mississippi River in downtown New Orleans (Orleans Parish). The building is in a commercial area and straddles the line between the French Quarter and the Central Business District. It is adjacent to the Port of New Orleans, to the Public Belt Railroad tracks, and has easy access to major traffic arteries. The reinforced concrete building's exterior is sheathed in precast concrete aggregate panels and glass windows. The concrete panels have vertical fins on their edges that project slightly from the surface to hold horizontal aluminum louvers to shade the windows. The style of the building is New Formalism. Although it is vacant, the building has undergone few exterior or interior changes and retains a high degree of exterior and interior integrity. The building's significance under Criterion A: History, in the area of events that have made a significant contribution to the broad patterns of our history, and exceptional significance under Criteria Consideration G is explained in the appropriate section of this document.

Narrative Description

General Background

Although the International Trade Mart (ITM) is less than fifty years old, the Louisiana National Register Coordinator has permitted an application for National Register listing for its exceptional significance. The National Register listing is being sought because the property developer seeks rehabilitation through the federal and state historic tax credit programs.

Description

Constructed between 1964 and 1967 and formally dedicated on April 30, 1968, the International Trade Mart (ITM) is a thirty-three-story commercial building designed by Edward Durell Stone and prominently situated at the foot of Canal Street where the street meets the Mississippi River. The building sits on a nearly rectangular-

International Trade Mart

Name of Property

Orleans Parish, LA

County and State

shaped block bounded by Canal Street, Convention Center Boulevard, Poydras Street, and the river in the heart of downtown New Orleans between the French Quarter and the Central Business District, the city's commercial heart. Its location is a mere block from the historic U.S. Custom House on Canal Street that was completed in 1881. The ITM's prestigious location where a major artery meets the river gives it unmatched visibility from land and because of its position on a curve of the Mississippi it has exceptional prominence to ships approaching from both directions.

On the ITM's river side to the east is Spanish Plaza (contributing) and the Public Belt Railroad that links the river's wharves. The railroad's tracks run through the riverside wing of the cruciform-shaped ITM at ground level. Initially known as Eads Plaza, Spanish Plaza was redesigned and renamed when the ITM was built. The *Times Picayune* (October 2, 1963) reported that by agreement with architect Stone, "The government of Spain will give New Orleans' new International Trade Mart complex a 'monumental fountain' and decorate the surrounding plaza area." The land sides of the ITM are grass-covered and dotted with small trees. Originally the Canal Street side of the building was known as the Place de France and included a statue (now relocated) of Joan of Arc, which was a gift from France. These surroundings were intended to emphasize the ITM's international credentials.

The cruciform-shaped ITM building is carried on spiral piles driven up to 200 feet into the ground to find anchorage in stable clay strata. The building has a reinforced-concrete structural frame and floors. In plan and elevation the ITM is composed of four identical wings extending from a central service core and the wings face the cardinal points of the compass. In its vertical organization the building follows the late nineteenth century tripartite formula established for high-rise structures by Louis Sullivan. It consists of a base, middle, and concluding element, or cap. For the ITM the formula is interpreted in a thoroughly modern fashion and the building's modern design and materials identify it as a New Formalist structure.

The double-height "base" follows the cruciform shape of the building although the eastern wing that faces the river is open at ground level to accommodate the tracks of the Public Belt Railroad. On the other three sides, the base's entrance lobby is enclosed by dark-tinted glass walls. A projecting flat canopy consisting of a concrete slab supported by painted steel square columns shades the base. This canopy wraps the entire building and forms a covered walkway on three wings. The canopy is edged in aluminum and serves as a balcony for the third floor. An aluminum railing edges the balcony. The canopy makes clear the distinction between the two-story "base" and the building's "middle" of 28 stories. The base's dark-colored glass walls and the shadow created by the canopy overhang distinguish the base from the lighter colored upper floors so that from a distance the tower appears to hover above the ground. Not only does this express the ITM's technological reliance on its structural frame rather than a solid masonry base, the visual effect that the tower is free-floating is an aesthetic hallmark of New Formalist buildings. The building's entrance faces Convention Center Boulevard and consists of simple glass doors that blend with the glass walls. This understated entrance is another feature of New Formalism.

Above the base, the building has four wings in a cruciform shape. Thus, the building has a total of twelve sides, all of which are virtually identical. The wings rise twenty-eight stories to form the middle section of the building. The building's four wings are wider at the central core and taper slightly as they extend out. This middle section of the building is sheathed in a curtain wall composed of two-lite, aluminum-framed glass windows that alternate vertically with panels of precast exposed aggregate concrete panels. The panels and the windows rise up the building as vertical bands, emphasizing the structure's height, and are framed by projecting concrete panel vertical fins. The fins project slightly from the surface to hold narrow and closely spaced horizontal aluminum louvers that, from the fourth story to the thirtieth, shade the windows and screen the interior from direct sunlight in order to reduce air-conditioning costs. There are no louvers over the windows at

International Trade Mart

Name of Property

Orleans Parish, LA

County and State

the third story so that the balcony on the upper surface of the canopy can be accessed. The top thirtieth story is mostly glazed and without louvers so that its dark-tinted windows form a band around the tower and a horizontal counterbalance to the building's soaring verticality. This middle section of the building finishes at a flat, projecting, concrete canopy. Although the building relies on the reinforced concrete frame for its structure, it does not display externally this structural frame. Instead, the building's curtain wall surface forms the aesthetic, with the metal louvers giving texture and color.

The dark-tinted windows of the thirtieth story, below the canopy, make that story appear to recede, which conveys the impression that that the horizontal plane of the canopy and everything above it hovers over the tower's middle section. Above the canopy is a single story that is partially enclosed and has windows, and is topped by another projecting canopy, although this time its extension is shallower than the canopy below. The building then concludes with a cylindrical element. The projecting canopies (especially the lower, larger one) in combination with the cylindrical element give the impression that the building is crowned by a top hat. The thirty-first and thirty-second floors contain mechanical equipment and are clad in louvers. The upper part of the cylinder (the thirty-third floor) accommodated a cocktail lounge surrounded by a glass-enclosed platform. The platform revolved 360 degrees every 55 minutes to provide dramatic views of the city, the Mississippi River, and the busy port.

In terms of overall form and design, Stone, who was a modern classicist, asserts here a mid-twentieth century focus on classical symmetry and order in the building's rhythm of vertical and horizontal elements. In a modern way, the ITM references the city's plethora of historic classical architecture.

The building contains 670,000 square feet of office and commercial space. The entrance lobby, which is in very good condition, has terrazzo floors, walls of white Italian marble in panels that are separated by vinyl strips, and the columns are clad in Verde Antique Italian marble. The white Italian marble on the floor is laid in large pieces of marble shaped like each of the four wings of the building. Circulation systems are in a central core of ten high-speed elevators (nine for the public and one service elevator) with bronze doors. A pair of escalators that link the lobby to the second and third floors has aluminum handrails. Tall, thin sections of marble are used at the center of the second floor level as screening.

