

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 National Register Bulletin, How to Complete the National Register of Historic Places Registration Form. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic Name: Holiday Inn Highrise East

Other Names/Site Number: N/A

Name of related multiple property listing: Non-Residential Mid-Century Modern Architecture of New Orleans, 1935-1975

2. Location

Street & Number: 6324 Chef Menteur Hwy

City or town: New Orleans

State: LA

County: Orleans

Not for Publication:

Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register Criteria.

I recommend that this property be considered significant at the following level(s) of significance:

national state local

Applicable National Register Criteria: A B C D

Kristin P. Sanders *August 15, 2018*
Signature of certifying official/Title: Kristin Sanders, State Historic Preservation Officer Date
Louisiana Department of Culture, Recreation, and Tourism
State or Federal agency/bureau or Tribal Government

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

Signature of commenting official:

Date

Title:

State or Federal agency/bureau or Tribal Government

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4. National Park Certification

I hereby certify that the property is:
 entered in the National Register
 determined eligible for the National Register
 determined not eligible for the National Register
 removed from the National Register
 other, explain: _____


Signature of the Keeper

1/31/19
Date of Action

5. Classification

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

<input checked="" type="checkbox"/>	Private
<input type="checkbox"/>	Public – Local
<input type="checkbox"/>	Public – State
<input type="checkbox"/>	Public – Federal

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

<input checked="" type="checkbox"/>	Building(s)
<input type="checkbox"/>	District
<input type="checkbox"/>	Site
<input type="checkbox"/>	Structure
<input type="checkbox"/>	object

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

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

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

6. Function or Use

Historic Functions (Enter categories from instructions.): DOMESTIC/hotel, SOCIAL/meeting hall

Current Functions (Enter categories from instructions.): VACANT/NOT IN USE

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7. Description

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

Materials: (enter categories from instructions.)

foundation: Concrete

walls: Concrete, Steel

roof: Synthetics

other: Metal (Railings), Brick (Veneer)

Narrative Description

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

Summary Paragraph

The Holiday Inn Highrise East is located right off the Chef Menteur Hwy in an area of New Orleans known as New Orleans East. It is one of the first high-rise buildings one sees when crossing over the Industrial Canal on Interstate 10. Constructed in 1968, this building has withstood the elements and stands as a monumental building holding integrity in many areas and has undergone little to no structural change over the years. The front, Chef Menteur Hwy-facing elevation has an overhanging concrete awning over the first floor. The rear elevation is identical to the front elevation sans awning. Both elevations have concrete block screening, which is both functional and decorative, on the second through ninth floors. The side elevations are distinguished by brick veneered walls and decorative concrete elements. The inside of the building has lost its interior finishes, but still has its overall structural integrity and layout. The primary design emphasis for this building was placed on the exterior to help the building stand out as a billboard for the Holiday Inn hotel chain. The integrity of feeling, association, and design are intact on the interior. On the exterior, the degree of integrity is high as all aspects of integrity are intact. For these reasons, the building is eligible for listing on the National Register.

Narrative Description

Exterior (see Photos 1-9)

The former Holiday Inn Highrise East is located off of Chef Menteur Hwy, approximately 0.5 miles on the right off the Downman Rd. exit from I-10. Located in New Orleans East, east of the Industrial Canal, the structure is approximately six miles from downtown New Orleans, a short 10-15 minute drive east on the interstate. Due to its relative height, this building is one of the first to be noticed upon crossing the Industrial Canal Bridge. This was certainly intentional. On the front (North) and rear (South) elevations of the building, there are parking lots covering most of the land on the property. Next to the road there is an empty sign bracket. Historic hand drawn postcards show an iconic Holiday Inn neon sign once lit up in its place (Figure 1). The entrance is on the north side of the building off Chef Menteur Hwy. On the rear, south side of the building near I-10, is an in ground swimming pool, still surrounded by palm trees.

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The building itself is nine stories in height and is of cast concrete construction on a concrete foundation, with brick veneer on both non-primary elevations. The front elevation window openings are now boarded up with plywood, but once had a stretch of storefront windows resting on matching brick bulkheads. The rear elevation is also now boarded up with plywood and had a smaller stretch of storefront windows less distinguished than the front elevation. On the west side elevation (see Photo 3) are decorative vertical lines of concrete stretching from the second to ninth floors. The east side elevation is composed of a brick veneer that extends around to the eastern corners of the front and rear elevations.

On the first floor stretching the width of the building is a projecting concrete awning, currently painted green, but shown in the historic postcard and a photo posted in 2015 as being white (Figure 2). The line of the awning continues through the western elevation to meet with the decorative concrete vertical lines. On the second through ninth floors, the front and rear elevations feature seven columns of cast concrete breeze blocks in a floral design which hide the HVAC units outside each room. There is a visual break in the pattern distinguishing each floor. Fourteen built-in balconies run across floors two through nine on both the front and rear elevations. Sliding glass doors likely existed at each balcony, but the glass is now gone (the framing is still in place).

On the flat roof, there is the mechanical system housings for the two elevator shafts which are covered aesthetically with an envelope of brick walls. On these higher elements, historic signage was displayed as depicted in the drawing of the building from the hand drawn postcard. When comparing modern photos of the building to historic postcards, the building is clearly a prime example of the hotel chain's corporate design at the time and looks almost exactly the same. The design of the hotels at this time was intentional and intended to serve as its own billboard for the company. When someone saw a building that looked like this, they were supposed to recognize it as a Holiday Inn.

Interior (see Photos 9-15)

The interior of this hotel was never intended to be highly styled or designed. It was much more utilitarian and the emphasis of design was placed on the exterior. The main design details on the interior were in the layout of a main lobby on the ground floor, central corridors on the upper floors, and rooms off of this corridor. While the materials on the interior have been stripped out over time as is common with a corporate chain hotel, the layout and floor plan of the building remains true to its date of construction. Furthermore, as Photo 11 shows, the interior materials were continually updated and replaced with updated materials as the hotel was continually used.

The first floor was designed to be communal by nature, once housing a reception desk, conference rooms, dining halls, and a full bar and kitchen. Although the rooms are stripped of their materials, the spaces themselves remain to help identify most of the rooms' former purposes. The interior were meant primarily to serve their purpose as providing a space for guests to stay and feel at home. The exterior design features were meant to be the more significant and prominent details.

There are two elevator shafts, one flush against the eastern elevation and used as a service elevator and the other a double shaft near the western elevation and adjacent to the reception area. There are also two emergency stairwells, each flush against each the eastern and western elevations of the building.

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The second floor is bare of all fixtures and plumbing utilities and is mostly stripped to its concrete wall and metal stud framing. Some walls not made of concrete have been torn out but the overall layout remains. There is a middle hall, six feet wide and stretching the length of the floor. This floor is different than the above guest floors in that part of the floor is separated by a doorway that led to a service and break room for employees on the eastern side of the hall. The rest of the hall has guest rooms off either sides of the hallway. The hallway, service, and guest rooms now have their carpet and vinyl tile removed leaving the concrete subfloors exposed.

The rooms are generally the same square footage except for three rooms on the southwestern side of the building designed to accommodate the main elevator shaft. These rooms have a different layout and are slightly wider in size. Each room has its own bathroom that can be distinguished by remaining plumbing connections and tile floors.

Floors three through nine share an identical layout, with a main hallway stretching the length of the building and guest rooms on either side, mostly with identical layouts or a mirrored floor plan in one direction or another. On each floor towards the western elevation, there are ice and vending machine hallways near the emergency stairs and service elevator. There are also separate service rooms opposite of these hallways noted by their laundry hookups and layout.

In total there are approximately 216 guest rooms. On the second floor there are 20 guest rooms, and on the third through ninth floors, there are 28 rooms each. What is left of materials still intact emphasize the standardized room layout, a new concept for the era. The floorplan, concrete framing, and cast concrete ornamentation continue to demonstrate the integrity of this eye-catching postmodern commercial hotel building.

The Holiday Inn Highrise East retains its overall integrity of location, setting, design, materials and craftsmanship – primarily on the exterior, feeling, and association and would be recognizable to former guests of the hotel who may have stopped in on their way to or through New Orleans. Comparing a photo of the building today to the historic postcard shows the building much as it was when constructed.

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.)

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

Criteria Considerations:

	A	Owned by a religious institution or used for religious purposes
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B	Removed from its original location
C	A birthplace or grave
D	A cemetery
E	A reconstructed building, object, or structure
F	A commemorative property
G	Less than 50 years old or achieving significance within the past 50 years

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

Period of Significance: 1966 – 1969

Significant Dates: 1966, 1969

Significant Person (Complete only if Criterion B is marked above): N/A

Cultural Affiliation (only if criterion D is marked above): N/A

Architect/Builder (last name, first name): Bond, William

Period of Significance (justification): The period of significance begins with 1966, when construction of the hotel started, and ends with 1969, the year it was completed.

Criteria Considerations (explanation, if necessary):

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

The former Holiday Inn Highrise East is locally significant under criterion C in the area of architecture, as it is an exemplary example of mid-century modern architecture, particularly the Corporate Commercial subtype, within the context of New Orleans. It is a prime example of the commercial property type found in the Non-Residential Mid-Century Modern Architecture in New Orleans, 1945-1975 Multiple Property Submission and meets the registration requirements of this property type (explained further below). Holiday Inn construction in the mid-20th century was directly related to the way cities were mapped out historically as they responded to suburban growth. As cities grew during the mid-20th century, interstates and other major thoroughfares were being constructed, which led to the growth of suburban areas, such as New Orleans East. Interstate 10 offered a direct route through New Orleans East and thus, new business began to be built along it, including hotels, which could provide more options for travelers and visitors to New Orleans outside of the main central business district and French Quarter. In New Orleans, the construction of this particular Holiday Inn not only served the traveler passing through, but the new community of New Orleans East as well. Corporate Commercial Modernist architecture of this type is threatened by significant alterations to its historic style and demolition. Proper preservation of this fading architecture type is important to tell the story of design and advancements of the era. The period of significance is 1966-1969, covering the years of construction.

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

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The Holiday Inn Company in the United States and New Orleans

The story of the Holiday Inn chain began with Kemmons Wilson, a construction business owner, who took a road trip with his family in 1951. He returned home frustrated over the hotel system with uncomfortable accommodations and extra charges for children and amenities. He had a vision – a place ideal for the midsize family and a standardized chain of hotels across the US all within a day's driving distance of each other. Soon that vision became reality and certain amenities were included and made standard at every location. Some of these standardizations included the room format, a swimming pool, free television, telephone access, ice machines, a restaurant, and no charge for children under 12.¹ Despite slow beginnings the company soon took off, especially after the Federal Highway Act of 1956.² Along with the growing ease of fast food chains, Holiday Inn signs soon became easily recognizable. The grand neon 'Holiday Inn' sign, designed to welcome the weary traveler, was conveniently located near a highway, and provided the comforts of a home away from home.

In the 1960s, Holiday Inn's brand continued to grow, ranging from economy size to high-rise style buildings. The high-rise design, still used by many chains today, was designed by the firm of William W. Bond and Associates. This modernist design was defined by its pre-cast concrete slabs and brick veneers to form distinctive exterior features.³ The firm designed hundreds of hotels in this style, both in economy and high-rise styles as a part of the portfolio of over 2,500 buildings.⁴ These plans were quickly produced by Bond's firm, thanks to newly developed computer technology which allowed for quick replication of standardized design features. Examples of high-rise buildings of Bond's work in this design include, 465 Broadway, Gary, IN (Figure 3); City Line Ave., Philadelphia, PA (Figure 4); and 6324 Chef Menteur Hwy, New Orleans, LA (Figure 1).

The Holiday Inn at 6324 Chef Menteur Highway was the third Holiday Inn constructed in New Orleans. It was found in newspapers mentioned as New Orleans Holiday Inn Highrise and New Orleans Holiday Inn East. The land was originally bought by Jacob and Vincent Morreale in 1966. The survey of the land in the notarial records shows the proposed I-10 highway path, which had yet to be built and was recorded in the archives in April 1966.⁵ The area called New Orleans East was only just being developed in the 1960s due to the promise of the new federal interstate system.⁶ After some early subdivisions such as Plum Village were constructed, the highway was built. The highway finished construction the same year as the survey was recorded, in December 1966.⁷ In 1968, the building contract for the Holiday Inn was completed and construction began, with the architect on file being William Bond (Figure 5). Bond's firm's defining design characteristics of concrete slab and frame construction with exteriors utilizing cast concrete breeze block ornamentation and brick veneers were fully implemented in the design of the Holiday Inn Highrise. All of the standard Holiday Inn amenities, as well as an in-ground pool, were included as well. The location near the highway was thought to be ideal for the traveler visiting or passing through New Orleans.

¹ "Holiday Inn." Kemmons Wilson Companies. Accessed April 03, 2018. <http://kwilson.com/our-story/holiday-inn/>.

² Hilke, Jens. "Landscape Change Program." University of Vermont. Accessed April 03, 2018. http://www.uvm.edu/landscape/learn/impact_of_interstate_system.html.

³ "Pleasant Family Shopping." Holiday Inn - The World's Innkeeper. Accessed April 10, 2018. http://pleasantfamilyshopping.blogspot.com/2011/09/holiday-inn-worlds-innkeeper_06.html.

⁴ Wallace, David. "W. Bond Jr. Firm." Telephone interview by author. April 4, 2018.

⁵ Survey of empty plot of land at 6324 Chef Menteur Hwy. 13 April 1966, Notary Helen C. Morreale. New Orleans Notarial Archives.

⁶ "N.O. East Residents Discuss Seceding from City." WWL. May 10, 2017. Accessed April 03, 2018. <http://www.wwltv.com/article/news/local/no-east-residents-discuss-seceding-from-city/438500298>.

⁷ "Intestate 10 Link Dedicated." *Times-Picayune* (New Orleans), December 9, 1966, sec. 1, p.2.

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This design, in particular, with the cast concrete breeze blocks was a feature used in many Holiday Inn's across the country. In a comparison study, most buildings found once with the breeze block pattern are now either demolished or renovated with a different style. This building is one of the last buildings found retaining the original style in the country. Some examples of cities with Holiday Inn buildings that had similar breeze block patterns include:

- Nashville, TN- I-24 and Harding Place - Currently vacant, and breeze blocks covered. (Figure 6)
- Nashville, TN - Downtown, Vanderbilt, 2613 West End, U.S. 70 South - Breeze blocks replaced. (Figure 7)
- South Lansing, MI - 1057 Pierpont St. - Breeze blocks replaced. (Figure 8)
- St. Josephs, MI - 100 Main St. - Breeze blocks replaced (Figure 9)
- Metairie, LA - I-10 and Causeway Blvd - Breeze blocks replaced and property expanded. (Figure 10)
- Green Bay, MN- Unknown exact location and status. (Figure 11)
- Detroit, MI - Hazel Place - Demolished (Figure 12)
- Jackson, TN - I-40 and Bypass 45 - Demolished or sold and renovated beyond recognition. (Figure 13)
- Dayton, OH - I-75 and West First St - Demolished. (Figure 14)
- Detroit, MI - Farmington area - Demolished. (Figure 15)
- Memphis, TN - Unknown exact location and status. (Figure 16)
- Memphis, TN (Different than above) - Unknown exact location and status. (Figure 17)
- Gulfport, MS - Unknown exact location and status. (Figure 18)
- Cumberland Gap, TN - Unknown exact location and status. (Figure 19)

Once completed, advertisements began to be listed in the local newspapers for open positions in 1969 for the New Orleans Holiday Inn High Rise. Not only was the hotel marketed toward travelers, but to locals as well. Two early examples to be noted were in in October 1969, a "Balloon-O-Mat," was listed to be at the hotel, a helium balloon vending machine⁸ and in January 1970, a job fair was held in the conference rooms.⁹

Open until 1995, the Holiday Inn Highrise played a significant role in the development of the commercial sector along the I-10 interstate in New Orleans. Not only did it affect the city through its contribution of hotel space for an increasing flux of tourists and businesspeople, but the structure also represents a new day in the age old profession of the architect with its use of computerized drafting.

The Holiday Inn Highrise East as an example of Commercial Mid-Century Modern Architecture

The building is recognized as a prime example of Corporate Commercial mid-century architecture in New Orleans, according to the Non-Residential Mid-Century Modern Architecture in New Orleans, 1935-75 Multiple Property Submission. It is specifically a prime example of the commercial property type. These mid-century commercial buildings are vulnerable "due to misunderstanding, neglect, demolition, and inappropriate alterations, creating special preservation concerns."¹⁰

⁸ *Times-Picayune* (New Orleans), October 19, 1969, Advertisements.

⁹ *Times-Picayune* (New Orleans), January 16, 1970, Advertisements.

¹⁰ National Register of Historic Places Draft Multiple Property Submission. Non-Residential Mid-Century Modern Architecture of New Orleans, 1935-1975. New Orleans, Orleans Parish, Louisiana.

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The state of Virginia coined the subtype of Modernist architecture as “Corporate Commercial,” which started around 1945 and continues to be used through today. It developed as companies began to develop chains of their business – primarily in restaurants and hotels. Defining characteristics of this subtype include:

- uniform design across multiple locations
- design motifs associated with corporate identity
- use of light, cost effective, modern construction materials
- designed for ease of access via automobile
- ample parking along the building’s immediate perimeter
- bold color schemes

In New Orleans, the handful of Corporate Commercial examples that remain today are hotels and motels. There are a decent number of motels left along Tulane Ave and Chef Menteur Highway. Some of the ones along Tulane Avenue are quickly falling victim to the wrecking ball. The Holiday Inn Highrise East has the uniform design utilized across multiple locations nationwide for the hotels at that time, during the last 1960s. It retains its exterior design motifs that were associated with the Holiday Inn corporate identity. Light and cost effective materials of brick veneer and concrete block screening was utilized on the buildings. There is ample parking in front of the building that was clearly designed to help the building to be easily accessed by automobiles traveling on Chef Menteur Highway and was purposely designed and situated to be a billboard for the Holiday Inn Company.

In the MPS, the registration requirements for the commercial property type clearly state what features must remain in a building to be eligible for listing under the document. Of the specific registration requirements, this building qualifies due to the following items:

- The building retains integrity of location, design, setting, exterior materials, workmanship, feeling, and association. Primarily, it retains integrity of design on the exterior and interior as well as exterior materials.
- The building has a minimal loss of finishes and features with the main loss of finishes on the interior.
- The building is just hitting its 50 year birthday
- It exhibits most of its original features including curtain wall construction; large plate glass windows; smooth, flat surfaces; and honest structure that shows the construction of the building; original elevator vestibules; open floor plan in the lobby and dining room areas
- It retains scale, massing, original roof shape, and fenestration patterns
- The original window opening sizes have not been altered
- Major interior spaces are retained – the layout of the building remains on the ground floor with an entry lobby and all floors retain their central hallways.

It is required that a building must retain 4 of the 6 main described registration requirements and this building does.

Furthermore, within the commercial property type, there are specific registration requirements for buildings that are designed in the Corporate Commercial subtype:

“Buildings of this architectural style, like other Modernist subtypes, are quickly disappearing from the landscape. These buildings were designed to maintain a “chain” look for commercial buildings during this time period, primarily restaurants and hotels. Due to the nature of these buildings, interior modifications were common and numerous. That being said, the likelihood of these buildings maintaining a large portion of original interior features and finishes is low. Primarily, the iconic image of these buildings was emphasized on the exterior – i.e. the golden arches of McDonald’s, the prototypical

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form and design of a hotel chain. For buildings of the Corporate Commercial architectural style, exterior integrity is more significant than interior integrity, particularly in relation to the overall architectural significance of the building. On the interior, what is most important and what would relate to original construction would be the general layout and floorplan versus the original finishes and features. It is more important that these buildings retain a high degree of exterior integrity and a relationship with their surrounding site (i.e. parking lots, drive thrus) to convey their significance as a Corporate Commercial resource.”¹¹

The Holiday Inn Highrise East has a minimal loss of finishes that relate to its overall architectural significance, primarily on the exterior. This building did not have very distinctive finishes on the interior and as the company went through new ad campaigns and re-identification as a brand, the hotels and motels that were run by the company were updated. As all Corporate Commercial building chains served as a billboard for the company, the main focus was on the exterior. For this building in particular, the emphasis was on the concrete block screens and overall simplified form of the building. It retains integrity of location, setting, design, materials (primarily on the exterior), workmanship, feeling, and association. It retains several original features pointed out in Section 7 as well as some pointed out in the MPS including large plate glass windows in their original size (registration requirements – rr- #1 and 4) little ornamentation outside of the concrete block screens (rr #1), smooth and flat surfaces (rr #1), its original layout for the site and for the interior hallways and rooms (rr #5), and the scale of the building has not been altered (rr #5). It also retains the original elevator lobbies on each floor with original elevator casing.

The MPS particularly points out that mid-century Modern designs should be judged by “architectural integrity, distinction, innovation in engineering, and how much they represent Modernist ideals and designs.”¹² The Holiday Inn Highrise East is a distinct example with enough historic integrity intact to make it recognizable to former area residents, hotel staff, and visitors. This building stands as a landmark and its key location showcases its innovative Corporate Commercial design and evolving design methods for hotels and motels in New Orleans and across the country. These new, modern designs helped to draw in motorists as they made their way across the country and to create a true brand for these companies through the architecture of their buildings. This building is a surviving part of that overall story.

Developmental History/Additional historic context information

Since 1995, the building was sold to Ramada Inn and continued to be used as a hotel for 10 more years. Early in 2005 the building was sold again and has since then remained vacant. In 2017, it was recognized to have been tagged with one of the largest graffiti tags the city has seen, on the front elevation depicted the text: CAVEMAN READER OYE, and on the rear elevation depicted the text: READ UP CAVEMAN 2017.

9. Major Bibliographical Resources

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

¹¹ National Register of Historic Places Draft Multiple Property Submission Draft. Non-Residential Mid-Century Modern Architecture of New Orleans, 1935-1975. New Orleans, Orleans Parish, Louisiana.

¹² Ibid.

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6324 Chef Menteur Hwy Building Permit. Recorded, 14 May 1968. Archived, 1980. New Orleans Library Archives

Ebay search (performed in March – April 2018) looking for historic postcards for sale in relation to Holiday Inn buildings similar in style and material to 6324 Chef Menteur Hwy, New Orleans, LA. Copies of these photos saved.

Facebook. Accessed April 11, 2018. <https://www.facebook.com/groups/TheGreatSign/>.

Google Map Search (performed in March – April 2018) in correlation with the Ebay search to research change or demolition to found properties. Screenshots of results displayed.

Hamilton, Rob. "Highrise Inn at 6324 Chef Menteur Highway, New Orleans." Google. March 13, 2015. Accessed April 17, 2018. <https://plus.google.com/RobHamilton79/posts/ZMghGaGHurM>.

Hilke, Jens. "Landscape Change Program." University of Vermont. Accessed April 03, 2018.

"Holiday Inn." Kemmons Wilson Companies. Accessed April 03, 2018. <http://kwilson.com/our-story/holiday-inn/>.

"Intestate 10 Link Dedicated." *Times-Picayune* (New Orleans), December 9, 1966, sec. 1, p.2.

National Register of Historic Places Draft Multiple Property Submission. Non-Residential Mid-Century Modern Architecture of New Orleans, 1935-1975. New Orleans, Orleans Parish, Louisiana.

"N.O. East Residents Discuss Seceding from City." WWL. May 10, 2017. Accessed April 03, 2018. <http://www.wvltv.com/article/news/local/no-east-residents-discuss-seceding-from-city/438500298>.

"Pleasant Family Shopping." Holiday Inn - The World's Innkeeper. Accessed April 10, 2018. http://pleasantfamilyshopping.blogspot.com/2011/09/holiday-inn-worlds-innkeeper_06.html.

Smith, Jordan. "Holiday Inn East High Rise - New Orleans, Louisiana." Flickr. April 14, 2015. Accessed April 10, 2018. <https://www.flickr.com/photos/hollywoodplace/16955513679>.

Smith, Mark. Facebook. March 4, 2017. Accessed April 10, 2018. <https://www.facebook.com/groups/TheGreatSign/>.

Survey of empty plot of land at 6324 Chef Menteur Hwy. 13 April 1966, Notary Helen C. Morreale. New Orleans Notarial Archives

Times-Picayune (New Orleans), October 19, 1969, Advertisements.

Times-Picayune (New Orleans), January 16, 1970, Advertisements.

Wallace, David. "W. Bond Jr. Firm." Telephone interview by author. April 4, 2018.

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Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
 - Other State agency
 - Federal agency
 - Local government
 - University
 - Other
- Name of repository: _____

Historic Resources Survey Number (if assigned): N/A

10. Geographical Data

Acreage of Property: 2.6 acres

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

- 1. Latitude: 30.010492 Longitude: -90.014379
- 2. Latitude: 30.010552 Longitude: -90.013726
- 3. Latitude: 30.009621 Longitude: -90.013632
- 4. Latitude: 30.008920 Longitude: -90.014254

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

See attached plat map and lat/long map for boundaries. Bounded by Chef Menteur Highway to the North, I-10 to the east and south, and the neighboring property to the west.

Boundary Justification (Explain why the boundaries were selected.)

The boundaries of the property are the historic boundaries of the property.

11. Form Prepared By

name/title: Emily Z. Knollenberg, Student
organization: Tulane Preservation Master Program and Gardner Development
street & number: 6217 Laurel St.

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city or town: New Orleans state: LA zip code: 70118
e-mail: eknollenberg@tulane.edu
telephone: (804) 398-0339
date: May 25, 2018

Additional Documentation

Submit the following items with the completed form:

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

Photographs

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

Photo Log

Name of Property: Holiday Inn Highrise East

City or Vicinity: New Orleans East

County: Orleans Parish

State: Louisiana

Name of Photographer: Emily Z. Knollenberg

Date of Photographs: March – April 2018

- 1 of 15 Camera facing south showing north, front façade
- 2 of 15 Camera facing north showing south, rear façade
- 3 of 15 Camera facing northeast showing west facade
- 4 of 15 Camera facing northwest showing east facade
- 5 of 15 Camera facing southeast showing recreational pool area
- 6 of 15 Interior view showing main entrance and reception area; camera facing northwest
- 7 of 15 Interior view showing dining area; camera facing southeast
- 8 of 15 View of cast concrete breezeblocks from second floor north façade; camera facing southwest
- 9 of 15 View of standard room, camera facing south, from exterior point of view; camera facing south
- 10 of 15 Interior view showing second floor staff room; camera facing north
- 11 of 15 Interior view of remaining ceramic tile in some rooms; camera facing southwest
- 12 of 15 Interior view of service elevator; camera facing east
- 13 of 15 Interior view of door separating second floor staff area; camera facing east
- 14 of 15 Interior view of standard upper floor hallway; camera facing east
- 15 of 15 Interior view of standard room; camera facing northeast

Holiday Inn Highrise East

Name of Property

Orleans Parish, LA

County and State



Figure 1. Historic Postcard of Holiday Inn at 6324 Chef Menteur Hwy, New Orleans
Smith, Jordan. "Holiday Inn East High Rise - New Orleans, Louisiana." Flickr. April 14, 2015. Accessed April 10, 2018. <https://www.flickr.com/photos/hollywoodplace/16955513679>.



Figure 2. 2015 Photo of Holiday Inn at 6324 Chef Menteur Hwy, New Orleans
Hamilton, Rob. "Highrise Inn at 6324 Chef Menteur Highway, New Orleans." Google. March 13, 2015. Accessed April 17, 2018. <https://plus.google.com/RobHamilton79/posts/ZMghGaGHurM>.

Holiday Inn Highrise East

Name of Property

Orleans Parish, LA

County and State



Figure 3. Postcard of Holiday Inn Gary, IN

William W. Bond and Associates recognized as architects for project. Status: demolished.

