

Shaw To Manage Project

FRENCH MART REVAMP SET

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By ED LEPOMA

The French Market Corp. today unveiled plans to build a specialty shopping center in the French Quarter that will rival San Francisco's Ghiaardelli Square and Los Angeles' Farmer's Market.

The French Market board also announced that New Orleans businessman Clay L. Shaw, who was appointed to the board six months ago, will serve as project manager for the renovation and expansion program.

Board President A. J. Duplantier said Shaw will resign his seat and will be paid on a contract basis. The amount of Shaw's salary was not disclosed.

THE AREA TO be redeveloped in Phase I of the French Market plans lies between St. Ann and Ursulines along Decatur and N. Peters.

Existing buildings in this area will be completely restored and renovated and two new buildings will be erected. One of the new buildings to be erected will be of two stories with shops on the ground floor and a moderately priced seafood restaurant on the upper floor. The restaurant will be terraced to provide diners with a view of the river and shipping activity.

The other new building will be one story and in the same style as existing buildings. It will house additional shops.

The renovation and expansion would provide 52,763 square feet of rental space. It would be leased out, on a percentage basis, with a minimum guarantee assured the French Market.

IN ADDITION TO the existing coffee shops and the new restaurant, other specialty shops would provide outlets for candy, leather goods, crystal and

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china, specialty food stalls, liquors and imported wines and other items.

There will also be a retail flower market, and the expansion plans include a parking area that would hold 500 cars in the space between the existing floodwall and the river.

At a news conference in a downtown hotel it was predicted that total sales in the French Market complex after Phase I goes into operation would be \$7.5 million a year.

Joseph Canizaro, chairman of the French Market Corp.'s real estate committee, said the cost of Phase I restoration will be about \$2.5 million. Projected sales are expected to triple from the present level of about \$2 million annually, he added.

Mayor Moon Landrieu said the

French Market Corp.'s board members showed they are "not being merely caretakers, but also innovators."

Landrieu said the City Council "expressed tremendous faith in this board when it extended the life of it for the next several decades."

Shaw said he sees the renovation as "a terrific stimulation factor for the French Quarter, a first step in reviving the French Quarter as the cultural and civic center it once was."

Shaw said he considers himself "very fortunate" in having been appointed project director. He said his new assignment combines his two main interests, historic restoration and civic improvement.

Mayor Landrieu said the French Market restoration will be supplemented by the city's further upgrading of the Jackson Square area, including resurfacing of the streets around the square and renovation of the city-owned Upper Pontalba building.

Work on the renovation should begin early in 1972 and completed in 15 months.

In addition to the new and renovated structures, the plans provide for pedestrian malls and landscaping, including trees, flower beds and fountains.

UNDER THE TERMS of the lease, the city will receive from the French

Market an annual rental of one dollar or the difference between the corporation's income and its expenditures for operations and debt service, whichever is larger.

The projections are that the city will receive about \$200,000 a year over the 40-year period of the lease.

Shaw's appointment was announced jointly by Landrieu and Duplantier.

"The restoration of the French Market is a key element in our plans to rejuvenate the French Market as the center of civic and cultural life for New Orleans," the mayor said.

"The project is an involved and complicated one and we are extremely pleased to have a man of Mr. Shaw's experience and expertise agree to undertake the responsibility of seeing it through to completion.

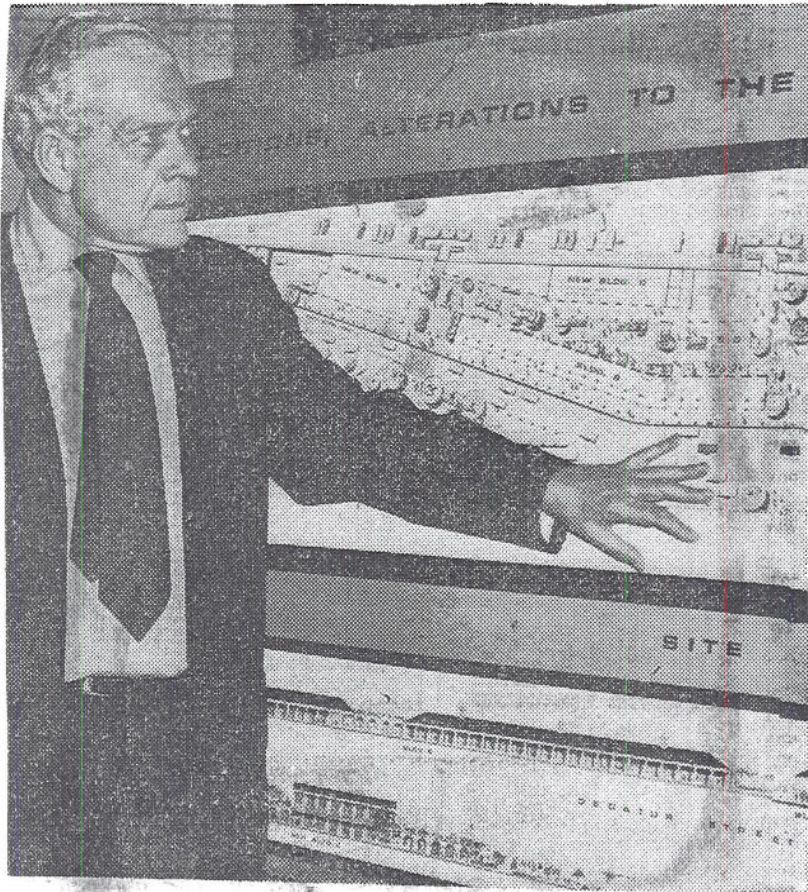
"MR. SHAW'S BACKGROUND includes not only the tremendous job of packaging the International Trade Mart Building, but equally as important, he probably has more experience in renovating French Quarter structures than anybody else," Landrieu said.

Shaw is a former managing director of the ITM. His specific new assignment would be to oversee renovation of the market and to act as project coordinator among the members of the corporation, the architects, and the other parties involved.

Duplantier said Shaw's work with

the job," he said.
Canizaro is chairman of the real estate committee of the board, which coordinated and drafted the Phase I renovation.
Other officers of the French Market Corp. include Nicholas Tadin, vice president; Henry Hayes, secretary, and Clancy Dupepe, treasurer.

the board for the last six months would mean "he can undertake his new duties with a thorough knowledge of our plans."
Duplantier said the board had been looking nationally for someone to take the job. "However, it became evident during our board deliberations that we had in our midst the ideal choice for



Clay L. Shaw discusses French Market plans