The building's cruciform shape with its greater amount of surface area allowed natural light into the interior, and the windows on its twelve sides afforded views to the river and the port, as well as the city. Office floors reach eleven-and-a-half feet in height and have suspended acoustical ceilings and recessed lighting. Interior partition walls were of gypsum board on steel studs so that they could easily be moved to provide flexibility of interior space. The thirtieth floor--the uppermost floor of the building's middle section--housed the Plimsoll club (named for Samuel Plimsoll, who devised the Plimsoll line for indicating a ship's maximum draft), a business and social hub. Spaces for receptions and dining were accommodated on this floor and the ITM used these rooms for official hospitality functions.

Although the ITM building has experienced some changes and has suffered from neglect since it was last occupied in 2012, these are mostly superficial and do not impact the integrity of the building. An exterior glass elevator (not original to the building) to the viewing platform on the thirty-third floor was removed in 2001. The ceiling of the canopy at the building's second story has lost much of its paneling and a few lobby level windows are boarded up. Interior office spaces have been reorganized, but these were designed for such with the movable wall partitions. Some of the office floors have had their interior partitions removed, such as on the 3rd floor (see photo 11).

International Trade Mart
 Name of Property

Orleans Parish, LA
 County and State

The ITM building retains integrity of location, design, materials, workmanship, association, and feeling. It has partial integrity of setting because the area around it has changed slightly. Some of the older historic buildings, both those built before the ITM and those built contemporaneous with the ITM, have been replaced with newer buildings. However, the building's setting close to the river at the foot of Canal Street remains. Because of this very minor integrity issue and the relatively few changes made to the exterior and interior of the building, the International Trade Mart is eligible for listing on the National Register.

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.)

x	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.
x	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:

	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
x	G	Less than 50 years old or achieving significance within the past 50 years

Areas of Significance (Enter categories from instructions.): Commerce; Architecture

Period of Significance: 1964-1968

Significant Dates: 1964-1968

Significant Person (Complete only if Criterion B is marked above): n/a

Cultural Affiliation (only if criterion D is marked above): n/a

Architect/Builder (last name, first name): Stone, Edward Durell (architect); Hall, Robert Lee (associate architect); Furno, Vincent (project architect); Southern Builders, Inc (contractor); Eller and Reaves (structural engineers); Weil, Leo S., and Moses, Walter B. (structural engineers); Martin, Roy B. (mechanical engineer)

Period of Significance (justification)

International Trade Mart

Name of Property

Orleans Parish, LA

County and State

Criteria Considerations (explanation, if necessary)

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

Although not fifty years of age, the International Trade Mart (ITM) qualifies for the National Register under Criteria A and C. The ITM was conceived and built to stimulate and promote international trade through the port of New Orleans. The building illuminates and reinforces the selection in 1718 of the site for New Orleans for its potential as a trading post and maritime port. Over the following centuries, international trade built New Orleans. The ITM building provided a headquarters for commercial and trade organizations, foreign consulates, maritime law firms, shipping companies, and diplomatic and trade related meetings and functions. Begun in 1964 and completed in 1967, the ITM played a major role in the growth and commercial activity of the port. Its purpose and significance is underlined by its prestigious site in the heart of New Orleans at the center of the port and in its accessibility to the city's business and cultural districts. In order to highlight New Orleans as one of the nation's foremost ports for international commerce and the crossroads of trade between the nation's interior and the world, master architect Edward Durell Stone gave the building a cruciform shape with four wings pointing to the four corners of the world. The building's setting and shape illustrate and symbolize its function as well as the city's role as a center for global trade. The symbolic importance of the ITM to the port and to the city of New Orleans cannot be over-estimated. The building was meant as a milestone to commemorate past growth and as a tool to stimulate future growth. Additionally, it is an impressive example of Edward Durell Stone's mature work. For these reasons, the building is eligible for listing at the local level under Criteria Consideration G: exceptional significance. The period of significance encompasses the design and construction of the building.

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

Criterion A: Commerce and Criterion C: Architecture

The Port of New Orleans

Situated where the Mississippi River reaches deep water, New Orleans' strategic location made it the gateway between the nation's interior and the world. Commerce between the Caribbean, Africa, and Europe was established within a decade after the city was founded in 1718. Soon products from the nation's interior were being shipped to markets overseas through the port of New Orleans. By the mid-nineteenth century, New Orleans was the second largest port in the nation and the fourth largest in the world. Steamboats and, later, railroads, contributed to the success of the port, which served a 14,500-mile inland waterway system. Port activity slowed during the Civil War, but after it rebounded in the 1890s the amount of cargo was more than the city officials could regulate. In response, in 1896 the state legislature created a Board of Commissioners of the Port of New Orleans to manage and maintain the flow of trade through the port. The Board of Commissioners assumed control of the public wharves in 1901, and between that year and 1950, added around seven miles of wharves, a terminal grain elevator, a public commodity warehouse, and warehouses for coffee and bananas. Exports and imports included grain, cotton, coffee, and sugar. Completion of the Public Belt Railroad in 1908 united all the railroads serving the port. To further expand the potential of the port, the Inner Harbor Navigation Canal was completed in 1923 to connect the Mississippi River to Lake Pontchartrain and form a link in the Gulf Intracoastal Waterway system.

International Trade Mart

Name of Property

Orleans Parish, LA

County and State

The port flourished during World War II, notably as a supply base for armies overseas. Where the total tonnage handled by the port in 1939 was approximately 16,300,000, it had grown to 25,200,000 by 1945. There was a slight decrease in 1946, but tonnage had bounced back to almost 30,000,000 by 1947.

In 1950, the Board of Commissioners of the Port of New Orleans produced a report, *A Long-Range Program for the Development of the Port of New Orleans*, describing the expansion and updating of the port's docks and warehouse facilities. It was noted that the "Port holds a most strategic position in the path of maritime trade routes, connecting, as it does, the region of greatest productivity in the United States, the Mississippi Valley, with the markets of the world, particularly in Latin America and the Orient. [The port] has come now to be recognized as one of the ranking ports of the world." Moreover, it was clear that because New Orleans had no significant manufacturing base the success of the port depended on transshipment of goods rather than goods produced locally. Consequently, a trade mart was essential to the port's and New Orleans's viability and prospect for growth. As James B. Kenyon states in his analysis of American ports (*Economic Geography*, January 1970), "It is no accident, therefore, that New Orleans pioneered in the consolidation of port-associated business in a single office structure, the International Mart, located appropriately at the foot of Canal, the main street of the city."

The enormous expansion of port activity between 1955 and 1964 is outlined in Daniel S. Juhn's study, *Growth and Changing Composition of International Trade through the Port of New Orleans, 1955-1964*. He reports that in 1955, New Orleans was the largest port in the United States in dollar volume of trade, with exports overshadowing imports. He noted that "Foreign trade has always been of vital importance to Louisiana, and the economic development of the state has been closely tied to the growth of the Port of New Orleans. A review of the data concerning foreign trade through the Port of New Orleans in the ten year period 1955-1964 indicates that growth is the main theme." New Orleans' percentage growth in waterborne foreign trade in this period grew by 42.4 percent and was exceeded only by Chicago. For both ports, grain was a major export commodity. Major export tonnage for New Orleans also included chemicals and petroleum products.

