

# The Louisiana Architect



May-June, '71

Lake Charles—Operation Heartbeat



# Louisiana is a natural beauty.



## And you can count on us to help preserve her.

The five Louisiana Investor-Owned Electric Companies are not just satisfied with providing dependable, low-cost electricity. We're sharing the responsibility of preserving Louisiana's natural resources. And we're doing everything in our power to help our state's

tomorrow . . . today. That's one reason why we're all participating in research projects to develop better ways to produce electricity in our electric generating plants with a minimal impact on the environment. And the way it looks now, nuclear-

fueled plants are the answer to the continued supply of reliable, clean, safe electric power far into the future. We have everything to gain by preserving Louisiana's natural resources. After all, we live here, too.

### Louisiana Investor-Owned Electric Companies

Central Louisiana Electric Company • Gulf States Utilities Company • Louisiana Power and Light Company  
New Orleans Public Service Inc. • Southwestern Electric Power Company



**South Central Bell**

*is proud to be  
a part of  
the*

**Dynamic Growth and Development**

*of  
Downtown Lake Charles  
through*

**Operation Heartbeat**

## **Downtown Lake Charles: What Dreams Are Made of**

The revitalization project is now a reality in the midst of those who said it couldn't be done. But it was done. Accomplished by far-sighted people who had a dream not to let the downtown of their city go the way of so many others across our nation.

Gulf States Utilities Company is proud to have been able to take an active part in the realization of this dream, and proud to be associated with the progress-minded people of Lake Charles, Louisiana.



## **Whatever the premises, Zonolite roof decks will keep the heat in.**

ENGRAVING COURTESY CULVER PICTURES



The Zonolite® Dyzone™ roof deck system produces "U" factors as low as .05.

Dyzone is a combination of vented polystyrene board and Zonolite insulating concrete, applied over a structural base of concrete or metal. Two great insulations that make one great roof deck.

Zonolite roof decks are permanent, lightweight,

and firesafe. They provide positive venting and slope-to-drains. Because they're monolithic, they

eliminate heat-leaking seams. And, they're applied by approved applicators, and certified. For our latest roof deck catalog, see your Zonolite man, or write to Construction Products Division, W. R. Grace & Co., 62 Whittemore Ave., Cambridge, Mass. 02140.

**GRACE ZONOLITE**

Just say Grace!



# EDITORIAL

## WHAT MAKES A PROFESSION

If there is such a thing as a profession as a concept distinct from a vocation, it must consist in the ideals which its members maintain, the dignity of character which they bring to the performance of their duties, and the austerity of the self-imposed ethical standards. To constitute a true profession there must be ethical tradition so potent as to bring into conformity members whose personal standards of conduct are at a lower level, and to have an elevating and ennobling effect on those members.

A profession cannot be created by resolution or become such overnight. It requires many years for its development, and they must be years of self-denial, years when success by base means is scorned, years when no results bring honor except those free from the taint of unworthy methods.

Submitted by Perry L. Brown, A.I.A.

## IN THIS ISSUE

Lake Charles Downtown Development .....	5
Operation Heartbeat .....	6
Rebirth of Ryan Street .....	7
Gallaughier Sketch .....	10
Sudduth Letter .....	12
Magnolia Life .....	13
Bank .....	16

THE LOUISIANA ARCHITECT, Official Journal of the Louisiana Architects Association of the American Institute of Architects, is owned by the Louisiana Architects Association, not for profit, and is published monthly, Suite 200, Jack Tar Capitol House Hotel, Baton Rouge, La., telephone 348-5579. Editorial contributions are welcome but publication cannot be guaranteed. Opinions expressed by contributors are not necessarily those of the Editor or the Louisiana Architects Association. Editorial material may be freely reprinted by other official AIA publications, provided full credit is given to the author and to the LOUISIANA ARCHITECT for prior use.

## LAA OFFICERS AND BOARD

J. Buchanan Blitch, President; Charles E. Schwing, Secretary-Treasurer; J. J. Champeaux, Vice President; Thilo Steinschulte, Vice President; P. Murff O'Neal, Jr., Past President; Ernest E. Verges, Raymond G. Post, George A. Jackson, Robert D. Wynne, Tom Beyt, Gus Quinn, Jr., Donald Wadley, John I. Laudun, Henri Mortimer Favrot, Jr., Leonard E. Beller, Stanley W. Muller, Anthony J. Gendusa, Jr., William J. Hess, Jr., Charles R. Lamkin, William B. Wiener, Jr., William S. Evans, Lestar Martin, Eugene Thibodeaux, Robert Kleinschmidt, H. J. Lagroue, Robert M. Coleman, John A. Bani, Martin J. Petrusek, Student LAA President.

Dick Thevenot, Editor

Louisiana Architects Assn., Publisher

John H. Schaeffer, AIA, Art Director

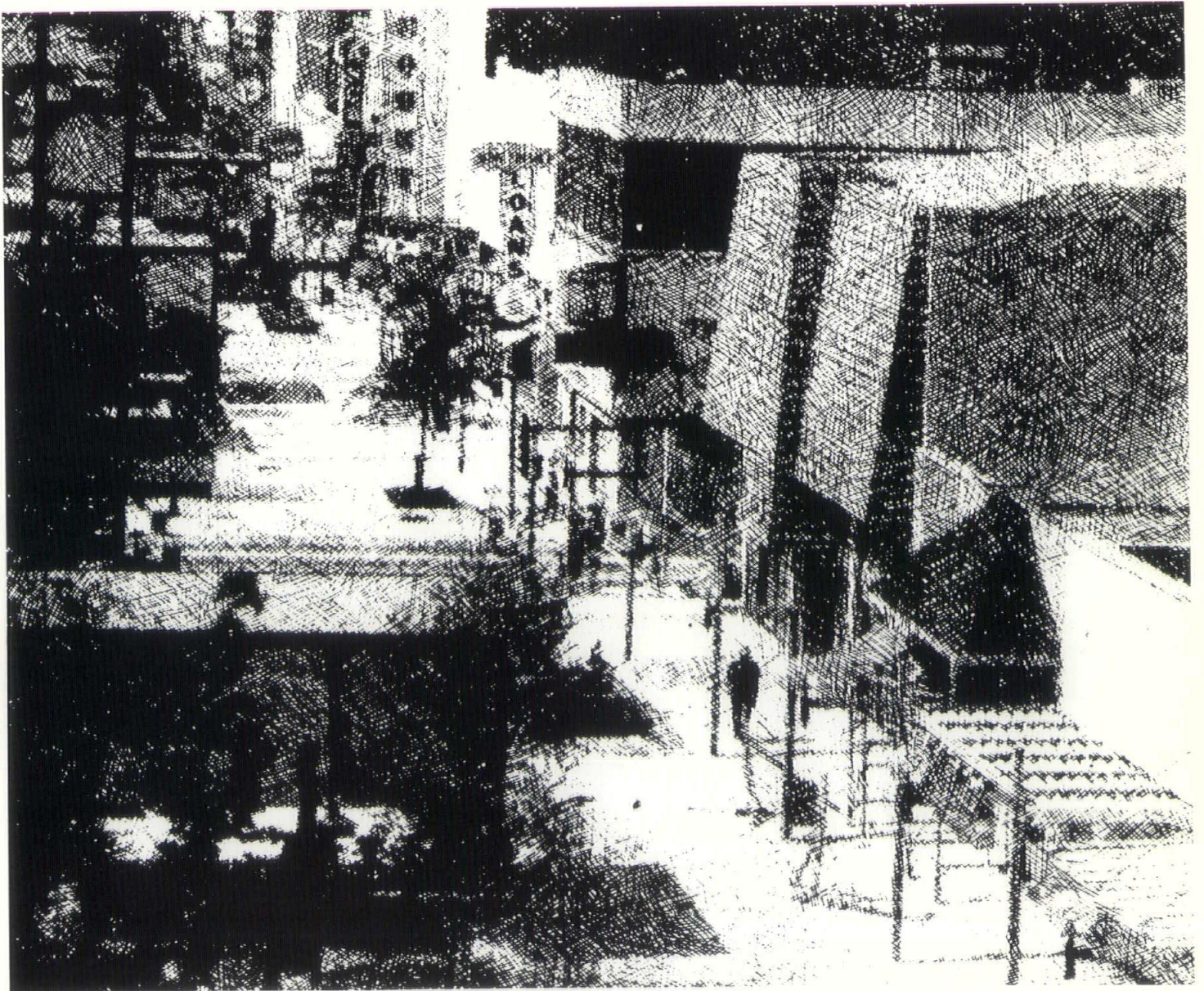
Printed by PIKE BURDEN PRINTING, INC.



# **LAKE CHARLES DOWNTOWN DEVELOPMENT, INC.**

PROUDLY HERALDS  
THE  
SUCCESSFUL COMPLETION  
OF THE  
DOWNTOWN MALL

*"We're doubly proud that we and the City of Lake Charles  
did it all by ourselves — it means much more to us."*





*"In July of 1969 we published a story about the ambitious plans for renewing downtown Lake Charles. Some said 'It was just a dream' . . . 'It would never happen' . . . 'The people wouldn't put their money where their mouth was' . . . 'Anybody can plan' . . . 'Just a lot of pretty sketches on paper!' — EDITOR*

# OPERATION HEARTBEAT

THE DREAM BECOMES REALITY

The success story behind OPERATION HEARTBEAT is an example of leadership, cooperation, and dedication on the part of a real team of citizens, professionals and public officials.

The initial planning and design work for OPERATION HEARTBEAT was the product of J. J. Champeaux, Director of City Planning. Once preliminary design work was accomplished, Champeaux solicited the aid of the Southwest Louisiana Chapter, American Institute of Architects, and the faculty and students of pre-architecture at McNeese State University, to help prepare a slide presentation with sketches, diagrams and a full scale model. This presentation was then given more than 65 times to businessmen, merchants, property owners and civic clubs, over a period of 10 months. By that time, again assisted by a team of leaders within the downtown, Champeaux obtained signatures from three-fourths of the abutting property owners petitioning the City of Lake Charles to construct the Pedestrian Mall and committing themselves to spending \$100.00 per front foot to pay the bill.

A state law had to be amended then in the summer of 1970, to authorize the city to proceed with the construction. To prepare contract documents, the firm of Cochran and Fuggatt,

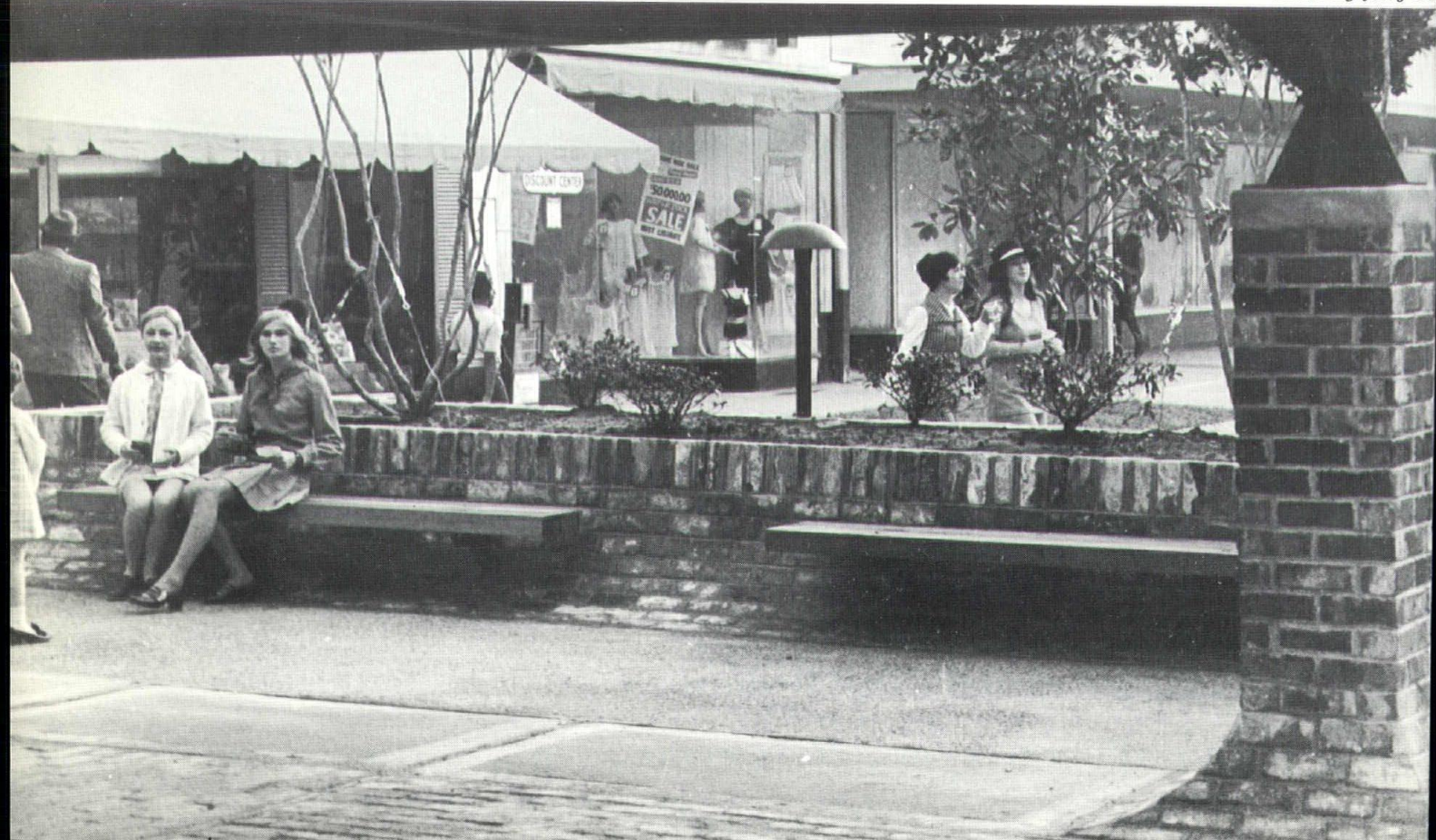
On December 3, 1968, the Downtown Merchants Association of Lake Charles, Louisiana heard a presentation about OPERATION HEARTBEAT, a downtown development project, and by their subsequent endorsement, gave the director of city planning and the city administration the go-ahead to begin what has been a truly sensational change in downtown Lake Charles.

A comprehensive plan aimed at three basic areas, OPERATION HEARTBEAT is providing better automobile access, segregation of pedestrians from vehicular traffic, and parking, improved and convenient to serve downtown.

A four lane traffic loop is providing congestion free vehicular movement on Lakeshore Drive, Kirby Street, Bilbo Street and Mill Street — the perimeter of the eight square block heart of the city. Directly adjacent to and within the traffic loop is convenient parking, to a large degree directly behind the major retail stores and office buildings on Ryan Street. The final touch is the Pedestrian Mall stretching four blocks from Kirby Street north to Mill Street. Fountains, landscaping, shopping pavillions, and benches and lighting are all now contributing to an environment meant for PEOPLE — rather than cars.

*Continued on page 17*

*Photo by Jerry Co*





# The Rebirth of Ryan Street

*Photo by A. J. Rabisky*

*Photo by Jerry Cole*



*Photo by Jerry Cole*

*Photo by A. J. Rabisky*







The Lake Charles Downtown Mall — Cochran & Fugatt, Architects

## INSPIRATION

Woodscape Lighting\*... the exciting new approach to outdoor illumination chosen for the Lake Charles Mall. These unique lighting systems provide inspiration in planning the total visual environment.

Woodscape Lighting... unites sculptured laminated standards with geometric luminaires... rich warm wood complementing the luster of satin aluminum. These systems satisfy the need for design continuity esthetics by day and the most demanding needs for light by night.

Woodscape Lighting... an inspiration of forms offering an almost endless variety of shapes, lines and textures.

Whether used on shopping malls, college campuses, in parks or plazas, these lighting systems enrich their surroundings. Woodscape Lighting... brings together the unexcelled manufacturing skills of mcPhilben Lighting and the outstanding craftsmanship of Weyerhaeuser. For further information about these superb lighting systems contact your mcPhilben Lighting representative or



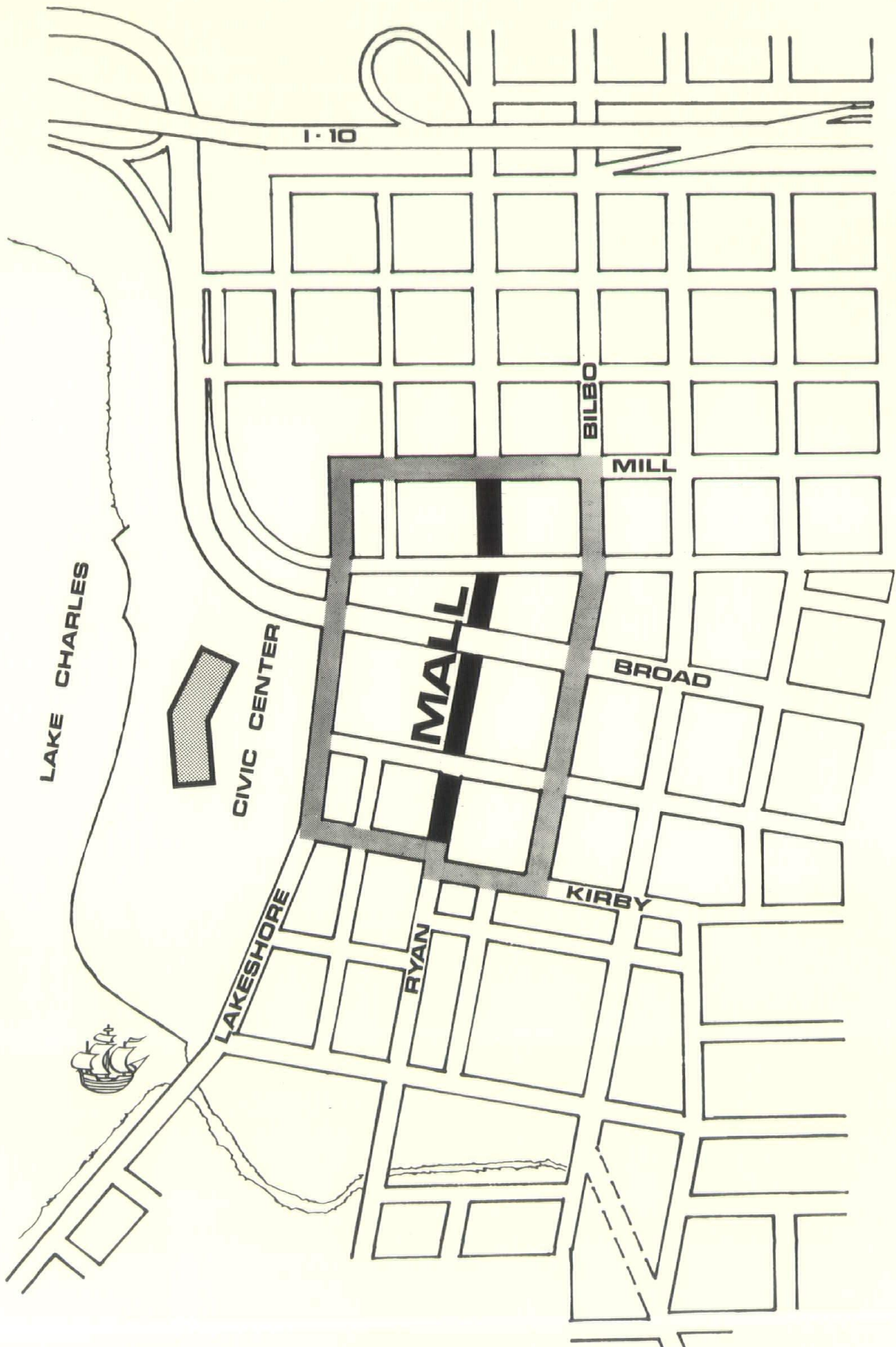
**mcPhilben Lighting**

EMERSON ELECTRIC CO.

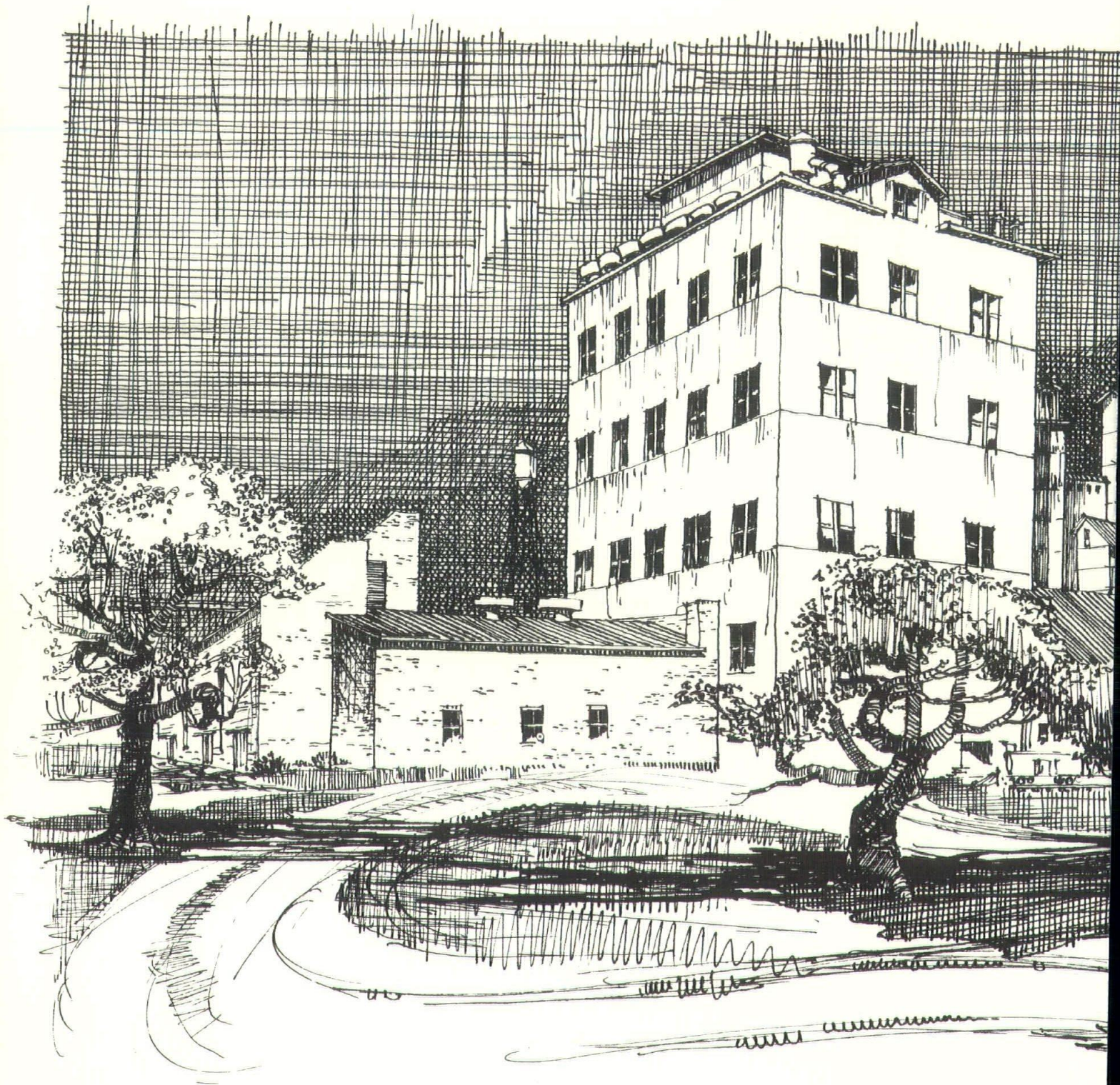
270 LONG ISLAND EXPRESSWAY / MELVILLE, N.Y. 11746

\*Trademark of Weyerhaeuser Company

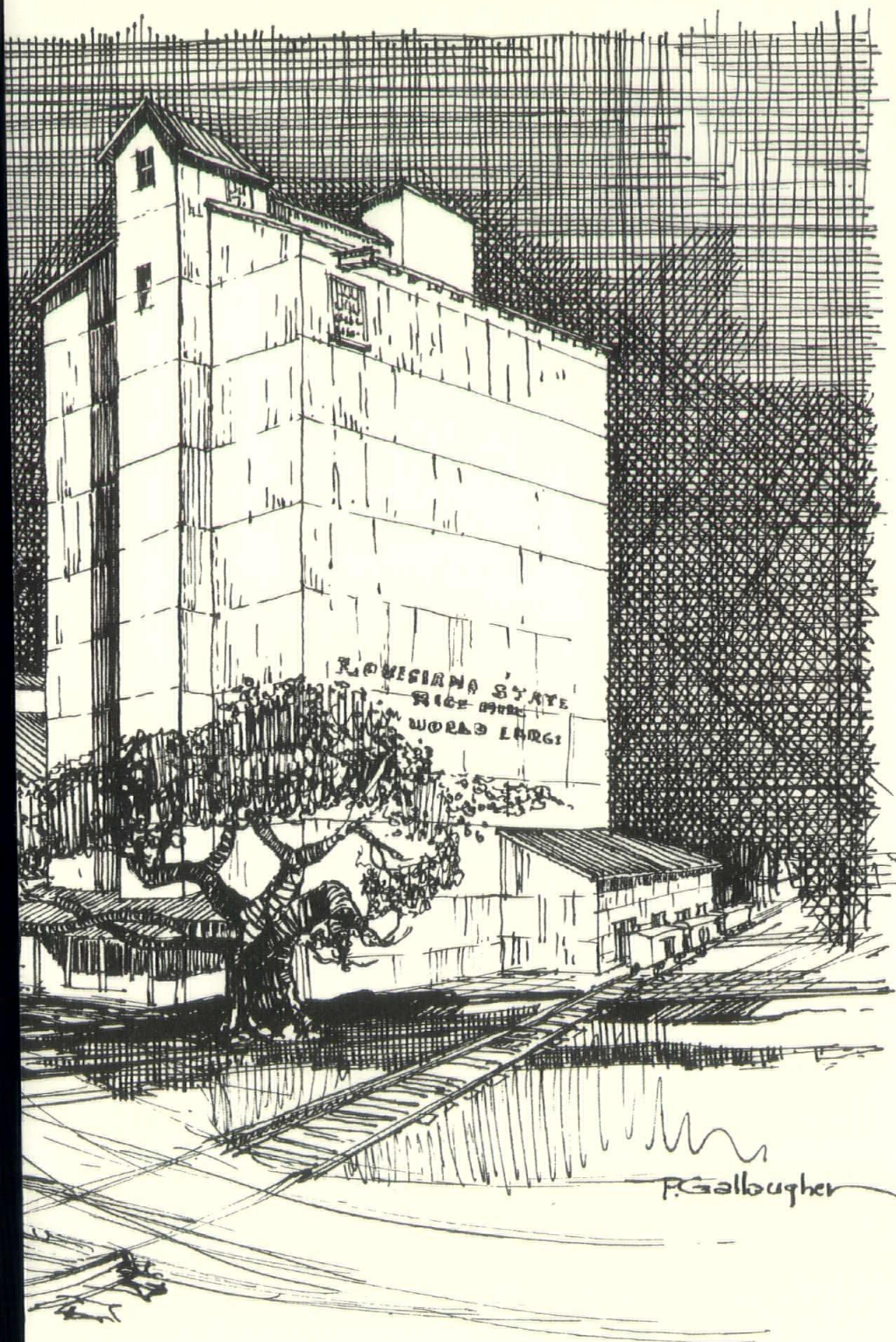












## The Rice Mill At Lake Charles

*"The World's Largest"*

In the late 1880's, Dr. Seaman A. Knapp of Lake Charles interested a group of New York investors in constructing a rice mill at Lake Charles. The mill was built in 1891 on the Calcasieu River north of the city.

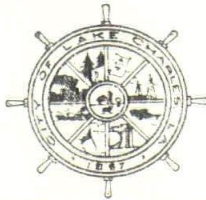
When the mill opened it was the largest rice mill in the world. It maintained this status until operations were discontinued in 1969.

The original mill burned in 1924, but soon after, the reorganized company and a local group rebuilt. This group of J. Alton Foster, J. A. Malloy and Rudolph Krause built the mill shown in the sketch. The original engine house remains (the brick structure in the left of the sketch) and was incorporated into the reconstruction.

This complex of large, complicated mill buildings is now used only for storage. For many years prior to the discontinuing of operations, the mill was operated by its current owner, the Louisiana State Rice Mill Co.

*Sketch by Patrick D. Gallagher*





JAMES E. SUDDUTH  
MAYOR

## OFFICE OF THE MAYOR

P. O. BOX 1178  
LAKE CHARLES, LOUISIANA 70601

### LAKE CHARLES - A CITY RESPONDS

Rarely does a day go by that one does not read of or see on television the vast complexity of urban problems being experienced throughout the nation. City Center decay, flight to the suburbs, ghetto riots, deflated tax base - each is a cancer which seems to defy correction. And for too many cities, these combined problems have already crushed any life left within the most important organism of urbanization: the Heart of the City.

Lake Charles was no different as it was experiencing many of the life-sapping symptoms of decay in downtown during the past decade. But we in Lake Charles were not ready to give up and succumb to the "inevitable". We began planning, and over the past six years have recreated the spark of life in Lake Charles which has made us the envy of most of our sister cities in the South.

The skyline of Downtown Lake Charles changes daily - older, out of date buildings fall while progressive multi-storied structures rise and reflect the new life cycle taking place. A \$15 million Civic and Convention Center, a half-million dollar Pedestrian Shopping Mall, a 126,000 square foot Sears complex, banking facilities expansion, parking lots being paved and beautified, a new Gaidry's Men's Store, a quarter million dollar renovation at Love's . . . the list is endless and the feeling of pride is boundless.

We have a story to tell in Lake Charles - a story which includes \$35 million of capital investment between 1965 and 1975. The story is about a city responding to change - dynamically, energetically, with vision and leadership. Lake Charles is the city to watch in the 1970's - we extend a warm invitation to any visitors who would like to see our story in real life: a city responding.

JAMES E. SUDDUTH  
MAYOR, CITY OF LAKE CHARLES





*Design by: Dunn and Quinn, Architects and Engineers*

One of the outstanding new landmarks of Lake Charles is the Magnolia Life Insurance Building, situated on Lakeshore Drive, across from the new Civic Center. The drives and parking allow for through traffic from Pithon Street in the rear to Lakeshore Drive as well as an off street access from Lakeshore Drive to the front entrance of the building. A six-level parking garage in the rear of the building, entered from Pithon Street, can accommodate 225 cars.

The building was planned as a home office for the Magnolia Life Insurance Company, which occupies the top two floors of the building.

The first floor contains lobby, mechanical space, a bank, a brokerage firm, and miscellaneous other rental areas totaling 12,850 square feet. The upper six floors of rental area contain 7,290 square feet each.

The typical interior finishes are vinyl asbestos tile floors,

Gypsum board walls and acoustic tile on Gypsum board ceilings. The exterior is glass window wall, (heat absorbent), and marble faced concrete masonry units. The building structure is completely reinforced concrete, columns, beams and waffled floors. Both heating and cooling are electric with the lighting load calculated into the heating.

All phases of the building, architectural, engineering, and interiors for the Magnolia Life Insurance floors were done by Dunn and Quinn, Architects & Engineers. The General Contractor for the project was F. Miller & Sons, Inc., of Lake Charles.

The total contract cost for the project including the parking garage was \$1,471,595.21. This breaks down to approximately \$18.00/square foot for the office area, and \$11.00 per square foot for parking garage, including site work and drives.



# Good Construction Doesn't Just Happen

*It takes skill, hard work and dedication*

WE'RE PROUD TO HAVE BEEN THE CONSTRUCTORS OF:

- The Ryan Street Mall
- Calcasieu Marine National Bank
- Magnolia Life Insurance Building

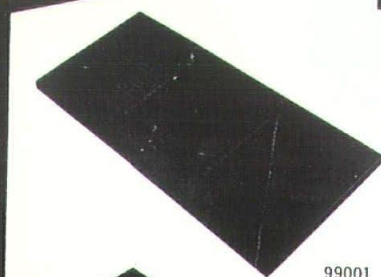
## F. Miller and Sons, Inc.

### GENERAL CONTRACTORS

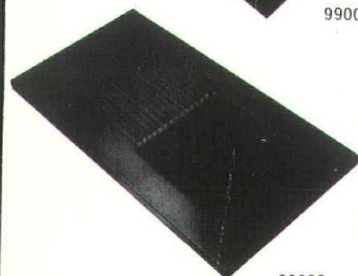
HIGHWAY 90 • LAKE CHARLES • PHONE 439-4552

### R. B. "Dick" GELDERT

115-R Central Ave., Metairie, La. 70001 Ph. 835-1754  
SPECIFICATION SPECIALISTS



99001



99002



99105



99100



99242



99241



99252



99250



99253

Dick is proud to announce: "Over 171 jobs installed since 1961 are functioning successfully; many initial installations are now repeat customers."  
If you are not enjoying the same savings and the outstanding performance as these 171, then specify Nalgene in your next job.  
Call Dick in to consult with you, your client, and mechanical engineer. They will be amazed at what can be accomplished.



# **CALCASIEU MARINE NATIONAL BANK**

*is proud to  
be a part of  
the changing  
face of dynamic  
Lake Charles*



## **CALCASIEU MARINE NATIONAL BANK'S**

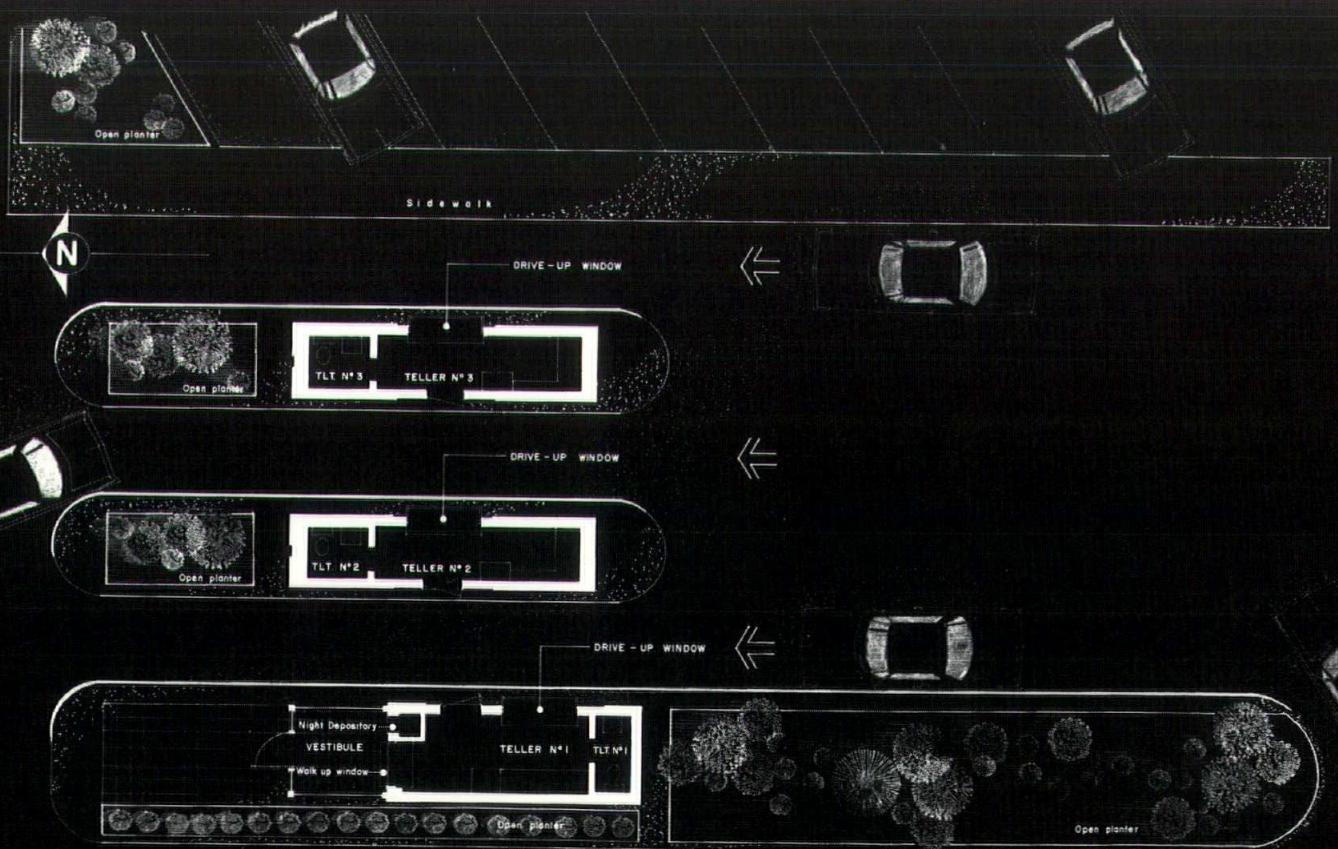
*NEW DRIVE-IN FACILITY DESIGNED TO SERVE PEOPLE ON THE MOVE*



# CALCASIEU MARINE NATIONAL BANK

DRIVE-IN BANKING FACILITY

Architect : ELWOOD REAMES, A.I.A.



FLOOR PLANS

SCALE 0 5

STREET



## OPERATION HEARTBEAT

*Continued from Page 6*

AIA, were retained by the city, and they prepared the complete plans and specifications in time to receive bids during the good construction months of 1970.

When the bids were received, however, additional underground drainage work and intersection repair work pushed the low bid beyond the total assessment pledged by the Ryan Street property owners. Once again, the spirit of determination was seen among the city officials and business leaders. Within eight hours Mayor Sudduth and the City Councilmen had shown leadership by committing \$100,000 toward the project to cover the needed drainage work, and more than a dozen businessmen, lending institutions and individuals had donated a total of \$80,000. Fountains throughout the mall, plus the clock tower, are now memorialized in their honor.

Construction finally began the first week of September, 1970, with F. Miller & Sons as general contractor. Construction conferences were held daily by Champeaux, Cochran & Fugatt, Miller and the utility companies so that unforeseen underground problems could be handled as they occurred. The utilities below Ryan Street were up to a half-century old, so the "unexpected" happened regularly. Miller pressed his crews to work through almost any kind of weather to completely pave the first three blocks of the Mall between September 1 and November 26, Thanksgiving Day, in order that the merchants Christmas Shopping Season could occur without construction taking place. As it turned out, most merchants now look back at that Christmas season as the best they've ever had, with businesses reflecting increases from 10% to over 100% in certain businesses!

Now that the mall is completed, business is still way up and still climbing. Already the mall is a place to go — and there are events held on the mall almost every month which draw from 10,000 to 15,000 people into the downtown area at one time.

Work is being finalized now on the traffic loop, and the Civic Center parking lot promises 2200 parking spaces to shoppers as it is completed in a matter of months.

The Downtown Mall, and OPERATION HEARTBEAT, prove that within Lake Charles there is that certain combination of team ability that gets things done. When City and regional planners speak of "Participatory Planning" involving all sectors of the Community, from professionals to workers and citizens to public officials, rarely is it as well defined as the example in Downtown Lake Charles. It is for this reason that City Planner Joe Champeaux feels that this same team spirit will cause meaningful changes to occur in Lake Charles for many years, and credit must go to the dynamic group of citizens, officials and professionals of the City, who can be justifiably proud of their record in OPERATION HEARTBEAT.

### Design Solution

Lake Charles has just recently initiated a revitalization of its downtown business district into an attractive pedestrian mall with main arteries of traffic leading to the new convention center. Keeping this in mind, the banking facility was designed to relate to this pedestrian traffic with garden areas and by placing a walk-in window in conjunction with the usual automotive drive-in facilities.

To maintain the dignity and stability that is symbolic in the existing adjacent bank building, built in the 1930's, and yet stay contemporary with our design approach, was our guiding axiom. A floating sculptured structural steel form evolved. The walk-in window is identified by the dramatic ribbed effect of exposed structural steel cantilevered beams.

Striated white cast stone with black marble base was used in an attempt to relate to the existing stone and marble construction of the main bank building.

At night, indirect, weatherproof, fluorescent light fixtures flood the underside of the multi-ribbed sculptured steel roof, providing brightness for pedestrian activity and accenting the "floating" ribbed shape.

*Continued on Page 18*

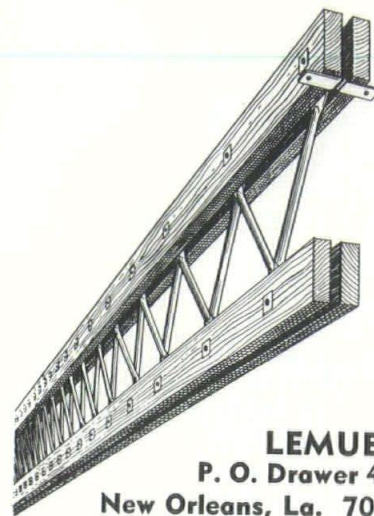


# CALCASIEU NATIONAL MARINE BANK

*Continued from Page 17*

This has a chameleon effect on the character of the structure. By day the windows are protected by deep shadows provided by the abundant overhang of the roof. The line simplicity of the structure and the dignity that come through the unpretentious use of materials are compatible in this drive-in bank.

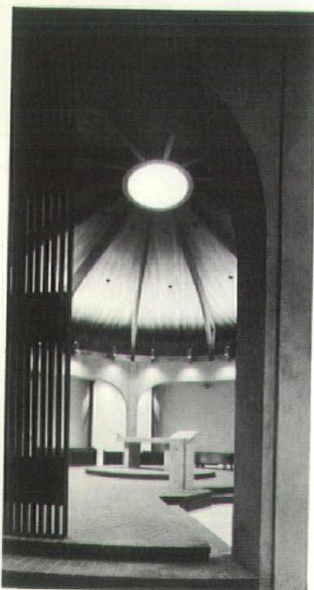
# trus Joist



**spans to  
150 ft.  
with real  
economy**

**LEMUEL W. McCOY**  
P. O. Drawer 4110, Carrollton Station  
New Orleans, La. 70118 Ph. 504 - 866-157

## ARCHITECTURAL PHOTOGRAPHY



**DAVE GLEASON**  
1766 Nicholson Dr.  
Phone 342-8989  
Baton Rouge, La.

## TITAN- ALOY

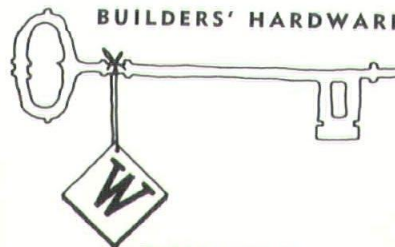
Cost: pennies more than painted galvanized. Available: Baton Rouge, Shreveport, Lake Charles, New Orleans.

Or call or write  
**DOUG HARPER**  
(318) 868-5314  
P. O. Box 5202  
Shreveport, La. 71105



**JNO.  
WORNER  
&  
SON  
INC.**

**BUILDERS' HARDWARE**



DISTRIBUTORS OF  
YALE LOCKS AND HARDWARE  
SARGENT LOCKS AND HARDWARE  
SCHLAGE LOCKS

401-405 DECATUR STREET  
P. O. BOX 2563  
NEW ORLEANS, LA. 70130  
PHONE 529-2592

# fran lot mille

Architectural Photographers

Members  
Architectural Photographers  
Association

1115 Washington Ave.  
New Orleans, Louisiana  
Telephone TW 5-





or positive protec-  
on against termites  
nd decay, use WOL-  
MANIZED pressure-  
reated lumber any-  
here wood is near  
ne ground or in con-  
act with masonry—  
et full details from  
our builder or ar-  
hitect.

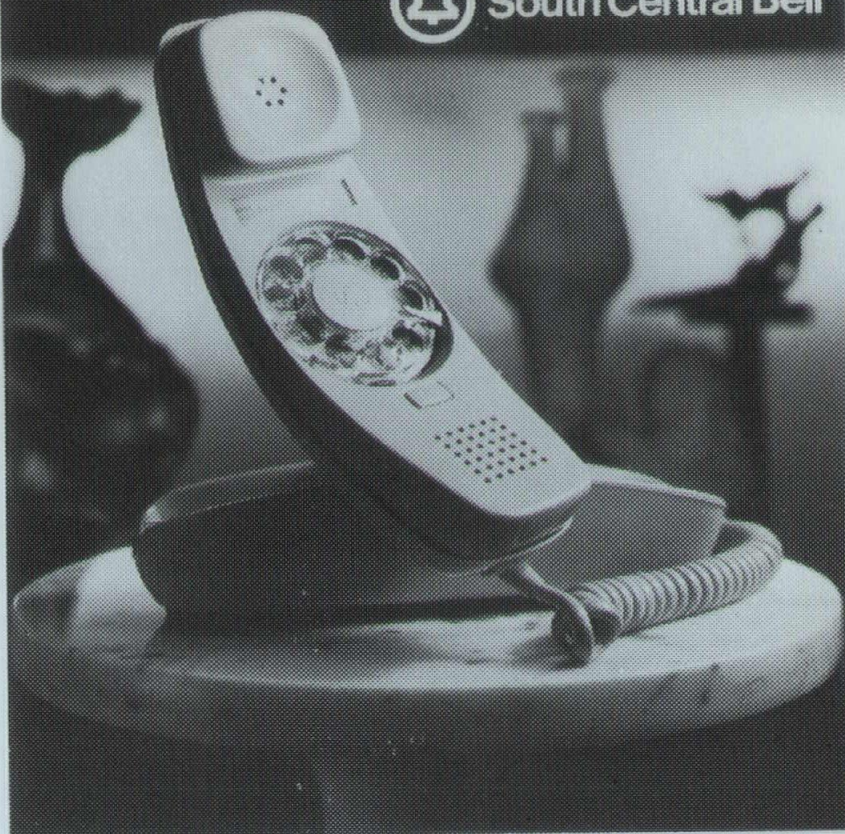
**CENTRAL  
TREOSOTING CO.,  
INC.**

oute 1, Slaughter, Louisiana  
Baton Rouge - 342-9793  
Clinton - 683-8297

Wherever you find beautiful design you'll find the Trimline® phone.



**South Central Bell**



**R. B. "Dick" GELDERT**

115-R Central Ave., Metairie, La. 70001 Ph. 835-1754  
**SPECIFICATION SPECIALISTS**

We're proud to  
announce that we  
now represent

**BEMIS**

Solid plastic seats to  
meet every design demand.



**MA-1900**




**MA-1955**

Each arm has been tested for 1000 lbs.  
of stress to assure sturdy support.



Mr. Joseph Watterson  
Editor AIA Journal  
1735 New York Ave., N. W.  
Washington, D. C. 20006

- 
1. Corpus Christi, Tex.
  2. Houston, Tex.
  3. Beaumont, Tex.
  4. Lake Charles, La.
  5. Natchitoches, La.
  6. Monroe, La.
  7. New Orleans, La.
  8. Oklahoma City, Okla.
  9. Natchez, Miss.
  10. Vicksburg, Miss.
  11. Jackson, Miss.
  12. Greenville, Miss.
  13. West Point, Miss.
  14. Bay St. Louis, Miss.

# COCO fame.. ....is spreading

Count the cities, then make your own inquiry about Coco's unique ability to work with architects who want any or all of the following:

Architectural millwork that shows craftsmanship  
Careful attention to detail  
Realistic delivery commitments  
Itemized take-offs from final plans.

After you've scanned the map, we'd welcome your collect telephone call, followed by a set of plans for preliminary estimate.

Place your call to Rodney Coco . . . and please start us out with your most difficult job!



**COCO MILLWORK & SUPPLY CO.**

3717 Florida Blvd. P. O. Box 2601

Baton Rouge, La. 70821