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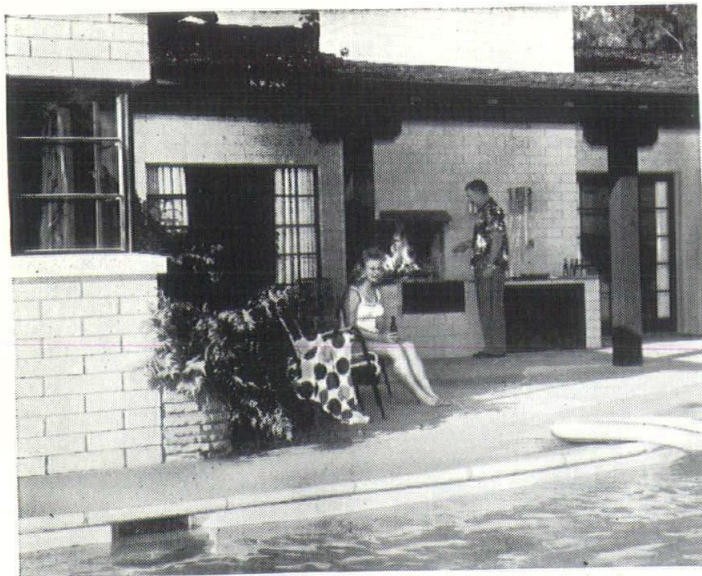
JUN 9 1960 SPECIAL EDITION

LIBRARY DEDICATED TO

NEW ORLEANS'

NEW CIVIC CENTER

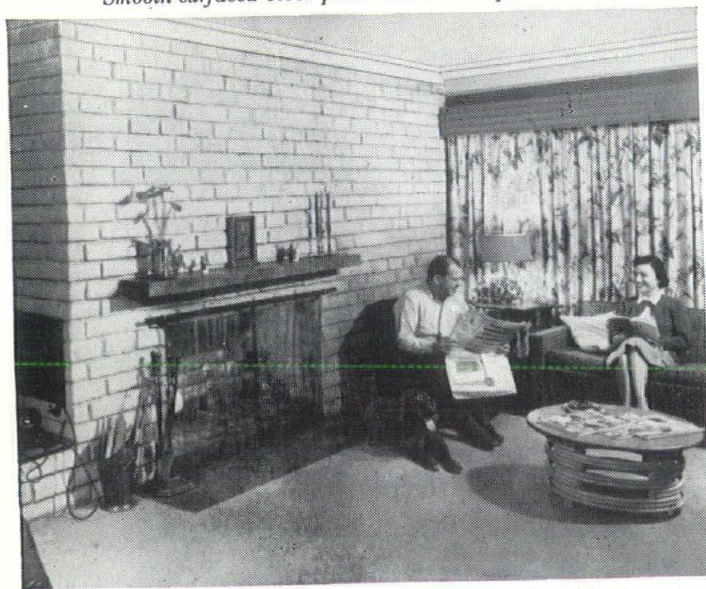




Smooth-surfaced block painted a modern pastel shade



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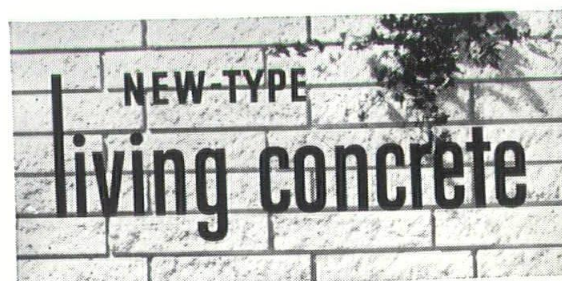
vestment value grows out of its special beauty and proved practicality.

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New Orleans mighty Civic Center development is one of the most important construction projects in the long and glorious history of this famous city. It has provided a new center of government activity for efficient operation and for public convenience. Equally important, it serves as a magnet for the future development and preservation of the central business district.

architect+builder

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The Magazine of Architectural Construction serving the Architect, Engineer, Contractor, and allied members of the building industry in the Deep South.

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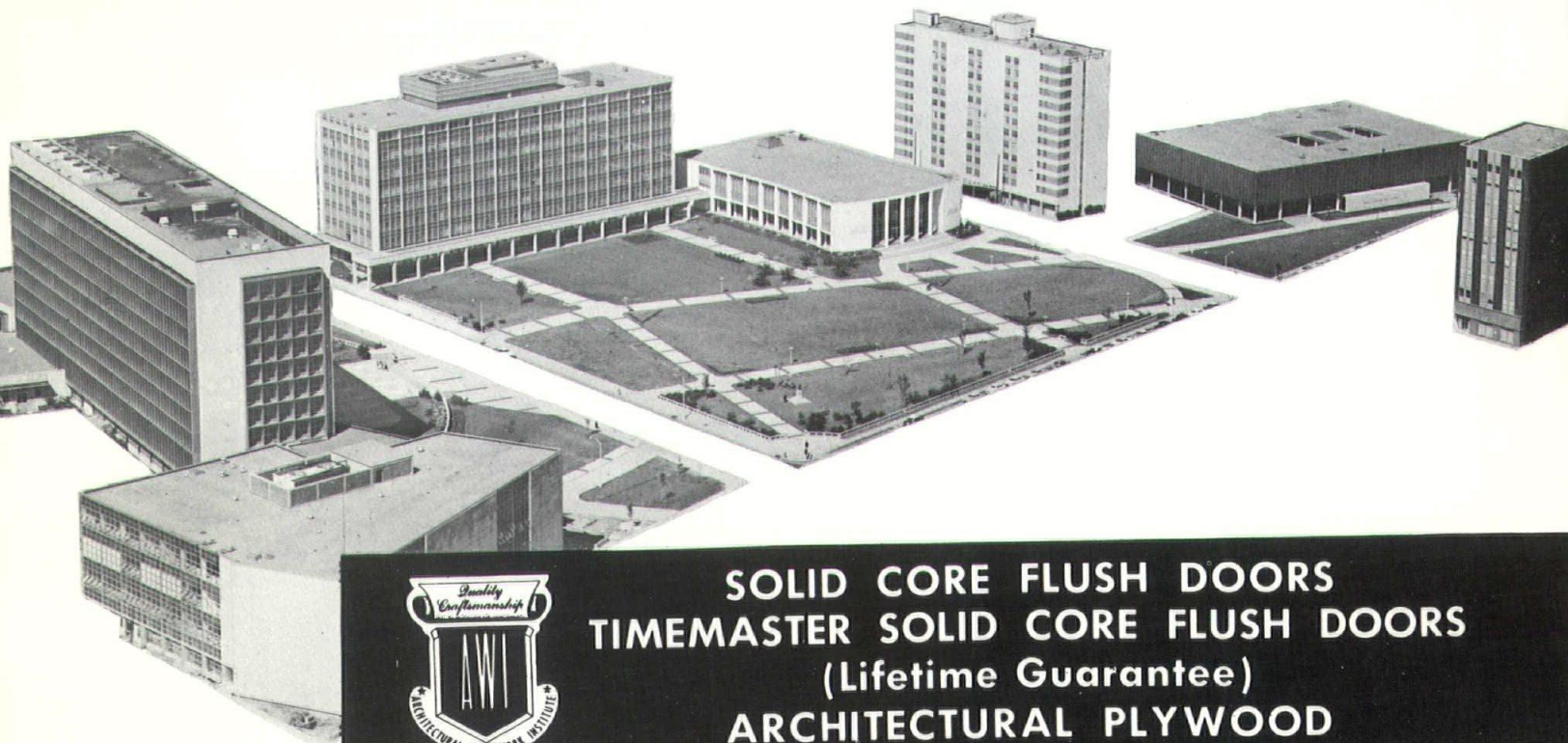
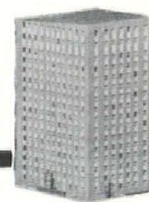


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editorial



Some day soon I'm going to discard my hair shirt and stop preaching, but not this time.

All of us are concerned about education in one way or another. Will our oldest hopeful keep his or her mind on studies long enough to stay and graduate where our hard-earned dollars roll regularly each year? Will baby brother ever get it into his little head that admission to college is no breeze? Will we be able to educate our children in the face of the rising costs and taxes created by their education? Can we afford not to educate our children? And so on and nervous breakdown.

Perhaps as architects we should indulge in a bussman's holiday and take a mental ride down another educational road. Can we, as architects, afford not to educate our clients, John Q. Public? Almost as important—can we afford not to educate some members of our own profession?

Let's look at ourselves through John Q's eyes. We must be a bewildering group. No common denominator or occupational debility is immediately apparent. We are young and old, tall and short, lean and fat, hirsute and bald. We speak with accents tinged with homespun twang and with r's melodiously trilled.

But when we speak, a common denominator does emerge. This denominator is an almost universal misconception that our listener can understand a jargon filled with dollars per square foot, texture, contained space, programming, diagrammatics, and working drawings. Imagine John Q's bewilderment when we progress to learned dissertations on percentage fees, extra compensation for changes, or an explanation of the difference between superintendence and supervision. Think of his consternation when confronted with a document, referred to as "standard", and presented as an illustration of what we're driving at, in which he finds the architect is pretty well protected while his rights appear coincidental. Let's face it, a lot of us have forgotten what we look like to the average layman.

Basically, John Q. falls into two categories—the willing and the wary client. With the former, we progress through the preliminaries and our mysterious office rites (none of

which, of course, cost us any money). We nurse him through the building operation. We emerge with an understanding, if slightly bewildered, friend or we have created an antagonist, suspicious of our profession.

With the latter, the wary client, we start with a suspicious person. To him we may be unnecessary and unwanted, or we may seem a sheer luxury he doesn't want to buy. Our fee structure, insistence on ethical procedures, refusals to be put on the slave block, all seem to mark us as peculiar.

But in the final analysis none of these is the real bugaboo. The problem usually turns out to be a character over whom few of us have any control—the architect who goofed, a arch-i-tec and not an architect. Architectural skeletons just won't stay put in closets. Talk about being damned for the sins of others, our profession must have originated the idea.

So we're back where we started. How can we afford not to educate the public and some of our fellow so called architects? The answer is we can't afford not to educate them. Neither the method nor the time it will take is going to be easy. But it's something we need to do.

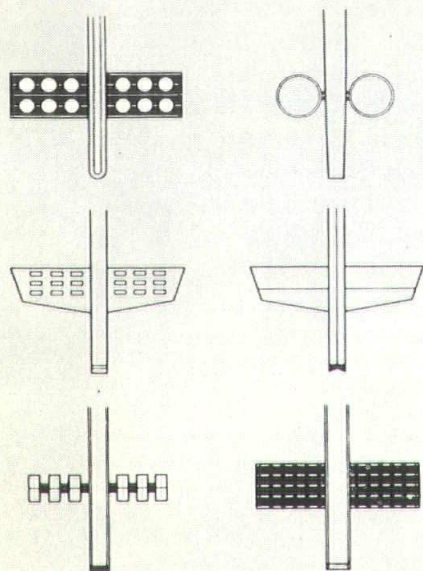
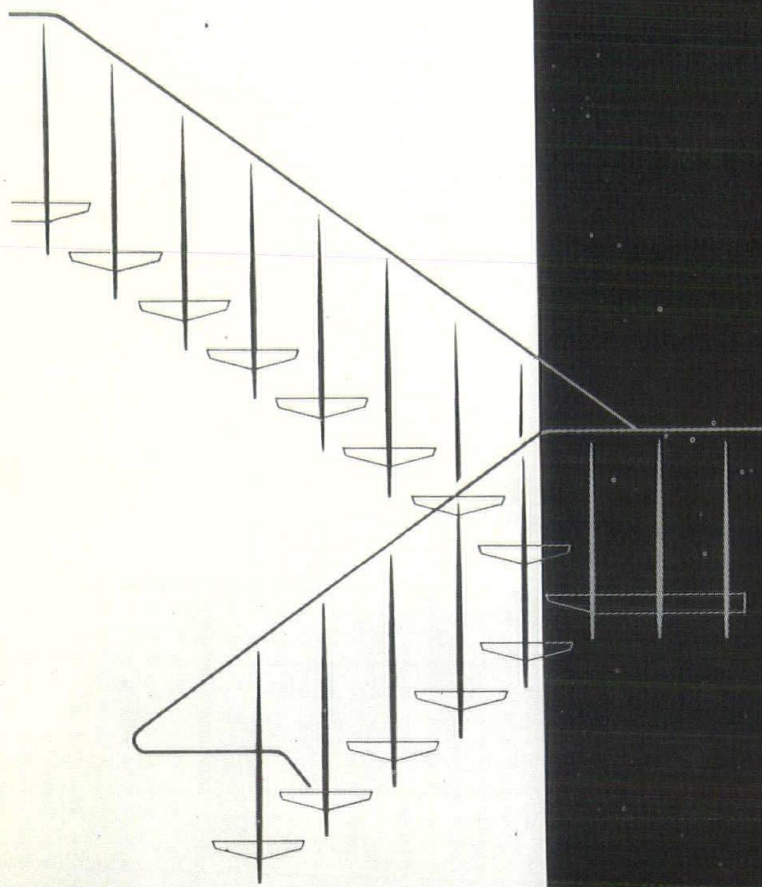
Perhaps we can start by talking more to John Q. and less to other architects. This might help develop clearer communication and an understanding between the public and the architectural profession. We can try to make every architect constantly aware of his responsibilities not only to himself, but to the whole profession. We need to measure up to our responsibilities to society. In short, we need to act like the professionals we claim to be.

Precious few of us can afford the time required or the black eyes we'd nurse were we to become our brother's keepers. But if each of us paid strict attention to his own professional honor, brother wouldn't need a keeper.

How long can we go on doing less than this? Roughly as long as there is no apparent substitute for today's architect.

Incidentally, have you looked over your shoulder recently?

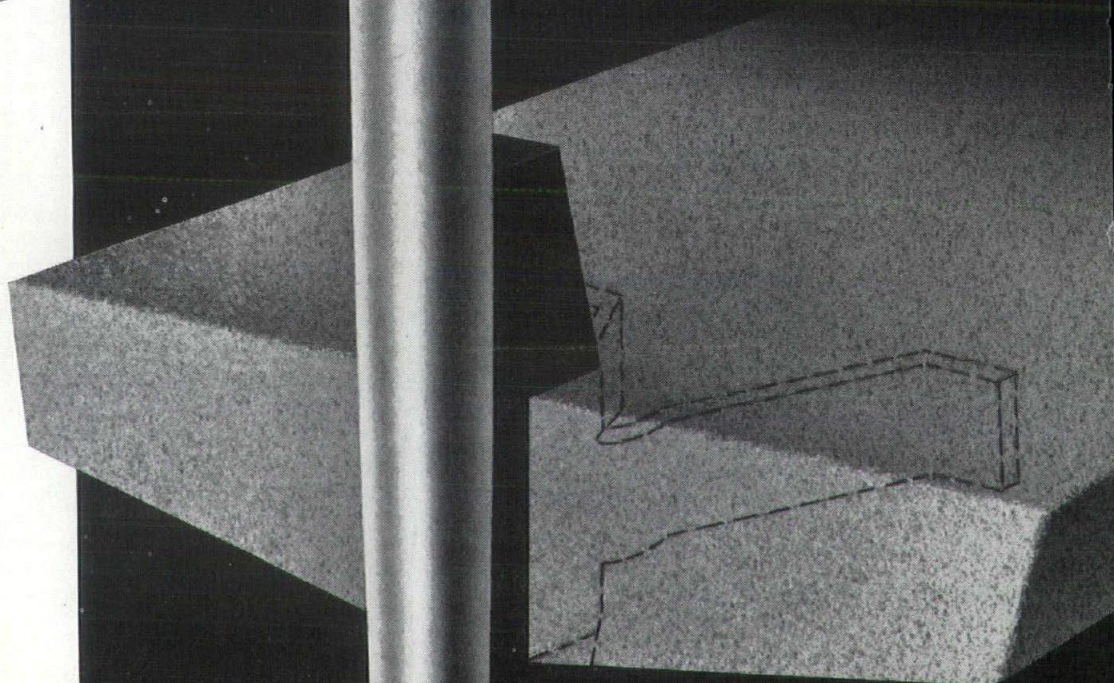
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The public works projects which have transformed New Orleans in recent years can be seen in all areas of the city.

But perhaps nowhere is this march of progress better illustrated than in our 11-acre Civic Center development.

The new Civil Courts Building, opened last October, was the fifth and final structure of this great undertaking. Built at a cost of \$2½ million, it houses the Civil District Courts, Court of Appeals, Juvenile Courts, Civil Sheriff and other judicial and parochial offices.

Occupying the commanding position is, of course, the glistering new \$8 million City Hall, an 11-story structure which consolidated offices formerly scattered in 10 different buildings.

The other buildings which make up this dazzling complex are the State Office Building, State Supreme Court of Louisiana and the new Main Public Library.

The Civic Center, which is immediately adjacent to the central business district, is certainly one of the most important and spectacular construction projects in our city's history.

Its five public buildings, surrounding a beautifully-landscaped park, carried its own justification from the standpoint of efficiency, convenience and service to the citizens of the community.

Also, in building the Civic

Center, we were able to wipe out a dismal, dilapidated slum marked by narrow streets, broken pavements and sagging houses—a slum lying next to the heart of the business district.

This has given the central business district the room and the stimulus to grow and expand. Private investors have spent millions on new office buildings in the area and there is much more to come.

The Civic Center, of course, was conceived as part of a plan—a grand design—based on the principle that the citizens of New Orleans would continue to use and enjoy their central business district if it were accessible, functional and attractive.

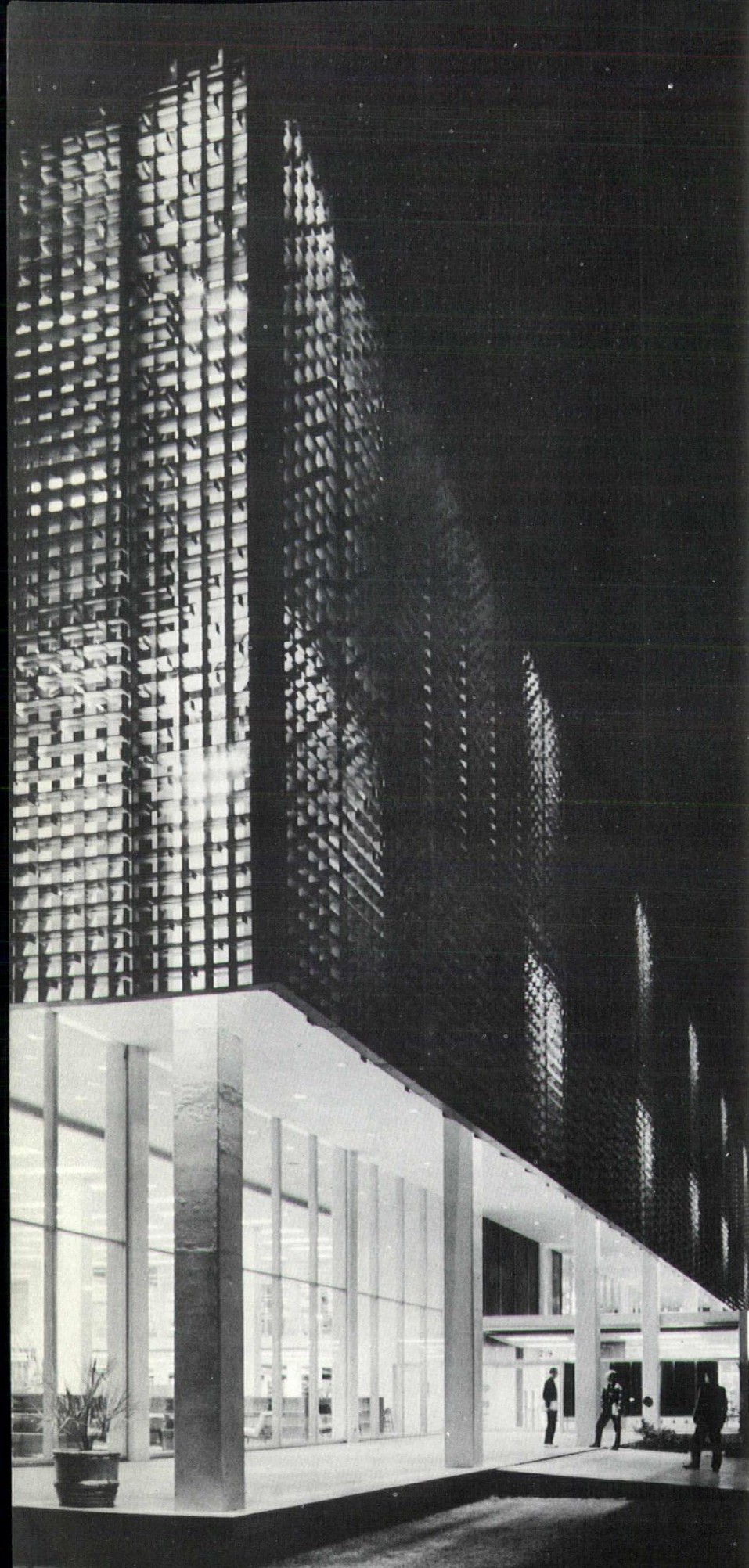
This plan, of course, includes many other projects such as the Union Passenger Terminal and Place Bienville, the future Assembly Center, the building and landscaping of Loyola Ave., the widening and beautification of Basin Street.

We also believe that the intangibles represented by the Civic Center are equally important to New Orleans. It is perhaps a symbol of the progress we have made in recent years and it certainly is proof of what can be accomplished with planning, cooperation and plain hard work. I know that we share a pride in this Civic Center and rightly so, because, directly or indirectly, all of the citizens of New Orleans had a part in its development.

Mayor's Message



de Lesseps A. Morrison



The taxpayers in New Orleans have never had it so good.

Like the new \$30-million Civic Center on the rim of the downtown business district.

On a visit to the new Civic Center, Mr. New Orleans Citizen can pay his city property tax in the striking 11-story City Hall; take out state drivers' license in the limestone, aluminum and glass State Office Building; take home a best seller from the shelves of the new ultra modern Main Library; and (if he happens to be a lawyer) manage an appeal from the swank new Civil Courts Building to the swank new Supreme Court Building.

And all in a matter of minutes.

Long a dream of the New Orleans City Fathers, the new Civic Center occupies an 11-acre site on Loyola Avenue, a completely new crosstown traffic artery a block from famed Canal Street. More than any of the

Masterpiece in Planning, Design and Logic -- New Orleans' New **CIVIC CENTER**

multiple public improvements of the post World War II era in New Orleans, the new Civic Center reflects the city's faith in its own destiny.

It is a masterpiece in planning, design and logic.

Planning?

The Civic Center includes five modern new public buildings fronting on a new landscaped park a stone's throw from the downtown business area. It centralizes various municipal and state agencies, offices and courts formerly scattered in numerous buildings across the city.

It replaced a squalid, down at the heels slum, long an eye sore on the downtown scene.

It dramatically transformed the rock-bottom slum into a "new Main Street" intersecting historic Canal Street and connecting the new Union Passenger Terminal at one end of the mile long boulevard with the



The Area Before Improvement



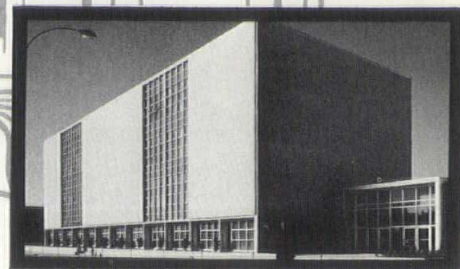
State Office Building



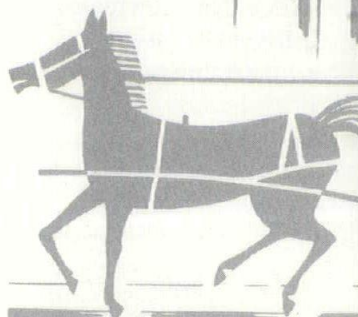
City Hall



Supreme Court Building



Civil Courts Building



Municipal Auditorium on the other. It is appropriately called the "Miracle Mile."

Design?

The new City Hall, an enormous expanse of continuous glass, is a completely air conditioned, curtain wall type structure occupying a commanding position in the Civic Center.

With all parking facilities in the rear, the City Hall fronts on a six-acre business park and plaza. The entire area has been transformed into walkways and gardens complete with benches, trees and modern park lighting. Future plans call for a fountain, reflecting pool and statuary.

The rear and sides of the City Hall feature vertical louvers which provide a shield against New Orleans' sub-tropical sun and present a pleasing appearance. A four level garage in the rear of the building provides parking for 350 city cars and public parking space is surrounded by formal shrubbery across the back of the building.

The \$2-million Supreme Court Building, two stories high with basement is of white marble, aluminum and glass exterior with colonnades of modern design on each side. It includes wood paneled courtroom, suites, conference rooms, the State Law Library and various state legal offices.

The eight-story State Office Building contains 179,000 feet of floor space. Housing 34 state agencies, the building features an exterior of limestone, aluminum and glass and conforms in general appearance with the other buildings in the Center.

The new Main Public Library is a two floor structure with a mezzanine and basement. Its most salient feature is its aluminum sun screen, a sun control device which lowered air conditioning costs and practically eliminated drape and venetian blind expense.

The Civil Courts Building also

features an exterior of limestone, aluminum and glass and houses eight Civil Courts, three Juvenile Courts, three City Courts, the Court of Appeals and various parish offices in its four stories.

Logic?

The Civic Center provided the downtown business district with a badly needed "shot in the arm" with the result a notable rise in property values in the area. For example, since the dedication of the new Civic Center in May of 1957 (the final construction was completed in the fall of 1959), four modern multi-story office buildings and an apartment building have been erected on nearby locations, two adjacent office buildings have been completely renovated and a fifth new office building is presently under construction.

The unsightly slum on the edge of the downtown area is no more and with its elimination business district property values have begun an upward spiral.

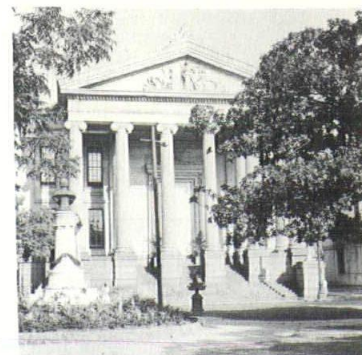
And, of course, there is the public convenience factor in that the New Orleans taxpayers can now do all of their "government shopping" in one stop just like the neighborhood super markets and shopping centers.

Spearheaded by Mayor deLesseps Story "Chep" Morrison, the city's Chief Executive since 1946, New Orleans has been dramatically transformed into a national showcase of what an ambitious and progressive people can accomplish.

And no more tangible evidence of the growth of a city and the confidence of its people in its future can be cited than the dazzling new Civic Center in carefree New Orleans.

Truly, the new Civic Center is a masterpiece in planning, design and logic.

And an architect's dream and the answer to the taxpayers' prayers.



Old City Hall

The 108 year old City Hall designed by James Gallier, Sr. was chief among the buildings formerly occupied by the municipal government of New Orleans. Its designer was famous for his buildings in the Greek Revival Style. The Old City Hall is considered one of his finest designs.

The structure played an important role in the community life of the past century. It was here that Jefferson Davis, former President of the Confederate States of America, lay in state after his death. What was formerly the Lyceum Hall on the building's third floor was the meeting place of the convention of "The Free and Independent Republic of Louisiana" in January 1861 to discuss the course to be followed by the State should Louisiana cast its lot with the other states which had seceded. The same convention also created the Army of Louisiana which was later incorporated into the Army of the Confederacy. The Lyceum Hall later became the State House for a brief period in 1864 when the legislature met there during the Union occupation of the City.

Although the City government has sold its other obsolete buildings it has retained the old City Hall. It is currently called Gallier Hall and leased to the New Orleans Cultural Center Commission which maintains it as an office building for various non-profit, historical, and civic groups in New Orleans.

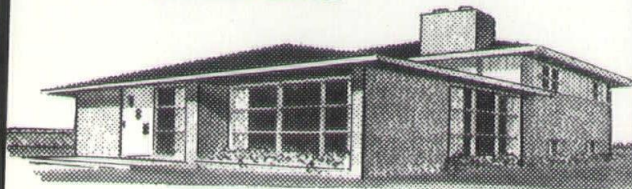
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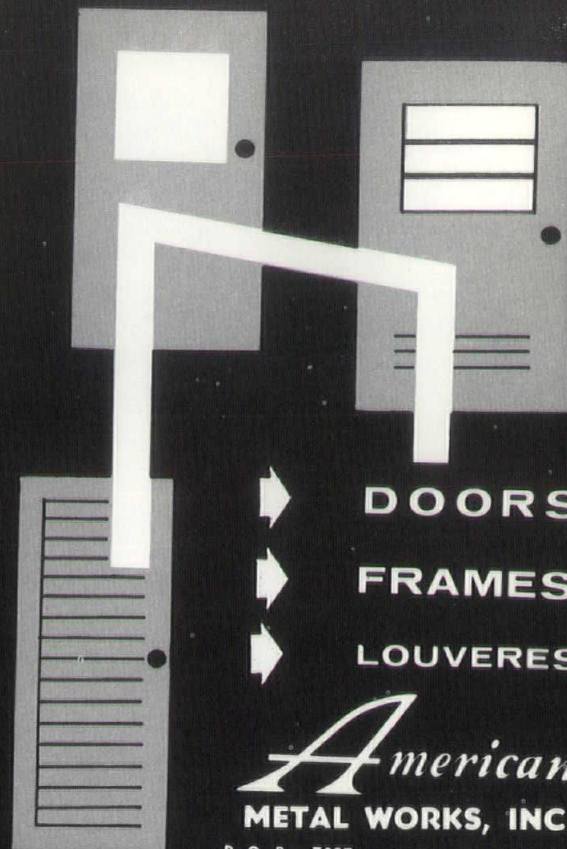
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The Miracle Mile

The dazzling new New Orleans Civic Center is the key project in a long range program for the revitalization of the New Orleans business district.

The project was based upon the general principal that New Orleans people would continue to use their business district if it were accessible and attractive. On this principal the planners proceeded to blue print a city of the future.

They have envisioned and have realized a new main street for the city which intersects Canal Street at right angles. This is Loyola Avenue, a completely new crosstown traffic artery on which the new Civic Center is located. Called the "Miracle Mile", the eight-lane boulevard with a 50-foot neutral ground cuts across the heart of downtown New Orleans. Along its one-mile length are its government buildings, its new rail terminal, its new business district park, its new monuments and its Municipal Auditorium in addition to many private business additions and improvements.

And future improvements in-

clude the construction of an Assembly Center area which will include a giant new Sports Arena and a new Symphony and Opera Hall. Property acquisitions for this project are presently underway.

Already in progress is the construction of the 14-story Post Office-Federal Building on the uptown side of the "Miracle Mile."

The seven block stretch on the downtown side of the new main street between Canal Street and Municipal Auditorium has been widened and beautified and the neutral ground has been designed as the "Garden of the Americas."

The first of what will be a series of statues and monuments honoring the various Pan American nations has already been completed in this area. This is the monument to Simon Bolivar, the Liberator of six Latin American Republics, located at the intersection of Canal Street and fabled Basin Street. The monument, featuring an elevated statue of Bolivar, reflecting pools and walkways was a \$350,000 gift of the Govern-

ment of Venezuela.

A second monument, one to Francisco Morazon, the Liberator of Central America, is scheduled for construction in 1960. This is also a gift to the City.

On the upper end of the 144-foot-wide street, traffic is served by elevated approaches to the new Mississippi River Bridge and the Pontchartrain Expressway, the latter an in-town highway. On the lower end plans are in progress for a four block connection which will provide easier access to the area from downtown New Orleans.

A new Civic Center, Post Office and Federal Office Building, elevations to the new Mississippi River Bridge and an in-town super highway, a rail terminal, a Sports Arena, Symphony Hall and Opera House, picturesque gardens and handsome and sturdy statues . . . all this and an eight lane boulevard street cutting across the heart of downtown New Orleans where a few years ago stood the worst slum in the city.

No wonder they call it the "Miracle Mile."

Duncan Plaza

Duncan Plaza, the six-acre business district park in the heart of the new New Orleans Civic Center, is named for the late Brooke Duncan, Sr. who has been called the "Father" of the Civic Center.

Duncan became interested in the project during the 1940's while he was serving as Manager of the City Real Estate Utility Department. It was Duncan who determined the site of the facility and reasoned its purposes — elimination of blighted slum area, boosting of business district property values and providing of more centralized and streamlined governmental headquarters.

Although the original idea for a New Orleans Civic Center had its inception in the 1920's, it was Brooke Duncan, Sr. who kept the program alive after it had been shelved on numerous occasions. Duncan wrote New Orleans business and civic leaders urging their support of the project and spoke in its behalf at every opportunity.

When young "Chep" Morrison was elected Mayor of New Orleans in 1946, he realized the potential of the Civic Center plan and the wisdom of exploiting Duncan's talents. He named Duncan director of the City Planning Commission which immediately put its influence and

authority behind the project.

Numerous legal entanglements, a bond election and the Korean War intervened to deter work on the plan. In 1950, Brooke Duncan, Sr. died before he could see his dream of a New Orleans Civic Center a reality.

With the approval of the project by the city's property owners, the first pile was driven in ceremonies December 15, 1954. A highlight of the ceremony was the announcement by Mayor Morrison that the landscaped park in front of the City Hall was to be named "Duncan Plaza" for the late Planning Commission Director.

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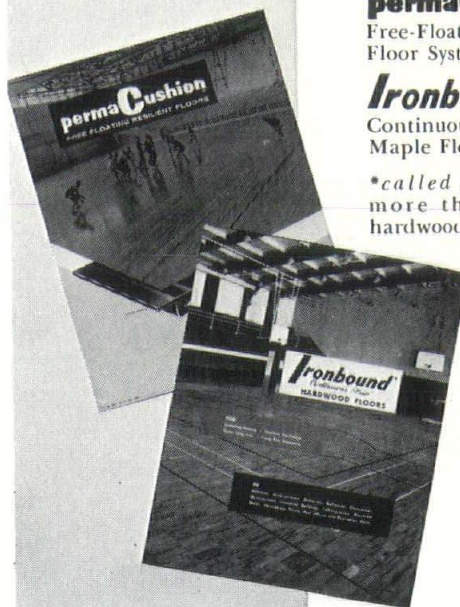
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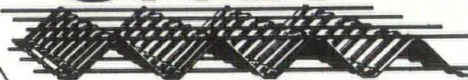
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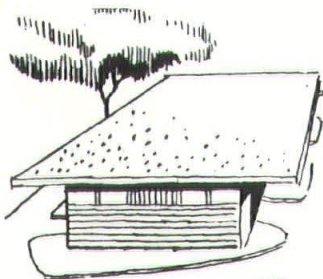
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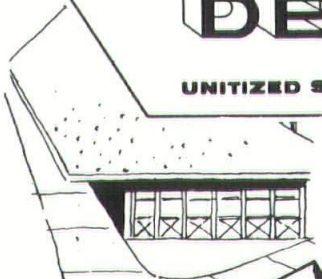


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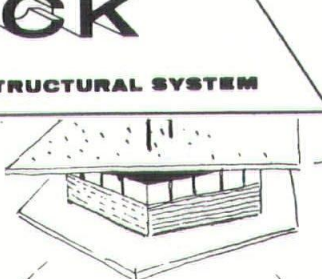
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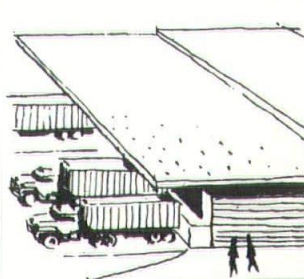
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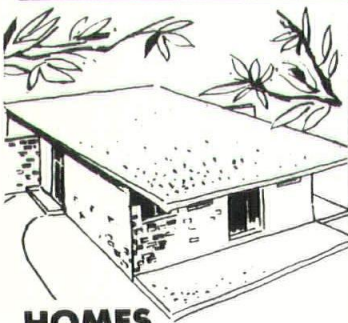
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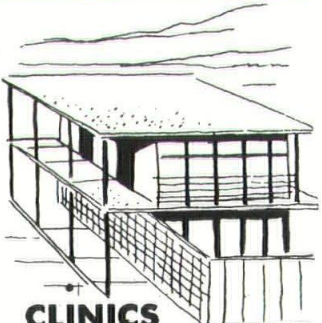
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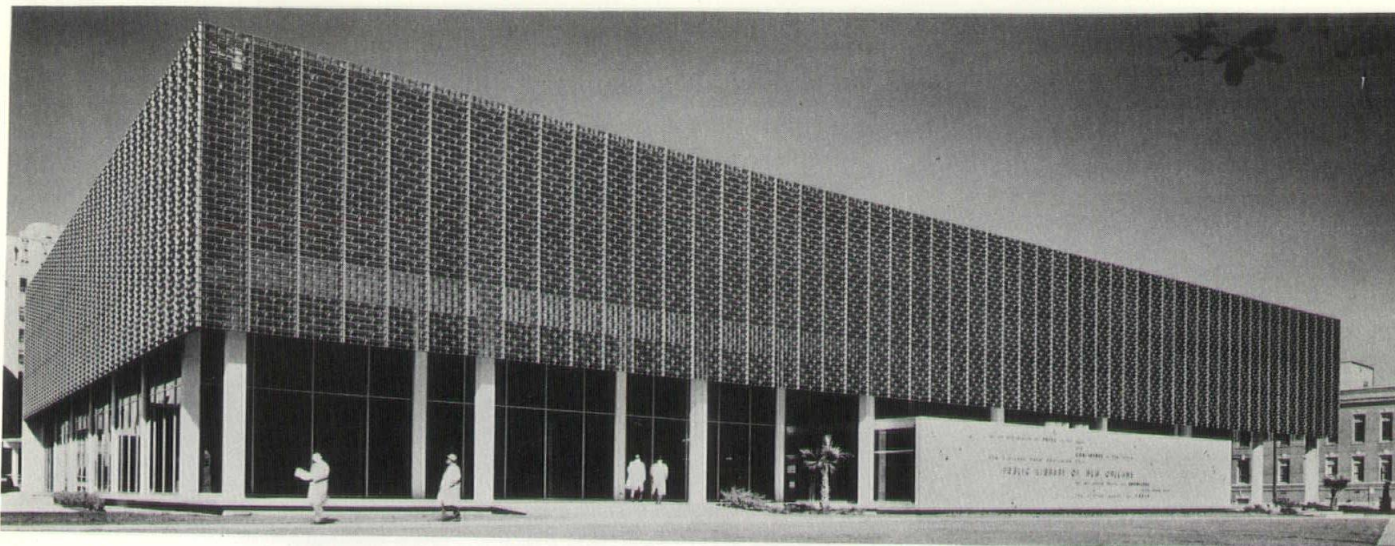
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Civic Center Chronicle

1926-1930: Harlan Bartholomew, a nationally-known planning consultant, recommended that the new government buildings be located in the French Quarter, urging that the government seat be returned to its original location near Jackson Square (In earlier years the historic Cabildo had been the City Hall.)

This plan was approved by the Commission Council but shelved because the rising property values in the Quarter made land acquisition prohibitive.

1946: A new Mayor of New Orleans, 34-year-old "Chop" Morrison, reactivated the Civic Center plan.

1947: The New Orleans Commission Council approved the plan.

1947: New Orleans property owners approved "\$1-million for the purchasing and clearing of a seven-square-block site immediately adjoining the business district for the eventual construction of a new City Hall and Civic Center and for immediate use as a public parking area."

1948: Property was acquired and leased to private operators who used land for temporary parking facilities.

1948-50: While other capital projects took priority over the new City Hall, planning for the

new building continued.

1950: The New Orleans Commission Council authorized the City to secure a loan from the Federal Government (under Public Law 352, 81st Congress) to defray the architectural fees for the design of the new building. Authorization was granted to appoint the architectural firms of Goldstein Parham & Labouisse and Favrot, Reed, Mathes & Bergman. Their outline specifications were submitted to the City in September of 1951.

1950-1950: All public building halted by Korean War.

1953: New Orleans Commission Council approved architects' plans.

1954: New Orleans City Council authorized Bond Issue Election which included \$7-million for construction of a new City Hall. Property owners approved the proposal by a three-to-one majority.

1954: First test pile driven and construction begun.

1955: Ceremony marked completion of erection of steelwork.

1957: New City Hall dedicated in ceremonies.

1958: The new State Supreme Court Building, built by the State of Louisiana at a cost of \$2-million, was the second building to be completed in the Civic

Center. It was dedicated in October, 1958. Associated architects were August Perez and Associates; Goldstein, Parham & Labouisse; and Favrot, Reed, Mathes and Bergman. Contractor was R. P. Farnsworth and Co., Inc.

1958: The third building in the Civic Center was completed with the dedication of the \$4-million State Office Building in October of 1958. Architects were the same firms which designed the State Supreme Court Building. Contractor was Chris Larsen Company.

1958: The contemporary new Main Library Building, built at a cost of \$2½ million, was dedicated in December of 1958. Architects were Curtis and Davis; Goldstein, Parham and Labouisse; and Favrot, Reed, Mathes and Bergman. Contractor was R. P. Farnsworth and Co., Inc.

1959: The fifth and final Civic Center structure completed was the \$2½ million Civil Courts Building which was occupied in September of 1959. Architects were same three architectural firms which designed the State Office and State Supreme Courts Buildings. Contractor was R. P. Farnsworth and Co., Inc.

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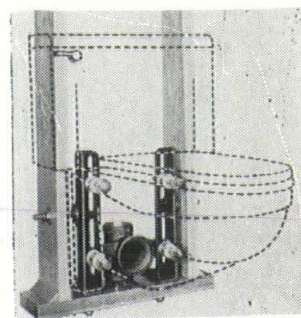


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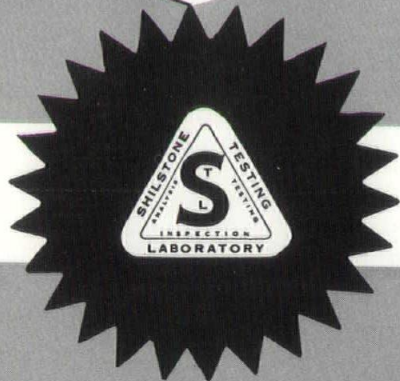
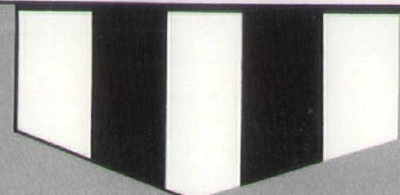
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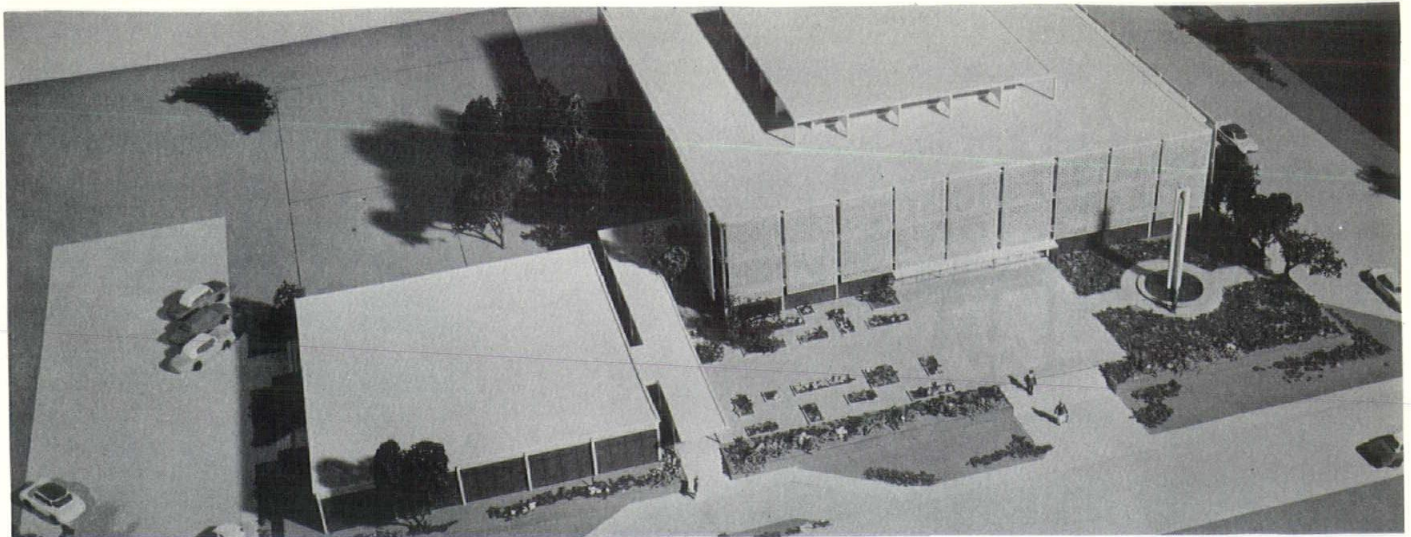
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Louisiana Baptist Building and Book Store Alexandria, Louisiana

This building houses the Executive Offices of all phases of Baptist work in Louisiana. Other areas include Conference Rooms, Lounges, Reception Area, Library, Auditorium, Banquet and Display Area.

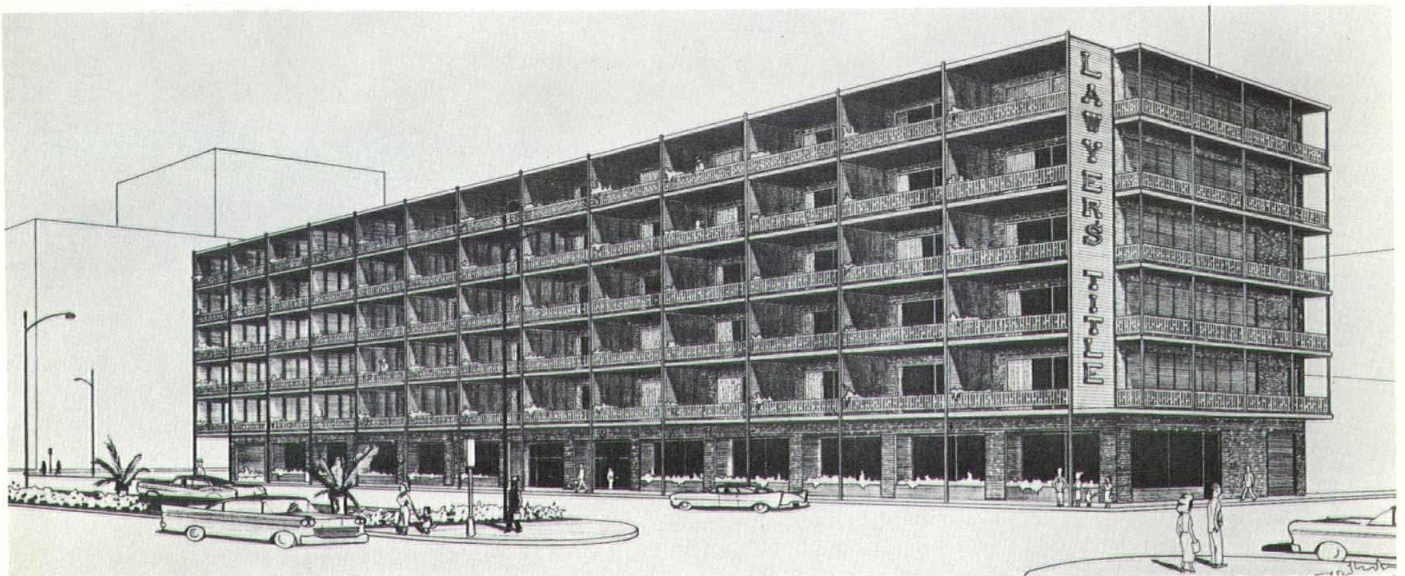
Total finished areas in the main building cover 50,000 sq. ft.; unfinished areas, which will be needed in the future, cover 10,000 sq. ft.

The main building is framed of reinforced concrete. The building is 144' x 144', three stories high. The Book Store is 80' x 80' and is framed of structural steel.

All structural framing is exposed, with windows between columns and spandrels. Most of the exterior is covered on three sides with an aluminum solar screen with base of granite.

The shaft on the right side of the picture is a concrete Chime Tower, having amplifiers behind an aluminum grille.

This building is now under construction and the estimated completion date is July 1, 1960. Architects: CARL L. OLSCHNER and Associates, New Orleans, Louisiana.



Lawyers Title Building, New Orleans, Louisiana

Plans have been announced for a million dollar office building overlooking the New Orleans Civic complex. To be known as the Lawyers Title Building, the structure will include a large restaurant on the first floor, basement storage and mechanical equipment space, plus fifty-five professional office suites, each with a large private balcony overlooking Duncan Plaza. Access to balconies is gained through large sliding glass doors from each office suite, with each balcony provided with aluminum separating shutters and a gold-anodized aluminum grille railing. Floor, wall and ceiling systems are so laid out as to permit an almost unlimited number of office combinations to fit the varying needs of tenants. The new building represents a conscious effort on the part of its architects to recapture in a completely contemporary design the grace, convenience and security of New Orleans native architecture.

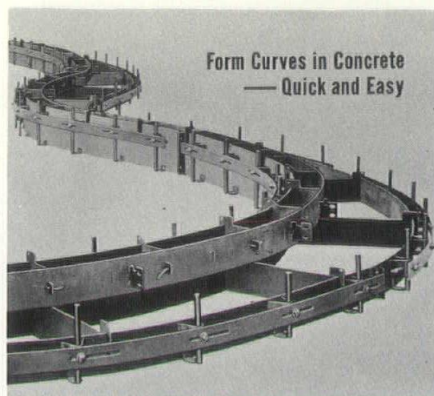
Architects: J. BUCHANAN BLITCH and RICHARD C. MOULEDOUS, New Orleans, Louisiana.

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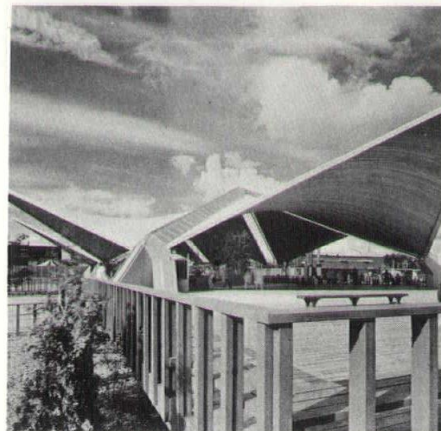
other adjustments. Rigidity is built in: six Giant wedges and six exclusive angle brackets clamp and brace each form against the supporting stakes.

Radi-Lok comes in convenient 10-foot lengths with heights ranging from 4 to 24 inches. They may be joined in series to make up a variety of contours. (See photo.) For free information on steel forms for concrete work, write Binghamton Metal Forms, Box 848, Church Street Station, New York 8, New York.

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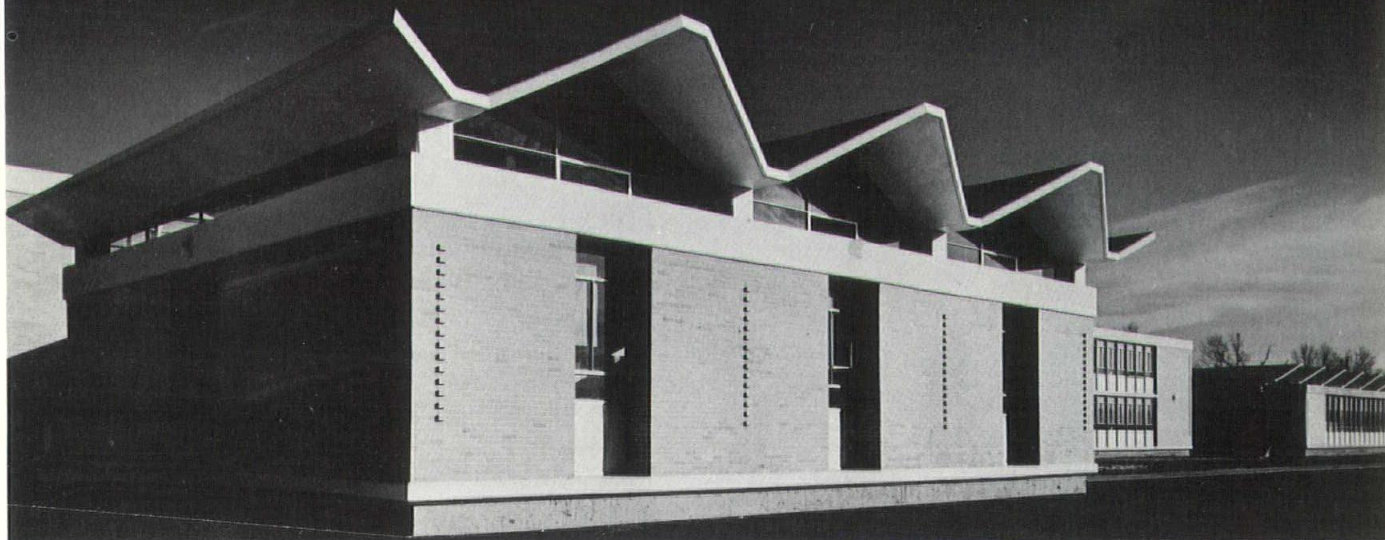
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Winners include both large and small firms. Judges have included nationally-known industrialists and qualified landscape architects. A folder describing the awards, containing entry procedure and list of winners of the past five years will be mailed upon request to Dr. Richard P. White, American Association of Nurserymen, 635 Southern Building, Washington 5, D. C.



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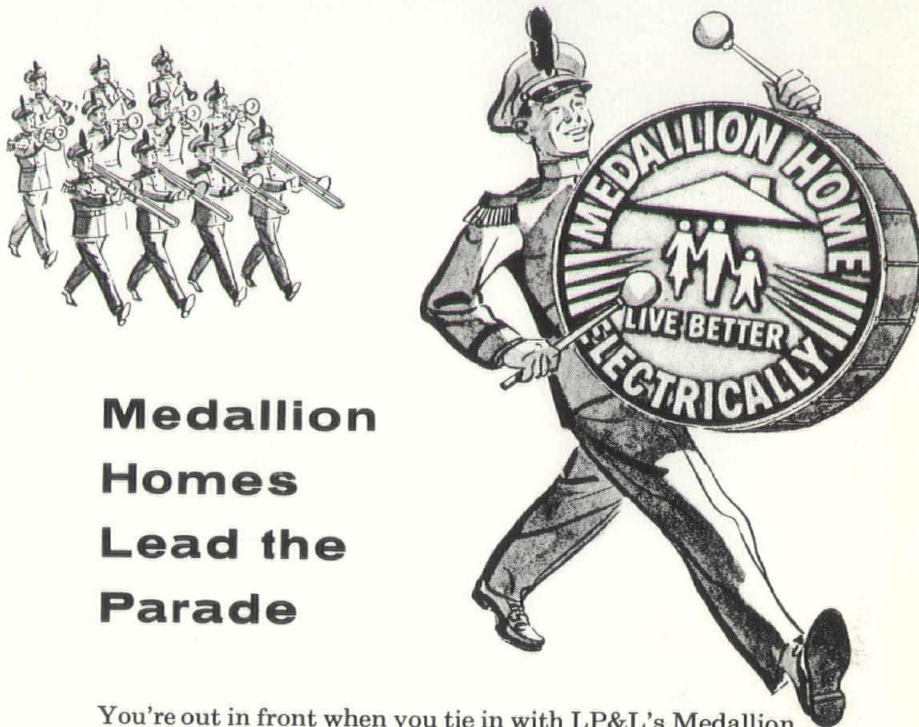
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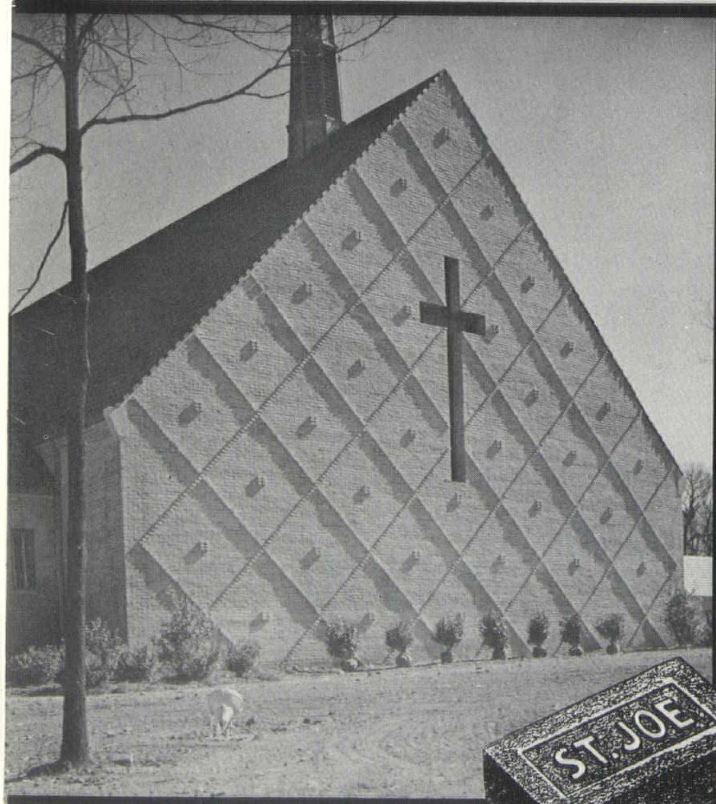
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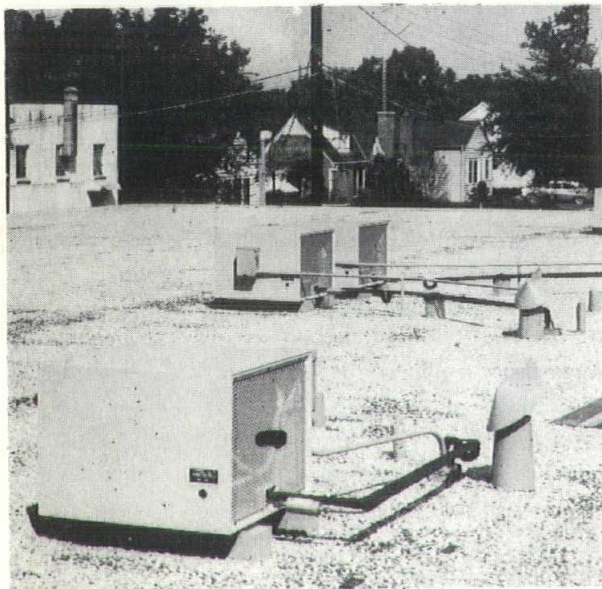
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Photo of exterior of the Martinez Properties in Baton Rouge, Louisiana. A Hays Town Architect/Basso Plumbing and Heating Co., Mechanical Contractors.



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