When the ITM building was under construction in 1965, the increase in port activity was fourfold in terms of dollar value, according to John A. Reinecke and Vincent Maruggi (*Performance of the Port of New Orleans, 1965-1978*). During this period of growth items of exports through New Orleans were bulk grains, organic chemicals, tractors, and coal. Imports included petroleum, steel products, and coffee. In 1967, New Orleans ranked second in the nation after New York for the total value of exports and imports.

International House and the International Trade Mart

The idea for a trade mart in New Orleans has a long history. A trade mart was first proposed in 1910, but several attempts to establish one had met with little success. In 1943, when the port was booming as a supply base for World War II, a group of New Orleans' civic and business leaders established a non-profit organization named International House. The goal of the organization was to ensure that New Orleans retained its place as a global port. The organization rented a building where they could meet with business leaders and government officials from all over the world. As well as promoting and bolstering international commerce, the organization dedicated itself to peace, trade, and international understanding. Several of the organization's members soon had bigger commercial goals and two years later they formed a partner non-profit organization, the International Trade Mart, a center where manufacturers could display and sell both domestic and foreign goods. Chartered in November 1945 the Trade Mart's goal was to "add wealth and jobs" through international trade and port activities. It was the first such organization in the United States and the first of what today are 289 similar

International Trade Mart

Name of Property

Orleans Parish, LA

County and State

organizations in 85 countries. International House and the International Trade Mart were intended to complement each other.

In 1948, the Trade Mart opened in a building (since demolished) in downtown New Orleans and within months all of its space was occupied with goods and products from 32 states and 26 foreign nations. *Foreign Commerce Weekly* (December 13, 1949) commented that “the International Trade Mart forms the final link in the export-import machinery and facilities of America’s second greatest port – New Orleans.”

The two organizations also wanted to ensure that New Orleans serve as the nation's principal port for trade with Latin America. These goals were shared by Mayor deLesseps S. Morrison, who was elected in 1946. In his memoir, *Latin American Mission: An Adventure in Hemisphere Diplomacy* (1965), he records that “I determined to make the New Orleans port as busy in peacetime as it had been in wartime” and to “increase Latin American trade through the port.”

Success of the Trade Mart motivated plans for a new building that would accommodate the functions of the International Trade Mart and those of International House, and symbolize the port’s success. At an organizational meeting on September 11, 1957 in the city’s Council Chamber, a committee (which included Mayor Victor Schiro) was formed to consider creating an International Center of Trade and Culture in New Orleans. The committee’s preliminary proposal recommended a site at the foot of Canal Street. “The site offers an ideal location for the hub of a vast international, diplomatic and trade relationship with our neighboring countries...All of the assets that the International House and the International Trade Mart now possess would be consolidated in an edifice facing Canal Street.” According to the report, the proposed site had the advantage of being “at the junction of several future main traffic arteries, a feature which will provide easy and quick access to the proposed interstate highways system, the new Mississippi River Bridge [opened in 1958], Moisant Airport [1946, and expanded in 1959] and the City Business District.” Moreover, the site had “accessibility to our vast port facilities and import-export activities.” The report concluded that “The International Center would create a world famous example of urban redevelopment and a focal point for world trade.” A news item in *The Daily Journal of Commerce* (March 1958) noted that it was recommended that the ITM building be “set up in such a manner that the organization at New Orleans would become world headquarters with New Orleans facilities furnishing leadership.”

By 1958, the Trade Mart had two squares under option at the site where the ITM would eventually be built. To move the project forward, architect Edward Durell Stone was invited to New Orleans to confer with members of the building committee about a design. He arrived on Monday, August 4, 1958. Trade Mart president William G. Zetzmann announced that “Our new project will be a symbol in stone and steel. It will mean that New Orleans has enlisted for the duration in the economic war Russia has declared upon the West.” (*Times Picayune*, August 3, 1958). This was the era of struggle for world dominance and the beginning of the Space Age marked by the Russian launch of Sputnik a year before. New Orleans, at least in the eyes of the committee, was at the forefront of the Cold War.

To signify the building’s importance, the Trade Mart and International House desired a building that was distinctly modern by an internationally famous architect. That Stone was selected to design this “temple to international trade” speaks to the symbolic as well as the functional importance of the ITM building. In August 1958, five months after his appearance on *Time* magazine’s cover, Edward Durell Stone arrived in New Orleans by invitation of the committee. On visiting the proposed site for the ITM building, Stone declared it “spectacular” and that the building would be “a marker that could be viewed the whole length of Canal Street.” (*Times Picayune*, Tuesday, August 5, 1958). The newspaper also reported that Stone “would look for a solution truly indigenous to New Orleans.” Later, in his autobiography (1970), Stone described the site and the

International Trade Mart

Name of Property

Orleans Parish, LA

County and State

impact of the building, “This great plaza for the Trade Mart is at the foot of Canal Street and for the first time gives visitors and residents a view of the river, which had been blocked by a continuous circle of warehouses. Now New Orleans will have a true gateway to the city, directly on the river which plays such an important role in its economic life.” Lloyd J. Cobb, ITM vice-president and chairman of the building committee added that “It must be a temple to international trade, unique the world over. There will be only one International Trade Mart in the world and that one will be right here.” Stone was officially retained to design the ITM building on Monday, August 5, 1958. His first design drawn up in 1958 was a 19-story rectangular building with a circular arcaded piazza for the river side of the building and an accompanying exhibition hall (*Progressive Architecture*, May 1959).

The site fulfilled all the functional and symbolic needs of the ITM in its accessibility to the port and railroad and in its physical visibility. The importance of this carefully chosen site added to the building’s significance. It was as iconic as the architect and one that broadcast the ITM’s and International House’s mission and ambitions. The ITM is a prominent part of the city’s skyline and an unmistakable landmark for arriving and departing ships.

The project stalled until the entire site at the base of Canal Street, several parcels of which were owned by the city of New Orleans, the Board of Commissioners of the Port of New Orleans, and two railroads, was available and negotiated, and financing arranged with city-issued revenue bonds. This was finalized in 1963 under ITM director Clay Shaw. However, with the extraordinary growth of the port and its related activities the ITM’s directors realized that Stone’s original scheme of 1958 was too small for their needs. He was asked to submit a design for a much larger building, but without the separate exhibition hall. (The design for that building, known as the Rivergate, was awarded to another architecture firm, Curtis and Davis). Stone created the unusual and symbolically-shaped building with its four wings pointing to the four corners of the world. It is the most original of all the buildings later designed for international trade centers in the United States.

Even before construction began, the *Times-Picayune* (October 27, 1963) noted that two-thirds of the rentable space was already spoken for and concluded that the building would also bring to its riverside location, “A whole new look for a long-neglected end of Canal Street and possibly a revitalization of the entire area adjacent to the riverfront.” The ITM building transformed a depressed area of dilapidated buildings and warehouses into a prestigious address.

Although the ITM was completed in 1967, the official dedication was delayed until April 30, 1968, in a joint ceremony with the adjacent and just-completed Rivergate. The *Times Picayune* reported that dignitaries from more than twenty countries, business and civic leaders, and delegates to the Organization of American States (who were meeting in New Orleans at the same time) participated in the dedication.

