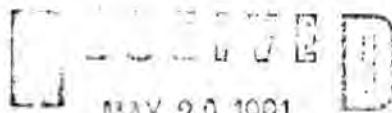


United States Department of the Interior
National Park Service



National Register of Historic Places
Registration Form

NATIONAL REGISTER

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in *Guidelines for Completing National Register Forms* (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property

historic name _____
other names/site number Lower Central Business District

2. Location

street & number roughly bounded by Canal, Tchoupitoulas, Poydras, N/A not for publication
city, town New Orleans O'Keefe, Common & S. Saratoga N/A vicinity
state Louisiana code LA county Orleans code 071 zip code 70113 & 70130

3. Classification

Ownership of Property	Category of Property	Number of Resources within Property	
<input checked="" type="checkbox"/> private	<input type="checkbox"/> building(s)	Contributing	Noncontributing
<input type="checkbox"/> public-local	<input checked="" type="checkbox"/> district	247	32 buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> site	_____	_____ sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	_____	_____ structures
	<input type="checkbox"/> object	_____	_____ objects
		247	32 Total

Name of related multiple property listing: N/A
Number of contributing resources previously listed in the National Register 14

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, 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. See continuation sheet.
Leslie Tassin May 15, 1991
Signature of certifying official Leslie Tassin, LA SHPO, Dept of Culture, Recreation and Tourism Date
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. See continuation sheet.
Signature of commenting or other official _____ Date _____
State or Federal agency and bureau _____

5. National Park Service Certification

I, hereby, certify that this property is:
 entered in the National Register. See continuation sheet.
 determined eligible for the National Register. See continuation sheet.
 determined not eligible for the National Register.
 removed from the National Register.
 other, (explain:)
William Byer Entered in the National Register 6/24/91
Signature of the Keeper Date of Action

6. Function or Use

Historic Functions (enter categories from instructions)

COMMERCE/TRADE: business, specialty
store, department store, financial
institution, professional, restaurant

Current Functions (enter categories from instructions)

COMMERCE/TRADE: business, professional,
financial institution, specialty store,
department store, restaurant

7. Description

Architectural Classification

(enter categories from instructions)

Greek Revival

Italianate

Classical Revival

Moderne

Materials (enter categories from instructions)

foundation brick, concrete

walls brick

roof tar, metal, slate

other cast-iron

granite

Describe present and historic physical appearance.

The boundaries of the Lower Central Business District encompass a total of 293 buildings. The district contains one certified historic district, Picayune Place, as well as a portion of the city-designated Canal Street Historic District, which has not been certified. Contributing elements within the district range in age from 1830 to 1941, and consist primarily of buildings which were erected to house commercial and office uses. The district has a non-contributing rate of only 11%, and most of the non-contributing buildings are in scale with their historic neighbors. As the name indicates, the district is only a portion of the New Orleans CBD. The rest of the CBD is visually separated by the almost completely redeveloped four lane Poydras Avenue and was listed on the Register last year as the Upper CBD.

The Lower Central Business District occupies a portion of the tract of land which was owned by Don Bertrand Gravier and Madame Marie Gravier in the late eighteenth century. The Gravier property was subdivided into streets and blocks by the Spanish Royal Surveyor Carlos Trudeau in 1788. The land between Common and Iberville Streets was to remain city property, known as the City Commons, until 1810 when the city surveyor Jacques Tanesse prepared a plan which defined the location of Common, Canal and Iberville Streets. The extraordinary width of Canal Street was due to the fact that an extension of the Carondelet Canal was to be built down the center of the street, a venture which was never undertaken.

Development of the Lower Central Business District began in the late eighteenth century, but there are no surviving buildings from that period in the district today. With the entry of Louisiana into the United States in 1812, the flow of Anglo-American immigrants from the rest of the country increased rapidly, with most of these new arrivals moving into the section of the city upriver from the French Quarter. By 1820, according to no less a figure than the architect Benjamin Latrobe, the current Central Business District was the scene of a significant amount of new construction activity, including both residential and commercial buildings. The Lower Central Business District, with its proximity to Canal Street, became the focus of the business and commercial interests of New Orleans, and the overwhelming majority of the buildings built in this section, both before and after the Civil War, were intended for one of those uses. Improvements in building technology after the Civil War led to the construction of larger and taller commercial buildings, many of which replaced smaller ante-bellum commercial buildings. The first half of the twentieth century saw continued commercial building activity, with the use of steel frame structural systems leading to the erection of the city's first 20+ story office buildings, erected for some of the larger banks in the city.

See continuation sheet

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Lower Central Business District, New Orleans, Orleans Parish, LA

Section number 7 Page 1

As was the case with the Upper Central Business District, the character of the Lower Central Business District is formed by the concentration of common wall structures, all of masonry or steel frame construction. Contributing buildings in the district range in scale from two stories up to bank buildings in excess of twenty stories in height.

1830-1860 - 47%

This period of the district's development is most prominent in the area bounded by Tchoupitoulas, Common, Camp and Poydras Streets, where the majority of the antebellum buildings in the district stand. These buildings are of masonry construction, generally three or four stories in height, sharing common walls with their neighbors. The Greek Revival and Italianate styles are naturally dominant with respect to these early structures. (See Photos 8-11.) The most important of these Greek Revival style commercial buildings is the structure located at 301 Magazine Street, Photo No. 13, which was designed by the noted architect James Dakin in 1843 to serve as the offices of the New Orleans Canal and Banking Company. The entire facade of this building is clad in Quincy granite, as are the two identical but separate stores which were built for the company on Gravier Street. Immediately adjacent to the Dakin designed structure is a row of seven identical four story commercial buildings which were designed by the architect Lewis Reynolds in 1854, combining both Greek Revival and Italianate elements on their facades.

These early buildings have relatively small footprints, due to the limiting factors imposed by masonry bearing wall construction methods. As demand increased for larger structures, both their depth and height rose, as in the case of Factor's Row in the 800 block of Perdido Street, designed by Lewis Reynolds in 1858, Photo No. 20. Factor's Row could be considered as the prototypical professional office building group in New Orleans, as they were erected on a speculative basis for the occupancy of brokers and traders in the cotton trade, one of the mainstays of the city's antebellum economy.

There was only minimal residential construction in this area prior to the Civil War, for even in the 1830s the Lower Central Business District had become recognized as the center of the city's commercial activity. Within the district's boundaries there is only one surviving residential building, located at 824 Canal Street, Photo No. 4. Designed by the architect James Gallier, Sr., the house was built in 1844 for Dr. William Newton Mercer. Its survival is due to the fact that in 1884 it was acquired by a private men's club, the Boston Club, and has been used by that organization ever since.

CONTINUED

**United States Department of the Interior
National Park Service****National Register of Historic Places
Continuation Sheet**

Lower Central Business District, New Orleans, Orleans Parish, LA

Section number 7 Page 21860 - 1900 - 12%

In spite of the rather low percentage of buildings in the Lower Central Business District built between 1860 and 1900, it would be incorrect to assume that this time period had little impact upon the district's architectural character. The continuing development of the port of New Orleans as well as the city's business sector led to the construction of several major new buildings, including the first true skyscraper in the city. The new commercial buildings of this period differ significantly from their antebellum counterparts with respect to their physical size as well as their architectural style.

The Italianate style, which had surfaced in the district just before the Civil War, continued in popularity after 1865, with an increase in exterior ornamentation. The group of commercial buildings at 624-634 Canal Street, Photo No. 7, illustrate this more florid stage in the use of the Italianate style. The Produce Exchange, Photo No. 12, designed by the architect James Freret in 1883, uses details which could be considered as Italianate in spirit, yet its overall appearance owes some debt to the architecture of the French Second Empire.

