

NATIONAL REGISTER OF HISTORIC PLACES NOMINATION

NPS Form 10-900

USDI/NPS NRHP Registration Form (Rev. 8-86)

OMB No. 1024-0018

Broadmoor Historic District, Orleans Parish, LA

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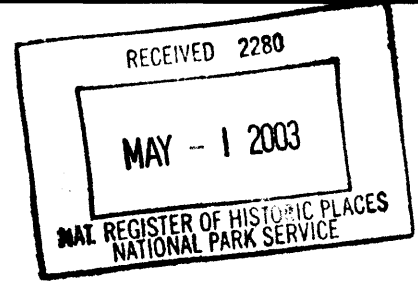
United States Department of the Interior, National Park Service

National Register of Historic Places Registration Form

1. NAME OF PROPERTY

Historic Name: Broadmoor Historic District

Other Name/Site Number:



2. LOCATION

Street & Number bounded roughly by South Broad/Fontainebleau, Milan, Not for publication: NA
South Claiborne and Octavia

City/Town New Orleans Vicinity: NA

State: Louisiana Code: LA County: Orleans Code: 071 Zip Code: 70125

3. STATE/FEDERAL AGENCY CERTIFICATION

As the designated authority under the National Historic Preservation Act of 1966, 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.

Certifying official has considered the significance of this property in relation to other properties:

Nationally: Statewide: Locally: X

Jonathan Fricker Deputy SHPO Dept. of Culture, Recreation and Tourism

April 29, 2003 Date

State or Federal Agency and Bureau

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

Signature of Commenting or Other Official/Title

Date

State or Federal Agency and Bureau

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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):

Edson H. Beall 6/13/03

Signature of Keeper

Date of Action

5. CLASSIFICATION

Ownership of Property
Private: X
Public-Local:
Public-State:
Public-Federal:

Category of Property
Building(s):
District: X
Site:
Structure:
Object:

Number of Resources within Property
Contributing
769
769

Non contributing
91 buildings
sites
structures
objects
91 Total

Number of Contributing Resources Previously Listed in the National Register: 0

Name of Related Multiple Property Listing: NA

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6. FUNCTION OR USE

Historic: domestic Sub: single dwelling
Current: domestic Sub: single dwelling

7. DESCRIPTION

Architectural Classification: Bungalow, Colonial Revival, Mission/Spanish Colonial Revival,
Mediterranean Revival

Materials:

Foundation: brick, concrete
Walls: weatherboard, stucco, brick
Roof: asphalt, tile
Other:

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Describe Present and Historic Physical Appearance.

The Broadmoor Historic District boundaries encompass a large urban residential neighborhood with a few major historic institutional buildings (three churches and one school) and one commercial building. It is located in what is called the “back” side of New Orleans – a swampy area not opened to development until the early years of the twentieth century. Broadmoor’s peak period of development was the 1910s and ‘20s, particularly the latter. While most homes were built for middle class families, many along the district’s major streets (notably Napoleon Avenue) represent greater affluence. Forty-one percent of the district’s 860 buildings are in the Bungalow style. Also critical to the architectural character are buildings in the various historic revival styles. Thirty-nine percent of the houses are of the shotgun and/or New Orleans basement type (see below). Houses are sheathed in wood clapboards, brick veneer or stucco. A notable number have red tile roofs. The scale on the whole is mixed one and two story, but almost entirely two story along certain upmarket streets. Boundaries were chosen to focus on the portion of Broadmoor with the highest degree of integrity and architectural significance. The non-contributing rate is only 10%.

METHODOLOGY

This nomination evolved from a major federal undertaking in the neighborhood which began in 2001 (a flood control project down the middle of Napoleon Avenue). As part of the Section 106 environmental review procedure, a Register-eligible district was identified. The Broadmoor Improvement Association then requested that the district be nominated. The massive subterranean construction project is still in progress. Because of the disruption to both vehicular and foot traffic and the huge pieces of machinery, it is impossible to capture the visual character of Napoleon in photos (i.e., what was once – and will be again – a wide grassy median).

Fieldwork was conducted by the Register staff of the Division of Historic Preservation on and off throughout 2002. A building-by-building survey (coded to a map) was completed for a larger area to enable the staff to determine district boundaries. Each building was identified by style and contributing/non-contributing status, and a count of shotgun and/or basement houses (two signature house types in New Orleans) was made.

GENERAL BACKGROUND/SETTING

Until the first decade of the twentieth century much of New Orleans (the “back” of the city to use local terminology) was a vast expanse of low-lying swamp. The city adopted a comprehensive drainage plan in 1895, and infrastructure construction occurred between 1897 and 1915. Broadmoor was one of many neighborhoods literally created out of the swamp as drainage work proceeded. It is geographically the lowest point in a low-lying, flood-prone city. The neighborhood’s history is yet to be fully researched, but it seems clear that the very first houses were built c.1910. Development was slow until the post-World War I years, with the 1920s being the boom decade for Broadmoor. Houses were built by the hundreds, churches and a school arrived, and a neighborhood association was established.

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Broadmoor developed in a decidedly piecemeal manner. In the neighborhood as a whole (not the nominated district), one might find a street with middle to upper middle class houses from the 1920s and around the corner a street that developed in the 1940s with modest unstyled cottages.

For the most part the street pattern in the district is a continuation of existing city streets. The grid is far from regular, due in part to the neighborhood's location within New Orleans, and in turn New Orleans' location in a crescent of the Mississippi River. Streets which parallel the river curve as the river curves. The many streets perpendicular to the river by definition cannot be parallel. (A fan analogy is typically used.) The layout becomes particularly irregular at the very back of the city where all the streets perpendicular to the river converge, yielding blocks of various shapes, and in Broadmoor, an occasional street that curves. Add to this the fact that Broadmoor's east-west streets (those paralleling the river) dogleg in places and the convergence of two city street patterns. All in all, it's fairly easy to get "turned around" in parts of the district.

Napoleon Avenue, the district's "spine," has a wide, once grassy median, as noted previously. To each side of the median is a one lane street with a row of mature oaks running inside the curblin, in front of the houses. A section of Galvez, known as Galvez Place, has a fairly wide median as well (or neutral ground, to use local terminology). South Broad Street and Fontainebleau Drive, both divided, merge in a V shape at the northern end of the district. Claiborne, a multi-lane major traffic artery, is the southern boundary. (Please refer to attached map.)

TYPE/STYLE BREAKDOWN

By Type:

Even from a casual drive-through it was quite clear that the district's "signature" was the so-called New Orleans basement house, a locally important house type. The subsequent building-by-building survey revealed that one in four buildings in Broadmoor is a basement house. A fair number of styled shotguns were also observed in the initial drive-through. They turned out to comprise 14% of the building stock.

A "basement house" (local term) is a type of two-story residence peculiar to New Orleans. It has a full story above-ground basement with the second story serving as the main living space. The front porch is almost universally reached via a quite prominent flight of steps. Basement houses appear in a variety of styles in Broadmoor, including Bungalow, Colonial Revival, and Mediterranean.

A shotgun house is a single story dwelling, one room wide, two or more rooms deep, with the roof ridge running perpendicular to the street. There is no hall. One walks from one room through the next. All of the shotguns in Broadmoor are doubles - i.e., two shotgun units joined side by side by a continuous party wall. New Orleans is known for its strongly styled shotguns. Those in Broadmoor are mainly Bungalow in style.

A few houses combine the above two forms - i.e., a double shotgun with a full story above ground basement and a prominent flight of stairs.

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Other house types in the district include standard two story houses, classic bungalows (i.e., one story houses that are bungalow in form and plan) and other one story cottages.

By Style:

Colonial Revival	120	14 %
Bungalow	352	41 %
Mediterranean/Spanish	65	8 %
Eclectic	55	6 %
English	18	2 %
Miscellaneous styles	6	1 %
No style	153	18 %
Non-contributing	91	10 %

Colonial Revival (14 %)

This category covers the Colonial Revival in its various permutations -- c.1910 basement houses with Colonial Revival details, 1920s-1940s brick (usually red) two story houses with a Georgian or Regency feel, a few two story brick houses that revive the white columned look of the Old South (called Southern Colonial by some), etc.

The typical Colonial Revival basement house features grouped Tuscan columns with fanlights over the façade openings. Particularly prominent examples (along Napoleon) have grouped fluted columns rising two stories (from the ground to the porch entablature with the porch set behind). Capping the composition is a red tile roof with a generous overhang ornamented with modillions.

The district's 1920s-1940s two story brick or stucco "colonial" houses are concentrated along Octavia and Jefferson. (Certain streets in Broadmoor clearly developed later than others.) Examples include a red brick house with a one story pedimented entrance portico, a brick house with a graceful curving entrance portico, and a large Regency-looking house with a projecting central mass crowned with a pediment. The pediment is outlined with dentils and an oculus is at the center.

In a few instances the Colonial Revival style is confined to the doorway alone, but the architectural statement is pronounced – for example, an otherwise plain two story wood frame house occupying a corner lot with entrances on the two elevations. The entrance surrounds (identical) feature pilasters and a broken pediment with an urn and dentils.

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There are only one or two instances of the Mount Vernon look in the district and no Dutch Colonial houses. Also worth noting is one house in what might be called the French Creole Revival style – i.e., mimicking the look of a two story French Creole plantation house. In this instance the double gallery (lower heavy brick piers and upper story light colonnettes) is only across the façade.

Bungalow (41 %)

Most houses in this category are basement houses with Bungalow details, and almost all of the 113 shotguns have Bungalow porches. Then there are a few classic bungalows (one story and bungalow in form and plan) and a two story Craftsman landmark (see landmarks section below). One of the classic one story bungalows, sheathed in shingles, is also in the landmark section below.

The Bungalow style basement house is indeed a Broadmoor icon. Some are monumental, with the above ground basement being quite high and consequently the steps particularly prominent. Basement houses, in the Bungalow style or otherwise, offer endless variety in the stair treatment. Thick side walls setting off the steps are sometimes squared off along the top edge (forming a series of plinths), or the top edge forms a curvilinear design. Staircases are invariably of at least two flights. In some cases the stair ascends in a straight line, usually at the center of the house. In others it is skewed to the side and turns the corner to make the final ascent to the porch. Basement houses also lend themselves to quite prominent porch piers. Sometimes the piers (brick or stucco) consist of a single squared off shaft that ascends almost two stories from the ground to the eaves. In other instances short thick wooden posts rest atop splayed rusticated piers. The piers at the center begin at the porch floor, with the pier at each corner rising from the ground, almost a story and a half.

As noted previously, almost all of the district's shotguns (double) have strongly styled Bungalow porches. As is true elsewhere in New Orleans, many of these are articulated in a symmetrical fashion – specifically a double shotgun plan behind a large Bungalow style gable with Bungalow porch details. Others, despite the symmetrical floorplan behind, feature the classic asymmetrical articulation of superimposed gables skewed to one side.

Other details found on Bungalow style houses in Broadmoor are the standard brackets and struts, although no houses have the complex wooden members found at the eaves of high style California bungalows. Several houses have a pierced treatment in the peak of the front gable or decorative gable vents with splayed side members.

Mediterranean (8 %):

Because almost all are large and well-detailed, Broadmoor's sixty-five Italian or Spanish looking houses make quite a visual contribution. Most are basement houses. Several are described in the landmarks section below. Details include tile roofs, curvilinear gables (Spanish), front porch loggias with the arches springing directly from the piers (in the manner of the early Italian Renaissance), and a few instances of Persian columns. The shotgun in New Orleans adapted to various styles, including the Mission Revival. One double in Broadmoor has an Alamo style gable and a tile skirting roof.

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Eclectic (6%):

This category, which has been used previously for early twentieth century districts, covers houses with various stylistic influences, as was popular at the time.

