

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY - NOMINATION FORM

(Type all entries - complete applicable sections)

STATE: **Louisiana**
 COUNTY: **Orleans**
 FOR NPS USE ONLY
 ENTRY DATE: **DEC 27 1974**

1. NAME

COMMON: **General Laundry Building**
 AND/OR HISTORIC:

2. LOCATION

STREET AND NUMBER: **2512 St. Peter St.**
 CITY OR TOWN: **New Orleans** CONGRESSIONAL DISTRICT: **First**
 STATE: **Louisiana** CODE: **22** COUNTY: **Orleans** CODE: **071**

3. CLASSIFICATION

CATEGORY (Check One)	OWNERSHIP	STATUS	ACCESSIBLE TO THE PUBLIC
<input type="checkbox"/> District <input type="checkbox"/> Site <input type="checkbox"/> Object	<input checked="" type="checkbox"/> Building <input type="checkbox"/> Structure <input type="checkbox"/> Private <input type="checkbox"/> Both	<input checked="" type="checkbox"/> Public Public Acquisition: <input type="checkbox"/> In Process <input type="checkbox"/> Being Considered	<input type="checkbox"/> Occupied <input checked="" type="checkbox"/> Unoccupied <input type="checkbox"/> Preservation work in progress
PRESENT USE (Check One or More as Appropriate)			
<input type="checkbox"/> Agricultural <input type="checkbox"/> Commercial <input type="checkbox"/> Educational <input type="checkbox"/> Entertainment	<input checked="" type="checkbox"/> Government <input type="checkbox"/> Industrial <input type="checkbox"/> Military <input type="checkbox"/> Museum	<input type="checkbox"/> Park <input type="checkbox"/> Private Residence <input type="checkbox"/> Religious <input type="checkbox"/> Scientific	<input type="checkbox"/> Transportation <input type="checkbox"/> Other (Specify)
Yes: <input type="checkbox"/> Restricted <input type="checkbox"/> Unrestricted <input checked="" type="checkbox"/> No			

4. OWNER OF PROPERTY

OWNER'S NAME: **U. S. Government - Post Office Dept.**
 STREET AND NUMBER: **Regional Postmaster, Southern Region**
 CITY OR TOWN: **Memphis** STATE: **Tenn.** CODE:

5. LOCATION OF LEGAL DESCRIPTION

COURTHOUSE, REGISTRY OF DEEDS, ETC.: **Conveyance Office, Civil Courts Bldg.**
 STREET AND NUMBER: **421 Loyola Ave.**
 CITY OR TOWN: **New Orleans** STATE: **Louisiana** CODE: **22**

6. REPRESENTATION IN EXISTING SURVEYS

TITLE OF SURVEY: **Not listed**
 DATE OF SURVEY: Federal State
 DEPOSITORY FOR SURVEY RECORDS:
 STREET AND NUMBER:
 CITY OR TOWN: STATE: CODE:

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 DATE: **DEC 27 1974**
 RECEIVED
 DEC 23 1974
 NATIONAL REGISTER

7. DESCRIPTION

CONDITION	(Check One)					
	<input type="checkbox"/> Excellent	<input checked="" type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Deteriorated	<input type="checkbox"/> Ruins	<input type="checkbox"/> Unexposed
	(Check One)			(Check One)		
	<input type="checkbox"/> Altered	<input checked="" type="checkbox"/> Unaltered	<input type="checkbox"/> Moved	<input checked="" type="checkbox"/> Original Site		

DESCRIBE THE PRESENT AND ORIGINAL (if known) PHYSICAL APPEARANCE

Only the facade is of concern here, that is, an area one room deep, about 20 feet.

It is still in very good condition, except for some graffiti near the base of the walls.

Most importantly, the terra-cotta motifs still retain their full colors. It is hoped the color photographs enclosed will enter into the consideration, as the building's colorful motifs are one of its strongest selling points.

The building has two shallow projecting pavilions at either end for the entrances. The zig-zag colored motifs at the cornice and the sun-burst and arrow shaped tiles on top remind one of Aztec Indian motifs. The roof line is undulating, with blue tiles embossed with arrows and flower motifs. Beneath this cornice is a course of red oblong openings.

Between the end bays noted above is a series of pilasters, four larger ones reaching to the cornice, and with two inside each section created by the larger ones. Each is capped off with green capitals of terra-cotta Art Deco motifs. The larger pilasters are capped with a square cap-like device with a sunrise effect, surrounded with floral swirls.

Half way down the facade are fluted panels at the demarcation line between the two stories. A string course of diamond motifs in red terra cotta runs above these panels, and a green acroterion like motif in terra-cotta is set at the base of the panels, serving as an enframingent for the windows of the lower floor.

The building itself appears to be plaster over brick or blocks, and the colorful Art Deco motifs appear to be terra-cotta. The building is two stories, one room deep, about 20 feet in depth, a one story garage having a few of the colorful motifs stands at the left of the building and is relatively unimportant. A metal shed behind this facade is even less important. The building appears intact with all the Art Deco motifs in their original unfaded color as it was when erected in 1929. The effect of colors, zig-zag, undulations, Aztec-temple motifs, diamonds, sun rises and rhythmic effect of the pilasters has an arresting appearance. It epitomizes, as does no other Art Deco building in New Orleans (there are only about three intact examples left), the Art Deco approach of geometric patterns, rich colors and reliance on Indian motifs.

SEE INSTRUCTIONS

5. SIGNIFICANCE

PERIOD (Check One or More as Appropriate)

- | | | | |
|--|---------------------------------------|---------------------------------------|--|
| <input type="checkbox"/> Pre-Columbian | <input type="checkbox"/> 16th Century | <input type="checkbox"/> 18th Century | <input checked="" type="checkbox"/> 20th Century |
| <input type="checkbox"/> 15th Century | <input type="checkbox"/> 17th Century | <input type="checkbox"/> 19th Century | |

SPECIFIC DATE(S) (If Applicable and Known) **1929**

AREAS OF SIGNIFICANCE (Check One or More as Appropriate)

- | | | | |
|--|---|--|--|
| <input type="checkbox"/> Aboriginal | <input type="checkbox"/> Education | <input type="checkbox"/> Political | <input type="checkbox"/> Urban Planning |
| <input type="checkbox"/> Prehistoric | <input type="checkbox"/> Engineering | <input type="checkbox"/> Religion/Philosophy | <input type="checkbox"/> Other (Specify) |
| <input type="checkbox"/> Historic | <input type="checkbox"/> Industry | <input type="checkbox"/> Science | _____ |
| <input type="checkbox"/> Agriculture | <input type="checkbox"/> Invention | <input type="checkbox"/> Sculpture | _____ |
| <input checked="" type="checkbox"/> Architecture | <input type="checkbox"/> Landscape Architecture | <input type="checkbox"/> Social/Humanitarian | _____ |
| <input type="checkbox"/> Art | <input type="checkbox"/> Literature | <input type="checkbox"/> Theater | _____ |
| <input type="checkbox"/> Commerce | <input type="checkbox"/> Military | <input type="checkbox"/> Transportation | _____ |
| <input type="checkbox"/> Communications | <input type="checkbox"/> Music | | |
| <input type="checkbox"/> Conservation | | | |

STATEMENT OF SIGNIFICANCE

This building is one of a handful - three at most - of intact Art Deco buildings surviving in New Orleans. It alone has the architectural detail in still-vivid color which the others do not. It could appropriately be called "the Astec Style" because of the motifs of this particular brand of Art Deco. One of the other two surviving outstanding Art Deco buildings is slated for demolition soon (the National American Bank Building.).

It is requested that only the facade be preserved. The Postoffice Dept. has planned to demolish the building for a parking lot at the rear for a new Mid-City Station which will face on the street behind the Gen. Laundry Bldg. Thus, the station will run through the block. It is hereby proposed that the facade - one room deep - be saved for some useful purpose for the postoffice, about 20 feet deep, and the rear, which is a metal shed, be demolished for the parking lot and the new postoffice. At the N. Rocheblve St. side of the Laundry is what was a garage. This could also be demolished to give access to the parking lot, leading in from St. Peter St.

The architects for the postoffice, Curtis & Davis, are somewhat favorable to this idea, but the postoffice has not given its approval. The choice is this: if we demolish the facade of only a 20 foot depth, we have gained a slightly larger parking lot; but if we preserve the facade, we have provided a little more working area for the postoffice and saved this really unique Art Deco building for future generations to marvel at.

SEE INSTRUCTIONS



9. MAJOR BIBLIOGRAPHICAL REFERENCES

New Orleans States-Item newspaper August 7, 1974
 " " " August 14, 1974
 " " " September 11, 1974
 Letter from La. Landmarks Society
 Letter from Prof. Bernard Lemann, Tulane Univ. Architecture School
 Inspection made by Samuel Wilson, Jr., Architect and Henry
 Krotzer of Koeh & Wilson, Architects at request of U. S. Dept.
 of Interior; their report was favorable for preservation of
 facade. Koeh & Wilson phone no. is 504-581-7035
 Letter from Raymond Boudreaux, Architect to postmaster to protest

10. GEOGRAPHICAL DATA **demolition**

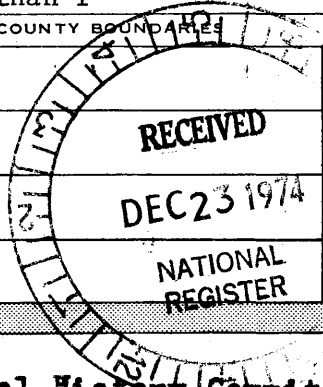
LATITUDE AND LONGITUDE COORDINATES DEFINING A RECTANGLE LOCATING THE PROPERTY			O R	LATITUDE AND LONGITUDE COORDINATES DEFINING THE CENTER POINT OF A PROPERTY OF LESS THAN TEN ACRES		
CORNER	LATITUDE	LONGITUDE		LATITUDE	LONGITUDE	
	Degrees Minutes Seconds	Degrees Minutes Seconds		Degrees Minutes Seconds	Degrees Minutes Seconds	
NW	0 . "	0 . "		29 0 58 . 6 .	90 0 4 . 52 .	
NE	0 . "	0 . "				
SE	0 . "	0 . "				
SW	0 . "	0 . "				

15/781660
 3218670
 (D)

APPROXIMATE ACREAGE OF NOMINATED PROPERTY: **1/10 less than 1**

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE:	CODE	COUNTY	CODE
STATE:	CODE	COUNTY:	CODE
STATE:	CODE	COUNTY:	CODE
STATE:	CODE	COUNTY:	CODE



SEE INSTRUCTIONS

11. FORM PREPARED BY

NAME AND TITLE: **Arthur Scully, Jr., Chairman, Architectural History Committee**
 ORGANIZATION: **Louisiana Landmarks Society**
 STREET AND NUMBER: **1440 Moss St.**
 CITY OR TOWN: **New Orleans** STATE: **Louisiana** CODE: **22**

12. STATE LIAISON OFFICER CERTIFICATION

NATIONAL REGISTER VERIFICATION

As the designated State Liaison Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service. The recommended level of significance of this nomination is:

National State Local

Name Jay R. Broussard
 Title State Historic Preservation Officer
Director, Department of Art,
Historical & Cultural Preservation
 Date December 18, 1974

I hereby certify that this property is included in the National Register.

[Signature]
 Director, Office of Archeology and Historic Preservation

Date 12/24/74

ATTEST:
[Signature]
 Keeper of The National Register
 Date 12.26.74