

Program Summary:

Reinvent and replace the majority of a largely compromised building envelope for an existing 70,000 ft² headquarters office building on a historic avenue.

Program Statement:

Our firm was engaged to reinvent and replace the majority of a largely compromised building envelope for an existing 70,000 ft² headquarters office building located on a historic main street. The renovation was carefully orchestrated and phased to allow occupants to continue working within the five-story building during construction.

The existing interior office spaces were primarily artificially lit with limited views to the exterior environment. The design team used the opportunity of the building's skin replacement to increase the glazing percentage in order to maximize natural daylight within the interior. A new, custom metal rainscreen system was developed to clad the building exterior thereby providing a high-performance, water-tight enclosure. The textured, stainless-steel finish of the rainscreen was selected in order to add color to the building – allowing the context, sky, trees and climactic conditions to change the reading of the building elevations throughout the day. To minimize solar heat gain and glare, a series of custom perforated louvers were designed to evoke a contemporary take on the historic shutters found throughout the city.

RR-200.01

Building Area: (sf)
70,000 SF

Cost per Square Foot:
\$145/sf

Construction Cost
\$10,160,680.79

Date of Completion:
March 2021



RR-200.02

Existing Conditions

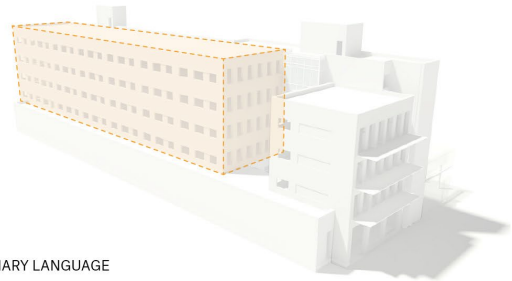
The existing stucco exterior, aluminum framed windows, and curtain wall were all failing which allowed water to penetrate the exterior skin and damage the interior spaces. The water intrusion compromised the existing insulation and eliminated the thermal performance of the exterior wall.



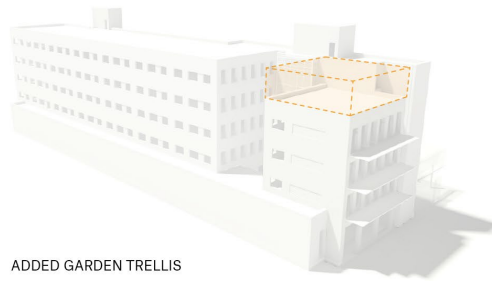
RR-200.03

Building Massing – Unifying Disparate Language

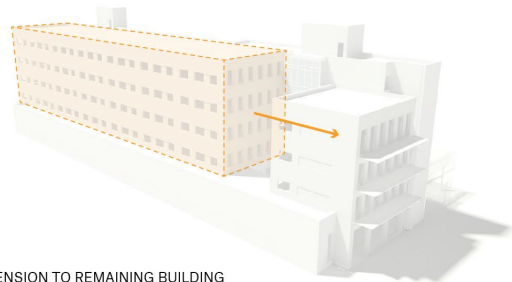
The existing building was comprised of multiple masses, a low bar of support space on the ground floor to the east, a four-story massing on the north, a five-story massing on the south, and a zero-lot line wall to the west. Each component had a different fenestration and window opening strategy. The result was a disparate language that we set out to unify. A singular move to tie the four story and five story masses together with the new exterior system achieves the unification. This was achieved by the addition of a garden trellis structure at the front massing of the building.



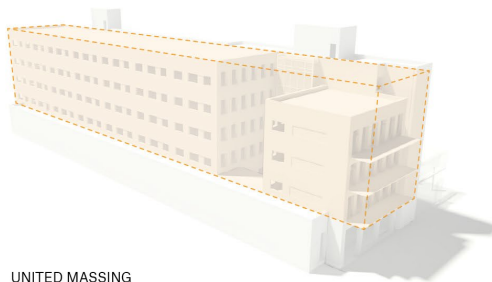
PRIMARY LANGUAGE



ADDED GARDEN TRELLIS



EXTENSION TO REMAINING BUILDING

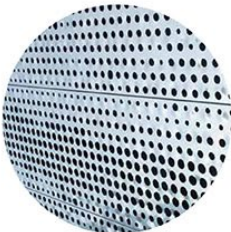
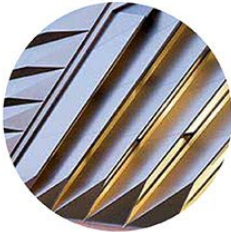


UNITED MASSING

RR-200.04

Precedent – Shutters:
Vernacular to Contemporary

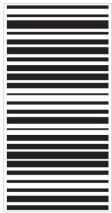
The classic vernacular shutters of homes in the historic district within the city were inspiration for the new contemporary exterior louver system. An abstraction of these architectural components allowed us to generate the perforated metal patterns which appear random along the east elevation.



RR-200.05

Perforation Studies – Pixelated
“Shutter Slats” and Interior Light
Studies

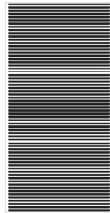
The shutters were set at an ideal angle to block direct east sun exposure, in turn diffusing any direct sunlight in workspace. The play of shadows on the interior across the time of day and day of year mimics the stippled shading effect of the live oaks along the main historic avenue the project faces.



orthogonal slats



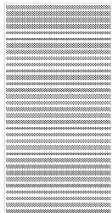
filleted corner



1/4 scale



1/2 scale, large fillet



even perforation -
slats only



random perforation -
slats only



random perforation -
slats only, faded edge



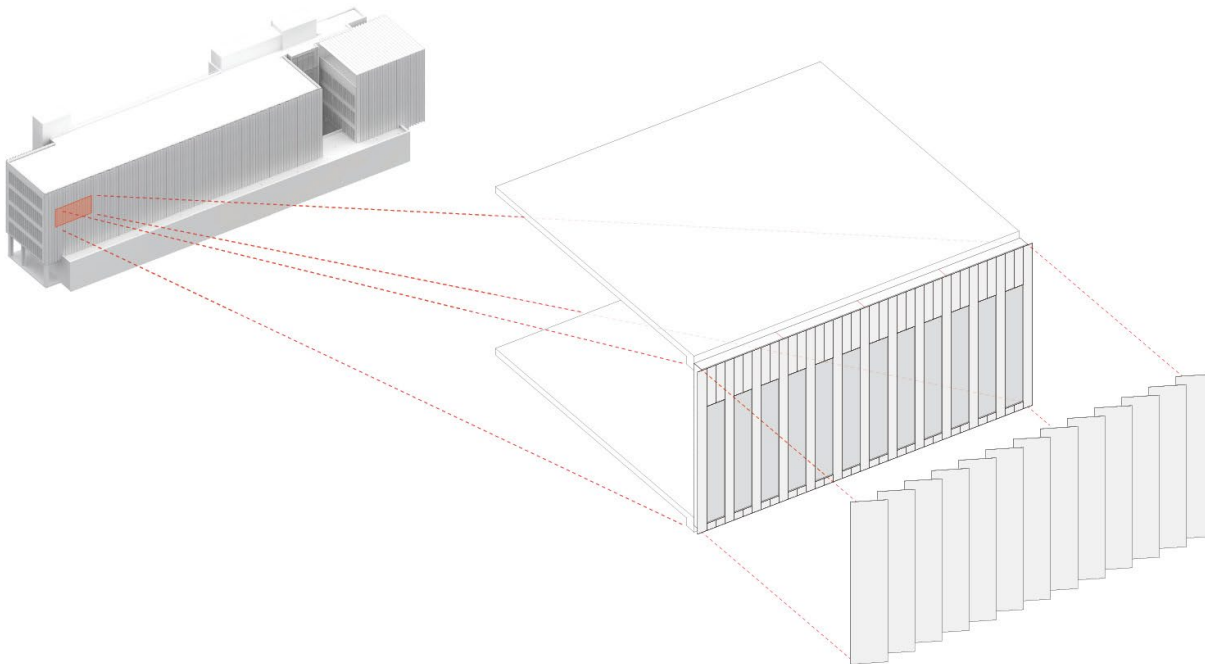
random perforation,
overall surface,
faded edge



RR-200.06

Wall Assembly – Vertical Perforated Louvers and Metal Rainscreen Panel Assembly

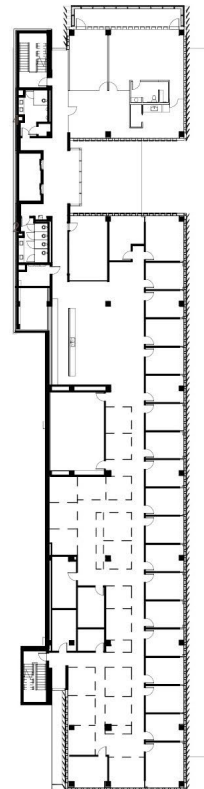
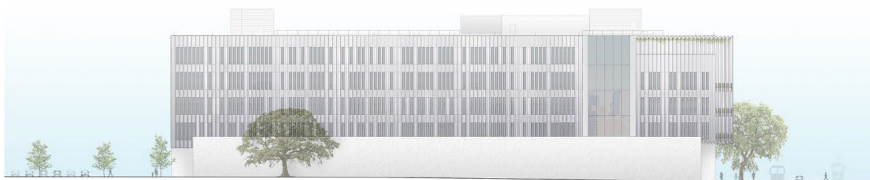
The detailing of the new exterior was critical in allowing the phased approach for construction. The Owner continued to occupy and operate out of the building during construction, therefore the demolition and construction of the new exterior was performed one level at a time. The new rainscreen system allowed for the demolition and construction of new studs, sheathing, insulation, windows, and waterproofing to be completed level by level until the entire building was enclosed and waterproof. Once that was complete, the new metal rainscreen panels and louvers could be attached in a normal construction sequence without disturbing the interior spaces and users.



RR-200.07

Plan and Elevations of Exterior Skin Replacement

The new exterior design increased the window opening percentage from 17% existing to 23% in the new design.



RR-200.08

East Side Activation

The east side activation successfully unifies a very large façade with a random window pattern beyond – based on the existing office footprint of the interior.



Before



After

RR-200.09

East Side Activation

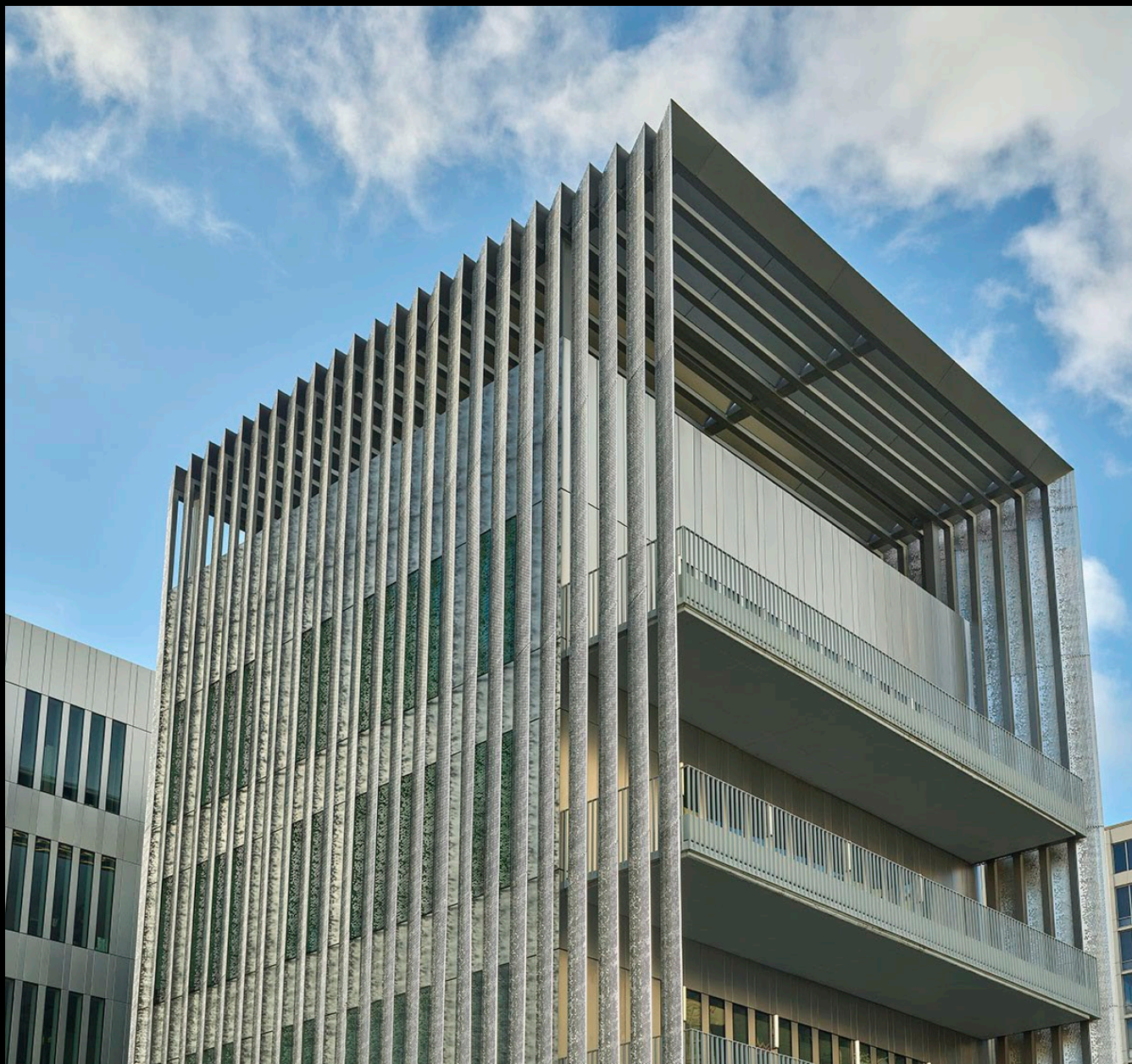
The new custom perforated louvers shade the glazing and interiors in the harsh morning sun.



Before



After



RR-200.10

North Side Activation

The unifying massing strategy of the added garden trellis creates the infrastructure for future plantings to grow on.



RR-200.11

Custom Perforated Louvers

The shape and angle of the custom perforated louvers are based on an ideal angle to block direct east sun exposure while leaving unobstructed oblique views to the north towards the historic avenue. They diffuse sunlight in the workspace while opening up a transparent face to the public.

RR-200.12

Blending in with the Context

The selection of textured stainless-steel finish for the new exterior allows the building to reflect and take on the vibrant colors of the environment and context.



RR-200.13

Project Goals

- Rehabilitated a Building
- Reinvented the Building Image
- Activated a Visibly Prominent East Wall
- Elevated the Materiality of Historic Corridor
- Created a Gateway to the District



Project Name:
New Orleans Convention & Visitors Bureau

Project Location:
New Orleans, Louisiana

Owner/Client:
New Orleans & Company

Architect(s) of Record:
(names and addresses)
Victor F. "Trey" Trahan, III, FAIA
Trahan Architects
701 Poydras Street, Ste. 150P
New Orleans, LA 70139

Project Team:
Trey Trahan, FAIA
Brad McWhirter, AIA
Leigh Breslau
Sarah Cancienne
Charles Weimer
Kim Nguyen
Conner Bryan
Yichen Lee
James Babin, AIA

Landscape Architect:
N/A

Consultants:
Interior Design + FF&E: Lauren Bombet
Interiors

MEP + FP Engineering: Associated Design
Group

Waterproofing: Wiss Janney Elstner
Associates

Civil + Structural Engineering: Morphy
Makofsky

General Contractor:
Broadmoor

Photographer(s):
(please list which specific slides get credited to each
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Timothy Hursley: Slides 10, 11, 12, 13
Trahan Architects: Slides 2, 4, 5, 8, 9

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Credit Slide