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Number of Resources within Property (Do not include previously listed resources in the count.)         Contributing       Noncontributing         1       buildings         district       site         site       object         1       Total		
Number of contributing resources previously listed in the National Register 0		
Current Functions (Enter categories from instructions.)		
Vacant/not in use		
Materials (Enter categories from instructions.)		
foundation: <u>Concrete</u> walls: <u>stucco, wood, stone, terra cotta</u>		
the second s		

## St. Bernard Market

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## Narrative Description

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

## Summary Paragraph

The St. Bernard Market building is a two story, load-bearing, stucco-covered, Spanish Colonial Revival style commercial building occupying the northern portion of an irregularly-shaped city block between St. Bernard Avenue and North Claiborne Avenue, Laharpe and North Robertson streets in New Orleans, Orleans Parish, Louisiana. This site was the intersection of two very important thoroughfares culminating at a traffic circle and streetcar turnaround until the removal of the streetcar and construction of an elevated highway in 1966. The building is adjacent to the elevated I-10 interstate at the edge of the Esplanade Ridge National Register Historic District of New Orleans. The building that stands today was built in 1932 and underwent expansions and additions circa 1966. The outer façade elevations fronting St. Bernard and Claiborne avenues are flush with the edges of the street. The public façade features a Spanish-Colonial Revival arcade on the main elevation of the original 1932 St. Bernard Market building. Later additions do not maintain the Spanish Colonial Revival style but do not detract from the building's architectural styling. The character of the neighborhood is largely residential; however the Claiborne Avenue and St. Bernard corridors were, and are, largely commercial in nature. Although the additions to the property do not harmoniously complement the 1932 original market, they are visually secondary to the original building. Thus, the property remains eligible for a National Register listing.

## Narrative Description

## General Background

Although the St. Bernard Market building is located within the boundaries of the Esplanade Ridge Historic District (National Register), the National Park Service (NPS) has found it is not a contributing element to the district due to its age. The 1932 building falls two years outside of the period of significance for the district and does not relate to the district's architectural significance as documented in the district nomination. Therefore the state National Register coordinator has recommended the owner seek an independent National Register listing based on the property's historical and architectural significance (see part 8) The National Register listing is being sought because the property owner seeks rehabilitation through federal and state historic tax credit programs.

The St. Bernard Market has a number of characteristics commonly associated with the Spanish Colonial Revival style and surviving from its original construction. It has substantial walls finished with rough white stucco; overhanging roofs and red tile roofs; arched openings and arcades; windows with decorative grilles; low-relief carvings applied to door and window surrounds, ornamental parapets and a bell tower.

Based on the original 1931drawings by architect Samuel Payne Stone, Jr. located in the Tulane Southeastern Architectural Archives, the façade of the original 1932 building features a Spanish-Colonial Revival arcaded gallery with large arched openings. This gallery shields the main façade of the building. There are nine arches at the St. Bernard Avenue façade, and eight arches on the Claiborne Avenue façade. The base of the arcade supports are of cast stone, and then beyond the arches' springers, or imposts, the arches are brick covered with rough stucco at the top portion. There are also a cement cornice and copper gutters. The ceiling of the arcade features wood beams. The sidewalk is cement. The roof of the gallery at one time was a mission tile roof matching the roof of the building's tower, but today having been altered, it is a red asphalt shingle roof meant to mimic the original. The original building façade is entirely covered with rough stucco, painted white, with all trim painted a dark, hunter green. A stepped parapet wall rises above the arcaded gallery from the ridge of its hipped roof. The parapet's coping is covered with terra cotta ridge tiles. The roof of the building's oldest section is a tarred flat roof which still features the original skylights drawn in Sam Stone Jr,'s original plans. A large two-sided display billboard is on the roof as well.

The original 1932 building has been added onto, primarily at the rear, as property was purchased in the 1960's. City Tax Assessor records indicate the value of the property and improvements increased significantly in the 1966

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assessment. The new additions feature CMU walls at the first floor and a variety of siding on the upper level. There is some continuity of the additions in that they are all painted the same white and dark green colors and all have the same CMU base. The siding differs markedly at the second level of the additions, however. Much of the rear second story siding is horizontally-hung vinyl siding. There are also variations of wider vertically-hung plank boards.

The Claiborne Avenue arcaded gallery is interrupted in the middle by a three-story square tower adorned at the top with an octagonal cupola. The octagonal portion has round wooden decorative occuli covered with 3/8" iron grille bars. Its roof features copper flashing and irregularly-laid large red mission tiles. The cupola is further adorned with a cypress lantern built at an off-site mill and bolted to the plates. It features smaller plate glass sash arched openings reminiscent of the façade arcade, and a copper roof. The lantern is crowned with a charging-bull weathervane of very thinly-cast bronze. Steel sash windows with cast stone sills and decorative wrought iron grilles or *rejas*, punctuate two sides of the tower façade. The Claiborne Avenue tower façade still bears the name "St. Bernard Market" in cast bronze letters. A set of fourlight wooden French doors and frame covered with an iron grill sit just below the bronze name. A decorative cast stone opening featuring pilasters and delicate carvings of birds and a lion's head anchors the tower at the lower level. The lintel of the opening is one piece of cast stone with imitation joints. Lantern light fixtures originally adorned both sides of the opening, but are now missing, although the location is still clearly visible.

On the ground floor façade behind the Claiborne Avenue arcaded gallery there are nine square headed openings; six are double-hung steel sash windows covered with protective iron grilles. The sills are of cast stone. Four of the windows are on the St. Bernard side of the tower. Under the tower is an off-center pedestrian door, where formerly there existed a main opening into the store. On the Laharpe side of the tower are two windows, a pedestrian door, and a large arched opening matching the openings on the St. Bernard Avenue façade. Further down the Claiborne Avenue façade, closer to Laharpe Street, is a later 1960s addition. Concrete masonry units create the base and are painted dark green in keeping with the trim of the original building, but some have been painted over with brown paint. A long, low opening covered with a metal grille with a metal shed roof-like hood is set in the second story, which is primarily vertical vinyl siding. There is also a vent with a metal hood protruding from the wall. A second, smaller horizontal window covered with a rusted iron grille is to the right of the vent.

While the Claiborne Avenue façade is straight, the St. Bernard Avenue façade is curved. Beyond the arcaded gallery the façade features dual main entry doors with cast stone detailing similar to that around the tower entrance. On either side of the original bronze doors there is a window with a cast stone sill, steel sash and a decorative iron grille, in the Spanish Colonial tradition. Arched plate-glass shop openings, two on either side of the main doors are covered with plywood and the glass is missing. The top portions of the arched openings originally featured bronze grilles at the top. On the North Robertson end of the St. Bernard Avenue façade, there are circa 1960s additions to the original building. The ground floor abutting the sidewalk is rough stucco painted white on the top half and hunter green CMU units on the lower half. There is one wide square opening in this section. The sidewalk at this level is covered with a green standing-seam metal shed roof supported by posts.

At the second story level of the addition discussed in the above paragraph there are a variety of treatments. Protruding from the original building is a "bump out" clad with vertical boards that are an extension of the second level mezzanine on the interior, visible as a two-story portion on the 1967 Sanborn map. The second floor façade of the next unit over from the original building sits at an angle in a sort of continuation of the curved treatment of the St. Bernard façade, a more recent addition as it does not appear on the 1978-83 Sanborn map. A horizontal row of seven expanded metal windows runs the width of this façade. Above two of the seven horizontal windows there are holes cut into the wall where window air conditioning units used to be. Beneath the row of windows there is a bracketed metal grate shelf, for lack of a better description, of unknown function. Adjacent to this is another newer addition not appearing on the 1978-83 Sanborn map, a room clad with painted corrugated metal, with no windows. The final second story piece was part of a former two story restaurant that was not part of the 1932 original store, as of the 1937 Sanborn map. This façade has the most detail linking it to the original market building. There are five openings, two doors and three windows, all covered with vertical boards. Small square holes have been cut into two of the windows' boards for window air conditioning units. This façade is stuccoed and painted white as well, with the dark green trim around the openings, on the brackets supporting a small shed roof, and on the trim of the shaped parapet. The small shed roof over the main four openings of the façade is tiled with terracotta tiles.

On the North Robertson elevation (consisting totally of additions) (photos 14 and 15) there is a mixture of treatments at the second level, including instances of no siding at all, wooden latticework; unpainted plywood, wooden slats that give the effect of a vented wall, and then the vinyl siding returns closer to the St. Bernard elevation. The siding is severely damaged in some places. One wall section is completely missing down to the few remaining studs, and partially

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covered with plywood from the interior. There are two floors at all levels, although the roof is higher in some locations. There appears to be a third floor protruding over the second level roofs of the original building and additions that were added onto the existing 1932 building. However, Sanborn maps indicate this 30 feet tall area is still considered a two-story structure. The North Robertson elevation is not high style and has little fenestration. The few windows and doors on this elevation are either boarded over or missing entirely.

The Laharpe Street elevation (also consisting totally of additions) (photo 13) is not unlike the North Robertson elevation. It too is not high-style and features similar CMU first story walls and wood and vinyl siding at the second story with no significant fenestration. The significant openings include two large warehouse doors, one on each level, for the off-loading of merchandise into the storage areas.

Once inside, the open, airy, rectangular shape (excluding the curved front of the store) of the 1932 store is clearly visible and mostly intact. The central entrance vestibule opens into the first floor containing the main large market area. In the concrete floor, the original drains are still visible where the seafood and meat stalls were located. Steel structural members as well as the original skylights are visible in the ceiling. Both are original, although a plaster ceiling originally hid the steel structural members. Original plaster remains around the skylights' shafts. There are numerous smaller rooms to the rear, added in the circa 1966 enlargement. Some remnants of the terrazzo floors are still visible. There is an open mezzanine floor flanking and above the main market space, accessed by stairs located in the St. Bernard side of the original building. The mezzanine space was added during the time of the market expansion in the 1960's.

The building has stood vacant since August of 2005 when the levee breach during Hurricane Katrina flooded much of the city; the store suffered heavy flooding. The store was one of the most oft-photographed images of post-Katrina New Orleans due to its iconic form, floodwater depth, and the photographic vantage point from the elevated highway adjacent to the site. The resulting water damage to the interior warranted the complete gutting of much of the store's interior. The gutting and six years of neglect have resulted in deterioration of plaster, tile wainscot and terrazzo flooring.

Although the St. Bernard Market has experienced regrettable but needed additions to the original building, as well as incredible damage as a result of flooding and the years of post-flood neglect, it clearly retains integrity of location, association, feeling, design, materials, workmanship, and setting. Almost all of its original Spanish Colonial Revival features are intact as Sam Stone, Jr. designed it. The one exception is the loss of the Spanish tile roof over the arcade, but the use of red shingles to replace the lost tile partially mitigates that loss. The later additions, outside of the period of significance, are primarily to the rear. Thus, the store's original architecturally significant and character defining Spanish-influenced features are clearly visually dominant. Furthermore, the building remains instantly recognizable by any former employee or customer. As a building exhibiting distinctive elements of the Spanish Colonial Revival style, (see part 8), as a rare and important example of that style found in a commercial building in New Orleans, and as one of a small number of surviving buildings left to illustrate the city's very important system of public markets, the St. Bernard Market is a strong candidate for National Register listing.

## St. Bernard Market

Name of Property

## 8. Statement of Significance

## **Applicable National Register Criteria**

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

x	A

в

Property is associated with events that have made a significant contribution to the broad patterns of our history.

Property is associated with the lives of persons significant in our past.

Property embodies the distinctive characteristics C 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.

Not applicable

## **Criteria Considerations**

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

## Property is:

	A	Owned by a religious institution or used for religious purposes.
1E	в	removed from its original location.
	с	a birthplace or grave.
-	D	a cemetery.
	E	a reconstructed building, object, or structure.
	F	a commemorative property.
	G	less than 50 years old or achieving significance within the past 50 years.
X	P., 1	Not applicable

X

Areas of Significance

(Enter categories from instructions.)

Commerce

Architecture

**Period of Significance** 

Commerce: 1932-1941

Architecture: 1932

**Significant Dates** 

1932

Significant Person

(Complete only if Criterion B is marked above.)

NA

**Cultural Affiliation** 

NA

Architect/Builder

Samuel Payne Stone, Jr., architect

Charles Gibert [sic.] Construction, builder

## Period of Significance (justification)

For the Criterion A case, the period of significance begins in 1932 when the city re-built the market with the Spanish Colonial Revival arcaded building that stands today (the candidate) and ends in 1941, the year the City of New Orleans ended its city market system. For the Criterion C case, the period of significance is 1932, the building's construction date.

## Criteria Considerations (explanation, if necessary) NA

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

The St. Bernard Market is locally significant in the area of commerce under Criterion A because it is one of the few existing New Orleans Municipal Public Markets from the period of significance, 1932-1941, that survives with its integrity largely intact. In its market capacity, it provided residents a community grocery, as well as numerous other community based services including a dentist, doctor, pharmacy and banking. The market is also locally significant in the area of architecture under Criterion C because it is displays distinctive features of the Spanish Colonial Revival style and is a rare commercial use of that style. For this case, the period of significance is 1932.

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

## **Criterion A**

## New Orleans Public Market System

Public markets in early America were an important and necessary part of life. Towns of any importance had a market area where farmers would bring produce to sell or trade to the town or city dwellers. This colorful activity took place all over the early United States, but carried on longer as a tradition in New Orleans, a city that operated more public markets than any other city and for a longer time after public markets had disappeared from the urban fabric of the rest of the country.

Market activity first took place in New Orleans on the levee, where the local native Indians first bartered. The city was founded in 1718 and at that time products arrived via the Mississippi River and were sold on the levee or in carts on the streets. The ruling Spaniards were the first to erect a market structure in 1779. By 1784 a larger market was needed and a city –owned market was chartered, centralizing the sale of food to allow for quality and price controls in the best interest of the public. Thus, the French Market was created (although under Spanish jurisdiction, the population was largely French). The earliest market burned in 1788 and was rebuilt in 1791 on the site of the present-day French Market. In 1808 the structure was rebuilt again, only to be destroyed by a hurricane in 1812. Immediate reconstruction began and the 1813 market building is the oldest in the modern-day French Market complex which was eventually expanded to house five separate markets including meat, vegetable, fruit, fish and a bazaar.

By 1830 the French Market remained the only public market in the city, but rapidly increasing population necessitated building additional markets beginning with the St. Mary Market on Tchoupitoulas Street in 1836 and the Poydras Market in 1837. Both of these markets were built in the Faubourg St. Mary, or the American Sector, upriver of Canal Street. The Washington Market was built downriver in Faubourg Marigny in 1838. All were long, roofed, open-air structures. Public markets were essentially municipal markets. The site and market structure were owned by the city and stalls were rented to allow the sale of products under municipal supervision. During the next 20 years, nine more markets were established. The greatest addition of markets was between 1830 and 1860 in the American Sector, the most rapidly-growing part of town. With these additions, public markets were a significant element in New Orleans' urban geography.

The author of a popular guidebook in 1845 said that,

....the markets are a prominent feature in a description of New Orleans. They are numerous and dispersed to suit the convenience of citizens. The greatest market day is Sunday. At the break of day the gathering commences....all colors, nations and tongues are commingled in one heterogeneous mass of delightful confusion. The traveler, who leaves the city without visiting one of the popular markets...has suffered a rare treat to escape him.

The French Market remained the most colorful market in the city even after the market concept had expanded to most neighborhoods in the city. An 1859 Daily Picayune reporter wrote, "There is something there not to be found elsewhere,

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and ... the study of the living panorama to be met at the old market would give the observer a correct idea of the combined elements that make New Orleans the most incomprehensible city in the States."

Only six new public markets were established in the two decades between 1860 and 1880. This was partially attributable to the slower rate of population growth, as well as an 1866 ordinance authorizing private markets. For a number of years during this time the markets were leased by the city to private firms. The city was to limit the location of private markets to six blocks from the leased public markets. The markets were returned to city control due to the ineffective enforcement of these location restrictions. The city continued to build public markets; fifteen new markets were added between 1880 and 1911, with ten of those added between 1900 and 1911. In this respect New Orleans was different from the rest of the country where most cities had only one or two centrally-located markets. In New Orleans the markets grew as the city grew, having many small neighborhood markets rather than larger centralized ones. Public markets served as "nodes" where neighbors met as well as did their marketing.

In 1900 when the markets were once again returned to municipal control, as mentioned above, an even stronger ordinance was passed as to the location of private markets, limiting them to no fewer than nine blocks away from public markets. To prevent competition with the public markets, the law was strictly enforced this time. This gave the city nearly total control over the sale of food, since those who lived in walking distance of the public market were left with few other choices. The public markets continued to expand until 1918; but by then their role had changed from regulated markets for the sake of guarding the consumer, to making money for the city as a critical revenue source. This led to the eventual decline of the public markets. By the time the last market was completed in 1911, 34 markets had been established in New Orleans since the first market of any consequence opened in 1784. Even with the closing of some smaller markets, New Orleans had more public markets than any other city in the country in 1918 with 28 markets operating at the time, according to the U.S. Census Bureau.

In the 1920s the city's public market system deteriorated due to unsanitary conditions and lack of municipal oversight, as well as high food prices and price fixing. Simultaneously, movement of the population into the newly-drained backswamp areas of town, coupled with increased mobility from the automobile, lessened the advantages held by the municipal markets. New chain stores with modern refrigeration methods were able to sell meat and fish the entire day, rather than closing at noon as the municipal markets were required to do.

Facing dual pressures of exterior competition and interior mismanagement, yet unwilling to do without the tradition and money generated by the public markets, the city decided to renovate eleven markets and rebuild an additional nine on their same sites. An article in the January 20, 1931 *Times-Picayune* stated that the findings of Theodore Grunewald's markets report was presented to the commission council (the equivalent of the current city/parish council) by finance commissioner A. Miles Pratt as chairman of the general markets rehabilitation committee. Members of the council who heard the advance report were said to have received it with "little enthusiasm" and that it "reflected very little of what the council desired." Special investigator Grunewald advocated for three central markets, but the other markets were to be retained as long as they were rated "sanitary" by virtue of brick construction and screening. This was contrary to the advice of the local real estate board, which foresaw the movement of population as a detriment to the markets' further success.

In April 1931 a comprehensive outline of the \$770,000 rehabilitation program for the city's market system was given by finance commissioner and general market committee chair Pratt. He declared the market system to be in "deplorable condition" and that when the improvement plans were completed it would be one of the finest in the country. Had the markets not been slated for rehabilitation the city or state sanitary authorities would have been asked to shut them down. On July 21, 1931 Theodore Grunewald was unanimously chosen to be the Director of Public Markets and an advisory committee was appointed to work with him.

The first renovated market opened in 1931 and the last in the late 1930s, aided by WPA funds. By October of 1934, Director of Public Markets Theodore Grunewald said the public market system was being operated on a basis of about \$3500 net profit each month. An advertisement in the May 16, 1942 *Times-Picayune* urged readers to "patronize the public market in your neighborhood. Public Markets are surrounded by stores of every description: banks, hardware stores, dry goods, notion stores, shoe stores, drugstores and bakeries, thereby making your public market a one-stop shopping center." Also touted was the fact that public markets helped to save time, gas and tires, and that there were three to ten merchants in each market with fresh meat, poultry, fish, vegetables and fruit departments in each.

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Public support was never regained, however, and the project was largely unsuccessful. In 1941 the markets passed to the ownership of the city property department. By May of 1947 that agency had made progress in leasing city-owned public markets to private operators and thus the city began leasing the public markets to local firms to convert to grocery stores. In most cases the tenants of the markets were given the opportunity to take them over. All leases were for five years. With this measure, market director Grunewald said city markets were no longer operating at a loss. In September of the same year the city sold three public markets. Within ten years all markets had been declassified as public city markets and sold at auction, with the exception of the French Market. As of a 1981 *Louisiana History* journal article, eighteen former public market structures still stood although some were drastically altered. Seven were still being used as grocery stores, the others for varied commercial uses.

## St. Bernard Market

Records indicate that the site of the St. Bernard Market has housed New Orleans market-related activities since 1854. According to title records, the site was acquired by the City of New Orleans on February 13, 1835 from Antoine L. Boismare. As of 1854 there was a city ordinance providing for the erection of a market house at this location. An 1865 property description lists the market as 191 by 176 feet with small iron pillars, a slate roof, and adjoining lots, with a market value of \$15,000. The 1896 Sanborn insurance map indicates the St. Bernard Market located at the site was "supported on 6 rows of iron posts." By 1903 the value of the property was only estimated at \$5000. In 1914 the city authorized the St. Bernard Market to be screened, along with the LeBreton Market. In 1915 architect Sam Stone, Jr. drew plans for the addition of a vestibule. Plans for a temporary market were drawn in 1925.

When Theodore Grunewald suggested three centralized markets in his 1931 report, the St. Bernard Market was one of the three. As part of the \$770,000 market rehabilitation program, the St. Bernard Market was allotted \$70,000, second only to the Dryades Market. Finance Commissioner Pratt introduced an ordinance seeking permission to purchase a lot of ground adjoining and to the rear of the original St. Bernard Market site, and for the construction of a new, larger building. When the market was complete it was said that it would be one of the finest in the city. The additional ground would cost \$22,500. By November of 1931 the city had acquired the additional property to enlarge the site. Property commissioner Joseph P. Skelley said plans would be given to bidders soon. Construction of a temporary building began November 30<sup>th</sup> after the original market was razed. At the December 24<sup>th</sup> council meeting bids were opened for construction of the new market. The low bidder was Charles Gibert [sic.] Construction with a bid of \$39,100, substantially lower than expected. Plans and specifications were submitted at this meeting by architect Sam Stone, Jr., the architect in charge of rehabilitating the market system. On May 14, 1932, the *Times-Picayune* stated that "After inspection by the Mayor and commission council the newly completed St. Bernard Market was accepted formally by the city" and that equipment would be installed soon.

Within a year of opening, a petition was filed with the Public Markets Commission by thirteen stall operators at the new St. Bernard Market, requesting a reduction in rent charges and strict enforcement of the ordinance that prohibited peddling operations within 700 feet of public markets. The 1937 Sanborn map indicates the St. Bernard Market, having concrete floors, steel frame and tile walls. It is this building that forms the oldest portion of the current National Register candidate.

The building housed the St. Bernard Public Market until the Department of Public Markets was dissolved in 1941 (the end of the period of significance). However, it continued in city ownership and was leased to independent market operators by the City Property Department until 1947, when it was legally transferred into private hands.

## Comparison of Surviving Markets

Today there are fifteen of the original 34 buildings still standing from the city's public market days. Three of these survivors have been confirmed to retain a high degree of exterior and, importantly, interior integrity. These include the candidate (St. Bernard Market), located in but considered a non-contributing element to the Esplanade Ridge Historic District; the Magazine Street Market, located in the Lower Garden District National Register Historic District; and the Suburban Market, located in the Mid-City Historic District.

All three of these markets retain integrity of location, setting, and association. The Magazine Street and Suburban Markets also retain exterior integrity of design, materials and workmanship. Because its additions are located to the side and rear, St. Bernard's exterior also retains integrity in these three areas.

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On their interiors, both the Magazine and Suburban buildings have been repurposed, with the result that integrity of feeling, workmanship, and materials have been largely lost. Nevertheless, these spaces remain in an open configuration that reflects their former interior public market design. While the gutting that resulted from Katrina flooding obviously destroyed St. Bernard's integrity of materials and workmanship, its integrity of design and feeling remain. Because St. Bernard was and remains a large building, it presents as an open market space despite the installation of a narrow mezzanine encircling the second level of the interior in the 1960s. Additionally, as mentioned in Part 7, the characteristic canal-like drains formerly serving the market's meat, poultry and fish stalls survive and are clearly visible in the concrete floor. Thus, there is no doubt that a former employee or customer of the market from the historic period would recognize the building should he or she return to the site today.

The other remaining twelve market buildings exist with varying degrees of integrity. The Jefferson, Ewing, St. Roch, LeBreton, Zengel and Lautenschlaeger Markets all have intact exteriors. However, of those six, only two, the Jefferson and Ewing, still retain partially intact open interiors. The Jefferson and Ewing Market buildings are both located on Magazine Street in the Uptown National Register District. The Jefferson Market building, of brick restrained Neo-Classical style, is now the gymnasium for the St. George's Episcopal School. The Ewing Market building is nearly identical to the Suburban Market, and is now a ladies' clothing store. Both buildings retain only roughly two-thirds of their interior spaces intact. The remaining four markets mentioned have intact exteriors but the interiors are not intact, or their condition is unknown.

Of the final six remaining markets left to mention, three have partially intact exteriors with the interior not intact or unknown; the Rocheblave Market in Mid-City, the Keller Market in Central City and the French Market in the Vieux Carré. The final three markets; Treme, Dryades and Ninth Street Markets have exteriors that are not intact and interior conditions are unknown.

In conclusion, the State Historic Preservation Office believes that each of the most intact New Orleans Public Markets should be listed on the National Register. Magazine Street and the Suburban Market have achieved that status, but the St. Bernard Market has not. This nomination will address that circumstance. Should other markets be discovered to also retain the appropriate integrity, they will be added to the Register as the opportunity permits.

## **Criterion C**

The St. Bernard Market is of local significance under Criterion C: Design because it embodies the distinctive characteristics of or features common to the Spanish Colonial Revival style. It is also eligible under Criterion C because it is a rare and important New Orleans example of the style as used in a commercial building.

## Architectural Background

The following analysis of the Spanish Colonial Revival style relies heavily on an essay written by Jonathan Fricker, "The Hispanic Revival," as a chapter in the book Louisiana Architecture: A Handbook of Styles (1998).

After World War I in the United States there were good times, growing suburban areas, and optimistic speculation. While the populace seemed to want "up-to-date," the architecture did not necessarily reflect that desire. New modern and efficient homes were usually clad in historic styles of architecture which "most cultured people could easily understand." It was as though architecture had stopped coming up with new ideas after the nineteenth century. Beautiful historic styles were often chosen for the feelings they conveyed, such as using Gothic for schools or colleges reminiscent of Oxford or Cambridge in England, or for a church to be reminded of Christian roots.

The Ecole des Beaux Arts trained or influenced many architects of the time who were capable of designing in nearly any style or period. The motivation became more designing for the desires of the client, for a "pleasant experience" rather than for intellectual pursuits. Designing in the Romantic or revival styles was aided as well by the increased availability of manufactured architectural features that could be shipped all over the country and to the building site.

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In Louisiana the two most common period looks in the interim period between world wars were revival interpretations of either Hispanic or English architecture. The Hispanic Revival category encompasses the Mission Revival and Spanish Colonial Revival styles. Neo-Hispanic architecture is difficult to define, but is an easily-recognizable type. Hispanic Revival architecture started in California in the 1880s, and was sometimes seen as an answer to the Colonial Revival in the Eastern United States. Mission Revival architecture evolved from the inspiration drawn from Franciscan missions in California. Promoted by Charles Fletcher Lummis, who promoted Spanish culture, songs and architecture, mission-inspired buildings became increasingly prevalent in the early twentieth century.

The Mission style was followed closely by the Spanish Colonial Revival style which was more ornamented and based on Mexican Baroque architecture. The period of this style is said to be 1915-1940. The 1915 Panama-California Exposition in San Francisco, held to celebrate the opening of the Panama Canal, was an early showcase for the style. Its popularity increased in the 1920s and 30s nationwide.

Similar to Mission style, Spanish Colonial Revival favored substantial walls finished in white stucco or plaster. Overhanging or hipped red tile roofs, arched openings and arcades were common. The Spanish Colonial favored much more use of ornamentation than did the Mission style. Windows often featured decorative grilles of wrought iron or turned wooden columns called *rejas*. Balconies were also prevalent. Another unique feature of the style was ornate low-relief carvings, including scrolls, cartouches, and superimposed colonnettes which were applied liberally to doors, window surrounds, cornices and parapets. Asymmetrical buildings often varied the ornament from opening to opening. A molded or arcaded cornice often highlighted the eaves. Large buildings often had ornamental parapets and a symbolic bell tower.

## Criterion C Argument 1: Distinctive Characteristics of the Spanish Colonial Revival Style

The characteristics of the Spanish Colonial Revival style are discussed in the previous paragraph. As can be seen from the description in Part 7, the St. Bernard Market features many of these motifs. Design elements present include rough, white stucco walls; arched openings with decorative ironwork attached to windows; low relief carved ornament; bell tower with accompanying lantern; ornamental shaped parapet with red tile copping; red tiles on the cupola and roof, and a notable arcade. There can be no doubt that the candidate has these features and, thus, qualifies for the National Register under Criterion C.

## Criterion C Argument 2: Rare Example of Spanish Colonial Revival Style Used in Commercial Buildings

The most popular period for Spanish Revival in the state was the 1920s and 30s; however, high-style fully Spanish Colonial examples are not common in Louisiana. The trend was usually a merging of Mission and Spanish Colonial into a generic Hispanic look generally having white plaster walls, low red tile roofs and a lesser amount of ornament. (The national trend was the same.) Louisiana's Hispanic Revival buildings are primarily concentrated in larger cities like Shreveport and New Orleans. The historic revival styles (including the Spanish Colonial Revival) took hold in New Orleans beginning in the 1920s, according to the New Orleans Historic Districts Landmarks Commission. Most commercial Revival examples have materials and motifs that are scaled down versions of their more high-style inspirations. In time, these Revival styles became less and less true to their inspirations. The motifs associated with these styles became the only expression of them.

Assorted "Revival" styles can be found in New Orleans' commercial architecture. A review of New Orleans' National Register historic districts, where examples of early twentieth century revival styles are likely to be found, reveals that roughly half of the city's districts have some revival -style commercial architecture. However, that same review found few examples of the Spanish Colonial Revival used in association with commercial buildings. Most of those are uninspiring and consist of boxy buildings with a few Spanish or Mission details like shaped parapets or decoratively cut gables, roof sections covered in pan tiles, pilasters, and/or cast iron ornament applied hesitantly. Only the following notable commercial examples were uncovered:

 In Broadmoor: a two-story masonry triangular-shaped Spanish style edifice with a tile roof and arched openings featuring decorative ironwork.

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- In Mid-City: the Schoen Funeral Home is a Spanish Eclectic remodeling of a large Eastlake House. Although it
  has a monumental arcade and a tile roof, these features are grafted onto a brick building whose tan color lessens
  the design's Spanish character.
- 3. In the Lower Garden District: the previously mentioned Magazine Street Market, a well developed example of the style. It features white stucco walls, a single arcade facing away from the street, and a red tile roof.
- 4. In Esplanade Ridge: the St. Bernard Market.

Of these four, St. Bernard is by far the best example. It is far more convincing than the Broadmoor and Mid-City buildings because it has more Spanish features. Although both Magazine Street and St. Bernard exhibit distinctive features of the style, a comparison of the two shows that the candidate is the better example. Both have white stucco walls, an arcade, and a red tile roof. However, there the similarity ends. Magazine's exterior walls do not have the "rough" stucco treatment of the St. Bernard Market. Additionally, Magazine's arcade is at a smaller scale and has been in-filled with plaster. Finally, it is worth mentioning that St. Bernard is notable for the Spanish Colonial Revival aspects the Magazine Market lacks -- namely the bell tower, cupola with lantern, and the dual arcaded facades that face prominently to the street.

In conclusion, the candidate is eligible for the National Register as a rare and important commercial example of the Spanish Colonial Revival style within New Orleans.

Developmental history/additional historic context information (if appropriate) See above

## 9. Major Bibliographical References

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

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Burden, Ernest. Illustrated Dictionary of Historic Architecture. New York, McGraw Hill, 2002.

Cable, Mary. Lost New Orleans. Boston, Houghton Mifflin Company, 1980.

Campanella, Richard. Time and Place in New Orleans: Past Geographies in the Present Day. Gretna, Louisiana, Pelican Publishing, 2002.

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St. Bernard Market Name of Property (Expires 5/31/2012)

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Parkview Historic District National Register Nomination

Robert A. Sauder, "The Origin and Spread of the Public Market System in New Orleans," Louisiana History: The Journal of The Louisiana Historical Association 22 (Summer 1981): 281-297.

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Shreveport Fire Station Number Eight National Register Nomination

Site Visit by National Register Staff

Southeastern Architectural Archive, Collection 85, Records of the office of New Orleans Architect Sam Stone, Jr., St. Bernard Market Building, Sam Stone, Jr., architect, 1931.

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The Times-Picayune, "City Sells Three Public Markets." September, 3, 1948.

#### Previous documentation on file (NPS):

X preliminary determination of individual listing (36 CFR 67 has been requested)

- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey
- recorded by Historic American Engineering Record
- recorded by Historic American Landscape Survey
- Not Applicable
- Historic Resources Survey Number (if assigned): NA

## Primary location of additional data:

- x State Historic Preservation Office
- Other State agency
- Federal agency
- Local government University
- Other

#### Name of repository:

United States Department of the Interior	
National Park Service / National Register of Historic	Places Registration Form
NPS Form 10-900	OMB No. 1024-0018

St. Bernard Market

(Expires 5/31/2012)

Orleans Parish, LA County and State

Name of Property

## 10. Geographical Data

## Acreage of Property 1.084

(Do not include previously listed resource acreage.)

## **UTM References**

(Place additional UTM references on a continuation sheet.)

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	Zone	Easting	Northing	<b>T</b>	Zone	Easting	Northing	
2				4				
	Zone	Easting	Northing	-	Zone	Easting	Northing	

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

Please see attached plat map.

## Boundary Justification (Explain why the boundaries were selected.)

Boundaries follow property lines set forth by the December 10, 1969 Gilbert, Kelly and Couturie survey used as the sketch map for this nomination. These boundaries capture the resource and its immediate setting, which is urban in nature.

11. Form Prepared By			
name/title Mary Lane Carleton			
organization Williams Architects	date April 3, 2012		
street & number 824 Baronne Street	telephone 504-566-0888		
city or town New Orleans	state LA zip code 70113		
e-mail mlcarleton@williamsarchitects.com			

## **Additional Documentation**

Submit the following items with the completed form:

Maps: A USGS map (7.5 or 15 minute series) indicating the property's location.

A Sketch map for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.

- Continuation Sheets
- Additional items: (Check with the SHPO or FPO for any additional items.)

## St. Bernard Market

Name of Property

(Expires 5/31/2012)

Orleans Parish, LA County and State

## Photographs:

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

Name of Property: St. Bernard Market

City or Vicinity: New Orleans

County: Orleans Parish State: LA

Photographer: John Williams

Negatives at: LASHPO Digital Archives

Date Photographed: February 27, 2012

Description of Photograph(s) and number: Total of 21 photographs.

Photo 0001

Exterior-St Bernard Elevation- Camera Facing Southwest

Photo 0002 Exterior- St. Bernard Arcade- Camera Facing Northwest

Photo 0003

Exterior- St. Bernard Elevation Window Detail- Camera Facing Southwest

Photo 0004

Exterior- St. Bernard Elevation Bronze Door Detail- Camera Facing Southwest

Photo 0005

Exterior- St. Bernard Elevation Double Bronze Entry Door Detail- Camera Facing Southwest

Photo 0006 Exterior- St. Bernard Arcade Elevation- Camera Facing Southwest

Photo 0007 Exterior- St. Bernard and North Claiborne Corner- Camera Facing South

Photo 0008 Exterior- North Claiborne Arcade- Camera Facing Southwest

Photo 0009 Exterior- North Claiborne Tower and Cupola Elevation- Camera Facing Southeast

Photo 0010 Exterior- North Claiborne Cupola Weathervane Detail- Camera Facing East, Northeast

Photo 0011 Exterior- North Claiborne Cupola Detail- Camera Facing East, Northeast

(Expires 5/31/2012)

Orleans Parish, LA County and State

St. Bernard Market Name of Property

Photo 0012 Exterior- North Claiborne Oblique- Camera Facing East

Photo 0013 Exterior- Rear Corner Oblique- Camera Facing North, Northeast

Photo 0014 Exterior- North Robertson (side) Oblique- Camera Facing North, Northeast

Photo 0015 Exterior- North Robertson (side) Oblique- Camera Facing North

Photo 0016 Interior- Dentist's Office- Camera Facing Northeast

Photo 0017 Interior- Dentist's Office- Camera Facing Northwest

Photo 0018 Interior- South Mezzanine- Camera Facing Southwest

Photo 0019 Interior- St. Bernard Entry Vestibule- Camera Facing North

Photo 0020 Interior- Main Market Space- Camera Facing West

Photo 0021 Interior- Light Monitor Detail- Camera Facing Southwest

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

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



## UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY St. Bernard Market NAME :

MULTIPLE NAME :

STATE & COUNTY: LOUISIANA, Orleans

DATE RECEIVED: 6/29/12 DATE OF PENDING LIST: 7/27/12 DATE OF 16TH DAY: 8/10/12 DATE OF 45TH DAY: 8/15/12 DATE OF WEEKLY LIST:

REFERENCE NUMBER: 12000498

REASONS FOR REVIEW:

APPEAL:NDATA PROBLEM:NLANDSCAPE:NLESS THAN 50 YEARS:NOTHER:NPDIL:YPERIOD:NPROGRAM UNAPPROVED:NREQUEST:NSAMPLE:NSLR DRAFT:NNATIONAL:N

COMMENT WAIVER: N

ACCEPT

RETURN \_\_\_\_REJECT 8/15/2012 DATE

ABSTRACT/SUMMARY COMMENTS:

N.O. Had an extensive system of Public markets. St. Bernard market Represents the modernization of the System in the 19305 Good example of Bldg type & style

RECOM. / CRITERIA ACCOPT Atc	
REVIEWER Flinbbant	DISCIPLINE
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If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



St. Bernard Market New Orleans Orleans Parish Lousiana Photographer John Williams February 2012 St. Bernard Elevation - Camera Facing SW Photo 0001

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Photographer John Williams February 2014 St. Bernard Elevation Window Detail - Camera Facing SW JOVER New Orleans St. Bernard Market Photo 0003 **Orleans** Parish Lousiana

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Nesatives: LASHPO Disital Archives



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St. Bernard Market New Orleans Orleans Parish Lousiana Photographer John Williams February 2012 St. Bernard Arcade Elevation - Camera Facing SW Photo 0006

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Negatives: LASHPO Digital Archives



St. Bernard Market New Orleans Orleans Parish Lousiana Photographer John Williams February 2012 St. Bernard and North Claiborne Corner - Camera Facing

Negatives : LA SHPO Disitel Archives Comera Facing South

St. Bernard Market New Orleans Orleans Parish Lousiana Photographer John Williams February 2012 North Claiborne Arcade - Camera Facing SW J D V C Photo 0008



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Camera Facing East, Northeast



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St. Bernard Market New Orleans Orleans Parish Lousiana Photographer John Williams February 2012 North Claiborne Oblique - Camera Facing E Photo 00012

Negatives: LASHPO Digital Archives



St. Bernard Market New Orleans Orleans Parish Lousiana Photographer John Williams February 2012 Rear Corner Oblique - Camera Facing NE Photo 00013

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Camera Facing North, Northeast



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St. Bernard Market New Orleans Orleans Parish Lousiana Photographer John Williams February 2012 N. Robertson (side) Oblique - Camera Facing ME Photo 00014

Negatives : LASHPO Digital Archives Camera Facing North, Northeast



St. Bernard Market New Orleans Orleans Parish Lousiana Photographer John Williams February 2012 N. Robertson (side) Oblique - Camera Facing N Photo 00015

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#### Nesatives : LASHPO Disital Archives



St. Bernard Market New Orleans Orleans Parish Lousiana Photographer John Williams February 2012 South Mezzanine - Camera Facing SW Photo 00018

## Negatives ; LASHDO Digital Archives



St. Bernard Market New Orleans Orleans Parish Lousiana Photographer John Williams February 2012 St. Bernard Entry Vestibule - Camera Facing N Photo 00019

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Negatives: LASHPO Disital Archives

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St. Bernard Market New Orleans Orleans Parish Lousiana Photographer John Williams February 2012 Main Market Space - Camera Facing NW Photo 00020

# Negatives: LASHPO Disital Archives





### Negatives : LASHPO Disitel Archives



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	JUN 2 9 2012
NAT	REGISTER OF HISTORIC PLACES NATIONAL PARK SERVICE

JAY DARDENNE LIEUTENANT GOVERNOR

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

State of Couisiana

PAM BREAUX Assistant Secretary

June 26, 2012

TO:	Mr. James Gabbert National Park Service 2280, 8 <sup>th</sup> Floor; National Register of Historic Places 1201 "I" Street, NW; Washington, DC 20005				
FROM:	Patricia Duncan, Architectural Historian, National Register Coordinator Louisiana Division of Historic Preservation Patricica Puncture				
RE:	St. Bernard Market, Orleans Parish, LA				

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

PD/pld

Enclosures:

1 Original National Register of Historic Places nomination form

NA Multiple Property Nomination form

1 CD with electronic images

21 Photograph(s)

1 Original USGS/NOAA map(s)

1 Sketch map(s)/figure(s)/exhibit(s)

0 Piece(s) of correspondence

NA Other

COMMENTS:

-	Please ensure that this nomination receive	s substantive revie	W	
	This property has been certified under 36			
	The enclosed owner objection(s) do	do not	constitute a majority	
	of property owners. [3 letters from original (same) owner; 1 letter from new owner			
X	Other: If listed, this building will likely become a Federal tax credit project			