**HISTORY**

Development of the Central Business District, or Faubourg Ste. Marie, began in 1788 when Madame Marie Gravier and her husband decided to subdivide their plantation. The area from Magazine to Dryades (now O'Keefe) and Canal to St. Joseph was laid out by the Spanish surveyor Carlos Laveau Trudeau.

With the Louisiana Purchase, Americans flocked to New Orleans. In the face of Creole hostility in the French Quarter, the Americans made Faubourg Ste. Marie the American Quarter. Samuel L. Peters and James Caldwell played a prominent part in the development of the American Sector. Caldwell was the first to introduce gas illumination to New Orleans down Camp St. to its theatre.

There has been a tendency of certain business to concentrate in one section of the city; coffee roasters and packers are to be found along Magazine and Tchoupitoulas. Carondelet St. has always been the street of cotton brokers and bankers. The Poydras Market, demolished in the 1930s, was located in the middle of the street across from Maylie's.

New Orleans downtown has many fine examples of a variety of architectural styles. The most eclectic architecture in the city is downtown. A moratorium on demolition has been in effect in the CBD since 1974. There are many fine historic buildings downtown that New Orleans must preserve for her future generations.

For more information on downtown, see "New Orleans Architecture, Volume Two: The American Sector," Pelican Publishing Co.

**TOUR**

NOTE: This is a self guided tour of exterior facades only.

1. 300 MAGAZINE, Board of Trade Plaza is an adaptation of the St. James Hotel, Lewis E. Reynolds, architect. The cast iron portions of Reynold's Hotel were incorporated in the present plaza in 1867.

2. 301 POYDRAS ST. Mother's Restaurant. One of the lunch spots downtown. Poor boys are dressed with cabbage here and the plate lunch is delicious.

3. 301-05 TCHOUPITOURAS. This late Italianate, three-story commercial building has large keystones in the segmental arches on the second level and in the full arches above.

4. 401 POYDRAS ST. Mother's Restaurant. One of the lunch spots downtown. Poor boys are dressed with cabbage here and the plate lunch is delicious.

5. 309, 311, 317, 321-323 MAGAZINE. A fine row of seven, four-story brick stores designed by architect Louis Reynolds and erected in 1854. Paned cast iron pillars are at the first level with Corinthian capitals.

6. 315-17 MAGAZINE. Remaining sections of a block long group of three-story stores designed by architect Charles F. Zimpel for Thomas Banks. Built in 1833, it was intended to be a gathering place for merchants in the same manner Maspero's Exchange did below Canal. The restoration was arranged by Emilio Levy.

7. 510, 512, 516, 520, 526 NATCHEZ ALLEY. A fine row of three-story brick stores having granite pillars at ground level, granite trim and cornices with dentils, erected in 1851.

8. PICAYUNE PLACE. Rows of brick commercial buildings line both sides of this alley, formerly known as Banks Place. The fine architectural treatment of both facades illustrates that this alley was a desirable walkway when the buildings were built.

9. 326-28 CAMP. This row of four-story stores once was part of Newspaper Row. 326-28 CAMP was erected in 1850 and was the home of THE PICAYUNE. A large copper eagle which once perched on the parapet has been removed, as has the second level gallery. The words The Picayune are still visible between the third and fourth levels.

Downtown BUSINESS DISTRICT