The appearance in the 1880s of more progressive styles in commercial buildings can be attributed to the arrival of the architect Thomas Sully. Sully, both by himself and in association with Albert Toledano, was responsible for many of the city's best commercial buildings. Within the Lower Central Business District, his extant works include the flamboyant New Orleans National Bank at 201 Camp Street, Photo No. 16, built in 1884, and the ten story Hennen Building, built in 1894-95 at 203 Carondelet Street, Photo No. 24. The latter structure, individually listed on the National Register, set the pattern for all future large scale office construction in the city, using a steel frame to support its weight, and occupying a large portion of a city block.

1900 - 1941 - 30%

The first forty years of the twentieth century saw significant new construction in the Lower Central Business District, both on a large and a small scale. The standard for the large office building that had been established at the end of the nineteenth century was taken to its more massive form in this period with the construction of four major high-rise towers for the city's most prominent banks, as well as other smaller scale office blocks. The Hennen Building was surpassed as the city's tallest structure in 1904 with the construction of the Hibernia Bank Building at 226 Carondelet Street, in the foreground of Photo No. 22. Designed by the nationally prominent architectural firm of D. H. Burnham & Company of Chicago, it rose to the height of thirteen floors. Its exterior is simply detailed, with the windows paired side by side to add vertical emphasis.

CONTINUED

**United States Department of the Interior
National Park Service****National Register of Historic Places
Continuation Sheet**

Lower Central Business District, New Orleans, Orleans Parish, LA

Section number 7 Page 3

The 1920s were the boom years in terms of major high-rise construction in New Orleans, with virtually all of it taking place within the boundaries of the Lower Central Business District. In 1920, the Whitney National Bank built a twenty story addition to their 1909 structure, at 628 Common Street. In 1920-21, the Hibernia National Bank erected their new twenty-three story office tower at 301 Carondelet Street, designed by the New Orleans architectural firm of Favrot & Livaudais. In 1926-27, the building at 210 Baronne Street, built for the Canal Bank and Trust Company and now the home of the First National Bank of Commerce, rose to a height of nineteen floors, and was designed by Emile Weil. This building, shown in Photo No. 26, followed the lead of the Hibernia in using classical forms on its exterior. The American Bank Building, located at 200 Carondelet, in the rear of Photo No. 22, was constructed in 1928-29 from designs by Moise Goldstein. Twenty-six stories tall, it broke new ground in that it departed from the classicism of all of the other bank towers, the bank electing to have their new building in the Moderne style instead.

Two other major 1920s office blocks, the Pere Marquette Building at 150 Baronne Street, Photo No. 27, and the Masonic Temple at 333 St. Charles Avenue, Photo No. 18, built in 1925 and 1926, respectively, used vaguely Gothic elements on their exteriors.

The 1900-1941 period also saw the construction of some smaller scale buildings, most of which stand along Canal Street. Most of the buildings in the 700 block of Canal Street, illustrated in Photo No. 5, were constructed between 1905 and 1910 to house various retail establishments. The very fine classical headquarters of the Benevolent and Protective Order of the Elks at 127 Elks Place, Photo No. 1, was designed by the firm of Toledano, Wogan and Bernard and erected in 1917. Unusual in that it dates from the late 1930s and the depths of the Great Depression is the fine Moderne style drugstore building at 900 Canal Street, Photo No. 3, which was designed by the firm of Weiss, Dreyfous and Seiferth and built in 1938.

Intrusions - 11%

An intrusion (or non-contributing element) is defined as a resource less than fifty years old or an historic resource that has lost its integrity. An 11% intrusion rate is remarkably low for a major urban CBD. (Most Register districts in Louisiana have a 20-30% intrusion rate.) With but one exception the modern skyscrapers in the district are on the edge along Canal Street. They exist side by side with significant historic buildings, and to have cut them out would have created boundaries that look gerrymandered. Most of the intrusions are much more modest and in scale with their historic neighbors.

Note: Many of the modern skyscrapers visible in the photos are outside the district boundaries.

8. Statement of Significance

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

nationally statewide locally

Applicable National Register Criteria A B C D

Criteria Considerations (Exceptions) A B C D E F G N/A

Areas of Significance (enter categories from instructions)

architecture

Period of Significance

1830-1941

Significant Dates

1830-1941

Cultural Affiliation

N/A

Significant Person

N/A

Architect/Builder

various (see text)

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

The Lower Central Business District is of statewide significance in the area of architecture because it and the recently listed Upper Central Business District are Louisiana's finest collections of historic commercial buildings. The Lower CBD achieves this distinction due to several factors, including an early building stock, the quality of its commercial Italianate architecture, its unparalleled collection of skyscrapers, and the large number of landmarks (often architect designed) from various periods. The period of significance ranges from 1830 to 1941 (the fifty year cutoff). The Lower CBD, like other New Orleans districts, should be regarded as a toute ensemble of many styles and periods as well as building types. While it is true that certain elements, as explained below, make the greatest contribution to its architectural character and quality, every fifty year old building that retains integrity should be considered contributing.

Given the incredible developmental pressure in downtown New Orleans, it is quite remarkable that almost half of the buildings in the district date from before the Civil War. The typical central business district in the state, whether it be in a large city or a small town, is almost completely twentieth century. The small percentage of earlier buildings that exist are, generally speaking, late nineteenth century watered down Italianate commercial buildings. In terms of antebellum commercial architecture, only three significant collections exist, and all are located in New Orleans. In addition to the buildings found in the Lower Central Business District, important collections can be found in the Vieux Carre National Historic Landmark district and in the Upper Central Business District listed on the Register last year. It should also be noted that a significant number of the antebellum commercial buildings in the district are in the Greek Revival style. While Louisiana is justly famous for its Greek Revival domestic architecture, it is rare to find even a single surviving commercial example, let alone an entire collection. In fact, the only places in the state with concentrations of Greek Revival commercial buildings are the Upper CBD, the Lower CBD, and the Vieux Carre.

See continuation sheet

9. Major Bibliographical References

Sanborn Insurance Maps, New Orleans, 1876, 1885, 1895, 1909, 1940.

New Orleans Architecture: Volume 2, The American Sector. Gretna, Louisiana: Pelican Publishing Company, 1972.

Recommendations for National Register Districts in Community Development Areas.
Prepared for the Historic District Landmarks Commission, City of New Orleans, by Koch & Wilson/Urban, Consultants, New Orleans, 1979.

Historic District and Landmark files, CBD Historic District Landmarks Commission, 830 Julia Street, New Orleans, LA.

See continuation sheet

Previous documentation on file (NPS):

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

Primary location of additional data:

- State historic preservation office
- Other State agency
- Federal agency
- Local government
- University
- Other

Specify repository:

Historic District Landmarks Commission
830 Julia Street
New Orleans, LA 70113

XX boundaries encompass certified historic district (Picayune Place)

Acreage of property @ 72 acres

UTM References

A	<u>1 5</u>	<u>7 8 2 3 6 0</u>	<u>3 3 1 7 5 4 0</u>
	Zone	Easting	Northing
C	<u>1 5</u>	<u>7 8 3 1 0 0</u>	<u>3 3 1 6 5 2 0</u>

B	<u>1 5</u>	<u>7 8 3 2 2 0</u>	<u>3 3 1 6 8 4 0</u>
	Zone	Easting	Northing
D	<u>1 5</u>	<u>7 8 2 2 0 0</u>	<u>3 3 1 6 7 2 0</u>

See continuation sheet

Verbal Boundary Description

Please refer to district map.

See continuation sheet

Boundary Justification Boundaries were drawn to encompass the concentration of significant historic buildings as defined in section 8. In most instances the exact boundary lines were determined by the surrounding intrusive new development. On the north, between N. Peters and N. Rampart, the district abuts the Vieux Carre (NHL). To the south (beyond redeveloped Poydras) is the Upper CBD, listed on the Register last year.