English (2%):

Most of the district's 18 English-looking houses are small brick cottages with the requisite picturesque massing (steep gables, prominent front chimney). The best of the few larger English houses are described in the landmark section below.

Miscellaneous Styles (1%):

The buildings in this category include three churches, one school, and two houses (one French-looking and one Modernistic). All but the Modernistic house are described in the landmarks section below.

No Style (18%):

This category has a somewhat misleading title; it does not necessarily mean devoid of details. It has been used by the Division of Historic Preservation in recent twentieth century district nominations to encompass houses that cannot be "pushed" into a stylistic category. They may have various details that contribute to the neighborhood's historic look; however, the styling is not pervasive enough and/or emphatic enough to warrant a stylistic label. The "no style" category also includes legitimate historic houses that are indeed quite plain, although even they support the overall character of the district in areas such as massing, fenestration pattern, systems of porches, etc. Finally, a small percentage of "no style" houses have lost some stylistic features but not enough to push them into the non-contributing category (typically a bungalow style shotgun that has lost its original porch but retains the gable with struts and brackets and other details such as its siding, windows, door, etc.).

Non-contributing (10%):

Almost all of the non-contributing buildings in Broadmoor are seriously altered historic residences. A small percentage are small brick ranch houses. All non-contributing elements maintain the district's one and two story scale.

CONTRIBUTING ELEMENTS

Contributing elements are defined as buildings constructed between c.1910 and 1952 (the latter being the current Register fifty year cutoff). Each building in the district was examined by the state National Register coordinator and a professional judgment call was made as to when alterations were extensive enough to merit non-contributing status.

Vinyl or aluminum siding, while present, is not a salient feature of the neighborhood (as it is in some). Most houses with substitute siding were counted as contributing because strong stylistic features remained visually prominent (for example, a Bungalow style basement house with a prominent porch and flight of steps which is stuccoed on the basement level and vinyl sided on the upper story). In a few cases, as

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noted above, Bungalow style shotguns or basement houses with porch replacement (all or some) were counted as contributing because other stylistic features were intact as well as other details such as windows, siding, etc. (In short, porch replacement was the only alteration.) Obviously judgment calls in this area were made on a case-by-case basis depending upon the nature of the replaced porch.

LANDMARKS SAMPLING

1. First Presbyterian Church (1939) (Sam Stone, Jr. and Douglass Freret, Architects), 5401 South Claiborne -- a tall striking basilican plan church of brick with cast stone trim. The richly worked design is derived from several centuries of medieval Gothic, with most openings featuring broad, single-center, pointed arches with numerous multiple moldings. The façade is defined by two identical polygonal towers, one at each corner. The towers feature a build-up of buttress-like elements reminiscent of the Perpendicular Style and are crowned by spiky pinnacles.
2. Wilson School (1922), block bounded by Gen. Pershing, South Miro, Milan and S. Tonti -- a broad stuccoed three-story institutional building which is entered at the second story via a prominent staircase. The entrance pavilion is marked by a central Renaissance aedicule motif with a large window above surmounted by bas relief. The tile skirting roof protrudes broadly and is supported by bracket consoles. Historic annex linked by breezeway. (Photo 93)
3. Episcopal Church of the Annunciation (1923) (Sam Stone, Jr., Architect), 4505 S. Claiborne -- a small and simple but convincingly styled chapel in the Gothic style constructed of brick and cast concrete. The nave culminates in a striking front gable with an entrance vestibule set off by buttresses with a generous four-center arch opening. Side and rear wings feature a brick veneer lower story and a stuccoed second story with imitation half timbering, medieval-looking overhangs, brackets, and small pane windows. (Photos 40 & 41)
4. 3219 Jefferson (circa 1940) -- a medium sized one-and-one-half story house which is given a decidedly rural French appearance by the use of segmentally arched openings with shutters, segmentally arched wall dormers, and a prominent chimney. These features are sparingly used, but the effect is convincing. (Photo 17)
5. 3212 Octavia (circa 1925) -- an English "Tudor" house of brick veneer with prominent half-timbered gables, overhangs, a late Gothic arch doorway, a prominent chimney, and groups of windows with extremely small diamond panes. (Photo 8)
6. 3915 Napoleon (1917-18) (Rosenthal and Grosz, Architects) -- a prominently sited Arts and Crafts villa with stucco and shingle walls, an elaborate tile roof, and a partial second story adding to the complexity of the massing. It is noteworthy for its elaborate timberwork, its diamond paned casement windows, and its styled chimney tops, one of which features its own tile gable roof. (Photos 64 & 65)
7. 3206 Napoleon (circa 1925) -- a fully raised brick "villa" with an impressive Italian Renaissance front gallery with composite columns. The gallery culminates in a central pedimented entrance

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featuring a Serlian motif. (Photo 77)

8. 3706 Napoleon (circa 1930) -- a large fully raised house that takes the form of an English "Tudor" cottage with multiple front-facing gables, a prominent front-facing chimney, elaborate approach stairs, and rough stucco. (Photo 69)
9. 3333 Napoleon (circa 1930) -- a large Italian Renaissance inspired two-story "villa" featuring a prominent side entrance with a richly detailed, segmental pediment doorway. At the center of the house at ground level are three French doors capped by blind arches with elaborate bas relief. (Photo 75)
10. 3710 Napoleon (circa 1930) -- a large fully raised basement house in the Spanish Colonial style with a tile roof. The house culminates in a decoratively shaped gabled entrance pavilion featuring an aedicule motif with an arch, Persian columns and bas relief sculpture. (Photo 68)
11. 3818-3820 Napoleon (circa 1930) -- a large double house that takes the form of an Italian Renaissance palazzo with an elegant arcade downstairs and a richly styled columnar loggia upstairs. The house also features rough stucco and a tile roof with prominent overhangs. (Photo 67)
12. 3852 Napoleon (circa 1910) -- fully raised two-story residence with an extremely pronounced porch spanning the facade. Downstairs the porch features a pair of prominent arches on impost blocks. Upstairs is a very broad horseshoe arch that has an Art Nouveau feel. The modest shaped gable also seems to suggest the Art Nouveau influence. (Photo 63)
13. 2231 Gayoso (circa 1920) -- classic California bungalow sheathed entirely in shingles and featuring quite prominent pebble piers and a prominent front pebble chimney. (Photo 51)
14. Gloria Dei Lutheran Church (1952). Prominently sited at the juncture of Napoleon and Broad, this brick and cast stone Gothic basilica has fairly massive walls and relatively small openings. The three-part entrance porch features single-center lancet openings and buttresses that thrust above the roof. The prominent front-facing gable contains a diminutive rose window. Anchoring the corner is a blocky side tower with minimum decoration. Marking the juncture of the great gabled façade and the side tower is a lower turret-like feature containing a winding staircase. A large non-historic side addition (linked at the back) is of the same brickwork and similar styling (although much more low-key). (Photos 59 & 60)

INFORMATION COMMON TO ALL PHOTOS

Photographer: Donna Fricker

Location of negatives: LA SHPO

Date taken: April/May 2002

Note: The garages shown on the district map (a Sanborn map) are not included in the count (per NPS guidelines).

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8. STATEMENT OF SIGNIFICANCE

Applicable National Register Criteria: A__ B__ C_X D__

Criteria Considerations (Exceptions): NA A__ B__ C__ D__ E__ F__ G__

Areas of Significance: architecture

Period(s) of Significance: c.1910-1952

Significant Dates: NA

Significant Person(s): NA

Cultural Affiliation: NA

Architect/Builder: NA

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State Significance of Property, and Justify Criteria, Criteria Considerations, and Areas and Periods of Significance Noted Above.

Broadmoor is of local architectural significance in two respects: (1) Its large collection of styled shotguns and basement houses makes an important contribution to New Orleans' distinctive architectural identity. (2) It is a good representative historic twentieth century neighborhood reflecting the range of styles popular at the time. The period of significance spans from c.1910, when the first houses were being built, to 1952, the Register's present 50 year cutoff. In the opinion of the LA SHPO, to have used something other than the fifty year cutoff would have been arbitrary.

With thirty-nine percent of its buildings either basement houses or shotguns (sometimes both), Broadmoor makes a particularly strong contribution to New Orleans' distinctive architectural identity. Shotguns are found in vast numbers across the South, but virtually all collections consist mainly of plain humble structures with little, and in most cases, no architectural treatment. New Orleans and vicinity is the only place where one finds shotguns with a high degree of architectural styling. Fourteen percent of Broadmoor's houses are shotguns (double), mainly in the Bungalow style. Collectively, styled shotguns such as these represent a unique architectural tradition that in many ways makes a larger contribution to New Orleans' architectural identity than the greatly venerated French Creole tradition. They exist across the city by the thousands to form an important architectural "signature," and any collection contributes to this identity.

Broadmoor has one of the city's largest, most concentrated and most impressive collections of basement houses. Indeed, one in four houses is a basement house. And almost all make quite a strong architectural statement – from Colonial Revival, to Bungalow, to Mediterranean. And like styled shotguns, basement houses, with their prominent sweeping steps, "say" New Orleans.

Finally, Broadmoor is of value within the context of New Orleans because walking its streets enables one to appreciate the appearance of a historic twentieth century neighborhood where houses were built in a wide variety of styles. The predominant Bungalow style (41%) is joined by the Colonial Revival in its many permutations (14%), the Mediterranean or Spanish look (8%), and the English look (2%). Thrown into this already rich mixture are three large Gothic Revival churches, a French-looking "chateau," and a large Modernistic house. Truly the neighborhood is a primer on the wide ranging eclecticism of the early twentieth century – particularly within the context of New Orleans, where there are relatively few historic neighborhoods that developed entirely in the twentieth century.

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9. MAJOR BIBLIOGRAPHICAL REFERENCES

Building-by-building survey conducted by LA National Register Coordinator, 2002.

Kuranda, Kathryn M. and Coyle, Katy. National Register Assessment of the Broadmoor Neighborhood. Prepared for U.S. Army Corps of Engineers, New Orleans District, August 2001.

Sanborn Insurance Company Maps, 1940, 1952.

Previous documentation on file (NPS): NA

- ___ Preliminary Determination of Individual Listing (36 CFR 67) has been requested.
___ Previously Listed in the National Register. (partially)
___ Previously Determined Eligible by the National Register.
___ Designated a National Historic Landmark.
___ Recorded by Historic American Buildings Survey: #
___ Recorded by Historic American Engineering Record: #

Primary Location of Additional Data:

- X State Historic Preservation Office
___ Other State Agency
___ Federal Agency
___ Local Government
___ University
___ Other (Specify Repository):

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10. GEOGRAPHICAL DATA

Acreeage of Property: approx. 175 acres

UTM References:	Zone	Easting	Northing
(1)	15	779160	3316980
(2)	15	779700	3316880
(3)	15	779800	3315580
(4)	15	778700	3315780

Verbal Boundary Description:
See attached district map.

Boundary Justification:

Boundaries were chosen to encompass the concentration of historic buildings retaining integrity that contributed to the district's architectural significance – specifically, styled shotguns and basement houses and buildings reflecting the stylistic eclecticism of the period. The boundaries do not include all of what is regarded today as Broadmoor. A larger area than the nominated district was surveyed and boundaries were cut on a street by street basis due to loss of integrity and/or lack of architectural significance – usually the former. (The latter refers to streets that developed in the 1940s and '40s with modest “no style” cottages.)

11. FORM PREPARED BY

Name/Title: National Register staff

Address: Division of Historic Preservation, P. O. Box 44247, Baton Rouge, Louisiana 70804

Telephone: (225) 342-8160

Date: January 2003

PROPERTY OWNERS

Multiple