(Smith, Mark. Facebook. March 4, 2017. Accessed April 10, 2018.

[https://www.facebook.com/groups/TheGreatSign/.](https://www.facebook.com/groups/TheGreatSign/))



Figure 4. Postcard of Holiday Inn, Philadelphia, PA

William W. Bond and Associates recognized as architects for project.

(Facebook. Accessed April 11, 2018. [https://www.facebook.com/groups/TheGreatSign/.](https://www.facebook.com/groups/TheGreatSign/))

Holiday Inn Highrise East
Name of Property

Orleans Parish, LA
County and State

PERMIT No. A-75594 CASE _____ PLAN _____
MAIN STREET 6324 Chef Menteur Hwy.
BETWEEN _____
BOUNDED BY _____
OWNER Holiday Inn
CONTRACTOR Owner
ARCHITECTS William Bond Jr.
CHARACTER BLDG. Hotel
COST \$1,300,000
APPL. 4/1/68 APPROVED 5/14/68
LIBRARY ARCHIVES
1980

Figure 5. Building Permit

(6324 Chef Menteur Hwy Building Permit. Recorded, 14 May 1968. Archived, 1980. New Orleans Library Archives.)

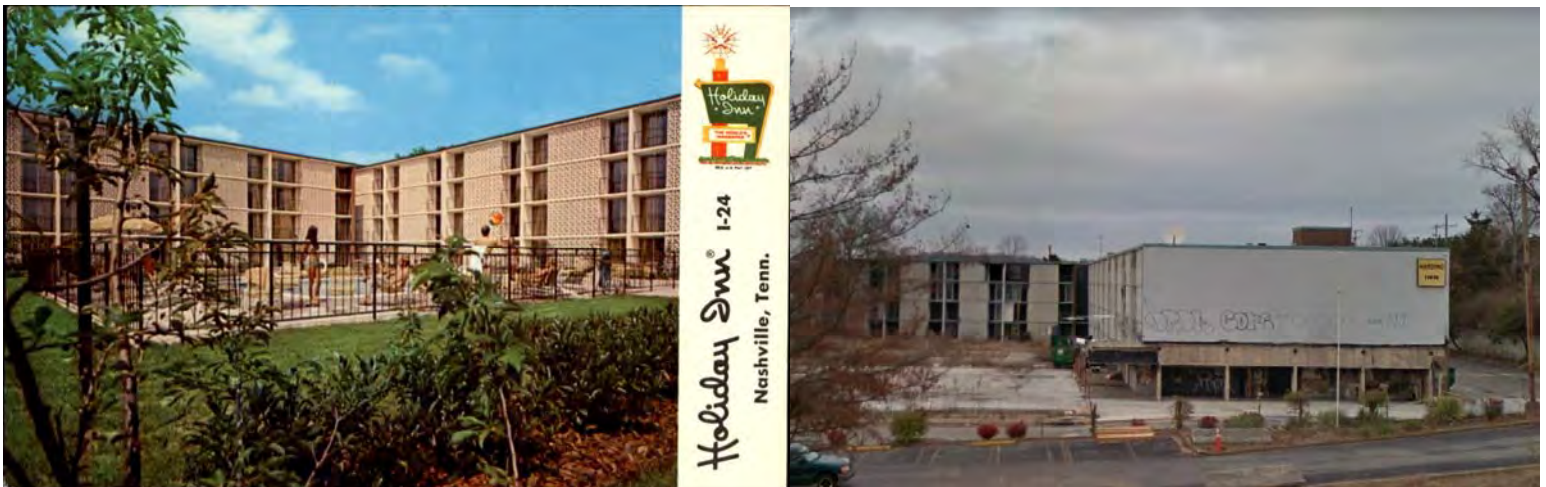


Figure 6. Postcard and Present Image of Holiday Inn, Nashville, TN

I-24 and Harding Place - Currently vacant, and breeze blocks covered. (Left, historic, Right, current)

Holiday Inn Highrise East

Name of Property

Orleans Parish, LA

County and State

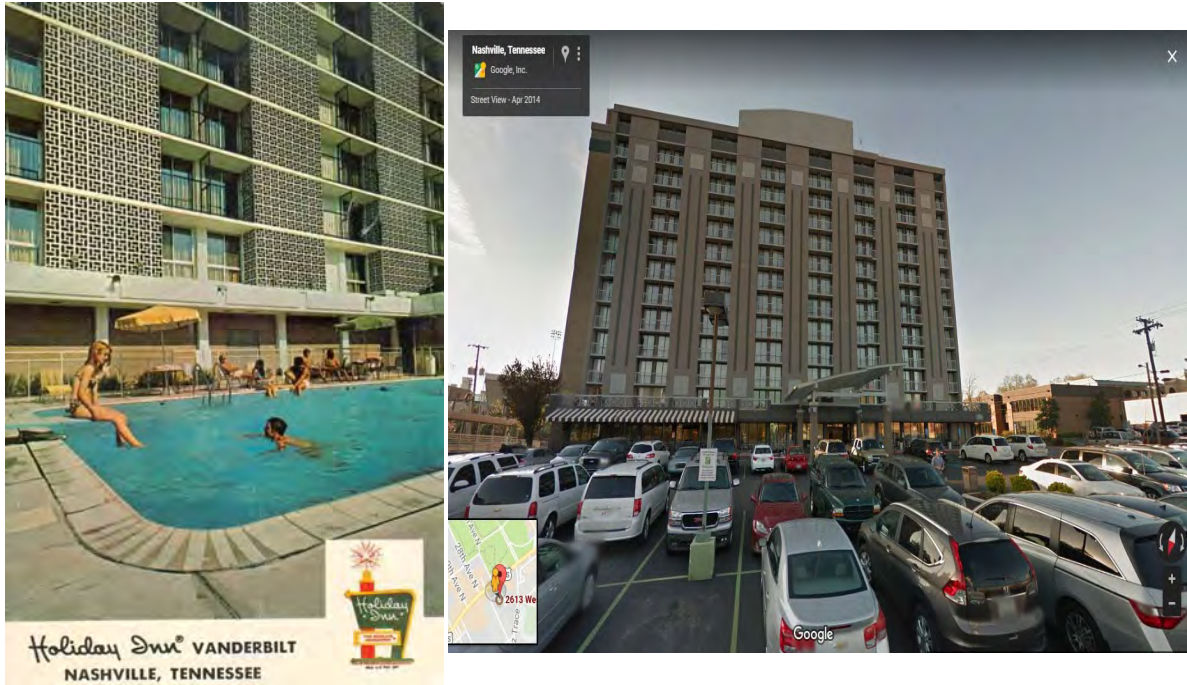


Figure 7. Postcard and Present Image of Holiday Inn, Nashville, TN
Downtown, Vanderbilt - Breeze blocks replaced. (Left, historic, Right, current)



Figure 8. Postcard and Images of South Lansing, MI
1057 Pierpont St. - Breeze blocks replaced. (Upper left - historic, upper right - 2011, bottom left - current)

Holiday Inn Highrise East

Name of Property

Orleans Parish, LA

County and State

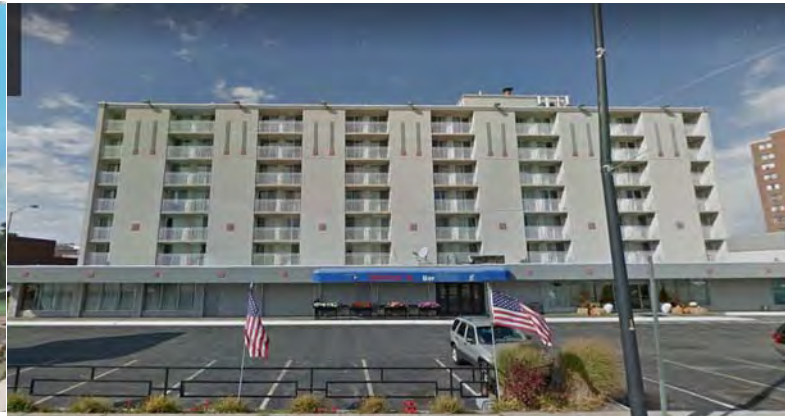


Figure 9. Postcard and Present Image of Holiday Inn, St. Josephs, MI
100 Main St. - Breeze blocks replaced. (Left, historic, Right, current)



Figure 10. Postcard and Present Image of Holiday Inn, Metairie, LA
I - 10 and Causeway Blvd - Breeze blocks replaced and expanded. (Left, historic, Right, current)

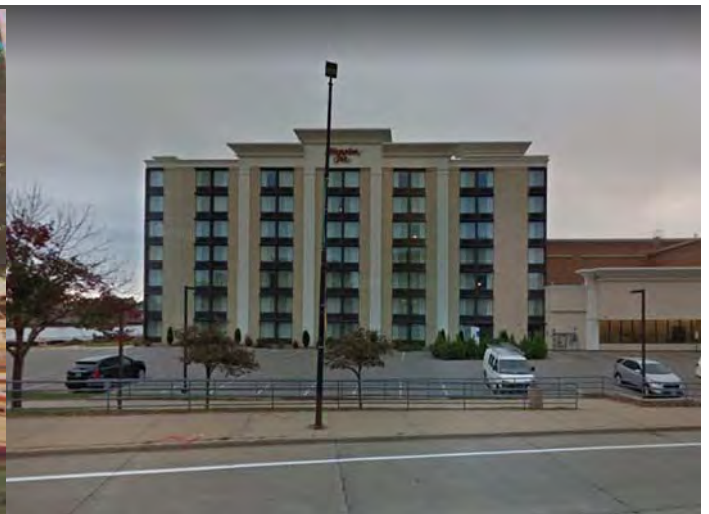
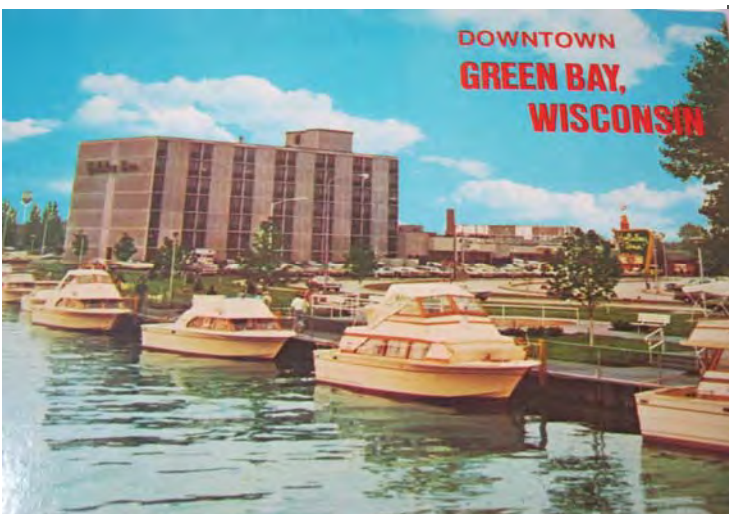


Figure 11. Postcard of Holiday Inn, Green Bay, MN
201 Main St. - Breeze blocks replaced. (Left, historic, Right, current)

Holiday Inn Highrise East

Name of Property

Orleans Parish, LA

County and State



Figure 12. Postcard and Image of Holiday Inn, Detroit, MI
Hazel Place - Demolished (Left, historic; Right, current)



Figure 13. Postcard of Holiday Inn, Jackson, TN
I-40 and Bypass 45 - Demolished or sold and renovated beyond recognition.

Holiday Inn Highrise East

Name of Property

Orleans Parish, LA

County and State



Figure 14. Postcard of Holiday Inn, Dayton, OH
I-75 and West First St - Demolished



Figure 15. Postcard of Holiday Inn, Detroit, MI
38123 W. Ten Mile Road – Demolished

Holiday Inn Highrise East

Name of Property

Orleans Parish, LA

County and State



Figure 16. Postcard of two Holiday Inns, Memphis, TN

Unknown exact location and status, example of breeze block, postmodern Holiday Inn design.



Figure 17. Postcard of Holiday Inn, Gulfport, MS; and Cumberland Gap, TN

Unknown exact location and status, example of breeze block, postmodern Holiday Inn design.

