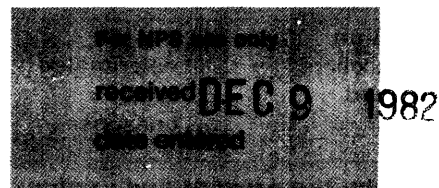


United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form



See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic Macheca Building or Imperial Office Building

and/or common Godchaux's

2. Location

street & number 828 Canal Street N/A not for publication

city, town New Orleans N/A vicinity of ~~Congressional district~~

state Louisiana code 22 county Orleans Parish code 071

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<u>N/A</u> in process	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<u>N/A</u> being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
		<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

name The Pierre Villere Companies Pierre Villere, President

street & number 3000 Magazine Street, Suite 300

city, town New Orleans N/A vicinity of state LA 70115

5. Location of Legal Description

courthouse, registry of deeds, etc. Office of Conveyance, Civil District Court Building

street & number 421 Loyola Avenue

city, town New Orleans state Louisiana 70112

6. Representation in Existing Surveys

title Community Development Area Survey has this property been determined eligible? yes no

date 1979, Koch & Wilson/Urban Transportation federal state county local

depository for survey records Historic District Landmarks Commission

city, town 830 Julia Street, New Orleans state Louisiana

7. Description

Condition		Check one	Check one
<input checked="" type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		date <u> N/A </u>

Describe the present and original (if known) physical appearance

The Macheca Building at 828 Canal Street is a seven story steel framed structure with masonry exterior walls. The structure is located on the city's most important commercial street, and despite the fact that it has undergone a number of interior alterations since its construction in 1901, the character of the main facade still retains the great majority of its original detailing.

The Macheca Building combines elements of the Chicago School of commercial building design, especially the vertical three sided bay windows that define the central two bays of the third through sixth floors, with ornament of pressed metal and terra cotta that is reflective of the Ecole de Beaux Arts in Paris. The Canal Street facade is divided into four bays, the majority of these bays being defined by groups of three double hung windows set side by side. This fenestration runs across the second and seventh floors of the facade, while these triple windows are found only on the outer two bays of the third through sixth floors. The seventh floor is capped by a substantial entablature, with the cornice being supported by large paired brackets. The tops of the two vertical projecting bays are ornamented by a cornice of anthemion, the stylized honeysuckle associated with both the Greek Revival and the Beaux Arts style. The center windows of these bays on the third floor feature highly elaborate segmentally arched pediments, the centers of which feature stylized foliage decoration.

The ground floor of the original design by Toledano & Wogan consisted of a series of recessed doorways flanked by Ionic columns, probably of terra cotta. In 1925, this section of the original design was removed in the remodeling of the building for its use by Godchaux's Clothing Store. The new ground floor is framed in green veined marble, with a U shaped arcade leading into the main floor of the store. The display case windows are framed by slender metal moldings of neo-classical derivation.

While the entire interior of the structure has been completely remodeled, with all traces of the original design being removed, the Macheca Building must still be considered as a significant early example of the work of Toledano & Wogan. The alterations to the ground floor of the Canal Street facade by Emile Weil are handsome in their own right, and can be said to actually be an improvement upon the original treatment. It is doubtful that the interior of the structure held anything of special significance, having been built as a speculative office building in 1901.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/ humanitarian
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> theater
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> transportation
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> other (specify)
		<input type="checkbox"/> invention		

Specific dates 1901, 1925-26 **Builder/Architect** 1901-Toledano & Wogan, 1925-26, Emile Weil

Statement of Significance (in one paragraph)

The Macheca Building is significant on a local level under the criteria of architecture and commerce. The structure is one of the earliest works of the notable early 20th century architectural firm of Toledano & Wogan of New Orleans. The firm, which was founded in 1900, was headed by Albert Toledano, 1858-1923, and Victor Wogan, 1869-1953. Albert Toledano had established himself as an architect in the 1880's with his association with Thomas Sully, forming the firm of Sully and Toledano from 1887 to 1892. From 1893 to 1899, Toledano was associated with the builder John Reusch in the firm of Toledano & Reusch. Unfortunately, we have little background on Victor Wogan, as his obituary provides us with virtually no biographical data.

Toledano & Wogan were very active in the first decade of the 20th century, designing three major new hotels in New Orleans, all of which still stand. The largest and best known was the Grunewald, now the Fairmont, built in 1908. The firm also designed the original building for the Monteleone Hotel on Chartres Street in 1910 and the present Le Pavillion Hotel on Baronne Street in 1906. The firm was also responsible for a number of private residences in New Orleans, perhaps the best known being the house built for William Jay in 1907 at Number 1 Audubon Place, now the residence of the President of Tulane University.

The Macheca Building is of significance in terms of the work of Toledano & Wogan in that it represents the firm's first large scale commission in New Orleans, and that it features design elements that the firm were to later use on the three major hotels mentioned earlier. The multi-story use of three sided bay windows on the Macheca Building must be considered as the prototype for similar window bays on the Fairmont and Le Pavillion Hotels.

The entire structure was remodeled in 1925-26 from the plans of the local architect Emile Weil. Weil, who had graduated from the Tulane School of Architecture, headed another of the city's larger architectural offices from 1900 till his retirement in 1929. While the majority of Weil's work on this structure was on the interior, converting it from office to department store use, his remodeling of the Canal Street entrance is quite handsome and produced the unique arcade of display windows which is a prominent feature of the structure. Weil did not change any other part of the Canal Street facade, leaving the original Toledano & Wogan work intact.

9. Major Bibliographical References

New Orleans Architecture, Volume II
The American Sector. Mary Louise Christovich, Roulhac Toledano, Betsy Swanson,
& Pat Holden. Pelican Publishing Company, Gretna. 1972

10. Geographical Data

Acreeage of nominated property approximately .3 acre

Quadrangle name New Orleans East, La.

Quadrangle scale 1:24,000

UMT References

A

1	5	7	8	2	7	0	0	3	3	1	7	1	0	0
Zone			Easting				Northing							

B

Zone			Easting				Northing							

C

Zone			Easting				Northing							

D

Zone			Easting				Northing							

E

Zone			Easting				Northing							

F

Zone			Easting				Northing							

G

Zone			Easting				Northing							

H

Zone			Easting				Northing							

Verbal boundary description and justification

Please refer to sketch map.

List all states and counties for properties overlapping state or county boundaries

state	code	county	code
N/A			

state	code	county	code
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11. Form Prepared By

name/title John C. Ferguson, Architectural Historian

organization Historic District Landmarks Commission date September 28, 1982

street & number 830 Julia Street telephone 523-7501

city or town New Orleans state Louisiana 70113

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

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

State Historic Preservation Officer signature Robert B. DeBlieux

title State Historic Preservation Officer date December 6, 1982

For NPS use only

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

Laura McClelland date 1/6/83
Keeper of the National Register

Attest: Patrick Andrews date 1/6/83
Chief of Registration

**United States Department of the Interior
Heritage Conservation and Recreation Service****National Register of Historic Places
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Item number 8

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The Macheca Building is also of significance to the commercial history of New Orleans. Firstly, it was only the second multi-story office building to be constructed on Canal Street, indicative of the continued growth of that important business street in the early 20th century. Secondly, since June of 1926, the building has served as the main store of the Leon Godchaux Clothing Company Limited. The company, familiarly known simply as Godchaux's, was established in 1840 by Leon Godchaux. In 1865, Godchaux occupied three buildings on the corner of Canal and Chartres streets. In 1899 he had a new six story store built on that site. Evidently, by 1925 this location had become too small and larger quarters were found in the Macheca Building, which was remodeled for its new use by the architect Emile Weil.

**United States Department of the Interior
Heritage Conservation and Recreation Service**

**National Register of Historic Places
Inventory—Nomination Form**



Continuation sheet Macheca Building

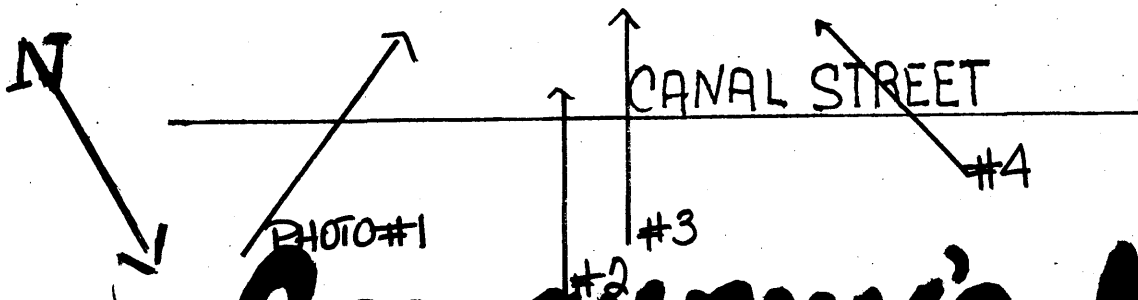
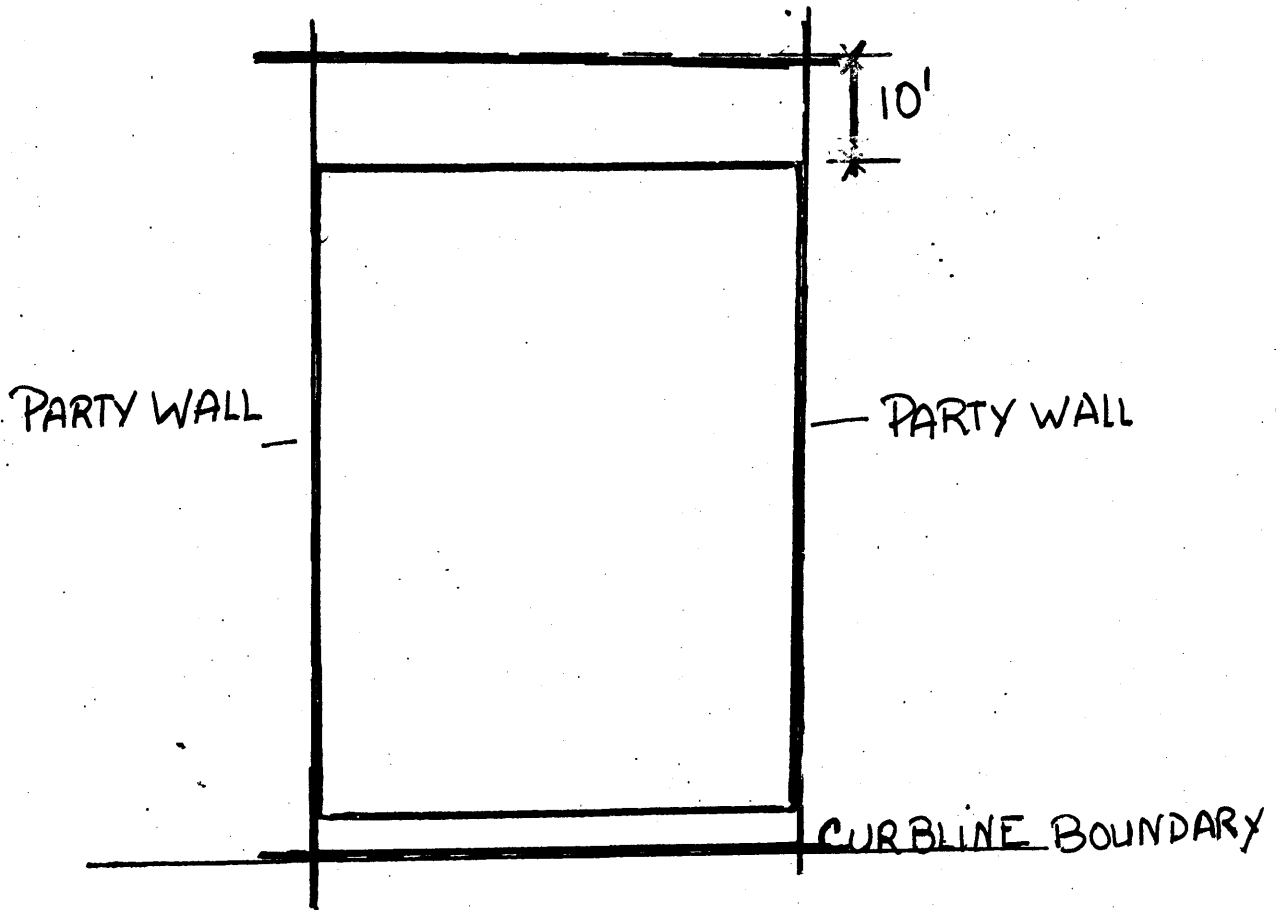
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8. Significance

COMMENTS BY LOUISIANA STATE HISTORIC PRESERVATION OFFICE

The firm of Toledano and Wogan is considered to be among the five or so most prominent practitioners of architecture in New Orleans during the early years of this century. The firm received commissions for what were at the time three of the city's largest buildings. They also designed some of the city's most pretentious residences. Toledano and Wogan was one of a few architectural firms which pioneered an ornate commercial style in New Orleans which was then known as "Modern Renaissance." The Macheca Building is very important in this regard not only because it was the firm's first large commercial commission, but also because it established the firm's mastery of the style. The firm went on to become one of the style's major practitioners in New Orleans and to design a number of landmark buildings which are among the most significant in the central business district.



**GODCHAUX'S, N. O.
ORLEANS PARISH**