See continuation sheet

11. Form Prepared By

(Part 8 by LA State Historic Preservation Office)

name/title John C. Ferguson, Senior Architectural Historian Office)

organization Historic District Landmarks Commission date June 1990

street & number 830 Julia Street telephone 504 - 523-7501

city or town New Orleans state Louisiana zip code 70113

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Lower Central Business District, New Orleans, Orleans Parish, LA

Section number 8 Page 1

The Lower CBD and the adjacent Vieux Carre contain Louisiana's finest Italianate commercial buildings. Very little "full-blown" commercial Italianate architecture exists outside these two districts. The typical Italianate commercial building in Louisiana is a very much watered down (and usually late) manifestation of the style, featuring perhaps segmentally arched windows and a corbelled cornice. By contrast, examples found in the Lower CBD are characterized by free-standing columns, oculus windows, brackets several feet high, round head windows, elaborate tablets, paneled friezes with double modillions, spandrel panels, etc. One even has a full pedimented pavilion. The isolated full-blown examples of the style that exist here and there in other towns in the state pale in comparison to the district's flamboyant Italianate landmarks.

The district is also significant for its unrivaled collection of skyscrapers. The skyscraper is of paramount importance, being one of very few building types one can point to as an American invention. While about half a dozen towns in Louisiana have one, two or three historic skyscrapers, the Lower CBD is the only place where one could say there was a concentration, yielding the standard urban America skyline. The district contains numerous examples, ranging from the Chicago School to the Modernistic style. The district's skyscrapers also are the state's largest, both in terms of height and footprint. Two even have striking rooftop pavilions visible from across the city, a feature found nowhere else in the state.

Finally, the district derives significance from the high percentage of landmark buildings from various periods, many of which are architect designed. Many of these stellar properties are either already on the Register individually or would be eligible for such a designation. Numerous others, while district material in New Orleans, would be clearly individually eligible if they were located anywhere else in the state.

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Upper Central Business District, New Orleans, Orleans Parish, LA

Section number 10 Page 1


Boundary Justification:


Boundaries were drawn to encompass the concentration of significant historic resources as defined in Section 8. Loss of concentrations due to intrusive new development and demolition determined the exact boundary lines for the district. The remainder of the CBD is visually separated from the nominated district by the almost completely redeveloped four lane Poydras Avenue. (This section of the CBD will be nominated separately later this year.)


The Upper CBD boundaries encompass and exceed the boundaries of two historic districts certified by NPS in 1979 and 1980 (Lafayette Square and the Warehouse District). The boundaries of these two districts would not "stand up in court" so-to-speak by today's standards. This is chiefly true of the Warehouse District, where there are instances of buildings beyond the boundaries being of equal or greater significance than those within.


The only instance where the Upper CBD boundaries subtract from the certified historic district boundaries is at the northeastern edge of the Warehouse District (see blocks 4 and 5 on accompanying map, bounded by Convention Center Boulevard, Poydras, Fulton and Girod). At the time of certification there were historic buildings on these two blocks; however, they have since been redeveloped as parking lots. Because this redevelopment occurred after the district was certified, the two blocks are now being omitted.

LOWER CENTRAL BUSINESS DISTRICT
NEW ORLEANS, ORLEANS PARISH, LOUISIANA

 1830-1860

 1860-1900

 1900-1941

 NON-CONTRIBUTING

 PHOTOGRAPH LOCATIONS

N
1" = 200'





E AVE

BARONNE

CAROL DELET

Upper
CBD
(N.A.)

180 ST. CHARLES AVE

179 CHURCH

162 CAMP

JULIA

134 MAGAZINE

124 NOTRE DAM

126 CONSTANCE

60 Tchoupitoulas

164 LAFAYETTE

POYDRAS

154 NATCHEZ

155 GRAVIER

COMMON

CANAL

534 ROYAL

533 EXCHANGE

532 CHARTES

531 DORSIERE

505 DECATUR

501 N. PETERS

IBERVILLE

3014

L.S.H.

V

LOWER CENTRAL BUSINESS DISTRICT
NEW ORLEANS, ORLEANS PARISH, LOUISIANA

1830-1860

1860-1900

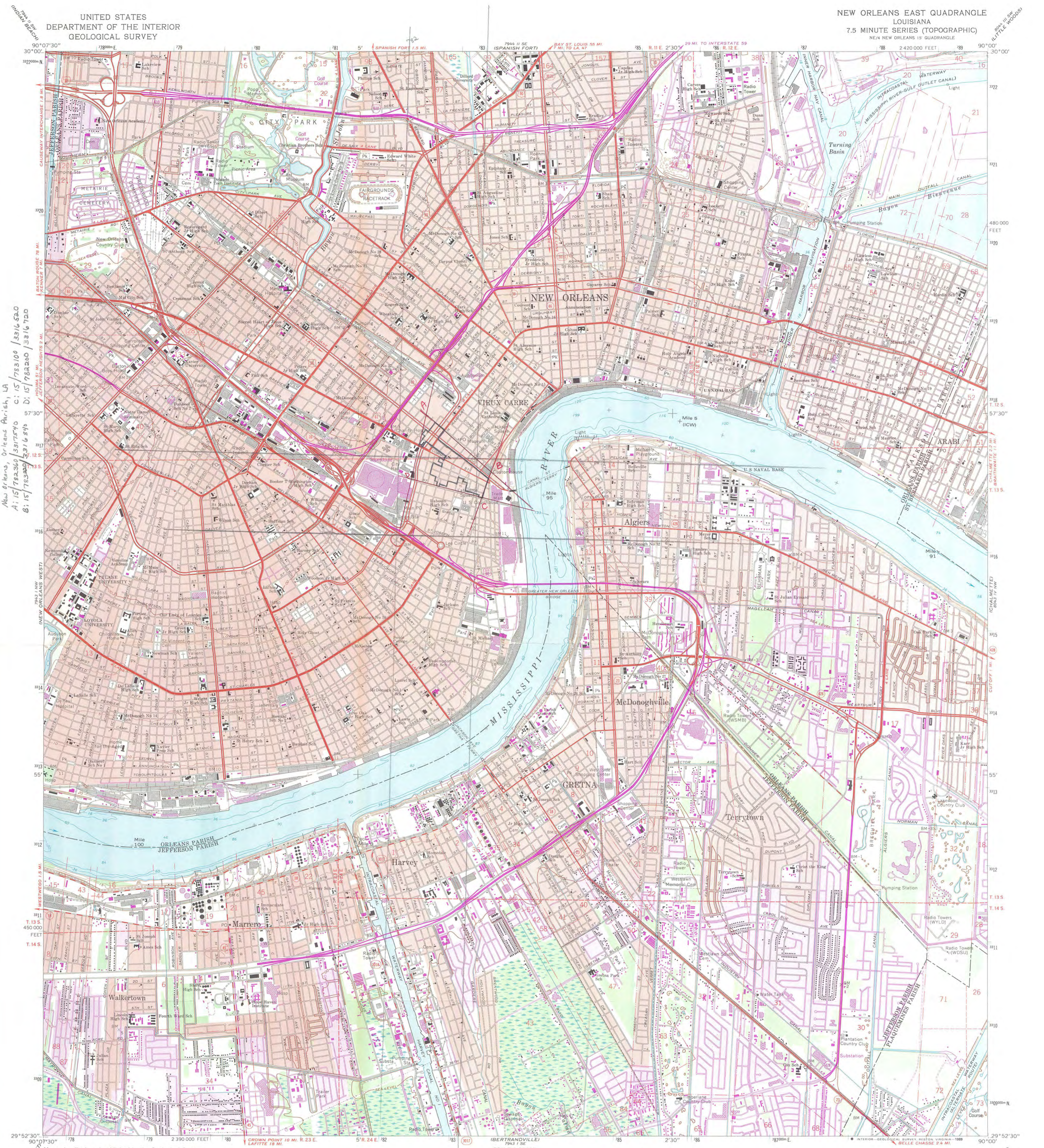
1900-1941

NON-CONTRIBUTING

PHOTOGRAPH LOCATIONS

N
1" = 200'