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

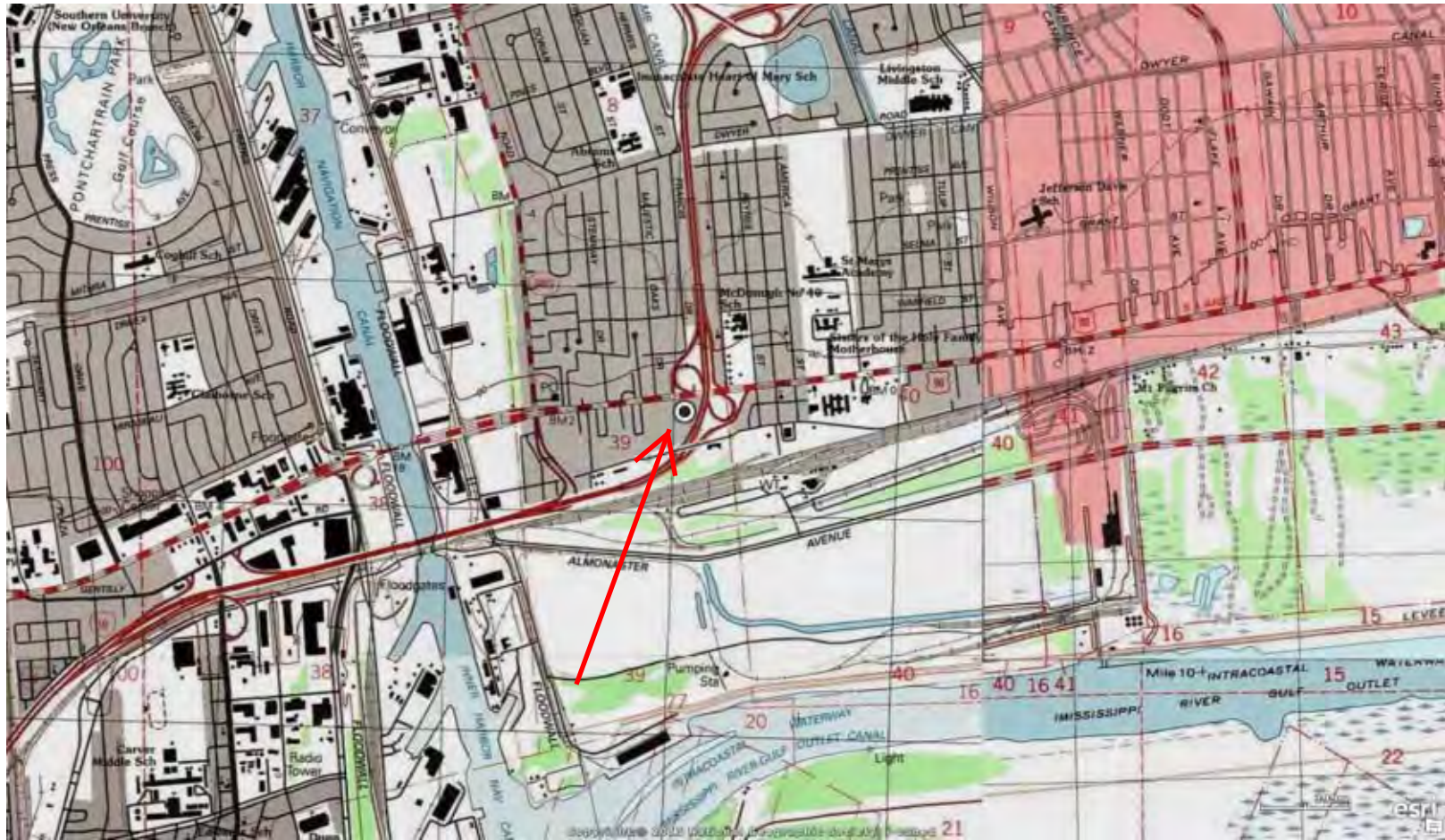
Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Holiday Inn Highrise East, Orleans Parish, LA

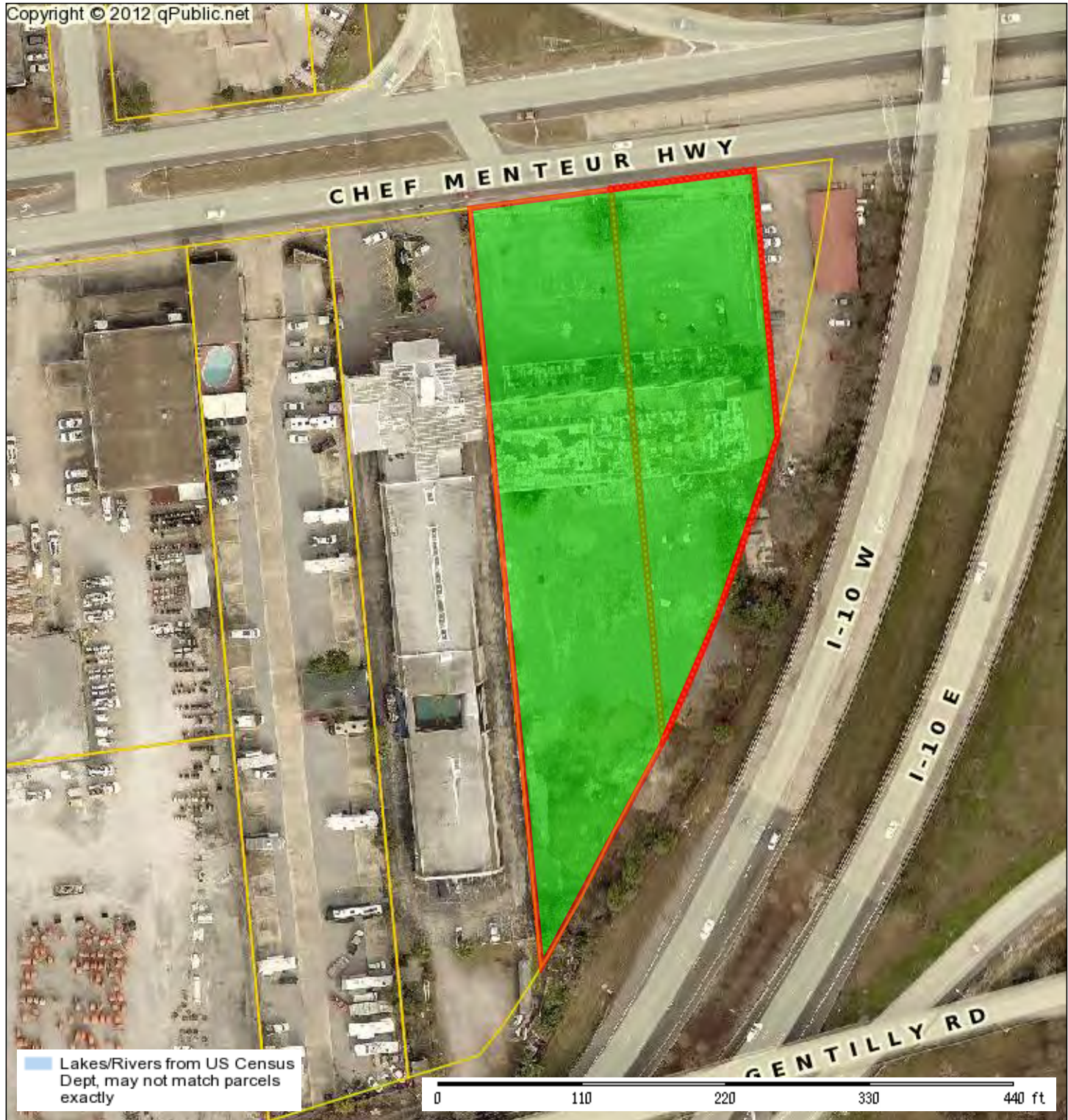


Latitude: 30.009940 Longitude: -90.013807

Holiday Inn Highrise East, Orleans Parish, LA

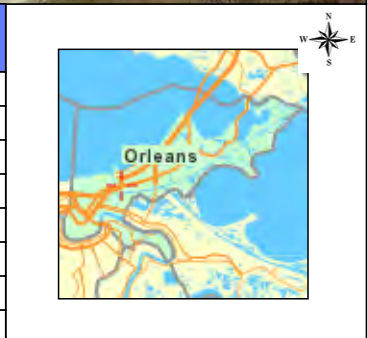


Latitude: 30.009940 Longitude: -90.013807



Holiday Inn Highrise East, Orleans Parish, LA - Plat Map

Name:		Land Value:	
Site:		Building Value:	
		Total Value:	
Mail:			



Holiday Inn Highrise East

Orleans Parish, LA
Lat/Long Map

- 1. Latitude: 30.010492 Longitude: -90.014379
- 2. Latitude: 30.010552 Longitude: -90.013726
- 3. Latitude: 30.009621 Longitude: -90.013632
- 4. Latitude: 30.008920 Longitude: -90.014254



Google Earth

© 2018 Google

Old Gentilly Rd

6324 Chef Menteur Hwy

Chef Menteur Hwy



400 ft

Holiday Inn Highrise East Orleans Parish, LA Photo Key

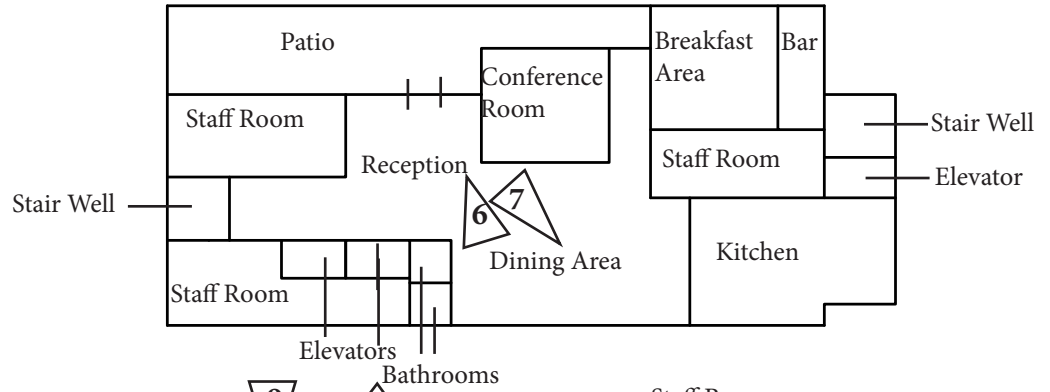
Note: Not to Scale



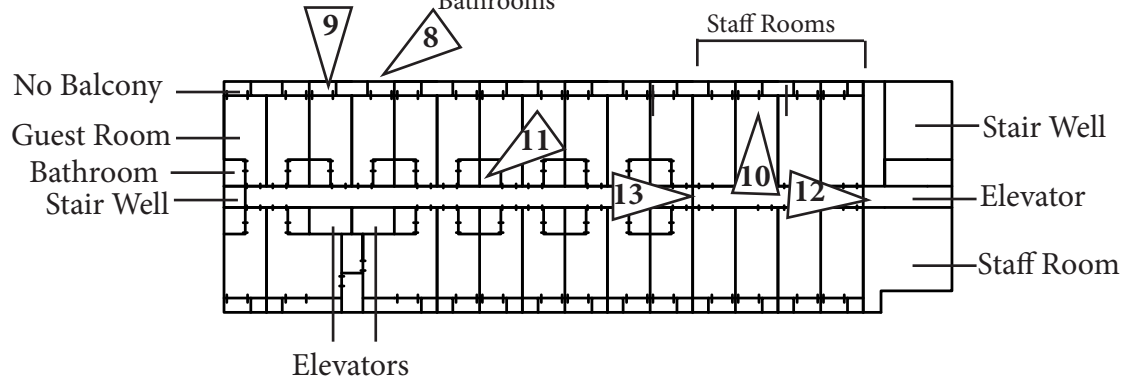
Site Map



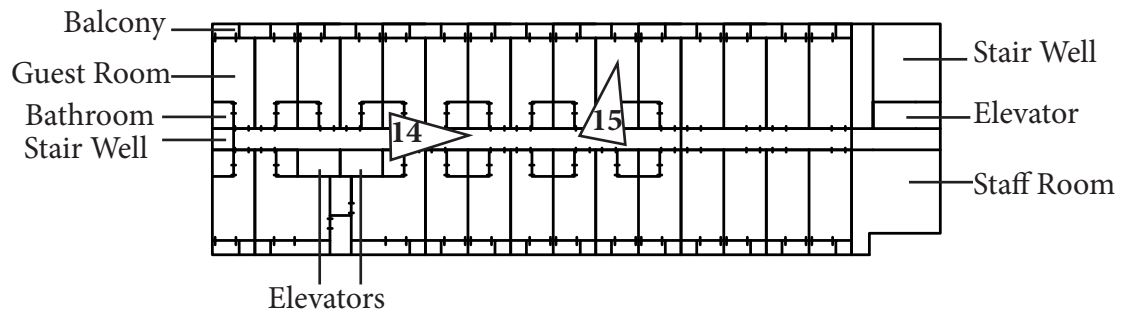
Ground Floor



Floor 2



Floors 3-9



























Service
Elevator
Emergency
Call







National Register of Historic Places
Memo to File

Correspondence

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

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

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

Date Received: 12/17/2018 Date of Pending List: Date of 16th Day: Date of 45th Day: 1/31/2019 Date of Weekly List:

Reference number:

Nominator:

Reason For Review:

Accept Return Reject 1/31/2019 Date

Abstract/Summary
Comments:

Recommendation/
Criteria

Reviewer Roger Reed  Discipline Historian

Telephone (202)354-2278 Date _____

DOCUMENTATION: see attached comments : No see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



BILLY NUNGESSER
LIEUTENANT GOVERNOR

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

RICHARD H. HARTLEY
DEPUTY SECRETARY

KRISTIN P. SANDERS
ASSISTANT SECRETARY

June 1, 2018

Eleanor Burke
1300 Perdido St, 2nd Floor
New Orleans, LA 70112

Dear Ms. Burke:

We are pleased to inform you that the historic property listed below will be considered by the State National Register Review Committee for nomination to the National Register of Historic Places:

**Non-Residential Mid-Century Modern Architecture in New Orleans, 1935-75 Multiple
Property Submission & Holiday Inn Highrise East
Orleans Parish, LA**

The National Register of Historic Places is the federal government's official list of historic properties worthy of preservation. Listing on the National Register provides recognition and assists in preserving our Nation's heritage. Listing of a property provides recognition of its historic significance and assures protective review of federal projects that might adversely affect the character of the historic property. If the property is listed on the National Register, tax credits for rehabilitation and other beneficial provisions may apply. Listing in the National Register does not place limitations on the property by the federal or state government. Public visitation rights are not required of owners. The government will not attach restrictive covenants to the property or seek to acquire them. A draft copy of the nomination and attachment is included with this letter.

One of your responsibilities as a Certified Local Government (CLG) is to review pending National Register nominations of properties within your community. This is required, in part, to detect any errors in fact, but also to provide local insight or knowledge concerning the property. I hope that you will consider the nomination for this property at your next meeting. After providing a reasonable opportunity for public comment, the New Orleans Historic District Commission shall fill out the attached CLG review form as to whether or not, in their opinion, the property meets the National Register criteria. Within 60 calendar days of notice from the State Historic Preservation Office (SHPO), the chief elected official shall transmit their report to the SHPO. If the SHPO does not receive the report and recommendation within 60 calendar days, the nomination process will continue. All comments received will be forwarded to the SHPO Director and the National Register Review Committee for consideration along with the nomination.

We have scheduled the nomination for presentation to the National Register Review Committee on **Thursday, August 9, 2018**, and would like to receive your comments by that time in fulfillment of the comment period. This letter serves as notification initiating the sixty-day comment period.

Eleanor Burke
June 1, 2018
Page 2

You are invited to attend the National Register Review Committee meeting at which the nomination will be officially considered. The location and time have not been confirmed yet, but will be found on our website. Should you have any questions about this nomination, please contact Jessica Richardson at 225-219-4595 or at jrichardson@crt.la.gov.

Thanks,

A handwritten signature in blue ink that reads "Kristin P. Sanders". The signature is written in a cursive style with a large initial 'K'.

Kristin Sanders
State Historic Preservation Officer

**NEW ORLEANS HISTORIC DISTRICT COMMISSION REPORT FOR:
NON-RESIDENTIAL MID CENTURY MODERN ARCHITECTURE IN NEW ORLEANS, 1935-75
MULTIPLE PROPERTY SUBMISSION & HOLIDAY INN HIGHRISE EAST
NATIONAL REGISTER NOMINATION**

NAME OF CLG: _____

PROPERTY NAME: _____

PROPERTY ADDRESS: _____

DATE SENT: _____

DATE OF NATIONAL REGISTER REVIEW COMMITTEE MEETING: _____

Does the nomination meet the Criteria for Listing on the National Register of Historic Places?

Yes _____ No _____ Criterion: A _____ B _____ C _____ D _____

Has public comment been included? Yes _____ No _____ Explain:

The Commission recommends that the property or properties should be listed on the National Register of Historic Places.

The Commission would like to make the following recommendations regarding the nomination (use additional sheets if necessary): _____

The Commission recommends that the property or properties should not be listed on the National Register of Historic Places for the following reasons:

The Commission chooses not to make a recommendation on this nomination for the following reasons:

Historic District Commission Chair (Print Name)

Signature

Date

Chief Elected Official (Print Name)

Signature

Date

This report and recommendation should be mailed to:

National Register Coordinator
Louisiana Division of Historic Preservation
PO Box 44247
Baton Rouge, LA 70804

Questions about this form may be directed to the National Register Coordinator – Jessica Richardson at 225-215-4595 or jrichardson@crt.la.gov.

**NEW ORLEANS HISTORIC DISTRICT COMMISSION REPORT FOR:
NON-RESIDENTIAL MID CENTURY MODERN ARCHITECTURE IN NEW ORLEANS, 1935-75
MULTIPLE PROPERTY SUBMISSION & HOLIDAY INN HIGHRISE EAST
NATIONAL REGISTER NOMINATION**

NAME OF CLG: City of New Orleans

PROPERTY NAME: see Above

PROPERTY ADDRESS: n/A

DATE SENT: June 4, 2018

DATE OF NATIONAL REGISTER REVIEW COMMITTEE MEETING: 8.9.2018

Does the nomination meet the Criteria for Listing on the National Register of Historic Places?

Yes No Criterion: A B C D

Has public comment been included? Yes No Explain:

The Commission recommends that the property or properties should be listed on the National Register of Historic Places.

The Commission would like to make the following recommendations regarding the nomination (use additional sheets if necessary):

The Commission recommends that the property or properties should not be listed on the National Register of Historic Places for the following reasons:

The Commission chooses not to make a recommendation on this nomination for the following reasons:

Jesse LeBlanc
Historic District Commission Chair (Print Name)

[Signature]
Chief Elected Official (Print Name) Signature

[Signature]
Signature 8.1.18
Date

LaToya Cantrell
Signature (Printed Name) 8-8-18
Date



BILLY NUNGESSER
LIEUTENANT GOVERNOR

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

RICHARD H. HARTLEY
DEPUTY SECRETARY

KRISTIN P. SANDERS
ASSISTANT SECRETARY

DATE: September 25, 2018

TO: Mr. James Gabbert
National Park Service Mail Stop 7228
1849 C Street, NW
Washington, D.C. 20240

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

RE: Holiday Inn High-Rise East, Orleans Parish, LA



Jim,

The enclosed disks contain the true and correct copy of the National Register Documentation for the Holiday Inn High-Rise East to be placed in the National Register of Historic Places. Should you have any questions, please contact me at 225-219-4595, or jrichardson@crt.la.gov.

Thanks,

Jessica

Enclosures:

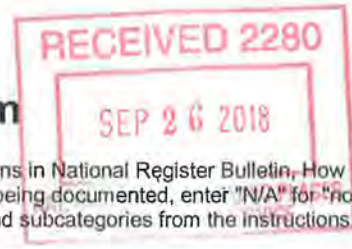
- CD with PDF of the National Register of Historic Places nomination form
- CD with electronic images (tiff format)
- Physical Transmission Letter
- Physical Signature Page, with original signature
- Other:

Comments:

- Please ensure that this nomination receives substantive review
- This property has been certified under 36 CFR 67
- The enclosed owner(s) objection(s) do _____ do not _____ constitute a majority of property owners. (Publicly owned property)
- Other:

MP 3077

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 National Register Bulletin, How to Complete the National Register of Historic Places Registration Form. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic Name: Holiday Inn Highrise East
Other Names/Site Number: N/A
Name of related multiple property listing: N/A

2. Location

Street & Number: 6324 Chef Menteur Hwy
City or town: New Orleans State: LA County: Orleans
Not for Publication: Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register Criteria.

I recommend that this property be considered significant at the following level(s) of significance:
 national state local

Applicable National Register Criteria: A B C D

Returned

Kristin P. Sanders

August 15, 2018

Signature of certifying official/Title: Kristin Sanders, State Historic Preservation Officer Date

Louisiana Department of Culture, Recreation, and Tourism

State or Federal agency/bureau or Tribal Government

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

Signature of commenting official:

Date

Title:

State or Federal agency/bureau or Tribal Government

Holiday Inn Highrise East
Name of Property

Orleans Parish, LA
County and State

4. National Park Certification

I hereby certify that the property is:
 entered in the National Register
 determined eligible for the National Register
 determined not eligible for the National Register
 removed from the National Register
 other, explain: _____

Signature of the Keeper

Date of Action

5. Classification

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

<input checked="" type="checkbox"/>	Private
<input type="checkbox"/>	Public – Local
<input type="checkbox"/>	Public – State
<input type="checkbox"/>	Public – Federal

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

<input checked="" type="checkbox"/>	Building(s)
<input type="checkbox"/>	District
<input type="checkbox"/>	Site
<input type="checkbox"/>	Structure
<input type="checkbox"/>	object

Returned

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

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

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

6. Function or Use

Historic Functions (Enter categories from instructions.): DOMESTIC/*hotel*, SOCIAL/*meeting hall*

Current Functions (Enter categories from instructions.): VACANT/NOT IN USE

Holiday Inn Highrise East
Name of Property

Orleans Parish, LA
County and State

7. Description

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

Materials: (enter categories from instructions.)

foundation: Concrete

walls: Concrete, Steel

roof: Synthetics

other: Metal (Railings), Brick (Veneer)

Narrative Description

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

Summary Paragraph

The Holiday Inn Highrise East is located right off the Chef Menteur Hwy in an area of New Orleans known as New Orleans East. It is one of the first high-rise buildings one sees when crossing over the Industrial Canal on Interstate 10. Constructed in 1968, this building has withstood the elements and stands as a monumental building holding integrity in many areas and has undergone little to no structural change over the years. The front, Chef Menteur Hwy-facing elevation has an overhanging concrete awning over the first floor. The rear elevation is identical to the front elevation sans awning. Both elevations have concrete block screening, which is both functional and decorative, on the second through ninth floors. The side elevations are distinguished by brick veneered walls and decorative concrete elements. The inside of the building is stripped to the concrete bones, but still withholds its overall structural integrity and layout. The primary design emphasis for this building was placed on the exterior to help the building stand out as a billboard for the Holiday Inn hotel chain. The integrity of feeling, association, and design are intact on the interior. On the exterior, the degree of integrity is high as all aspects of integrity are intact. For these reasons, the building is eligible for listing on the National Register.

Narrative Description

Exterior (see Photos 1-9)

The former Holiday Inn Highrise East is located off of Chef Menteur Hwy, approximately 0.5 miles on the right off the Downman Rd. exit from I-10. Located in New Orleans East, east of the Industrial Canal, the structure is approximately six miles from downtown New Orleans, a short 10-15 minute drive east on the interstate. Due to its relative height, this building is one of the first to be noticed upon crossing the Industrial Canal Bridge. This was certainly intentional. On the front (North) and rear (South) elevations of the building, there are parking lots covering most of the land on the property. Next to the road there is an empty sign bracket. Historic hand drawn postcards show an iconic Holiday Inn neon sign once lit up in its place (Figure 1). The entrance is on the north side of the building off Chef Menteur Hwy. On the rear, south side of the building near I-10, is an in ground swimming pool, still surrounded by palm trees.

Holiday Inn Highrise East

Name of Property

Orleans Parish, LA

County and State

The building itself is nine stories in height and is of cast concrete construction on a concrete foundation, with brick veneer on both non-primary elevations. The front elevation window openings are now boarded up with plywood, but once had a stretch of storefront windows resting on matching brick bulkheads. The rear elevation is also now boarded up with plywood and had a smaller stretch of storefront windows less distinguished than the front elevation. On the west side elevation (see Photo 3) are decorative vertical lines of concrete stretching from the second to ninth floors. The east side elevation is composed of a brick veneer that extends around to the eastern corners of the front and rear elevations.

On the first floor stretching the width of the building is a projecting concrete awning, currently painted green, but shown in the historic postcard and a photo posted in 2015 as being white (Figure 2). The line of the awning continues through the western elevation to meet with the decorative concrete vertical lines. On the second through ninth floors, the front and rear elevations feature seven columns of cast concrete breeze blocks in a floral design which hide the HVAC units outside each room. There is a visual break in the pattern distinguishing each floor. Fourteen built-in balconies run across floors two through nine on both the front and rear elevations. Sliding glass doors likely existed at each balcony, but the glass is now gone (the framing is still in place).

On the flat roof, there is the mechanical system housings for the two elevator shafts which are covered aesthetically with an envelope of brick walls. On these higher elements, historic signage was displayed as depicted in the drawing of the building from the hand drawn postcard. When comparing modern photos of the building to historic postcards, the building is clearly a prime example of the hotel chain's corporate design at the time and looks almost exactly the same. The design of the hotels at this time was intentional and intended to serve as its own billboard for the company. When someone saw a building that looked like this, they were supposed to recognize it as a Holiday Inn.

Interior (see Photos 9-15)

The interior of this hotel was never intended to be highly styled or designed. It was much more utilitarian and the emphasis of design was placed on the exterior. The main design details on the interior were in the layout of a main lobby on the ground floor, central corridors on the upper floors, and rooms off of this corridor. While the materials on the interior have been stripped out, the layout and floor plan of the building remains true to its date of construction. Furthermore, as Photo 11 shows, the interior materials were continually updated and replaced with updated materials as the hotel was continually used.

The first floor was designed to be communal by nature, once housing a reception desk, conference rooms, dining halls, and a full bar and kitchen. Although the rooms are stripped of their materials, the spaces themselves remain to help identify most of the rooms' former purposes. The interior were meant primarily to serve their purpose as providing a space for guests to stay and feel at home. The exterior design features were meant to be the more significant and prominent details.

There are two elevator shafts, one flush against the eastern elevation and used as a service elevator and the other a double shaft near the western elevation and adjacent to the reception area. There are also two emergency stairwells, each flush against each the eastern and western elevations of the building.

Holiday Inn Highrise East
Name of Property

Orleans Parish, LA
County and State

The second floor is bare of all fixtures and plumbing utilities and is mostly stripped to its concrete wall and metal stud framing. Some walls not made of concrete have been torn out but the overall layout remains. There is a middle hall, six feet wide and stretching the length of the floor. This floor is different than the above guest floors in that part of the floor is separated by a doorway that led to a service and break room for employees on the eastern side of the hall. The rest of the hall has guest rooms off either sides of the hallway. The hallway, service, and guest rooms now have their carpet and vinyl tile removed leaving the concrete subfloors exposed.

The rooms are generally the same square footage except for three rooms on the southwestern side of the building designed to accommodate the main elevator shaft. These rooms have a different layout and are slightly wider in size. Each room has its own bathroom that can be distinguished by remaining plumbing connections and tile floors.

Floors three through nine share an identical layout, with a main hallway stretching the length of the building and guest rooms on either side, mostly with identical layouts or a mirrored floor plan in one direction or another. On each floor towards the western elevation, there are ice and vending machine hallways near the emergency stairs and service elevator. There are also separate service rooms opposite of these hallways noted by their laundry hookups and layout.

In total there are approximately 216 guest rooms. On the second floor there are 20 guest rooms, and on the third through ninth floors, there are 28 rooms each. What is left of materials still intact emphasize the standardized room layout, a new concept for the era. The floorplan, concrete framing, and cast concrete ornamentation continue to demonstrate the integrity of this eye-catching postmodern commercial hotel building.

The Holiday Inn Highrise East retains its overall integrity of location, setting, design, materials and craftsmanship – primarily on the exterior, feeling, and association and would be recognizable to former guests of the hotel who may have stopped in on their way to or through New Orleans. Comparing a photo of the building today to the historic postcard shows the building much as it was when constructed.

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.)

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

Criteria Considerations:

	A	Owned by a religious institution or used for religious purposes
--	----------	---

Holiday Inn Highrise East
Name of Property

Orleans Parish, LA
County and State

B	Removed from its original location
C	A birthplace or grave
D	A cemetery
E	A reconstructed building, object, or structure
F	A commemorative property
G	Less than 50 years old or achieving significance within the past 50 years

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

Period of Significance: 1966 – 1969

Significant Dates: 1966, 1969

Significant Person (Complete only if Criterion B is marked above): N/A

Cultural Affiliation (only if criterion D is marked above): N/A

Architect/Builder (last name, first name): Bond, William

Period of Significance (justification): The period of significance begins with 1966, when construction of the hotel started, and ends with 1969, the year it was completed.

Criteria Considerations (explanation, if necessary):

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

The former Holiday Inn Highrise East is locally significant under criterion C in the area of architecture, as it is an exemplary example of mid-century modern architecture within the context of New Orleans. It is a prime example of the commercial property type found in the Non-Residential Mid-Century Modern Architecture in New Orleans, 1945-1975 Multiple Property Submission and meets the registration requirements of this property type (explained further below). Holiday Inn construction in the mid-20th century was directly related to the way cities were mapped out historically as they responded to suburban growth. As cities grew during the mid-20th century, interstates and other major thoroughfares were being constructed, which led to the growth of suburban areas, such as New Orleans East. Interstate 10 offered a direct route through New Orleans East and thus, new business began to be built along it, including hotels, which could provide more options for travelers and visitors to New Orleans outside of the main central business district and French Quarter. In New Orleans, the construction of this particular Holiday Inn not only served the traveler passing through, but the new community of New Orleans East as well. Mid-Century Modern architecture of this type is threatened by significant alterations to its historic style and demolition. Proper preservation of this fading architecture type is important to tell the story of design and advancements of the era. The period of significance is 1966-1969, covering the years of construction.

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

The Holiday Inn Company in the United States and New Orleans

Holiday Inn Highrise East

Name of Property

Orleans Parish, LA

County and State

The story of the Holiday Inn chain began with Kemmons Wilson, a construction business owner, who took a road trip with his family in 1951. He returned home frustrated over the hotel system with uncomfortable accommodations and extra charges for children and amenities. He had a vision – a place ideal for the midsize family and a standardized chain of hotels across the US all within a day's driving distance of each other. Soon that vision became reality and certain amenities were included and made standard at every location. Some of these standardizations included the room format, a swimming pool, free television, telephone access, ice machines, a restaurant, and no charge for children under 12.¹ Despite slow beginnings the company soon took off, especially after the Federal Highway Act of 1956.² Along with the growing ease of fast food chains, Holiday Inn signs soon became easily recognizable. The grand neon 'Holiday Inn' sign, designed to welcome the weary traveler, was conveniently located near a highway, and provided the comforts of a home away from home.

In the 1960s, Holiday Inn's brand continued to grow, ranging from economy size to high-rise style buildings. The high-rise design, still used by many chains today, was designed by the firm of William W. Bond and Associates. This modernist design was defined by its pre-cast concrete slabs and brick veneers to form distinctive exterior features.³ The firm designed hundreds of hotels in this style, both in economy and high-rise styles as a part of the portfolio of over 2,500 buildings.⁴ These plans were quickly produced by Bond's firm, thanks to newly developed computer technology which allowed for quick replication of standardized design features. Examples of high-rise buildings of Bond's work in this design include, 465 Broadway, Gary, IN (Figure 3); City Line Ave., Philadelphia, PA (Figure 4); and 6324 Chef Menteur Hwy, New Orleans, LA (Figure 1).

The Holiday Inn at 6324 Chef Menteur Highway was the third Holiday Inn constructed in New Orleans. It was found in newspapers mentioned as New Orleans Holiday Inn Highrise and New Orleans Holiday Inn East. The land was originally bought by Jacob and Vincent Morreale in 1966. The survey of the land in the notarial records shows the proposed I-10 highway path, which had yet to be built and was recorded in the archives in April 1966.⁵ The area called New Orleans East was only just being developed in the 1960s due to the promise of the new federal interstate system.⁶ After some early subdivisions such as Plum Village were constructed, the highway was built. The highway finished construction the same year as the survey was recorded, in December 1966.⁷ In 1968, the building contract for the Holiday Inn was completed and construction began, with the architect on file being William Bond (Figure 5). Bond's firm's defining design characteristics of concrete slab and frame construction with exteriors utilizing cast concrete breeze block ornamentation and brick veneers were fully implemented in the design of the Holiday Inn Highrise. All of the standard Holiday Inn amenities, as well as an in-ground pool, were included as well. The location near the highway was thought to be ideal for the traveler visiting or passing through New Orleans.

¹ "Holiday Inn." Kemmons Wilson Companies. Accessed April 03, 2018. <http://kwilson.com/our-story/holiday-inn/>.

² Hilke, Jens. "Landscape Change Program." University of Vermont. Accessed April 03, 2018. http://www.uvm.edu/landscape/learn/impact_of_interstate_system.html.

³ "Pleasant Family Shopping." Holiday Inn - The World's Innkeeper. Accessed April 10, 2018. http://pleasantfamilyshopping.blogspot.com/2011/09/holiday-inn-worlds-innkeeper_06.html.

⁴ Wallace, David. "W. Bond Jr. Firm." Telephone interview by author. April 4, 2018.

⁵ Survey of empty plot of land at 6324 Chef Menteur Hwy. 13 April 1966, Notary Helen C. Morreale. New Orleans Notarial Archives.

⁶ "N.O. East Residents Discuss Seceding from City." WWL. May 10, 2017. Accessed April 03, 2018. <http://www.wwltv.com/article/news/local/no-east-residents-discuss-seceding-from-city/438500298>.

⁷ "Intestate 10 Link Dedicated." *Times-Picayune* (New Orleans), December 9, 1966, sec. 1, p.2.

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This design, in particular, with the cast concrete breeze blocks was a feature used in many Holiday Inn's across the country. In a comparison study, most buildings found once with the breeze block pattern are now either demolished or renovated with a different style. This building is one of the last buildings found retaining the original style in the country. Some examples of cities with Holiday Inn buildings that had similar breeze block patterns include:

- Nashville, TN- I-24 and Harding Place - Currently vacant, and breeze blocks covered. (Figure 6)
- Nashville, TN - Downtown, Vanderbilt, 2613 West End, U.S. 70 South - Breeze blocks replaced. (Figure 7)
- South Lansing, MI - 1057 Pierpont St. - Breeze blocks replaced. (Figure 8)
- St. Josephs, MI - 100 Main St. - Breeze blocks replaced (Figure 9)
- Metairie, LA - I-10 and Causeway Blvd - Breeze blocks replaced and property expanded. (Figure 10)
- Green Bay, MN- Unknown exact location and status. (Figure 11)
- Detroit, MI - Hazel Place - Demolished (Figure 12)
- Jackson, TN - I-40 and Bypass 45 - Demolished or sold and renovated beyond recognition. (Figure 13)
- Dayton, OH - I-75 and West First St - Demolished. (Figure 14)
- Detroit, MI - Farmington area - Demolished. (Figure 15)
- Memphis, TN - Unknown exact location and status. (Figure 16)
- Memphis, TN (Different than above) - Unknown exact location and status. (Figure 17)
- Gulfport, MS - Unknown exact location and status. (Figure 18)
- Cumberland Gap, TN - Unknown exact location and status. (Figure 19)

Once completed, advertisements began to be listed in the local newspapers for open positions in 1969 for the New Orleans Holiday Inn High Rise. Not only was the hotel marketed toward travelers, but to locals as well. Two early examples to be noted were in in October 1969, a "Balloon-O-Mat," was listed to be at the hotel, a helium balloon vending machine⁸ and in January 1970, a job fair was held in the conference rooms.⁹

Open until 1995, the Holiday Inn Highrise played a significant role in the development of the commercial sector along the I-10 interstate in New Orleans. Not only did it affect the city through its contribution of hotel space for an increasing flux of tourists and businesspeople, but the structure also represents a new day in the age old profession of the architect with its use of computerized drafting.

The Holiday Inn Highrise East as an example of Commercial Mid-Century Modern Architecture

The building is recognized as an example of mid-century architecture in New Orleans, according to the Non-Residential Mid-Century Modern Architecture in New Orleans, 1935-75 Multiple Property Submission. It is specifically a prime example of the commercial property type. These mid-century commercial buildings are vulnerable "due to misunderstanding, neglect, demolition, and inappropriate alterations, creating special preservation concerns."¹⁰

⁸ *Times-Picayune* (New Orleans), October 19, 1969, Advertisements.

⁹ *Times-Picayune* (New Orleans), January 16, 1970, Advertisements.

¹⁰ National Register of Historic Places Draft Multiple Property Submission. Non-Residential Mid-Century Modern Architecture of New Orleans, 1935-1975. New Orleans, Orleans Parish, Louisiana.

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In the MPS, the registration requirements for the commercial property type clearly state what features must remain in a building to be eligible for listing under the document. Of the specific registration requirements, this building qualifies due to the following items:

- The building retains integrity of location, design, setting, exterior materials, workmanship, feeling, and association. Primarily, it retains integrity of design on the exterior and interior as well as exterior materials.
- The building has a minimal loss of finishes and features with the main loss of finishes on the interior.
- The building is just hitting its 50 year birthday
- It exhibits most of its original features including curtain wall construction; large plate glass windows; smooth, flat surfaces; and honest structure that shows the construction of the building; original elevator vestibules; open floor plan in the lobby and dining room areas
- It retains scale, massing, original roof shape, and fenestration patterns
- The original window opening sizes have not been altered
- Major interior spaces are retained

It is required that a building must retain 4 of the 6 main described registration requirements and this building does.

The Holiday Inn Highrise East has a minimal loss of finishes that relate to its overall architectural significance, primarily on the exterior. This building did not have very distinctive finishes on the interior rooms, but the main focus was on the exterior and the concrete block screens and overall simplified form of the building. It retains integrity of location, setting, design, materials (primarily on the exterior), workmanship, feeling, and association. It retains several original features pointed out in Section 7 as well as some pointed out in the MPS including large plate glass windows in their original size (registration requirements – rr- #1 and 4) little ornamentation outside of the concrete block screens (rr #1), smooth and flat surfaces (rr #1), its original layout for the site and for the interior hallways and rooms (rr #5), and the scale of the building has not been altered (rr #5).

The MPS particularly points out that mid-century modern designs should be judged by “architectural integrity, distinction, innovation in engineering, and how much they represent Modernist ideals and designs.”¹¹ The Holiday Inn Highrise East is a distinct example with enough historic integrity intact to make it recognizable to former area residents, hotel staff, and visitors. This building stands as a landmark and its key location showcases its innovative design and evolving design methods for hotels and motels in New Orleans and across the country. These new, modern designs helped to draw in motorists as they made their way across the country. This building is just part of that overall story.

Developmental History/Additional historic context information

Since 1995, the building was sold to Ramada Inn and continued to be used as a hotel for 10 more years. Early in 2005 the building was sold again and has since then remained vacant. In 2017, it was recognized to have been tagged with one of the largest graffiti tags the city has seen, on the front elevation depicted the text: CAVEMAN READER OYE, and on the rear elevation depicted the text: READ UP CAVEMAN 2017.

¹¹ National Register of Historic Places Draft Multiple Property Submission. Non-Residential Mid-Century Modern Architecture of New Orleans, 1935-1975. New Orleans, Orleans Parish, Louisiana.

Holiday Inn Highrise East
Name of Property

Orleans Parish, LA
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9. Major Bibliographical Resources

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

6324 Chef Menteur Hwy Building Permit. Recorded, 14 May 1968. Archived, 1980. New Orleans Library Archives

Ebay search (performed in March – April 2018) looking for historic postcards for sale in relation to Holiday Inn buildings similar in style and material to 6324 Chef Menteur Hwy, New Orleans, LA. Copies of these photos saved.

Facebook. Accessed April 11, 2018. <https://www.facebook.com/groups/TheGreatSign/>.

Google Map Search (performed in March – April 2018) in correlation with the Ebay search to research change or demolition to found properties. Screenshots of results displayed.

Hamilton, Rob. "Highrise Inn at 6324 Chef Menteur Highway, New Orleans." Google. March 13, 2015. Accessed April 17, 2018. <https://plus.google.com/RobHamilton79/posts/ZMghGaGHurM>.

Hilke, Jens. "Landscape Change Program." University of Vermont. Accessed April 03, 2018.

"Holiday Inn." Kemmons Wilson Companies. Accessed April 03, 2018. <http://kwilson.com/our-story/holiday-inn/>.

"Intestate 10 Link Dedicated." *Times-Picayune* (New Orleans), December 9, 1966, sec. 1, p.2.

National Register of Historic Places Draft Multiple Property Submission. Non-Residential Mid-Century Modern Architecture of New Orleans, 1935-1975. New Orleans, Orleans Parish, Louisiana.

"N.O. East Residents Discuss Seceding from City." WWL. May 10, 2017. Accessed April 03, 2018. <http://www.wvltv.com/article/news/local/no-east-residents-discuss-seceding-from-city/438500298>.

"Pleasant Family Shopping." Holiday Inn - The World's Innkeeper. Accessed April 10, 2018. http://pleasantfamilyshopping.blogspot.com/2011/09/holiday-inn-worlds-innkeeper_06.html.

Smith, Jordan. "Holiday Inn East High Rise - New Orleans, Louisiana." Flickr. April 14, 2015. Accessed April 10, 2018. <https://www.flickr.com/photos/hollywoodplace/16955513679>.

Smith, Mark. Facebook. March 4, 2017. Accessed April 10, 2018. <https://www.facebook.com/groups/TheGreatSign/>.

Holiday Inn Highrise East
Name of Property

Orleans Parish, LA
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Survey of empty plot of land at 6324 Chef Mentour Hwy. 13 April 1966, Notary Helen C. Morreale.
New Orleans Notarial Archives

Times-Picayune (New Orleans), October 19, 1969, Advertisements.

Times-Picayune (New Orleans), January 16, 1970, Advertisements.

Wallace, David. "W. Bond Jr. Firm." Telephone interview by author. April 4, 2018.

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
 - Other State agency
 - Federal agency
 - Local government
 - University
 - Other
- Name of repository: _____

Returned

Historic Resources Survey Number (if assigned): N/A

10. Geographical Data

Acreage of Property: 2.6 acres

Latitude/Longitude Coordinates

Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

- 1. Latitude: 30.010492 Longitude: -90.014379
- 2. Latitude: 30.010552 Longitude: -90.013726
- 3. Latitude: 30.009621 Longitude: -90.013632
- 4. Latitude: 30.008920 Longitude: -90.014254

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

See attached plat map and lat/long map for boundaries. Bounded by Chef Mentour Highway to the North, I-10 to the east and south, and the neighboring property to the west.

Holiday Inn Highrise East
Name of Property

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Boundary Justification (Explain why the boundaries were selected.)

The boundaries of the property are the historic boundaries of the property.

11. Form Prepared By

name/title: Emily Z. Knollenberg, Student
organization: Tulane Preservation Master Program and Gardner Development
street & number: 6217 Laurel St.
city or town: New Orleans state: LA zip code: 70118
e-mail: eknollenberg@tulane.edu
telephone: (804) 398-0339
date: May 25, 2018

Additional Documentation

Submit the following items with the completed form:

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

Photographs

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

Photo Log

Name of Property: Holiday Inn Highrise East
City or Vicinity: New Orleans East
County: Orleans Parish
State: Louisiana
Name of Photographer: Emily Z. Knollenberg
Date of Photographs: March – April 2018

- 1 of 15 Camera facing south showing north, front façade
- 2 of 15 Camera facing north showing south, rear façade
- 3 of 15 Camera facing northeast showing west facade
- 4 of 15 Camera facing northwest showing east facade
- 5 of 15 Camera facing southeast showing recreational pool area
- 6 of 15 Interior view showing main entrance and reception area; camera facing northwest
- 7 of 15 Interior view showing dining area; camera facing southeast
- 8 of 15 View of cast concrete breezeblocks from second floor north façade; camera facing southwest

Holiday Inn Highrise East
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- 9 of 15 View of standard room, camera facing south, from exterior point of view; camera facing south
- 10 of 15 Interior view showing second floor staff room; camera facing north
- 11 of 15 Interior view of remaining ceramic tile in some rooms; camera facing southwest
- 12 of 15 Interior view of service elevator; camera facing east
- 13 of 15 Interior view of door separating second floor staff area; camera facing east
- 14 of 15 Interior view of standard upper floor hallway; camera facing east
- 15 of 15 Interior view of standard room; camera facing northeast

Returned

Holiday Inn Highrise East
Name of Property

Orleans Parish, LA
County and State



Figure 1. Historic Postcard of Holiday Inn at 6324 Chef Menteur Hwy, New Orleans
Smith, Jordan. "Holiday Inn East High Rise - New Orleans, Louisiana." Flickr. April 14, 2015. Accessed April 10, 2018. <https://www.flickr.com/photos/hollywoodplace/16955513679>.



Figure 2. 2015 Photo of Holiday Inn at 6324 Chef Menteur Hwy, New Orleans
Hamilton, Rob. "Highrise Inn at 6324 Chef Menteur Highway, New Orleans." Google. March 13, 2015. Accessed April 17, 2018. <https://plus.google.com/RobHamilton79/posts/ZMghGaGHurM>.

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County and State



Figure 3. Postcard of Holiday Inn Gary, IN

William W. Bond and Associates recognized as architects for project. Status: demolished.

(Smith, Mark. Facebook. March 4, 2017. Accessed April 10, 2018.

[https://www.facebook.com/groups/TheGreatSign/.](https://www.facebook.com/groups/TheGreatSign/))



Figure 4. Postcard of Holiday Inn, Philadelphia, PA

William W. Bond and Associates recognized as architects for project.

(Facebook. Accessed April 11, 2018. [https://www.facebook.com/groups/TheGreatSign/.](https://www.facebook.com/groups/TheGreatSign/))

Holiday Inn Highrise East
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PERMIT No. A-75594 CASE _____ PLAN _____
MAIN STREET 6324 Chef Menteur Hwy.
BETWEEN _____
BOUNDED BY _____
OWNER Holiday Inn
CONTRACTOR Owner
ARCHITECTS William Bond Jr.
CHARACTER BLDG. Hotel
COST \$1,300,000
APPL. 4/1/68 APPROVED 5/14/68
LIBRARY ARCHIVES
1980
Returned

Figure 5. Building Permit

(6324 Chef Menteur Hwy Building Permit. Recorded, 24 May 1968. Archived, 1980. New Orleans Library Archives.)



Figure 6. Postcard and Present Image of Holiday Inn, Nashville, TN

I-24 and Harding Place - Currently vacant, and breeze blocks covered. (Left, historic, Right, current)

Holiday Inn Highrise East
Name of Property

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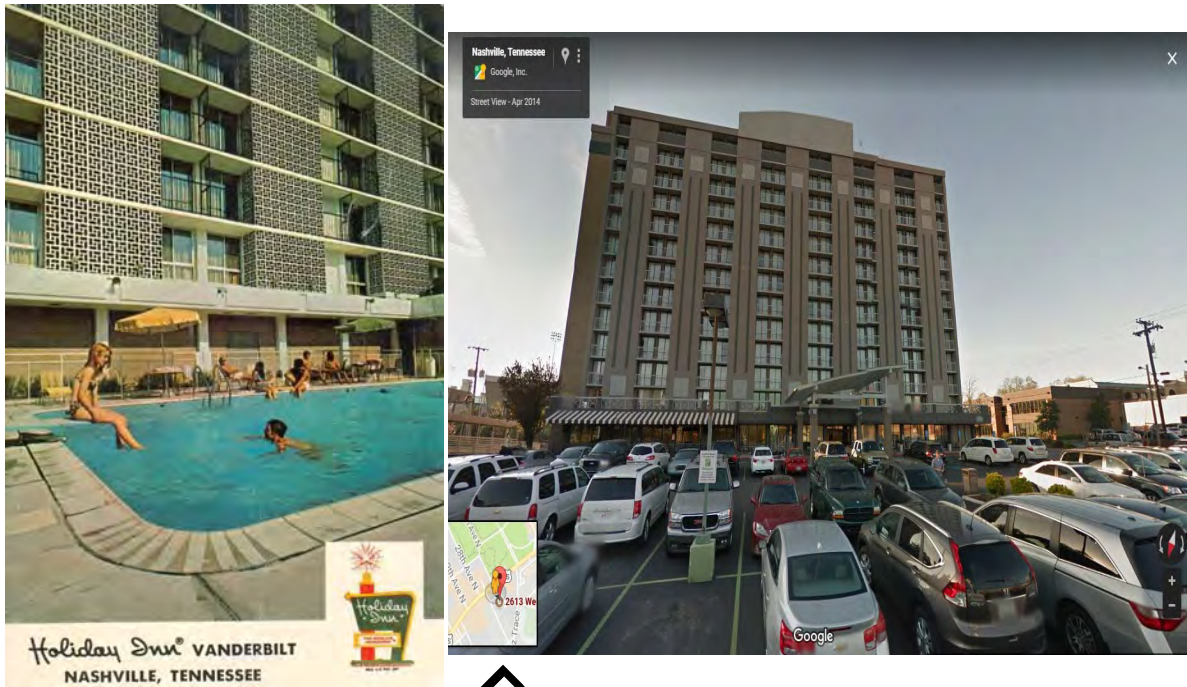


Figure 7. Postcard and Present Image of Holiday Inn, Nashville, TN
Downtown, Vanderbilt - Breeze blocks replaced. (Left, historic, Right, current)

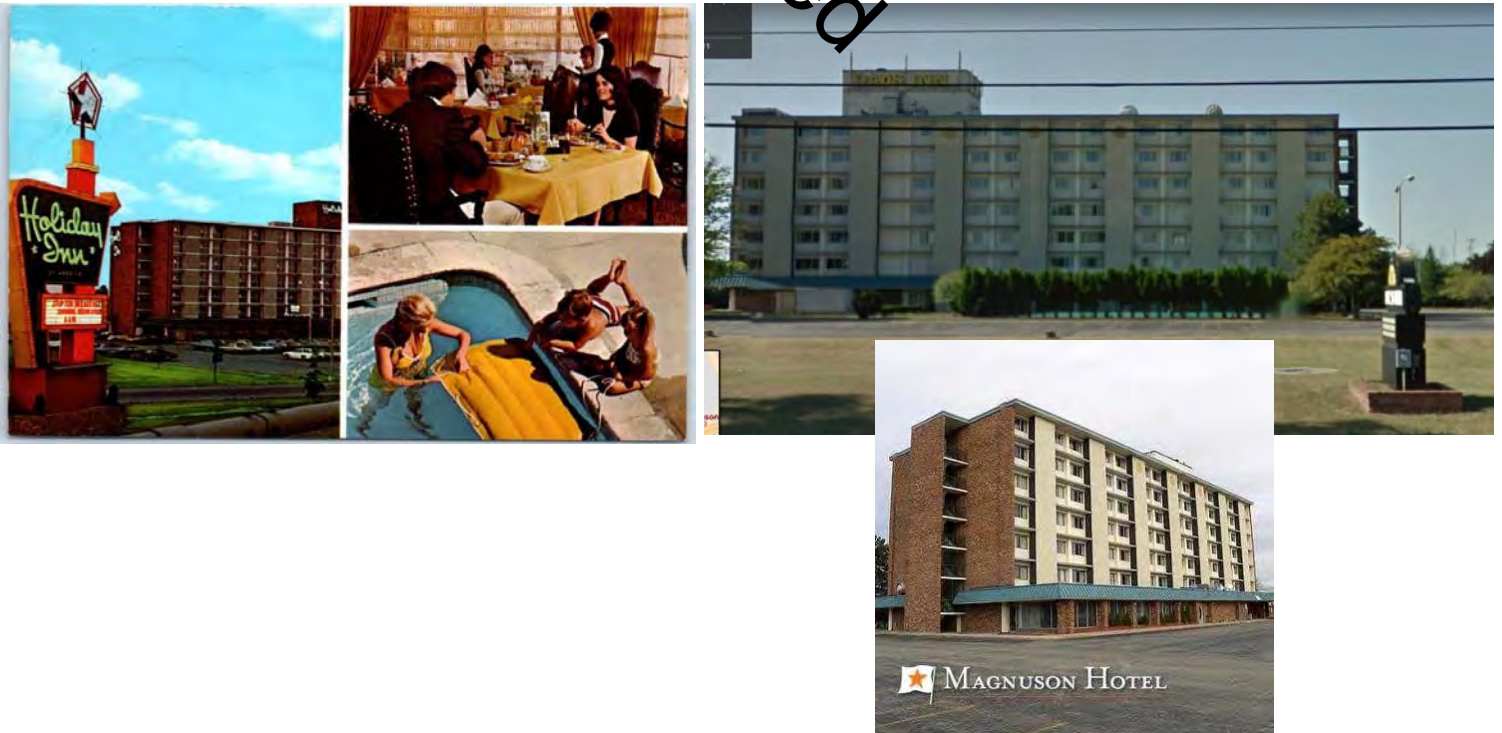


Figure 8. Postcard and Images of South Lansing, MI
1057 Pierpont St. - Breeze blocks replaced. (Upper left - historic, upper right - 2011, bottom left - current)

Holiday Inn Highrise East
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Figure 9. Postcard and Present Image of Holiday Inn, St. Josephs, MI
100 Main St. - Breeze blocks replaced. (Left, historic, Right, current)



Figure 10. Postcard and Present Image of Holiday Inn, Metairie, LA
I - 10 and Causeway Blvd - Breeze blocks replaced and expanded. (Left, historic, Right, current)

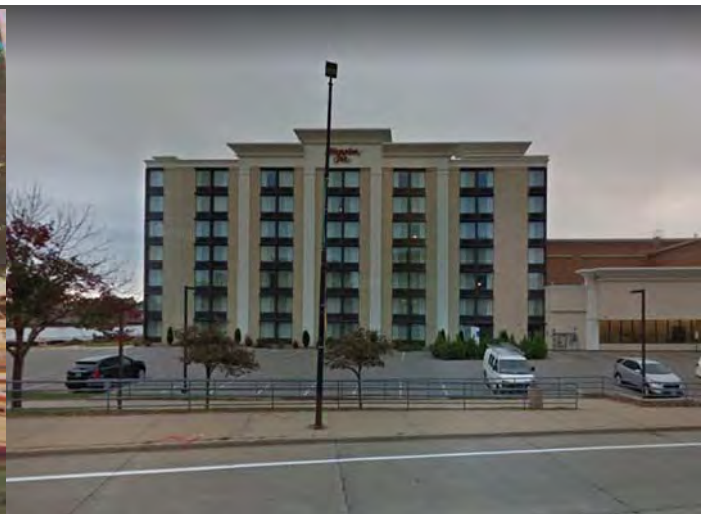
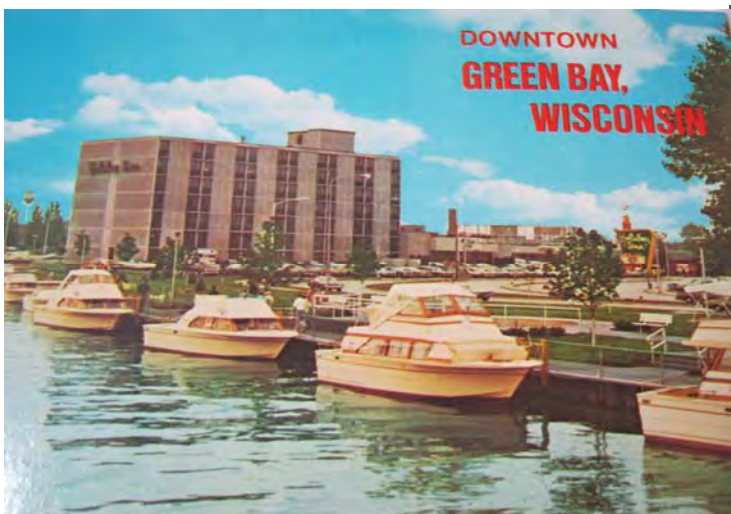


Figure 11. Postcard of Holiday Inn, Green Bay, MN
201 Main St. - Breeze blocks replaced. (Left, historic, Right, current)

Holiday Inn Highrise East

Name of Property

Orleans Parish, LA

County and State



Figure 12. Postcard and Image of Holiday Inn, Detroit, MI
Hazel Place - Demolished (Left, historic; Right, current)



Figure 13. Postcard of Holiday Inn, Jackson, TN

I-40 and Bypass 45 - Demolished or sold and renovated beyond recognition.

Holiday Inn Highrise East

Name of Property

Orleans Parish, LA

County and State



Figure 14. Postcard of Holiday Inn, Dayton, OH
I-75 and West First St - Demolished

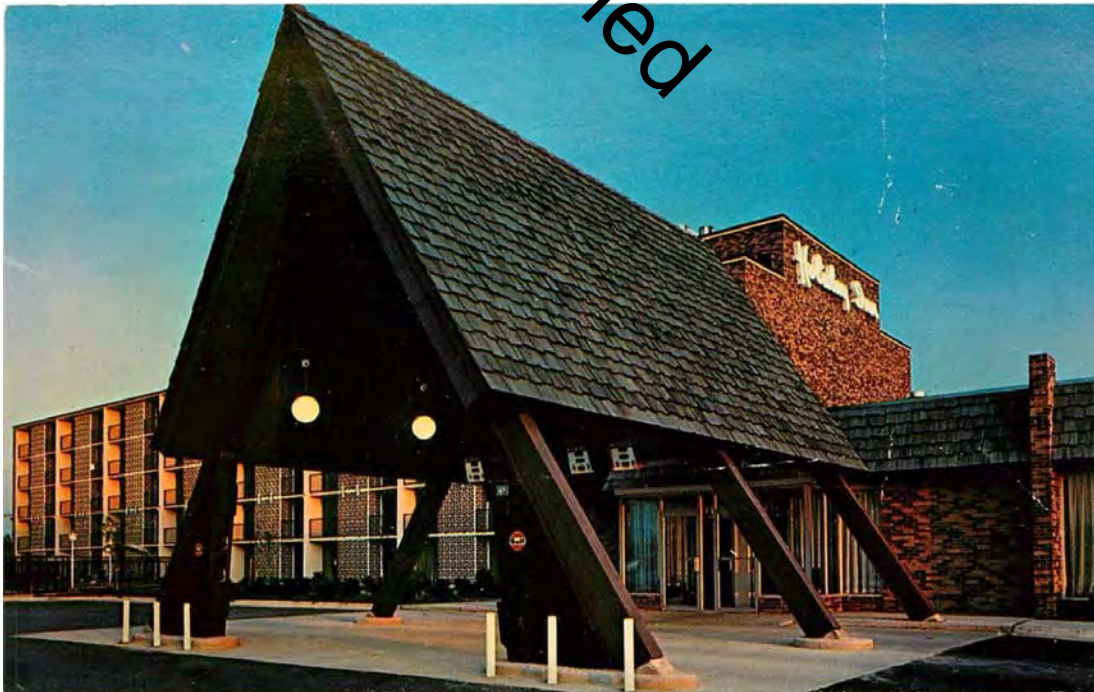


Figure 15. Postcard of Holiday Inn, Detroit, MI
38123 W. Ten Mile Road – Demolished

Holiday Inn Highrise East

Name of Property

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Figure 16. Postcard of two Holiday Inns, Memphis, TN

Unknown exact location and status, example of breeze block, postmodern Holiday Inn design.



Figure 17. Postcard of Holiday Inn, Gulfport, MS; and Cumberland Gap, TN

Unknown exact location and status, example of breeze block, postmodern Holiday Inn design.

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

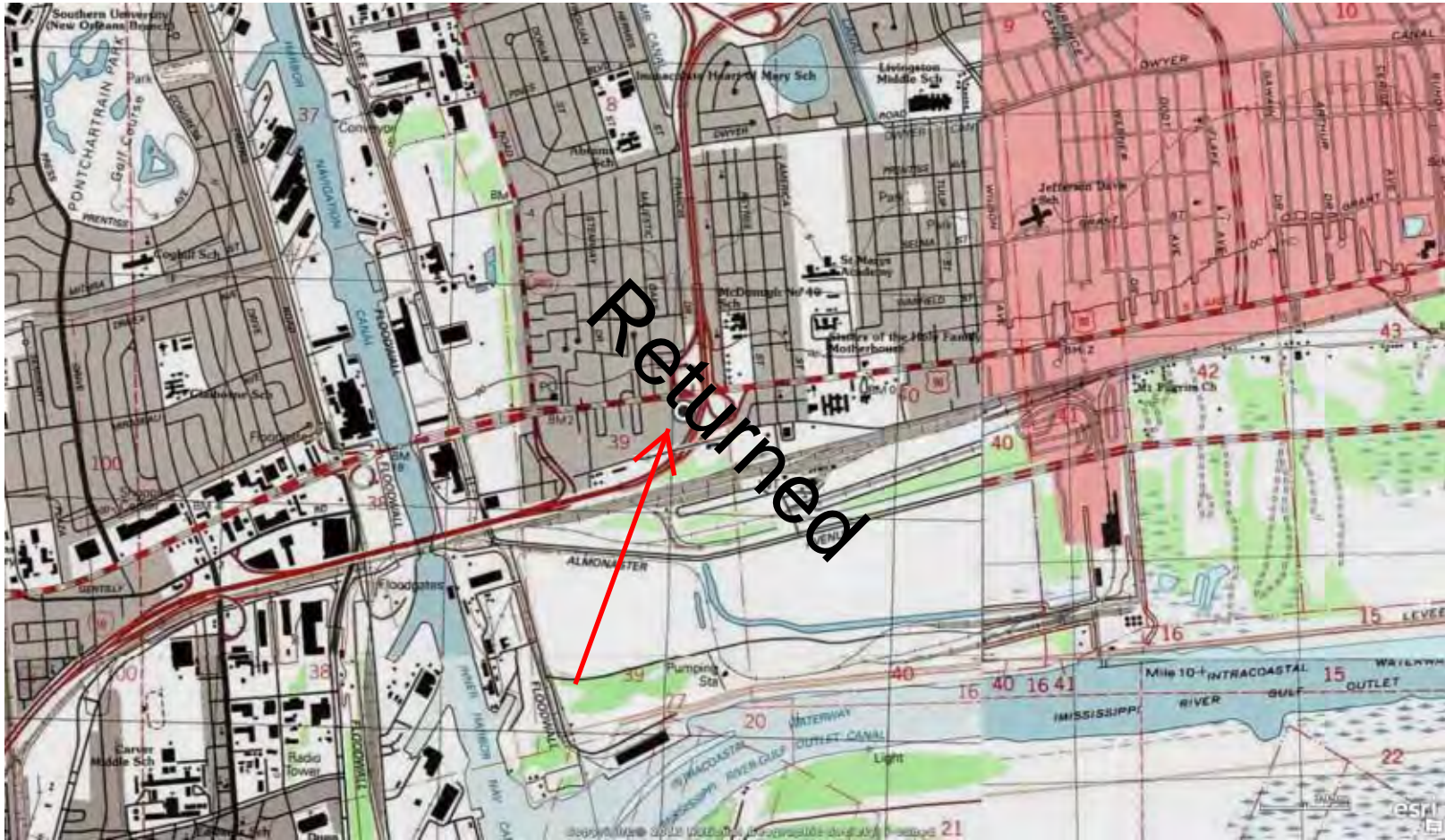
Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Holiday Inn Highrise East, Orleans Parish, LA



Latitude: 30.009940 Longitude: -90.013807

Holiday Inn Highrise East, Orleans Parish, LA



Latitude: 30.009940 Longitude: -90.013807



Holiday Inn Highrise East, Orleans Parish, LA - Plat Map

Name:		Land Value:	
Site:		Building Value:	
		Total Value:	
Mail:			



Orleans Parish makes every effort to produce the most accurate information possible. No warranties, expressed or implied, are provided for the data herein, its use or interpretation. The assessment information is from the last certified taxroll. All data is subject to change before the next certified taxroll.
 Date printed: 07/02/18 : 13:03:53

Holiday Inn Highrise East

Orleans Parish, LA
Lat/Long Map

- 1. Latitude: 30.010492 Longitude: -90.014379
- 2. Latitude: 30.010552 Longitude: -90.013726
- 3. Latitude: 30.009621 Longitude: -90.013632
- 4. Latitude: 30.008920 Longitude: -90.014254



Google Earth

© 2018 Google

400 ft



Holiday Inn Highrise East Orleans Parish, LA Photo Key

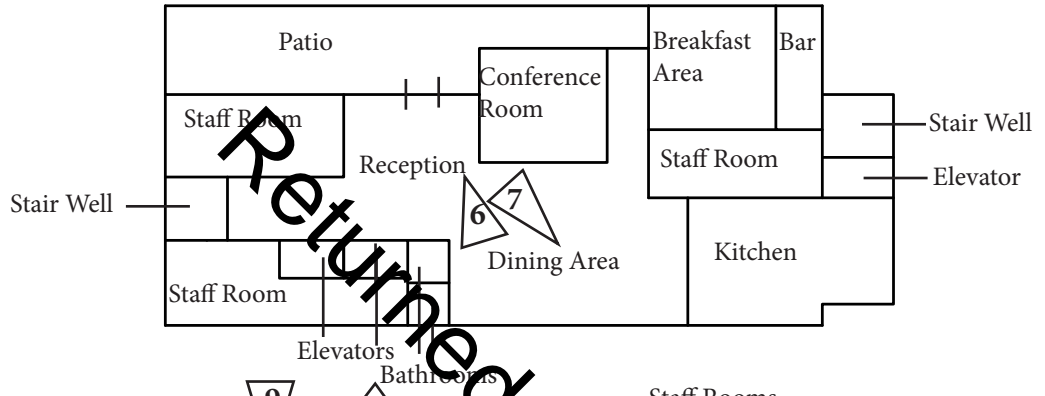
Note: Not to Scale



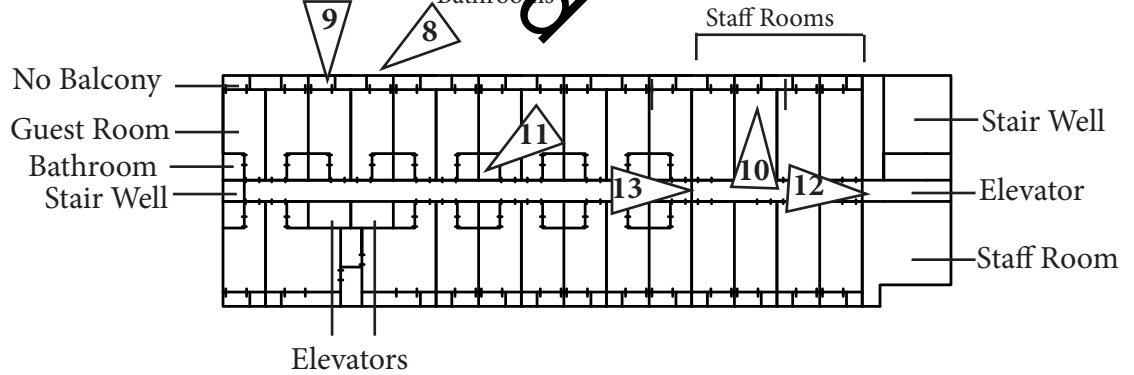
Site Map



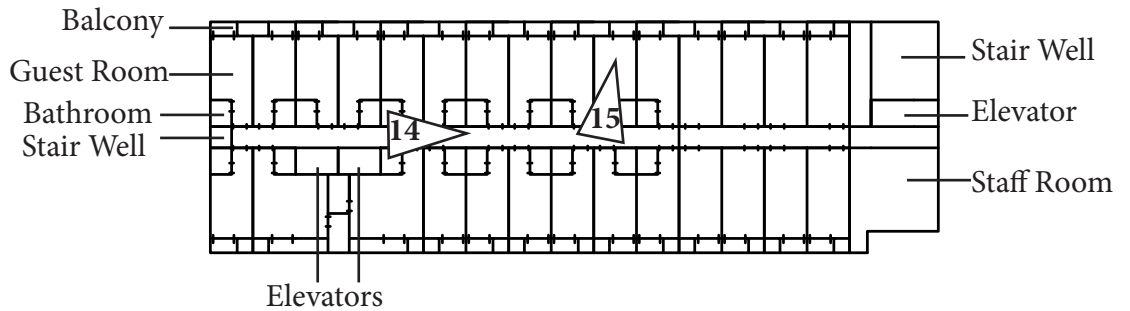
Ground Floor



Floor 2



Floors 3-9



UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

Date Received: 9/26/2018 Date of Pending List: 10/17/2018 Date of 16th Day: 11/1/2018 Date of 45th Day: 11/13/2018 Date of Weekly List:

Reference number:

Nominator:

Reason For Review:

<input type="checkbox"/> Appeal	<input checked="" type="checkbox"/> PDIL	<input type="checkbox"/> Text/Data Issue
<input type="checkbox"/> SHPO Request	<input type="checkbox"/> Landscape	<input type="checkbox"/> Photo
<input type="checkbox"/> Waiver	<input type="checkbox"/> National	<input type="checkbox"/> Map/Boundary
<input type="checkbox"/> Resubmission	<input type="checkbox"/> Mobile Resource	<input type="checkbox"/> Period
<input type="checkbox"/> Other	<input type="checkbox"/> TCP	<input type="checkbox"/> Less than 50 years
	<input checked="" type="checkbox"/> CLG	

Accept Return Reject Date

Abstract/Summary Comments:

Recommendation/ Criteria:

Reviewer Roger Reed



Discipline Historian

Telephone (202)354-2278

Date 11/13/15

DOCUMENTATION: see attached comments : No see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



RS 100003077

BILLY NUNGESSER
LIEUTENANT GOVERNOR

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

RICHARD H. HARTLEY
DEPUTY SECRETARY

KRISTIN P. SANDERS
ASSISTANT SECRETARY

DATE: December 13, 2018

TO: Mr. Roger Reed
National Park Service Mail Stop 7228
1849 C Street, NW
Washington, D.C. 20240

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

RE: Resubmittal of Holiday Inn High-Rise East, Orleans Parish, LA

Roger,

The enclosed disks contain the true and correct copy of the National Register Documentation for the Holiday Inn High-Rise East to be placed in the National Register of Historic Places. Should you have any questions, please contact me at 225-219-4595, or jrichardson@crt.la.gov.

Thanks,

Jessica 

Enclosures:

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

Comments:

- Please ensure that this nomination receives substantive review
- This property has been certified under 36 CFR 67
- The enclosed owner(s) objection(s) do _____ do not _____ constitute a majority of property owners. (Publicly owned property)
- Other: