

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

\_\_\_\_\_  
Name of Property

\_\_\_\_\_  
County and State

Section number \_\_\_\_\_ Page \_\_\_\_\_

\_\_\_\_\_  
Name of multiple property listing (if applicable)

### SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: 08000755

Date Listed: 8/6/08

Property Name: Upper Central Business District (Boundary Increase)

County: Orleans

State: LA

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This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.

Patricia Andrews  
Signature of the Keeper

8/6/2008  
Date of Action

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Amended Items in Nomination:

Section 5: Number of Resources within Property

The boundary increase adds 2 contributing buildings to the district.

The nomination is hereby amended to include this resource count.

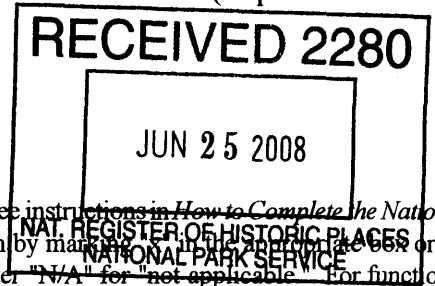
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The Louisiana State Historic Preservation Office was notified of this amendment.

#### DISTRIBUTION:

**National Register property file**

**Nominating Authority (without nomination attachment)**

United States Department of the Interior National Park Service



NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Upper Central Business District (Amendment and Expansion)  
other names/site number \_\_\_\_\_

2. Location

street & number roughly bounded by O'Keefe, Poydras, Convention Center Blvd., the expressway (BR 90), and Howard Avenue not for publication N/A  
city or town New Orleans vicinity N/A  
state Louisiana code LA county Orleans Parish code 071  
zip code 70130

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     nationally x statewide x locally. (     See continuation sheet for additional comments.)

Phil Boggan 6-23-08  
Signature of certifying official Phil Boggan Date  
Deputy SHPO, Dept. of Culture, Recreation and Tourism

State or Federal Agency or Tribal government

In my opinion, the property     meets     does not meet the National Register criteria.  
(     See continuation sheet for additional comments.)

Signature of commenting official/Title \_\_\_\_\_ Date \_\_\_\_\_  
State or Federal agency and bureau \_\_\_\_\_

4. National Park Service Certification

I, hereby certify that this property is:

- entered in the National Register Patrice Andrews  
See continuation sheet.
- determined eligible for the National Register  
See continuation sheet.
- determined not eligible for the National Register
- removed from the National Register

other (explain): accept Additional Documentation expanding Period of Significance

8/6/2008

Signature of 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

Number of Resources within Property

Contributing	Noncontributing	
<u>437</u>	<u>70</u>	buildings
<u>1</u>	<u>1</u>	sites
<u>0</u>	<u>3</u>	structures
<u>0</u>	<u>0</u>	objects
<u>438</u>	<u>74</u>	Total

Number of contributing resources previously listed in the National Register 407

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

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6. Function or Use

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Historic Functions (Enter categories from instructions)

Cat: <u>LANDSCAPE</u>	Sub: <u>Park/Plaza</u>
<u>COMMERCE/TRADE</u>	<u>Business</u>
<u>COMMERCE/TRADE</u>	<u>Specialty Store</u>
<u>COMMERCE/TRADE</u>	<u>Warehouse</u>
<u>GOVERNMENT</u>	<u>City Hall</u>
<u>GOVERNMENT</u>	<u>Post Office</u>
<u>EDUCATION</u>	<u>School</u>
<u>RECREATION AND CULTURE</u>	<u>Monument</u>
<u>RELIGION</u>	<u>Religious Facility</u>

Current Functions (Enter categories from instructions)

Cat: <u>LANDSCAPE</u>	Sub: <u>Park/Plaza</u>
<u>COMMERCE/TRADE</u>	<u>Business</u>
<u>COMMERCE/TRADE</u>	<u>Specialty Store</u>
<u>COMMERCE/TRADE</u>	<u>Restaurant</u>
<u>COMMERCE/TRADE</u>	<u>Warehouse</u>
<u>GOVERNMENT</u>	<u>Post Office</u>
<u>RECREATION AND CULTURE</u>	<u>Museum</u>
<u>RECREATION AND CULTURE</u>	<u>Monument</u>
<u>RELIGION</u>	<u>Religious Facility</u>

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7. Description

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Architectural Classification (Enter categories from instructions)

LATE 19<sup>TH</sup> AND EARLY 20<sup>TH</sup> CENTURY REVIVALS: Colonial Revival  
MODERN MOVEMENT: International Style; Moderne  
OTHER: Vernacular; No Style

Materials (Enter categories from instructions)

foundation CONCRETE  
roof ASPHALT; METAL: Steel Aluminum  
walls BRICK; CONCRETE; STUCCO  
  
other \_\_\_\_\_  
\_\_\_\_\_

Narrative Description (Describe the historic and current condition of the property on one or more continuation sheets.)

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8. Statement of Significance

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

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

Criteria Considerations (Mark "X" in all the boxes that apply.) N/A

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

Areas of Significance (Enter categories from instructions)

ARCHITECTURE  
COMMERCE  
INDUSTRY  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Period of Significance 1820-1958  
\_\_\_\_\_

Significant Dates 1940-1958  
\_\_\_\_\_  
\_\_\_\_\_

Significant Person (Complete if Criterion B is marked above)

N/A

Cultural Affiliation N/A

Architect/Builder Freret and Wolf, Edward B. Silverstein, and multiple unknown

Narrative Statement of Significance (Explain the significance of the property on one or more continuation sheets.)

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### 9. Major Bibliographical References

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(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

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 # \_\_\_\_\_

Primary Location of Additional Data

State Historic Preservation Office

Other State agency

Federal agency

Local government

University

Other

Name of repository: MacRostie Historic Advisors, 1400 16<sup>th</sup> St, NW, Suite 420, Washington, DC 20036

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### 10. Geographical Data

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Acreage of Property 179

UTM References (Place additional UTM references on a continuation sheet)

	Zone	Easting	Northing	Zone	Easting	Northing	
1	<u>15</u>	<u>782400</u>	<u>3316640</u>	3	<u>15</u>	<u>783300</u>	<u>3316500</u>
2	<u>15</u>	<u>783400</u>	<u>3315200</u>	4	<u>15</u>	<u>782260</u>	<u>3316080</u>

See continuation sheet.

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet.)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet.)

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11. Form Prepared By

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Name/title Elizabeth Breiseth, Associate

Organization MacRostie Historic Advisors, LLC date May 2008

street & number 1400 16<sup>th</sup> Street NW, Suite 420 telephone (202) 483-2020

city or town Washington state DC zip code 20036

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Additional Documentation

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Submit the following items with the completed form:

Continuation Sheets

Maps

- A USGS map (7.5 or 15 minute series) indicating the property's location.
- A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items (Check with the SHPO or FPO for any additional items)

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Property Owner

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(Complete this item at the request of the SHPO or FPO.)

name Multiple Owners

street & number \_\_\_\_\_ telephone \_\_\_\_\_

city or town \_\_\_\_\_ state \_\_\_\_\_ zip code \_\_\_\_\_

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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. 470 et seq.). A federal agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number.

Estimated Burden Statement: Public reporting burden for this form is estimated to range from approximately 18 hours to 36 hours depending on several factors including, but not limited to, how much documentation may already exist on the type of property being nominated and whether the property is being nominated as part of a Multiple Property Documentation Form. In most cases, it is estimated to average 36 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form to meet minimum National Register documentation requirements. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, 1849 C St., NW, Washington, DC 20240.

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NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

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This amendment to the Upper Central Business District National Register nomination addresses two issues 1) increasing boundaries of the existing Upper Central Business District and 2) expanding the period of significance to reflect the continued significance of the Upper Central Business District from 1940 to 1958. The period of significance is addressed in Section 8 of this document, while the increased boundaries are discussed in Section 7.