In 1985, the two organizations -- International House and the International Trade Mart -- merged to form what is now called the World Trade Center. At that time the International Trade Mart building was renamed the World Trade Center (WTC). Today, the World Trade Center is a non-profit organization of corporations and individuals dedicated to promoting international trade and the port of New Orleans. It sponsors trade missions to Latin America and the Caribbean nations, organizes trade shows, conducts educational programs and seminars, and hosts dignitaries and visitors from New Orleans’ trade partner nations.

In the oil boom years of the 1970s and early 1980s, the ITM building was a vibrant place, but in the lean years following the oil bust and the construction of new office buildings in the Central Business District, the building languished and, slowly, commercial offices, law firms, and foreign consulates began to vacate the building. From the late 1990s, various plans were proposed to develop parts of the building into a hotel, but these were

International Trade Mart

Name of Property

Orleans Parish, LA

County and State

abandoned following the 9/11 terrorist attacks, the related decline in tourists, Hurricane Katrina in 2005, and the economic recession of the next few years. In 2009, the few remaining tenants were asked to leave the building and today it is empty. In March 2012, the city of New Orleans closed on a purchase agreement to buy out the lease of the building.

Edward Durell Stone

Born in Fayetteville, Arkansas, in 1902, Edward Durell Stone attended the University of Arkansas from 1920 to 1923, after which he moved to Boston where his brother was an architect. Stone worked as a draftsman for Henry R. Shepley while studying at the Boston Architectural Club. In 1925, Stone was awarded a scholarship to the Department of Architecture at Harvard University, but transferred to Massachusetts Institute of Technology a year later. There he studied architecture under Jacques Carlu who was, according to Stone, “beginning to experiment with modern design.” (Edward Durell Stone, *The Evolution of an Architect*).

In 1927, Stone won a Rotch Travelling Fellowship and spent the next two years in Europe, where he made a point of visiting modern buildings. “When I went abroad I was eager to see the new architecture which was beginning all over Europe.” These buildings included Mies van der Rohe’s German Pavilion in Barcelona and structures by such avant-garde architects as Erich Mendelsohn and Peter Behrens in Berlin and Willem Dudok in Holland. On his return to the United States in 1929, Stone settled in New York City. He never completed his architectural degree.

Stone’s return coincided with the start of the Great Depression. During the next few years he found various small commissions, including designs for theaters, furniture, advertising layouts, and lighting fixtures. Stone’s fortunes changed with the commissions for the Mandel House in Mount Kisco, New York. Published in *Architectural Forum* in 1935, the design gave him widespread recognition. It has been described as the first International Style house on the East Coast. Stone also began to design model houses for such popular magazines as *Collier’s*, *Ladies Home Journal*, *House Beautiful*, and *Life*. In 1937, he received the Gold Medal of the Architectural League for his design of a Mepkin Plantation residence for Henry and Clare Boothe Luce in South Carolina. From that point, Stone became one of the most sought-after architects in the United States by clients who wanted modernist or International Style buildings. The Museum of Modern Art in New York City of 1937 was another important commission. In this period, Stone also became known for his innovative use of modern materials and designs.

In 1940, Stone visited Frank Lloyd Wright’s compound in Taliesin, Wisconsin, which influenced his shift away from an austere modernism to a greater expression of natural materials and response to context. Sensitivity to environmental forces became important to his style as in his design for a hotel in Panama (1946) that was oriented for maximum ventilation via cross breezes and control of heat and glare with louvers. This experience of designing for a sub-tropical climate would serve him well for several successive projects. These included a high-rise hospital in Lima, Peru (1950), a hotel in Jamaica (1952), and one of his most important commissions, the U.S. Embassy in New Delhi (1954). The embassy, a modern version of a peripteral temple, showed the profound influence of classical architecture on Stone’s work from the 1950s, leading to a more embellished formalism in this phase of his career. That expression of symmetry and order was apparent in Stone’s first design of 1958 for the International Trade Mart Building and more so in his revised design of 1964.

By the time Stone was invited to New Orleans in 1958 to design the ITM, Stone had achieved an international architectural reputation and a considerable body of experience in the creation of buildings that effectively resolved issues of heat and humidity. The year 1958 was a highpoint in Stone’s career. He designed the U.S. Pavilion for the 1958 World’s Fair in Brussels and on March 31, 1958, he was featured on the cover of *Time*

International Trade Mart

Name of Property

Orleans Parish, LA

County and State

magazine. The ITM's building committee had achieved a public relations coup in hiring Stone and immediate promotion for their building.

The 1960s was the decade Stone designed several of his most historically important buildings. Along with his revised design for the ITM Building, there are several in Washington, D.C., notably the Kennedy Center for the Performing Arts (1962), the National Geographic Society Building (1964), and the former United States Department of Transportation Building (1969), which, although it is much shorter, bore some resemblance to the ITM Building until recent alterations. Elsewhere, he designed the General Motors Building (1964) in New York City and Busch Stadium (1966, demolished) in St. Louis. The ITM building is the only structure Stone designed in New Orleans and Louisiana. Stone, who garnered a major international reputation for architectural design, is counted as one of the most significant mid-twentieth American architects. He died in New York City in 1978.

Conclusion

The International Trade Mart building was conceived and built to serve as the locus of international trade for the port of New Orleans, and to promote and expand growth. The building's location at the convergence of land and the Mississippi River emphasizes its purpose and the building commands and responds to its site. The building's four wings face the cardinal directions and were intended to signify the building's connection with the four corners of the world. Not one of the buildings with a similar function to that of the ITM and that followed it, for example, New York's World Trade Center (1970) or Baltimore's World Trade Center (1977) were as site specific, historically symbolic, or as singular in their design.

The adjacent Rivergate that was built to provide exhibition facilities was demolished in 1995 (its site is now occupied by a casino), thus removing a key component of the area's development in relation to the port. Only the ITM building survives to represent this vital period in the expansion of port-related activities and of New Orleans's economic and cultural history. The ITM building also represents New Orleans's central role in global trade.

The ITM building realized the vision and aspirations of its sponsors and stands as a symbolic milestone in the history of twentieth-century New Orleans and its booming port as well as a stunning example of Edward Durell Stone's New Formalist work. It embodies the city's links with the world through trade, and most notably with the Caribbean, Central America, and Latin America. As Thomas Jefferson said on the occasion of the Louisiana Purchase, "New Orleans will be forever, as it is now, the mighty mart of the merchandise brought from more than a thousand rivers." More than any other building in New Orleans or Louisiana, the ITM is an icon, epitomizing the reason for the city's founding and its continuing role as a global port.

Developmental History/Additional historic context information

9. Major Bibliographical Resources

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

Bauer, K. Jack. *A Maritime History of the United States: the Role of America's Seas and Waterways*. Columbia, S.C.: University of South Carolina Press, 1988.

Board of Commissioners of the Port of New Orleans. *A Long-Range Program for the Development of the Port of New Orleans*. New Orleans, 1950

International Trade Mart

Name of Property

Orleans Parish, LA

County and State

Bolding, Gary A. "New Orleans Commerce: The Establishment of the Permanent World Trade Mart." *Louisiana History* VIII, no. 4 (Fall 1967): 351-361.

Carpenter, Arthur E. *Gateway to the Americas: New Orleans' Quest for Latin American Trade, 1900-1970* (Tulane University, Master's 1987).

Daily Journal of Commerce. March 1958

Edward Durell Stone Papers. Box 29, folders 24 and 27; Box 50, folder 42; Box 86, folder 31. Special Collections, University of Arkansas Libraries, Fayetteville. These include: proposal, contract analysis, dataform, publicity, newspaper clippings.

Ensenat, Alonzo G. *The Story of International House and International Trade Mart*. New Orleans, 1974. Accessed at [http://: wtcno.org/.../History-of-International-House-and-Trade-Mart](http://wtcno.org/.../History-of-International-House-and-Trade-Mart)

Huber, Leonard. *New Orleans: A Pictorial History*. New York: American Legacy Press, 1971.

International Trade Mart (World Trade Center) architectural drawings (design, mechanical, structural) by Edward Durell Stone and Robert Lee Hall and Associates dated 1964. World Trade Center.

The International Trade Mart of New Orleans. New Orleans: World Trade Center, n.d.

Jackson, Harold C. "International Trade Mart—New Orleans' New Facility." *Foreign Commerce Weekly* (December 13, 1949).

Janssen, James S. "New Orleans-Port City." In *Building New Orleans, the Engineer's Role*. New Orleans: Waldemar S. Nelson and Company, 1984.

Juhn, Daniel S. *Growth and Changing Composition of International Trade through the Port of New Orleans, 1955-1964*. New Orleans: Division of Business and Economic Research, Louisiana State University in New Orleans. 1967.

Kenyon, James B. "Elements in Inter-Port Competition in the United States." *Economic Geography* 46, no. 1 (January 1970): 1-24.

Kingsley, Karen. *Buildings of Louisiana*. New York: Oxford University Press, 2003: 92-93.

Lewis, Peirce. *New Orleans: The Making of an Urban Landscape*. Cambridge, Mass.: Ballinger Publishing Company, 1976.

New Orleans, world trade center. Washington, D.C.: U.S. Information Service, 1961.

New Orleans Public Library. www.nutrias.org/~nopl/exhibits/gateway

New York Herald Tribune, 16 April, 1965. Special Supplement.

Port of New Orleans Centennial, 1896-1996. New Orleans: Port of New Orleans, 1996.

International Trade Mart
Name of Property

Orleans Parish, LA
County and State

Preliminary Proposal for International Center of Trade and Culture: City of New Orleans, Louisiana. Bedell and Nelson Engineers, Incorporated, October 16, 1957.

Progressive Architecture, May 1959.

Reinecke, John A., and Vincent Maruggi. *Performance of the Port of New Orleans, 1965-1976*. New Orleans: Division of Business and Economic Research, University of New Orleans, 1978.

Stone, Edward Durell. *The Evolution of an Architect* New York: Horizon Press, 1962.

Times Picayune, August 5, 1958, p. 32; October 2, 1963, Sec. 1, p. 14; October 27, 1963, Sec. 5, p. 26; June 9, 1965, p. 1; April 29, 1968, Sec. 3, p. 7; April 30, 1968, Sec. 1, p. 12; September 1, 1968, Sec. 1, p. 12; March 16, 2003, Sec. F, pp. 1-2; March 28, 2004, Sec. F, pp. 1-2.

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: _____

Historic Resources Survey Number (if assigned): n/a

10. Geographical Data

Acreage of Property:

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

- 1. Latitude: 29.948894 Longitude: -90.063843
- 2. Latitude: Longitude:
- 3. Latitude: Longitude:

International Trade Mart
Name of Property

Orleans Parish, LA
County and State

4. Latitude: Longitude:

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

A certain parcel of ground, together with all buildings and improvements thereon, and all the rights, ways, privileges, servitudes, appurtenances and advantages thereunto belonging or in anywise appertaining situated in the First Municipal District of the City of New Orleans, State of Louisiana, bounded generally by Convention Center Boulevard on the West, Poydras Street on the South, the Mississippi River on the East and the Canal Street ferry Terminal on the North. **See attached Boundary Map.**

Boundary Justification (Explain why the boundaries were selected.)

The boundary includes the building itself, the land immediately surrounding it, and Spanish Plaza, listed as "BKSM Lease Site" and "Spanish Plaza (Parcel C)" on the attached boundary map. The boundaries encompass the building and the surrounding site - all part of the original plan for the ITM.

11. Form Prepared By

name/title: _Karen Kingsley, Ph.D., Professor Emerita, Tulane University School of Architecture_
organization: _Professor Emerita, Tulane University School of Architecture_
street & number: _1106 N. Randolph St_
city or town: _Arlington_ state: _VA_ zip code: _22201_
e-mail _khkingsley@hotmail.com_
telephone: _703-888-0391_
date: _October 2, 2013_

Additional Documentation

Submit the following items with the completed form:

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

Photographs

Submit clear and descriptive photographs. The size of each image must be 3000x2000 at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

International Trade Mart

Name of Property

Orleans Parish, LA

County and State

Name of Property: International Trade Mart

City or Vicinity: New Orleans

County: Orleans

State: Louisiana

Photographer: Robert Brantley

Date Photographed: October 1, 2013

Description of Photograph(s) and number, include description of view indicating direction of camera:

1 of 19: View of west and south wings of the building, camera facing northeast.

2 of 19: Exterior view of the lounge on the 33rd floor, corner of west and south wings, camera facing northwest.

3 of 19: Main entrance at first floor of west wing, camera facing east.

4 of 19: View of building taken looking down Canal Street (north and west wings in view), camera facing southeast.

5 of 19: View of northern wing of the building (with side elevations of west and east wings), camera facing southeast.

6 of 19: View of Spanish Plaza from the 3rd floor balcony of the east wing, camera facing east.

7 of 19: View from the 3rd floor balcony of the east wing, camera facing north.

8 of 19: View of the main lobby on the 1st floor, camera facing east.

9 of 19: View of one of two escalators in the 1st floor lobby leading up to 3rd floor, camera facing east.

10 of 19: Elevator lobby on the 1st floor, camera facing east.

11 of 19: View of a demoed office floor (3rd floor), camera facing north.

12 of 19: View of a finished office floor (17th floor); the floors between 3 and 29 are a mix of finished and demoed office spaces, camera facing west.

13 of 19: Elevator lobby on the 21st floor (similar lobbies on floors 4-20 and 23-29), camera facing south.

14 of 19: Interior view of the Plimsoll Club reception room on the 30th floor, north wing, camera facing north.

15 of 19: Interior view of the Plimsoll Club dining room on the 30th floor, east wing, camera facing east.

International Trade Mart

Name of Property

Orleans Parish, LA

County and State

16 of 19: Interior view of the Plimsoll Club dining room on the 30th floor, east wing, camera facing west.

17 of 19: Interior view of the revolving lounge on the 33rd floor, camera facing north.

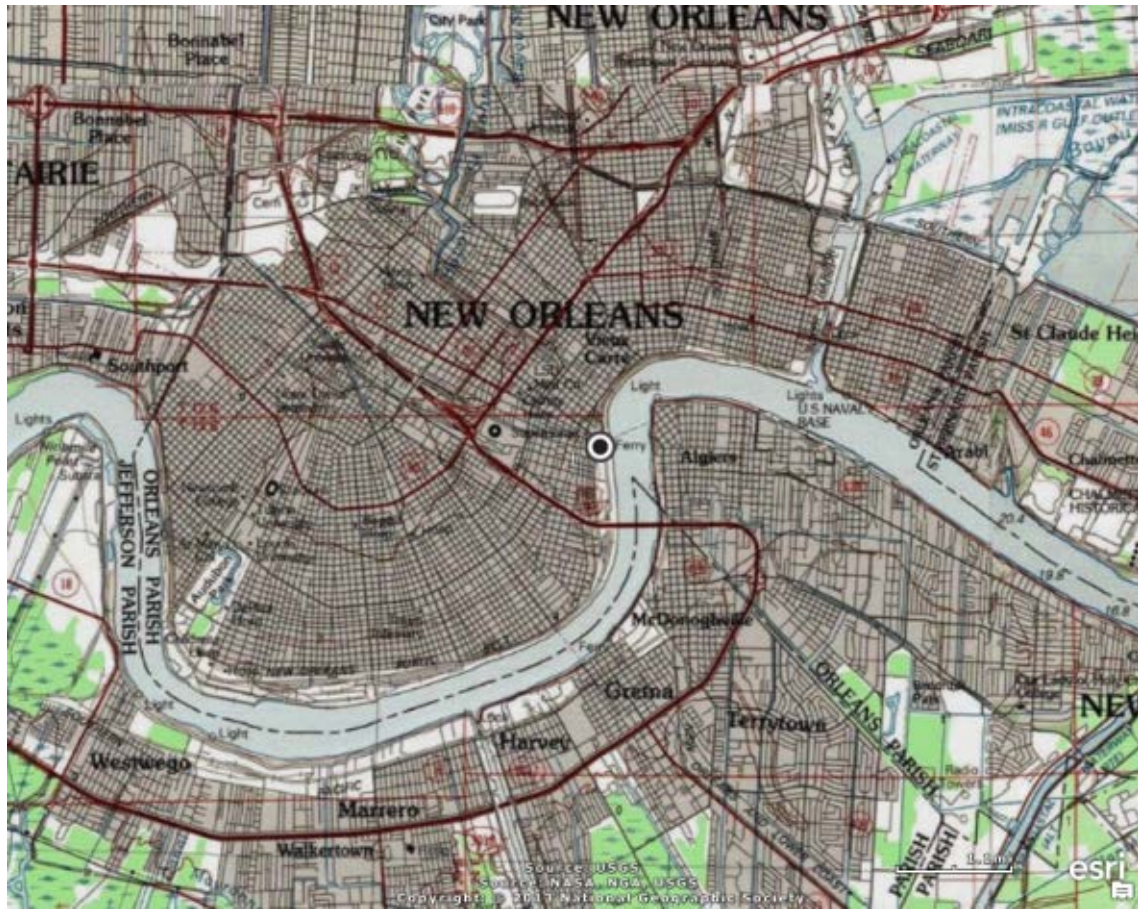
18 of 19: Interior view of the revolving lounge on the 33rd floor, camera facing northeast.

19 of 19: Interior view of the revolving lounge on the 33rd floor, camera facing southwest.

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 100 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.

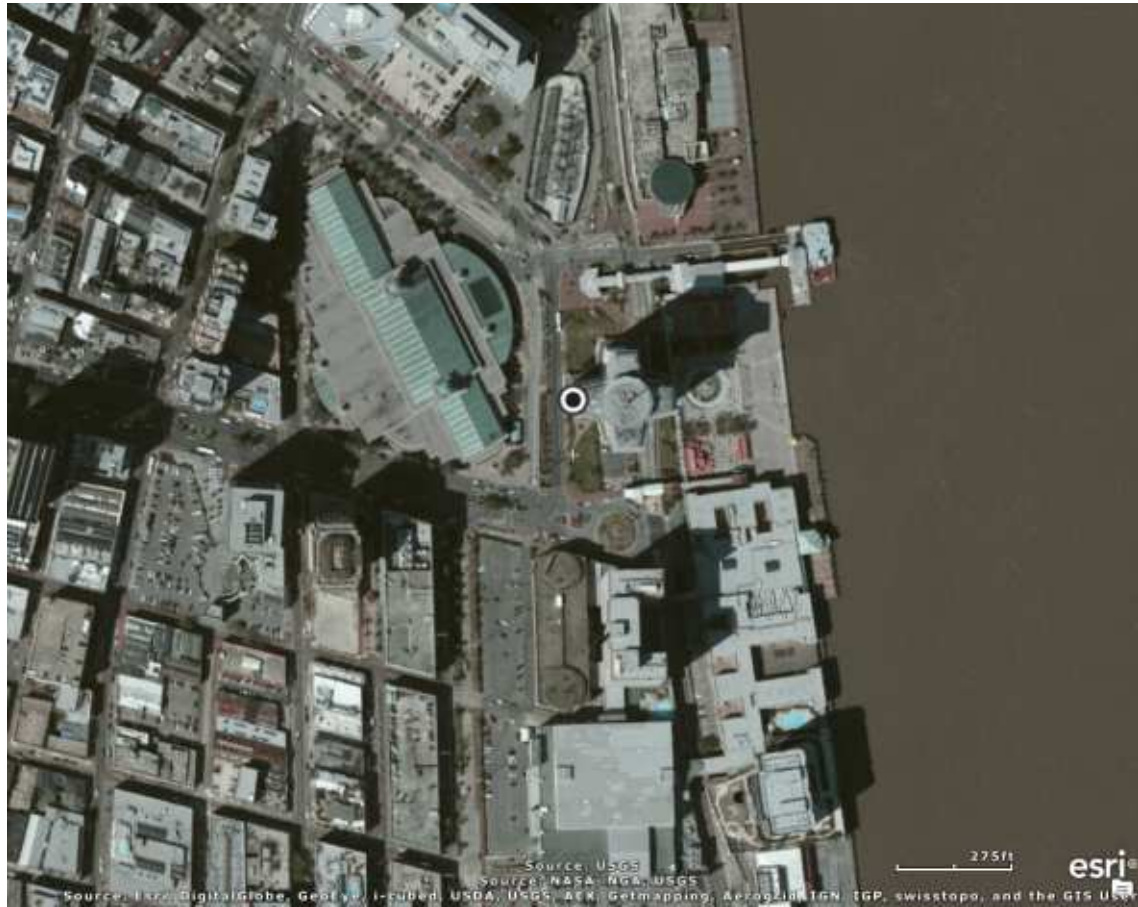
International Trade Mart, Orleans Parish, LA



Latitude: 29.948894

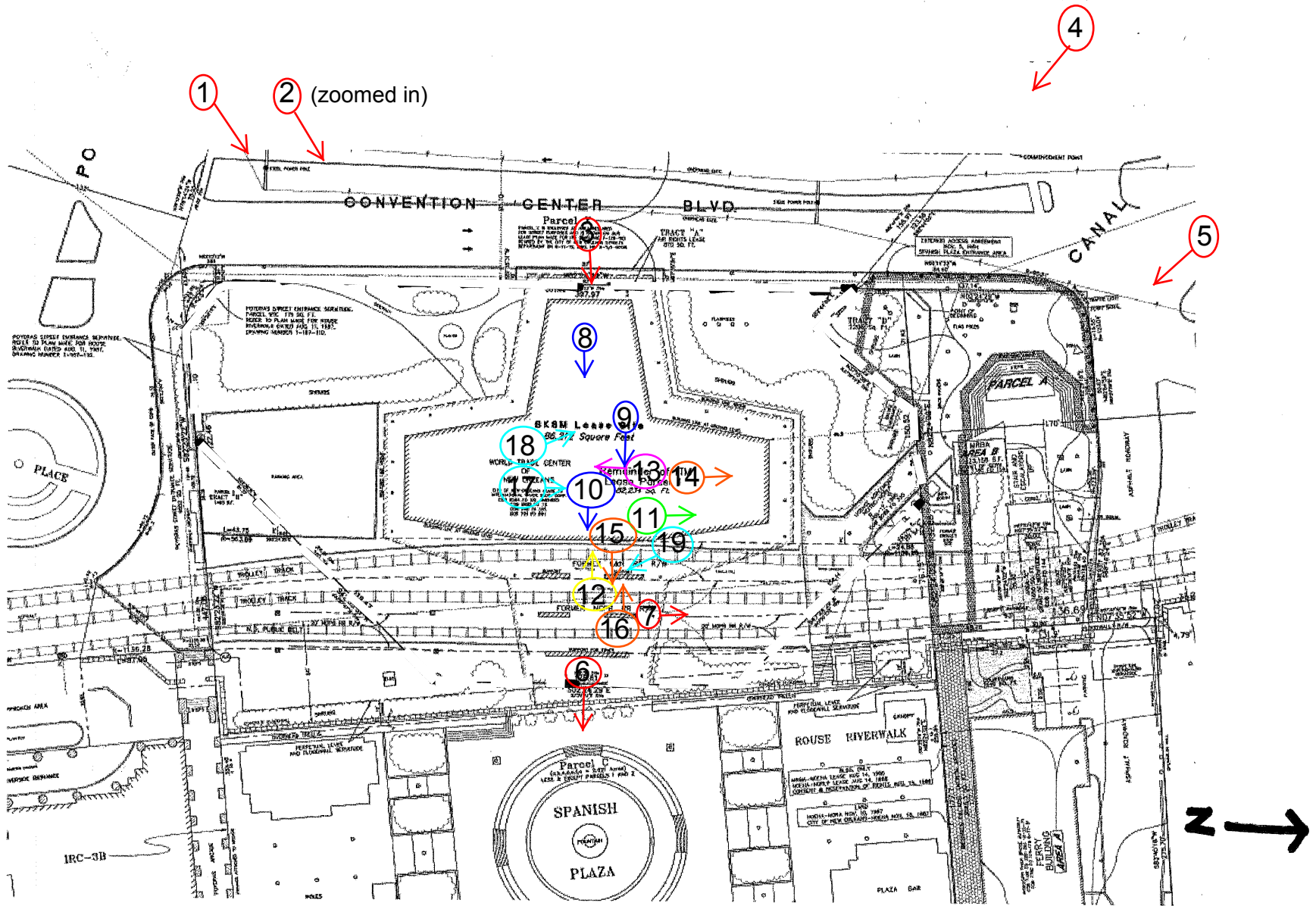
Longitude: -90.063843

International Trade Mart, Orleans Parish, LA



Latitude: 29.948894

Longitude: -90.063843



International Trade Mart
 Orleans Parish, LA
 Sketch Map

Note:

- Photos 6 and 7 are from the 3rd floor exterior balcony
- Photos 8, 9, 10 are from the first floor
- Photo 11 is from the 3rd floor
- Photo 12 is from the 17th floor
- Photo 13 is from the 21st floor
- Photos 14, 15, 16 are from the 30th floor
- Photos 17, 18, 19 are from the 33rd floor





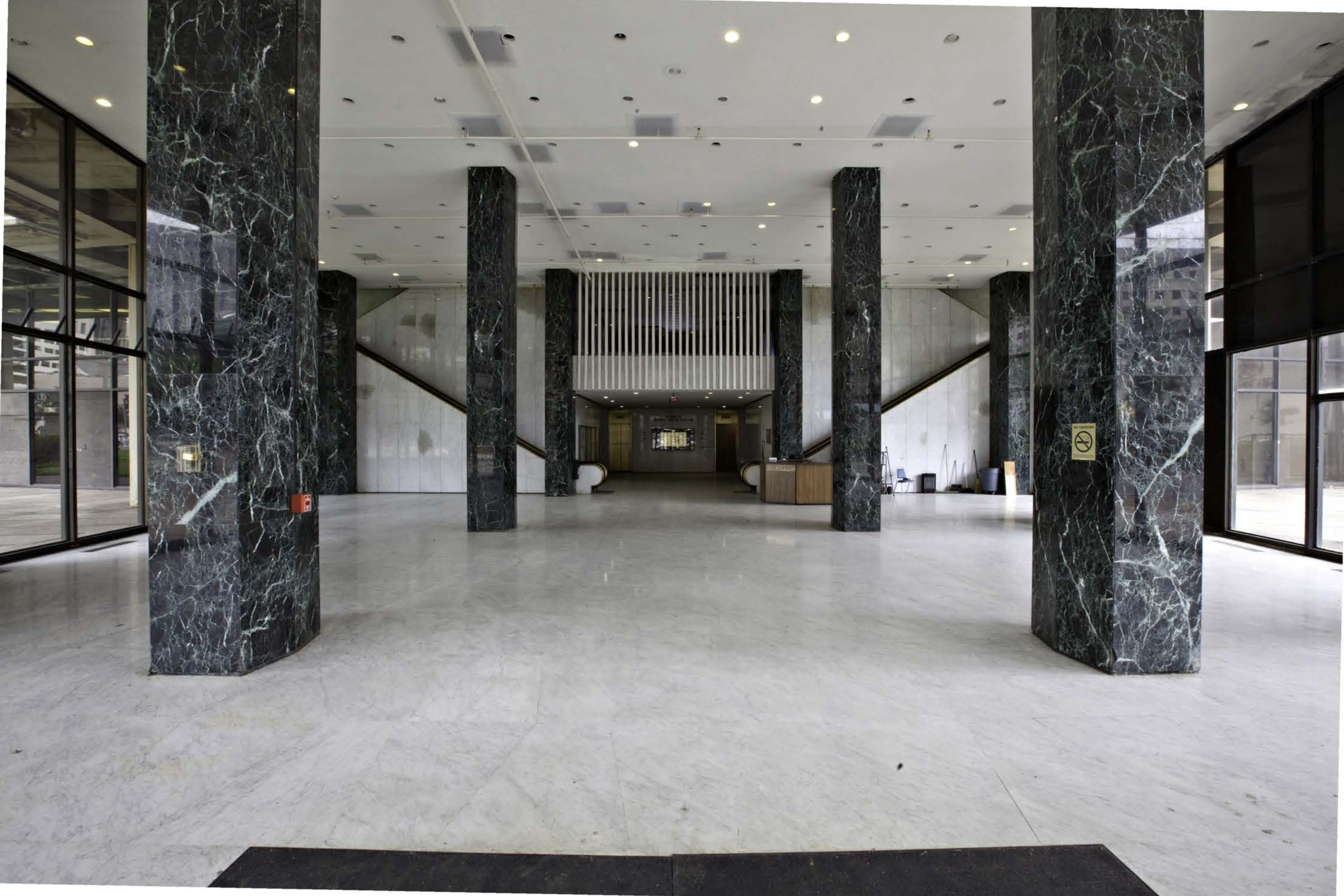














WELCOME TO
WORLD TRADE CENTER

THE
FREEDOM
RING

WORLD TRADE CENTER

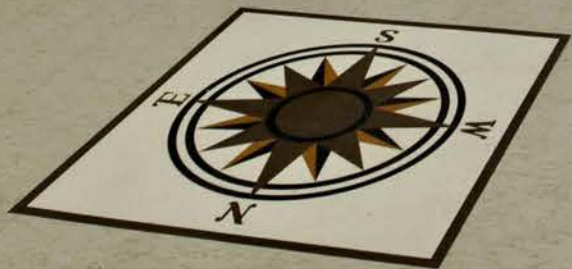








EXIT















National Register of Historic Places
Memo to File

Correspondence

The Correspondence consists of communications from (and possibly to) the nominating authority, notes from the staff of the National Register of Historic Places, and/or other material the National Register of Historic Places received associated with the property.

Correspondence may also include information from other sources, drafts of the nomination, letters of support or objection, memorandums, and ephemera which document the efforts to recognize the property.

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: RESUBMISSION

PROPERTY International Trade Mart
NAME:

MULTIPLE
NAME:

STATE & COUNTY: LOUISIANA, Orleans

DATE RECEIVED: 5/01/14 DATE OF PENDING LIST:
DATE OF 16TH DAY: DATE OF 45TH DAY: 6/17/14
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 13001127

DETAILED EVALUATION:

ACCEPT RETURN REJECT 6-9-2014 DATE

ABSTRACT/SUMMARY COMMENTS:

Return Comments Addressed

*Exceptionally important Bldg Dedicated to fostering expanded
trade w/ Latin America. Excellent mature expression of
New Formalist Architecture by Ed. Dorell Stone*

RECOM./CRITERIA Accept A+C

REVIEWER J. Hubbard DISCIPLINE _____

TELEPHONE _____ DATE _____

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



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

December 10, 2013

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

FROM: Jessica Richardson, National Register Coordinator
Louisiana Division of Historic Preservation

RE: International Trade Mart, Orleans Parish, LA

Jim,

The enclosed disk contains the true and correct copy of the nomination for the International Trade Mart to the National Register of Historic Places. The second disk contains the photographs of the property in TIF format. Should you have any questions, please contact me at 225-219-4595 or jrichardson@crt.la.gov.

Thanks,

Jessica 

Enclosures:

- CD with PDF of the National Register of Historic Places nomination form
- CD with electronic images (tif format)
- Physical Transmission Letter
- Physical Signature Page, with original signature
- Other:

Comments:

- Please ensure that this nomination receives substantive review
- 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: This property will be a tax credit project, but a Part 1 has not been submitted yet.

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY International Trade Mart
NAME:

MULTIPLE
NAME:

STATE & COUNTY: LOUISIANA, Orleans

DATE RECEIVED: 12/13/13 DATE OF PENDING LIST: 1/14/14
DATE OF 16TH DAY: 1/29/14 DATE OF 45TH DAY: 1/29/14
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 13001127

REASONS FOR REVIEW:

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

COMMENT WAIVER: N

ACCEPT RETURN REJECT 1/29/2014 DATE

ABSTRACT/SUMMARY COMMENTS:

See Comments

RECOM./CRITERIA Return

REVIEWER [Signature]

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.



United States Department of the Interior

NATIONAL PARK SERVICE

1849 C Street, N.W.

Washington, D.C. 20240

IN REPLY REFER TO:

The United States Department of the Interior National Park Service

National Register of Historic Places Return/Evaluation Sheet

Property Name: International Trade Mart

Reference Number: 13001127

This nomination is being returned for technical revision.

The nomination was submitted under Criterion A, Criteria Consideration G. While it is not a requirement, we feel that this building could be listed under Criterion C at the local level as well. Edward Durell Stone is recognized as a master designer, and this building exemplifies his mature work. As the progenitor of the New Formalist school, Stone gained international renown. This building (mistakenly classified as International Style) is an impressive example of Stone's work. Also, while not a requirement, we suggest considering including the fountain plaza to the boundaries. This fountain and its plaza are historically linked to the building and are part of the overall design concept.

The nomination was submitted under Criterion A, with Commerce as the area of significance. However, the Period of Significance is cited as 1964-1967, when the building was under construction. There was not "Commerce" happening in this building during that time. The POS should reflect the opening of the place as a center for international trade, which would be 1968. If, however, you include Criterion C and include the plaza, you could have a POS that spans the 1964-1958 period.

Technical corrections: Please follow naming convention for Architects/Builders, which is Last name, First name. The Verbal Boundary Description needs to be either more specific (Lot/Block; legal description; metes and bounds) or the accompanying map must be to scale.

Please feel free to contact me if you have any questions. I can be reached at (202) 354-2275 or email at [<James_Gabbert@nps.gov>](mailto:James_Gabbert@nps.gov).

Sincerely,

Jim Gabbert, Historian
National Register of Historic Places
1/30/2014

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: International Trade Mart

MULTIPLE NAME:

STATE & COUNTY: LOUISIANA, Orleans

DATE RECEIVED: 12/13/13 DATE OF PENDING LIST: 1/14/14
DATE OF 16TH DAY: 1/29/14 DATE OF 45TH DAY: 1/29/14
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 13001127

REASONS FOR REVIEW:

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

COMMENT WAIVER: N

ACCEPT RETURN REJECT 1/29/2014 DATE

ABSTRACT/SUMMARY COMMENTS:

See Comments

RECOM./CRITERIA *Return*

REVIEWER *[Signature]* 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.

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

1127

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.



1. Name of Property

Historic name: International Trade Mart
Other names/site number: World Trade Center
Name of related multiple property listing:
N/A

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

2. Location

Street & number: 2 Canal Street
City or town: New Orleans State: Louisiana County: Orleans
Not For Publication: Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this x 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 x 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 x local
Applicable National Register Criteria:
X A ___ B ___ C ___ D

Pam Breaux 12-2-13
Signature of certifying official/Title: Pam Breaux, 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 _____

International Trade Mart
Name of Property

Orleans Parish, LA
County and State

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:) _____

Signature of the Keeper

Date of Action

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



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

April 30, 2014

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

FROM: Jessica Richardson, National Register Coordinator
Louisiana Division of Historic Preservation

RE: International Trade Mart, Orleans Parish, LA

Jim,

The enclosed disk contains the true and correct copy of the nomination for the Baker High School Auditorium to the National Register of Historic Places. The second disk contains the photographs of the property in TIF format. Should you have any questions, please contact me at 225-219-4595 or jrichardson@crt.la.gov.

Thanks,

Jessica

Enclosures:

- CD with PDF of the National Register of Historic Places nomination form
- CD with electronic images (tif format)
- Physical Transmission Letter
- Physical Signature Page, with original signature
- Other:

Comments:

- Please ensure that this nomination receives substantive review
- 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: