

# LANDSCAPE ARCHITECTURE



September/81

## Winners

The 1981 ASLA Awards

# Vieux Carre

## Riverfront Improvements

*Design: Historic Preservation & Restoration*

### Honor Award

#### Description

As the original heart of New Orleans, the Vieux Carre or French Quarter, has represented the focus of cultural and commercial activity for over two centuries. Now enhanced in a series of four construction phases, the riverfront area of the Vieux Carre has a new image to compliment its long-standing charm and vitality.

Jackson Square, the original center of the city, has been closed to traffic along three sides, with malls developed to reflect the historic use of the Square. Gather areas for pedestrians and exhibition space for local artists have been provided to enrich this intensively used landmark.

Washington Artillery Park is the only point in the French Quarter where the barrier of the floodwall has been overcome to allow a view of the Mississippi River and access to it. Steps and ramps cross over the floodwall and rise up to a viewing platform, providing a dual vista of Jackson Square and the Mississippi River.

The Moon Walk is a promenade and view area along the Mississippi for the millions of people who visit the Vieux Carre. Its design is simple, reminiscent of a nineteenth century wharf once located there. It does not attempt to imitate the architecture of the Vieux Carre, but emphasizes the materials and natural simplicity historically found along the river.

The French Market Complex is a city-owned and operated commercial shopping area. It occupies several blocks of the Vieux Carre Riverfront property, and is the original location of the city's earliest markets. The significant changes to the site came from the removal of the shed — buildings, parking and garbage areas, and the siting of two new buildings.

One of these, The Red Store, is a

**Location**  
New Orleans, Louisiana

**Landscape Architects**  
Cashio, Cochran, Torre Design  
Consortium

**Owners**  
Vieux Carre Commission  
City of New Orleans  
French Market Corporation

**Contractor**  
Perrillat Rickey Construction  
Company, Inc.

**Consultants**  
Modjeski & Master  
Zervigon Associates, Inc.  
Stone, Leonard & Batt

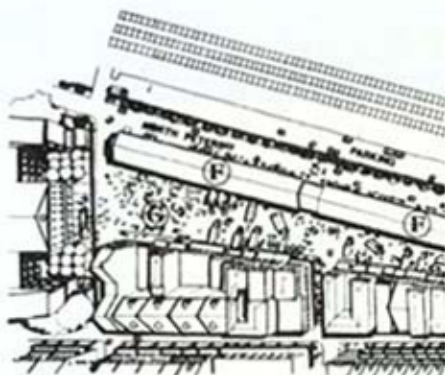
replica of a demolished building on that site. The resulting mall is well-adapted to its historical context while fully accommodating modern needs.

#### Jury Comments

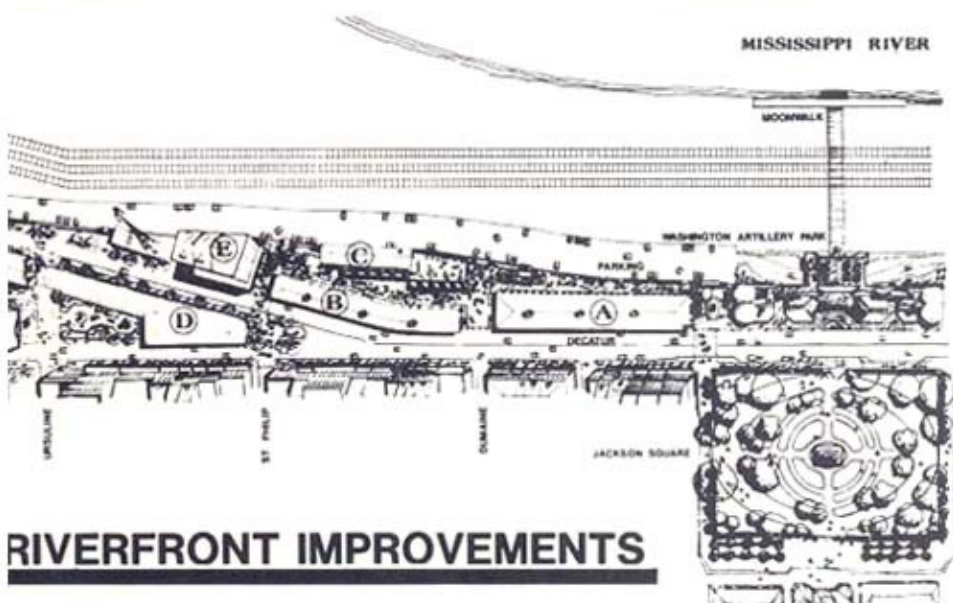
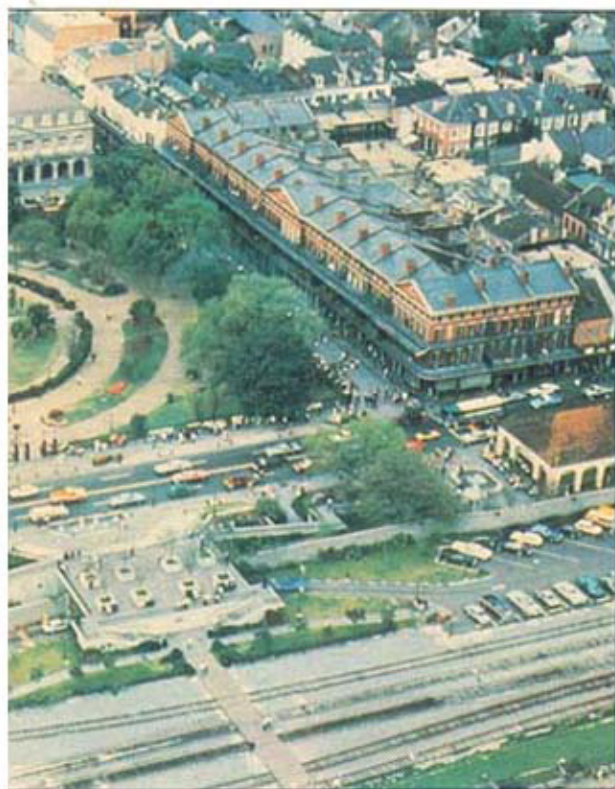
The project should be judged as an extension and improvement of the Jackson Square neighborhood, with due regard to the historic character of the place. It is unobtrusive and in excellent taste, and succeeds despite the railroad and the absence of a real view of the river.

A creative restoration in keeping with the character of the surrounding environments. Excellent understatement of paving design. Fountains were badly sited, very close to the road.

Degree to which the landscape architect has managed to frame the old buildings and bring out the qualities of the old layout is most commendable. Very good spaces have been created which enhance the buildings; this is excellent.



- (A) MEAT MARKET**  
CAFE DU MONDE  
AUNT SALLY'S PRALINES  
COOKERY N'ORLEANS STYLE  
AU VIEUX PHOTOGRAPHE  
ALL THAT JAZZ  
FRENCH MARKET CANDLE  
EVANS CREOLE CANDIES
- (B) BAZAAR**  
THE LITTLE TOY SHOPPE  
MANILA GALLEON  
BIJOUTERIE  
ICE CREAM MACHINE



*Above left: Washington Artillery Park (lower center) is the essential link between Jackson Square, the French markets and the Mississippi. Above: Crepe myrtles frame view of St. Louis Cathedral across Jackson Square.*

## RIVERFRONT IMPROVEMENTS

### **C** CUISINE MARKET

MORAN'S RIVERSIDE  
PASTIFICCIO  
CAFE BANQUETTE

### **D** VEGETABLE MARKET

CAFE MAISON  
FRENCH MARKET PO-BOY  
THE GAZERO  
CRAFTS BAZAAR

### **E** RED STORES

FRENCH MARKET OFFICES

### **F** FARMERS MARKET

### **G** FLEA MARKET

(WEEKENDS ONLY)