**Summary Description:**

The Upper Central Business District is characterized by its high concentration of masonry structures, the majority of which share party walls with adjacent buildings. Although the scale of the neighborhood varies, the majority of structures are two to four stories in height. The buildings that date to the 1940s and 1950s are often executed using vocabulary from the Modern Movement; these buildings are architecturally significant for their association with the Modern Movement, an architectural movement that had little impact on urban centers in Louisiana outside New Orleans. The buildings erected between 1940 and 1958 are compatible with the existing overall rhythm and scale of the Upper Central Business District and illustrate the district's economic growth during the 1940s and 1950s. Over time, alterations to historic buildings have occurred; in two cases, alterations have been extensive enough to warrant changing the resource status from contributing to non-contributing.

The district features dense, commercial development with minimal landscaping. Buildings generally abut lot lines, while the minimal undeveloped land in the district is used for parking. The district provides green space in the form of Lafayette Square and the park at the intersection of John Churchill Chase Street and Convention Center Boulevard. The expansion of the period of significance, coupled with the expanded boundaries, will add 2 contributing buildings and change the status of 30 non-contributing resources to contributing. The amendment and expanded district has 437 contributing buildings, 1 contributing site, 70 non-contributing buildings, 1 non-contributing site, and 3 non-contributing structures, for a total of 438 contributing resources and 74 non-contributing resources.

**Boundary Increase:**

The proposed expansion of the Upper Central Business District's period of significance to 1958, as well as the resulting physical expansion of the district boundaries, is necessary to provide a more thorough understanding of the growth of the area surrounding the Port of New Orleans. The expansion will establish more appropriate historic district boundaries and add additional buildings to the district.

The existing historic district boundaries include seventy-nine city squares/blocks (or portions of squares), which encompass and surround the former Delord Plantation as well as the lands originally owned by Don Bertrand and Madame Maria Gravier; these lands were initially surveyed and divided into streets and blocks between 1788 and 1806. The survey and subdivision of these lands completed the street and block pattern that presently exists in the Upper Central Business District.

The expanded boundaries seek to capture two additional buildings, which were located adjacent to but not included in the boundaries established in the 1993 boundary expansion to the Upper Central Business District. These buildings are both



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located in squares where the existing district boundaries bisect the square, but include only a portion of the resources situated within the square. The new boundaries also include two additional properties along Howard Avenue, which is the present-day southern boundary of the district. The new boundaries are also drawn to exclude buildings that are less than 50 years old and do not possess similar or compatible architectural or functional qualities to the historic resources.

Boundary Description:

The Upper Central Business District boundary runs north from Howard Avenue to include the properties on the west side of Baronne Street. The boundary turns west at Julia Street to include three properties that front O'Keefe Avenue; the boundary returns east to capture buildings on the west side of Baronne Street. At Lafayette Street, the boundary turns west and extends to South Rampart Street where it turns north to include the extant buildings along South Rampart Street. The boundary turns east, including properties on the north side of Lafayette Street. The boundary extends north at the rear lot lines of Baronne Street and runs to Poydras Street. At Poydras Street, the boundary turns east and extends to Carondelet Street. The boundary turns south at Carondelet Street half a block to Lafayette Street where it runs south. The boundary continues south, including buildings and parks on the south side of Lafayette until it reaches Constance Street. At Constance Street, the boundary again turns north until it reaches Poydras where it turns east. The boundary continues east along Poydras to Fulton Street, where it turns south. The boundary runs south one block until it reaches Girod Street; at Girod Street, the boundary turns east and runs to Convention Center Boulevard. The boundary turns south at Convention Center Boulevard and runs south to Calliope Street. The boundary then turns west and is irregular as it captures properties along the US-90 (Pontchartrain Expressway) until it reaches the intersection of Howard Avenue and Camp Street. At Howard Avenue, the boundary turns south to include buildings on the south and east sides of Lee Circle. The boundary extends north to St. Charles Avenue. The amended boundary turns north to include the properties along the rear lot line of St. Joseph Street. The boundary then turns south again at the rear lot line of the buildings on the east side of Carondelet Street and extends to Howard Avenue. At Howard Avenue, the boundary runs west for half a block and then turns south to include four properties on the south side of Howard Avenue. The boundary turns north and crosses Howard Avenue until it intersects with Baronne Street.

The commercial, industrial, and civic buildings within this boundary are architecturally, aesthetically, and historically consistent; the proposed boundary expansion captures two commercial buildings that are compatible with the buildings located within the boundaries of the existing historic district.

Detailed Description:

The Upper Central Business District experienced consistent growth from the 1820s through the 1950s. Prior to the Civil War, the area experienced residential growth in the form of townhouse development. Following the Civil War, development transitioned from residential to commercial construction. The concentration of commercial buildings is especially high in the eastern portion of the neighborhood, specifically from Magazine Street to present-day Convention Center Boulevard (formerly South Front Street). The significance of this portion of the Upper Central Business District is also recognized in the form of a local historic district – the Warehouse District. The area of the Upper Central Business District referred to as

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the Warehouse District was established as an industrial area to store grain, coffee, produce, and other goods shipped through the Port of New Orleans before shipping became containerized.

The Upper Central Business District exhibits multiple architectural styles, illustrative of the neighborhood's continued growth from 1820 through the present day. When the district was listed on the National Register of Historic Places in 1990 it recognized the following building types and styles: residential townhouses designed in the Greek Revival style, commercial buildings designed in a vernacular interpretation of the Greek Revival style, churches designed in the Gothic and Greek Revival styles, and commercial buildings designed in the Italianate, Art Nouveau, Beaux Arts, Neoclassical, Colonial Revival, and Commercial styles. The expanded and amended nomination recognizes the buildings executed with the idiom of the Modern Movement and its vernacular interpretations.

The district has thirty resources constructed prior to 1958 that were determined non-contributing when the Upper Central Business District was listed in the National Register of Historic Places in 1990, that are now fifty years old or older, retain sufficient integrity to be considered contributing resources, and reflect the district's architectural and historical significance, as explained below. In general, the buildings constructed during this period were built for commercial and industrial functions, and some tend to exhibit architectural elements of the Modern Movement. Commercial structures are generally two to four stories in height and constructed of masonry, either brick, concrete block, or concrete blocks with brick veneer. The buildings tend to have flat roofs with either metal or concrete coping. Fenestration consists of metal-sash storefront or awning windows as well as a handful of double-hung, wood-sash windows. Buildings that do not exhibit elements of the Modern Movement but contribute to the district's commercial and industrial growth during the 1940s and 1950s are also considered contributing elements to Upper Central Business District.

**Integrity:**

Overall, the resources within the Upper Central Business District retain enough integrity to qualify for listing in the National Register of Historic Places. Buildings constructed between 1940 and 1958 are remarkably consistent architecturally. Exterior alterations are generally limited to the replacement of shopfronts and upper story windows, which are common alterations and do not affect the overall architectural integrity of the buildings within the district.

A small number of demolitions have occurred within the district since it was surveyed in the 1990s. These demolitions have made way for the construction of hotels to service the Ernest N. Morial Convention Center, which opened in 1985.

The combination of new construction and alterations to existing historic fabric has compromised the integrity of two buildings that were contributing resources to the district: 701 Convention Center Boulevard and 807-811 South Peters Street.

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**Inventory:**

Style classifications, building dates, and contributing status: Buildings classified as “Modern Movement” exhibit elements of either the International or Moderne styles. Few properties within the Upper Central Business District are pure examples of the architectural strands that are considered part of the Modern Movement, but the Modern Movement had great influence on the commercial and industrial structures constructed there during the 1940s and 1950s.

Buildings architecturally classified as “no style” do not make a stylistic statement. Unstylized historic buildings are a common feature of commercial and industrial centers where buildings are utilitarian in purpose. In the Upper Central Business District, no style buildings are generally one to two stories in height and constructed of either brick or concrete blocks. These buildings enhance the district’s identity as a commercial and industrial area while supporting the overall character of the district in areas such as massing, fenestration pattern, and materials.

Access to building permits is limited. Therefore, many of the buildings have been dated using Sanborn Fire Insurance Maps from 1908, 1929-1940, and 1951 in conjunction with a field assessment. In rare cases, building dates were located in newspaper articles.

Buildings that are architecturally significant for their association with the Modern Movement or other styles and retain sufficient integrity to convey that association are contributing elements. Unstyled commercial and industrial buildings that retain their integrity are considered contributing elements due to their role in the commercial and industrial growth of the Upper Central Business District.

Non-Contributing Resources, Previously Contributing

**1) 701 Convention Center Boulevard, Wyndham Riverfront Hotel, alterations circa 2000**

The historic main block of the six-story hotel is set back from Convention Center Boulevard. The main block retains its historic façade, which consists of coursed Flemish-bond brick with pilasters. Six stories in height, the main block is punctuated by paired window openings with 6/6 metal replacement sashes. Window openings have rowlock sills and 3-course arched lintels with keystones. The entrance has a double-leaf metal-frame replacement door with sidelights and an arched transom. Two non-historic wings whose facades are flush with Convention Center Boulevard flank the main block. The wings are clad in stucco and ornamented with ogee-profiled stringcourses above the first, second, and sixth stories. Window openings on the upper stories hold 1-light sliding metal windows. The first story window openings hold storefront windows and allude to the historic main block with their arched form and keystones. A seven-bay curtain-walled structure flush with Convention Center Boulevard connects the two wings at the fourth, fifth, and sixth stories; the structure is set upon four columns. The columns feature palm-leaf caps. Additions, alterations, and replacement materials have compromised the integrity of the historic main block; thus, the building at 701 Convention Center Boulevard is non-contributing.

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**2) 807-811 South Peters Street/300 Julia Street, Courtyard/Spring Hill Suites Marriott, circa 1995**

The four-story hotel occupies an entire block of South Peters Street from Julia Street to St. Joseph Street. It appears that the hotel razed sections of historic buildings existing along the 800 block of South Peters Street while retaining and incorporating other parts of those buildings in its design. This has, of course, compromised the integrity of the historic structures and contributes to the modern building's non-contributing status. The modern portion of the building is concrete block construction; exterior finishes, such as colored stucco and cornice lines, vary to give the hotel the appearance of five smaller structures. The entire first story is coursed concrete blocks finished to look like rusticated stone; the concrete is a different color in each of the five sections of the hotel. Cornices vary from an unadorned frieze board to a bracketed cornice with dentils. Fenestration along the South Peters Street elevation consists of single and paired 4-light fixed vinyl windows.

New Non-Contributing Resources within the Original District's Boundaries

(These buildings were constructed after the 1993 District Boundary Expansion)

**3) 859 Convention Center Boulevard, Marriott, circa 1995**

The present-day hotel replaced the historic structure at 859 Convention Center Boulevard. The hotel is less than fifty years old, making it a non-contributing resource. The fourteen-story, nine-bay hotel building is constructed of concrete blocks and capped by a flat roof. The first three stories of the façade are clad with a stretcher-bond brick veneer. The upper façade stories as well as the side and rear elevations are clad in stucco. The entrance is composed of tripled, double-leaf metal-framed doors. A metal awning shelters the entrance. The first story features full height fixed windows with metal frames. A concrete spandrel panel separates the first and second story windows. Second story windows have metal lintels. The remaining façade fenestration consists of 2- and 3-light fixed windows. Balconies adorn the central bays on the fifth and seventh stories of the façade. Ogee-profiled stringcourses are located above the second, third, eighth, ninth, and twelfth stories. The hotel also features an ogee-profiled cornice.

**4) 350 John Churchill Chase Street, circa 1985**

A paved plaza with benches and mature plantings fronts Convention Center Boulevard. A small concrete wall with a beveled cap runs along the western edge of the plaza, demarcating the plaza from the park; the concrete wall encircles the park that occupies the block between John Churchill Chase and Gaienne streets. A metal fence sits atop the concrete wall. The park features landscaping with mature vegetation. The plaza and park are both less than fifty years old, making it a non-contributing site.

**5) 315 Julia Street, Embassy Suites, circa 2000**

The sixteen-story hotel is seven-bays in width along Julia Street. The hotel is less than fifty years old, making it a non-contributing resource. The building is constructed with concrete blocks, which remain exposed (although painted) on all visible elevations. The hotel has a projecting five-story section along the Julia Street elevation. Each bay on this projection has a front-gabled roof. A pyramidal roof caps a tower at the east end of the hotel. Fenestration consists of 1-light fixed vinyl windows. Although some rooms have inset balconies, the majority have canted concrete balconies with metal balusters. Balcony doors are double-leaf wood with lights. The main entrance is composed of two sets of sliding metal-frame doors

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topped by a transom and sidelights. A coursed concrete surround ornaments the main entrance.

**6) 1001 South Peters Street, Hilton Garden Inn, circa 2000**

The seven-story, flat-roofed hotel is concrete-block construction finished with stucco. The hotel is less than fifty years old, making it a non-contributing resource. The southern portion of the building is flush with South Peters Street, while the northern portion is set back from the street; the northern portion of the hotel meets the southern portion at a slight angle. The façade has five projecting bays capped by front-gabled roofs. The main entrance is situated within a one-story, five-bay projection along South Peters Street. The projection has a half-hipped roof of standing-seam metal. The entrance is composed of three single-leaf doors topped by a 3-light transom and flanked by sidelights. Fenestration consists of 1-light sliding vinyl windows. A three-story parking structure (that is also less than fifty years old) is located on the rear (west) elevation of the hotel. The reinforced concrete parking structure has brick veneer panels at each parking level. The garage is accessible via Poe Drive.

**7) 345 St. Joseph Street, Residence Inn Marriott, circa 2000**

The four-story, eight-bay hotel is concrete-block construction with a parged finish. The hotel is less than fifty years old, making it a non-contributing resource. The building has a parged watertable painted a different color than the rest of the structure. A flat roof with a parapet and a combination of metal and concrete coping covers the hotel. Fenestration consists of fixed 1/1 sashes and 4/2 awning sashes. The main entrance, which is composed of a double-leaf metal-frame glass door, is inset under the building. Square columns create a modern porte-cochere to shelter the main entrance.

**8) 501 Tchoupitoulas Street, Staybridge Suites, circa 1995**

The sixteen-story hotel is located on the southwest corner of Poydras and Tchoupitoulas streets. The hotel is less than fifty years old, making it a non-contributing resource. The hotel is concrete construction with brick veneer on the first through fifth stories. The structure has a flat roof with concrete coping. The central bay of the hotel extends to a seventh story and is covered by a gable roof. Fenestration consists of single and paired fixed 1-light windows. Windows on the third through fifth stories have concrete spandrel panels. Entrances are located on Poydras and Tchoupitoulas streets; entrances are composed of double-leaf metal-frame doors. A pent roof of standing-seam metal is located above the first story.

Contributing Resources, Previously Non-Contributing

**9) 1001 Annunciation Street, circa 1930**

The one-story, two-bay no style industrial building is masonry construction of 6-course American-bond brick. In 1940, the building functioned as what the Sanborn Fire Insurance map called a "motor front station." A flat roof with a parapet covers the building. Two loading dock door openings filled with metal roll-up doors are located on the Annunciation Street (east) elevation. The door openings have timber surrounds. The wood loading dock has a wood platform and is sheltered by a shed roof that is supported by wood posts. A double-leaf wood garage door is located on the north elevation. Window openings on the rear elevation are covered with plywood. Window openings have rowlock sills. This building contributes to the industrial development of the Upper Central Business District.

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**10) 1031 Annunciation Street Addition, circa 1947**

The contributing no style industrial building at 1031 Annunciation Street has an addition on its rear elevation. The addition was evaluated as a separate structure during the 1990 survey and deemed non-contributing. Sanborn Fire Insurance maps indicate the addition to the machine and welding shop was constructed between 1940 and 1951. The addition has a steel-frame structure and is clad with corrugated metal siding. It is covered by a gable roof that is also clad with corrugated metal. Fenestration on the addition consists of 6-light metal awning sashes set over 3-light fixed metal sashes. The addition does not compromise the integrity of the main block; therefore, the entire structure is a contributing resource. This building contributes to the industrial development of the Upper Central Business District.

**11) 701 Baronne Street, Sewell Cadillac, 1954**

The three-story, seven-bay International Style commercial building has functioned as an automobile dealership since its construction – first as the Pontchartrain Motors building and most recently as the Sewell Cadillac building. The building features a rooftop parking deck. The third story is set back from the east (façade) elevation, giving the structure the appearance of a two-story building. A two-story, three-bay annex building of concrete-block construction is situated adjacent to the south (side) elevation of the dealership's main block. Set on a concrete foundation, the structure is 6-course American-bond brick construction. Storefront windows punctuate five bays facing Baronne Street and three bays facing Girod Street. Round concrete columns are set beneath the overhang and between the sets of windows further articulating the showroom bays. Fenestration on the second-story of the two-story portion of the dealership consists of a band of 2-light metal-sash awning windows, stacked two high on the east (Baronne Street) elevation. Second-story windows on the north (Girod Street) elevation are non-historic 1/1 double-hung, metal-sash replacement windows. The historic and non-historic windows meet at the northeast corner, creating a continuous band of windows along the east and north elevations that share a concrete sill course and a concrete lintel course. Roll-up garage doors are located on the east, north, and west elevations. This building contributes both architecturally and commercially to the development of the Upper Central Business District.

**12) 741 Baronne Street, Leni's Café, circa 1905**

The one-story, five-bay no style commercial building is concrete-block construction. The building housed a wallpaper and paint shop in 1908. The façade is clad in stucco. A flat roof with metal coping covers the building. Fenestration consists of 1-light fixed wood-sash windows; some windows have been infilled on the façade. The façade features a roll-up vinyl replacement door as well as two pedestrian entrances. The single-leaf entrances hold paneled wood doors with lights. This building contributes to the commercial development of the Upper Central Business District.

**13) 826-848 Carondelet Street, Stephen's Buick Company, 1950**

The four-story, eight-bay concrete International Style commercial building was constructed as an automobile dealership with a rooftop parking deck. The center portion of the Carondelet Street (west) elevation features three-sided storefronts; pedestrian entry is provided into the building at the northwest and southwest corners. Vehicular entry is provided at the south and north sides. Additional components of the west elevation's first story include metal roll-up overhead doors recessed behind the north and south aprons for customer vehicular access, and a façade of glass block also recessed at the north end (partially infilled but original to the building). The second through fourth stories (constructed of concrete with a

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smooth stucco finish) are situated atop the first story's exposed structural columns. Each upper story is delineated by ribbon windows or openings that continue along the entire façade and wrap around the south side of the building, punctuated only by a single structural column visible near the south elevation's west end. The horizontality of the building is further accented by continuous grooves in the concrete at each finished floor level, as well as continuous cast stone lintels and sills above and below the ribbon windows. This building contributes both architecturally and commercially to the development of the Upper Central Business District.

**14) 856 Carondelet Street, Otis Elevator, circa 1947**

The two-story, three-bay Colonial Revival-style building was constructed as part of the Otis Elevator complex, which is situated at 852 Carondelet Street. The two-story building is masonry construction of 6-course American-bond brick and is separated from the main Otis building by a small courtyard. A brick watertable is delineated on the façade through contrasting brick coursing. A flat roof with a parapet covers the structure. The parapet has concrete coping with an ogee profile. Fenestration consists of 4/4 double-hung, wood-sash windows set on rowlock sills. A soldier lintel course tops the windows. The recessed pedestrian entrance is composed of a double-leaf paneled wood door with lights. The entrance has a slight projecting surround with an ogee-profiled lintel. Three garage doors are located on the building's south elevation. This building contributes both architecturally and commercially to the development of the Upper Central Business District.

**15) 632 Commerce Street, circa 1905**

This one-story, one-bay no style commercial building is constructed of 6-course American-bond brick. In 1908, the building functioned as a hides and wool warehouse. The building has a flat roof clad with standing-seam metal. The building has a double-leaf hinged wood door. A 12-light metal-sash awning window and a single-leaf pedestrian entrance are located on the south elevation. A metal awning shelters the pedestrian entrance. This building contributes to the industrial development of the Upper Central Business District.

**16) 319 North Diamond Street, circa 1947**

The one-story, one-bay Modern Movement commercial building is concrete block construction clad with 6-course American-bond brick. A flat roof with a rowlock parapet covers the building. A single-leaf wood door with lights is located on the North Diamond Street (south) elevation. The inset entrance is flanked by glass block windows that curve toward the door. The glass block windows, which appear to be original, sit on rowlock sills; a soldier lintel course tops the windows and doors. A decorative inset brick panel outlined with projecting header bricks is located above the entrance. This building contributes architecturally and commercially to the development of the Upper Central Business District.

**17) 308 South Diamond Street, circa 1947**

The one-story, three-bay no style commercial building is masonry construction of 6-course American-bond brick. The garage has a front-gabled roof with metal coping and a parapet along the side (west) elevation. The South Diamond Street elevation has a roll-up replacement garage door with a single-leaf pedestrian entrance on either side. The pedestrian entrances are topped by 1/1 single-hung, metal-sash windows. A one-story concrete-block addition is located on the rear of the garage. The addition has a flat roof with metal coping. The property's address on historic Sanborn Fire Insurance maps is 310 South Diamond Street but its present address is 308 South Diamond Street. This building contributes to the commercial

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development of the Upper Central Business District.

**18) 435 Gaienne Street, circa 1955**

The one-story, no style commercial building at 435 Gaienne Street is constructed of concrete blocks. The shallow-gabled roof has metal coping. The Gaienne Street elevation is clad in a stretcher-bond brick veneer. The elevation also features a single-leaf pedestrian entrance and a roll-up garage door. Soldier lintels top both door openings. This building contributes to the commercial development of the Upper Central Business District.

**19) 717-719 Girod Street, circa 1958**

The two-story, four-bay no style commercial building is concrete-block construction. A flat roof covers the building. Fenestration consists of 6/6 double-hung, wood-sash windows set on wood sills. The building has two single-leaf paneled wood doors. An exterior metal stair with diamond-patterned balusters provides access to offices on the first and second stories. A roll-up vinyl garage door provides vehicular access. This building contributes to the commercial development of the Upper Central Business District.

**20) 439 Julia Street, Standard Supply & Hardware Company, circa 1939**

The one-and-a-half-story, three-bay Modern Movement commercial building is set on a concrete foundation with a concrete watertable. The building is concrete-block construction. A front gable roof with a semi-circular parapet covers the building. The garage has two roll-up metal garage doors and a single-leaf metal door for pedestrian access. Fenestration consists of 6-light awning over 4-light fixed metal-sash windows. This building contributes architecturally and commercially to the development of the Upper Central Business District.

**21) 533 Julia Street, circa 1939**

The one-and-a-half-story, three-bay Modern Movement commercial building is set on a concrete foundation and constructed of 6-course American-bond brick. In 1940, the building housed an automobile repair shop. A front-gabled roof with concrete coping covers the building. The garage has a roll-up metal door. Fenestration consists of 2-light wood-sash awning windows set on rowlock sills. A louvered vent is located in the gable end. This building contributes architecturally and commercially to the development of the Upper Central Business District.

**22) 726-736 Julia Street, circa 1920**

The two-story, five-bay no style commercial building is situated on the southeast corner of Julia and Carondelet streets and was built as a private garage. The building is masonry construction of 6-course American-bond brick. The façade is clad in stretcher-bond brick veneer. A flat roof with coping covers the building. Three roll-up metal garage doors are located along the Julia Street elevation. An ogee-profiled concrete lintel tops the garage doors. Fenestration consists of paired window openings set on concrete lug sills. The window openings feature 8-light metal awning windows with 4-light fixed metal-sash windows above and below the operable awning sashes. An extension is located along the rear elevation. The building's extension is consistent in materials and fenestration with the main block. A side-gabled roof covers the extension. This building contributes to the commercial development of the Upper Central Business District.



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**23) 901 Julia Street, circa 1947**

The one-story, eight-bay Colonial Revival-style commercial building is masonry construction of 6-course American-bond brick. In 1951, the building housed a wholesale brass and copper company. A gable roof covers the commercial building as well as its garage extension. The main block has a brick parapet with concrete and metal coping. The building has frieze panels set off by brick borders and filled with angled brickwork. Fenestration consists of 1-light fixed metal-sash windows. A double-leaf pedestrian entrance is located on Julia Street. The entrance is composed of a metal-frame glass door with sidelights and a transom. Two roll-up metal garage doors are located on the garage extension along Julia Street. This building contributes architecturally and commercially to the development of the Upper Central Business District.

**24) 927 Julia Street, circa 1930**

The one-story, three-bay no style commercial building is concrete-block construction and was built as a furniture warehouse. The façade is clad in stucco. A shed roof clad in standing-seam metal covers the building. A garage door opening on the façade has been modified to accommodate a double-leaf metal-frame glass door topped by a transom and flanked by sidelights. A second, single-leaf metal-frame door is located on the façade. Fenestration consists of 2-light fixed metal-sash windows and 1-light metal-sash awning windows. This building contributes to the commercial development of the Upper Central Business District.

**25) 715 Magazine Street, circa 1939**

The two-story, six-bay no style commercial building is concrete-block construction clad in stucco. In 1940, the building housed a coffee concern and served as a private garage. A flat roof with a parapet covers the building. Fenestration consists of 4-light metal-sash awning windows with 14-light metal-sashes surrounding the operable awning sashes. Concrete lintel and sill courses border the window openings. Originally, the building had six garage doors. Two operable garage doors remain on the façade, while the remaining garage door openings have been infilled and clad with stucco. The operable garage doors are roll-up metal replacements. One modified garage opening presently has a single-leaf metal pedestrian door. A single-leaf wood door with lights is also located on the façade; a transom tops the door. This building contributes to the commercial development of the Upper Central Business District.

**26) 728-730 Magazine Street, circa 1930**

The one-story no style commercial building is concrete-block construction clad in stucco. The 1940 Sanborn Fire Insurance map indicates the building was a garage and had its present-day configuration along Magazine Street. A flat roof covers the office portion of the garage. The building has a stepped parapet with concrete coping. The pedestrian entrance at the corner of Magazine and Notre Dame streets is canted and has a single-leaf paneled wood door with lights. The multi-light metal-sash windows have been painted. The garage bays along Magazine Street are covered by a gable roof. The garage bays feature roll-up metal doors. A concrete-block garage extension is located on Notre Dame Street and was constructed between 1940 and 1951. The extension has a flat roof with a rowlock parapet. The extension has a roll-up garage door. The 1951 Sanborn Fire Insurance map indicates the building was used as a garage for the U.S. Postal Service. Presently, the commercial building is a private garage. This building contributes to the commercial development of the Upper Central Business District.

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**27) 819 Magazine Street, circa 1939**

The one-story, three-bay no style commercial building is set on a poured concrete foundation with a concrete watertable. The building was constructed as an auto body repair shop. The building is 6-course American-bond brick construction with a 2-course rowlock stringcourse on the façade. A flat roof with concrete coping covers the garage. Window openings are covered with vertical board siding. The single leaf pedestrian entrance is also covered with vertical board siding. A roll-up metal door provides vehicular access. A soldier lintel course tops the window and door openings. This building contributes to the commercial development of the Upper Central Business District.

**28) 821 Magazine Street, Fire Station No. 5, circa 1900**

The two-story, two-bay former fire house is masonry construction of 6-course American-bond brick with a stretcher-bond brick veneer on the façade. The building exhibits elements of the Colonial Revival style. A flat roof with a curved parapet covers the building. Fenestration consists of 6/6 double-hung, wood-sash windows topped by 3-light wood-sash awning windows. The large second story window opening is filled with vertical board siding. The garage door has a roll-up metal replacement door with a square surround. The pedestrian entrance has a single-leaf paneled wood door with an arched transom and a 3-course arched soldier lintel. This building contributes to the architectural, commercial, and industrial development of the Upper Central Business District.

**29) 827 Magazine Street, circa 1947**

The one-and-a-half-story, three-bay no style commercial building is set on a concrete foundation and constructed of concrete blocks. The building was constructed to house a radiator repair shop. The façade is faced with a stretcher-bond brick veneer. A flat roof with a stepped parapet covers the building. The garage features a double-leaf swing-out wood garage door and a single-leaf wood door in the pedestrian entrance. Fenestration consists of a 1-light fixed wood window with a 3-light transom and a 6-light metal-sash awning window. This building contributes to the commercial development of the Upper Central Business District.

**30) 869 Magazine Street, circa 1958**

The one-story, four-bay no style commercial building is concrete block construction with stretcher-bond brick veneer on its street elevations. A flat roof with metal coping covers the building. Fenestration consists of 2-light fixed wood windows. The pedestrian entrance on Magazine Street is a double-leaf metal-frame glass door topped with a transom and sidelights. This building contributes to the commercial development of the Upper Central Business District.

**31) 1060 Magazine Street, circa 1930**

The two-story, eight-bay no style commercial building is masonry construction. The building was constructed as an auto body and repair shop. The Magazine Street elevation is clad with stucco, while the side elevation features exposed brick. The structure has a flat roof with a stepped parapet on the side elevation. Two roll-up metal garage doors and two single-leaf pedestrian entrances are located on the Magazine Street elevation. Fenestration consists of 20-light wood-sash windows on the first story (some of which have been replaced with 1-light fixed sashes or covered with plywood) and 6/6 double-hung, wood-sash windows on the second story. A one-story, gable-roofed extension is located on the rear elevation of the garage. The extension is concrete block construction. This building contributes to the commercial development of the Upper Central

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**32) 425 Notre Dame Street, circa 1940**

The two-story, three-bay no style commercial building is concrete-block construction clad in stucco. The building was constructed as a burlap bag warehouse. A flat roof with concrete coping covers the building. Fenestration consists of 4-light metal-sash awning windows with 2-light metal-sash fixed windows bordering the operable sash. The windows are set on concrete sills. A single-leaf metal door provides access to the building. A 1-light transom tops the door. This building contributes to the commercial development of the Upper Central Business District.

**33) 931 South Peters Street, circa 1947**

The one-story, two-bay Modern Movement commercial building is concrete-block construction. The building has been used as a restaurant since its construction. The building has a flat roof with concrete coping and a concrete frieze. The building features dogtooth concrete block quoins on the north corner. The double-leaf wood door with lights is situated within a canted entrance bay. A metal awning shelters the entrance bay. The building has fixed 16-light wood windows set on concrete sills. Additional pedestrian entrances as well as 2-light wood windows are located on the Howard Avenue elevation. This building contributes both architecturally and commercially to the development of the Upper Central Business District.

**34) 840 St. Charles Avenue, Klein Motors Inc., 1941**

The one-story, five-bay International Style commercial building was originally constructed as an automobile dealership. The building is masonry construction of 6-course American-bond brick. A flat roof with metal coping covers the building. A ribbon of 3-light fixed metal-sash storefront windows composes the majority of the façade. The windows abut the canted, inset entrance. The entrance has two sets of double-leaf metal-frame glass doors. A roll-up metal door is situated between the two pedestrian entrances. A curved metal awning faced with ceramic tile and topped with metal coping shelters the façade. The upper portion of the façade is clad with vertical board siding. This building contributes both architecturally and commercially to the development of the Upper Central Business District.

**35) 860 St. Charles Avenue/625 St. Joseph Street Addition, Farm Credit Administration, circa 1925**

The previously contributing commercial building at 860 St. Charles Avenue has an addition on its rear elevation. The addition was evaluated as a separate structure during the 1990 survey and deemed non-contributing. Sanborn Fire Insurance maps indicate the addition to the Farm Credit Administration building was constructed by 1940. The addition (625 St. Joseph Street) has a flat roof and brick facing. The watertable and concrete lintel course above the second story windows reference the historic main block. The addition has fixed 16-light and 12/1 windows. The addition does not compromise the integrity of the main block; therefore, the entire structure is a contributing resource. This building contributes to the commercial development of the Upper Central Business District.

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**36) 444 St. Joseph Street, circa 1920**

The two-story, three-bay commercial building is designed in the Colonial Revival style. The address on the building reads 400, but the legal address is 444 St. Joseph. The building, which was constructed to function as what the Sanborn Fire Insurance map called a motor front station, is masonry construction of 6-course American-bond brick with pilasters delineating each bay. The façade has a stretcher-bond brick veneer. The entrance is composed of a double-leaf wood door with lights and a fanlight. The ogee-profiled door surround features pilasters and a keystone. Fenestration on the façade consists of tripled 6/6 double-hung, wood-sash windows; window openings have ogee-profiled lintels and sills. Two sets of windows on the second story of the façade have brick infill. Fenestration on the east elevation consists of paired 6/6 double-hung, wood-sash windows; several windows have brick infill. The west elevation features several loading docks. Despite the infill of window openings on the façade, the building continues to convey its architectural and commercial significance. This building was inadvertently left out of the previous survey; it contributes both architecturally and commercially to the development of the Upper Central Business District.

**37) 755 Tchoupitoulas Street, circa 1958**

The two-story, two-bay Modern Movement commercial building is concrete block construction clad in stretcher-bond brick veneer. A flat roof with metal coping covers the structure. The headhouse is clad in stucco. The entrance is composed of a double-leaf metal-frame door topped by a 3-light transom that extends beyond the width of the entrance. Fenestration on the façade consists of 2/2 single-hung, metal-sash windows set on rowlock sills. A projecting bay is located on the façade; the bay's side elevations are finished with concrete panels. The Julia Street (south) elevation of the building features a ribbon of four 1-light metal-sash awning windows as well as infilled garage and pedestrian entrances. This building contributes both architecturally and commercially to the development of the Upper Central Business District.

**38) 911 Tchoupitoulas Street, Dixie Mill Supply Company, circa 1920**

The one-story, three-bay no style industrial building is masonry construction of 5-course American-bond brick. A flat roof with a rowlock parapet covers the building. The building has a double-leaf, hinged wood garage door. Fenestration consists of 3-light fixed metal windows covered with metal screens. This building contributes to the industrial development of the Upper Central Business District.

**39) 1056 Tchoupitoulas Street Addition, circa 1930**

The main block of the two-story, concrete-block no style commercial building at the northeast corner of Tchoupitoulas and John Churchill Chase streets fronts Tchoupitoulas Street. The building was constructed to serve as what the Sanborn Fire Insurance Map refers to as a motor front station. The main block is clad in a stretcher-bond brick veneer and has multi-light wood-sash awning windows set on rowlock sills. A pedestrian and a roll-up vehicular entrance are also located on the Tchoupitoulas Street elevation. The garage has an ell extension that forms a right angle with the main block. The ell was evaluated as a non-contributing resource (separate from the main block) to the district in 1990. The ell was constructed contemporaneously to the garage as evidenced by the coursing and patina of the concrete blocks on both the main block and the ell. The entire structure is also depicted on the 1940 Sanborn Fire Insurance map. The ell extension fronts John Churchill Chase Street. The street elevation is clad in stucco and features a large, roll-up metal door. The entire structure is a contributing resource that contributes to the commercial development of the Upper Central Business District.

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New Contributing Resources, Located Within Boundary Expansion

**40) 918 Carondelet Street, Bradford Building, circa 1930**

The five-story, five-bay commercial building is constructed of concrete blocks and faced in brick veneer and alludes to the Beaux Arts Style. The building is situated at the corner of Carondelet Street and Howard Avenue; both street elevations are composed of storefront windows. First story bays are delineated with round columns. A metal awning shelters the first story on both street elevations. The awning features an arch over the main entrance; the main entrance holds a recessed, double-leaf metal-framed door. A ribbon of 12-light windows tops the awning. The upper stories feature tripartite double-hung, wood-sash windows. Pilasters run from the second through fifth stories. Each story is visually separated by spandrel panels that feature decorative brickwork. A stair tower is situated adjacent to the north elevation of the building along Carondelet Street. The flat roof is ornamented with a denticulated concrete parapet. The building has a circa 2000 addition on its rear (east) and north elevations; the original block's two styled elevations remain visible. The addition fronts both Carondelet Street and Howard Avenue. Designed in a contemporary idiom, the addition reads as a separate building and does not compromise the architectural integrity of the main block. This building contributes both architecturally and commercially to the Upper Central Business District.

**41) 832 Howard Avenue, circa 1925**

The one-story, three-bay Colonial Revival-style commercial building is masonry construction of 6-course American-bond brick. The structure has a flat roof with a parapet. The parapet has concrete coping and decorative pineapple sculptures. The building has an inset frieze panel with a raised rowlock brick border. Fenestration consists of fixed metal-sash storefront windows. Double-leaf, paneled wood doors flank the storefront windows. A single-leaf pedestrian entrance is located on the side elevation; a gabled portico shelters the side elevation entrance. This building contributes both architecturally and commercially to the Upper Central Business District.

Note Concerning the Site Map/Boundary Map

While conducting fieldwork for this project, the consultants discovered some mistakes on the original district map. Thus, the primary focus of the attached new map is to identify the updated contributing and non-contributing status of the resources listed in the above inventory; and the numbering of individual buildings as shown on the map reflects only those discussed in that inventory. The new map also depicts, as accurately as possible based on the previous district map, the contributing and non-contributing status of previously surveyed resources. More specific information about these resources may be found on the maps submitted with the 1990 original nomination and the 1993 boundary expansion and update.

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Note Concerning the USGS Topographical Map

Although the resurvey of the district did result in two small expansions of the boundary, the UTM's defining the district's location have not changed. Therefore, the corners of the polygon used to define the UTM's are not shown on the map, although the UTM's are provided in the margin as part of the required label.

**Statement of Significance**

The Upper Central Business District is significant at both the local and state levels in the areas of commerce and industry (National Register Criterion A), reflecting the importance of New Orleans as an oceangoing port for the Mississippi River Valley. Regionally, New Orleans served as the center for receiving, purchasing, selling, and transferring goods from the entire Mississippi River Valley to ocean-bound vessels. While serving as the principle regional port, New Orleans simultaneously functioned as Louisiana's principal industrial center. Since the early to mid-nineteenth century, the Upper Central Business District has housed the majority of industrial facilities within the city of New Orleans. The role of the Upper Central Business District as a major port and industrial center continued through World War II (1941-1945) and the postwar decades.

The Upper Central Business District is significant on a statewide level for its architecture (National Register Criterion C). The district displays the most complete chronological collection of commercial and industrial architecture within Louisiana, ranging from the Greek Revival style to the Modern Movement. The district is composed of a wide-ranging variety of styles and buildings types that date from the 1820s to the present-day. The Upper Central Business District is particularly significant for its concentration of historic warehouses. A number of commercial buildings constructed during the 1940s and 1950s contribute architecturally to the district, exhibiting elements of the Modern Movement. The concentration of Modern Movement-inspired buildings in the Upper Central Business District is rivaled only by that of New Orleans' Lower Central Business District; nowhere else in Louisiana is the Modern Movement exhibited in an urban context to the extent it is in the Upper and Lower Central Business districts.

Thus, the Upper Central Business District meets National Register Criteria A and C and is significant under the themes of commerce, industry, and architecture with a period of significance extending from 1820-1958.

**Period of Significance**

The Upper Central Business District was originally listed in the National Register of Historic Places in 1990 and had a period of significance extending from 1820 to 1940. The nomination employed the fifty-year cut off to end the period of significance but noted that the district's commercial, industrial, and architectural significance extends into "the modern era." The nomination recognizes the role of commerce and industry in shaping the economy of New Orleans and the architectural landscape of the Upper Central Business District from its initial development through the modern era.

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Construction dating from 1940 to 1958 defines the district's continued growth as a commercial and industrial center prior to, during, and following World War II. Several buildings that date to the 1940s and 1950s are illustrative of the Modern Movement and build on the district's already extensive architectural catalog. These commercial and light industrial buildings do not detract from the architectural quality and scale that is characteristic of the earlier development throughout the Upper Central Business District. Thus, the period of significance proposed for the expanded Upper Central Business District extends from 1820 to 1958, effectively changing the status of thirty resources constructed prior to 1958 from non-contributing to contributing resources.

### **Historical Context**

#### **New Orleans**

The Mississippi River-Port of New Orleans transportation system has affected Louisiana's entire economic structure since settlement first began in Louisiana and the surrounding region. The Mississippi River system was historically the only means available for planters in the region to get surpluses to market and to bring in the manufactured goods necessary for their livelihood. The Port of New Orleans, which is strategically situated at the mouth of the Mississippi River, became the gateway for regional commerce and has evolved into the world's busiest port complex.<sup>1</sup> A post-WWII study evaluated the economic benefits Louisiana had derived over time from its control of the Port of New Orleans. The study asserted that, the "State has been able to furnish many of the commercial services required in the [regional] trade pattern. Transfers of cargoes, storage, packaging, insuring, selling, and financing are among the many functions that New Orleans as the domestic terminus of this transportation system has supplied."<sup>2</sup> The Upper Central Business District's built environment is a direct reflection of its location at the Port of New Orleans. Structures, especially warehouses, were built to support the functions demanded by the Mississippi River transportation system.

Although rail transportation overshadowed water transportation as the preferred means for domestic distribution by the mid-twentieth century, the Port of New Orleans continued to increase the volume and value of cargo it handled. In 1948, the Port of New Orleans was the second-ranking foreign trade port in the United States. The value of foreign trade through the Port of New Orleans increased 259% between 1937 and 1948. As of 1948, New Orleans ranked third in domestic trade based on the value of cargo per pound it processed, behind New York City and San Francisco.<sup>3</sup> The port's phenomenal growth continued through the 1950s. By 1952, the Port of New Orleans ranked second in the United States – only surpassed by New York City – among shipping centers. In 1952, the *New Orleans Item* reported that, "the Port of New Orleans has leaped into the national and international limelight. It has become a great modern port" and boasted its highest revenues in fifty-six years. A large-scale, multi-phase port improvement program facilitated the industrial expansion and increased the

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1 "Port of New Orleans Overview" [http://www.portno.com/pno\\_pages/about\\_overview.htm](http://www.portno.com/pno_pages/about_overview.htm)

2 "Impact of World War II on the New Orleans Port-Mississippi River Transportation System" *Louisiana Business Bulletin* November 1950, vol. 12 no.3:11.

3 "Impact of World War II on the New Orleans Port-Mississippi River Transportation System" *Louisiana Business Bulletin* November 1950, vol. 12 no.3:120-121.

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commerce New Orleans experienced during the late 1940s and 1950s.<sup>4</sup> Growth continued for the Port of New Orleans, with the value of commerce passing through the Port of New Orleans rising to over \$1.6 billion dollars in 1956.<sup>5</sup>

In concert with the port's growth, New Orleans experienced a post-WWII building boom, fostered by the strong postwar economy. Construction of new buildings skyrocketed, causing the year 1952 to be "hailed as the 'second largest construction year in the city's history.'"<sup>6</sup> The locus of the building boom occurred in the city's Upper and Lower Central Business districts in the form of commercial and industrial structures built to support the shipping and commerce functions related to the port.

In addition to its role in port-related commerce, the Upper Central Business District became the hub for automobile sales and service in New Orleans. This is reflected in the automobile-related building stock. By 1951, the Upper Central Business District had approximately twenty facilities offering automobile sales and service, six facilities specializing in automobile parts, two automobile wrecking facilities, and one automobile rental business. According to the *New Orleans Item*, by 1952, one of every six wage earners in Louisiana (approximately 140,000 persons) made a living from the automobile industry. Further, one out of every five retail dollars was spent on an automobile-related product. As the family car became a "symbol of prosperity and progress," more and more facilities were constructed to keep pace with the increasing demand for automobiles and automobile services.<sup>7</sup>

### Modern Movement

As construction occurred in the Upper Central Business District throughout the 1940s and 1950s, the design of some structures began to exhibit elements of the Modern Movement. The Modern Movement in architecture developed out of nineteenth-century technological innovations in industrial architecture and matured into the dominant architectural mode of the twentieth century. The Modern Movement fostered dicta such as "truth to materials" and "form follows function." The movement, which was composed of multiple strands, coalesced in the form of the International Style during the 1920s and 1930s. The International Style is identifiable by several principal features: flat roofs usually with ledges at the roofline, windows set flush with outer walls, smooth and unornamented wall surfaces, no decorative detailing at doors or windows, and asymmetrical facades. Pure examples of the International Style are rare as they tended not only to be avant-garde but also architect-designed. The International Style flourished throughout the United States following WWII, when certain elements of the style were softened into a vernacular adaptation of the style.<sup>8</sup> This vernacular adaptation, often referred to as International Modernism or just Modernism, is visible in both American residential and commercial architecture dating to the late 1940s and 1950s.

The American experience during World War II fostered a postwar climate centered on traditional values, social

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4 "N.O. Port Revenue Highest in 56 Years" *New Orleans Item* June 10, 1952:1.

5 "Lower Central Business District" National Register Nomination, original listing 1991, update 2006.

6 "Lower Central Business District" National Register Nomination, original listing 1991, update 2006.

7 "Car Was Toy in 1877" *New Orleans Item* June 10, 1952:1.

8 McAlester, Virginia and Lee. *Field Guide to American Houses*. New York: Knopf, 1984: 469.



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conservatism, and an expanding suburban middle class. Americans experienced unprecedented prosperity, dominating the world market with virtually no competition. Although the United States emerged as the pre-eminent international power after WWII, American preeminence was almost immediately challenged by the rise of the Soviet Union, which eventually ignited the Cold War. The Cold War, coupled with American prosperity, fostered a new enthusiasm for technology in the United States. Architectural Historian Mark Gelernter notes that these postwar factors created “a widespread acceptance of Modernism [...] it was seen as the most appropriate architectural expression of the postwar age.”<sup>9</sup>

Postwar America abandoned its preferences for historical architectural styles, “fully embracing instead the ahistorical and visually austere forms of International Modernism.”<sup>10</sup> By breaking with historical architectural styles, the Modern Movement came to symbolize a new age of peace and prosperity. The new enthusiasm for technology accorded well with the rational and efficient building technology at the core of Modernism. Modernism’s emphasis on design as a form of rational problem solving appealed to the American generation that had seen rational problem solving used to tackle logistical complexities of World War II, the largest war in history.<sup>11</sup>

Modernism was particularly appealing to the government and private corporations constructing commercial and industrial architecture; “the visual character of the Modernist style seemed to sum up their own self-images: rational, efficient, the confident possessors of immense power and wealth, yet not flashy or desirous of individual expression.”<sup>12</sup> Consequently, the Upper Central Business District, which experienced a high level of postwar prosperity and growth, has a concentration of structures dating from this period that are executed in a vernacular idiom of the International Style – International Modernism. Outside New Orleans, the Modern Movement has had little impact in Louisiana’s urban centers, making the concentration within the Upper Central Business District particularly noteworthy. As noted in the Lower Central Business District National Register Nomination, the International Style was “probably the overriding American urban architectural trend of the post-World War II era.”<sup>13</sup> The use of Modern Movement architectural elements became, in the postwar period, the standard way for American buildings to be modern.

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9 Gelernter, Mark. *A History of American Architecture*. Hanover: University of New England, 1999:260-263.

10 Gelernter, Mark. *A History of American Architecture*. Hanover: University of New England, 1999:260.

11 Gelernter, Mark. *A History of American Architecture*. Hanover: University of New England, 1999:263.

12 Gelernter, Mark. *A History of American Architecture*. Hanover: University of New England, 1999:263.

13 “Lower Central Business District” National Register Nomination, original listing 1991, update 2006.

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Sanborn Fire Insurance Maps, 1908, 1929-1940, and 1951

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**Verbal Boundary Description:**

Please refer to enclosed map.

**Boundary Justification:**

The expanded boundaries of the Upper Central Business District reflect the phases of growth the district has experienced since its establishment in the early nineteenth century through 1958. The expanded boundaries were drawn to encompass two historic resources that were constructed in response to the growth of the Port of New Orleans, as described in Section 8. The two buildings are illustrative of the district's growth as a commercial and industrial center.

With the exception of the above-described expansion, the district boundaries have largely remained unchanged in order to retain the commercial and industrial architecture dating to the 1940s and 1950s located within the existing district. With the period of significance expansion, the commercial and industrial buildings from this period are contributing elements to the district. These buildings are architecturally significant for their use of Modern Movement motifs and significant for their role in the commercial and industrial growth of the Port of New Orleans. These buildings, along with the two resources located in the expanded boundary, are architecturally, aesthetically, and historically consistent and complimentary to the elements that already contribute to the Upper Central Business District.

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Date of Photographs: April 2008

Photographers: Elizabeth Breiseth and Jen Hembree  
MacRostie Historic Advisors LLC  
1400 16<sup>th</sup> Street, NW, Suite 420  
Washington, DC 20036  
(202) 483-2020

Photograph 42 of 54: Looking southwest along Annunciation Street from its intersection with Tchoupitoulas Street

Photograph 43 of 54: Looking east down Gaienne Street from Tchoupitoulas Street

Photograph 44 of 54: Looking northwest from the intersection of Magazine and St. Joseph streets along St. Joseph Street

Photograph 45 of 54: Looking northwest along the 800 block of Magazine Street

Photograph 46 of 54: Looking northeast along the 500 block of Julia Street

Photograph 47 of 54: Looking south along the 800 block of St. Charles Avenue

Photograph 48 of 54: Looking southeast along Carondelet Street from St. Joseph Street

Photograph 49 of 54: Looking south toward the 800 block of Howard Avenue

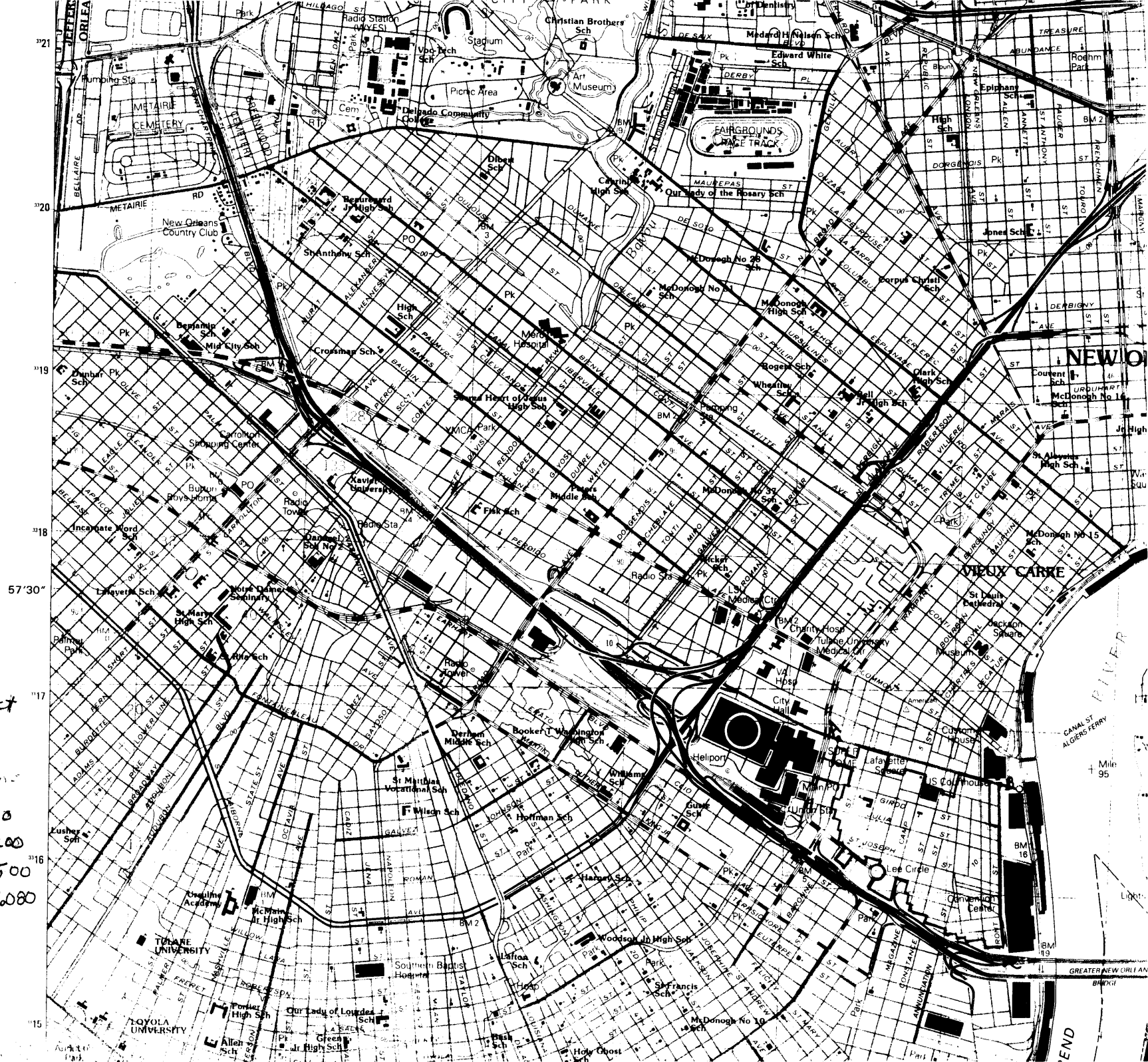
Photograph 50 of 54: Looking northwest at the intersection of Carondelet and Julia streets

Photograph 51 of 54: Looking north along 700 block of Baronne Street

Photograph 52 of 54: Looking southeast along Julia Street at its intersection with Carondelet Street

Photograph 53 of 54: Looking south along the 700 block of Magazine Street

Photograph 54 of 54: Looking south along Tchoupitoulas Street toward Julia Street



Upper Central  
Business District  
Expansion

near the Orleans  
French, LA

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- 15 783400 3315200
- 15 783300 3316500
- 15 782260 3316080