Lower Central Business District
New Orleans, Orleans Parish, LA
A: 15/782300/3316520 C: 15/783100/3316520
B: 15/782300/3316840 D: 15/782200/3316700

Mapped, edited, and published by the Geological Survey
Control by USGS and USC&GS
Planimetry by photogrammetric methods from aerial photographs
taken 1964. Topography by planetable surveys 1965-66
Supersedes map dated 1951
Selected hydrographic data compiled from USC&GS Charts
878 (1964) and 497 (1966). This information is not intended for
navigational purposes
Polyconic projection. 1927 North American datum
10,000-foot grid based on Louisiana coordinate system, south zone
1000-meter Universal Transverse Mercator grid ticks,
zone 15, shown in blue
To place on the predicted North American Datum 1983
move the projection lines 19 meters south and
8 meters east as shown by dashed corner ticks
City of New Orleans and Orleans Parish are coextensive

Red tint indicates area in which only landmark buildings are shown
All or part of this quadrangle lies within a subsidence area

SCALE 1:24 000
CONTOUR INTERVAL 5 FEET
NATIONAL GEODETIC VERTICAL DATUM OF 1929
DEPTH CURVES AND SOUNDINGS IN FEET - DATUM IS MEAN LOWER LOW WATER
THE RELATIONSHIP BETWEEN THE TWO DATUMS IS VARIABLE
SHORELINE SHOWN REPRESENTS THE APPROXIMATE LINE OF MEAN HIGH WATER
THE MEAN RANGE OF TIDE IS APPROXIMATELY 1/2 FOOT
THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U. S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092
AND LOUISIANA DEPARTMENT OF PUBLIC WORKS, BATON ROUGE, LOUISIANA 70804
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

ROAD CLASSIFICATION
Heavy-duty Light duty
Medium-duty Unimproved dirt
Interstate Route U. S. Route State Route
NEW ORLEANS EAST, LA.
NE/4 NEW ORLEANS 15 QUADRANGLE
29090-H1-TF-024
1986
PHOTO REVISÉ 1989
DMA 1943 1 NE-SERIES V885

Revisions shown in purple compiled from aerial
photographs taken 1972, 1978 and 1988 and other sources
This information not field checked. Map edited 1989
Purple tint indicates extension of urban areas



- 127 Elks Place, Lower Central
- New Orleans, Louisiana
- John C. Ferguson
- May, 1990
- HDLC offices, 830 Julia St. LA
- camera facing Northwest
- Photo 1 of 27



1. 900 & 1000 blocks, Canal Street, Lower CBD
2. New Orleans, Louisiana
3. John C. Ferguson
4. May, 1990
5. HDLC Offices, 830 Julia St. New Orleans, LA West
6. Camera facing
7. Photo 2 of 27



- 100 block Baronne St & 100
Lower Central Business District
2. New Orleans, Louisiana
3. John C. Ferguson
4. May, 1990
5. HDLC Offices, 830 Julia Street,
New Orleans, LA
6. Camera facing Southwest
7. Photo 3 of 27



1. 824 & 828 Canal Street, Lower
Central Business District
2. New Orleans, Louisiana
3. John C. Ferguson
4. May, 1990
5. HDLC offices, 830 Julia Street
New Orleans, LA
Southwest
6. Camera facing
7. Photo 4 of 27



1. 700 block Canal Street, Lower
Central Business District
2. New Orleans, Louisiana
3. John C. Ferguson
4. May, 1990
5. HDLC Offices, 830 Julia Street
New Orleans, LA
6. Camera facing Southwest
7. Photo No. 5 of 27



1. 100 block St. Charles Ave.
Lower Central Business District
2. New Orleans, Louisiana
3. John C. Ferguson
4. May, 1990
5. HDLC Offices, 830 Julia Street,
New Orleans, LA
6. Camera facing Southwest
7. Photo No 6 of 27



1. 600 block of Canal St.
Lower Central Business District
New Orleans, Louisiana
2. John C. Ferguson
3. May, 1990
4. HDLC Offices, 830 Julia Street
New Orleans, LA
5. Camera facing Southwest
6. Photo No. 7 of 27



- 300 block Tchoupitoulas
- Lower Central Business District
- New Orleans Louisiana
- John C. Ferguson
- May, 1990
- HDLC Offices, 830 Julia Street,
New Orleans, LA
- Camera facing North
- Photo No. 8 of 27



1. 400 block Gravier St., Lower Central Business District
2. New Orleans, Louisiana
3. John C. Ferguson
4. May, 1990
5. HDLC Offices, 830 Julia Street, New Orleans, LA
6. Camera facing Southeast
7. Photo No. 9 of 27



1. 300 block Picaune Place
Lower Central Business District
2. New Orleans, Louisiana
3. John C. Ferguson
4. May, 1990
5. HDLC Offices, 830 Julia Street,
New Orleans, LA
6. Camera facing North
7. Photo No. 10 of 27



1. 500 block Natchez St., Lower Central
Business District
2. New Orleans, Louisiana
3. John C. Ferguson
4. May, 1990
5. HDLC Offices, 830 Julia Street,
New Orleans, LA ^{South}
6. Camera facing ^{South} West
7. Photo No. 11 of 27



1. Board of Trade Bldg. Lower Central
Business District
2. New Orleans, Louisiana
3. John C. Ferguson
4. May, 1990
5. HDLC Office, 830 Julia Street,
New Orleans, LA
6. Camera facing Southeast
7. Photo No. 12 of 27



- 301 Magazine St. Lower Central
Business District
- New Orleans, Louisiana
- John C. Ferguson
- May, 1990
- ADLC offices, 830 Julia Street,
New Orleans, LA
- Camera facing Southwest
- Photo No. 13 of 27



- 200 & 400 block, Magazine
Lower Central Business District
2. New Orleans, Louisiana
3. John C. Ferguson
4. May 1990
5. HDLC Offices, 830 Julia Street,
New Orleans, LA
6. Camera facing South
7. Photo No. 14 of 27



1. 200 block Magazine St., Lower
Business District
2. New Orleans, Louisiana
3. John C. Ferguson
4. May, 1990
5. HDLC Offices, 830 Julia Street,
New Orleans, LA
6. Camera facing Northwest
7. Photo No. 15 of 27



1. 201-217 Camp St. Lower Central Business District
2. New Orleans, Louisiana
3. John C. Ferguson
4. May, 1990
5. HDLC Offices, 830 Tulia Street, New Orleans, LA
6. Camera facing Southwest
7. Photo No. 16 of 27



1. 300 block St. Charles Ave.
Lower Central Business District
2. New Orleans, Louisiana
3. John C. Ferguson
4. May 1990
5. HDLC offices, 830 Julia St.,
New Orleans, LA
6. Camera facing Southwest
7. Photo No. 17 of 27



- 321, 327 & 333 St. Charles
Lower Central Business District
2. New Orleans, Louisiana
3. John C. Ferguson
4. May, 1990
5. HDLC Offices, 830 Julia Street
New Orleans, LA West
6. Camera facing
7. Photo No. 18 of 27



1. 400 block Carondelet St. Louisiana
2. Central Business District
3. New Orleans, Louisiana
4. John C. Ferguson
5. May, 1990
6. HDLC Offices, 830 Julia Street,
New Orleans, LA
7. Camera facing North
7. Photo No. 19 of 27



