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The Plant Building: Gender, Urban Reform, and Skyscraper Design in New London, Conn.

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The views expressed in this paper are solely those of the author.

ALLISON CAHOON

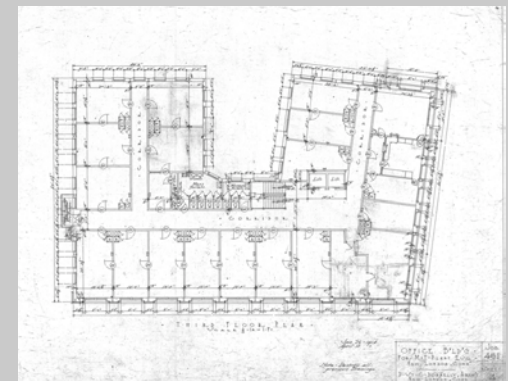
SENIOR INTEGRATIVE PROJECT:
HONORS THESIS

ARCHITECTURAL STUDIES
CONNECTICUT COLLEGE
2012



CONNECTICUT
COLLEGE

THE PLANT BUILDING: Gender, Urban Reform, and Skyscraper Design in New London, Conn



Allie Cahoon

THE PLANT BUILDING (1914)



ARCHITECT'S OFFICE

>FRAMING THE
PROFESSIONALISM
OF ARCHITECTURE

ASSEMBLY HALL

>CHOREOGRAPHING
URBAN SOCIALIZATION

OFFICE SPACE

>GENDER
HIERARCHY
WORK PLACE

STORE FRONT

>ARCHITECTURE OF
CONSUMPTION

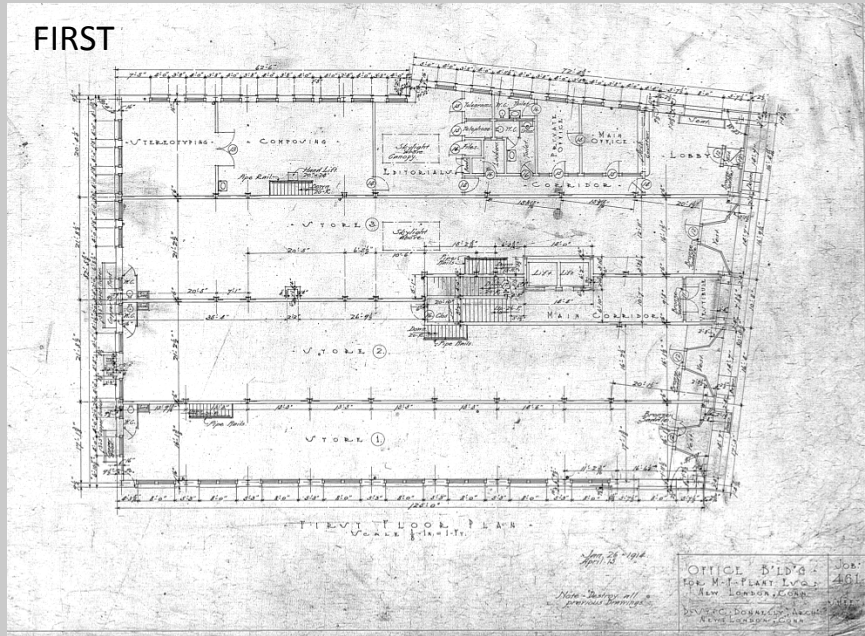
NEWSPAPER OFFICE/ PRINTER

>DISTRIBUTING PROGRESSIVE NEWS

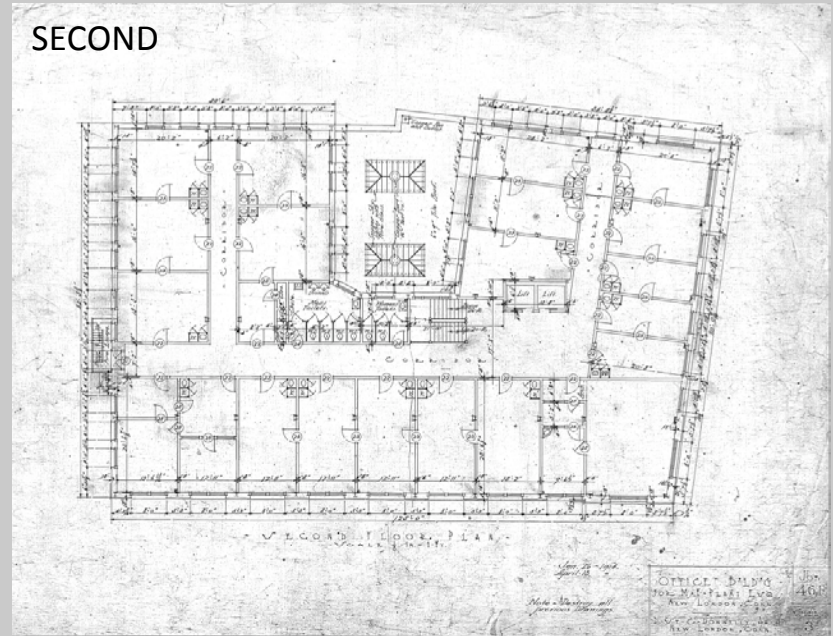


PLANS & ELEVATIONS

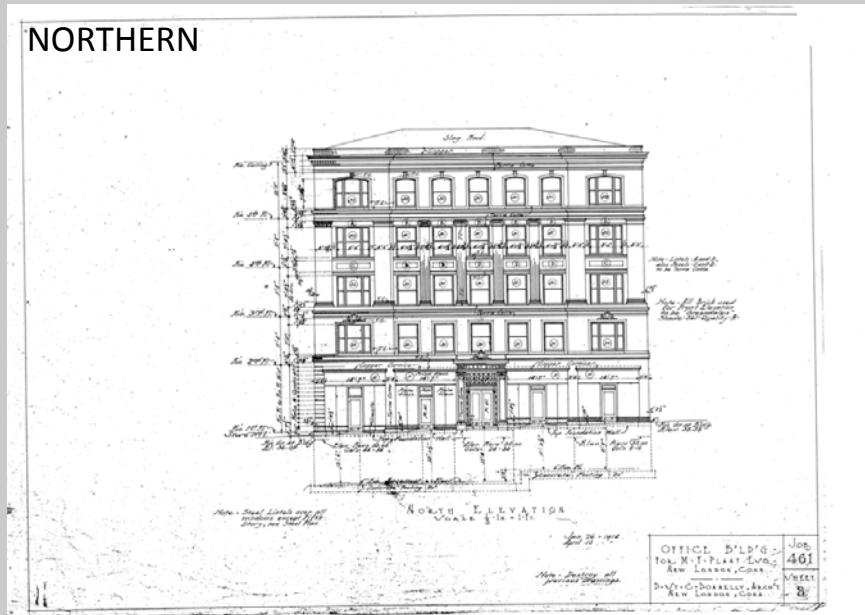
FIRST



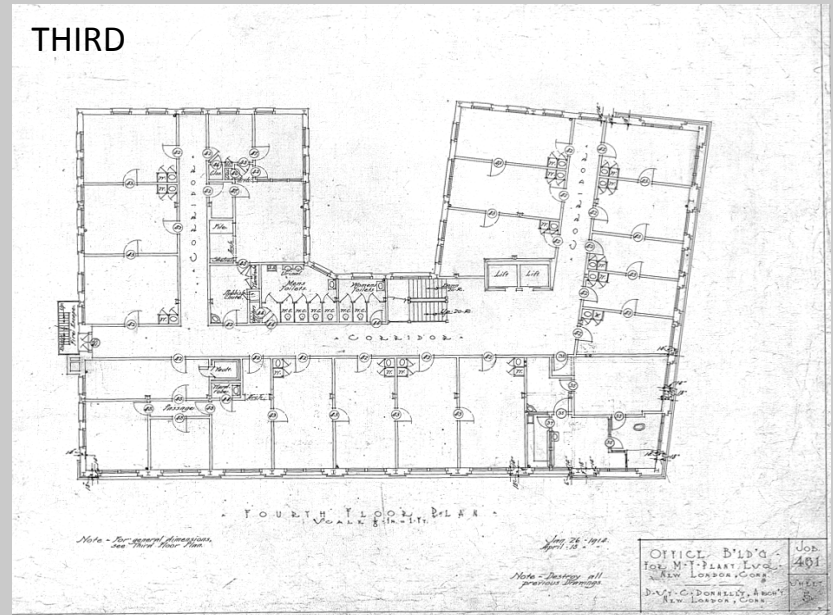
SECOND



NORTHERN



THIRD



NEW LONDON DIRECTORIES 1914-1935

State—continued
 *290 Thames Club
 293 Meridian st begins
 296-308 Plant Bdg
 *296 Perry & Stone Inc jewelers
 302 Plant Bdg upstairs entrance
 *Sport Shop The
 *(291) New London B & L Assn Inc
 (292) Mohegan Finances Co The
 *(293) Waller Waller Avery & Gallup lawyers
 (296) Vacant
 (297) Vacant
 *(298) Investors Syndicate
 *(299) Calkins & Troland lawyers
 *(211) Wilson F E MD
 *(215) Colby I osteopath
 (216) Aldrich & Co investments
 *(216) McEwen L B ins
 *(218) New London Council Inc of Boy Scouts of America
 (219) Vacant
 *(220) White William Z acct
 (221) Vacant
 *(222) Swanson Mae D Mrs beauty shop
 *(205) Met Life Ins Co
 *(207) Murray W J dentist
 *(208) Kaufman C MD
 *(210) Haney John T Inc ins
 (212) Fray Loretta L beauty shop
 *(213) Denison E R chiropractor
 *(214) Alderman & Shepatin acct
 *(214) Christianson MacKinnon & Co investments
 *(216) Hankey Philip Z lawyer
 (217) Mutual Life of New York The
 *(218) Associated Charities of New London Inc
 (218) American Red Cross
 (219) Vacant
 *(220) Sutton Mary Wooster lawyer
 *(221) Sullivan John P lawyer

*(221) Sullivan & Paeker acct
 *(401) Clark N R chiroprapist
 (402) Girl Scouts of New London
 *(403) Travelers Insurance Co
 *(403) Travelers Insurance Co The claim dept
 *(405) Brooks C G dentist
 *(408) Christian Science Reading Room
 *(409) Durivan Thomas P dentist
 (411) Vacant
 (412-414) Vacant
 (413-414) Vacant
 *(415) Whittlessey & Smiddy lawyers
 *(418) Crandall F D & Son ins
 *(419) Learned J C & Sons Insurance Agency
 *(420) Shennecossett Beach Co office
 (420) Gaddis G O ins
 *(420) Connecticut General Life Insurance Co
 *(420) Winchester E C office
 *(421) Phoenix Mutual Life Insurance Co
 (421) Golowske P J ins
 (421) Stafford C ins
 *(422) Reeves W H office
 (502) Vacant
 (503) Vacant
 *(506) U S Steamboat Inspector's office
 (507-514) Vacant
 *(515) Douglass E P MD
 (517) Vacant
 *305 Peterson S F Inc conf
 309 Mercer Bdg
 (201) Heisheim Leon J lawyer
 *(201) Geary Davis & Keefe lawyers
 *(206) Woodruff T A MD
 *(206) Wellington H W MD
 (208) Murray Thomas J MD
 (211) Vacant
 *(213) Shurtis P Hall & Son real est
 (215) Vacant
 (216) Vacant

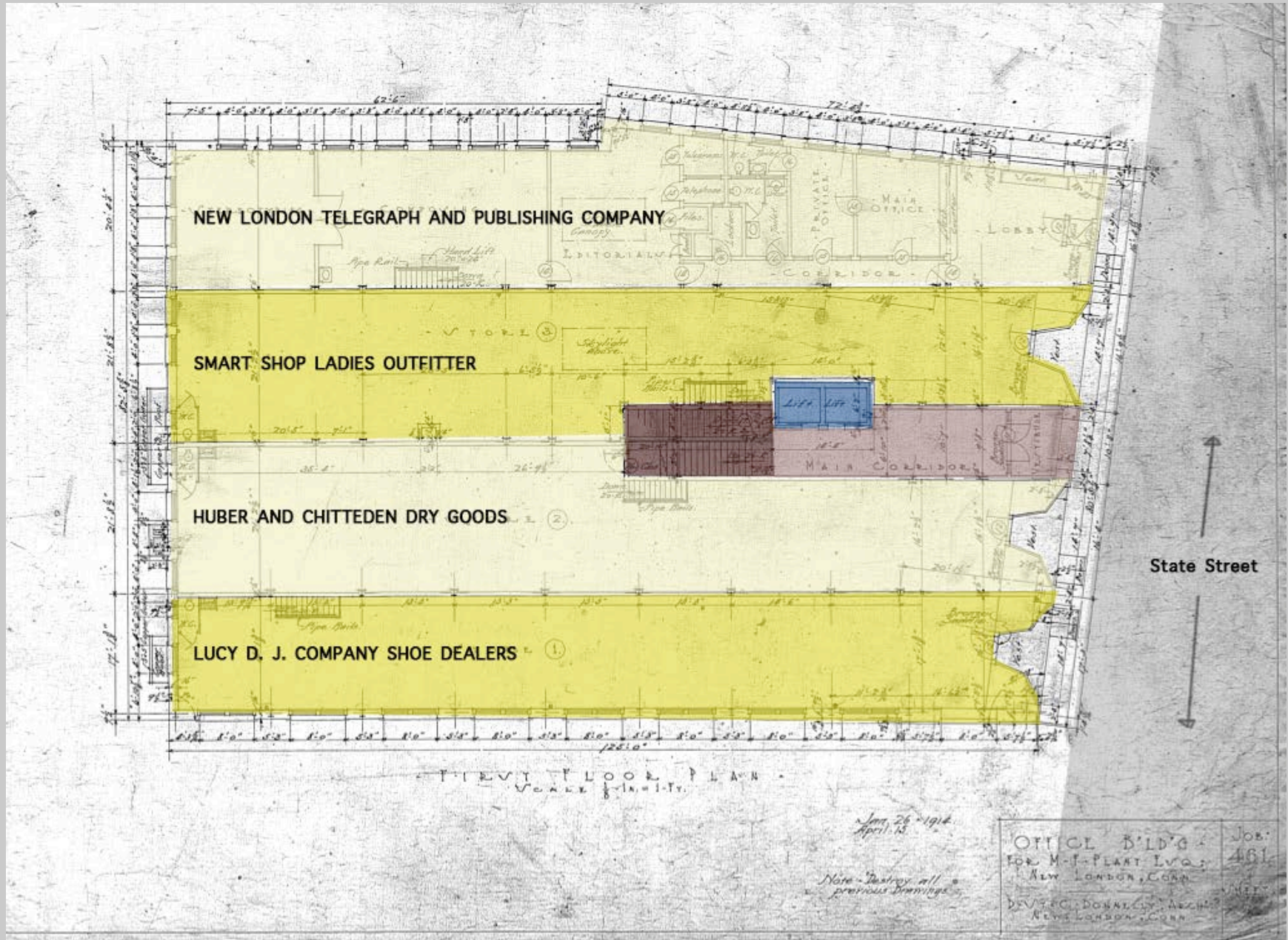
*(218) Quinn John T lawyer
 *(219) Robinson James T MD
 *(301) Wightman L I adv
 *(308) Linsley James R dentist
 *(309) Lines H Wales Co The builders
 *(311) Bragan Harry C lawyer
 *(313) Schofield Edwin L archt
 (315) Vacant
 *(317) Mercer P W office
 *(318) Floyd J James lawyer
 *(318) McGuire Henry L lawyer
 (322) Bradstreet Co The mercantile agency
 *(322) Buckley Daniel M real est
 *(322) Wilbur John investments
 *310 Winthrop Trust Co The
 *311 Walker Mary E Mrs beauty shop
 *316 Bolton Laura J Mrs furnished rooms
 *Bolton Louis J
 318 Mergan William J
 325 Garde Bdg
 *Garde Theatre
 *Spencer - Photographers
 *(M) Bianchini Frank barber
 *(201) Fox William C real est
 *(205) Gruskia & Gruskia lawyers
 (205) Thall M acct
 (206) Mulcahy David J real est
 *(206) DeBiasi Lucio lawyer
 (207) Vacant
 (208) Abrams & Co real est
 *(208) Levine L ins
 (208) S u i s m a n Charles lawyer
 *(210) Murphy J A ins
 (212) Pfannenstiel & Nye acct
 *(212) Titus & Bishop Land Co Inc
 (213) Vacant
 (214) Dorne C O eng
 (215) Vacant
 (216) Theatrical Union Local No 39

State—continued
 (217) Vacant
 (219) Vacant
 (220) Vacant
 *(301) Prince S Victor lawyer
 (301) Sherb J lawyer
 *(304) New London Chamber of Commerce
 (304) Retail Merchants Bureau
 (306) Vacant
 *(307) Loinecons A J MD
 *(311) Knauff Robert S dentist
 (313) Benvenuti Augustus F tchr music
 *(313) Benvenuti R V tchr music
 (313) Russo Joseph W tchr music
 *(314) Hinrichs John C chiropractor
 (316) Retail Credit Bureau
 (317) Vacant
 (318) Vacant
 (401) Vacant
 *(402) MacDonald A L dentist
 *(404) Besker J MD (405-409) Vacant
 (410) Gordon H ins
 (411) Vacant
 (413) Mills Gerald W naturopath
 *(414) Lovell Almira Secretarial School
 *(417) Engineering
 *(417) Engineering Products Corp
 (419) Vacant
 (420) Vacant
 *327 Victoria Lingerie Shoppe
 *329 McMahon Stephen J conf
 *330 Paramount Parlors women's clothing
 *Hoolihan Ella V
 *331 Modern Home Utilities Inc
 Connecticut Power Co The display room
 STATE HIGHWAY (Boston Post Rd) fr 31 Crystal av NE to Thames River bridge
 — Winthrop st crosses
 — N Y N H & H E R crosses (overhead)
 — Harrison st (1st part) ends

— Quinn John conf
 C V Ry bridge crosses
 — Congdon st crosses
 — State Pier rd begins
 — Colonial Beacon Oil Co
 STATE PIER RD fr State Highway S bey 10th 1 8th st crosses
 12 10th st rebegins
 STEWARD fr 69 Shaw W to 88 Montauk av (Right odd)
 3 Gelinas Alice Mrs
 Moreash Fred M
 4 Sloan Howard J
 6 Lampert Louis
 *Grandin Edward J
 8 Grandin E J barber
 *9 Buscetto P grocer
 *11 Briggs Nelson T
 *13 Cial Julietta Mrs
 14 Vacant
 *15 Belgrod Ethel Mrs
 Belgrod Joseph I ice
 Yavenar Max E
 *16 Gifford Edison L
 *17 Reddy Austin H
 19 Casimono Joseph
 *20 Sullivan James C
 21 Giordano Michael taxi
 23 Manihas Costas
 24 Faulkner Louis B
 Ruddy James H
 25 Nott Charles F
 *27 Hairyes William R
 *Thompson Edward A
 28 Roudomanski Z
 30 Brooks William J
 Jodoin Phllias
 *31 Biglin Mary E
 32 Vacant
 *33 Lee James H
 *34 Griswold William E
 36 Kenyon May B
 STONY HILL fr 564 Main S to 223 Huntington (Right odd)
 3 Vacant
 9 Simmons Edward F
 *Wilson Armond W
 *15 Gardner Sarah A Mrs
 *Shelton William E Jr
 14 Cekala Alexander J
 Waligorski B Mrs
 17 Cooper Charles H
 18 Ford James
 19 Vacant
 24 Baunter Charles L
 Boiselle Ellsworth E
 Vacant
 25 Donnee John C
 Huran John F
 Vacant
 STUART AV fr 67 Bentley av N to Highland av (Right odd)

14 Oceanview Hotel
 28 Majestic The furnish-
 ed rooms
 30 Dyke av begins
 31 Park pl ends
 32 Vacant
 33 Vacant
 *34 Baldelli Michael J
 *37 Hawley Richard V
 40 Alewigh av begins
 41 Vacant
 *42 Forrester John W
 *43 Coughlin Albert J ice
 47 Vacant
 49 Rappaport Joseph
 50 Vacant
 52 Vacant
 55 Neptune av crosses
 65 Vacant
 70 Vacant
 71 Vacant
 *73 McLaughlin C F Mrs
 Vacant
 76 Vacant
 77 Vacant
 88 Vacant
 90 Vacant
 92 Vacant
 96 Vacant
 105 Kenney George L
 SUMMER fr 847 Bank N bey Redden av (Right odd)
 8 Crandall William L
 Brown Alfred W
 12 Moughl Anthony J
 Vivirito Joseph A
 15 Metzermacher Charles
 Pearson Ernest R
 *16 Shea Dennis P
 19 Metzermacher Frances E Mrs
 *Wingate Joel S
 Reid Frederick W
 *23 Brennan Anne E Mrs
 *24 Reed Charles H
 *Rogers Alfred F
 *27 Caserini Giordano
 *28 Manning F M Mrs
 *Murphy Michael J
 *29 Messer Arthur J
 *29 Austin George H
 Brown Irene Mrs nurse
 31 Crawford Adna R
 Hunt Lloyd L
 Shimkas John T
 Vacant
 32 Cavanaugh Paul P
 *O'Connor S J plumber
 *35 Fadden Vernon J
 Sullivan Josephine E
 *36 Corey Howard W
 *Pickett Edward
 39 Carradori Anthony
 *Watchinsky Harry

COMBINING SOURCES

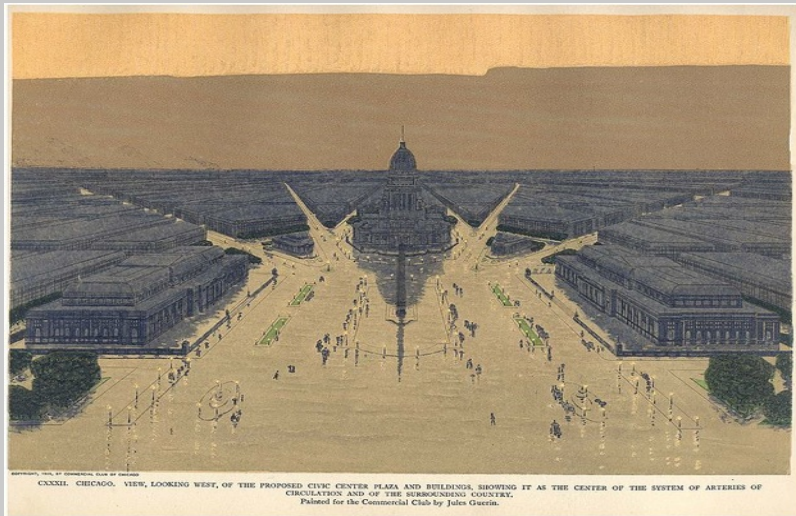


PLANT BUILDING IN POSTCARDS



WHY IS IT RED?

CITY BEAUTIFUL



BURNHAM'S PLAN FOR CHICAGO

- BOULEVARDS
- MUNICIPAL ART
- CLEAN STREETS
- COOPERATIVE
- BEAUX ARTS
- SOCIAL ACCEPTANCE OF WOMEN DOWNTOWN

CITY PRACTICAL



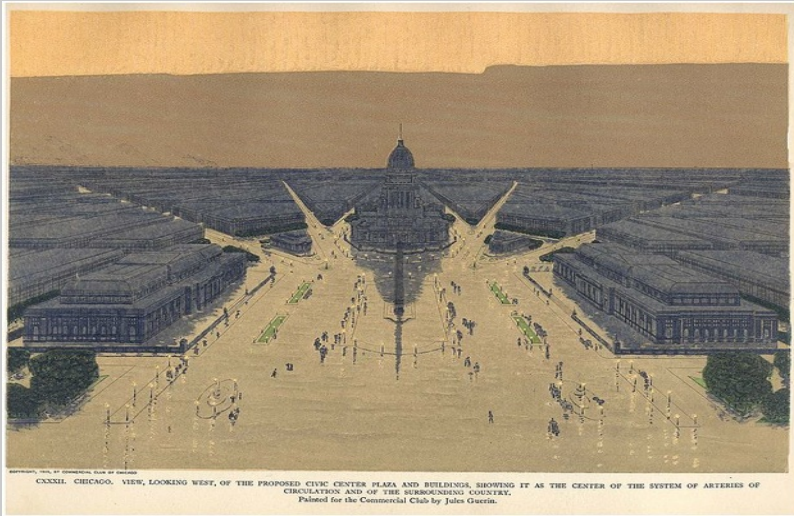
MONTGOMERY, AL

- COMMERCIAL CORRIDOR-
- BOOSTERISM-
- CLEAN STREETS-
- COOPERATIVE
- BEAUX ARTS-
- SOCIAL ACCEPTANCE OF WOMEN DOWNTOWN

CITY BEAUTIFUL



CITY PRACTICAL



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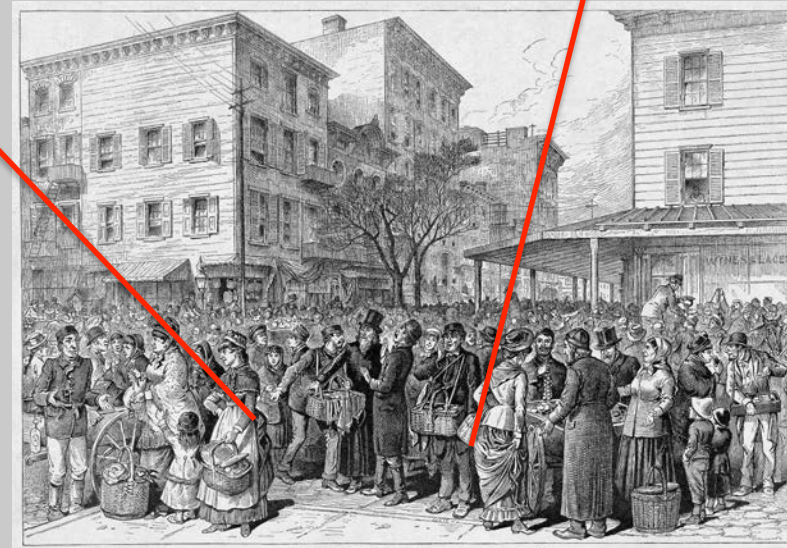
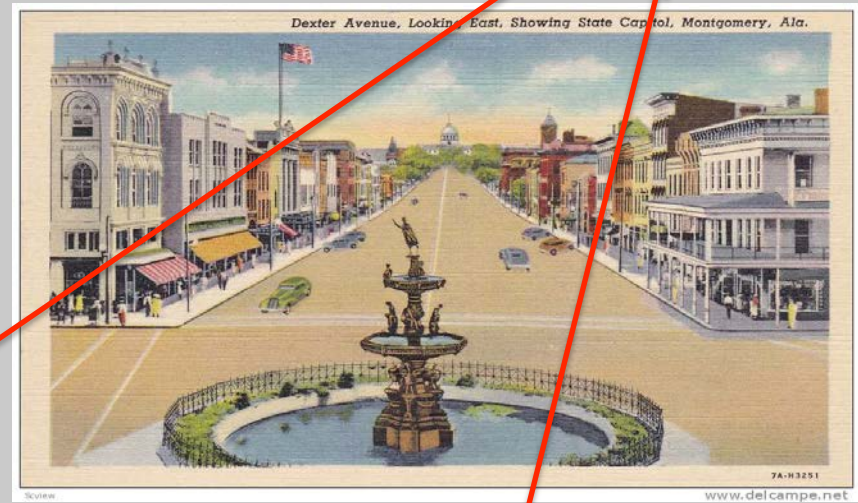
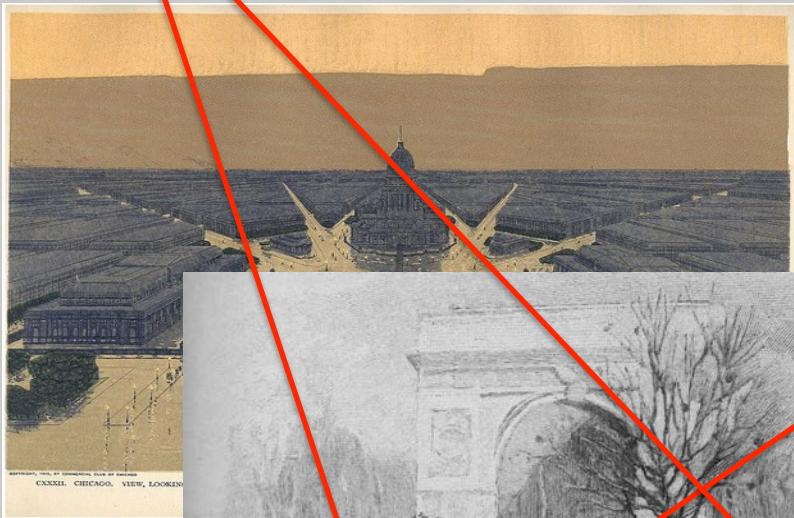


MONTGOMERY, AL

- COMMERCIAL CORRIDOR-
- BOOSTERISM-
- CLEAN STREETS-
- COOPERATIVE
- BEAUX ARTS-
- SOCIAL ACCEPTANCE OF-
- WOMEN DOWNTOWN

CITY BEAUTIFUL

CITY PRACTICAL



BURNHAM

- BOULEVA
- MUNICIP
- CLEAN ST
- COOPERA
- BEAUX AI
- SOCIAL A
- WOMEN I

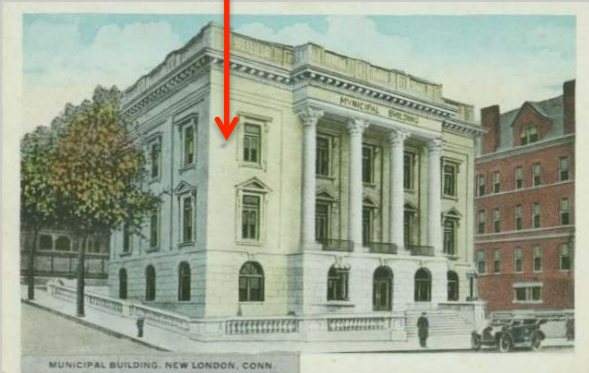
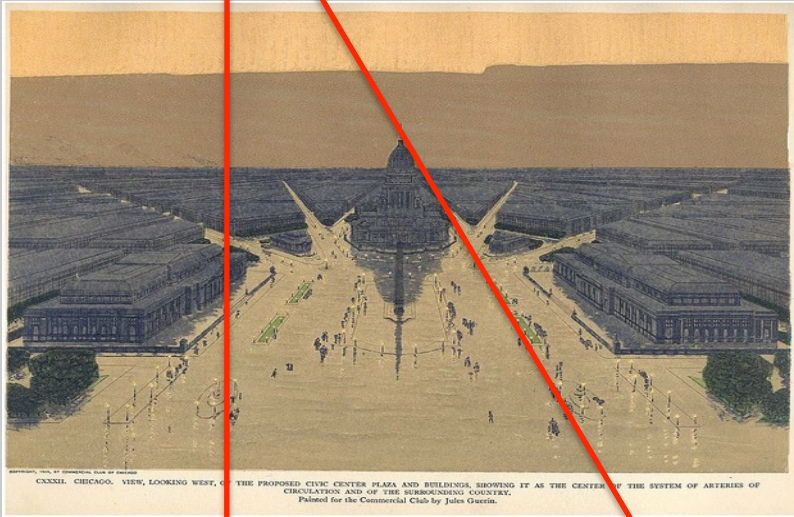
RY, AL

- IDOR-
- REETS-
- ATIVE
- ARTS-
- CE OF-
- TOWN

GENDER, CLASS, AND RACE

CITY BEAUTIFUL

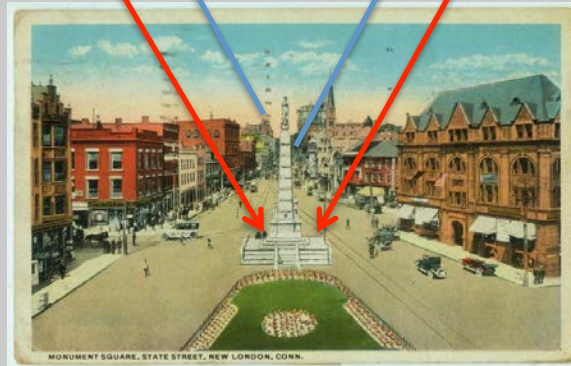
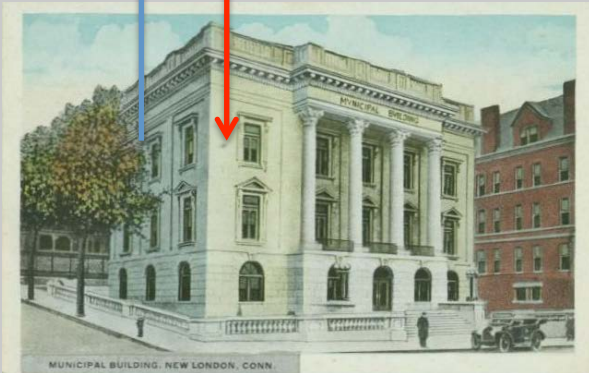
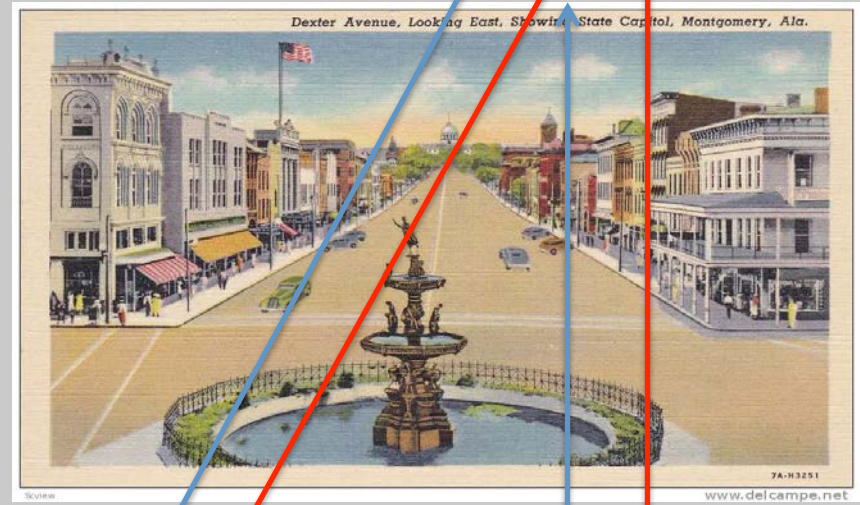
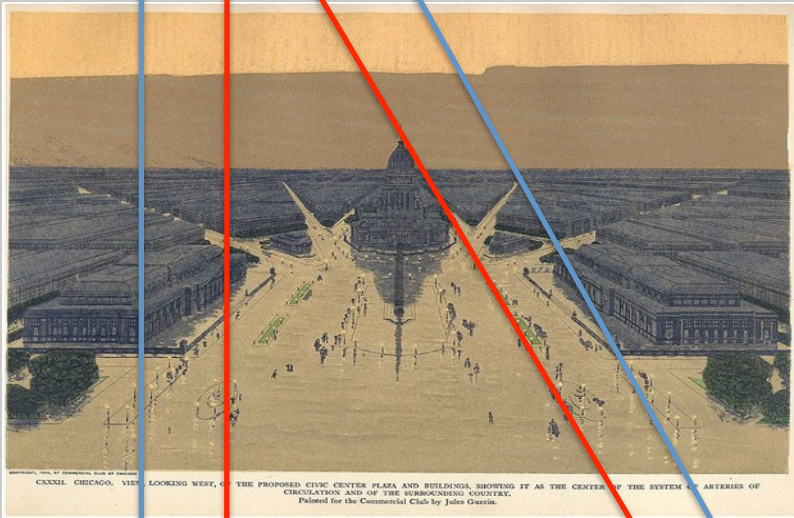
CITY PRACTICAL



NEW LONDON?

CITY BEAUTIFUL

CITY PRACTICAL



NEW LONDON?

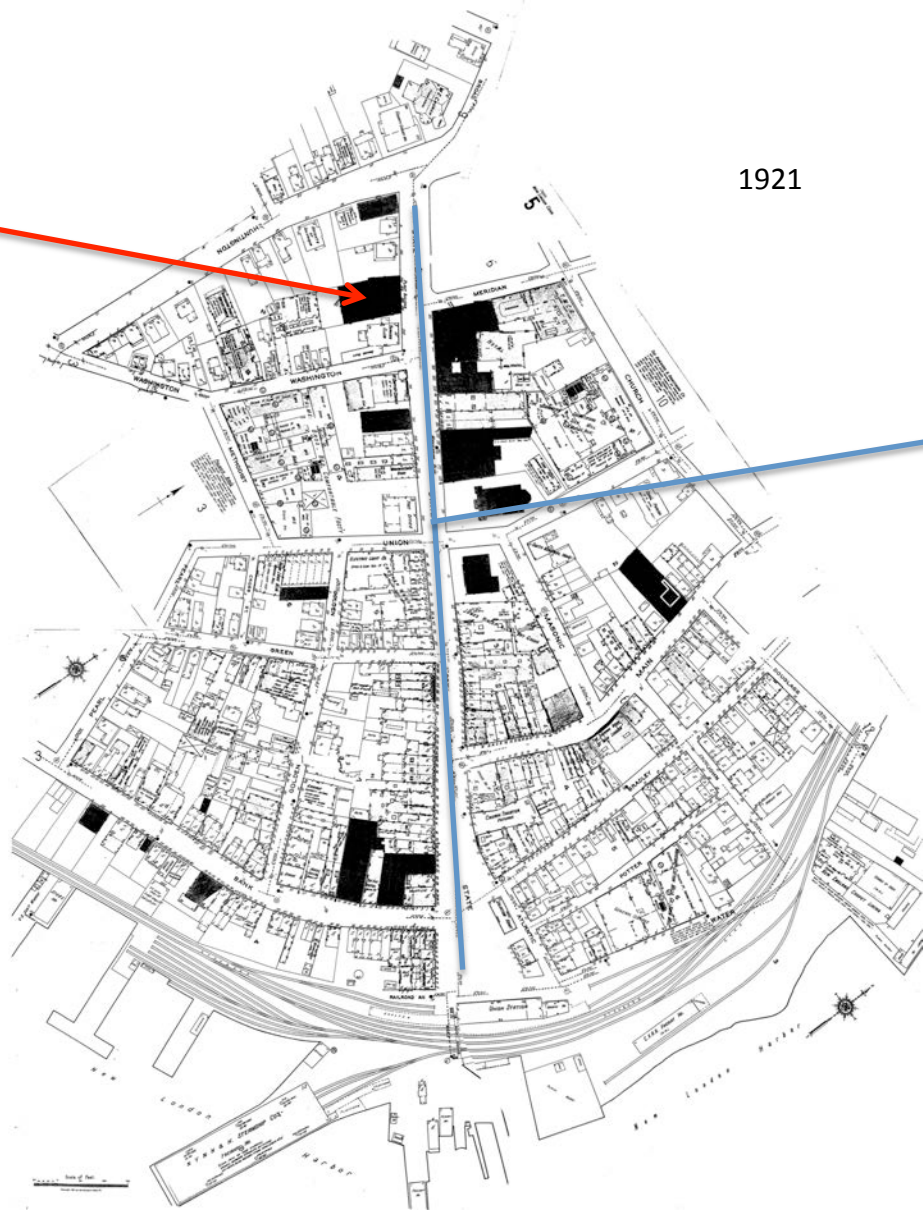
SANBORN FIRE INSURANCE MAPS 1891-1921

PLANT BUILDING

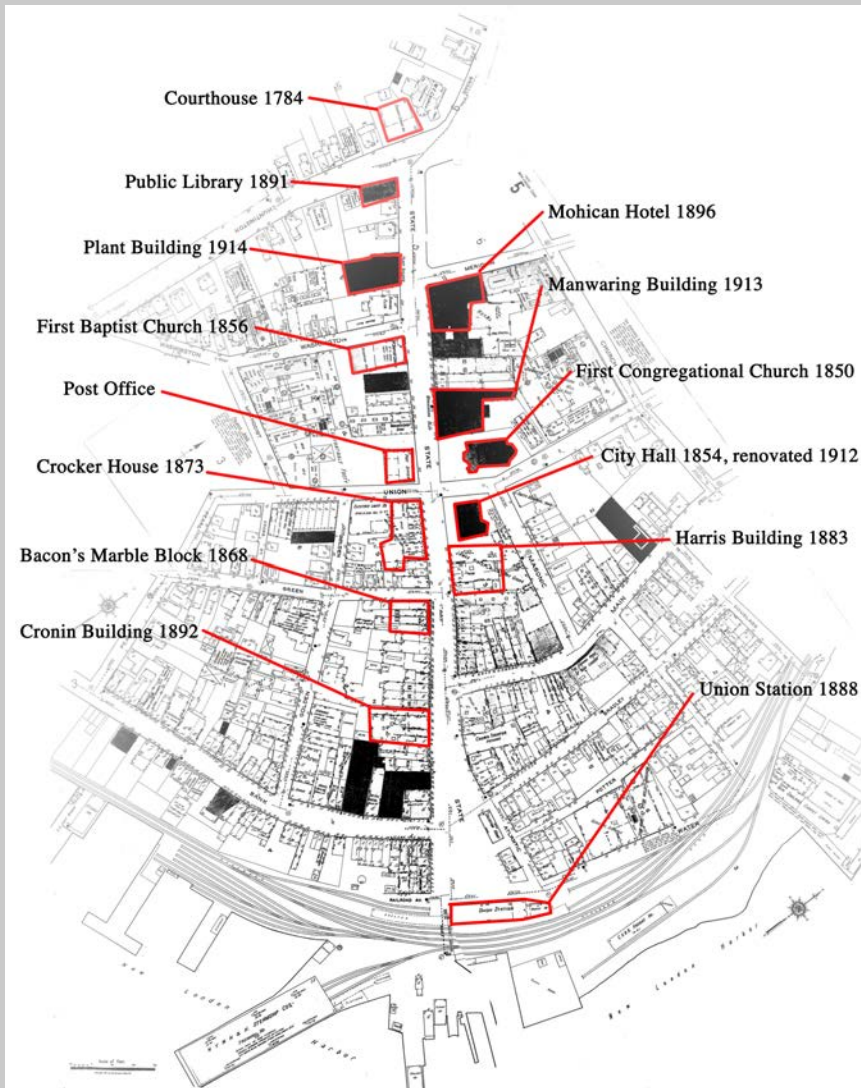


1921

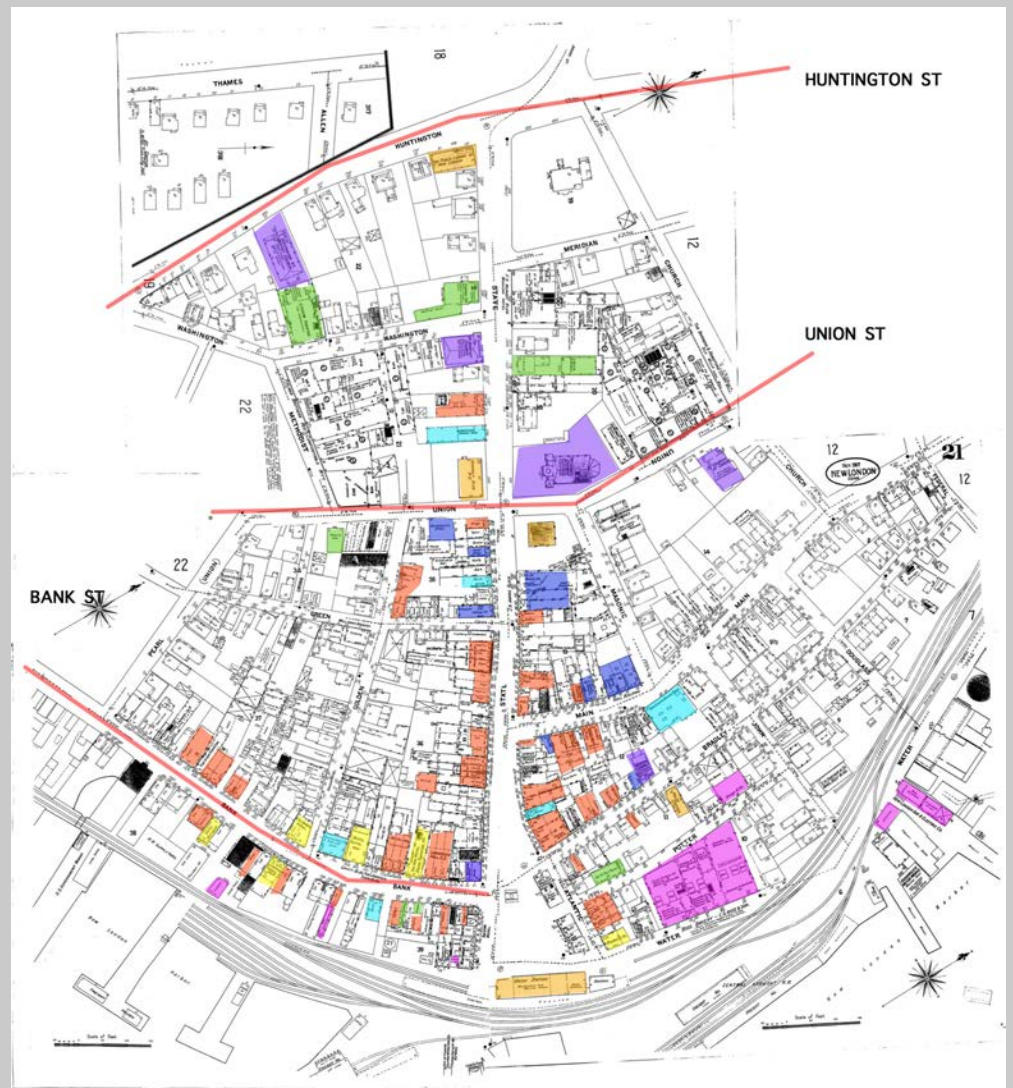
STATE STREET



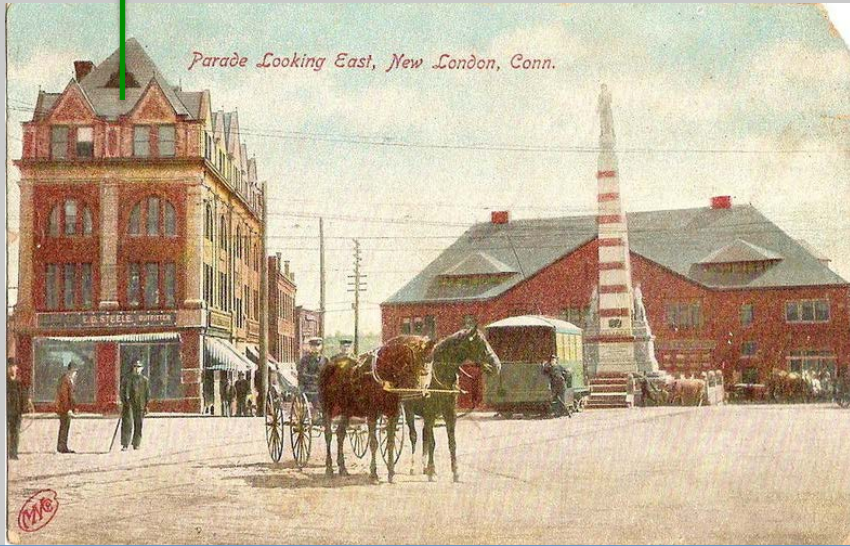
SPATIAL TIMELINE



FUNCTION BY COLOR



NEPTUNE BLDG SCREENS VIEW



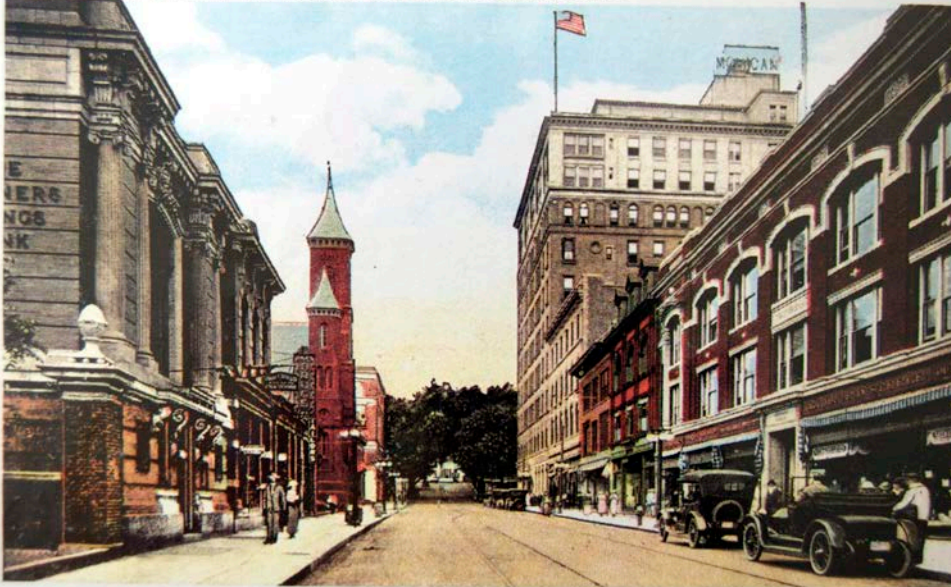
VIEW OF POSTCARD



VIEW OF POSTCARD

HIGHEST CONCENTRATION OF TENEMENT BUILDINGS

STATE STREET, SHOWING THE MOHICAN HOTEL, NEW LONDON, CONN.



POSTCARD

BLUE = VIEW CAPTURED BY POSTCARD

YELLOW = PLANT BUILDING

RED = 2 LARGE FACTORIES SCREENED
OUT OF THE POSTCARD VIEW



HOW DOES The PLANT BUILDING FIT?



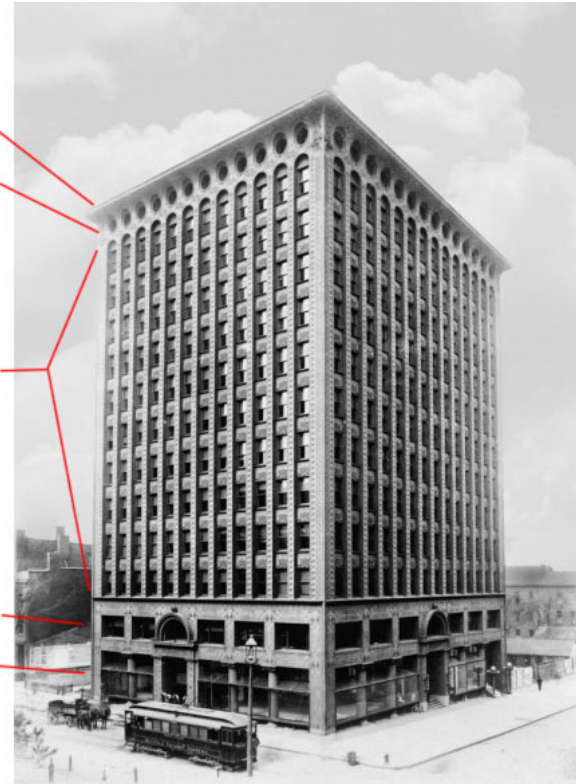
THE PLANT BUILDING DESIGNED FOR THE IMAGINED POSTCARD VIEW OF THE PARADE



PLANT BUILDING ----- USING THE LANGUAGE OF SKYSCRAPERS

The Plant Building (1914)

the Guaranty Building (1894)



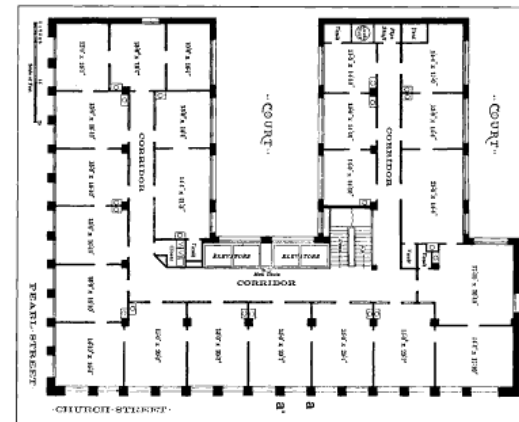
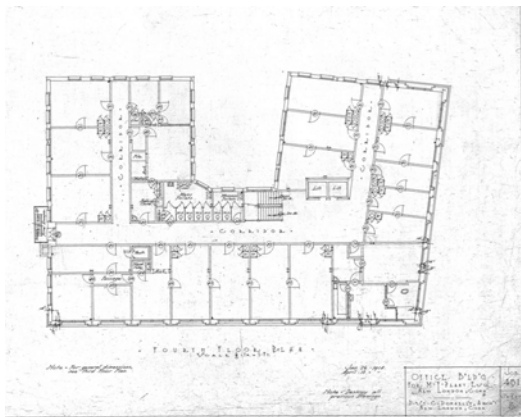
Cornice

Top Floor

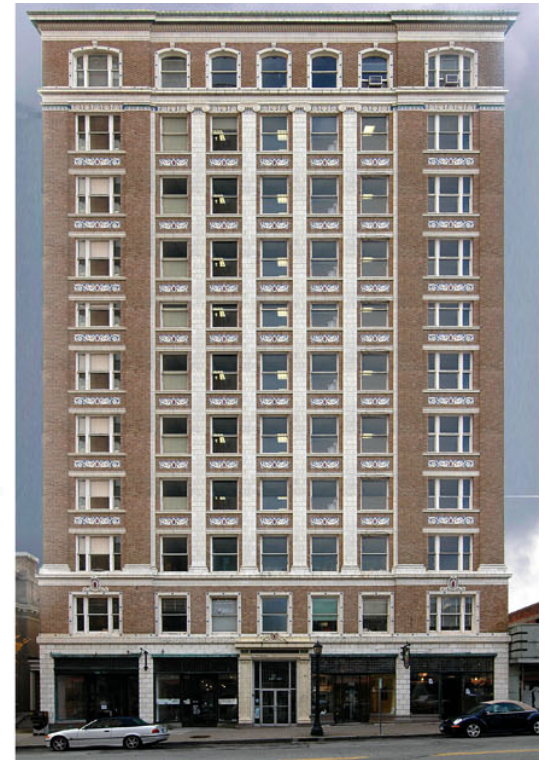
Middle Floors

Mezzanine

First Floor



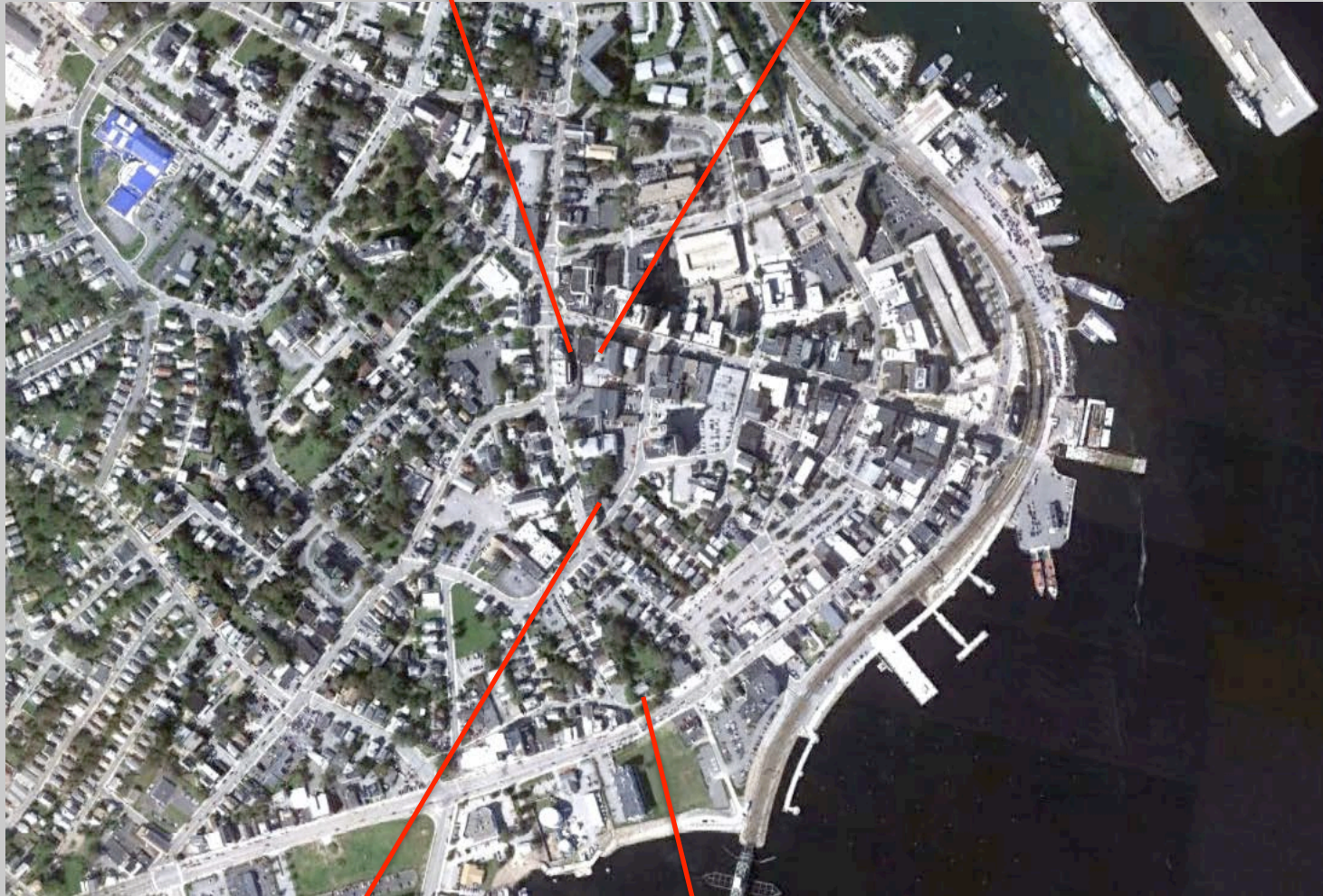
HEIGHT IS SIMPLE



HEIGHT IS A DEBATEABLE PART OF SKYSCRAPER HISTORY

NEW LONDON LIBRARY

PLANT BUILDING



NEW LONDON LANDMARKS

NEW LONDON HISTORICAL SOCIETY

THE PLANT BUILDING

Architectural Studies Honors Thesis



Allie Cahoon