

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name: Baton Rouge Savings and Loan Association

Other names/site number: n/a

Name of related multiple property listing:
n/a

(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & number: 400 North Boulevard

City or town: Baton Rouge State: LA County: East Baton Rouge

Not For Publication: Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this x 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 x meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

 national x statewide local

Applicable National Register Criteria:

 A B x C D

 12-2-13
Signature of certifying official/Title: Pam Breaux, State Historic Preservation Officer Date
<u>Louisiana Department of Culture Recreation and Tourism</u>
State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.	
Signature of commenting official:	Date
Title :	State or Federal agency/bureau or Tribal Government

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4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
 determined eligible for the National Register
 determined not eligible for the National Register
 removed from the National Register
 other (explain:) _____

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

Category of Property

(Check only **one** box.)

- Building(s)
- District
- Site
- Structure
- Object

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Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	<u> </u>	buildings
<u> </u>	<u> </u>	sites
<u> </u>	<u> </u>	structures
<u> </u>	<u> </u>	objects
<u>1</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

Commerce/Trade – Financial Institution

Current Functions

(Enter categories from instructions.)

Vacant/Not in Use

7. Description

Architectural Classification

(Enter categories from instructions.)

Modern Movement – International Style

Materials: (enter categories from instructions.)

Principal exterior materials of the property: Foundation: Concrete; Walls: terra cotta, limestone, brick, plywood, aluminum, glass; roof: asphalt

Narrative Description

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

Summary Paragraph

The Baton Rouge Savings & Loan Association Building (BRSLA), located at 400 North Boulevard, Baton Rouge, in East Baton Rouge Parish, Louisiana, was designed in the International Style from plans dated

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November, 1953, with construction completed in 1955, and from expansion plans dated December 1960, with construction completed 1961. The three-story, stand-alone building is constructed of cast-in-place reinforced concrete columns, beams, and joists, and is faced with painted terra cotta tiles, limestone and brick. Located on a prominent corner of North Blvd., a major downtown thoroughfare, the building's original main entrance fronts the mature live oak trees lining the street. Additionally, the building stands among modern high rise and older architecturally significant low rise buildings, one block from both the Baton Rouge Downtown Historic District and the Beauregard Town Historic District, as well as being located a half block from the Old Governor's Mansion (1930, National Register in 1975), the former residence of Louisiana's governors. The exterior and interior of the building have received minor alterations since the completion of the 1961 expansion but the building has not experienced significant deterioration or loss. Thus, it retains its eligibility for the National Register.

Narrative Description

This building, designed by the noted local architects Bodman & Murrell & Smith, incorporates key features of the low rise early International Style: a lack of applied ornamentation, simplicity of form and massing, visual emphasis of horizontal lines, a flat roof, visual exterior expression of the structure (pilotis), asymmetrical fenestration instead of forced symmetry, cantilever canopies, cantilever window shading ledges, overhanging sills, the use of industrially produced materials such as the aluminum two pane casement ribbon windows, aluminum and glass storefront system, and modernist cast and forged aluminum and job-built steel guard rails and handrails at the two main stairs.

The horizontal linear composition of the two main elevations is reinforced by the flat roof with a subtle coping overhang, the asymmetrically placed horizontal ribbon windows on the second and third floors, the continuous concrete cantilever over the first floor, and the horizontally placed limestone and terra cotta panels. The painted tile of the first floor façade, which was originally a brown orange terra cotta color contrasted with the second and third floors' pale limestone cladding, which bolstered the visual linear horizontal sweep.

The First Phase corner building was completed in April 1955 according to newspaper accounts (see Figure 1). The structure was three stories tall and 39 feet high, 64' in length along North Blvd., and 122'4" in length along St Ferdinand St. with ground level open parking to the East on the adjacent 64' x 122'4" lot. The BRSLA offices occupied the 1st floor with attorney and accountant rental offices on the 2nd and 3rd floors. The Second Phase expansion was completed in 1961 according to a Louisiana State Historic Preservation Office (SHPO) survey done in June 1985. This addition was three stories tall and 39 feet high to match the first phase, 64' along North Blvd., and 122'4" at the East side with the 2nd and 3rd floor covering the former East property parking lot. The Savings & Loan offices continued to occupy the West half of the 1st floor, with covered parking on the East half, and with rental offices on the 2nd and 3rd floors. This 2nd phase was designed with the same materials, compositional vocabulary and detailing to match the existing building. A review of the expansion plans shows the BRSLA occupying the 1st floor only, with the upper two stories being labeled "Rental Area", indicating an expansion of rental space and not of the BRSLA into the 2nd and 3rd floors. For the Third Phase, an abutting building to the South of BRSLA was purchased and removed to provide ground level open parking, and the 1st floor Eastern parking area, which was located within the building itself, was enclosed for additional interior office space (date unknown).

North Boulevard elevation (North) Primary entrance to the BRSLA.

The first floor is clad with square terracotta tiles painted to match the color of the limestone above with a darker band at the bottom first row of terracotta tiles providing a visual base. A postcard from the early 1960s (see Figure 2) shows this terra cotta tile originally as a red-orange, distinguishing the 1st floor from the other two floors as a base. Originally three 3' x 7' hinged aluminum and glass main doors provided the entrance to the building at the northwest corner facing onto North Street, but these have since been

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replaced with three fixed glass and aluminum storefront panes of the same size (date unknown). A terrazzo sidewalk landing marks this entrance. Brick edged planters continue along this façade.

Next to this main entrance, three canopy cutouts naturally light a bas relief of a young mother holding her child as she watches carpenters build the family home, symbolizing the S&L's main purpose of home lending during the 1950s house building boom after World War II. The bas relief is unsigned and the artist is unknown. There has been some speculation that it could have been Conrad Albrizio, as he did a lot of work in the area, or even one of his students. However, there is no record of who the artist actually was. The 1st floor six foot cantilevered concrete canopy, with the fascia beveled 45 degrees reducing its visual bulk and with the original copper cap flashing intact, reinforces the building's linear horizontal proportions and expresses the new structural possibilities of reinforced concrete, providing solar shading and rain cover to the glass openings below. The left half of the first floor includes the 1961 an open parking area, which has a painted terracotta wall and storefront glass (date unknown) to match the original building and stucco. An opaque metal exit door has been added at the far left of this elevation.

When the second phase was built, the existing East wall office windows were covered, and a single 4'4" x 4'4" two paned casement window to match the existing widows was placed in their stead on the second and third floors of the North Blvd. facade. The 1" expansion joint separating the two equal phases is visible to the left of the single windows. The second and third floors of the entire façade are limestone faced, with asymmetrically placed ribbon windows harmoniously balanced with the three story blank walls flanking the windows. The ribbon windows are composed of abutting 4'4" x 4'4" two vertical pane casements with two foot deep shading ledges and projecting sills to repeat the horizontal visual theme. A bicycle rack by the entrance and two handicapped concrete ramps are later date additions.

St. Ferdinand St. elevation (West). Primary entrance to the rental offices upper floors.

Like the North Street elevation, the 1st floor cladding is painted terra cotta with storefront glass openings. A continuous six foot concrete overhang, 2nd and 3rd floor limestone cladding, and asymmetrically placed ribbon windows with two foot deep concrete continuous ledges above the windows reinforce the horizontal lines. Like the North Street elevation, the 1st floor painted tiles match the color of the upper limestone and have a darker band one terra cotta tile high at the bottom. Originally the 1st floor red-orange terracotta tiles divided the three story building into two horizontal forms, emphasizing the visual horizontal lines. In the center of this elevation, there are a pair of 3'x7' aluminum and glass doors facing St. Ferdinand St., providing a secondary address, 101 St. Ferdinand Street, which served as an entrance to the elevator lobby and rental floors above. A brick edged planter remains under the recessed storefront glazing at left, with a few of the unpainted terra cotta tiles still visible at the bottom.

On the right, between the last two pilotis, a brick faced drive-through has been enclosed with 10 foot high storefront glass to match the original adjacent storefront glass (date unknown). The depressed driveway sidewalk curb cut at this point is still visible. The three pilotis on the right side support the overhanging stories above and allowed a wall recess that provided the exiting cars a safe line of sight at the sidewalk. Here we also see a Frank Lloyd Wright modernist inspired corner wall glass detail of butt glazed glass, as it returns 90 degrees. On the left blank wall a large abstract clock, that connects the private building to its larger community, remains.

The brick faced elevator penthouse on the roof, of similar color as the limestone cladding below, and with square 1'4" x 1'4" openings on the right side continues the asymmetrical blank wall separation between the two sets of ribbon windows. This elevator penthouse is recessed so that it doesn't interrupt the horizontal visual sweep of the flat roof.

South secondary rear elevation. Towards the parking lot.

At the time of the 1st and 2nd construction phases, an adjacent building adjoined the BRSLA. This building was purchased and demolished at a later time to provide parking (likely late 20th century). In the older section at left, the stepped ghost outline of the 1st floor wall of the building that was removed is stuccoed over. The 2nd and 3rd floor walls are the original face brick with no openings. The limestone

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facing at the 2nd and 3rd floors wraps a few feet onto this elevation. At the addition on the right, the 1st floor wall of the building that was removed is stucco with a remaining portion sheathed in painted plywood. The 2nd and 3rd floors have punched square casement windows with two vertical panes and are clad in brick to match the rest of the elevation. A steel structured mechanical penthouse is sheathed in painted wallboard over the original asbestos cement corrugated panels and recessed from the flat roofed wall. The separation between the older and newer sections is evident by the centrally located vertical 1" expansion joint seen on the 2nd and 3rd floors.

East secondary side elevation. On the side property line.

On this side, the 1961 addition added an interior stair, with vertical slit storefront glazing to light it located at the northeast corner. The slit consists of four panes of glass that are 4' 4" wide, the same width as the punched casement windows on the adjacent North and West elevations. On the 2nd and 3rd floors, the limestone veneer partially returns for one bay, with the remainder being brick veneer and with punched single 4'4" x 4'4" casement two pane (vertically oriented) windows, matching the size of the other 4'4" x 4'4" ribbon windows on the other elevations. On the first floor, the painted terracotta tile partially returns for one bay, with recessed painted scored plywood panels inserted behind the round concrete pilotis of the original open covered parking area. The Sonotube forms, used to cast the columns, are evident by the spiral striations on the concrete surface (see Photo 12).

Interior

Floor Plans: The three story building is rectangular in plan with 90 degree walls. The building is a structural post and beam structure and many of the interior non-load bearing walls have been reconfigured over time. There are four existing stairs. The older West building has an elevator lobby on the St. Ferdinand Street side with its main stairs going to the 2nd and 3rd floors providing access to the rental floors above the BRSLA's 1st floor. This elevator main lobby stair has the original terrazzo floors, steps, landings and wainscot; lighting, and hardware. Additionally, the cast and forged aluminum modernist guard rails and posts from the period created by the American manufacturer Blumcraft (founded 1908), who pioneered in the 1940s the development of modern innovative cast and forged adjustable aluminum guard rails and handrail components, are extant. The elevator lobby on the first floor retains its original terrazzo floor, terrazzo cove base, granite wall panels, and elevator frame and doors. The 3rd floor lobby elevator wall is sheathed in its original stained plywood. The 2nd floor elevator lobby vinyl wall cover may conceal the original plywood beneath.

The East side three story concrete stair built during the 2nd phase has vinyl asbestos tile treads and landings, with plaster walls and the above-mentioned vertical two story slit fixed glass window. A 1950s modernist design silver-painted, steel guard rail remains. The unique job-built custom alternating flat plate and tubular horizontal guard rail members sweep continuously for the three stories.

There is a three story service stair at the South side of the older building, with concrete treads, risers, and with plain plaster walls and plaster solid guard rail. A small two story fourth stair added during the later addition connected two offices near the middle of the building.

The original North Blvd entrance lobby has retained its original stained plywood and recessed plaster cove lighting accent ceiling. The original floor in the entrance lobby is terrazzo. The glue which held a later vinyl tile floor is presently visible on the terrazzo. The inside of the exterior walls are typically 3/4" plaster over clay block and 3/4" plaster covers the structural concrete columns. Interior non-load-bearing partitions are undistinguished and have been often relocated.

The ceilings are a combination of acoustic tiles glued to suspended plaster, or suspended 2' x 4' lay-in tiles, often over the older glued acoustic tiles. Ceiling heights vary from nominal 10' at public areas to 9' at other spaces. The first phase exterior East brick wall in the middle of the building covered by the second phase's construction is in some parts still existing, as is the drive-through's brick faced walls on the first floor (see Photo 22). The drive through's 7' x 8'4" room remains on the interior. The windows have retained their original marble stools (the original plans describe this feature as a sill on the exterior

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and a stool on the interior). A few serif font exit signs still remain. A 3rd floor light well added at the newer portion brought daylight to the center offices of the building and has been covered (date unknown), but is still clearly visible (see photo 33). The round columns on the East side first floor are visible from inside the office space. The original electronic carillon and clock mechanism are still present.

Exterior Alterations:

North elevation:

On the 1st floor right side, the original three glass and aluminum entrance doors have been replaced by three fixed glass panels of the same size and two fabric canopies have been added. A bicycle rack and two handicapped ramps have been added on the sidewalk. On the 1st floor left side, the original 28' wide driveway has been lost due to the 1961 addition. A solid exit door has been added (dates unknown). On the North and West elevations the terra cotta has been painted to match the color of the limestone above with a darker band one tile high at the bottom, providing a visual base to the wall.

West elevation:

Changes associated with the building's 1961 expansion have been described above. Additionally, on the 1st floor between the 2nd and 3rd pilotis at right, the drive through has been enclosed with storefront glass that matches the original storefront glass.

South elevation:

The original 1st floor CMU screen (if it was built per the plans) on the right side of this elevation has been replaced with an enclosed wall, faced with painted plywood. The recessed mechanical penthouse has been sheathed in painted fiberglass gypsum wallboard.

East elevation:

The round columns on this side of the building were exposed originally providing covered parking under the building. At a later date (unknown, but apparently during the later portion of the 20th century), this space was enclosed with painted scored plywood sheathing to provide additional office area. The four exterior pilotis on this side remain exposed with the painted plywood wall recessed behind the columns. Because they are structural, these round columns are still exposed on the interior.

Interior Alterations:

The wall mounted mail box in the 1st floor elevator lobby is missing. The 3rd floor light well has been enclosed at the roof level, but is still visible inside. The glued acoustic tile ceilings in most areas have been covered with lay-in acoustic tiles. The 2nd floor lobby walls are covered with a vinyl wall covering. There is painted graffiti on many walls and some floors of the interior.

These small alterations to the exterior and interior are mainly cosmetic; that is, the original construction remains and are proportionately minor when compared to the remainder of the existing unaltered 1st, 2nd, and 3rd floors stairs and lobbies and do not significantly change the strong overall visual integrity of the International Style. Typical of mid century commercial structures, the interior partitions in the rental spaces was meant to be impermanent and changed with each new tenant.

Mitigation and the Seven Aspects of Integrity:

The above alterations are not significant and do not negatively affect this building's integrity. They do not significantly change the strong visual integrity of this building's International Style design. As a result, the building retains a high degree of each of the seven aspects of integrity.

Location: The building is located on its original site.

Design: The basic features of the International Style exist as originally designed and built.

Setting: The building also retains integrity in most of its setting. Despite the presence of buildings along the street, North Blvd. was always a landscaped setting and remains such today. Next door to the east, at

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446 North Blvd., the International Style Gulf States Utilities Building (now Entergy) built in 1955 and designed by the same architects, Bodman & Murrell & Smith, remains. Across the street to the West, at 300 North Blvd., a new (2012) 12 story Judicial District Court Building of the same color as the BRSLA has been built. The construction of this courthouse across the street is not sufficient to totally invalidate the candidate's integrity of setting.

Materials: All of the original exterior materials used remain and are in excellent condition.

Workmanship: The building's integrity of workmanship remains intact. The design and construction of a poured-in-place reinforced concrete structural system is evidence of the 20th century's advanced building technology still used today. The skilled architectural detailing and construction is evidenced by the excellent condition of the building nearly 60 years later. The brick, limestone and terra cotta have been installed well, plumb and level, demonstrating the experienced skill of the artisans. The main lobby stairs are well installed poured-in-place terrazzo and the modern cast and forged aluminum guard rails with compound curves at the landings exhibit a high degree of artful skill.

Feeling: The building retains integrity of feeling. It feels like an historic International Style building from the 1950s; and it feels like a financial institution because it reflects the new ideas prevalent in the 1950s about what a financial institution should be like.

Association: The case for BRSLA's significance rests upon its architecture, so its integrity of association is based upon its adherence to the International Style rather than its former role as a financial institution. Because the building retains its essential physical features, it is clearly of the 1950s period. It successfully conveys the well-designed association with International Style modernism.

Summary

Despite the minor exterior alterations to portions of the first floor, the dominant exterior façades, interior principal stairs, entrances, and elevator lobbies retain their stylistic integrity and unaltered construction, with the original materials being in excellent condition and appearance. Therefore this building merits National Register listing as a supreme example of the low rise International Style in Louisiana.

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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

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

Criteria Considerations

(Mark "x" in all the boxes that apply.)

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

Areas of Significance

(Enter categories from instructions.)

Architecture

Period of Significance

1955, 1961

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Significant Dates

1st Phase - 1955

2nd Phase - 1961

Significant Person

(Complete only if Criterion B is marked above.)

n/a

Cultural Affiliation

n/a

Architect/Builder

Bodman & Murrell & Smith, Architects and Engineers

Barksdale & LeBlance Construction – Builders, 1st Phase

Period of Significance (justification)

Completion date of construction of the First Phase was 1955 per Newspaper article; Completion date of construction of the Second Phase was 1961 per 1985 Louisiana SHPO survey thus the periods of significance are 1955 and 1961.

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 Baton Rouge Savings & Loan Association Building, 400 North Boulevard, Baton Rouge, in East Baton Rouge Parish, Louisiana, is of statewide significance under Criterion C: Design, in the area of Architecture, as an exquisite example of a low-rise International Style commercial building in Louisiana. The period of significance for the building is 1955 and 1961 encompassing the two construction dates for each phase.

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

The International Style- the first phase of the overall Modernist Movement

The International Style in architecture, so named by the Henry-Russell Hitchcock and Phillip Johnson book, *The International Style*, for the 1932 Museum of Modern Art (MOMA) architectural exhibition, can be seen as the first phase of the overall Modernist Movement that emerged in the 1920s in Western Europe from the work of Peter Behrens, J.J.P. Oud, Bruno Taut, Le Corbusier, Walter Gropius, Mies van der Rohe and others, and lasted until the mid 1950's. These architects abandoned the previous decorative styles to express a new modern form and functional theory of architecture appropriate to the age of the machine, based on new construction techniques- such as glass, steel and concrete, and a pared down, unornamented style that emphasized geometric shapes, flat roofs, balanced asymmetrical fenestration instead of forced symmetry, bands of windows, and open plans.

Modern architecture is generally characterized by simplification of form and an absence of applied decoration in contrast to traditional architecture. Early examples are the AEG Turbine Factory in Germany by Peter Behrens (1910); Fagus Factory in Germany by Walter Gropius and Adolf Meyer (1913); the Bauhaus in Germany by Walter Gropius (1919) and Villa Savoye in France by the Frenchman Le Corbusier (1928).

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Quoting from Jonathan and Donna Fricker in “Louisiana Architecture 1945-1965, Modernism Triumphant – Commercial and Institutional Buildings” (2010):

“The new architecture the Bauhaus school epitomized, the International Style as it came to be known, had a “stark cubic simplicity” (Nikolas Pevsner) – completely and profoundly devoid of ornament. Its buildings are characterized by: 1) a machined metal and glass framework, with flat neutral (generally white) surfaces pierced by thin bands of windows (ribbon windows) sometimes turning the corner; 2) an overall horizontal feel; 3) functional and decidedly flat roofs; 4) frequent use of the cantilever principal for balconies and upper stories; and 5) the use of “pilotis”—or slender poles – to raise the building mass, making it appear to float above the landscape. Importantly, modern buildings were supposed to take their cue from their practical function -- the oft-repeated maxim of the day being ‘form follows function.’ This was European Modern, circa 1925.”

Contemporaneous with the International Style and similar in some Modernist elements, but very different due to applied ornamentation and less simplified massing, was Art Deco (1920s to 1940s) with verticality of elements, repeating geometrical forms, and applied stylized ornament attached to what was typically a symmetrical mass, and Streamline Moderne (1930s) whose architectural style emphasized curving forms, long horizontal lines, and sometimes, nautical elements. In the United States, the International Style persisted until the mid-1950s when the corporate glass box Modernism swept all before it.

Although the early 20th century European Modernist revolution in architecture, music, and the visual arts was accompanied by fervent manifestos, the adoption of the architectural International Style in the United States was more esthetic than dogmatic. Quoting from Louisiana’s historic context on modernism, “Modernism Triumphant”:

“Ironically, this mode of design, that had its inception in left-leaning, socialist Europe, came to house numerous great American corporations and ultimately to emerge as a potent symbol of American corporate and governmental power and hegemony. Moreover, shorn of its associations with relief of poverty and social uplift, European Modernism became a more generic symbol of modernity and a form of art. To be sure, it was high art -a profound minimalism with a powerful philosophy. But ultimately in America it became what it was not supposed to be -- at bottom, just a style.”

Other American architects adopted the style, influenced by books and magazines. Numerous American architects taught by Walter Gropius at Harvard and Mies van der Rohe at the Illinois Institute of Technology in the late 1930s and after World War II, also spread the International Style across America. American architects such as George Howe, who designed the first International Style skyscraper in Philadelphia (1932); New Yorker Phillip Johnson with his Connecticut “Glass House” (1949); Ralph Rapson from Minneapolis who designed the “Greenbelt House” (1945) as well as modern furniture for Koll; Welton Becket in Los Angeles, the designer of modernist 1950s Los Angeles hotels, auditoriums and corporate offices; and Austrian-Americans Richard Neutra and Rudolph Schindler, prolific Los Angeles residential architects, planted the seeds that inspired other architects across America to adopt the new International Style. The International Style later matured into all glass and metal buildings such as Mies van der Rohe’s 860-880 Lakeshore Drive twin apartment buildings in Chicago.

The International Style in Louisiana

In Louisiana, examples of the International Style first appeared in the 1930s, roughly twenty years after it first appeared in Europe. The earliest proponents of the International Style in Louisiana were the brother architects, Sam and William Wiener. Quoting from “Modernism Triumphant” :

“The Wieners were among the first in America to design in the International Style. Sam Wiener and fellow Shreveport architect Theodore Flaxman went to Europe in 1931 with the specific purpose of seeing the new style and meeting its creators. In the next few years Sam and William Wiener produced a number of notable works in the International Style.”

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Samuel Weiner designed the earliest and most highly regarded International Style buildings, including the pure, stark, simple and nationally praised Shreveport Municipal Incinerator (1934) in Shreveport, LA., demolished in 1974 by the City of Shreveport. Memorable and important low rise International Style buildings such as this one have been demolished, and a relative few remain in Louisiana.

The Baton Rouge Savings & Loan Association building compares favorably with the extant Louisiana work of Samuel Wiener such as the Bossier City High School (1940, National Register) in Bossier City. This fine example of International Style school architecture has many of the same features, such as the ribbon windows and shading cantilevered ledges over the windows as does the BRSLA building. The BRSLA building, in addition, has another key element that this high school lacks – pilotis, which in part, support the overhanging two floors above. The Fairfield Building (1949, National Register), located at 1600 Fairfield Ave in Shreveport, also by Samuel Wiener, uses the same elements as the BRSLA building - asymmetrical ribbon windows and a cantilever at the main entrance. In addition to similar stylistic elements, the BRSLA uses continuous cantilevered shading ledges over the ribbon windows at the two primary facades, and pilotis – both of which are additional and refined contributing elements of the early International Style.

Other Louisiana architects practicing at the time in the same style were Lathrop Douglass, Carson and Lundin and the Esso Standard Oil building (1949) in Baton Rouge; August Perez designer of the New Orleans high-rise Shell building (1952, National Register); Wilson and Coleman with the IBM building (1956) in Baton Rouge; Hays Town with The Rider's Building (1956) and the Union Federal Savings and Loan (1955) in Baton Rouge, and Walker & Walker with the Shreveport City Hall (1958).

In Louisiana, examples of the early International Style buildings first appeared in the major, wealthier, larger cities of Shreveport, Baton Rouge, and New Orleans. In New Orleans, the International Style took the form of high rise buildings, rather than low rise, such as the Shell Building (1952, National Register) by August Perez and the Texaco Building (1951, National Register). There are only a handful of extant mid-century low rise buildings in the International Style, of which the Baton Rouge Savings and Loan Association is one of the most cohesive, refined examples.

In the state's historic context, mid-century modern architecture was broken down into four subtypes found throughout the state. These include holdover International Style, holdover Art Moderne, Modular Grid Modern, and Everyday Modern. The Baton Rouge Savings & Loan Association building fits within the holdover International Style, whose main characteristics are:

- An essentially horizontal feel
- Bands of windows, sometimes emphasized with a modest ledge (and sometimes the window sequence is punctuated with periodic blank, neutral, or opaque panels)
- Flat roofs, sometimes emphasized with a ledge
- Strongly rectilinear compositions
- Substantive exterior walls (as opposed to curtain walls)
- A profound absence of ornament

A further characteristic includes a variation in texture with the use of brick and stucco. The Baton Rouge Savings & Loan Association building has all of these elements and is thus firmly planted as a holdover International Style building in Louisiana.

The Louisiana period of the traditional International Style, (i.e., of the same type built in the 1930s) faded by the late 1950s. Since seldom does a style abruptly end or is monolithic, Modernist glass grid towers and arched roofed buildings were being built alongside the more traditional International Style designs. building's intended function.”

The City of Baton Rouge: History and Growth

The following history of Baton Rouge and its downtown area was taken from the Downtown Baton Rouge Historic District National Register nomination, listed in 2009:

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"The City of Baton Rouge has quite a long history, tracing its earliest European settlement to colonial-era military forts. The legislature incorporated the town in 1817, and in 1846, it became the capital of Louisiana. The new center of state government was a small place (in contrast to New Orleans, where the capital had been located previously). On the eve of the Civil War, there were only 5,428 inhabitants (4,181 whites and 1,247 slaves). Union forces captured Baton Rouge in 1862. An estimated one-third of the community was destroyed during the conflict.

Baton Rouge began to rebound (after the war and Reconstruction) in the 1880s. In 1882, the capital was moved back to Baton Rouge. (The seat of government moved around during the Civil War, and after the war, returned to New Orleans.) The next year, 1883, saw the arrival of Baton Rouge's first railroad – the New Orleans and Mississippi Valley Railroad connecting the town with New Orleans. By 1890, the population had reached 10,478, a three-fold increase from 1860, but still a relatively modest population. Baton Rouge's agriculture-based economy was to change forever with the arrival of Standard Oil of Louisiana in 1909. In that year Esso Standard Oil filed a charter to build a two million dollar refinery on a 213 acre cotton field north of downtown. Upon completion, the refinery created 700 new jobs in a town of some 15,000 people. Oil from Oklahoma and Texas arrived at the refinery via a pipeline and was shipped out via the Mississippi River. Looking back on Standard Oil on the occasion of its fiftieth anniversary, one journalist wrote: "The magic of oil became a part of Baton Rouge's life in the Spring of 1909. Nothing has been the same since, nor will it ever be again. Up until that time Baton Rouge was no different from a dozen other river towns, pleasant and sleepy."

Over the next decades, Baton Rouge emerged as a petrochemical giant. Standard Oil continued to expand and numerous other petrochemical industries located in the city. In addition to being the innermost deep water port on the Mississippi, Baton Rouge was served by six trunk lines of railroad. By the late 1920s, Standard Oil of Louisiana was the largest oil refinery in the world. In 1927, more than 6,000,000 tons of oil products were shipped in and out of the plant, carried by 582 ocean-going vessels to all of the world's principal ports. With industrial growth, of course, came population growth. By 1940, the population was 34,719.

World War II brought unprecedented industrial growth to Baton Rouge. The city's many existing petrochemical plants expanded greatly and new ones arrived. By the end of 1942, Standard Oil's Baton Rouge plant produced three-fourths of the nation's aviation fuel, and its chemical products division made much needed synthetic rubber. The Aluminum Company of America, which opened a plant north of the city in 1942, employed 800 people and produced enough aluminum each month to make 2,000 fighter planes.

The 1940s were years of transformative growth. As new areas were annexed and new people moved to the city, Baton Rouge's population expanded almost four-fold in one decade, to a population of 125,629 in 1950. The population in 1960 was 152,419. One in five Baton Rougeans during the '40s and '50s worked in the petrochemical industry."

This huge population growth meant that a lot of new housing was also needed. The Baton Rouge Savings & Loan Association recognized this need and capitalized on the new booming housing market.

Baton Rouge Savings & Loan History

The Baton Rouge Savings and Loan Association began in 1923 with assets of only \$50,000. During the first decades of the twentieth century, Baton Rouge benefited economically from the expanding oil industry. The BRSLA served as a catalyst, helping homebuyers and builders finance residences in the expanding city.

After World War II, Baton Rouge and the rest of the country were in a period of economic prosperity. The East Baton Rouge Parish population grew from 88,415 in 1940 to 230,058 in 1960. The Baton Rouge economy changed from primarily agriculture to petrochemical refining, which by 1940 employed one-third

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of the city's population. During World War II, in Baton Rouge, the Standard Oil refinery produced 76% of the nation's fuel, and Dow Chemical produced synthetic rubber for the war effort. This explosive growth fueled the commercial, institutional and residential construction boom of this period creating and nourishing lending institutions such as the Baton Rouge Savings and Loan Association Building. Until the late 1940s, the downtown central business district was the commercial center of Baton Rouge. The BRSLA building was the first commercial building to move eastward, one block away, into the North Boulevard residential district, a harbinger of the 1950s commercial and residential post- World War II expansion away from downtown and into the suburbs which the BRSLA helped fund.

During the 1950s, savings and loan associations across the country were experiencing tremendous growth. Nationwide, savings and loan associations were the largest sources of financing for home buyers. In Louisiana, 36% of the homes purchased in 1955 were financed through a savings and loan institution. In 1955, the BRSLA opened its new headquarters on the corner of North Boulevard and St. Ferdinand Street, Baton Rouge's center of commerce and shopping at this time. BRSLA grew tremendously in the decades after the construction of their main office on North Boulevard, increasing their assets from \$11 million in 1954 to \$100 million by the late 1970s and increasing its branches to six. It was the first S&L in the state to offer VISA credit cards, to be fully computerized and to engage in secondary mortgage marketing. In 1985 however, BRSLA failed, the FDIC was appointed as receiver and Baton Rouge Savings and Loan Association was then bought by Pelican State S&L with Federal financial assistance.

Summary History of the Baton Rouge Savings and Loan Association Building:

1955	First Phase is built
1961	Second Phase is built
1985	Pelican State S&L absorbs BR S&L Association with FDIC financial assistance
1992	First National Bank of Commerce absorbs Pelican S&L
Date Unknown -	Louisiana Department of Insurance, Office of Receivership moves into the building
1997	Louisiana Department of Insurance, Office of Receivership moves out of the building
1997-2001	Building is vacant.
2001	EBRATS high school (East Baton Rouge Arts and Technology School) occupies the building
2006	EBRATS closes
2006 to present	Building is unoccupied
2007	Building is purchased by investor

The International Style and the Baton Rouge Savings & Loan Association Building

The architects of the BRSLA building, Bodman & Murrell, were both graduates of Tulane University School of Architecture (class of 1927,1926) and founded their firm in 1934. Functioning under the name of Bodman and Murrell, with the addition of other partners, the firm practiced until 1969. The architectural firm of Bodman, Murrell and Smith that designed the building in 1953 and 1960 was the first full service, large architectural firm in Baton Rouge that employed architects and structural engineers. Before Bodman and Murrell began practicing in Baton Rouge, large buildings were built by out of town firms from larger cities. Their work included schools, office buildings, and municipal buildings.

The architects for this building utilized the key features of the early 1920s and 1930s International Style: a building devoid of ornament and characterized by machined metal and glass windows, thin bands of windows, an overall horizontal feel, flat roofs, cantilevered canopies and ledges, the use of pilotis, and the emphasis on asymmetric balance rather than preconceived symmetry. Architectural historians Jonathan and Donna Fricker praise this building:

“Consider Baton Rouge Savings and Loan (Photo 3, Bodman and Murrell and Smith, architects). With its smooth, light-colored limestone two-story volume hovering over a dark base, its ribbon windows with rectilinear canopies, and its large but simple graphic clock face, it looks for all the

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world like a shop of advanced taste built in, say, Helsinki, Finland in about 1930. Yet this classic, textbook International Style building was actually built in downtown Baton Rouge in 1955. And to look even further backwards (perhaps to Art Deco), the design also includes a bas relief panel depicting a woman and child watching workers build their new home - a graphic testament to the

A newspaper account of the opening in April 1955 also praised the building for its modernity and said the architects "have culled the very latest developments from the world of architecture and transplanted these ideas into brick, stone, steel, concrete, marble and granite – a veritable financier's dream house in the heart of downtown Baton Rouge."

In addition to the BRSLA building, there are four extant, low rise (four stories and fewer), early period (as exemplified by the use of ribbon windows) International Style commercial and institutional buildings in Louisiana including:

- (1) Bossier City High School, 1940, Bossier City, by Samuel Wiener. This flat roofed three story building is unadorned and brick veneered with asymmetrical ribbon window fenestration and horizontal concrete cantilever window shading ledges above and continuous horizontal window sills below. It has painted steel industrial casement windows compared to the BRSLA building, which are aluminum, an indication of the post-World War II commercially introduced use of unpainted aluminum. It shares with the BRSLA the lack of adornment, the horizontal sweep of the asymmetrical ribbon windows and their cantilever shading ledges and window sills. The brick is of the same color as the two secondary BRSLA elevations. It differs from the BRSLA on its primary elevations in the following ways: brick, instead of limestone and terra cotta; steel windows instead of aluminum windows; no cantilevered canopy over the first floor or pilotis – all of which were used in BRSLA. For the BRSLA the use of a continuous street cantilevered canopy adds to the horizontal visual sweep of the primary elevations, the fenestration is asymmetrical, and the pilotis repeat elements of the early International Style. Unlike the BRSLA building, it lacks pilotis and a concrete cantilever over the first floor entrance, two of the early International Style signatures. This property is individually listed on the National Register.
- (2) The Fairfield Building, 1949, 1600 Fairfield Ave, Shreveport, by Samuel Wiener. This four story white brick office building is an unadorned simple rectangular flat roofed box with symmetrically arranged steel ribbon windows that continue the full width of the building for the four sides of the upper three stories. The first floor has an alternating combination of solid brick panels and storefront glass. The front elevation has a black granite wainscot and a cantilevered canopy over the main entrance. It shares with BRSLA the lack of adornment, the individually square proportioned ribbon windows, the first floor balance of glass storefront and solid walls, and the first floor cantilevered canopy over the entrance. It differs from the BRSLA in that the ribbon windows on the upper floors are symmetrically arranged. The windows also lack a horizontal shading ledge. For the BRSLA, the use of a continuous primary elevation cantilever canopy and cantilevered shading ledge over the windows, as well as the asymmetric fenestration, are additional elements of the early International Style that the Fairfield building lacks. This property is listed on the National Register.
- (3) Shreveport City Hall, (now Police Headquarters), 1958, Shreveport, by Walker & Walker. This four story brick building is an unadorned flat roofed building with symmetrically arranged ribbon windows, pilotis on part of the first floor, and a cantilevered canopy at the entrance. It shares with the BRSLA building an unadorned rectangular simplicity, the ribbon windows, pilotis and cantilevered entrance canopy. It differs from the BRSLA in that the ribbon windows' horizontal sweep is interrupted by vertical exterior brick columns at each bay. For the BRSLA, the use of continuous ribbon windows not interrupted by the vertical columns reinforces the horizontal sweep common to the early International Style as do the continuous cantilever canopy and ledges over the ribbon windows. This building lacks the cantilevered horizontal ribbon window ledges like those on the BRSLA and the ribbon windows are interrupted by the pilasters at each bay. There

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are also no large expanses of blank wall like those found on the BRSLA building (i.e. the wall where the clock is). This property is not listed on the National Register.

- (4) Gulf States Utilities Building (now Entergy), 1955, 446 North Blvd. Baton Rouge, by Bodman & Murrell & Smith. This four story brick and stucco building is an unadorned, flat roofed building with fixed aluminum type storefront ribbon windows that continue the full width of the main facade. The first floor is recessed on pilotis and the glass and aluminum storefront system spans the full width and height of the first floor for the left three bays. The fourth, right, bay is solid brick with no openings. A cantilevered concrete canopy covers the main entrance on North Blvd, off center on the second of the four bays. The left and right sides of the building are recessed brick walls with no openings, the pilotis exposed. The rear elevation is brick and recessed on the first floor, again with the exterior columns exposed, and with ribbon windows on the 2nd through 4th floors centered on the two blank brick walls at the left and right. These two rear blank brick walls have a vertical 8" wide glass blocks slit from the 2nd to the 4th floors. It shares with the BRSLA the lack of adornment, flat roof, ribbon windows, pilotis, and recessed first floor walls. It differs from BRSLA in that it doesn't have the additional decorative details including the continuous cantilevered shading windows ledge over the front and rear ribbon windows. These ribbon windows in front and rear of the building are symmetrically placed, whereas in the BRSLA they are asymmetrically placed in the elevations. For the BRSLA building, the use of a continuous primary elevation cantilever canopy and cantilevered shading ledge over the windows reinforce the visual horizontal sweep. This building is much simpler than BRSLA and does not have the extra details that BRSLA has such as the asymmetrical fenestration, continuous cantilever over the 1st floor glazing, or the shading ledges over the ribbon windows that all reinforce the early International Style horizontal visual sweep. This property is not listed on the National Register.

Furthermore, none of these examples feature the unique bas relief detail that is found on the BRSLA building. This detail helps to make the BRSLA building stand out even more as an excellent example of an early International Style building adapted to a low rise commercial structure.

The Baton Rouge Savings & Loan Association breaks with the financial buildings' Neoclassical tradition.

In contrast to the then predominant bank and financial institutions' Neoclassical designs, this modern building is a more informal expression of the optimism and progress prevalent in the 1950s in the United States after World War II.

At the time, banks and financial institutions were typically built in a Neoclassical Style, intended to convey a feeling of permanence, stability, and impersonal sobriety. The BRSLA low rise design conveys the feeling of stability by its horizontal proportions, it is solidly anchored to the ground, and by its use of limestone, which is associated with prominent institutional and high end commercial buildings. As a three story building, it also expresses a non-monumental, more inviting human scale that doesn't tower over the individual. The entrance is not at the top of a number of steps but accessible at ground level and with planters. The bas relief panel at the entrance, of a mother and carpenters building the family home, adds to the human scale. The fenestration is informally asymmetrical, unlike other formal Neoclassical banks and financial institutions. The modern International Style also conveyed the feeling of American optimism and progress following World War II. This financial building succeeded in expressing the stability, informal personal warmth, optimism, and emphasis upon modern progress of its era to the public.

Summary

The Baton Rouge Savings & Loan Association stands out from other early International Style buildings in Louisiana because of its acute attention to detail and design. This building employs the key elements of the 1930s - pilotis, horizontal cantilever over the first floor, cantilevers over asymmetrically placed ribbon windows, lack of applied ornament, projecting window ledges, flat roof, and visual emphasis on horizontal lines. Other examples in Louisiana do not employ all of these details on one building, but rather, just use some International Style details. The BRSLA building's design recalls the early, pre-World War II examples of the International Style found in Europe applied to a low rise building. This collection of

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significant architectural details on the BRSLA building make it a prime example of the low rise, early International Style building in Louisiana and therefore merits National Register listing not because it is a rare intact, surviving building, but because it is a first rate example of this architectural style constructed in response to the overall statewide and citywide explosive population growth following World War II.

9. Major Bibliographical References

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

Blitzer, Carol Anne, "Downtown BR Holds Sleek Gems of Post-War Optimism," *The Advocate*, May 17, 2013.

"BR Blvd. Loan Home Here to Cost \$441,600," *The State-Times*, 22 January 1954.

Carleton, Mark T., *Baton Rouge: River Capital*, American Historical Press, 1981.

FDIC online records - Pelican Savings and Homestead absorbs BR S&L, Nov. 30, 1985.

Fricker, Jonathan and Donna, "Louisiana Architecture 1945-1965, Modernism Triumphant – Commercial and Institutional Buildings," *Louisiana Department of Culture Recreation and Tourism*, September 2009, Revised February 2010.

http://www.crt.state.la.us/hp/nationalregister/historic_contexts/modernismtriumphantfinalrevised.pdf. Accessed August 23, 2013.

National Register of Historic Places, Downtown Baton Rouge Historic District, Baton Rouge, East Baton Rouge Parish, Louisiana, National Register #09000899.

Noland and Wong, An Architectural Corporation, Baton Rouge, LA., Original Baton Rouge Savings & Loan Association Building plans.

"Savings and Loan Groups Occupy Important Spot," *The State-Times*, 15 April 1955.

Spieth, Darius S., "A Survey of Modernist Architecture on Florida Street and Florida Boulevard in Baton Rouge, LA", LSU slide lecture.

Previous documentation on file (NPS):

preliminary determination of individual listing (36 CFR 67) has been requested

previously listed in the National Register

previously determined eligible by the National Register

designated a National Historic Landmark

recorded by Historic American Buildings Survey # _____

recorded by Historic American Engineering Record # _____

recorded by Historic American Landscape Survey # _____

Primary location of additional data:

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- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: Noland and Wong, Architects, Baton Rouge, LA

Historic Resources Survey Number (if assigned): n/a

10. Geographical Data

Acreeage of Property Less than one acre (.51 acres)

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

- | | |
|------------------------|-----------------------|
| 1. Latitude: 30.446896 | Longitude: -91.186381 |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

Or

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

- | | | |
|----------|-----------|-----------|
| 1. Zone: | Easting: | Northing: |
| 2. Zone: | Easting: | Northing: |
| 3. Zone: | Easting: | Northing: |
| 4. Zone: | Easting : | Northing: |

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

The boundaries of the property can be seen on the included plat map as encompassing Lots 1 and 2 and the northerly portion of Lot 3, which is an adjacent parking lot.

Boundary Justification (Explain why the boundaries were selected.)

Boundaries follow the historic property lines of the parcels of land that include the building as well as including an adjacent parking lot associated with the building as seen on the included plat map.

11. Form Prepared By

name/title: Francisco Alecha, AIA, Architect
organization: Alecha Architecture
street & number: 1536 Sams Ave, Ste 200
city or town: New Orleans, LA state: LA zip code: 70123
e-mail falecha@aol.com
telephone: 504-734-7437
date: August 26, 2013

Additional Documentation

Submit the following items with the completed form:

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

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

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Photo Log

Name of Property: Baton Rouge Savings and Loan Association
City or Vicinity: Baton Rouge
County: East Baton Rouge Parish State: LA
Photographer: Francisco Alecha
Date Photographed: August, 2013

0001 of 38

Primary building elevations view from the East Promenade; camera facing east.

0002 of 38

View from St. Ferdinand St. elevation with clock, ribbon windows, canopy, sunshade ledges over windows, limestone cladding, storefront aluminum glass, three pilotis, painted terra cotta, recessed elevator penthouse; camera facing east.

0003 of 38

Original entrance to BRSLA, ribbon windows, canopy cutouts over bas relief, planter, terrazzo sidewalk, copper canopy cap flashing; camera facing east.

0004 of 38

Northwest corner close-up with painted concrete overhang, copper coping, clock, asymmetric ribbon windows, blank limestone wall, sunshade over the windows window ledges; camera facing east.

0005 of 38

North view with ribbon windows, limestone veneer, canopy cutouts over bas relief, planter, copper canopy cap flashing; camera facing southeast.

0006 of 38

Close-up of bas relief, no signature found; camera facing southeast.

0007 of 38

Original entrance to BRSLA, ribbon windows, canopy cutouts over bas relief, planter, terrazzo sidewalk, copper canopy cap flashing; camera facing southwest.

0008 of 38

Left side of North elevation with ribbon windows, single window, cantilever canopy, planters; camera facing east.

0009 of 38

View of northeast corner with limestone façade on 2nd, 3rd floors, ribbon windows, cantilever canopy, brick veneer, punched aluminum windows, slit window at rear stair, terra cotta tile, four pilotis exposed; camera facing south.

0010 of 38

Closeup looking towards north with brick veneer, punched aluminum casement windows, four pilotis. Alterations: painted plywood wall, exit door; camera facing north.

0011 of 38

Closeup looking towards north with brick veneer, punched aluminum casement windows, four pilotis. The Sonotube round column forms are visible in the spiral striations. Alterations: painted plywood wall; camera facing north.

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View from the South parking lot elevation with stucco over adjacent removed building, brick veneer, punched windows, recessed mechanical penthouse; camera facing north.

0013 of 38

West elevation at St. Ferdinand St. with pilotis, storefront glass, clerestory storefront glass, glass butt corner. Note the curb cut at the center of the image – this was originally a drive through for the bank before the 1961 addition and before the acquisition of an additional lot for parking; camera facing northwest.

0014 of 38

View from west elevation at St. Ferdinand St. with storefront glass, square casement ribbon windows, overhang, blank wall, recessed elevator brick penthouse with square openings; camera facing northeast.

0015 of 38

View from west elevation, St. Ferdinand St., at left 1st floor planter showing original brownish orange terra cotta before being painted; camera facing north.

0016 of 38

Elevator lobby entrance with terrazzo floor and cove base, granite walls, elevator doors and curved frame, stair exit door with original hardware; camera facing northwest.

0017 of 38

Elevator lobby entrance with terrazzo floor and cove base, granite walls, stair exit door with original hardware, storefront glass and aluminum exit doors; camera facing southeast.

0018 of 38

Elevator lobby entrance with terrazzo floor and cove base, granite walls, storefront glass and aluminum exit doors; camera facing northwest.

0019 of 38

Soffit 1st floor lobby looking towards original BRSLA entrance with plaster cove lighting, stained plywood soffit, wood speakers, glued acoustic tile ceiling; camera facing northwest.

0020 of 38

First floor looking towards North Blvd and St. Ferdinand St. corner, with original entrance at right; camera facing northwest.

0021 of 38

First floor looking West towards St. Ferdinand St. with original brick drive through walls, stucco ceiling; camera facing southwest.

0022 of 38

Second floor with brushed aluminum and glass ribbon square casement windows with marble stool, typical of all existing ribbon and punched windows throughout the building. Typical are ¾" plaster walls and ¾" plaster over square concrete columns throughout the building. The round columns on the 1st floor addition are painted concrete. Camera facing northwest.

0023 of 38

Elevator lobby entrance at 2nd floor with elevator doors and curved frame, glued acoustic tile ceiling; camera facing northwest.

0024 of 38

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Elevator stairs 2nd floor, terrazzo treads, risers, landings, wainscot, plaster walls above, Blumcraft forged guardrails and handrails; camera facing northeast.

0025 of 38

Second floor exterior clock electronic mechanism; camera facing southwest.

0026 of 38

Third floor with representative example of interior partitions; camera facing northeast.

0027 of 39

Elevator lobby entrance at 3rd floor with elevator doors and curved frame, stained plywood wall, exit stair door, glued acoustic tile ceiling; camera facing northwest.

0028 of 38

Elevator stairs 3rd floor, terrazzo treads, risers, landings, wainscot, plaster walls above, Blumcraft forged guardrails and handrails; camera facing northeast.

0029 of 38

Elevator lobby entrance at 3rd floor with stained plywood walls, glued acoustic tile ceiling, two recessed ceiling lights; camera facing south.

0030 of 38

Third floor- electronic carillon viewed from the front- Schulmerich Carillons, Inc., Tyme Stryke Bells, Sellersville, PA 18960, (215) 257-2771 Model # 110.TPCC.PFI Serial # 6054. The company is still in existence. Camera facing southeast.

0031 of 38

Third floor electronic carillon viewed from the rear; camera facing southeast.

0032 of 38

Third floor with original light well in center of building visible (later enclosed), older construction brick wall shown; camera facing southeast.

0033 of 38

Third floor showing typical building construction; Lay-in acoustic ceiling over acoustic tiles glued to plaster, suspended from concrete tees floor system; camera facing southwest.

0034 of 38

East stairs 3rd floor with vinyl asbestos treads, landings, slit aluminum window, custom job built painted steel modernist handrails and guardrails, plaster walls; camera facing northeast.

0035 of 38

East stairs 2nd and 3rd floor with vinyl asbestos treads, landings, slit aluminum window, custom job built painted steel modernist handrails and guardrails, plaster walls; camera facing southwest.

0036 of 38

Utility stairs South side 2nd floor with vinyl asbestos treads, landings, plaster walls and guard rail, typical all three floors; camera facing southeast.

0037 of 38

Roof view towards Southeast with brick elevator recessed penthouse, flat asphalt roof, mechanical recessed penthouse, covered atrium to 3rd floor; camera facing east.

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Roof view towards West with brick elevator penthouse and main stair window, flat asphalt roof; camera facing west.

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Figure 1. Advertisement dated April 15, 1955, announcing the opening of Baton Rouge Savings & Loan Association (prior to the addition).

Fri 15 Apr 1955 ST 1-B

Formal **OPENING**

SATURDAY APRIL 16, 1955
9:00 A.M. TO 5:00 P.M.



**BATON ROUGE SAVINGS
& LOAN ASSOCIATION**
400 North Boulevard

GRAND OPENING WEEK -
Monday April 18th - Through - Friday April 22nd 1955

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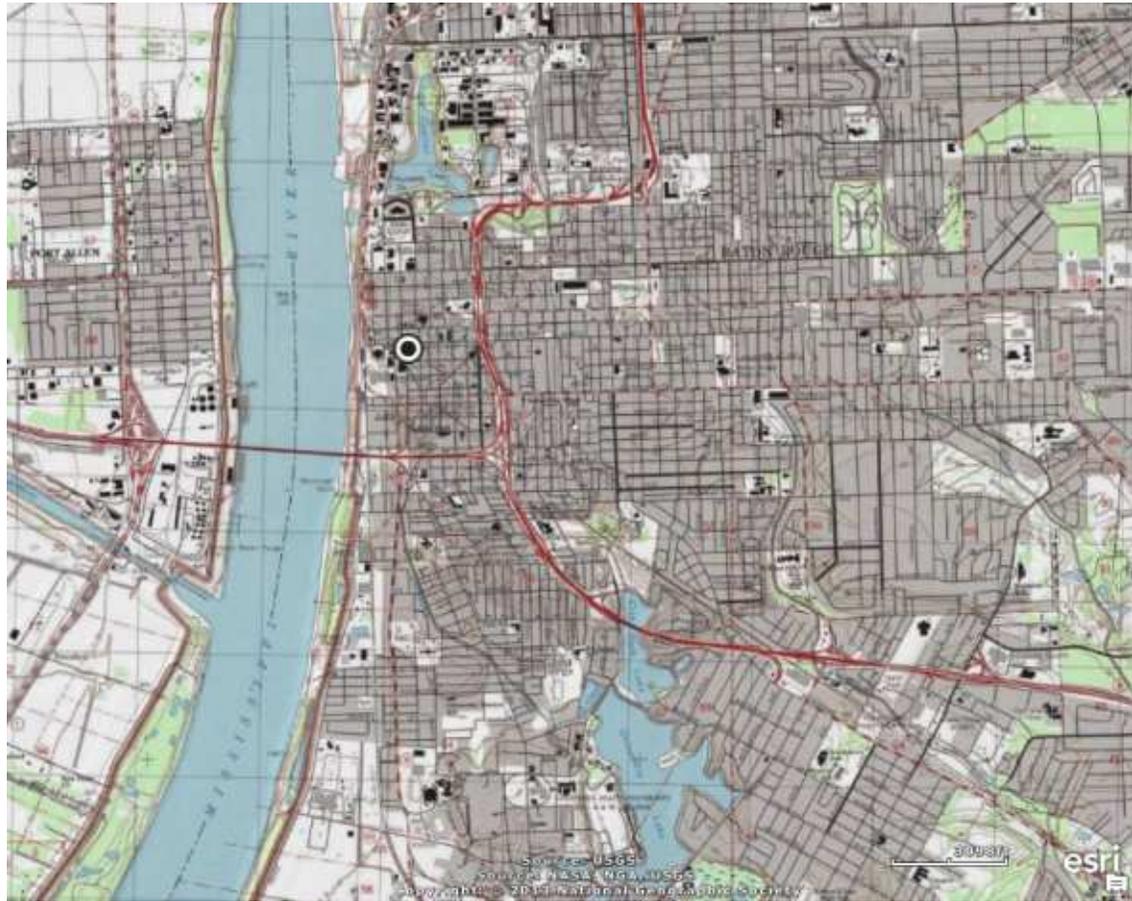
Figure 2. Period Postcard of the Baton Rouge Savings & Loan Association after the addition was added in 1961; note the original red terra cotta tiles at the ground floor.



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

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

Baton Rouge Savings and Loan Association, East Baton Rouge Parish, LA



Latitude: 30.446896

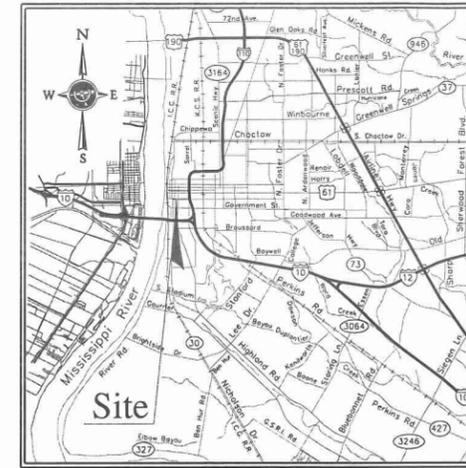
Longitude: -91.186381

Baton Rouge Savings and Loan Association, East Baton Rouge Parish, LA



Latitude: 30.446896

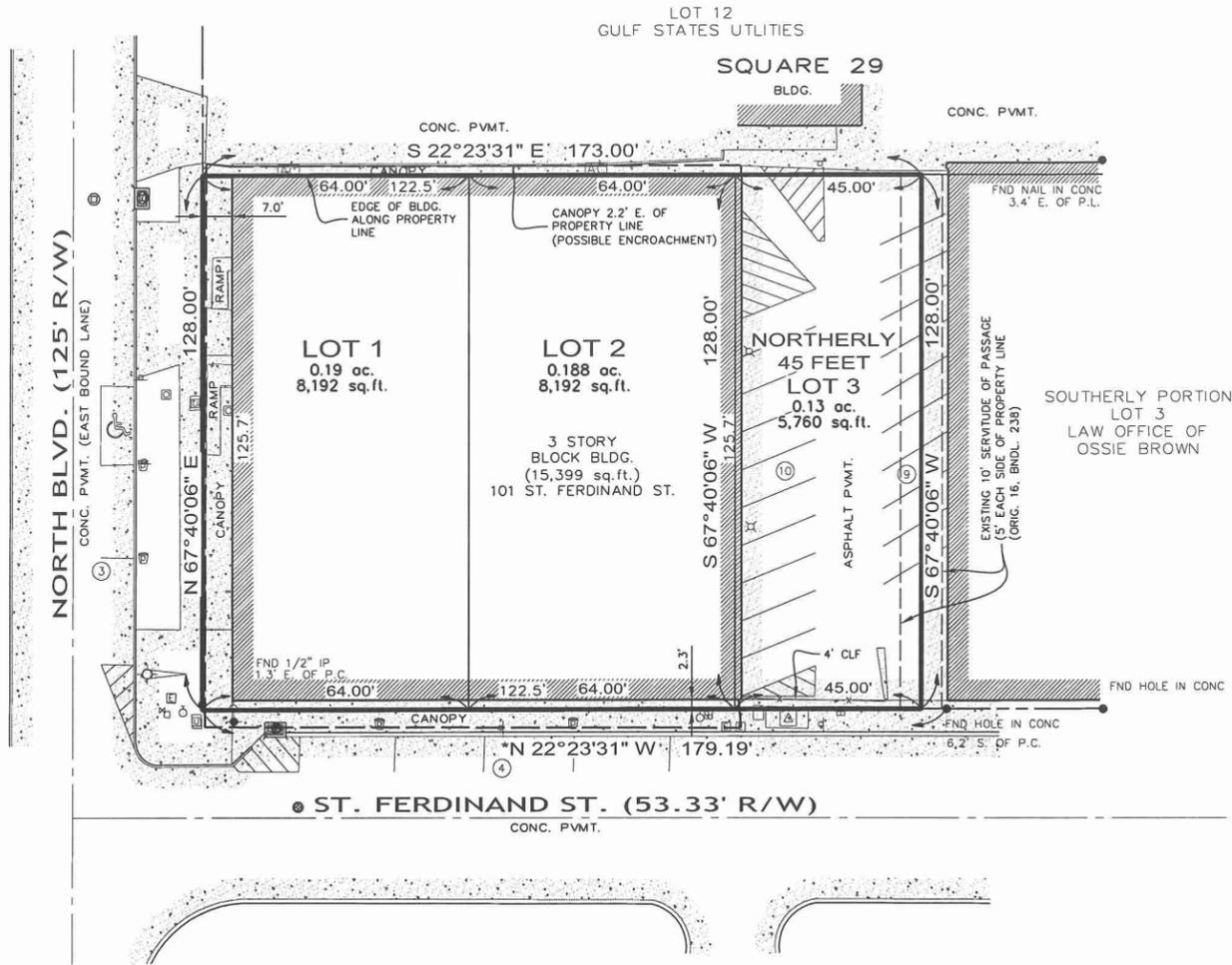
Longitude: -91.186381



VICINITY MAP
NOT TO SCALE

LEGEND

- Found Iron Pipe/Hole/Nail in Concrete
- ⊠ Pad Mounted Transformer
- ⊞ Electric Meter
- ⊕ Fire Hydrant
- ⊞ Water Meter
- ⊞ Gas Meter
- ⊞ Gas Valve
- ⊞ Sewer Manhole
- ⊞ Catch Basin
- ⊞ Drain Manhole
- ⊞ Sign
- ⊞ Air Conditioner Unit
- ⊞ Area Light
- ⊞ Street Light
- ⊞ Utility Access Panel
- ⊞ Traffic Signal Pole
- R/W Right of Way
- P.L. Property Line
- P.C. Property Corner
- PVMT Pavement
- CLF Chain Link Fence
- FND Found
- ♿ Handicap Parking
- Asphalt Pavement
- Concrete Pavement



GENERAL NOTES:

- 1.) Flood Note: In accordance with FEMA Flood Insurance Rate Map Panel No. 220058-0090-D for East Baton Rouge Parish Louisiana, last revised May 17, 1993, the property hereon is located in Flood Zone "X". Base Flood elevations should be verified with the Engineering Division of the Department of Public Works.
- 2.) Zoning: C5 (Business District)
Yard Requirements:
Minimum Front Yard: None
Minimum Rear Yard: None
Minimum Side Yard: None
Zoning information should be verified with City/Parish Planning Commission.
- 3.) Reference Maps:
A. Final Plat of Beaugard Town (North of Government Street)
- 4.) (*) represents the Basis of Bearings. Bearings are based on Magnetic North. Distances are U.S. Survey Feet.
- 5.) No attempt has been made by LandSource, Inc., to verify title, actual legal ownerships, deed restrictions, servitudes, easements, or other burdens on the property other than that furnished by the client or his representative.
- 6.) Utilities: The location of underground utilities was not in the scope of this survey.
- 7.) Parking Summary:
Regular Spaces: 25
Handicap Spaces: 1
Total Spaces: 26

ACREAGE TABLE			
LOT 1	-	0.19 ac.	- 8,192 sq.ft.
LOT 2	-	0.18 ac.	- 8,192 sq.ft.
NORTHERLY 45' LOT 3	-	0.13 ac.	- 5,760 sq.ft.
TOTAL		10.701 ac.	466,137 sq.ft.

MAP SHOWING ALTA/ACSM LAND TITLE SURVEY
 OF
LOTS 1, 2 & THE NORTHERLY PORTION OF LOT 3
 BEAUGARD TOWN (NORTH OF GOVERNMENT ST.) SQ. 29
 LOCATED IN SECTION 51, T-7-S, R-1-W,
 GREENSBURG LAND DISTRICT,
 EAST BATON ROUGE PARISH, LOUISIANA
 FOR
400 North Boulevard, L.L.C.



CERTIFICATION:

This is to certify to 400 North Boulevard, L.L.C., Fidelity National Title Insurance Company and Red Stick Title Company, Inc., that this map or plat and the survey on which it is based were made in accordance with the "Minimum Standard Detail Requirements for ALTA/ACSM Land Title Surveys," jointly established and adopted by ALTA and NSPS in 2005 and includes Items 1, 2, 3, 4, 6, 7(a), 8, 9, 10 and 11(b) of Table A thereof. Pursuant to the Accuracy Standards as adopted by ALTA and NSPS and in effect on the date of this certification, the undersigned further certifies that in my professional opinion, as a land surveyor registered in the State of Louisiana, the Relative Positional Accuracy of this survey does not exceed that which is specified therein; and that the property shown hereon lies in Flood Zone "X" (areas outside 500 year flood).

David L. Patterson, P.L.S. Date 2/3/07
 La. Registration No. 04784

DATE: Feb. 03, 2007
 JOB #: 07-022
 DWN. BY: KJA
 CKD. BY: DLP

SHEET NO:
01
 OF: 01

EXHIBIT A

Parking Lot:

A certain lot or parcel of ground, together with all the buildings and improvements thereon, situated in the City of Baton Rouge, Parish of East Baton Rouge, State of Louisiana, and described as the Northern Portion of Lot No. THREE (3), Square No. TWENTY-NINE (29), in that portion of the City of Baton Rouge known as BEAUREGARD TOWN, and having a front ~~on the East side of St. Ferdinand Street of Forty-five (45) feet by a depth along the northern~~ boundary of said lot and between parallel lines of One Hundred Twenty-eight (128) feet, together with a perpetual right or servitude of way and passage and across the strip which is South of this fractional portion, said strip having a front of Five (5) feet along the East side of St. Ferdinand Street by a depth of One Hundred Twenty-eight (128) feet, the said lot having a width across the rear of Forty-five (45) feet.

It is understood and agreed that the extreme southern portion of the property herein conveyed having a front of St. Ferdinand Street of Five (5) feet by a depth of One Hundred Twenty-eight (128) feet, together with the adjacent Five (5) foot strip over which a right or way of passage is hereinabove described shall, together, constitute a perpetual joint passage way of Ten (10) feet in width, together with all right of way and privilege thereunto belonging or appertaining.

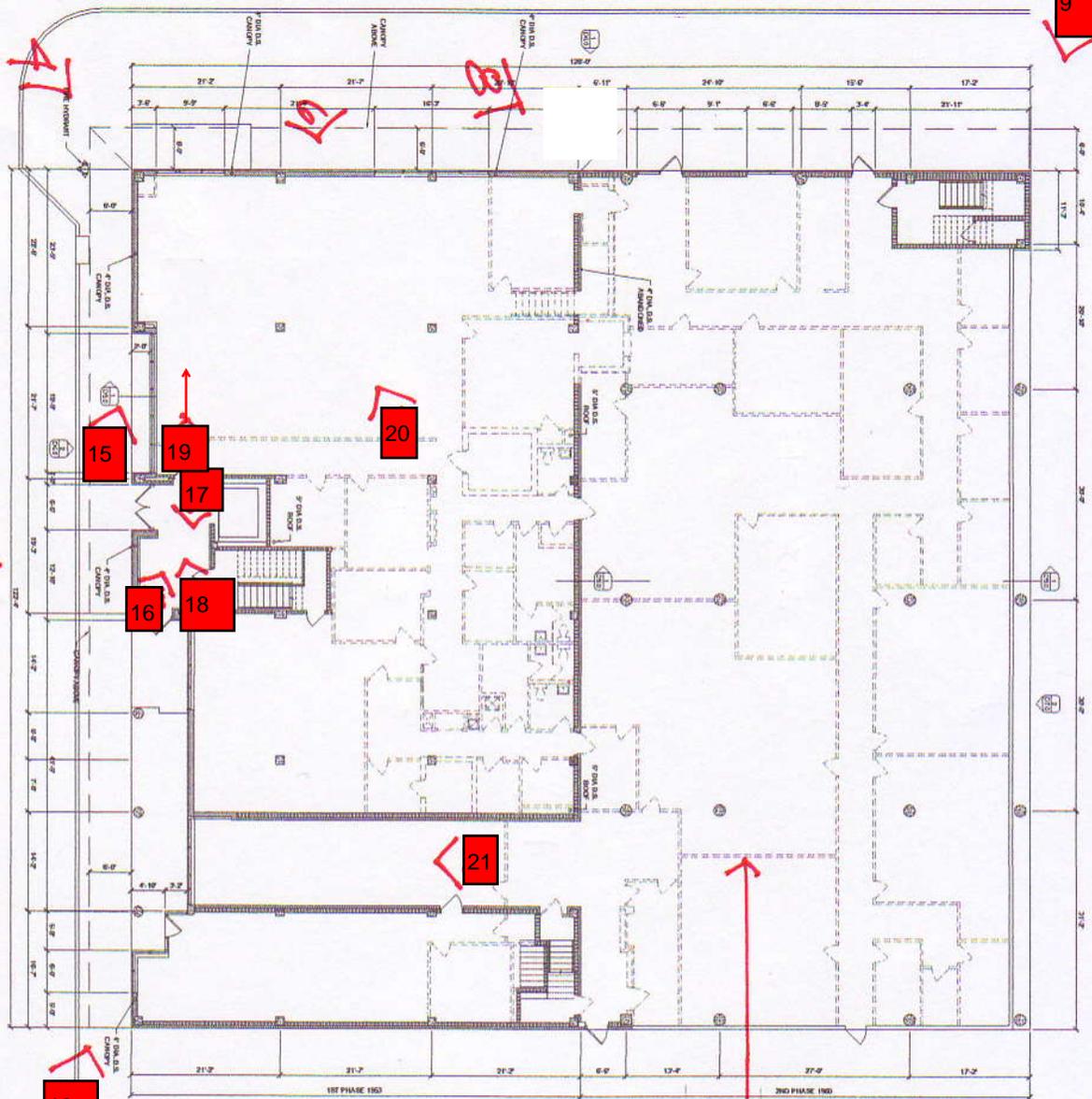
Building:

Two (2) certain lots or parcels of ground together with all the buildings and improvements thereon, situated in that Subdivision of the City of Baton Rouge, Louisiana known as BEAUREGARD TOWN and being designated on the Official Plan thereof recorded in the Office of the Clerk and Recorder of the Parish of East Baton Rouge, Louisiana as the **East One-Half (E-1/2)** of Lots ONE (1) and TWO (2), SQUARE TWENTY-NINE (29), said Subdivision, said fractional lots forming a parcel of ground measuring Sixty-four (64) feet front on the South side of North Boulevard by a depth between parallel lines of One Hundred Twenty-eight (128) feet, all as more fully shown on a plan of survey by R. Swart, Civil Engineer.

A certain lot or parcel of ground composed of two (2) fractional lots, together with the building and improvements, situated in that subdivision of the City of Baton Rouge, known as BEAUREGARD TOWN and being designated according to the official map of said city made by F. F. Pillet, C.E., adopted by the Commission Council on October 21, 1930 as the **West one-half (W-1/2)** of Lots One (1) and Two (2), Square Twenty-nine (29), said Beauregard Town, said lot herein described measuring Sixty-four (64) feet front on the South side of North Boulevard by a depth of one hundred twenty-eight (128) feet between equal and parallel lines and long St. Ferdinand Street.



7
7
7



NOT FOR CONSTRUCTION



1ST Floor

PARTITIONS = DASHED

11, 12

112

SHEET D2.0
131802.DWG

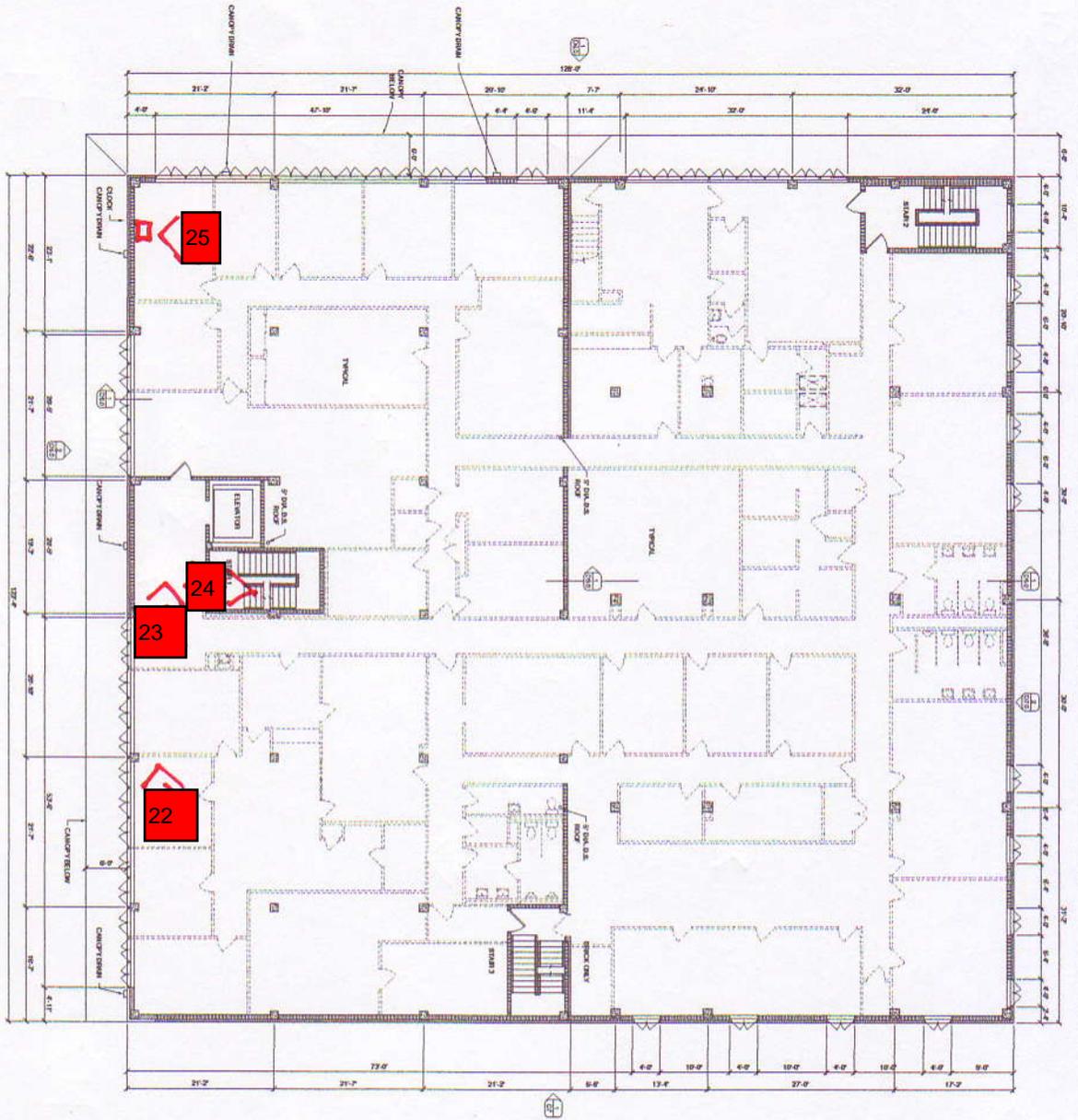
REVISION
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ISSUE DATE: AUG. 27, 2013
NATIONAL REGISTER NOMINATION

BATON ROUGE SAVINGS AND LOAN ASSOCIATION
400 NORTH BOULEVARD
BATON ROUGE, LA 70802

CONTRACTOR: THESE ARE SCHEDULED MAKE THE PROPERTY ADMIN. CONTROL SUPERVISION AND WITHOUT THE INTERFERENCE OF THE

ALECHA ARCHITECTURE
1526 SAINT ROCH AVE SUITE 200, NEW ORLEANS, LA 70113
TEL: (504) 734-7437 FAX: (504) 734-0337 EMAIL: TALACHA@AOL.COM



NOT FOR CONSTRUCTION

2ND FLOOR PLAN- EXISTING

2ND FLOOR

SHEET
D3.0
131803.DWG

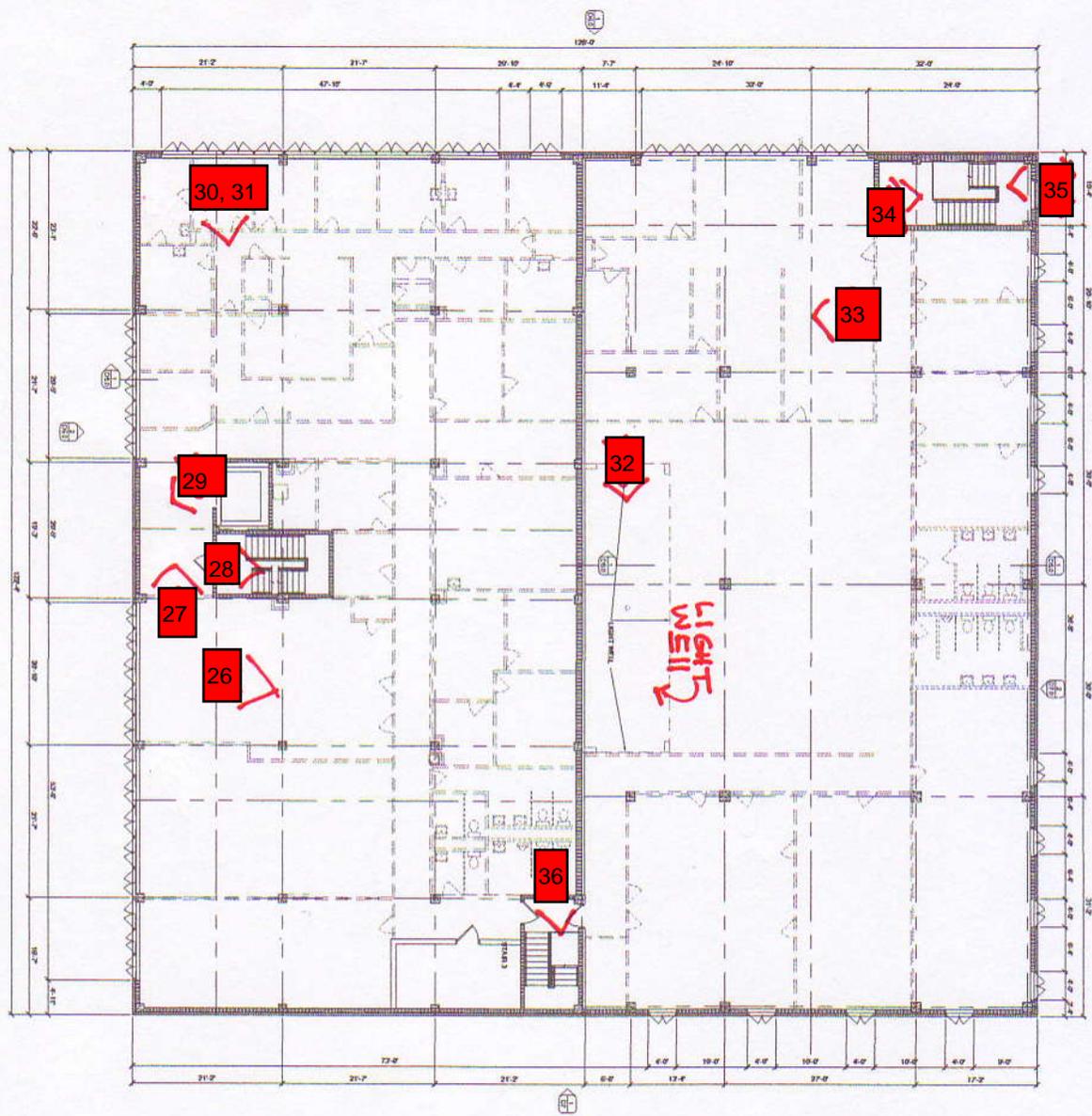
REVISION
1
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ISSUE DATE:
AUG. 27, 2013
NATIONAL REGISTER NOMINATION

BATON ROUGE SAVINGS AND LOAN ASSOCIATION
400 NORTH BOULEVARD
BATON ROUGE, LA 70802

CONTRACTOR
THE PLAN SERVICES
MADE THE PROPERTY OF ALECHA ARCHITECTURE
UNLESS OTHERWISE NOTED
WITHOUT THE ARCHITECT'S CONSENT

ALECHA ARCHITECTURE
1536 SAHNI AVENUE, SUITE 200, NEW ORLEANS, LA 70113
TEL: (504) 734-7437 FAX: (504) 734-9377 EMAIL: FAX@ALECHA.AE.COM



NOT FOR CONSTRUCTION

A
3RD FLOOR PLAN - EXISTING

3RD Floor

REVISION
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ISSUE DATE:
AUG. 27, 2013

NATIONAL
REGISTERED
NOMINATION

BATON ROUGE SAVINGS AND
LOAN ASSOCIATION
400 NORTH BOULEVARD
BATON ROUGE, LA 70802

CONTRACTOR
THESE PLANS, SPECIFICATIONS
AND THE INFORMATION ALONG
HEREIN ARE FOR THE EXCLUSIVE
USE OF THE CONTRACTOR AND
WITHOUT THE INTERFERENCE
OF AIA.

ALECHA ARCHITECTURE

1536 SAMA AVENUE, SUITE 2500, NEW ORLEANS, LA 70125
TEL: (504) 734-7437 FAX: (504) 734-8287 EMAIL: ALECHA@AIA.COM

SHEET
D4.0

131804.01-03-R.DWG

