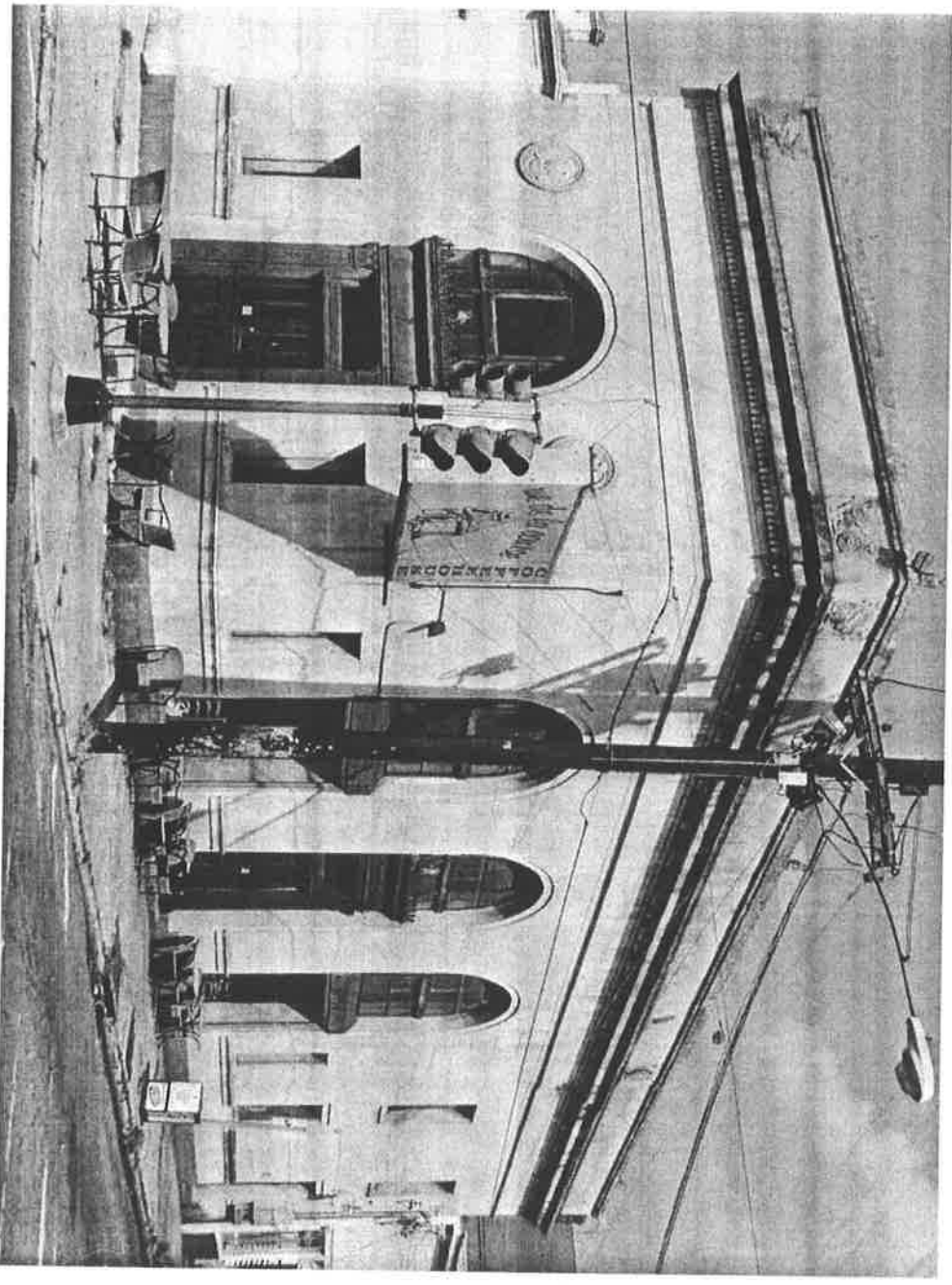


NEW ORLEANS HISTORIC DISTRICT LANDMARKS COMMISSION

DESIGNATION REPORT



MARINE BANK AND TRUST
1138 SOUTH CARROLLTON AVENUE
JONES, ROESSLE & OLSCHNER, 1926

Carrollton Avenue and six 32' lots fronting on Oak Street. (Figure 2)³ Bartholemew Morere purchased three lots # 4, 5 and 6 forming the corner of Oak Street and Carrollton Avenue from Hebel in 1902 and soon sold lots # 4 and 5 to the German American Homestead. Charles Walsdorf purchased the lots from the homestead in 1909 and built a one story frame corner store on lot # 5. The 1909 Sanborn map and a survey of the property from 1920 show the footprint of the building. The Sanborn map indicates that the building housed a drugstore during Walsdorf's ownership.⁴ (Figures 3 & 4) Walsdorf resubdivided lots 4 and 5 into three lots A, B, & C (Figure 3) and sold the land as well as the drugstore business in 1920 to Arthur Dayries for \$30,000. Dayries took out a second mortgage in 1921 and eventually sold the property for \$13,500 to the Marine Bank & Trust in 1922.

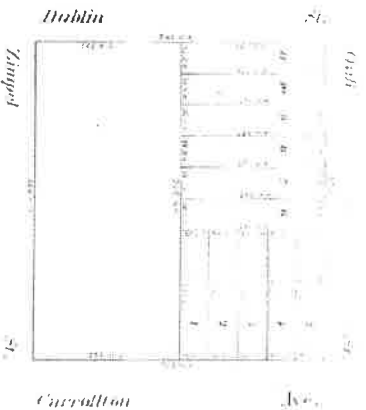


Figure 2. 1902 survey

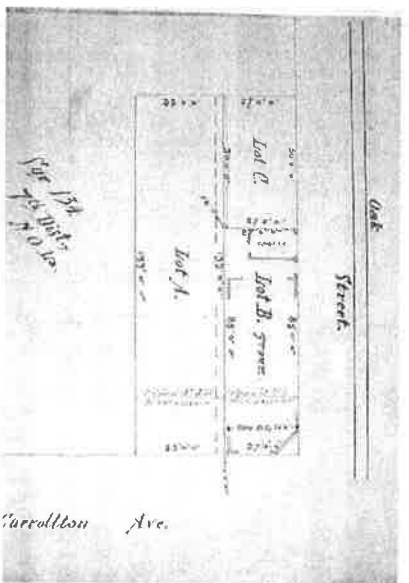


Figure 3. 1920 Survey

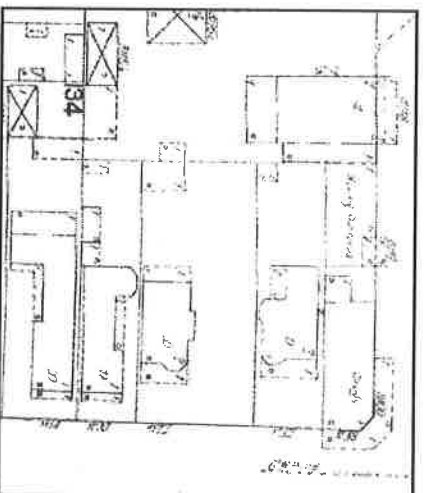


Figure 4. 1909 Sanborn map

In 1926 the Marine Bank and Trust demolished the one story drugstore building and commissioned the architecture firm of Jones, Roessle & Olshner to design the current two-story, Neo-Classical style bank building. The bank building operated as the Marine Bank & Trust for six years when it was sold to the Canal Bank and Trust which purchased the property in 1930. The Canal Bank and Trust was established in 1831 and for over 100 years was considered a leader in the prosperous banking industry. The bank was liquidated in 1933 and succeeded by the National Bank of Commerce. The Canal Bank and Trust was formed with over 4 million dollars in capital in order to finance the construction of the New Basin Canal and was later the financier of the Harvey Canal. Their headquarters were located on Camp Street in the building now known as the International House Hotel. The Canal Bank and Trust had fifteen branches throughout New Orleans at the time of its liquidation. Many of these branches are still standing and some are still in use as banking enterprises. Others, like 1138 Carrollton Avenue have been converted to other commercial and even residential use.

³Edgar Pille, Surveyor. Survey of Square 134, 1902. Attached to act by Harry Loomis, 5/24/1902.

⁴C. Milo Williams, Surveyor. Survey of Square 134. Attached to an act by Louis A. Hubert, 3/12/1920.

The Beaux Art style is a term used to describe a range of classical revival styles, including the Neo-Classical style popular from the late 1880's to 1930. The style derives its name from the École des Beaux Arts, an institution begun by Napoleon to enhance the discipline of architecture in France. The doctrines and teachings of the École dominated French architecture and eventually American architecture until the middle of the twentieth century. The first American to study at the École attended in 1846. By the 1880's many of America's most prominent architects had graduated from the École and were proponents and practitioners of the Classical idiom in the United States. These architects rejected the irrational exuberance of the Victorian era, advocating rational, monumental designs inspired by classical antiquity to communicate the maturity and power of the United States. The Beaux Arts styles were particularly popular for institutional buildings, museums, post offices, train stations as well as banks. The classical elements communicated strength and solidity, a priority for financial lenders.

The Carrollton Branch of the Marine Bank & Trust presents a relatively austere interpretation of the Neo-Classical style. In its geometric simplicity and lack of ornament, the design foreshadows the Art Deco style which was gaining in popularity during the late 1920's and early 30's. The philosophy behind the Beaux Arts style, its emphasis upon monumentality, rationality, permanence and beauty converged to create treasured landmarks of the community.

Historic Personages

None

Social, Economic and Political History

1138 Carrollton Avenue represents the pinnacle of the banking industry in America prior to the economic devastation created by the 1929 stock market crash and the ensuing Great Depression. Prior to the crash, bank architecture reflected the solidity and power of banks and their pivotal role in a capitalist democracy. Banks are essential institutions within a society and branch banks, in particular, were typically the grandest, most monumental structures in a neighborhood. Prior to the arrival of the automative teller machines, banks became intimately known both on the exterior and interior by merchants, employees and customers that passed in and out of their doors on a weekly if not daily basis. The money invested in and loaned by the banks helped secure mortgages, finance construction of homes, start businesses and spurred the growth of the neighborhood it served. Thus the branch bank became symbolic of the community itself.

Staff Recommendation

The staff recommends that this building be designated as a landmark based on its architectural, social and economic significance. Although the property nominated includes the adjacent structure at 1130-32 Carrollton Avenue, the landmark designation is for the original Marine Bank and Trust Bank Building at 1138 South Carrollton Avenue only.