- 800 block Perdido St. Lower Canal
- Business District
- New Orleans, Louisiana
- John C. Ferguson
- May 1, 1990
- HDLK Offices, 830 Julia Street,
New Orleans, LA
- Camera Facing Northwest
- Photo No. 20 of 27



- 325-353 Carondelet St., Lower
Central Business District
2. New Orleans, Louisiana
3. John C. Ferguson
4. May, 1990
5. HDLC Offices, 830 Julia Street,
New Orleans, LA
6. Camera Facing Southwest
7. Photo No. 21 of 27



1. 200 & 224 Carondelet St., Lower
Central Business District
2. New Orleans, Louisiana
3. John C. Ferguson
4. May, 1990
5. ADLC Office, 830 Julia Street,
New Orleans, LA
6. Camera Facing Northeast
7. Photo No. 22 of 27



1. 153-119 Carondelet St. Lower
Central Business District
2. New Orleans, Louisiana
3. John C. Ferguson
4. May, 1990
5. HDLC Offices, 830 Julia Street,
New Orleans, LA
6. Camera Facing North
7. Photo No. 23 of 27



- 201-237 Carondelet, Lower Central
Business District,
New Orleans, Louisiana
2. New Orleans, Louisiana
 3. John C. Ferguson
 4. May, 1990
 5. HDLC offices, 830 Julia Street,
New Orleans, LA
 6. Camera Facing Southwest
 7. Photo No. 24 of 27



1. 300 block Baronne St. District
Lower Central Business District
2. New Orleans, Louisiana
3. John C. Ferguson
4. May, 1990
5. HDLC Offices, 830 Julia Street,
New Orleans, LA
6. Camera Facing Northeast
7. Photo No. 25 of 27



1. 150 & 210 Baronne Street, District
Lower Central Business District
2. New Orleans, Louisiana
3. John C. Ferguson
4. May, 1990
5. HDLC Office, 830 Julia Street,
New Orleans, LA
6. Camera Facing ^{South} East
7. Photo No. 26 of 27



1. 124-150 Baronne Street, Lower Central Business District
2. New Orleans, Louisiana
3. John C. Ferguson
4. May, 1990
5. HDLC Office, 830 Julia Street, New Orleans, LA
6. Camera Facing Southwest
7. Photo No. 27 of 27

National Register of Historic Places

Note to the record

Additional Documentation: 2015

United States Department of the Interior
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National Register of Historic Places
Continuation Sheet

Lower Central Business District (Boundary Increase I) Additional Documentation

Name of Property
Orleans Parish, LA
County and State

1. Lower Central Business District (Boundary Increase I) Additional Documentation
2. State/Federal Agency Certification
3. As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets, 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.



Pam Breaux

12-1-14

Signature of certifying official/Title: Pam Breaux, State Historic Preservation Officer

Date

Louisiana Department of Culture, Recreation, and Tourism

State or Federal agency/bureau or Tribal Government

5. Number of Resources Within Property
 - Contributing Buildings: 259
 - Non-contributing buildings: 31
 - 15 buildings previously listed on National Register (individual listings)
 - Updating period of significance for existing district changes 3 buildings from non-contributing to contributing. 3 contributing buildings now change to non-contributing due to demolition.

Part 7:

The Lower Central Business District was updated in 2006 to a period of significance from 1830-1956. This current additional documentation document further updates that period of significance to 1964. By updating the period of significance to 1964, the contributing/non-contributing status of 6 buildings total (3 from contributing to non-contributing and 3 from non-contributing to contributing). The following inventory further describes these 6 buildings in detail.

Buildings within existing boundaries that are now CONTRIBUTING:

1. **838 Canal Street - Contributing.** Formerly a bank, then used as the temporary museum of anatomy according to Sanborn map 1885 (Souchon). Renovated in 2/8/1965, architects: Lowrey, Hess, Boudreaux, Farnet. Renovation plans at the New Orleans Public Library (NOPL) show the addition of a slipcover façade to the original building. During the renovation, the parapet wall and the plasterwork on the front façade were removed. In 2012, the building received a Façade grant to restore the neo-classical revival style façade. The 1965 slipcover façade was removed. The ground floor features a recessed center entry with butt glazed glass display windows. The second floor windows are currently covered with a metal sign for the current business. The third floor windows, separated from the second floor by an inset panel,

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Lower Central Business District (Boundary Increase I) Additional Documentation
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include four sets of double casement windows that are eight lites each. Topping each set is a four lite transom. Above the windows are decorative blocks, which are then topped by a stepped parapet that steps back to create an inset panel. The 2012 rehabilitation helped this building to return to a more historic look and be a contributing member of the district.

2. **814 Canal Street** – *Contributing*. Former A. Schwartz + Sons Dry goods (early 1900's), then the Trianon Theatre opened Jan 16, 1912, at this location. After years as various businesses, the building was considered non-contributing in previous district nominations due to inappropriate alterations. In 2007, like its neighbor at 838 Canal, this building received a rehabilitation façade grant to help bring back its original façade design. The ground floor is a modern design with a central recessed entry and display windows on each side. A modern designed gallery is found above the storefront. 1940-51 Sanborn maps show the building as having a gallery above the first floor. The 2nd through 4th floors feature three bays with two replacement windows topped by a transom in each bay. A decorative egg and dart molding separates the second and third floor. Four engaged Ionic columns separate the bays of the third and fourth floors. The fourth floor is topped by decorative molding, a simple band of stucco, a dentilated molding, and the cornice tops the building off with four simple piers in the same location as the Ionic columns with panels set in between them. While the windows are replacements, they are set within the original openings and are a compatible design. Overall, because of the rehabilitation in 2007, following the last district update, this building is now considered contributing and retains a moderate level of historic integrity.

3. **353 Carondelet Building** – *contributing*. The Union Savings & Loan Building opened in 1958 (built 1957-58). During this renovation, both original street facing facades were demolished and the modernist façade and interior renovation was completed in 1958. This façade includes porcelain enamel facing with spandrel glass and travertine accents at the ground level. A mosaic tile corner post as well as two other mosaic tile posts are also found on the façade. The building was designed by local modern architect August Perez + Associates (Horace Trapagnier and Harry Baker Smith). The ground floor is composed of large plate glass windows with two entrances. The far right of the Carondelet elevation has a blue mosaic tile wall matching the columns. Above that, there are thin slit windows on the far right of the Carondelet elevation and five sets of matching slit windows on the Perdido Street elevation. Between these windows are black porcelain enamel panels separated by a thin space to show a lighter line beneath. This helps create blocks of panels that really fit into the mid-century design of the building. The building retains a high degree of integrity related to the 1957-58 renovation of the building and looks much as it did the day it opened. Because the period of significance has been extended to 1964, this building is now contributing.

Buildings within existing boundaries that are now NON-CONTRIBUTING:

4. **399 Tchoupitoulas Street** - *non-contributing*. Historic building was demolished and new construction has been built in its place.

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Lower Central Business District (Boundary Increase I) Additional Documentation
Name of Property Orleans Parish, LA
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5. **453 Camp Street** - *non-contributing*. Historic building was demolished and the lot is now a parking lot.
6. **306 Carondelet Street** - *non-contributing*. Historic building was demolished. Building and lot of record is a part of a subdivision of land at 310 Carondelet Street that is now a modern parking garage.

Part 8:

New period of significance: 1830-1964

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 Lower Central Business District is of statewide significance in the area of architecture because it and the Upper Central Business District are Louisiana's finest collections of historic commercial buildings. The Lower CBD achieves this distinction due to several factors, including an early building stock, the quality of its commercial Italianate architecture, its unparalleled collection of skyscrapers and Mid-Century Modern architecture, and the large number of landmarks (often architect designed) from various periods. The period of significance ranges from 1830 to 1964 (the fifty year cutoff). The Lower CBD, like other New Orleans districts, should be regarded as a *toute ensemble* of many styles and periods as well as building types. This document does not aim to change the significance of the district, but rather to supplement the previous district nomination. Additionally, this document seeks to update the period of significance for the district and explain how the accompanying Boundary Increase II document relates to the district's overall architectural significance.

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

Significance of the Lower CBD

Given the incredible developmental pressure in downtown New Orleans, it is quite remarkable that almost half of the buildings in the district date from before the Civil War. The typical central business district in the state, whether it be in a large city or a small town, is almost completely twentieth century. The small percentage of earlier buildings that exist are, generally speaking, have nineteenth century watered down Italianate commercial buildings. In terms of antebellum commercial architecture, only three significant collections exist, and all are located in New Orleans. In addition to the buildings found in the Lower Central Business District, important collections can be found in the Vieux Carré National Historic Landmark district and in the Upper Central Business District listed on the Register last year. It should also be noted that a significant number of the antebellum commercial buildings in the district are in the Greek Revival style. While Louisiana is justly famous for its Greek Revival domestic architecture, it is rare to find even a single surviving commercial. example, let alone an entire collection. In fact, the only place in the state with concentrations of Greek Revival commercial buildings are the Upper

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Continuation Sheet

Lower Central Business District (Boundary Increase I) Additional Documentation
Name of Property
Orleans Parish, LA
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CBD, the Lower CBD, and the Vieux Carré.

The Lower CBD and the adjacent Vieux Carré contain Louisiana's finest Italianate commercial buildings. Very little "full-blown" commercial Italianate architecture exists outside these two districts. The typical Italianate commercial building in Louisiana is a very much watered down (and usually late) manifestation of the style, featuring perhaps segmentally arched windows and a corbelled cornice. By contrast, examples found in the Lower CBD are characterized by free-standing columns, oculus windows, brackets several feet high, round head windows, elaborate tablets, paneled friezes with double modillions, spandrel panels, etc. One even has a full pedimented pavilion. The isolated full-blown examples of the style that exist here and there in other towns in the state pale in comparison to -the district's flamboyant Italianate landmarks.

The district is also significant for its unrivaled collection of skyscrapers. The skyscraper is of paramount importance, being one of very few building types one can point to as an American invention. While about half a dozen towns in Louisiana have one, two or three historic skyscrapers, the Lower CBD is the only place where one could say there was a concentration, yielding the standard urban America skyline. The district contains numerous examples, ranging from the Chicago School to the Modernistic style. The district's skyscrapers also are the state's largest, both in terms of height and footprint. Two even have striking rooftop pavilions visible from across the city, a feature found nowhere else in the state.

1940s and 50s buildings:

When the Lower CBD was first designated as a National Register District in 1991, the period of significance ended in 1941 and left out the district's collection of mid-century modern architecture. In 2006, the district was updated to include buildings constructed through 1956. This nomination serves to further update the district to include more of its collection of mid-century modern buildings constructed through the 1960s.

The mid-century modern buildings of the Lower CBD represent Louisiana's only collection of cultural resources exemplifying an important American architectural phenomenon of the 1940s and 50s -- the triumph of European Modernism on the corporate/ institutional/ urban scene. Other larger downtowns in the state simply do not have as significant or concentrated architectural resources that date from this period. Generally speaking, the buildings in these other Central Business Districts either represent the pre-World War II era or the immediate recent past (1970s and later). The only comparable district is the downtown district in Shreveport, but that district is not nearly on the same scale as the Lower CBD.

Probably the overriding American urban architectural trend of the post-World War II era, through the 1950s, was the triumph of European Modernism. It was a boom that, on the whole, relaxed some of the rigors of Modernist ideology but embraced its architectural vocabulary. The European International Style, which had only a fledgling hold in this country before the war, emerged as the standard American way to be modern. Indeed, the International Style, in its various permutations, reshaped major downtowns and created a new image of the American

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Lower Central Business District (Boundary Increase I) Additional Documentation
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city that would have international reach.

The 1950s American building boom was fueled by post-war recovery, prosperity and the resulting need for new buildings of all kinds. And, for a variety of reasons, it came to be dominated by the abstractions of what we now term the late International Style. Some have noted the influence of Walter Gropius, who became Dean of Harvard's Graduate School of Design in 1937. His many graduates of the 1930s and 40s read like a *Who's Who* of American architectural practice from the 1950s and beyond. Similarly, Ludwig Mies Van Der Rohe became director of the architecture program of the Armour Institute in Chicago (later the Illinois Institute of Technology) in 1938 and had his own stream of dedicated graduates as well as a wide circle of professional influence. Others have noted widespread corporate patronage. Then, too, there were the efforts of the *Union Internationale des Architects*, dubbed "one of the most influential propagators of modern architecture after the Second World War."

But in a larger sense, from reviewing the history of the post-war period, one can also infer that by 1950 the old Art Deco mode was fading from fashion. The International Style was relatively new on the greater American scene, had a strong quasi-moral philosophy behind it (as Art Deco did not) and for a long time had no serious competition (at least not for large and/or tall buildings).

Aesthetes and critics of the day hailed the style's emergence. In 1958, *Look*'s architectural editor John Peter noted:

"There is now a general body of theory and practice that constitutes a Modern style which is rapidly becoming as clearly defined as the Greek style or the Gothic style. . . . In almost every type of building - office, factory, bridge, dam, school, hospital - modern architecture works. Only in the private family dwelling, where human needs are scaled to modest and even obsolete handicraft building methods, does modern architecture lag behind. Architecture has now scraped itself clean of the encrustations of the past. It has advanced new purposes and new forms."

In the same vein, Wolf von Eckardt offered in 1961, "Even those who still prefer 'traditional' at home accept 'modern' as the appropriate architecture for the schools of their children, their places of business, and – a little more reluctantly – for their churches and temples." The triumphal emergence was complete.

In a poetical sense, to a later generation Modernist post-war buildings came to symbolize their era, a period of growing corporate wealth and power and of American ascendancy. Writing in 1992, architectural historian Alan Gowans asserted that "Modern coincided with and came in great part to express the nation's rise to imperial superpower." Be that as it may, American Modernism surely did inspire imitation in other countries. In the decade or so after the 1950s, the gleaming curtain-wall downtown office block in cities like Chicago and New York inspired tall building project developments across the world in cities ranging from London to Singapore. For

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Lower Central Business District (Boundary Increase I) Additional Documentation
Name of Property Orleans Parish, LA
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these projects, American downtowns projected to the world “the image of the modern city,” as the Taschen guide to the International Style has noted so succinctly.

The New Orleans Context

The emergence of the American “modern city” in the New Orleans Central Business District was the centerpiece of a larger post-war building boom. One local commentator recounts that during these years “there was so much construction going on hailed as the “second largest construction year in the city’s history.” A mid-1950s source refers to “the unprecedented demand in New Orleans for first-class office space.” All this was fueled by a strong and expanding post-war economy. There was the prosperity of the petro-chemical industry, as symbolized by the construction, in 1952, of the Shell (Oil Company) Building on Common Street (NR). Surpassing oil was the meteoric rise of the city’s port. In 1952, *Newsweek* declared, “The Port of New Orleans, in sixteenth place after the first world war, has moved into second place among the nation’s shipping centers (after New York).” The following year another article noted eighty-nine public wharves with seven million feet of covered storage and berthing for two hundred deep-water vessels. By 1956 the value of commerce through the port had risen to over \$1.6 billion. During these years population rose as well -- up by 15% between 1940 and 1950. The much-ballyhooed goal of a million residents by 1960 was never realized.

Expanded Importance – Buildings from 1957-1964

The buildings from the period 1957 to 1964 in the expanded Lower CBD make a significant contribution to the district’s patrimony. They further build on the discussion above of the Lower CBD’s collection of mid-century modern resources and its architectural significance within the state of Louisiana. These buildings were left out of the most recent update mainly based on their construction dates, which postdated 1956.

Mayor DeLesseps “Chep” Morrison governed the city from 1946-1959 and oversaw much of the postwar and petroleum boom in New Orleans. During this boom, he commissioned the development of a Civic Center just outside the northern border of the Lower Central Business District. The development of a Civic Center influenced the design of the New Orleans Public Library (built in 1958 and added to the district in 2006) and the renovation of 234 Loyola in its 1957 and 1961 iterations of the building (glass and metal slipcovers recently removed in 2013). The mid-century designs used for the buildings in the Civic Center area displayed the modernist influence over New Orleans and differentiated it from the historical disposition of the city. In 1959, after 107 years, City Hall relocated from Gallier Hall to the Civic Center at Duncan Plaza (located catty-corner from 234 Loyola). This modernist spirit continued into the 1960s as is seen on the buildings located within the Boundary Increase II area.

In addition to becoming a modern city, the petroleum industry brought wealth and increased the population of the New Orleans metro region. New Orleans’ population peaked in 1960 at 627,525 persons and became the fifteenth largest city in the United States; suburban Jefferson Parish more than doubled from 103,873 persons in 1950 to 208,769 persons in 1960. The rise of petroleum around coastal Louisiana and off shore oil brought investment, professionals and “triggered

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Lower Central Business District (Boundary Increase I) Additional Documentation
Name of Property
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construction of skyscrapers." The Boundary Increase II document includes prominent examples of oil related buildings such as the Oil and Gas building (individually listed) and the Rault Center.

The Boundary Increase II of the historic district and the Additional Documentation to update the period of significance are in keeping with the Lower CBD's social and architectural history. The Lower CBD continues to retain integrity of location, setting, materials, design, workmanship, feeling, and association. Looking at the area of the Boundary Increase II and the updating of the period of significance through 1964, it does not appear that any other updates will be needed in the foreseeable future. The majority of the non-contributing buildings in the district have construction dates in the 1980s and would thus, not be eligible for inclusion in the district for at least 20-30 years.

9. Bibliography

Campanella, Richard. *Geographies of New Orleans: Urban Fabrics before the Storm*. Lafayette, LA: Center for Louisiana Studies, 2006. Print.

"Downtown New Orleans." *DDD's 21st Facade Improvement Grant on Canal Street to Restore Historic 838 Canal, Future Home of New Era...* @. Downtown Development District, 24 Apr. 2012. Web. 18 Sept. 2014.



Handlin, David P. *American Architecture*. London: Thames and Hudson, 1985. Print.

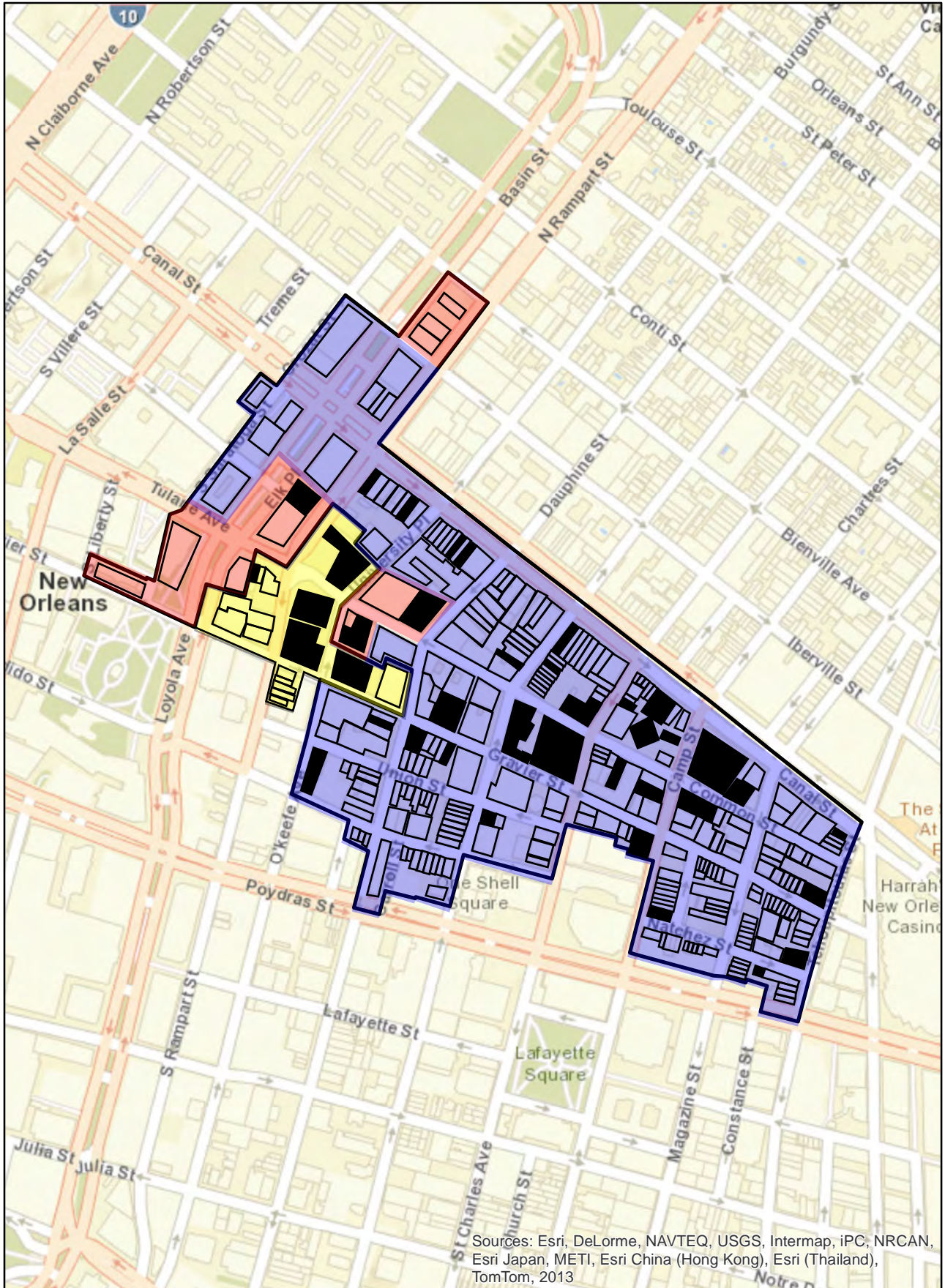
New Orleans Architecture: Volume 2, The American Sector. Gretna, Louisiana: Pelican Publishing Company, 1972

Sanborn Insurance Maps, New Orleans, 1909

Wagner, Jacob A., and Michael Frisch. *New Orleans and the Design Moment*. London, NY: Routledge, 2013. Print.

Lower Central Business District (Boundary Increase II)
Orleans Parish, LA
Boundary Map and Photo Key

 Non-Contributing
 Contributing



 Original 1991 District Boundaries
 Boundary Increase I (2006)
 Boundary Increase II (2014)

Sources: Esri, DeLorme, NAVTEQ, USGS, Intermap, iPC, NRCAN, Esri Japan, METI, Esri China (Hong Kong), Esri (Thailand), TomTom, 2013



UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: ADDITIONAL DOCUMENTATION

PROPERTY Lower Central Business District
NAME:

MULTIPLE
NAME:

STATE & COUNTY: LOUISIANA, Orleans

DATE RECEIVED: 12/05/14 DATE OF PENDING LIST:
DATE OF 16TH DAY: DATE OF 45TH DAY: 1/20/15
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 91000825

NOMINATOR: STATE

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: Y SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 1-20-2015 DATE

ABSTRACT/SUMMARY COMMENTS:

*Extends P.O.S for District & changes status of
Bldgs Accordage*

RECOM./CRITERIA Accept AD

REVIEWER J. J. Shuy DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/~~N~~ see attached SLR Y/~~N~~

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.

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: NOMINATION

PROPERTY ^{New Orleans} Lower Central Business District
NAME:

MULTIPLE
NAME:

STATE & COUNTY: LOUISIANA, Orleans

DATE RECEIVED: 5/20/91 DATE OF PENDING LIST: 6/06/91
DATE OF 16TH DAY: 6/22/91 DATE OF 45TH DAY: 7/04/91
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 91000825

NOMINATOR: STATE

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 6/24/91 DATE

Entered in the
National Register

ABSTRACT/SUMMARY COMMENTS:

RECOM./CRITERIA _____
REVIEWER _____
DISCIPLINE _____
DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

CLASSIFICATION

count resource type

STATE/FEDERAL AGENCY CERTIFICATION

FUNCTION

historic current

DESCRIPTION

architectural classification
 materials
 descriptive text

SIGNIFICANCE

Period Areas of Significance--Check and justify below

Specific dates Builder/Architect
Statement of Significance (in one paragraph)

summary paragraph
 completeness
 clarity
 applicable criteria
 justification of areas checked
 relating significance to the resource
 context
 relationship of integrity to significance
 justification of exception
 other

BIBLIOGRAPHY

GEOGRAPHICAL DATA

acreage verbal boundary description
 UTM's boundary justification

ACCOMPANYING DOCUMENTATION/PRESENTATION

sketch maps USGS maps photographs presentation

OTHER COMMENTS

Questions concerning this nomination may be directed to

_____ Phone _____

Signed _____ Date _____

Buddy Roemer
Governor

Paul Hardy
Lieutenant Governor
and Commissioner



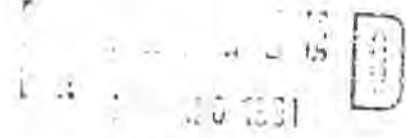
State of Louisiana
Department of Culture, Recreation and Tourism
OFFICE OF CULTURAL DEVELOPMENT

May 15, 1991



Henry A. Truxillo
Secretary

Leslie P. Tassin, Sr.
Assistant Secretary



NATIONAL
REGISTER

Chief of Registration
National Register of Historic Places
National Park Service
P. O. Box 37127
Washington, D. C. 20013-7127

Dear Sir:

Enclosed is the completed and signed nomination form for the Lower Central Business District, New Orleans, Orleans Parish, along with maps and photographs. If additional information is needed, please contact our office.

Sincerely,

A handwritten signature in cursive script that reads "Donna Fricker".

Donna Fricker
National Register Coordinator

DF/bc

Enclosure

Jonathan Fricker, Director
Division of Historic Preservation
P.O. Box 44247 (900 Riverside North)
Baton Rouge, LA 70804
(504) 342-8160



United States Department of the Interior

NATIONAL PARK SERVICE
1849 C Street, N.W.
Washington, D.C. 20240



June 14, 2012

Mr. Charles Loescher
Loescher Realty, LLC
3003 Jean Lafitte
Chalmette, LA 70043

Property: 300 Baronne Street, New Orleans, Louisiana
Project Number: 27124

Dear Mr. Loescher:

I have concluded my review of your appeal of the decision of the National Register of Historic Places (NRHP), National Park Service (NPS), denying your request for certification of significance for the property referenced above. The appeal was made in accordance with Department of Interior regulations (36 CFR Part 67) governing certifications for the Federal income tax incentives for historic preservation as specified in the Internal Revenue Code. I want to thank you, Mr. John Gutierrez, and Mr. Ken Abne for your participation in the appeal by conference call on June 7, 2012, and for providing a detailed account of the circumstances involved in your appeal.

After carefully considering the complete record of the project, including the information provided as part of your appeal, I have determined that at the time of your application for certification of significance, the building at 300 Baronne Street contributed to the Lower Central Business District, in which it is located. Accordingly, the opinion issued by the NRHP on April 17, 2012, denying certification of historic status for this building, is hereby reversed.

The Standards for Evaluating Significance Within Registered Historic Districts, incorporated in the NPS regulations at 36 CFR §67.5, define a building which contributes to the significance of a district as "one which by location, design, setting, materials, workmanship, feeling and association adds to the district's sense of time and place and historical development." Conversely, a building that lacks significance within a historic district is one that does not contribute to the special qualities and characteristics that identify the place, or is one where particular features

“have been so altered or have so deteriorated that the overall integrity of the building has been irretrievably lost.”

The building at 300 Baronne Street was constructed in the 1850s at the intersection of Baronne and Gravier Streets. As built, it was a simply-massed, two-story, commercial building with brick bearing walls, cast iron interior columns supporting wooden beams and floors, a bracketed cornice, and a flat roof. The façade, which is consistent on both street façades, was storefronts on the first floor and the second floor featured tall, arched-top windows. The building has been used variously as shops, offices, a dance studio, and a bowling alley. The current windows are not historic and the historic, scored-stucco façade has been covered with a contemporary insulated finish.

After thoroughly considering the documentation, including the additional photographs you submitted as part of the appeal, I have determined that the overall historic physical integrity of the building as a 19th century commercial building is consistent with the district’s defined period of significance. Overall, the building’s scale and massing, materials of construction, and fenestration pattern still remain from the district’s period of significance. I have also determined that, although the historic windows have been replaced and the exterior has been clad in a contemporary stucco-like finish, the overall integrity of the building has not been irretrievably lost. Consequently, I have determined that the building retains sufficient historic character to contribute to the district’s sense of time and place and historical development. Accordingly, I find that 300 Baronne Street is a certified historic structure for purposes of Federal tax laws.

As Department of Interior regulations provide, my decision is the final administrative decision regarding your appeal from the April 17, 2012, denial of certification of significance. A copy of this decision will be provided to the IRS. Questions concerning specific tax consequences of this decision or interpretations of the Internal Revenue Code should be addressed to the appropriate office of the Internal Revenue Service.

Sincerely,

John A. Burns

John A. Burns, FAIA
Chief Appeals Officer
Cultural Resources

cc: SHPO- LA
IRS

bcc: SOL-Lurie, Rm. MS 5311 MIB
2201-Burns
2255-Goeken
2255-Auer
2255-White File
2280-Gabbert

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: ADDITIONAL DOCUMENTATION

PROPERTY ~~New Orleans~~ Lower Central Business District
NAME:

MULTIPLE
NAME:

STATE & COUNTY: LOUISIANA, Orleans

DATE RECEIVED: 1/05/06 DATE OF PENDING LIST:
DATE OF 16TH DAY: DATE OF 45TH DAY: 2/18/06
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 91000825

NOMINATOR: STATE

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

 ACCEPT RETURN REJECT DATE

ABSTRACT/SUMMARY COMMENTS:

~~BOUNDARY LOCAL DISCRETION ACCEPTED~~

Boundary Increase accepted in 2006 - reference number: 06000110

RECOM./CRITERIA

REVIEWER

DISCIPLINE

TELEPHONE

DATE

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



JAY DARDENNE
LIEUTENANT GOVERNOR

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

PAM BREUX
ASSISTANT SECRETARY

December 1, 2014

TO: Mr. James Gabbert
National Park Service 2280, 8th Floor; National Register of Historic Places
1201 "I" Street, NW; Washington, DC 20005

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

RE: Lower Central Business District (Boundary Increase I) Additional
Documentation, Orleans Parish, LA

Jim,

The enclosed disk contains the true and correct copy of the nomination for the Lower CBD (Boundary Increase I) Additional Documentation to the National Register of Historic Places. The second disk contains the photographs of the property in TIF format. 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
- 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.
- Other: