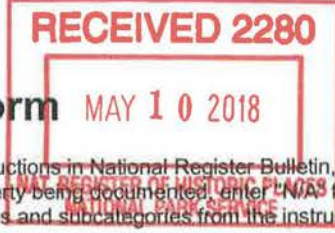


United States Department of the Interior
National Park Service



National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, How to Complete the National Register of Historic Places Registration Form. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic Name: Downtown Alexandria Commercial Historic District
Other Names/Site Number: N/A
Name of related multiple property listing: N/A

2. Location

Street & Number: Bounded by Second St., Jackson Street, Beauregard St., Fourth St., Fifth St., Sixth St., Murray St., Washington St., and Lee St.
City or town: Alexandria State: LA County: Rapides
Not for Publication: Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets, meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register Criteria.

I recommend that this property be considered significant at the following level(s) of significance:
 national state local

Applicable National Register Criteria: A B C D

Kristin P. Sanders

4/20/2018

Signature of certifying official/Title: Kristin Sanders, State Historic Preservation Officer Date

Louisiana Department of Culture, Recreation, and Tourism

State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting official: Date

Title: State or Federal agency/bureau or Tribal Government

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4. National Park Certification

I hereby certify that the property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other, explain: _____

Jane [Signature]

8-8-2018

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property (Check as many boxes as apply.)

<input checked="" type="checkbox"/>	Private
<input checked="" type="checkbox"/>	Public – Local
<input type="checkbox"/>	Public – State
<input checked="" type="checkbox"/>	Public – Federal

Category of Property (Check only one box.)

<input type="checkbox"/>	Building(s)
<input checked="" type="checkbox"/>	District
<input type="checkbox"/>	Site
<input type="checkbox"/>	Structure
<input type="checkbox"/>	object

Number of Resources within Property (Do not include previously listed resources in the count)

Contributing	Non-contributing	
29	13	Buildings
		Sites
2		Structures
		Objects
31	13	Total

Number of contributing resources previously listed in the National Register: 9

6. Function or Use

Historic Functions (Enter categories from instructions.): COMMERCE/TRADE: business, professional, financial institution, department store, specialty store, restaurant, hotel, warehouse; GOVERNMENT: city hall, fire station, post office, government office; SOCIAL: civic, meeting hall; EDUCATION: library; RELIGIOUS: church, church school; RECREATION AND CULTURE:

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theater, music facility; INDUSTRY/ PROCESSING/EXTRACTION: water tower; LANDSCAPE: parking lot

Current Functions (Enter categories from instructions.): COMMERCE/TRADE: business, professional, financial institution, restaurant, specialty store, hotel; GOVERNMENT: city hall, fire station, post office, government office; SOCIAL: civic, meeting hall; EDUCATION: library; RELIGIOUS: church, church school; RECREATION/CULTURE: theater, auditorium, museum, outdoor recreation; LANDSCAPE: parking lot; WORK IN PROGRESS; VACANT/NOT IN USE

7. Description

Architectural Classification (Enter categories from instructions.): No Style; Late 19th and Early 20th Century Revival: Beaux Arts, Classical Revival, Italian Renaissance; Late 19th and Early 20th Century American Movements: Commercial, Skyscraper; Modern Movement: Art Deco, International, New Formalism, Brutalism; Other

Materials: (enter categories from instructions.)

foundation: Concrete, brick pier

walls: Brick, Stone (Limestone, Marble), Concrete, Stucco, Terra Cotta, Wood, Metal

roof: Asphalt, adobe

other: Glass

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Downtown Alexandria Commercial District is located in the middle of Downtown Alexandria, beginning at the Red River levee, and encompasses the surviving historic commercial structures within fourteen blocks that date from 1894 to 1968. It is bounded by the Red River levee to the Northeast, Desoto and Jackson Street to the Northwest (including buildings on both sides of Jackson Street), portions of 5th Street and 6th Street to the Southwest, and Washington Street, Murray Street, and Lee Street to the Southeast (with four buildings and one structure included between Washington and Lee Streets). The proposed district consists of 29.71 acres and includes 51 buildings, and 2 structures, of which 31 are contributing to the district and 9 being previously individually listed on the National Register. This group of buildings represents the historic commercial core of Alexandria and surrounding Rapides Parish, as well as the original density of commercial buildings in downtown Alexandria. The district consists of buildings the majority of which have retained their historic appearance or have been rehabilitated.

Narrative Description

Setting and General Background:

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The Downtown Alexandria Commercial District consists of fourteen blocks of commercial development in the “original town” of Alexandria, which was laid out along the Red River in 1805, and incorporated in 1819. Other historically and commercially significant buildings and complexes have been included that stand on the periphery of these fourteen blocks. The blocks are arranged in a grid pattern, oriented along the Red River, with numbered streets running northwest/southeast and named streets running northeast/southwest. The majority of buildings in the district reflect the brick construction boom that followed Reconstruction in the wake of the Civil War as the city’s economy gradually improved. Alexandria boasted many brick buildings before the Civil War, but most of these were claimed by the fire that started and consumed the town as General Banks and Union troops evacuated the city in 1864. Alexandria’s citizens were too poor to build with brick following the war, thus most buildings erected during the thirty-year period between 1860 and 1890 were built with wood. Starting in 1892, the erection of brick structures began to increase. Between 1892 and 1902, fifty-six two and three story brick buildings were erected in present day downtown Alexandria, including the 1898 Rapides Bank and the new Hemenway furniture store (later Weiss and Goldring), which are included in this district.¹ This represents a window of time in American history when the economies of Southern cities were recovering from Reconstruction, and joining in a new era of progress ushered in with the turn of the 20th century.

This district also represents the historic heart of the early 20th century commercial and civic center of Alexandria and its more rural environs. The only surviving row of turn of the century commercial buildings in Alexandria is located on the southwestern side of Third Street between Jackson and Washington Streets. Those buildings that remain represent the once vast, now depleted, historic commercial building stock that previously existed in downtown Alexandria. The brick commercial structures along Third Street are representative of early 20th century commercial row buildings seen in main streets across the United States, some containing decorative brick, cornices, brackets, parapets, pilasters, and classical elements. The northeastern side of Third Street consists of the Hotel Bentley and City Hall, each taking up an entire block. This district was and remains the location of the city’s major commercial, governmental, and recreational activity. Specific historic uses of the buildings in the district include Alexandria’s City Hall, hotels, banks, movie theatres, department stores, offices, saloons, restaurants, and specialty shops, such as jewelry stores, clothing stores, liquor stores, and drugstores. This was also the location of military and non-military parades and political rallies (see Figures 5-7).

Beyond 3rd Street are several larger facilities in a mix of styles, all examples of “high style” architecture: the Masonic Building, United States Post Office and Courthouse, Rapides Parish Library, Central Fire Station, Alexandria Genealogical Library and Louisiana History Museum (formerly Alexandria City Library), the 1898 Rapides Bank and the 1954 Rapides Bank buildings, the c. 1918 Hemenway Furniture Company building, the mid-century Gothic Revival Emmanuel Baptist Church complex, Alexandria’s first water standpipe (precursor to the water tower), and a handful of dwellings (now used as offices) representing the once densely populated, mixed commercial and residential nature of Alexandria’s downtown.

The district is located in the downtown area bordered by the Red River to the Northeast, and is located directly across the river from downtown Pineville; this area marks one of the first known settlements in Central Louisiana. Consequently, it is bordered by historic neighborhoods that

¹ “Ten Years’ Growth. Brick and Stone Taking the Place of Wood. Brick Buildings Erected in Alexandria During the Past Ten Years.” *Alexandria Daily Town Talk*, September 30, 1902, 2. Rapides Parish Library Digital Archives.

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developed as Alexandria expanded from this area - local West End Historic District and the Garden District to the southwest, as well as areas that have yet to be designated as local historic districts to the northwest and northeast. It is now surrounded by Interstate-49 along its southwestern and southeastern boundaries, which essentially replaced the railroad system that once brought commerce and tourism into downtown Alexandria. The surrounding district is largely commercial, mainly consisting of offices, businesses, restaurants, banks, a large hospital complex, and hotels, but also serves as the location of churches, courthouses, museums, a few residences, and recreational areas.

Most of the buildings in the district consist of early 20th century brick commercial row buildings, with historic storefronts intact. Others are more substantial examples of specific architectural styles. Some of the commercial row buildings feature characteristics reflective of the following architectural styles: Late 19th and Early 20th Century Revival: Classical Revival, Italian Renaissance; Late 19th and Early 20th Century American Movements: Commercial, Skyscraper; Modern Movement: Art Deco. Other "landmark" buildings in the district reflect specific styles, including the Hotel Bentley (Beaux Arts), City Hall (International), the Guaranty Bank (Skyscraper/Commercial), Rapides Parish Library (Mid Century Modern – New Formalism), Alexandria Genealogical Library and History Museum (Beaux Arts), and the U. S. Post Office and Courthouse (Depression-Era Art Deco).

Integrity and Contributing/Non-contributing Resources

In this district, contributing resources consist of buildings that have retained enough historic architectural details and material that dates to within the period of significance (1894-1968) to remain representative of the form and style of the original building or remodel, and are also fifty years old or older. Buildings that have been altered drastically to the point that they are no longer recognizable as having a historic appearance that dates to the period of significance are considered non-contributing. For example, one or two buildings were remodeled in c. 1980 Brutalist style with the addition of a concrete exterior, covering the majority of the original façade, rendering it non-contributing. Other non-contributing additions include the addition of non-historic single story commercial spaces and modern brick veneer to the front facades, and corrugated metal faux Mansard roofs. Non-historic buildings, those that are not yet 50 years old, are also considered non-contributing. Contributing buildings are those that are fifty years old and older and have retained a significant amount of their historic appearance, or rehabilitated to reflect a previous historic appearance. All buildings were evaluated on a case-by-case basis and reasons for contributing/non-contributing status are included in the inventory descriptions. All contributing buildings have historic commercial significance – at least 50 years of commercial use, even if they were originally built as residential property.

The majority of alterations of buildings in contributing are present in ground floor and storefront alterations – if the historic integrity of the building as a whole remained intact, they were considered contributing. The Guaranty Bank building is an example – while it has received a heavy-handed Brutalist remodel of the ground floor exterior, the majority of the building (the remaining nine stories) has retained its original historic exterior. Other commercial row buildings have received mid-century updates and are considered contributing for their mid-century appearance.

Many of the contributing resources are examples of mid-century architecture, occurring at the end of the period of significance; while they differ from the traditional commercial row buildings and early 20th century styles, they are unaltered examples of mid-century architecture with a high degree of integrity. These modern styles also indicate that the downtown area was still active at this time and receiving updates in attempts to keep buildings and businesses "in style" to continue to attract visitors to the area and adhere to changing tastes in architecture as the downtown area began its decline.

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Building Inventory

1. 804-06 3rd Street / 301 Jackson Street, Contributing: Circa 1910.² Three story decorative brick masonry commercial row building with parapet and flat roof. It features white glazed brick from St. Louis throughout the entire front façade which is also featured on the Jackson Street side of the building in decorative motifs mixed with red exposed brick. The original corner pole with decorative capital remains at corner of Jackson and 3rd streets. The original segmentally arched window openings remain on the second and third floors, but the original windows have been replaced with plate glass. The building features decorative lozenges, quoins, corner pilasters, and cornices, including a dentil storefront cornice between the ground and 2nd floors, all executed in brick masonry. Stringcourse-like bands also run outlining the tops of the rows of windows, connecting the window hoods, on the 3rd Street façade and Jackson Street side. The majority of the original ground floor was replaced with reflective plate glass, with original brick piers remaining between the windows, when the building was renovated in 1983. Modern canvas awnings are in place over the plate glass windows on the ground floor.

The Stonewall Hotel was built on this site in 1895 by Mr. and Mrs. O. M. Sterkx as a two-story wood structure. After the construction of the Hotel Bentley across the street in direct competition with the Stonewall, the hotel was updated with a brick veneer to its current exterior appearance. After serving as a hotel until 1953, the upper two floors remained vacant while the ground floor housed Standard Printing Co. In 1983, the building underwent a renovation, led by “301 Jackson Place” Partnership and Managing Partner, Buddy Tudor, in which it was completely gutted from roof to slab and a new building was constructed within the historic brick exterior walls. Despite the plate glass windows and absence of original storefronts and ground floor entrances, it retains its unique historic appearance, especially in the interesting brickwork.

2. 812 3rd Street, Non-Contributing: Circa 1912.³ One story brick commercial row structure with flat roof. The façade has been altered to give it a more historic pub aesthetic with diamond pane and plate glass windows and decorative paneled wood Gothic-style door and window surrounds. The brick façade has been painted a dark red color. The original façade appears to be faced with Roman brick, however tiles that give the appearance of larger sized rustic bricks have been anchored into the majority of the brick facade. The difference between the brick and the tiles can be observed on the side walls where the façade recesses. These alterations to the façade render the building non-contributing. Its original façade can be viewed slightly in Figure 17. It originally housed a restaurant, most likely in connection with the adjacent Stonewall Hotel, and later housed Bridendall Photography Studios. It now serves as a local pub, Finnegan’s Wake.

3. 814-16 3rd Street, Contributing: Circa 1910. Two story commercial row building that was originally built separately as a “The Variety Store” but was later connected to the Weiss and Goldring building on the corner of 3rd and Desoto as the department store expanded. The building is built of brick masonry with stucco on the front façade and decorative window hoods over the six large squared window treatment of the Stonewall Hotel building. The brick masonry on the façade has been painted gray and parts of the masonry above the storefront are concealed behind a panel. Decorative classical cornice features a dentil pattern with egg and dart motif above, possibly of cast stone. The

² “Ten Thousand Dollars to be Spent in Improving the Stonewall Hotel,” Alexandria Daily Town Talk, 6, Nov. 7, 1907, Rapides Parish Library Digital Archives.

³ Sanborn maps, 1914

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original storefront and exterior ground floor have been replaced with plate glass windows and a modern exposed brick veneer. Original transom windows replaced – although current windows have at least been in place since 1950s or 1960s (see Figures 17 and 18). Second floor windows and upper windows on ground floor are concealed behind louvered shutters.

4. 826-30 3rd Street, Contributing: Built 1904. Contractor J. D. Brown of Baton Rouge. Brick furnished by C. N. Adams brickworks. Brick laid by Henry Allen of J. D. Brown.⁴ Two story blonde brick commercial row corner building, originally built as a freestanding structure. In the original structure the corner column at 3rd and Desoto extended to the ground from the corner of the building (see Figure 15). This column was later removed and the corner was enclosed with plate glass display windows. Original segmentally arched first floor windows on the Desoto Street side were replaced c. 1920 with multi-pane transom windows with diamond pattern. Plate glass display windows were also added to the Desoto Street side at this time, which originally existed as a solid wall. Cornices and brick pilasters with decorative capitals and brick quoins remain from original construction. There are two pilasters on either end of the second floor of the building, and a third central pilaster which does not evenly divide the space between the two ends of the building, but rather is located closer to the Jackson Street side. This is due to the fact that the building was originally two different buildings built at the same time directly next to each other – the central pilaster indicates the location at which the buildings were separate. They were combined into one building c. 1920. The two pilasters on either end of the building feature decorative capitals that do match at the level of the cornice that runs above the windows (they do not match due to the fact that they were originally facades belonging to two different buildings). The central pilaster is also missing a capital. The pilasters end in a simple geometric design at the top of the building. Original decorative multi-pane transom windows may be hidden behind panels that were added c. 1960 to streamline and modernize the exterior. Nine squared original window openings remain on the second floor façade facing 3rd Street, and six segmentally arched original window openings remain on Desoto Street façade. Original storefronts have been replaced with aluminum framed plate glass and modern red brick veneer on the ground floor. The ground floor may have been originally clad in marble – historic photos show a dark shiny material in place before the modern brick veneer was applied (see Figure 17). The recessed main entrance on 3rd Street remains, dating to at least 1928. The original Weiss and Goldring water tower remains on the site.

This lot on the corner of 3rd and Desoto was sold by Dr. J. N. Ball to Mrs. Florence Ball.⁵ It was declared a “Fine location for a business house,” and Mrs. Ball intended to build a “large and handsome brick store” on the lot to be leased to and occupied by the Hemenway Furniture Store. The brick for the building was laid by Henry Allen, “one of the most successful ‘boss’ colored bricklayers of the State.”⁶ Later housed Weiss and Goldring department store starting in 1918, which operated out of this location until the 1990s. This was the first building that Weiss and Goldring occupied before they expanded into the adjoining buildings on 3rd Street and Desoto Street.

⁴ “Contract Let to J. D. Brown of Baton Rouge for Hemenway’s Building,” *Weekly Town Talk*, September 13, 1902, 4. Rapides Parish Library Digital Archives.

⁵ “Talk of the Town – from Daily April 17th,” *Weekly Town Talk*, April 20, 1901. 7. Rapides Library Digital Archives.

⁶ “Henry Allen Meets with a Painful Accident,” *Alexandria Daily Town Talk*, October 24, 1902, 4. Rapides Parish Library Digital Archives.

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The building is currently being prepared for rehabilitation with the removal of debris from twenty years or so of vacancy, after being donated to the City of Alexandria for the potential use of City offices and commercial space on the ground floor.

5. 318 Desoto Street, Contributing: c. 1912. Hudson Construction Company, contractors. Two story blonde brick structure with decorative treatment above squared second story windows and dentil cornice. The original upper half of the building has retained its historic integrity – the lower half is concealed behind wood and metal panels, the wood panels covering plate glass display windows. The lower ground floor portion has received the same “modernized” treatment as the other adjoining buildings of the Weiss and Goldring complex (Hemenway building and adjoining building on 3rd Street) with the addition of aluminum frame plate glass shopfront windows, concealment (possible replacement) of transom windows with metal panels, and the addition of a modern red brick veneer. This structure was erected by Mr. Louis J. Hakenyos after the previous structure on site, the c. 1904 Barrett Rifles armory was demolished.⁷ It was connected to the corner building at 826-830 3rd St. (Weiss and Goldring store) c. 1921 – the brick infill connecting the two buildings is visible on the exterior. It was built for occupancy by the Hemenway Furniture Company as a furniture warehouse, to supply their adjacent store at the corner of 3rd and Desoto. It served as a secondhand furniture store until c. 1928 when it served as an auto storage facility in connection with the auto repair shop that was built adjacent to the building at Desoto and 4th Streets.

6. 322-326 Desoto Street / 831 4th Street, Contributing: c. 1920. Two story structure with open first floor that originally served as a parking garage. Second story served as auto showroom and repair center. By 1950s the open ground floor was a filling station, tire sales and service. Iron posts and beams support the enclosed second story, which is of brick construction, with exterior blonde brick walls executed in a very similar fashion to the remainder of the Weiss and Goldring complex of buildings, especially the adjoining “Hakenyos” building. Four bays on the 4th Street side, separated by 4 square brick columns and an iron post at the corner of 4th and Desoto. These bays are open on the ground floor, and may contain original multi-pane windows on the second floor – they are currently covered by the same louvered shutters that conceal the second floor windows on the remainder of the Weiss and Goldring building complex. There are three bays on the second floor of the Desoto Street side with the open ground floor separated by three iron posts – this was possibly the original entrance or exit of the parking garage and was thus left open. The exterior walls are adorned with a dentil cornice above decorative rectangular recessed panels between the columns, all executed in brick. See Figure 1.

7. 327 Jackson Street, Contributing: c. 1920. Single story red exposed brick “builder tradition” style freestanding commercial structure. It was originally connected to a large structure which has since been demolished. Original storefront intact (door replaced with aluminum frame). Dentil cornice on three sides of exterior. Wood frame intact on front facade transom windows. Original segmentally arched window and side entrance openings intact. Multi-pane windows. The sign indicates its last occupant as Reed’s Typewriter Exchange. The building is currently vacant.

8. 313 Desoto Street / 908 3rd Street, Contributing: c. 1900; remodeled c. 1940. Two-story red exposed brick commercial row building. See Figure 5. The original corner building was constructed on site in 1896, in use as a saloon by G. M. Houk, and housed a furniture store in 1900. It was expanded, doubling in size by 1904 with the original building and the addition separated by a partition. In 1909 it housed a saloon, Standard Liquor, Co., once again on the Desoto St. side with a

⁷ “Talk of the Town,” *Alexandria Daily Town Talk*, October 8, 1912. 5. Rapides Parish Library Digital Archives.

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pool room on the other side, and a garage in the back of the property. In 1914 the partition was removed and the interior was opened up for the operation of a general store. By 1921 it was subdivided again, housing a restaurant along the Desoto St. side, Phoenix Drugstore, and a shop, until it was further subdivided into three stores and two restaurants by 1928. In the early 1940s, Riley Teston, assistant manager of the Heidelberg Hotel in Baton Rouge, moved to Alexandria. He purchased and remodeled the building and opened Teston's Liquor Store by 1942. The hand-painted Teston's Liquor Store sign can be faintly seen on the front of the building today. After Teston's closed around 1947, the building housed a variety of other businesses, including the Good Friends Shop, Vogue Barber Shop, the LaSalle Café, a furniture store, a car dealership, and D'Amico's Restaurant. After part of the building burned, the façade was altered with the addition of modern brick and plate glass windows and doors, and a thick layer of plaster over the second story transom windows and side elevations. After a one-year rehabilitation by the Atwood family in 2013 which involved the removal of the modern storefront treatment and exposure of the historic brick beneath, the Sandwich Shoppe, Crave (a coffee shop), and Ember's Restaurant opened here. Historic-style doors and windows were installed since the original material had been removed in earlier renovations.

9. 910-912 3rd Street, Contributing; c. 1896; remodeled c. 1967. Two-story brick masonry commercial row structure. The exterior has been heavily remodeled and its original brick exterior is no longer visible as it is covered by a thick stucco-type material exterior added c. 1967 as the current occupant Caplan's (clothing store) combined this structure with the adjoining one story commercial structure. The remodel gives the building a smooth, bold, streamlined façade which sits over large window displays flanking a recessed entrance. While its original brick masonry exterior appearance is concealed, its current updated mid-century appearance falls within the period of significance and thus is still contributing to the district. It originally housed a meeting space for the Independent Order of Odd Fellows on the second floor with a grocery store on the ground floor. It later housed the Gold Rule Racket Store, F. W. Woolworth and Co. (1921-1930s), and B. Ginsberg Men's Clothing (1930s – 1965). See Figure 5 and Figure 7.

10. 916 3rd Street, Contributing; c. 1905; remodeled c. 1967. One story brick masonry commercial row structure. The façade has been remodeled several times as a multitude of stores have occupied this building over the years. During the early 1900s, three different stores operated out of this building (four stores in 1928). By the 1950s, the building was divided in half, into two separate buildings.⁸ It has since been opened up and connected with the adjoining building at 910-912 3rd St. (inventory # 9). In historic photos dating to 1935, the front façade of the building appears to have originally had a decorative brick cornice, multi-light transom windows, and two recessed shopfront entrances (for two different stores) with angled display windows (See Figure 7). It is unknown whether the original exterior is intact because it is concealed behind a modern stucco façade, connecting with the two-story structure at 910-12 3rd Street, to create the appearance of one larger structure. While its original brick masonry exterior appearance is concealed, its current updated mid-century appearance falls within the period of significance and thus is still contributing to the district.

11. 924 3rd Street, Contributing; Built in 1931. National Register listed in 2000. Designed by Herman J. Duncan of Alexandria. Contractors, Tudor and Ratcliff. Historically known as Schnack's jewelry store. Two-story brick commercial building with limestone facing on its upper façade and marble on the ground floor. It is designed in the early 20th century Neoclassical style with elements of Art Deco present in the elaborate canopy and shopfront ornamentation. Dentil shopfront cornice surmounted by a cornice in an overlapping disc motif. On the second story, a central row of three windows is

⁸ Sanborn maps, 1953.

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flanked by a single window on either side, divided by simple geometric square pilasters. All second floor windows are 9 over one. A pedimented parapet sits over a delicately detailed relief. It is one of the few surviving commercial structures in the state that exhibits a high architectural style, especially its interior, which was commonly reserved for banks, hotel lobbies, and upscale specialty shops during this time period. The interior features a two-story sales hall with a mezzanine at the rear accessed by a central staircase, which is illuminated by an octagonal-shaped skylight overhead. It originally housed C. A. Schnack's Jewelry. It was restored in 2005 as repurposed as a restaurant, the Diamond Grill.

12. 934 3rd St., Contributing: Built 1919-1921. Designed by Emile Weil. Supervising Architect, J. E. Ingram. Contractors, T. S. Moudy & Co. of Chattanooga, Tennessee. See Figure 14. The second skyscraper built in Alexandria after the Commercial Building, this ten-story structure was originally erected to house the Guaranty Bank. At the time of its construction, it represented "a manifestation of the spirit of progress in Alexandria,"⁹ and held the most modern and up to date banking facilities and office accommodations that existed at that time, including "high-speed elevators." The building is ten-stories high, measuring 60 x 106 feet, faced with Bedford Indiana limestone on its two most highly visible sides facing 3rd Street and Murray Street, giving it a very monumental and uniform appearance. The other two sides are of gray veneer brick to match the limestone. The age of the building is difficult to detect at first due to the remodeling of the ground floor, presumably during a 1965 remodeling, also executed in panels of limestone and plate glass in the Brutalist style. However, original architectural details remain above, such as Greek key and dentil cornices. The ground floor was dedicated to banking, while the upper floors were designated as offices – these function hold true today with Capital One as the operating bank. The exterior composition has been altered, yet its original intent remains. "The lower two floors act as a base and a shaft of the next six floors, which surmounted by the ninth and tenth-floor colonnade and cornice, forming a marvelous composition in its entirety," a description that matches examples of the Chicago Skyscraper style aesthetic of Louis Sullivan in which skyscrapers were constructed with an articulated base, shaft, and cornice reminiscent of classical columns. Unfortunately, the top of the "capital" of the column-like composition, the overhanging roof and ornate metal cresting, was removed in past renovations. The building was said to be "pure Italian Renaissance in its simple details," which was one of the favored stylistic choices of architect Emile Weil. Emile Weil was a famed New Orleans architect, designing such buildings as Touro Synagogue, the first two floors of the Canal Bank and Trust Company, the Kress Building on Canal Street, and the chain of Saenger theatres across the Gulf South.¹⁰

While the building retains its overall historic integrity, the rear of the building was altered with the addition of a substantial fire escape structure. Original two over two windows on the upper stories have been replaced with plate glass. Carved limestone panels of the Guaranty Bank eagle that were removed during the 1965 renovation are located at the rear of the building.

13. 430 Jackson Street, Contributing. Built 1950. National Register listed in 2001. Emmanuel Baptist Church. Favrot and Reed, architects. This church and some c. 1960 additions are surprising examples of mid-twentieth century Gothic Revival architecture. It was erected in 1950 at a time when minimalistic design was typically favored, this building complex exhibits a multitude of details and features derived from the middle period of English Gothic architecture, giving it a sense of antiquity,

⁹ "Magnificent New Home of Guaranty Bank Opens," *Alexandria Daily Town Talk*, May 28, 1921, 1. Rapides Parish Library Digital Archives.

¹⁰ Kingsley, Karen "Emile Weil." In *knowlouisiana.org Encyclopedia of Louisiana*, edited by David Johnson. Louisiana Endowment for the Humanities, 2010–. Article published January 25, 2011. <http://www.knowlouisiana.org/entry/emile-weil>.

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despite its more recent construction. From the blonde brick exterior, the church at the corner of 4th and Jackson streets appears to be a two-story gabled structure with one-story shed roof side aisle extensions. The majority of the front gabled façade is composed of a large central pointed arch, constructed of cast stone; two smaller pointed arches are set within the large arch, flanking the three entrance doors. A rose window is set within the top of the large pointed arch, with trefoil design inside and outside of the window, and the name of the church is displayed within a quatrefoil design below the rose window. The bell tower is attached to the main building at one corner and features slight crenellation and tracery. Figural stained glass windows are set in pointed arch windows which are decorated with cast stone tracery throughout the upper stories. The stained glass windows produced by the Jacoby Stained Glass Studios of St. Louis, Missouri, depict the life of Christ. The interior configuration resembles that of a traditional Anglican or Catholic church, with a nave and side aisles, rather than a standard Baptist auditorium plan. The ceiling features exposed dark wood beams. A large addition was made at the rear of the sanctuary building in 1960 of similar exterior materials to house classrooms, and an arcade was built to connect them. See Figures 9-10.

Several other additions were made in subsequent years to Emmanuel Baptist Church, expanding the complex to take up two city blocks. Also included in the complex is resource # 24, the oldest building in the complex (c. 1920) originally built to house the sanctuary, meeting space, and classrooms before the 1950 church and additions were built. It was incorporated into the 1950 church in a c. 1960 expansion and remodeled to match the blonde brick Gothic exterior of the rest of the complex. This expansion also included the construction of a chapel at Jackson and 5th Streets, and connecting structures between the chapel, c. 1920 Education building, and the 1950 church and classrooms. A large addition, a Family Life Center recreational facility, which basically doubled the size of the church complex, was added in the 1970s, facing Beauregard Street between 4th and 5th Streets.

14. 911 4th Street, Non-Contributing. c. 1940. c. 1980 remodel. One story commercial row building, now freestanding (surrounding buildings demolished) and painted white. Simple, square capitals on either end of corners of façade. The Murray Street side of building was remodeled in the Brutalist style with a modern exposed red brick exterior side wall, and the Desoto Street side of the building reflects its more traditional one-story commercial row Storefront Modern appearance. This building has the potential to be contributing to the district, but the Brutalist treatment on the Murray St. side of the building and the replacement of the original shopfront on the Desoto St. side of the building combined render it non-contributing to the district.

15. 321 Desoto Street, Contributing. C. 1920. One story brick masonry commercial row building with beautifully intact decorative double brick dentil cornice. Historic style canopy is in place and original storefronts are expressed, if not original. Transom windows are possibly concealed behind panels. Exterior masonry walls have been painted a cream color.

16. 1002 3rd Street, Contributing. C. 1904. Two story brick masonry commercial row structure. It retains original segmentally arched second story window openings and dentil cornice. Historic images show that the building's exterior once featured white decorative horizontal bands in the masonry above the windows (see Figures 6, 7, and 12). However, what was probably exposed brick and any decorative detailing in that brick has been covered with beige colored paint. The building features a dogs tooth cornice that is original to the building. While the shopfront has been altered with the addition of granite or marble cladding, green acrylic panels, and plate glass windows, it reflects a historic mid-century commercial aesthetic. Corrugated vinyl panels over the shopfront may conceal original transom windows. Second story one over one windows may be original. Since its

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construction, it has housed clothing stores, dry goods and hardware stores, a business college, and shoe store. The structure has been in use as a drugstore since 1921, currently housing Sentry Drug.

17. 1010-1012 3rd Street, Contributing. c. 1909. Two story brick masonry commercial row building with shallow stepped parapet. The Johnston Street side of the building has retained a historic recessed shopfront entrance while the Murray Street side has received the same exterior treatment as the adjacent Sentry Drug building – beige paint, granite cladding, corrugated vinyl panels, and plate glass windows. This portion of the building was combined with that facility in 1957 when it was purchased by Walgreens (which was the drugstore in operation at the time) and turned into a diner. The Johnston Street side recessed shopfront entrance has retained its tile flooring and name of the shoe store “Newstadt’s” inscribed in the floor, which operated here in the 1960s. Gray and white marble cladding remains on the exterior of the shopfront, and the upper portion of this side has been painted blue gray. Second story windows on both sides have been replaced with plate glass. Despite alterations, the building has retained its overall representation as a historic commercial row building. J. C. Penney occupied the building from the 1920s through 1955, at which time it became vacant after J. C. Penney relocated down the street to a new larger facility. Walgreen’s purchased half of the building adjacent to the drugstore and remodeled it into a diner in 1957, which is now Sentry Grill attached to Sentry Drug. Newstadt’s Shoe store operated out of the other half (1012 3rd Street) in the 1960s; this portion now houses a photography studio. See Figure 6.

18. 1014 3rd Street, Contributing. c. 1915. Two story brick masonry commercial row building with notable lion’s head brackets along the cornice and original segmental arched openings on the second story. It was erected as Joseph M. Goldberg’s jewelry store, with prominent display windows to showcase Goldberg’s merchandise. Retaining its historic use as a jewelry store, the Gem Jewelry Co. occupied this structure from the 1940s through the 1980s. The original shopfront was replaced with a new marble shopfront in an Art Deco inspired style circa 1940. This style can still be seen in the flooring, denoting the previous name of the Gem jewelry store. It has retained that name and recently been rehabilitated with the reinstallation of wooden bulkheads and historic shopfront and serves as an event space and photography studio.

19. 1016 3rd Street, Contributing. C. 1909. Two-story brick masonry commercial row building with very basic design and stucco exterior painted light brown. Original second story window openings remain intact. This building was recently rehabilitated to reflect its historic commercial appearance with the installation of bulkheads, transom windows, and display windows after a mid-century acrylic covered square metal cap exterior was removed. The building is simply detailed, historically with blade signs reflecting the operating business. Original projecting cornice has been removed.

20. 1024 3rd Street, Contributing. C. 1905. Simply styled three-story brick masonry commercial row corner building, with stucco exterior. Built as the Stag Hotel, it was originally three-stories, but now functions as a two-story building with a clothing store on the ground floor and offices on the second. An addition and staircase were added to the rear c. 1920. The upper floor of the building was remodeled for offices c. 1950 and the interior retains this appearance; these offices are accessed by a side entrance on Johnston Street. The exterior was also completely renovated at this time with the addition of acrylic covered square metal caps to cover the stucco over brick façade for a mid-century update. This material was recently removed to reveal the historic exterior during a rehabilitation by Greg Trotter; the historic stucco, wooden bulkheads, two shopfronts, and windows were reinstalled in the rehabilitation to match the historic appearance of the building as closely as possible.

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21. 1101 4th Street, Contributing. Built 1939. Edward F. Sibbert and Charles T. Roberts, architects. Historically known as the Kress Building. Three story commercial row blonde brick masonry building with terra cotta ornamentation in the Art Deco style. Fluted pilasters are vertically placed between the second and third story windows, and above the third story windows. Windows appear to be grouped vertically rather than horizontally in groups of four (two on the second floor, two on the third), with fluted pilasters rising above the roofline as a parapet in each "group." Geometric cornice, canopy, and glazed tile shopfront cornice are intact. Brass system historic storefronts are present. The building runs the length of the block along Johnston Street between 3rd Street and 4th Street; the new main entrance of the building is located at 4th and Johnston Streets (original entrance was 1104 3rd Street).

The "Kress Building" was built as one of the hundreds of five-and-dime Kress department stores across the country. Kress wanted his stores to exist as works of architecture to be appreciated by the public. The Kress brand was recognizable through noticeably stylized architecture, which distinguished the store from its competitors.¹¹ The Alexandria Kress moved from its previous location on Third St. to this larger facility. The building was designed by Edward F. Sibbert, who designed more than fifty Art Deco S. H. Kress & Co. stores between 1929 and 1944, and Charles T. Roberts, a local architect. After closing in 1974, it housed the Brown Furniture store, and was subsequently used as bank offices and storage. It was renovated in 2003 and is now known as the Rapides Foundation Building with the ground floor in use as the Hearn Stage/Kress Theater. The Kress store had a blade sign where the Rapides Foundation sign is currently located in the same style as the original sign.

22. 1118 3rd Street, Non-Contributing. c. 1945. Remodeled c. 1990. Chamber of Commerce building. One story commercial row building. This building runs the length of the entire block, from 3rd St. to 4th St., and is a single-story structure, although it appears to be two-story from its front façade on 3rd St. It has two different visible facades. The facade fronting 3rd is faced with concrete panels added in a c. 1990 Postmodern renovation. The central bay of the facade rises above the two flanking sides as a central parapet, almost as a play on the traditional commercial row building, although it is rendered in concrete. There are no windows on the second story – a definite break from the traditional rows of windows on commercial buildings. On the ground floor a large central glass block window is flanked by aluminum frame plate glass windows and an entrance to the right, with two large blue awnings over the side windows. It was built as a shop, with a separate shopfront to the rear facing 4th street with a completely different style façade although both were remodeled c. 1990. The rear space was divided by a partition and once housed a shoe repair business and appears as a single-story, simple brick masonry commercial row building from the street. The commercial space facing 4th Street, now offices for Coughlin Saunders, does not reflect its original historic appearance – the shopfront has been replaced with large stained wood frame multi-pane windows (brick on façade seems to have originally matched the Kress building – see Figure 11). While the building dates within the period of significance, it is non-contributing due to post-period of significance c. 1990 remodel of its front and rear facades.

23. 1122 3rd Street, Non-Contributing. c. 1914. Two-story brick commercial row building. This structure is in deteriorating condition and the historic appearance of the building is concealed behind modern brick veneer, vinyl panels, and acrylic covered square metal caps, thus rendering it non-contributing. The oldest building remaining on this block, it was originally built to house the "Pass Time" movie theater in the "theater district" of Third Street, right across the street from the Rapides Theater, later Paramount Theater, and Saenger Theater (both now demolished). It became the

¹¹ S. H. Kress & Co., " *Wikipedia, The Free Encyclopedia*, https://en.wikipedia.org/w/index.php?title=S._H._Kress_%26_Co.&oldid=827906095 (accessed March 4, 2018).

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Strand Theater in the 1920s; by 1929 it was in use as commercial space, eventually housing Sears Roebuck and Co. If rehabilitated, it has the potential to be a contributing building (see Figure 2).

24. 428 Jackson Street, Contributing. c. 1919 Emmanuel Baptist Church Education building – built as Sunday School Building and Church. Favrot and Livaudais, architects.¹² Three-story brick masonry building, with square-shaped clerestory rises above roof with clerestory windows. It was originally built in the Renaissance Revival / Beaux Art style with ionic pilasters (intended to reflect a similar style to Bolton High School building that was once located downtown) with an gray brick and Bedford limestone exterior. The Jackson Street façade was altered to blend with the c. 1950 church complex with blonde brick masonry in the Gothic Revival style and the central main entrance, ionic pilasters and stone façade were removed. Original windows and overall form of the building appear to have been retained. The building is currently under rehabilitation. The interior is being rehabilitated with the removal of later additions to reveal original features of the 1920 building.

25. 410 Johnson Street, Contributing. Built 1927. National Register listed in 1986. Masonic Temple Building. Herman J. Duncan, architect, of Sam Stone Jr. & Co. Four story brown brick masonry freestanding commercial structure. The exterior features decorative brickwork in contrasting shades of brown. It is five stories high on the 5th Street side, which is composed of red exposed brick rather than the stylized decorative brown brick facades on the 4th and Johnston St. facades. The 4th and Johnston facades have nearly identical styling, both featuring an elegant piano nobile with three central windows enclosed by pedimented frames and inscribed within round arches on the second floor. On the ground floor the commercial space display windows are divided by pilasters of brick quoins. The 5th St. side of the Johnston Street façade features a segmentally arched, recessed, stepped entrance in brick with the Masonic symbol set in the brick-filled arch. The first lodge of the Alexandria Masons erected this facility, moving from their previous location at 4th and Desoto. The ground floor has always been intended as rental commercial space, historically rented to shops to generate funds to maintain the building, while the upper stories contain auditoriums as well as supplementary office and service spaces. This building has seen very little, if any, exterior alteration. It is currently vacant, but is owned by preservationist Mike Jenkins.

26. 401 – 411 Murray Street, Non-Contributing. C. 1953. One story white brick masonry commercial row building. Historic storefront seems to still be present with corner entrance and corner column. The majority of the building – the upper portion – is concealed beneath large corrugated metal faux Mansard roof added c. 1980, thus making the building non-contributing. Historic shopfronts appear to be present on the 4th Street side.

27. 415 Murray Street, Non-Contributing. C. 1940. One story painted brick masonry commercial row building with brick pilasters and recessed entrance. Majority of the building is concealed beneath large faux corrugated metal Mansard roof added c. 1980, thus making the building non-contributing.

28. 417- 421 Murray Street, Non-Contributing. C. 1940. One story white brick masonry commercial row building with brick pilasters and angled recessed entrance. Shopfront may be reflect original appearance. Majority of the building (upper portion) is concealed beneath large corrugated metal faux Mansard roof added c. 1980, making the building non-contributing.

¹² "Baptists Continued" *Alexandria Daily Town Talk*, April 29, 1918. 5. Rapides Parish Library Digital Archives.

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29. 429 Murray Street, Contributing. Built 1968. Expanded 1973.¹³ Barron, Heinberg, and Brocato, architects. Two-story white stucco exterior building constructed of steel and floor to ceiling plate glass windows. Corrugated metal shed roof along front of the building. It is recessed back from the sidewalk with large oak tree and landscape in front – not in the traditional downtown commercial manner right against the sidewalk. The form of the building is very rectilinear and the exterior is clad in a smooth white stucco. The front façade is asymmetrical, with six floor to ceiling windows to the left of a small, understated front entrance, and a protruding window to the right, revealing a staircase. The 5th Street side largely consists of floor to ceiling plate glass windows. Built in the International Style, it verges on the Postmodern as the building that adjoins it. While this building is in a more modern style, it was erected at the very end of the period of significance, and is thus contributing to the district.

A 9-story addition was constructed in 1973 of steel frame and reflective glass high-rise, which was joined with the building that fronts Murray St. It was designed in the Postmodern style with its unique, exaggerated, sculptural design also conceived of by Barron, Heinberg, and Brocato. It is constructed in the form of a traditional skyscraper, with the exception of the angled Johnston Street side wall. This gives the building a pyramid-like shape. The base of the skyscraper is left open, showing the building is supported by cylindrical columns, again defying traditional building design.

30. 515 Washington Street, Non-Contributing. c. 1990. Contemporary three-story rectangular brick masonry building with ribbon windows on first and third floors and corrugated metal hip roof. Built well outside of period of significance and is thus non-contributing.

31. 400 Murray Street, Contributing. Built 1954. Historically, Rapides Bank and Trust Company. Bank Building & Equipment Corporation, architects. The two-story portion of this building at the corner of Murray and 4th was erected 1953-1954 in the Modern Stripped Classicism style, while the remainder of the building was a later addition. All exteriors are clad with carrara marble, thus matching the style of the original, except for the 5th Street exterior, which is brick painted white – it was probably not clad with marble because the original wall adjoined a building that was later demolished. The complex now takes up about half of a block, with the central portion of the building raised to three stories, above the flanking two-story portions. The front Murray Street façade of the 1954 building is composed of five bays, with the central bay as the grand, emphasized entrance, rising above the two sides, giving it a stepped appearance. There are two large floor to ceiling windows on either side of the entrance. The base of the exterior is clad with either a darker marble or granite. A very restrained ornate black iron grate surrounds the main entrance, a portion of which also sites over the door below a large plate glass window that matches the other front façade windows. The original building has changed very little since its construction (see Figure 4). The building also features two mid-century style clocks on the upper corner at Murray and 4th Street.

The bank recently served as a branch of Chase Bank, until its current occupant, Kinetix Technologies, moved in. An earlier branch of the Rapides Bank & Trust Company is also included in this district at 2nd and Murray streets (inventory # 45).

“Alexandria's Rapides Bank & Trust Company (RBTC), located at 400 Murray Street, was designed by the Bank Building & Equipment Corporation (1954). The company specialized in modernist design-build services, and had a significant effect on banking in both North and South America. In 1969, RBTC used its new bank as a gallery space, hosting an important Rodin exhibition that featured B. Gerald Cantor's collection now housed at Stanford University's Cantor Arts Center.”¹⁴

¹³ Emporis. “Alexandria Tower.” Last modified 2018, accessed February 22, 2018, <https://www.emporis.com/buildings/208333/alexandria-tower-alexandria-la-usa>.

¹⁴ Kelli Rylance, *Southeastern Architectural Archives Blog*, accessed Feb. 11, 2016,

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The Bank Building and Equipment Corporation also designed modern branches of Hibernia Bank in Gentilly and Mid-City.¹⁵

32. 828 4th Street, Contributing. C. 1930. One-story commercial building. Stucco exterior with geometric pilasters in the Art Deco style, historic storefronts, and recessed entrances. This building was possibly a two-story structure that stood on this site with the same footprint as the present structure as early as 1909. This 1909 structure was either renovated and reduced to the one-story building on site today by the mid-1930s and given its Art Deco stucco exterior, or a new structure with these features was erected following the demolition of the 1909 building. This built has seen very little alteration since the 1930s (See Figure 1). The corner half of the building was recently rehabilitated, with the installation of historic commercial-style wood doors. It is one of two buildings in the Art Deco style that remain in downtown Alexandria. Today it is known as Tamp and Grind, a local coffee shop.

33. 826 4th Street, Contributing. C. 1940. Remodeled c. 1960. One story brick masonry commercial row building. Ground level of façade is recessed and covered with wood paneling, with aluminum system display window and door on Jackson St. side in mid-century style. While the original shopfront was removed, the remodel reflects a Mid-Century style, which falls within the period of significance and is thus contributing.

34. 816 4th Street, Contributing. Built 1951.¹⁶ Three-story brick masonry parking garage and drive through bank with a few offices and small fourth story penthouse-like structure. Vents along second and third floors of parking garage. Addition of modern brick veneer and vinyl siding on Jackson Street side. This mid-century parking garage historically catering to the needs of the community – increased need for parking as more people moved out of the “city” into the “suburbs,” increased use of automobile, etc. One of the first drive through banks in Alexandria, it was built as the Guaranty Bank and Trust Company “auto bank” and Guaranty Storage Co. Inc. Sanborn maps indicate that its capacity was 256 cars.

35. 420 Desoto Street, Non-Contributing. C. 1990. One-story modern gray and white brick veneer office building with plate glass windows, built in residential style.

36. 518 Lee Street, Contributing. C. 1960. Two-story mid-century modern fire station constructed of exposed orange brick masonry, concrete frame with white stucco exterior, and ribbon windows. The overall form of the building is rectangular, with a horizontal emphasis and minimalistic design typical of mid-century architecture. The 5th street and 6th street façades are divided into six bays by white narrow rectangular columns, which also divide the bays of the ground floor between multi-paned garage doors through which the fire trucks enter and exit. Upper rectangular single pane windows on ground floor are divided by small vertical blue-tinted windows on 6th St. and Lee St. facades. The decorative brick grill along the entire length of the second story of 6th street façade adds a mid-century breezeway aesthetic component; it is uncertain if the breezeway is functional or just ornamental. Aluminum frame ribbon windows behind the brick grill on second floor of 5th street and 6th street façade are divided by thick mullions. On the 6th street façade, a three story tower sits in the center of the façade in red exposed brick, interrupting the brick grillwork. The building currently functions as Central Fire Station/ Fire Station # 1 and Alexandria Fire Department. A single story brick

<http://seaatulane.blogspot.com/>.

¹⁵ Ibid.

¹⁶ Noted in 1953 Sanborn maps.

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outbuilding matching the main building in materials sits to the rear of the fire station. This has been the site of Fire Station # 1 since the late 1800s. (see Figure 8)

37. 300 Jackson Street, Contributing. C. 1918. National Register listed in 1983. Five story brown brick masonry building constructed in the Chicago Skyscraper style for the Hemenway Furniture Company when they moved out of their previous location at the corner of Desoto and 3rd Street (which then became Weiss and Goldring). The exteriors of the first and second stories are contained in an articulated base while the third, fourth, and fifth stories are divided into bays by long brick geometric pilasters, which contribute to the monumentality of the building. Terra cotta ornamentation can be seen in the base, pilasters tops, entablature, windows, and attachment points for a canopy that has been removed. The ground floor has been altered and historic storefronts removed, but the historic exterior of the upper floors remains intact. The structure now serves as a government facility, after undergoing rehabilitation by Ratcliff Construction.

38. 200 Desoto Street, Contributing. Built 1907. Hotel Bentley. National Register listed in 1979. George Richard Mann, architect of 1909 building. Eugene J. Sterne, architect and Errol C. Barron, associate architect, of 1937 addition. Hull Construction Company, contractor. Six story gray brick masonry hotel building, including a raised basement floor. It originally consisted of 96 rooms. It is designed in the Beaux Arts (Neoclassical) style by George Richard Mann, who designed the c. 1909 City Hall that was later demolished, and the Little Rock State Capitol. The design of the Hotel Bentley is said to have been influenced by the Marion Hotel in Little Rock. The exterior of the original portion of the hotel fronting Desoto Street features a massive loggia supported by Ionic columns at the front entrance of the hotel. The exterior is covered with gray brick and accented with terra cotta ornamentation in the Renaissance Revival style. Balconies on the second story depict a Union Jack motif. Large modillions adorn the cornice, contributing to the complex roofline. The stained glass windows in the basement level are said to be "salutation windows," depicting men from different countries each with a raised glass, saluting in his native language.

In 1937 the Bentley was expanded with an eight story 80-room addition at the corner of Jackson and 3rd streets and the hotel lobby was renovated and redesigned in the Art Deco style. Eugene J. Sterne, Inc. of Little Rock prepared the design for the 1937 changes to the Bentley with C. Errol Barron, a native of Alexandria, as associate architect. The renovation included the addition of a cocktail lounge called "The Mirror Room," a 175 seat coffee shop, and a private dining room in the basement.

As Alexandria became the center of a nine state area for the training of military personnel during World War II, The Bentley helped lodge the influx of people who came to Central Louisiana during this time for military-related purposes. The hotel also provided accommodations for several notable military officials during the Louisiana Maneuvers, including General George Patton, Lieutenant Colonel Omar Bradley, Colonel Dwight D. Eisenhower, and Second Lieutenant Henry Kissinger. The Bentley also served as an entertainment venue for the troops at this time. Famous patrons of the hotel over the years are said to include John Wayne, Bob Hope, Roy Rogers, Cary Grant, Mickey Rooney, Governor Huey P. Long, and Governor Earl Long.

After several renovations and ownerships, the hotel recently underwent a thorough and painstaking rehabilitation utilizing historic rehabilitation tax credits under the ownership of Mike Jenkins. It is now reopened as a hotel, restaurant, and bar.

39. 503 Washington Street, Contributing. Built 1908. National Register listed in 1989. Crosby and Henkel, architects. Constructed in the Beaux Arts style of brick and terra cotta, the library is raised

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above grade on a stuccoed basement which contains service and storage areas and now houses the Louisiana History Museum. The main section of the building is faced in orange-colored brick with red colored mortar. It is articulated with squared pilasters with terra-cotta molded capitals and oeil-de-boeuf motifs along the necking. These pilasters support a narrow brick entablature with a pronounced cornice. The entablature is topped with a slight parapet and a spreading hip roof covered in red adobe barrel tile. Unlike the party wall commercial buildings that compose a large portion of the buildings downtown, it is a freestanding pavilion which adds to its monumental appearance despite its relatively small size. The library is an academically Beaux Arts building, featuring applied classical elements, an axial layout, and ornamentation around the entrance. The detail above the main entrance depicts an open book flanked by two torches, denoting the purpose of the building.

The old Alexandria Public Library stands on the center square of the original town plat commissioned by Alexandria Fulton in 1805. The center square was reserved for public use "solely for advancement of learning and culture." In 1907, Mr. S. S. Bryan of Alexandria and philanthropist Andrew Carnegie each offered \$10,000 to the city for the construction of a free public library. The Board of Aldermen designated a lot in the center square and hired the New Orleans architectural firm of Crosby and Henkel to design the building in a similar style to that of other Carnegie libraries throughout the United States. It opened as the Alexandria Public Library on April 8, 1908. It has been the home of the Alexandria Genealogical Library and Louisiana History Museum since 1971.

40. 915 3rd Street, Contributing. Built 1964. Alexandria City Hall. Barron, Heinberg, and Brocato, architects. R. J. Jones, contractor. Two-story governmental free-standing building, clad in concrete and plate glass. This building takes up the entire block between 2nd and 3rd, and Murray and Desoto Streets. The Third street side is two-stories high, while the Second Street side is one-story high. The present Alexandria City Hall was erected on the site of the old 1909 City Hall, which was demolished in 1963 to enable the construction of the present structure, designed by the local architectural firm of Barron, Heinberg, and Brocato. Its construction was executed by R. J. Jones and Co. The minimalistic style of the new facility reflects the preference for modernity, progress, and new construction of the 1960s, a trend which ultimately accounted for the loss of many historic 19th and early 20th century buildings of downtown Alexandria. However this structure can now be appreciated for its Mid-Century design, which emphasizes structural function over axial symmetry and a horizontal emphasis, and features an exterior that is reflective of the building's interior, utilizing modern materials such as concrete, reinforced steel, and plate glass. It is suggestive of the International and Brutalist styles, with the exception of an ornamental honeycomb-like design present in the geometric gable of the exterior wall facing 2nd Street. It also features an outdoor space raised a few feet from the street level that wraps around the Desoto, Third, and Johnson Street sides of the building. There are three different entrances and equally sized steps leading to the entrances on each of these sides, although the main entrance is on Third Street. A mural has been painted on the Second Street side, depicting historic downtown Alexandria and the Red River and levee. The building also features an underground parking garage. The 2nd Street side of the building consists of a large gathering space, available for use as a public facilities rental, known as "Convention Hall." This has been the site of Alexandria's City Hall since at least c. 1859 when the site consisted of a two-story, rectangular shaped, brick city hall and market on the 2nd street side of the block, surrounded by green space.

41. 1113 6th Street, Non-Contributing. c. 1920 with c. 1980 addition in front. A two-story historic residential building that has been covered in blue vinyl siding, concealing historic openings on the façade, sits behind a one-story dark brick masonry commercial addition that renders the building non-contributing.

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42. Lee Street Water Standpipe, Contributing structure. Built 1894. This unique landmark continues to tower over the buildings of downtown Alexandria as an integral component of its skyline and landscape. It was originally built as a water tower, or “water works stand pipe”. This type of standpipe was typical of the late 19th century. Initially erected to supply water to the town by equalizing water pressure, the tower stood next to the Parish Jail and Fire Station No. 1 which existed on this block c. 1909 before the present day Mid-Century Modern fire station was established. At the time of its construction, the tower’s capacity was 210,000 gallons. It is 140 feet tall, cylindrical, and between 16 and 18 feet in diameter. It is composed of hand-riveted iron plates with decorative metal cresting along the top and triangular brackets at the base. At one point there were hundreds of these 19th century standpipes across the country – since replaced with modern water towers. It was almost demolished and used for scrap iron, estimated at 300,000 pounds, for the war effort in 1942.¹⁷ The Lee Street water tower represents the evolution of water system technology in Alexandria. It is very similar to the water standpipe that remains standing in Downtown Baton Rouge, Louisiana. See Figures 13 and 8.

43. 1116-1131 2nd Street, Contributing. c. 1964. Town Talk Press and Circulation Building. Large scale two-story rectangular brick masonry building, clad with white brick, built to house the printing facilities for the local newspaper, the Alexandria Daily Town Talk. Central portion of 2nd Street façade rises above sides and is clad with large square concrete panels. This facility stretches between the Red River levee and 2nd St., from Johnston St. to slightly beyond Washington St. – its parking lot stretches to Lee Street. The building’s exterior is nondescript because the building is meant to be strictly expansive and functional. It was used to serve the needs of the newspaper industry and house printing and circulation facilities. While it is a very basic, nondescript building, it is significant for its role in the history of the Alexandria Daily Town Talk and represents a shift in printing technologies as new press equipment was moved into this building as old equipment was moved out.¹⁸

44. 1001 2nd Street, Non-Contributing. 1987 construction with portions of c. 1910 Union Station Depot incorporated. Atrons 2nd St. Bus Station. While c. 1910 portal entry facades and ticket window façade were incorporated into the present contemporary building, the majority of the building dates to 1987 and represents architecture outside of the period of significance that has not yet reached “historic” status. Portions of the Union Depot Train Station were salvaged when it was demolished to make way for the construction of Interstate-49.

45. 933 2nd Street, Contributing. Built 1898. Remodeled 1914. National Register listed in 1980. Favrot and Livaudais, architects of 1914 remodel. Two story turn of the century commercial building with a sophisticated classical façade featuring four colossal Tuscan columns and well-proportioned entablature and balustrade of limestone. It features found arched openings with It was the third home of Rapides Bank and Trust Company, which went into business about ten years prior to the construction of this building. The bank initially occupied half of the present structure, renting the other half for private offices. In 1914 the bank expanded its facilities and renovated the entire building solely for use as a bank; the new design was by Favrot and Livaudais. The building was vacated in 1954, and much of the evidence of its former use as a bank was removed. The Alexandria Museum of Art moved into the building, opening it as an art museum in 1977. It was expanded with a Postmodern

¹⁷ “Standpipe to Join Scrap,” Alexandria Daily Town Talk. October 3, 1942. 7. Rapides Parish Library Digital Archives.

¹⁸ Cammie G. Henry Research Center, Northwestern State University, *Huie Dellmon Regular Collection* inventory, <https://library.nsula.edu/assets/Uploads/Huie-Dellmon-Regular-Collection.pdf>. Inventory # 8512 and #8509.

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addition in 1998, built out of completely different materials in a different style, differentiating from the 1898 bank building.

46. 1115 6th Street, Non-Contributing. c. 1920 with c. 1980 addition in front. A two-story historic residential building covered in white vinyl siding that has concealed most of the historic features and openings of the original building sits behind a modern addition that was made to the front of the house. A modern red brick patio and columns were also added to the front of the addition and residence. The building is non-contributing due to these contemporary additions that have completely altered the historic appearance of the residence.

47. 427 Johnston St., Contributing. C. 1953.¹⁹ Two-story Rapides Bank open cement parking lot structure, which originally allowed for parking on the ground and on the second story platform. It was one of the earliest parking garages built in the city, which were starting to spread at this time as parking was in high demand downtown since people were moving away from commercial downtown to more suburban, residential neighborhoods. The platform is supported by cylindrical cement columns and single brick wall on 4th St. side with a ramp on the interior of the structure. A spiral staircase remains which appears to be original to the structure and was intended for the descent of drivers to the ground floor after they parked their cars on the second story platform. An enclosed orange brick and glass booth sits in the center of the ground floor of the parking lot on the Johnston St. side. See Figure 3.

48. 411 Washington Street, Contributing. Built 1965. National Register listed in 2016. Eugene Glankler, architect. Rapides Parish Library. One story freestanding library building that composes an entire block, including surrounding parking area, built in the mid-century modern New Formalism style. The Rapides Parish Library is a single story rectangular building located in downtown Alexandria that has a central massing that rises 4' above the outward-projecting extensions on all four sides. The main entrance, located on the northwest façade, is enclosed in a vestibule while the rest of the facade is supported by slender, geometrically stylized columns of white cast onyx aggregate with flared capitals. All other sides feature an overhanging roof covering a sidewalk. The upper roof is covered with two rows of raised elongated geometric vaults, the cross section of which are bell shaped. Smaller vaults are aligned along the lower roofs of the northeast and southwest porch extensions from the front to a point about ½ the depth of the building. The outer walls of the building are composed of pre-cast white concrete panels featuring nearly full height slender arches with radial arch tops. These openings are infilled with either glazing or cast aggregate of a slightly darker hue than that of the arch tracings and the supporting columns. At the rear of the building is a projecting large flat roofed open air structure supported by columns identical to those of the main structure. The interior of the library is primarily a single large space divided into functional areas by furnishings. On the interior, the function of the roof vaults is revealed to be very effective as light wells and the clear story glazing and the glazed arches admit an abundance of natural light while the variation in ceiling heights and the form of the vaults add interest to the space. The columns along the perimeter of the building transect the outer wall and are seen from the same aspect whether viewed from outside the building or inside. Likewise, the precast concrete panels that make up the exterior wall are finished identically on the exterior and interior surfaces. The effect of the design is to blur the boundary between inside and outside. The only changes made to the building include minor cosmetic changes and two small, easily removable additions to the rear of the building; thus, the Rapides Parish Library retains a high degree of integrity.²⁰

¹⁹ Huie-Dellmon Collection negative information for image #584

²⁰ Rapides Parish Library, *National Register of Historic Places Database*

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49. 515 Murray Street, Contributing. Built 1933. National Register listed in 2000. United States Post Office and Courthouse. Edward Neild, architect. James A. Wetmore, Office of the Supervising Architect of the Treasury Department. Depression-Era Art Deco style. This monumental governmental building contains three stories, a basement, and a penthouse. The radiating form of the pavilion is reflective of a stepped pyramid or temple. The exterior base is composed of pearl white granite, with exterior walls clad in smooth, buff colored limestone. Two-story wings flank the larger, nine-bay central portion of the building, featuring chamfered corners at the roofline. The main double doorway entrance is flanked by two single doorways, each set under carved American eagles. Cast iron grilles illustrating the different ways in which mail has been transported are set in the transoms of each doorway. Ornamentation on the exterior of the building is restrained, yet distributed evenly, with sunburst motifs throughout the wings and octagonal relief panels on the second and third floor exterior. While the postal and judicial functions of the building have diminished over the years, the building is still used in those capacities. It was constructed under the Public Buildings Act and Federal Employment Stabilization Act, precursors to the Works Progress Administration program.

50. 1120 5th Street, Contributing. C. 1925. Cappel Residence. Two-story wood frame residence designed in the Classical Revival style. Exterior is clad in original wood siding and is painted white. It features a two tiered portico supported by Corinthian columns with terra cotta capitals on brick pedestals. A front-facing gable sits on the columns as the pediment of the classical composition, with a circular window in its center. The second floor of the portico features a simple balustrade. It features a port cochere supported by brick columns and second story wing above with side-facing gable. The door appears to be original with historic painted address number in the transom window. Brick chimney to the side and rear of the house. Windows appear to be original one over one. It now functions as offices. While the building was originally residential, it gained commercial use in 1968 right at the end of the period of significance, and is thus contributing to the commercial historic district.²¹

51. 1128 5th Street, Contributing. C. 1898.²² One and a half story five-bay center hall cottage in the Classical style, constructed of wood. Full-length front porch is supported by eight classical columns and turned balustrade. Original wood siding has been covered with vinyl siding on sides and rear. Two floor two ceiling window openings are symmetrically placed on either side of the central entrance and covered with louvered shutters. The entrance features a transom with sidelights with Queen Anne multi-pane window at top and decorative late 19th century door. Two central brick chimneys remain, one with a smaller triangular shape, and the other in a more traditional profiled square shape. The house was built on brick piers, but the foundation has since been enclosed with brick, although the original piers are discernable. Windows on the Washington Street side have been covered with vinyl siding, but the front façade of the house is most visible and has retained its historic integrity. This residence was built for J. T. Charnley of Wisconsin, who owned and ran a bottling works, and manufactured one of the first soda pop drinks in the area. While this was originally a residential property, it has been in use as a commercial property (lawyer's offices) since 1957— thus its use as a commercial property falls within the period of significance and is thus contributing to the commercial district.²³

²¹ 1968 Alexandria City Directory

²² "A Nice Residence," *Alexandria Daily Town Talk*, April 29, 1898. 3. Rapides Parish Library Digital Archives.

²³ 1957 Alexandria City Directory

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52. 515 Johnston Street, Non-Contributing. c. 1975. Two-story brick masonry free standing structure with narrow vertical windows divided by wood panels on front façade and 5th Street façade (first story only), painted beige color. Maroon painted wood panels vertically placed along center of front façade above contemporary steel system of reflective glass entrance and windows.

53. 525 Johnston Street, Contributing. c. 1935. Single story wood frame residential style building, with white painted wood siding on brick pier foundation. White vinyl siding has been installed on sides and rear. It was built at same time as the building as 527 Johnston St. – the two are identical. Side facing gables and pitched roof. Original prairie style windows with wood muntins. Simple classical front door surround. It was in use as a doctor’s office in 1938, so it may have never been used as a residence despite its residential appearance.²⁴

54. 527 Johnston Street, Contributing. c. 1935. Single story wood frame residential style building, with white painted wood siding on façade on brick pier foundation. White vinyl siding has been installed on sides and rear. It was built at same time as the building as 525 Johnston St. – the two are identical. Side facing gables and pitched roof. Original prairie style windows with wood muntins. Simple classical front door surround. It was in use as a doctor’s office in 1938, so it may have never been used as a residence despite its residential appearance.

8. Statement of Significance

Applicable National Register Criteria (Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

X	A	Property is associated with events that have made a significant contribution to the broad patterns of our history.
	B	Property is associated with the lives of persons significant in our past.
X	C	Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
	D	Property has yielded, or is likely to yield, information important in prehistory or history

Criteria Considerations:

	A	Owned by a religious institution or used for religious purposes
	B	Removed from its original location
	C	A birthplace or grave
	D	A cemetery
	E	A reconstructed building, object, or structure
	F	A commemorative property
	G	Less than 50 years old or achieving significance within the past 50 years

²⁴ 1938 Alexandria City Directory

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Areas of Significance (Enter categories from instructions.): Commerce, Entertainment/Recreation, Architecture

Period of Significance: 1894 - 1968

Significant Dates: N/A

Significant Person (Complete only if Criterion B is marked above): N/A

Cultural Affiliation (only if criterion D is marked above): N/A

Architect/Builder (last name, first name): Mann, George Richard; Weil, Emile; Stevens, W. L.; Sibbert, Edward F.; Roberts, Charles T.; Duncan, Herman J.; Tudor and Ratcliff; Barron, Heinberg, and Brocato; Allen, Henry of J. D. Brown; T. S. Moudy & Co.; Ingram, J. E.; Sterne, Eugene J.; Barron, Errol C.; Nicol, Langord, and Johnston; Favrot and Livaudais; Favrot and Reed; Glankler, Eugene; Crosby and Henkel

Period of Significance (justification): These dates include earliest date of buildings constructed through 1968, the 50 year cut-off.

Criteria Considerations (explanation, if necessary): N/A

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Downtown Alexandria Commercial Historic District is locally significant under Criterion A in the areas of commerce and entertainment/recreation because it represents the area that once served as the early 20th century commercial, civic, and entertainment center of Alexandria and its more rural environs. The downtown area between Monroe and Fulton streets, from the Red River levee to about 10th Street/I-49, geographically represents the original city of Alexandria before it expanded beyond the railroad (present day I-49), and this district represents the historic building stock that remains as a testament to its historically dense and commercial character. It is also significant under Criterion C for its contributions to architecture and the array of specific American architectural styles that many of the larger scale buildings embody. Many of these buildings are representations of high-style work of renowned architects that made an impact on architecture on a local, state, and national level. These buildings demonstrate the transition and development of architectural styles from historicist styles to the modernist styles, and how these changing tastes affected the landscape of Main Streets and downtowns across America. The period of significance for the district is 1894 -1968, encompassing the oldest buildings in the district and including all historic resources constructed or altered through the fifty year cutoff.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

Alexandria Historic Background²⁵

²⁵ "Alexandria Historic Background" text from Myrtle Groves Huie Dellmon House National Register Nomination

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In 1722, on the north bank of the Red River, opposite present day Alexandria, Post des Rapides was founded by the French Governor to protect settlers portaging the rapids there from Indian harassment. After France ceded Louisiana to Spain in 1762, that small settlement grew and by 1799, and the end of Spanish rule, there were 760 persons living in the area. In 1803, the area became United States territory as a result of the Louisiana Purchase. In 1805, Alexander Fulton, a local trader, surveyed and plotted the town and named it after his infant daughter, Alexandria. Later that year, Alexandria became the seat of the newly established Rapides Parish. The small town grew as settlers came to farm the rich alluvial soils for the opportunity to get rich growing cotton. Statehood was attained in 1812 and Alexandria was formally incorporated in 1819.²⁶

War came to central Louisiana with secession from the Union in January 1861 and the Governor's call for volunteers. Eleven companies of young men from Rapides Parish soon joined the Armies of Northern Virginia and Tennessee, leaving their homes defenseless. In the spring of 1863, General Nathaniel P. Banks and 40,000 Union troops advanced on Alexandria with orders to "destroy public works and machinery at Alexandria". They burned and pillaged along the way before finally withdrawing to join the siege of Vicksburg. The following March, Banks returned – this time with a much larger force, including more than twenty gunboats and transport vessels under the command of Admiral Porter. Banks bivouacked his force in Alexandria before advancing on toward Shreveport, but at Mansfield on April 8 and the next day at Pleasant Hill, Banks' troops were routed by Confederates under the command of General Taylor. Retreating Union troops burned all the homesteads along the path of their retreat and, in an act of revenge, set fire to the entire town of Alexandria²⁷ as they continued southward. Well into the next century, the region continued its struggle to recover from the devastation.

It was during this bleak post-war period in 1883 when Edgar McCormick and Henarie Huie embarked on their venture that would lead to the publishing of the Alexandria Daily Town Talk. With fits and starts and even periodic lapses, by 1892, the paper was established²⁸ as the voice of Alexandria, Rapides Parish, and central Louisiana – reporting and documenting the newsworthy events of day-today life in the region from that time till now.

The advent of the railroad in the 1890's led to the exploitation of the area's major natural resource – virgin longleaf pine. The resulting "boom" continued through the turn of the century and accounted for the four-fold increase in population in the years between 1890 and 1910 and another doubling by 1920 (to 23,600). Sanborn maps document the expansion of the town during this time - the city limits were pushed out from the Louisiana & Texas railroad tracks to Bolton Avenue and beyond, and the central business district, originally limited to single story wood structures along Front Street, took in portions of Second, Third, and Fourth Streets, replacing the residences previously located there with impressive multi-story masonry structures like the Hotel Bentley and the Commercial Bank, a neoclassical temple of a city hall and numerous churches and businesses of every description.²⁹

The first half of the 20th century was defined for Alexandria by the two World Wars. In 1917, the U. S. War Department invested \$5,000,000 to construct Camp Beauregard and within three months during the fall of 1917, 22,243 men arrived for training. (At the time, the population of Alexandria was less

²⁶ N.B. Carl Laurent, *From This Valley: A History of Alexandria, Pineville and Rapides Louisiana*, 2004. 12.

²⁷ Ibid.

²⁸ Alexandria Daily Town Talk, *The Centennial Album*, 1983, p 6.

²⁹ Sanborn Maps 1885 - 1921

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than 20,000.) This influx expanded businesses and continued the growth initiated by the timber boom. After the armistice in November 1918, it was said “quiet returned” to the area.

When war came again in 1940, Camp Beauregard was reactivated and additional training camps were built in the area, including; Camp Livingston, Camp Claiborne, Alexandria Army Air Base, Pollock Army Air Field, Esler Field, and others. From 1940 until the end of the war in 1945, over 500,000 troops passed through Camp Livingston alone. It is said the population of Alexandria “doubled overnight”. During this time, the central business district was overwhelmed and commercial expansion pushed out to Bolton Ave.³⁰

Alexandria experienced the post-war economic expansion from the late 40’s through the mid 60’s like most other cities in the country. Steady population growth, the development of suburban subdivisions, the advent of the automobile, and the baby boom - life was very good for most Alexandrians. Alexandria’s downtown business district with shops and department stores to meet every need or whim literally hummed with activity as it served as the shopping district for an estimated 150,000 customers from throughout central Louisiana.

Then came the 1970s and the era of the shopping mall with its devastating impact on the downtown. Overall, Alexandria continued its slow growth and development. The opening of Interstate 49 and the development of the port together with making the Red River navigable for commercial traffic did their part to help.

For the city, slow steady growth and development continued through the end of the century and into the beginning of the 21st. Only recently has attention turned back to the downtown – greatly reduced and generally abandoned by the urban renewal of the 1970s and the displacement from the Interstate construction. With successful coffee shops, restaurants, and other ventures by young entrepreneurs and the recent reopening of a rehabilitated Hotel Bentley, redevelopment appears to have begun in earnest.

Criterion A: Commerce: Alexandria as the Center of Commerce in Rapides Parish

The buildings within the district were erected as a reflection of Alexandria’s growth in the aftermath of Reconstruction following the Civil War due to the railroad and timber industries, as well as its growth during and after World War I and World War II that came with the influx of soldiers and people employed by the military. The district contained businesses and institutions that provided Alexandria’s citizens with basic goods and services from grocery stores to book and stationery shops, from saloons to hotels, and provided the location for bars, restaurants, dance halls and social gatherings, especially for soldiers and the increased population during World War II. A couple of structures even represent the new interest in catering to the needs of the driver, with the need for parking in the 1950s due to the increase of people driving downtown from their suburban homes to shop and the increased availability and use of the automobile.

The district was the center of retail and professional services for the region and included numerous stylish office buildings and retail outlets, such as Weiss and Goldring department store, Hemenway Furniture Company, Rapides Bank buildings, Guaranty Bank building, Commercial Bank, Schnack’s Jewelry Store, The Gem jewelry store, Ginsberg’s men’s clothing, and Caplan’s clothing store. Historic nationwide chain stores still in operation today were also represented by architecture in this

³⁰ Sue Eakin, *Rapides Parish History*, 1976, p 45-55.

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district, including J. C. Penney, the Kress, Sears Roebuck and Co., Woolworth's, and Walgreen's drugstore. Banking, legal, and medical services were provided out of the buildings in this district – basically any need could be met here.

The district provided meeting places for social groups, such as the Masonic lodges and Independent Order of Odd Fellows. It also served and continues to serve as the seat of local government and branches of the Federal Government represented by the US Post Office and Courthouse, City Hall, as well as the location of necessary services provided by the city: the Lee St. water standpipe, Fire Station # 1, and the Alexandria City Library. Services provided by the parish to its residents are also represented with the Rapides Parish Library Main Branch building.

A handful of hotels were present in the buildings remaining in this district, representing a small percentage of the vast amount of hotels that existed throughout the downtown area and are now gone. The hotels that occupied the surviving buildings include the Hotel Bentley, The Stonewall Hotel (later Hotel Astor), and the Stag Hotel. These hotels represented Alexandria's historic identity as a central transportation hub because they met a demand for accommodations for travelers, especially train passengers. The Missouri Pacific Railroad and the Texas and Pacific Railway rail systems dropped off passengers at the Union Depot at 10th and Jackson Streets right at the entrance to the downtown area.

Downtown Alexandria was vitally important during the period of significance as the commercial and entertainment center of the city and for the surrounding area. It provided places for residents to shop, bank, access professional services, served as a transportation hub, and offered entertainment at restaurants, movie theatres, bars and other recreational buildings and sites. The proposed district continued to be the center of commerce for the region until the 1970s. With the development of the I-49 Corridor, economic resources and development activity shifted away from downtown towards newly developed areas that emerged post World War II. Alexandria's downtown is currently undergoing revitalization efforts as vacant buildings are being rehabilitated and occupied once again by commercial businesses. Large scale community events held by the City and local non-profit organizations are also attracting visitors to the downtown area.

Criterion C: Architecture: Downtown Alexandria as a Repository of 20th century American Architectural Styles

While the main portion of the district consists of brick masonry commercial row buildings, some with stylistic elements, and some without, the remainder of the surrounding district consists of substantial examples of high style architecture. The assemblage of buildings in this area is extremely useful in demonstrating the evolution of American architectural styles as expressed in institutional and large scale commercial buildings because so many styles are represented. The styles of these buildings can be traced to specific architects, which also reveals a great deal of information about the particular style chosen for the building and the philosophy behind it. The work of great architects is represented in downtown Alexandria – that of Emile Weil (Guaranty Bank), George Richard Mann (Hotel Bentley), Favrot and Livaudais (1914 remodel of Rapides Bank Building) and Favrot and Reed (Emmanuel Church complex) – all known throughout the South for their architectural contributions to the region. Following the examples of early 20th century architecture, Art Deco style buildings represent the emerging modernist movement, as demonstrated in the Kress building and U. S. Post Office, and Courthouse. The district also contains great examples representative of mid-century modern styles, including the Rapides Parish Library, 1964 City Hall building, and Central Fire Station. These modern structures are thought to be intrusive to the earlier buildings in the district by some, but now represent

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a certain historical and aesthetic moment in American history. They also demonstrate the shifting tastes in architectural styles and changing needs of the community that are reflected in architecture, in addition to showcasing the work of local architects Eugene Glankler and Barron, Heinberg, and Brocato.

The district boasts of exquisite decorative brickwork in the Stonewall Hotel building and Masonic Temple buildings. Also represented in the district is the brickwork of an African American bricklayer, Henry Allen, one of the “boss colored brick layers” of Louisiana, who laid the brick for the corner Weiss and Goldring building (originally built as Hemenway Furniture Co.)

The district contains early examples of skyscrapers, the Guaranty Bank building designed by Emile Weil, and the Commercial building, designed by W. L. Stevens, which offered the latest in building and banking technology at the time. The evolution of bank architecture can be observed between the earliest Renaissance Revival 1898 Rapides Bank, the Chicago style 1921 Guaranty Bank building, and the modern Stripped Classicism 1954 Rapides Bank building.

The district also represents the evolution of concepts in city planning and the City Beautiful movement. The landscape created by the two blocks containing the Hotel Bentley and 1907 City Hall once reflected the planning ideals introduced at the 1893 Chicago World’s Fair (the 1907 City Hall was actually designed to resemble the Administration building) – this vision was never fully developed due to the explosion of brick masonry commercial row buildings around these blocks. Later the movement expressed itself through the 1964 City Hall building coupled with the adjacent block that contains the Fulton Mini-Park and City parking lot that was installed in the 1980s in replacement of an entire block of historic commercial buildings considered to be derelict eyesores in outdated styles (not included in district).

This district encompasses the most intense concentration of large-scale masterful works of professional architects and contractors in Central Louisiana.

Developmental History/Additional historic context information

See above.

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Talk of the Town," *Alexandria Daily Town Talk*, October 8, 1912, 5, Rapides Parish Library Digital Archives.

"Talk of the Town – from Daily April 17th," *Weekly Town Talk*, April 20, 1901, 7, Rapides Parish Library Digital Archives.

"Ten Thousand Dollars to be Spent in Improving the Stonewall Hotel." *Alexandria Daily Town Talk*, Nov. 7, 1907, 6, Rapides Parish Library Digital Archives.

"Ten Years' Growth. Brick and Stone Taking the Place of Wood. Brick Buildings Erected in Alexandria During the Past Ten Years." *Alexandria Daily Town Talk*, September 30, 1902, 2. Rapides Parish Library Digital Archives.

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other
- Name of repository: _____

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreege of Property:

Latitude/Longitude Coordinates

Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

- | | |
|-------------------------|-----------------------|
| 1. Latitude: N31.312865 | Longitude: W92.445419 |
| 2. Latitude: N31.312390 | Longitude: W92.444766 |
| 3. Latitude: N31.312852 | Longitude: W92.444255 |

Downtown Alexandria Commercial Historic District

Rapides, LA

Name of Property

County and State

4. Latitude: N31.311332	Longitude: W92.442403
5. Latitude: N31.310866	Longitude: W92.442925
6. Latitude: N31.311885	Longitude: W92.444158
7. Latitude: N31.311355	Longitude: W92.444748
8. Latitude: N31.310338	Longitude: W92.443519
9. Latitude: N31.309819	Longitude: W92.441011
10. Latitude: N31.309309	Longitude: W92.443506
11. Latitude: N31.308251	Longitude: W92.444691
12. Latitude: N31.309784	Longitude: W92.446529
13. Latitude: N31.310304	Longitude: W92.445938
14. Latitude: N31.311312	Longitude: W92.447156
15. Latitude: N31.311109	Longitude: W92.447384
16. Latitude: N31.311610	Longitude: W92.447997
17. Latitude: N31.312346	Longitude: W92.447167
18. Latitude: N31.311843	Longitude: W92.446560
19. Latitude: N31.312068	Longitude: W92.446308
20. Latitude: N31.312354	Longitude: W92.446651
21. Latitude: N31.312662	Longitude: W92.446322
22. Latitude: N31.312351	Longitude: W92.445990

Verbal Boundary Description (Describe the boundaries of the property.)

Please see the district boundaries on the map included in this nomination. The boundaries start at the corner of 2nd Street and Jackson Street, running southwest along Jackson and around the property lines of resource # 37 (the Hemenway building), and continue to run along Jackson; northwest along 4th Street; Southwest along Beauregard Street; southwest along the Emmanuel Baptist Church complex property lines (resources # 13 and #24); They turn briefly northeast back onto Jackson Street before running southeast along 5th Street; southwest along Murray Street for a block; southeast along 6th Street for three blocks; northeast along Lee Street for two blocks; northwest along 4th Street for one block; northeast along Washington Street for 1 block; northwest along 3rd Street for two blocks; northeast along Murray Street for one block; southeast along 2nd Street for two block; northeast along the perimeter of resource #43 to the levee; northwest along the Red River levee, encompassing the half blocks between the Red River levee and 2nd Street; southwest along Desoto Street for one block; and northeast along 2nd Street for one block.

Boundary Justification (Explain why the boundaries were selected.)

These boundaries were chosen to include the highest concentration of historic commercial buildings in downtown Alexandria. Starting with the Red River levee as a natural boundary, the concentration of commercial buildings that maintain historic integrity begins to drop off at 6th Street, Jackson Street, and Washington Street. Thus the main portion of the district is located between these streets. The boundaries were adjusted to include significant historic architecture on the periphery of the surviving commercial core that served important roles in the downtown area during the period of significance, and to exclude non-contributing buildings and blocks. Many of the buildings at the edge of the district are already listed on the National Register, but contribute to the commercial character of the district as a whole and were thus included. There are existing examples of significant historic architecture (commercial and residential) just beyond the district downtown, but these buildings were not contiguous to the district, and were not included because they were separated by the intrusion of new development, empty lots, and parking lots.

Downtown Alexandria Commercial Historic District
Name of Property

Rapides, LA
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11. Form Prepared By

name/title: Sarah Mason
organization: Paul Smith Historic Preservation Consulting on behalf of the City of Alexandria
street & number: 2022 Albert Street
city or town: Alexandria state: LA zip code: 71301
e-mail: SNMason23@gmail.com; paul@preservationtaxcredit.com
telephone: 318-201-2124; 318-613-7385
date: February 25, 2018

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Photographs

Submit clear and descriptive photographs. The size of each image must be 3000x2000 at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: Downtown Alexandria Commercial Historic District
City or Vicinity: Alexandria
County: Rapides
State: Louisiana
Name of Photographer: Sarah Mason
Date of Photographs: January 25, 2018; February 26, 2018

- 1 of 56: View of 900 block of 2nd Street; camera facing southeast.
- 2 of 56 View of 800 block of 2nd Street; camera facing southeast.
- 3 of 56: View of 200 block of Jackson Street; camera facing southwest.
- 4 of 56: View of 300 block of Jackson Street; camera facing north.
- 5 of 56: View of 800 block of 3rd Street; camera facing southeast.
- 6 of 56: View of 800 and 900 block of 3rd Street; camera facing south
- 7 of 56: View of 200 block of Desoto Street; camera facing southwest
- 8 of 56: View of 200 block of Murray Street; camera facing southwest

Downtown Alexandria Commercial Historic District

Rapides, LA

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- 9 of 56: View of 200 block of Murray Street and 1000 block of 3rd Street; camera facing south
- 10 of 56: View of 1000 block of 2nd Street; camera facing east
- 11 of 56: View of 200 and 300 block of Murray Street; camera facing west
- 12 of 56: View of 900 block of 2nd Street; camera facing north
- 13 of 56: View of 1100 block of 2nd Street; camera facing east
- 14 of 56: View of 1000 block of 2nd Street; camera facing north
- 15 of 56: View of 1000 block of 3rd Street; camera facing west
- 16 of 56: View of 1100 block of 3rd Street; camera facing south
- 17 of 56: View of 1100-1200 block of 2nd Street; camera facing east
- 18 of 56: View of 1100 block of 3rd Street; camera facing west
- 19 of 56: View of 1100-1200 block of 2nd Street; camera facing north
- 20 of 56: View of 400 block of Washington Street; camera facing south
- 21 of 56: View of 1100 block of 4th Street; camera facing north
- 22 of 56: View of 400 block of Johnston Street; camera facing northwest
- 23 of 56: View of 1000 block of 3rd Street; camera facing north
- 24 of 56: View of 1100 block of 4th Street; camera facing east
- 25 of 56: View of 1100 block of 5th Street; camera facing south
- 26 of 56: View of 1000 block of 5th Street; camera facing west
- 27 of 56: View of 400 block of Johnston Street; camera facing east
- 28 of 56: View of 1000 block of 5th Street / 400 block of Johnston; camera facing north
- 29 of 56: View of 500 block of Washington Street / 1200 block of 5th Street; camera facing south
- 30 of 56: View of 1100 block of 5th Street; camera facing west
- 31 of 56: View of 500 block of Murray Street; camera facing south
- 32 of 56: View of 600 block of 5th Street; camera facing northeast
- 33 of 56: View of 400 block of Murray Street; camera facing east
- 34 of 56: View of 300 block of Murray Street / 900 block of 4th Street; camera facing north
- 35 of 56: View of 400 block of Murray Street; camera facing west
- 36 of 56: View of 800 block of 4th Street; camera facing west
- 37 of 56: View of 400 block of Murray Street / 1000 block of 4th Street; camera facing south
- 38 of 56: View of 800 block of 4th Street; camera facing north
- 39 of 56: View of 300 block of Desoto Street; camera facing north
- 40 of 56: View of 300 block of Desoto Street; camera facing northeast
- 41 of 56: View of 800 block of 4th Street; camera facing south
- 42 of 56: View of 400 block of Jackson Street; camera facing west
- 43 of 56: View of 800 block of 4th Street; camera facing east
- 44 of 56: View of 300 block of Jackson Street; camera facing northeast
- 45 of 56: View of 700 block of 4th Street; camera facing west
- 46 of 56: View of 400-500 block of Beauregard Street; camera facing east
- 47 of 56: View of 400 block of Desoto Street; camera facing north
- 48 of 56: View of 500 block of Johnston Street and 1100 block of 6th Street; camera facing east
- 49 of 56: View of 800 block of 4th Street / 400 block of Desoto Street; camera facing west
- 50 of 56: View of 1200 block of 6th Street / 500 block of Lee Street; camera facing north
- 51 of 56: View of 900 block of 3rd Street; camera facing south
- 52 of 56: View of 200 block of Desoto Street; camera facing north
- 53 of 56: View of 800 block of 3rd Street / 300 block of Desoto Street; camera facing west
- 54 of 56: View of 900 block of 3rd Street / 200 block of Murray Street; camera facing north
- 55 of 56: View of 1000 block of 3rd Street; camera facing south
- 56 of 56: View of 900 block of 3rd Street / camera facing west

List of Figures

- Figure 1:** View of 200-400 blocks of Desoto Street, 1944.
- Figure 2:** Corner of Third and Washington, looking down Third Street, 1940
- Figure 3:** Rapides Bank & Trust Co. two-story parking garage, 1953
- Figure 4:** Opening of new Rapides Bank & Trust Co. building with crowd waiting to see inside, 1954. Corner 4th and Murray
- Figure 5:** Cleveland Dear race for governor rally, corner of 3rd and Desoto Streets, 1935
- Figure 6:** Cleveland Dear race for governor rally, City Hall Square with Guaranty Bank, 1000 block of 3rd Street in background, 1935
- Figure 7:** Beginning of WWII parade along 900 and 1000 blocks of 3rd Street, 1941
- Figure 8:** View of previous Central Fire Station on site, Alexandria Public Library, Lee Street Water Standpipe along 5th St. at Washington St., 1957
- Figure 9:** Emmanuel Baptist Church complex, Corner of Jackson and Third St., 1960
- Figure 10:** Emmanuel Baptist Church complex, looking down Jackson St. towards the Red River, 1960
- Figure 11:** View of rear of present Chamber of Commerce building (Coughlin Saunders offices) and Kress building on 4th St at Johnston, c. 1950
- Figure 12:** World War II soldiers crossing Murray Street at 3rd Street in front of Walgreens (present day Sentry Drug), 1943
- Figure 14:** Guaranty Bank building, 1934
- Figure 13:** Lee Street water standpipe, 1922
- Figure 15:** Hemenway Furniture Store Co. (Future site of Weiss and Goldring store) at 3rd and Desoto, c. 1900
- Figure 16:** Weiss and Goldring department store, corner 3rd and Desoto, c. 1928
- Figure 17:** Weiss and Goldring during remodel and view down 800 block 3rd Street, 1955
- Figure 18:** Weiss and Goldring department store after remodel, 1960

Downtown Alexandria Commercial Historic District
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Figure 1: View of 200-400 blocks of Desoto Street, 1944. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.



Figure 2: Corner of Third and Washington, looking down Third Street, 1940. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.

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Figure 3: Rapides Bank & Trust Co. two-story parking garage, 1953. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.



Figure 4: Opening of new Rapides Bank & Trust Co. building with crowd waiting to see inside, 1954. Corner 4th and Murray. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.

Downtown Alexandria Commercial Historic District
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Figure 5: Cleveland Dear race for governor rally, corner of 3rd and Desoto Streets, 1935. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.



Figure 6: Cleveland Dear race for governor rally, City Hall Square with Guaranty Bank, 1000 block of 3rd Street in background, 1935. Corner 4th and Murray. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.

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Figure 7: Beginning of WWII parade along 900 and 1000 blocks of 3rd Street, 1941. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.



Figure 8: View of previous Central Fire Station on site, Alexandria Public Library, Lee Street Water Standpipe along 5th St. at Washington St., 1957. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.

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Figure 9: Emmanuel Baptist Church complex, Corner of Jackson and Third St., 1960. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.



Figure 10: Emmanuel Baptist Church complex, looking down Jackson St. towards the Red River, 1960. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.

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Figure 11: View of rear of present Chamber of Commerce building (Coughlin Saunders offices) and Kress building on 4th St at Johnston, c. 1950. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.



Figure 12: World War II soldiers crossing Murray Street at 3rd Street in front of Walgreens (present day Sentry Drug), 1943. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.

Downtown Alexandria Commercial Historic District
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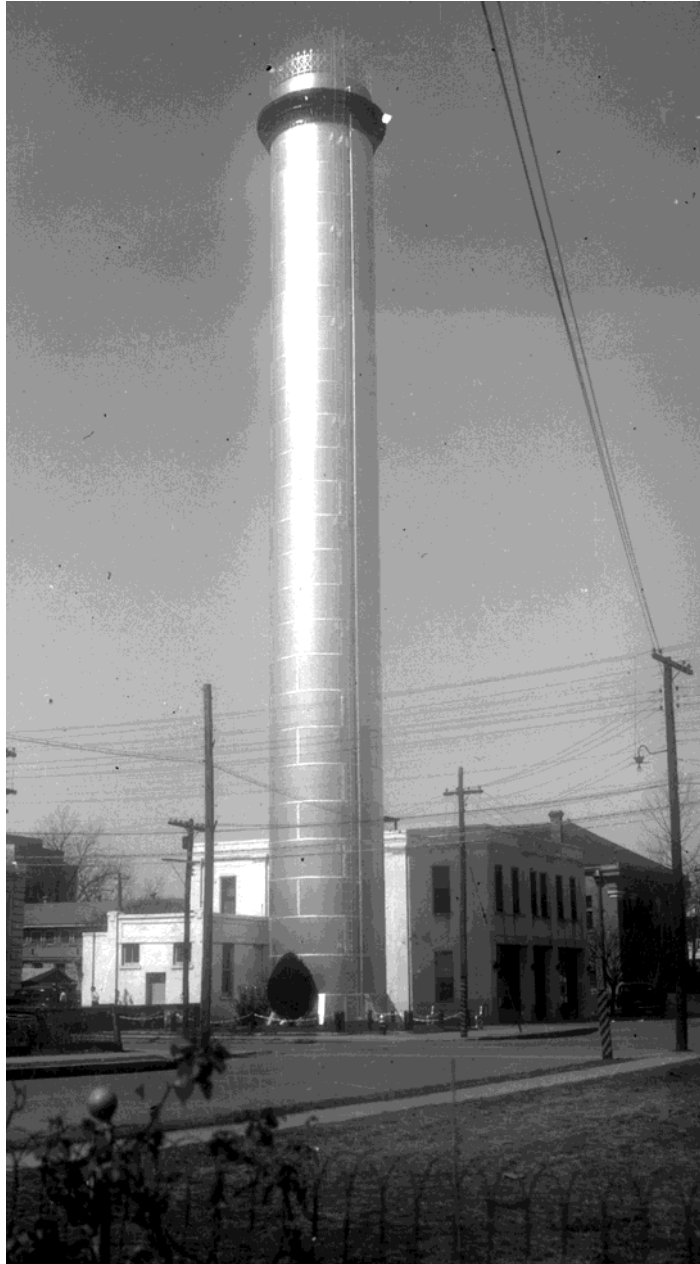


Figure 13: Lee Street water standpipe, 1922. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.

Downtown Alexandria Commercial Historic District
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Figure 14: Guaranty Bank building, 1934. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.

Downtown Alexandria Commercial Historic District
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Figure 15: Hemenway Furniture Store Co. (Future site of Weiss and Goldring store) at 3rd and Desoto, c. 1900. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.



Figure 16: Weiss and Goldring department store, corner 3rd and Desoto, c. 1928. Photo attributed to Phil Bridendall.

Downtown Alexandria Commercial Historic District
Name of Property

Rapides, LA
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Figure 17: Weiss and Goldring during remodel and view down 800 block 3rd Street, 1955. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.



Figure 18: Weiss and Goldring department store after remodel, 1960. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.

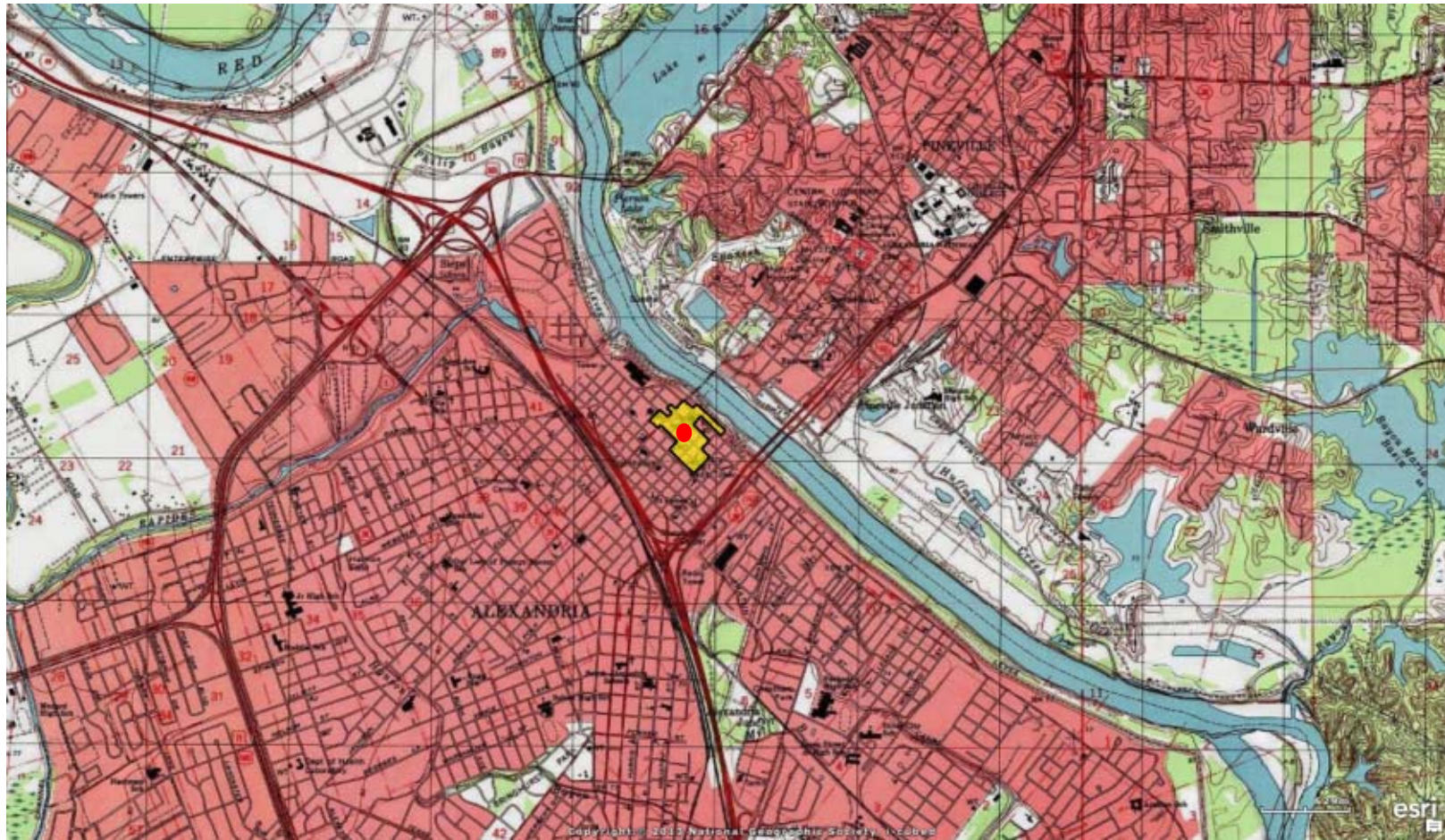
Downtown Alexandria Commercial Historic District
Name of Property

Rapides, LA
County and State

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Downtown Alexandria Commercial Historic District, Rapides Parish, LA



Latitude: 31.310785 Longitude: -92.445184







Downtown Alexandria Commercial Historic District,

Rapides Parish, La.

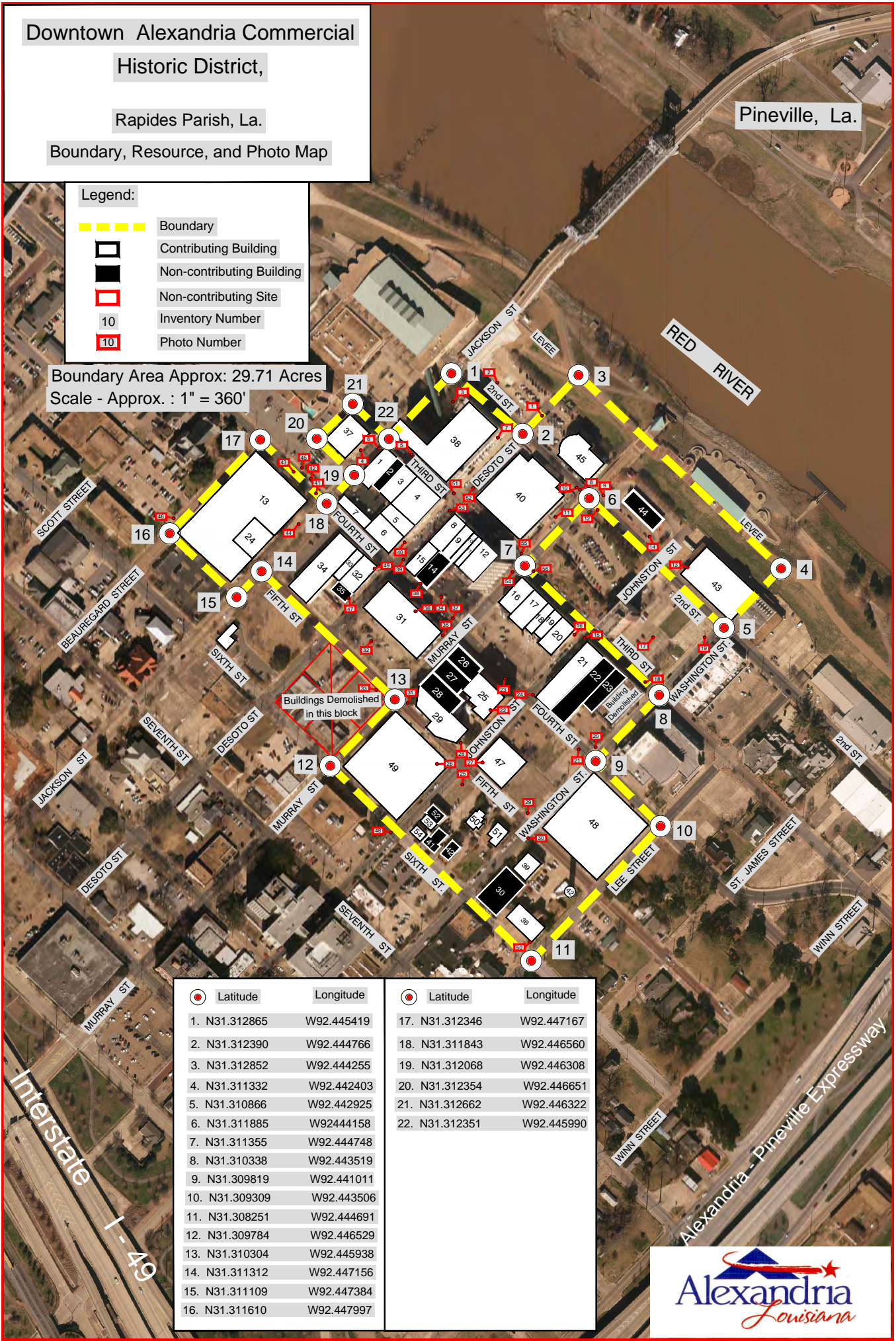
Boundary, Resource, and Photo Map

Pineville, La.


Legend:

-  Boundary
-  Contributing Building
-  Non-contributing Building
-  Non-contributing Site
-  Inventory Number
-  Photo Number

Boundary Area Approx: 29.71 Acres
Scale - Approx. : 1" = 360'



Buildings Demolished
in this block

 Latitude	Longitude	 Latitude	Longitude
1. N31.312865	W92.445419	17. N31.312346	W92.447167
2. N31.312390	W92.444766	18. N31.311843	W92.446560
3. N31.312852	W92.444255	19. N31.312068	W92.446308
4. N31.311332	W92.442403	20. N31.312354	W92.446651
5. N31.310866	W92.442925	21. N31.312662	W92.446322
6. N31.311885	W92444158	22. N31.312351	W92.445990
7. N31.311355	W92.444748		
8. N31.310338	W92.443519		
9. N31.309819	W92.441011		
10. N31.309309	W92.443506		
11. N31.308251	W92.444691		
12. N31.309784	W92.446529		
13. N31.310304	W92.445938		
14. N31.311312	W92.447156		
15. N31.311109	W92.447384		
16. N31.311610	W92.447997		









HB
HOTEL
BENTLEY

ENTRANCE

HOTEL BENTLEY

American Medical Center

Holiday Inn





Blue vertical sign on the left building, possibly a business name.

DEAD END sign pointing right.

HatShop CAP sign on a building in the distance.

Small purple and blue sign on a street lamp.



Hart's Office & More
CAYLAN'S

6



DO NOT
ENTER

ONE
WAY
→

DO NOT
ENTER











ONE WAY

STOP
HERE ON
RED





ST

DELEASE

ONE WAY



SPEED
LIMIT
20

NO
PUBLIC
PARKING
8AM-10PM
except on special

Public Transportation
Information
Board





RAPIDES FOUNDATION

ONE WAY

STOP





MAGIC FURNITURE APPLIANCES ELECTRONICS

RAPIDES





WASHINGTON

4TH

LIBRARY

ONE WAY
←



Permitted Parking For
CSFBN &
Chamber of Commerce
Only

Permitted Parking For
CSFBN &
Chamber of Commerce
Only





RAPIDES
LOUISIANA

4TH ST ONE WAY



PAPIDES

4TH ST ONE WAY

JOHNSTON ONE WAY





Western Union





TWO WAY TRAFFIC







JOHNSTON ST

ONE WAY
→

TWO WAY TRAFFIC

ONE WAY
→





The Casey Gardens
SPECIAL VICTIM'S
DEPARTMENT

TH



KINETIX
TECHNOLOGY CENTER







4TH ST

ONE WAY
→

Capital City Bank





KINETIX
TECHNOLOGY CENTER



MURRAY ST

4TH ST

ONE WAY



Spengler-Stewart

INSURANCE - BONDS



DESOTO

MAVY Club Market





DESOTO
4TH ST

MUSIC OFFICE
CO-OP

ONE WAY
←



International Building
100000 - 100000
100000 - 100000
100000 - 100000



4TH







ONE WAY →

4TH ST



4

UNIVERSITY



DANIEL BAPTIST
ARCHITECTURE

SPEED
LIMIT
25



ONE WAY
←

S ICE

BROWN

RING 6





TAMP GRIND

DESOLO



LEE

6TH

SPEED
LIMIT
25

CREATING
PIPER
PROGRAM



Hart Schaffner & Marx

CAPLAN'S

THE SCORE

Timbers



BENTLEY

BENTLEY

BENTLEY

797 BGV









MURRAY

3RD ST

ONE WAY

MURPHY'S

Coca-Cola
SUNNY
at
MURPHY'S

Coca-Cola
Coke





National Register of Historic Places
Memo to File

Correspondence

The Correspondence consists of communications from (and possibly to) the nominating authority, notes from the staff of the National Register of Historic Places, and/or other material the National Register of Historic Places received associated with the property.

Correspondence may also include information from other sources, drafts of the nomination, letters of support or objection, memorandums, and ephemera which document the efforts to recognize the property.

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

Date Received: 7/23/2018 Date of Pending List: Date of 16th Day: Date of 45th Day: 9/6/2018 Date of Weekly List:

Reference number:

Nominator:

Reason For Review:

Accept Return Reject 8/8/2018 Date

Abstract/Summary Comments:

Recommendation/ Criteria

Reviewer Jim Gabbert Discipline Historian

Telephone (202)354-2275 Date _____

DOCUMENTATION: see attached comments : No see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



BILLY NUNGESSER
LIEUTENANT GOVERNOR

State of Louisiana
OFFICE OF THE LIEUTENANT GOVERNOR
DEPARTMENT OF CULTURE, RECREATION & TOURISM
OFFICE OF CULTURAL DEVELOPMENT
DIVISION OF HISTORIC PRESERVATION

BILL CODY
DEPUTY SECRETARY

3/1/2018

Daniel Delahaye
Federal Preservation Officer
475 L'Enfant Plaza Sw, Rm 6670
Washington, DC 20260-1862

RE: Downtown Alexandria Commercial Historic District, Rapides Parish, LA

Dear Mr. Delahaye:

We are pleased to inform you that the above referenced resource will be considered by the State Review Committee for nomination to the National Register of Historic Places. The National Register of Historic Places is the federal government's official list of historic properties worthy of preservation. Listing in the National Register provides recognition and assists in preserving our nation's heritage.

Listing of the above referenced resource provides recognition of its historic importance and assures protective review of federal projects that might adversely affect the character of the historic property. If the property is listed on the National Register, certain federal investment tax credits for rehabilitation and other provisions may apply.

Listing on the National Register does not mean that limitations will be placed on the properties by the federal government. Public visitation rights are not required of owners. The federal government will not attach restrictive covenants to the properties or seek to acquire them.

You are invited to attend the Review Committee meeting at which the nomination will be considered. The Committee will meet at 1:00 P.M. on Thursday, April 12, 2018 at the Capitol Park Welcome Center, 702 N. River Rd, Baton Rouge, Louisiana. This is a public hearing, and owners and other interested parties are encouraged to attend. If you need special accommodations, please call the Division of Historic Preservation at the number listed below by Monday, April 9, 2018.

Attached please find a notice that explains in greater detail the results of listing on the National Register and that describes the rights and procedures by which an owner may comment on or object to listing in the National Register. A map showing the meeting location is also enclosed.

Mr. Daniel Delahaye

3/1/2018

Page 2

Should you have any questions about this nomination, please contact Jessica Richardson at (225) 219-4595.

Please be advised that listing on the National Register does not, in and of itself, constitute approval for other government sponsored historic preservation programs. There is a federal tax credit available for the restoration or renovation of income-producing Register properties, but this falls under a separate approval process, and a separate application must be filed. If you are interested in the tax credit program, please contact Krystal Cox at 225-342-8154. Similarly, federally sponsored or licensed projects affecting historic properties must be cleared through the Section 106 Environmental Review procedure. This, too, is a separate review with a separate application process. If your project involves some kind of federal permit, loan guarantee, or grant, please contact Andrea McCarthy at 225-342-8164.

Sincerely,

Kristin Sanders
Interim Assistant Secretary
Deputy State Historic Preservation Officer

KS:JR/jgr

Enclosures



BILLY NUNGESSER
LIEUTENANT GOVERNOR

State of Louisiana
OFFICE OF THE LIEUTENANT GOVERNOR
DEPARTMENT OF CULTURE, RECREATION & TOURISM
OFFICE OF CULTURAL DEVELOPMENT
DIVISION OF HISTORIC PRESERVATION

RICHARD H. HARTLEY
DEPUTY SECRETARY

KRISTIN P. SANDERS
ASSISTANT SECRETARY

DATE: May 9, 2018

TO: Mr. James Gabbert
National Park Service Mail Stop 7228
1849 C Street, NW
Washington, D.C. 20240

FROM: Jessica Richardson, National Register Coordinator
Louisiana Division of Historic Preservation

RE: Downtown Alexandria Commercial Historic District, Rapides Parish, LA



Jim,

The enclosed disks contain the true and correct copy of the National Register Documentation for the Downtown Alexandria Commercial Historic District to be placed in the National Register of Historic Places. Should you have any questions, please contact me at 225-219-4595, or jrichardson@crt.la.gov.

Thanks,

Jessica

Enclosures:

- CD with PDF of the National Register of Historic Places nomination form
- CD with electronic images (tiff format)
- Physical Transmission Letter
- Physical Signature Page, with original signature
- Other:

Comments:

- _____ Please ensure that this nomination receives substantive review
- _____ This property has been certified under 36 CFR 67
- _____ The enclosed owner(s) objection(s) do _____ do not _____ constitute a majority of property owners. (Publicly owned property)
- _____ Other:

United States Department of the Interior
National Park Service



National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, How to Complete the National Register of Historic Places Registration Form. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic Name: Downtown Alexandria Commercial Historic District
Other Names/Site Number: N/A
Name of related multiple property listing: N/A

2. Location

Street & Number: Bounded by Second St., Jackson Street, Beauregard St., Fourth St., Fifth St., Sixth St., Murray St., Washington St., and Lee St.
City or town: Alexandria State: LA County: Rapides
Not for Publication: Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets, meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register Criteria.

I recommend that this property be considered significant at the following level(s) of significance:
 national state local

Applicable National Register Criteria: A B C D

Returned

Kristin P. Sanders 4/20/2018
Signature of certifying official/Title: Kristin Sanders, State Historic Preservation Officer **Date**
Louisiana Department of Culture, Recreation, and Tourism
State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting official: **Date**
Title: **State or Federal agency/bureau or Tribal Government**

Downtown Alexandria Commercial Historic District
Name of Property

Rapides, LA
County and State

4. National Park Certification

I hereby certify that the property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other, explain: _____

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property (Check as many boxes as apply.)

<input checked="" type="checkbox"/>	Private
<input checked="" type="checkbox"/>	Public – Local
<input type="checkbox"/>	Public – State
<input checked="" type="checkbox"/>	Public – Federal

Category of Property (Check only **one** box.)

<input type="checkbox"/>	Building(s)
<input checked="" type="checkbox"/>	District
<input type="checkbox"/>	Site
<input type="checkbox"/>	Structure
<input type="checkbox"/>	object

Returned

Number of Resources within Property (Do not include previously listed resources in the count)

Contributing	Non-contributing	
39	13	Buildings
		Sites
2		Structures
		Objects
41	13	Total

Number of contributing resources previously listed in the National Register: 10

6. Function or Use

Historic Functions (Enter categories from instructions.): COMMERCE/TRADE: business, professional, financial institution, department store, specialty store, restaurant, hotel, warehouse; GOVERNMENT: city hall, fire station, post office, government office; SOCIAL: civic, meeting hall;

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EDUCATION: library; RELIGIOUS: church, church school; RECREATION AND CULTURE: theater, music facility; INDUSTRY/ PROCESSING/EXTRACTION: water tower; LANDSCAPE: parking lot

Current Functions (Enter categories from instructions.): COMMERCE/TRADE: business, professional, financial institution, restaurant, specialty store, hotel; GOVERNMENT: city hall, fire station, post office, government office; SOCIAL: civic, meeting hall; EDUCATION: library; RELIGIOUS: church, church school; RECREATION/CULTURE: theater, auditorium, museum, outdoor recreation; LANDSCAPE: parking lot; WORK IN PROGRESS; VACANT/NOT IN USE

7. Description

Architectural Classification (Enter categories from instructions.): No Style; Late 19th and Early 20th Century Revival: Beaux Arts, Classical Revival, Italian Renaissance; Late 19th and Early 20th Century American Movements: Commercial, Skyscraper; Modern Movement: Art Deco, International, New Formalism, Brutalism; Other

Materials: (enter categories from instructions.)

foundation: Concrete, brick pier

walls: Brick, Stone (Limestone, Marble, Concrete, Stucco, Terra Cotta, Wood, Metal

roof: Asphalt, adobe

other: Glass

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Downtown Alexandria Commercial District is located in the middle of Downtown Alexandria, beginning at the Red River levee, and encompasses the surviving historic commercial buildings within fourteen blocks that date from 1894 to 1968. It is bounded by the Red River levee to the Northeast, Desoto and Jackson Street to the Northwest (including buildings on both sides of Jackson Street), portions of 5th Street and 6th Street to the Southwest, and Washington Street, Murray Street, and Lee Street to the Southeast (with four buildings and one structure included between Washington and Lee Streets). The proposed district consists of 29.71 acres and includes 52 buildings and 2 structures, of which 41 resources are contributing to the district and 13 are non-contributing. 10 of these resources have previously been individually listed on the National Register. This group of buildings represents the historic commercial core of Alexandria and surrounding Rapides Parish, as well as the original density of commercial buildings in downtown Alexandria. The district consists of buildings the majority of which have retained their historic appearance or have been rehabilitated.

Narrative Description

Setting and General Background:

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The Downtown Alexandria Commercial District consists of fourteen blocks of commercial development in the "original town" of Alexandria, which was laid out along the Red River in 1805, and incorporated in 1819. Other historically and commercially significant buildings and complexes have been included that stand on the periphery of these fourteen blocks. The blocks are arranged in a grid pattern, oriented along the Red River, with numbered streets running northwest/southeast, and named streets running northeast/southwest. The majority of buildings in the district reflect the brick construction boom that followed Reconstruction in the wake of the Civil War as the city's economy gradually improved. Alexandria boasted many brick buildings before the Civil War, but most of these were claimed by the fire that started and consumed the town as General Banks and Union troops evacuated the city in 1864. Alexandria's citizens were too poor to build with brick following the war, thus most buildings erected during the thirty-year period between 1860 and 1890 were built with wood. Starting in 1892, the erection of brick structures began to increase. Between 1892 and 1902, fifty-six two and three story brick buildings were erected in present day downtown Alexandria, including the 1898 Rapides Bank and the new Hemenway furniture store (later Weiss and Goldring), which are included in this district.¹ This represents a window of time in American history when the economies of Southern cities were recovering from Reconstruction, and joining in a new era of progress ushered in with the turn of the 20th century.

This district also represents the historic heart of the early 20th century commercial and civic center of Alexandria and its more rural environs. The only surviving row of turn of the century commercial buildings in Alexandria is located on the southwestern side of Third Street between Jackson and Washington Streets. Those buildings that remain represent the once vast, now depleted, historic commercial building stock that previously existed in downtown Alexandria. The brick commercial structures along Third Street are representative of early 20th century commercial row buildings seen in main streets across the United States, some containing decorative brick, cornices, brackets, parapets, pilasters, and classical elements. The northeastern side of Third Street consists of the Hotel Bentley and City Hall, each taking up an entire block. This district was and remains the location of the city's major commercial, governmental, and recreational activity. Specific historic uses of the buildings in the district include Alexandria's City Hall, hotels, banks, movie theatres, department stores, offices, saloons, restaurants, and specialty shops, such as jewelry stores, clothing stores, liquor stores, and drugstores. This was also the location of military and non-military parades and political rallies (see Figures 5-7).

Beyond 3rd Street are several larger facilities in a mix of styles, all examples of "high style" architecture: the Masonic Building, United States Post Office and Courthouse, Rapides Parish Library, Central Fire Station, Alexandria Genealogical Library and Louisiana History Museum (formerly Alexandria City Library), the 1898 Rapides Bank and the 1954 Rapides Bank buildings, the c. 1918 Hemenway Furniture Company building, the mid-century Gothic Revival Emmanuel Baptist Church complex, Alexandria's first water standpipe (precursor to the water tower), and a handful of dwellings (now used as offices) representing the once densely populated, mixed commercial and residential nature of Alexandria's downtown.

The district is located in the downtown area bordered by the Red River to the Northeast, and is located directly across the river from downtown Pineville; this area marks one of the first known settlements in Central Louisiana. Consequently, it is bordered by historic neighborhoods that

¹ "Ten Years' Growth. Brick and Stone Taking the Place of Wood. Brick Buildings Erected in Alexandria During the Past Ten Years." *Alexandria Daily Town Talk*, September 30, 1902, 2. Rapides Parish Library Digital Archives.

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developed as Alexandria expanded from this area - local West End Historic District and the Garden District to the southwest, as well as areas that have yet to be designated as local historic districts to the northwest and northeast. It is now surrounded by Interstate-49 along its southwestern and southeastern boundaries, which essentially replaced the railroad system that once brought commerce and tourism into downtown Alexandria. The surrounding district is largely commercial, mainly consisting of offices, businesses, restaurants, banks, a large hospital complex, and hotels, but also serves as the location of churches, courthouses, museums, a few residences, and recreational areas.

Most of the buildings in the district consist of early 20th century brick commercial row buildings, with historic storefronts intact. Others are more substantial examples of specific architectural styles. Some of the commercial row buildings feature characteristics reflective of the following architectural styles: Late 19th and Early 20th Century Revival: Classical Revival, Italian Renaissance; Late 19th and Early 20th Century American Movements: Commercial, Skyscraper; Modern Movement: Art Deco. Other "landmark" buildings in the district reflect specific styles, including the Hotel Bentley (Beaux Arts), City Hall (International), the Guaranty Bank (Skyscraper/Commercial), Rapides Parish Library (Mid Century Modern – New Formalism), Alexandria Genealogical Library and History Museum (Beaux Arts), and the U. S. Post Office and Courthouse (Depression-Era Art Deco).

Integrity and Contributing/Non-contributing Resources

In this district, contributing resources consist of buildings that have retained enough historic architectural details and material that dates to within the period of significance (1894-1968) to remain representative of the form and style of the original building or remodel, and are also fifty years old or older. Buildings that date to the period of significance, but that have been altered drastically to the point that they are no longer recognizable as having a historic appearance are considered non-contributing. For example, one or two buildings were remodeled in c. 1980 Brutalist style with the addition of a concrete exterior, covering the majority of the original façade, rendering it non-contributing. Other non-contributing additions include the addition of non-historic single story commercial spaces and modern brick veneer to the front facades, and corrugated metal faux Mansard roofs. Non-historic buildings, those that are not yet 50 years old, are also considered non-contributing because of their age. Contributing buildings are those that are fifty years old and older and have retained a significant amount of their historic appearance and buildings that were inappropriately altered, but more recently rehabilitated to reflect a previous historic appearance. All buildings were evaluated on a case-by-case basis and reasons for contributing/non-contributing status are included in the inventory descriptions. All contributing buildings have historic commercial significance – at least 50 years of commercial use, even if they were originally built as residential property because they were used commercially during the period of significance.

The majority of alterations of contributing buildings are present in ground floor and storefront alterations. If the historic integrity of the building as a whole remained intact, they were considered contributing. The Guaranty Bank building is an example – while it has received a heavy-handed Brutalist remodel of the ground floor exterior, the majority of the building (the remaining nine stories) has retained its original historic exterior. Other commercial row buildings have received mid-century updates and are considered contributing for their mid-century appearance as this was done within the period of significance.

Many of the contributing resources are examples of mid-century architecture, occurring at the end of the period of significance; while they differ from the traditional commercial row buildings and early 20th

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century styles, they are unaltered examples of mid-century architecture with a high degree of integrity. These modern styles also indicate that the downtown area was still active at this time and receiving updates in attempts to keep buildings and businesses “in style” to continue to attract visitors to the area and adhere to changing tastes in architecture as the downtown area began its decline.

Building Inventory

1. 804-06 3rd Street / 301 Jackson Street, Contributing: Circa 1910.² Three story decorative brick masonry commercial row building with parapet and flat roof. It features white glazed brick from St. Louis throughout the entire front façade which is also featured on the Jackson Street side of the building in decorative motifs mixed with red exposed brick. The original corner pole with decorative capital remains at corner of Jackson and 3rd streets. The original segmentally arched window openings remain on the second and third floors, but the original windows have been replaced with plate glass. The building features decorative lozenges, quoins, corner pilasters, and cornices, including a dentil storefront cornice between the ground and 2nd floors, all executed in brick masonry. Stringcourse-like bands also run outlining the tops of the rows of windows, connecting the window hoods, on the 3rd Street façade and Jackson Street side. The majority of the original ground floor was replaced with reflective plate glass, with original brick piers remaining between the windows, when the building was renovated in 1983. Modern canvas awnings are in place over the plate glass windows on the ground floor.

The Stonewall Hotel was built on this site in 1895 by Mr. and Mrs. O. M. Sterkx as a two-story wood building. After the construction of the Hotel Bentley across the street in direct competition with the Stonewall, the hotel was updated with a brick veneer to its current exterior appearance. After serving as a hotel until 1953, the upper two floors remained vacant while the ground floor housed Standard Printing Co. In 1983, the building underwent a renovation led by “301 Jackson Place” Partnership and Managing Partner, Buddy Tudor, in which it was completely gutted from roof to slab and a new building was constructed within the historic brick exterior walls. Despite the plate glass windows and absence of original storefronts and ground floor entrances, it retains its unique historic appearance, especially in the interesting brickwork.

2. 812 3rd Street, Non-Contributing: Circa 1912.³ One story brick commercial row building with flat roof. The façade has been altered to give it a more historic pub aesthetic with diamond pane and plate glass windows and decorative paneled wood Gothic-style door and window surrounds. The brick façade has been painted a dark red color. The original façade appears to be faced with Roman brick, however tiles that give the appearance of larger sized rustic bricks have been anchored into the majority of the brick facade. The difference between the brick and the tiles can be observed on the side walls where the façade recesses. These alterations to the façade render the building non-contributing. Its original façade can be viewed slightly in Figure 17. It originally housed a restaurant, most likely in connection with the adjacent Stonewall Hotel, and later housed Bridendall Photography Studios. It now serves as a local pub, Finnegan’s Wake.

3. 814-16 3rd Street, Contributing: Circa 1910. Two story commercial row building that was originally built separately as a “The Variety Store” but was later connected to the Weiss and Goldring building

² “Ten Thousand Dollars to be Spent in Improving the Stonewall Hotel,” Alexandria Daily Town Talk, 6, Nov. 7, 1907, Rapides Parish Library Digital Archives.

³ Sanborn maps, 1914

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on the corner of 3rd and Desoto as the department store expanded. The building is built of brick masonry with stucco on the front façade and decorative window hoods over the six large squared window treatment of the Stonewall Hotel building. The brick masonry on the façade has been painted gray and parts of the masonry above the storefront are concealed behind a panel. Decorative classical cornice features a dentil pattern with egg and dart motif above, possibly of cast stone. The original storefront and exterior ground floor have been replaced with plate glass windows and a modern exposed brick veneer. Original transom windows replaced – although current windows have at least been in place since 1950s or 1960s (see Figures 17 and 18). Second floor windows and upper windows on ground floor are concealed behind louvered shutters.

4. 826-30 3rd Street, Contributing: Built 1904. Contractor J. D. Brown of Baton Rouge. Brick furnished by C. N. Adams brickworks. Brick laid by Henry Allen of J. D. Brown.⁴ Two story blonde brick commercial row corner building, originally built as a freestanding building. In the original building, the corner column at 3rd and Desoto extended to the ground from the corner of the building (see Figure 15). This column was later removed and the corner was enclosed with plate glass display windows. Original segmentally arched first floor windows on the Desoto Street side were replaced c. 1920 with multi-pane transom windows with diamond pattern. Plate glass display windows were also added to the Desoto Street side at this time, which originally existed as a solid wall. Cornices and brick pilasters with decorative capitals and brick quoins remain from original construction. There are two pilasters on either end of the second floor of the building, and a third central pilaster which does not evenly divide the space between the two ends of the building, but rather is located closer to the Jackson Street side. This is due to the fact that the building was originally two different buildings built at the same time directly next to each other – the central pilaster indicates the location at which the buildings were separate. They were combined into one building c. 1920. The two pilasters on either end of the building feature decorative capitals that do not match at the level of the cornice that runs above the windows (they do not match due to the fact that they were originally facades belonging to two different buildings). The central pilaster is also missing a capital. The pilasters end in a simple geometric design at the top of the building. Original decorative multi-pane transom windows may be hidden behind panels that were added c. 1960 to streamline and modernize the exterior. Nine squared original window openings remain on the second floor façade facing 3rd Street, and six segmentally arched original window openings remain on Desoto Street façade. Original storefronts have been replaced with aluminum framed plate glass and modern red brick veneer on the ground floor. The ground floor may have been originally clad in marble – historic photos show a dark shiny material in place before the modern brick veneer was applied (see Figure 17). The recessed main entrance on 3rd Street remains, dating to at least 1928. The original Weiss and Goldring water tower remains on the site.

This lot on the corner of 3rd and Desoto was sold by Dr. J. N. Ball to Mrs. Florence Ball.⁵ It was declared a “Fine location for a business house,” and Mrs. Ball intended to build a “large and handsome brick store” on the lot to be leased to and occupied by the Hemenway Furniture Store. The brick for the building was laid by Henry Allen, “one of the most successful ‘boss’ colored bricklayers of the State.”⁶ Later housed Weiss and Goldring department store starting in 1918, which operated

⁴ “Contract Let to J. D. Brown of Baton Rouge for Hemenway’s Building,” *Weekly Town Talk*, September 13, 1902, 4. Rapides Parish Library Digital Archives.

⁵ “Talk of the Town – from Daily April 17th,” *Weekly Town Talk*, April 20, 1901, 7. Rapides Library Digital Archives.

⁶ “Henry Allen Meets with a Painful Accident,” *Alexandria Daily Town Talk*, October 24, 1902, 4. Rapides Parish Library Digital Archives.

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out of this location until the 1990s. This was the first building that Weiss and Goldring occupied before they expanded into the adjoining buildings on 3rd Street and Desoto Street.

The building is currently being prepared for rehabilitation with the removal of debris from twenty years or so of vacancy, after being donated to the City of Alexandria for the potential use of City offices and commercial space on the ground floor.

5. 318 Desoto Street, Contributing: c. 1912. Hudson Construction Company, contractors. Two story blonde brick building with decorative treatment above squared second story windows and dentil cornice. The original upper half of the building has retained its historic integrity – the lower half is concealed behind wood and metal panels, the wood panels covering plate glass display windows. The lower ground floor portion has received the same “modernized” treatment as the other adjoining buildings of the Weiss and Goldring complex (Hemenway building and adjoining building on 3rd Street) with the addition of aluminum frame plate glass shopfront windows, concealment (possible replacement) of transom windows with metal panels, and the addition of a modern red brick veneer. This building was erected by Mr. Louis J. Hakenyos after the previous building on site, the c. 1904 Barrett Rifles armory was demolished.⁷ It was connected to the corner building at 826-830 3rd St. (Weiss and Goldring store) c. 1921 – the brick infill connecting the two buildings is visible on the exterior. It was built for occupancy by the Hemenway Furniture Company as a furniture warehouse, to supply their adjacent store at the corner of 3rd and Desoto. It served as a secondhand furniture store until c. 1928 when it served as an auto storage facility in connection with the auto repair shop that was built adjacent to the building at Desoto and 4th Streets.

6. 322-326 Desoto Street / 831 4th Street, Contributing: c. 1920. Two story building with open first floor that originally served as a parking garage. Second story served as auto showroom and repair center. By 1950s the open ground floor was a filling station, tire sales and service. Iron posts and beams support the enclosed second story, which is of brick construction, with exterior blonde brick walls executed in a very similar fashion to the remainder of the Weiss and Goldring complex of buildings, especially the adjoining “Hakenyos” building. Four bays on the 4th Street side, separated by 4 square brick columns and an iron post at the corner of 4th and Desoto. These bays are open on the ground floor, and may contain original multi-pane windows on the second floor – they are currently covered by the same louvered shutters that conceal the second floor windows on the remainder of the Weiss and Goldring building complex. There are three bays on the second floor of the Desoto Street side with the open ground floor separated by three iron posts – this was possibly the original entrance or exit of the parking garage and was thus left open. The exterior walls are adorned with a dentil cornice above decorative rectangular recessed panels between the columns, all executed in brick. See Figure 1.

7. 327 Jackson Street, Contributing: c. 1920. Single story red exposed brick “builder tradition” style freestanding commercial building. It was originally connected to a large building, which has since been demolished. Original storefront intact (door replaced with aluminum frame). Dentil cornice on three sides of exterior. Wood frame intact on front facade transom windows. Original segmentally arched window and side entrance openings intact. Multi-pane windows. The sign indicates its last occupant as Reed’s Typewriter Exchange. The building is currently vacant.

⁷ “Talk of the Town,” *Alexandria Daily Town Talk*, October 8, 1912. 5. Rapides Parish Library Digital Archives.

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8. 313 Desoto Street / 908 3rd Street, Contributing; c. 1900; remodeled c. 1940. Two-story red exposed brick commercial row building. See Figure 5. The original corner building was constructed on site in 1896, in use as a saloon by G. M. Houk, and housed a furniture store in 1900. It was expanded, doubling in size by 1904 with the original building and the addition separated by a partition. In 1909 it housed a saloon, Standard Liquor, Co., once again on the Desoto St. side with a pool room on the other side, and a garage in the back of the property. In 1914 the partition was removed and the interior was opened up for the operation of a general store. By 1921 it was subdivided again, housing a restaurant along the Desoto St. side, Phoenix Drugstore, and a shop, until it was further subdivided into three stores and two restaurants by 1928. In the early 1940s, Riley Teston, assistant manager of the Heidelberg Hotel in Baton Rouge, moved to Alexandria. He purchased and remodeled the building and opened Teston's Liquor Store by 1942. The hand-painted Teston's Liquor Store sign can be faintly seen on the front of the building today. After Teston's closed around 1947, the building housed a variety of other businesses, including the Good Friends Shop, Vogue Barber Shop, the LaSalle Café, a furniture store, a car dealership, and D'Amico's Restaurant. After part of the building burned, the façade was altered with the addition of modern brick and plate glass windows and doors, and a thick layer of plaster over the second story transom windows and side elevations. After a one-year rehabilitation by the Atwood family in 2013 which involved the removal of the modern storefront treatment and exposure of the historic brick beneath, the Sandwich Shoppe, Crave (a coffee shop), and Ember's Restaurant opened here. Historic-style doors and windows were installed since the original material had been removed in earlier renovations.

9. 910-912 3rd Street, Contributing; c. 1896; remodeled c. 1967. Two-story brick masonry commercial row building. The exterior has been heavily remodeled and its original brick exterior is no longer visible as it is covered by a thick stucco-type material exterior added c. 1967 as the current occupant Caplan's (clothing store) combined this building with the adjoining one story commercial building. The remodel gives the building a smooth, bold, streamlined façade which sits over large window displays flanking a recessed entrance. While its original brick masonry exterior appearance is concealed, its current updated mid-century appearance falls within the period of significance and thus is still contributing to the district. It originally housed a meeting space for the Independent Order of Odd Fellows on the second floor with a grocery store on the ground floor. It later housed the Gold Rule Racket Store, F. W. Woolworth and Co. (1921-1930s), and B. Ginsberg Men's Clothing (1930s – 1965). See Figure 5 and Figure 7.

10. 916 3rd Street, Contributing; c. 1905; remodeled c. 1967. One story brick masonry commercial row building. The façade has been remodeled several times as a multitude of stores have occupied this building over the years. During the early 1900s, three different stores operated out of this building (four stores in 1928). By the 1950s, the building was divided in half, into two separate buildings.⁸ It has since been opened up and connected with the adjoining building at 910-912 3rd St. (inventory # 9). In historic photos dating to 1935, the front façade of the building appears to have originally had a decorative brick cornice, multi-light transom windows, and two recessed shopfront entrances (for two different stores) with angled display windows (See Figure 7). It is unknown whether the original exterior is intact because it is concealed behind a modern stucco façade, connecting with the two-story building at 910-12 3rd Street, to create the appearance of one larger building. While its original brick masonry exterior appearance is concealed, its current updated mid-century appearance falls within the period of significance and thus is still contributing to the district.

⁸ Sanborn maps, 1953.

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11. 924 3rd Street, Contributing: Built in 1931. National Register listed. Designed by Herman J. Duncan of Alexandria. Contractors, Tudor and Ratcliff. Historically known as Schnack's jewelry store. Two-story brick commercial building with limestone facing on its upper façade and marble on the ground floor. It is designed in the early 20th century Neoclassical style with elements of Art Deco present in the elaborate canopy and shopfront ornamentation. Dentil shopfront cornice surmounted by a cornice in an overlapping disc motif. On the second story, a central row of three windows is flanked by a single window on either side, divided by simple geometric square pilasters. All second floor windows are 9 over one. A pedimented parapet sits over a delicately detailed relief. It is one of the few surviving commercial buildings in the state that exhibits a high architectural style, especially its interior, which was commonly reserved for banks, hotel lobbies, and upscale specialty shops during this time period. The interior features a two-story sales hall with a mezzanine at the rear accessed by a central staircase, which is illuminated by an octagonal-shaped skylight overhead. It originally housed C. A. Schnack's Jewelry. It was restored in 2005 as repurposed as a restaurant, the Diamond Grill.

12. 934 3rd St., Contributing: Built 1919-1921. Designed by Emile Weil. Supervising Architect, J. E. Ingram. Contractors, T. S. Moudy & Co. of Chattanooga, Tennessee. See Figure 14. The second skyscraper built in Alexandria after the Commercial Building, this ten-story building was originally erected to house the Guaranty Bank. At the time of its construction, it represented "a manifestation of the spirit of progress in Alexandria,"⁹ and held the most modern and up to date banking facilities and office accommodations that existed at that time, including "high-speed elevators." The building is ten-stories high, measuring 60 x 106 feet, faced with Bedford Indiana limestone on its two most highly visible sides facing 3rd Street and Murray Street, giving it a very monumental and uniform appearance. The other two sides are of gray veneer brick to match the limestone. The age of the building is difficult to detect at first due to the remodeling of the ground floor, presumably during a 1965 remodeling, also executed in panels of limestone and plate glass in the Brutalist style. However, original architectural details remain above, such as Greek key and dentil cornices. The ground floor was dedicated to banking, while the upper floors were designated as offices – these function hold true today with Capital One as the operating bank. The exterior composition has been altered, yet its original intent remains. "The lower two floors act as a base and a shaft of the next six floors, which surmounted by the ninth and tenth-floor colonnade and cornice, forming a marvelous composition in its entirety," a description that matches examples of the Chicago Skyscraper style aesthetic of Louis Sullivan in which skyscrapers were constructed with an articulated base, shaft, and cornice reminiscent of classical columns. Unfortunately, the top of the "capital" of the column-like composition, the overhanging roof and ornate metal cresting, was removed in past renovations. The building was said to be "pure Italian Renaissance in its simple details," which was one of the favored stylistic choices of architect Emile Weil. Emile Weil was a famed New Orleans architect, designing such buildings as Touro Synagogue, the first two floors of the Canal Bank and Trust Company, the Kress Building on Canal Street, and the chain of Saenger theatres across the Gulf South.¹⁰ While the building retains its overall historic integrity, the rear of the building was altered with the addition of a substantial fire escape structure. Original two over two windows on the upper stories have been replaced with plate glass. Carved limestone panels of the Guaranty Bank eagle that were removed during the 1965 renovation are located at the rear of the building.

⁹ "Magnificent New Home of Guaranty Bank Opens," *Alexandria Daily Town Talk*, May 28, 1921, 1. Rapides Parish Library Digital Archives.

¹⁰ Kingsley, Karen "Emile Weil." In *knowlouisiana.org Encyclopedia of Louisiana*, edited by David Johnson. Louisiana Endowment for the Humanities, 2010–. Article published January 25, 2011. <http://www.knowlouisiana.org/entry/emile-weil>.

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13. 430 Jackson Street, Contributing. Built 1950. National Register listed. Emmanuel Baptist Church. Favrot and Reed, architects. This church and some c. 1960 additions are surprising examples of mid-twentieth century Gothic Revival architecture. It was erected in 1950 at a time when minimalistic design was typically favored, this building complex exhibits a multitude of details and features derived from the middle period of English Gothic architecture, giving it a sense of antiquity, despite its more recent construction. From the blonde brick exterior, the church at the corner of 4th and Jackson streets appears to be a two-story gabled building with one-story shed roof side aisle extensions. The majority of the front gabled façade is composed of a large central pointed arch, constructed of cast stone; two smaller pointed arches are set within the large arch, flanking the three entrance doors. A rose window is set within the top of the large pointed arch, with trefoil design inside and outside of the window, and the name of the church is displayed within a quatrefoil design below the rose window. The bell tower is attached to the main building at one corner and features slight crenellation and tracery. Figural stained glass windows are set in pointed arch windows which are decorated with cast stone tracery throughout the upper stories. The stained glass windows produced by the Jacoby Stained Glass Studios of St. Louis, Missouri, depict the life of Christ. The interior configuration resembles that of a traditional Anglican or Catholic Church, with a nave and side aisles, rather than a standard Baptist auditorium plan. The ceiling features exposed dark wood beams. A large addition was made at the rear of the sanctuary building in 1960 of similar exterior materials to house classrooms, and an arcade was built to connect them. See Figures 9-10.

Several other additions were made in subsequent years to Emmanuel Baptist Church, expanding the complex to take up two city blocks. Also included in the complex is resource # 24, the oldest building in the complex (c. 1920) originally built to house the sanctuary, meeting space, and classrooms before the 1950 church and additions were built. It was incorporated into the 1950 church in a c. 1960 expansion and remodeled to match the blonde brick Gothic exterior of the rest of the complex. This expansion also included the construction of a chapel at Jackson and 5th Streets, and connecting buildings between the chapel, c. 1920 Education building, and the 1950 church and classrooms. A large addition, a Family Life Center recreational facility, which basically doubled the size of the church complex, was added in the 1970s, facing Beauregard Street between 4th and 5th Streets.

14. 911 4th Street, Non-Contributing. c. 1940. c. 1980 remodel. One story commercial row building, now freestanding (surrounding buildings demolished) and painted white. Simple, square capitals on either end of corners of façade. The Murray Street side of building was remodeled in the Brutalist style with a modern exposed red brick exterior side wall, and the Desoto Street side of the building reflects its more traditional one-story commercial row Storefront Modern appearance. This building has the potential to be contributing to the district, but the Brutalist treatment on the Murray St. side of the building and the replacement of the original shopfront on the Desoto St. side of the building combined render it non-contributing to the district.

15. 321 Desoto Street, Contributing. C. 1920. One story brick masonry commercial row building with beautifully intact decorative double brick dentil cornice. Historic style canopy is in place and original storefronts are expressed, if not original. Transom windows are possibly concealed behind panels. Exterior masonry walls have been painted a cream color.

16. 1002 3rd Street, Contributing. C. 1904. Two story brick masonry commercial row building. It retains original segmentally arched second story window openings and dentil cornice. Historic images show that the building's exterior once featured white decorative horizontal bands in the masonry above the windows (see Figures 6, 7, and 12). However, what was probably exposed brick and any

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decorative detailing in that brick has been covered with beige colored paint. The building features a dog's tooth cornice that is original to the building. While the shopfront has been altered with the addition of granite or marble cladding, green acrylic panels, and plate glass windows, it reflects a historic mid-century commercial aesthetic. Corrugated vinyl panels over the shopfront may conceal original transom windows. Second story one over one windows may be original. Since its construction, it has housed clothing stores, dry goods and hardware stores, a business college, and shoe store. The building has been in use as a drugstore since 1921, currently housing Sentry Drug.

17. 1010-1012 3rd Street, Contributing. c. 1909. Two story brick masonry commercial row building with shallow stepped parapet. The Johnston Street side of the building has retained a historic recessed shopfront entrance while the Murray Street side has received the same exterior treatment as the adjacent Sentry Drug building – beige paint, granite cladding, corrugated vinyl panels, and plate glass windows. This portion of the building was combined with that facility in 1957 when it was purchased by Walgreens (which was the drugstore in operation at the time) and turned into a diner. The Johnston Street side recessed shopfront entrance has retained its tile flooring and name of the shoe store “Newstadt’s” inscribed in the floor, which operated here in the 1960s. Gray and white marble cladding remains on the exterior of the shopfront, and the upper portion of this side has been painted blue gray. Second story windows on both sides have been replaced with plate glass. Despite alterations, the building has retained its overall representation as a historic commercial row building. J. C. Penney occupied the building from the 1920s through 1955, at which time it became vacant after J. C. Penney relocated down the street to a new larger facility. Walgreen’s purchased half of the building adjacent to the drugstore and remodeled it into a diner in 1957, which is now Sentry Grill attached to Sentry Drug. Newstadt’s Shoe store operated out of the other half (1012 3rd Street) in the 1960s; this portion now houses a photography studio. See Figure 6.

18. 1014 3rd Street, Contributing. c. 1915. Two story brick masonry commercial row building with notable lion’s head brackets along the cornice and original segmental arched openings on the second story. It was erected as Joseph M. Goldberg’s jewelry store, with prominent display windows to showcase Goldberg’s merchandise. Retaining its historic use as a jewelry store, the Gem Jewelry Co. occupied this building from the 1940s through the 1980s. The original shopfront was replaced with a new marble shopfront in an Art Deco inspired style circa 1940. This style can still be seen in the flooring, denoting the previous name of the Gem jewelry store. It has retained that name and recently been rehabilitated with the reinstallation of wooden bulkheads and historic shopfront and serves as an event space and photography studio.

19. 1016 3rd Street, Contributing. C. 1909. Two-story brick masonry commercial row building with very basic design and stucco exterior painted light brown. Original second story window openings remain intact. This building was recently rehabilitated to reflect its historic commercial appearance with the installation of bulkheads, transom windows, and display windows after a mid-century acrylic covered square metal cap exterior was removed. The building is simply detailed, historically with blade signs reflecting the operating business. Original projecting cornice has been removed.

20. 1024 3rd Street, Contributing. C. 1905. Simply styled three-story brick masonry commercial row corner building, with stucco exterior. Built as the Stag Hotel, it was originally three-stories, but now functions as a two-story building with a clothing store on the ground floor and offices on the second. An addition and staircase were added to the rear c. 1920. The upper floor of the building was remodeled for offices c. 1950 and the interior retains this appearance; these offices are accessed by a side entrance on Johnston Street. The exterior was also completely renovated at this time with the

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addition of acrylic covered square metal caps to cover the stucco over brick façade for a mid-century update. This material was recently removed to reveal the historic exterior during a rehabilitation by Greg Trotter; the historic stucco, wooden bulkheads, two shopfronts, and windows were reinstalled in the rehabilitation to match the historic appearance of the building as closely as possible.

21. 1101 4th Street, Contributing. Built 1939. Edward F. Sibbert and Charles T. Roberts, architects. Historically known as the Kress Building. Three story commercial row blonde brick masonry building with terra cotta ornamentation in the Art Deco style. Fluted pilasters are vertically placed between the second and third story windows, and above the third story windows. Windows appear to be grouped vertically rather than horizontally in groups of four (two on the second floor, two on the third), with fluted pilasters rising above the roofline as a parapet in each "group." Geometric cornice, canopy, and glazed tile shopfront cornice are intact. Brass system historic storefronts are present. The building runs the length of the block along Johnston Street between 3rd Street and 4th Street; the new main entrance of the building is located at 4th and Johnston Streets (original entrance was 1104 3rd Street). The "Kress Building" was built as one of the hundreds of five-and-dime Kress department stores across the country. Kress wanted his stores to exist as works of architecture to be appreciated by the public. The Kress brand was recognizable through noticeably stylized architecture, which distinguished the store from its competitors.¹¹ The Alexandria Kress moved from its previous location on Third St. to this larger facility. The building was designed by Edward F. Sibbert, who designed more than fifty Art Deco S. H. Kress & Co. stores between 1929 and 1944, and Charles T. Roberts, a local architect. After closing in 1974, it housed the Brown Furniture store, and was subsequently used as bank offices and storage. It was renovated in 2003 and is now known as the Rapides Foundation Building with the ground floor in use as the Hearl Stage/Kress Theater. The Kress store had a blade sign where the Rapides Foundation sign is currently located in the same style as the original sign.

22. 1118 3rd Street, Non-Contributing. c. 1945. Remodeled c. 1990. Chamber of Commerce building. One story commercial row building. This building runs the length of the entire block, from 3rd St. to 4th St., and is a single-story building, although it appears to be two-story from its front façade on 3rd St. It has two different visible facades. The facade fronting 3rd is faced with concrete panels added in a c. 1990 Postmodern renovation. The central bay of the facade rises above the two flanking sides as a central parapet, almost as a play on the traditional commercial row building, although it is rendered in concrete. There are no windows on the second story – a definite break from the traditional rows of windows on commercial buildings. On the ground floor a large central glass block window is flanked by aluminum frame plate glass windows and an entrance to the right, with two large blue awnings over the side windows. It was built as a shop, with a separate shopfront to the rear facing 4th street with a completely different style façade although both were remodeled c. 1990. The rear space was divided by a partition and once housed a shoe repair business and appears as a single-story, simple brick masonry commercial row building from the street. The commercial space facing 4th Street, now offices for Coughlin Saunders, does not reflect its original historic appearance – the shopfront has been replaced with large stained wood frame multi-pane windows (brick on façade seems to have originally matched the Kress building – see Figure 11). While the building dates within the period of significance, it is non-contributing due to post-period of significance c. 1990 remodel of its front and rear facades.

¹¹ S. H. Kress & Co., " *Wikipedia, The Free Encyclopedia*, https://en.wikipedia.org/w/index.php?title=S._H._Kress_%26_Co.&oldid=827906095 (accessed March 4, 2018).

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23. 1122 3rd Street, Non-Contributing. c. 1914. Two-story brick commercial row building. This building is in deteriorating condition and the historic appearance of the building is concealed behind modern brick veneer, vinyl panels, and acrylic covered square metal caps, thus rendering it non-contributing. The oldest building remaining on this block, it was originally built to house the "Pass Time" movie theater in the "theater district" of Third Street, right across the street from the Rapides Theater, later Paramount Theater, and Saenger Theater (both now demolished). It became the Strand Theater in the 1920s; by 1929 it was in use as commercial space, eventually housing Sears Roebuck and Co. If rehabilitated, it has the potential to be a contributing building (see Figure 2).

24. 428 Jackson Street, Contributing. c. 1919 Emmanuel Baptist Church Education building – built as Sunday School Building and Church. Favrot and Livaudais, architects.¹² Three-story brick masonry building, with square-shaped clerestory rising above roof with clerestory windows. It was originally built in the Renaissance Revival / Beaux Art style with ionic pilasters (intended to reflect a similar style to Bolton High School building that was once located downtown) with an gray brick and Bedford limestone exterior. The Jackson Street façade was altered to blend with the c. 1950 church complex with blonde brick masonry in the Gothic Revival style and the central main entrance, ionic pilasters and stone façade were removed. Original windows and overall form of the building appear to have been retained. The building is currently under rehabilitation. The interior is being rehabilitated with the removal of later additions to reveal original features of the 1920 building.

25. 410 Johnson Street, Contributing. Built 1927. National Register listed. Masonic Temple Building. Herman J. Duncan, architect, of San Stone Jr. & Co. Four story brown brick masonry freestanding commercial building. The exterior features decorative brickwork in contrasting shades of brown. It is five stories high on the 5th Street side, which is composed of red exposed brick rather than the stylized decorative brown brick facades on the 4th and Johnston St. facades. The 4th and Johnston facades have nearly identical styling, both featuring an elegant piano nobile with three central windows enclosed by pedimented frames and inscribed within round arches on the second floor. On the ground floor the commercial space display windows are divided by pilasters of brick quoins. The 5th St. side of the Johnston Street façade features a segmentally arched, recessed, stepped entrance in brick with the Masonic symbol set in the brick-filled arch. The first lodge of the Alexandria Masons erected this facility, moving from their previous location at 4th and Desoto. The ground floor has always been intended as rental commercial space, historically rented to shops to generate funds to maintain the building, while the upper stories contain auditoriums as well as supplementary office and service spaces. This building has seen very little, if any, exterior alteration. It is currently vacant, but is owned by preservationist Mike Jenkins.

26. 401 – 411 Murray Street, Non-Contributing. C. 1953. One story white brick masonry commercial row building. Historic storefront seems to still be present with corner entrance and corner column. The majority of the building – the upper portion – is concealed beneath large corrugated metal faux Mansard roof added c. 1980, thus making the building non-contributing. Historic shopfronts appear to be present on the 4th Street side.

27. 415 Murray Street, Non-Contributing. C. 1940. One story painted brick masonry commercial row building with brick pilasters and recessed entrance. Majority of the building is concealed beneath large faux corrugated metal Mansard roof added c. 1980, thus making the building non-contributing.

¹² "Baptists Continued" *Alexandria Daily Town Talk*, April 29, 1918. 5. Rapides Parish Library Digital Archives.

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28. 417- 421 Murray Street, Non-Contributing. C. 1940. One story white brick masonry commercial row building with brick pilasters and angled recessed entrance. Shopfront may be reflect original appearance. Majority of the building (upper portion) is concealed beneath large corrugated metal faux Mansard roof added c. 1980, making the building non-contributing.

29. 429 Murray Street, Contributing. Built 1968. Expanded 1973.¹³ Barron, Heinberg, and Brocato, architects. Two-story white stucco exterior building constructed of steel and floor to ceiling plate glass windows. Corrugated metal shed roof along front of the building. It is recessed back from the sidewalk with large oak tree and landscape in front – not in the traditional downtown commercial manner right against the sidewalk. The form of the building is very rectilinear and the exterior is clad in a smooth white stucco. The front façade is asymmetrical, with six floor to ceiling windows to the left of a small, understated front entrance, and a protruding window to the right, revealing a staircase. The 5th Street side largely consists of floor to ceiling plate glass windows. Built in the International Style, it verges on the Postmodern as the building that adjoins it. While this building is in a more modern style, it was erected at the very end of the period of significance, and is thus contributing to the district.

A 9-story addition was constructed in 1973 of steel frame and reflective glass high-rise, which was joined with the building that fronts Murray St. It was designed in the Postmodern style with its unique, exaggerated, sculptural design also conceived of by Barron, Heinberg, and Brocato. It is constructed in the form of a traditional skyscraper, with the exception of the angled Johnston Street side wall. This gives the building a pyramid-like shape. The base of the skyscraper is left open, showing the building is supported by cylindrical columns, again defying traditional building design.

30. 515 Washington Street, Non-Contributing. c. 1990. Contemporary three-story rectangular brick masonry building with ribbon windows on first and third floors and corrugated metal hip roof. Built well outside of period of significance and is thus non-contributing.

31. 400 Murray Street, Contributing. Built 1954. Historically, Rapides Bank and Trust Company. Bank Building & Equipment Corporation, architects. The two-story portion of this building at the corner of Murray and 4th was erected 1953-1954 in the Modern Stripped Classicism style, while the remainder of the building was a later addition. All exteriors are clad with Carrera marble, thus matching the style of the original, except for the 5th Street exterior, which is brick painted white – it was probably not clad with marble because the original wall adjoined a building that was later demolished. The complex now takes up about half of a block, with the central portion of the building raised to three stories, above the flanking two-story portions. The front Murray Street façade of the 1954 building is composed of five bays, with the central bay as the grand, emphasized entrance, rising above the two sides, giving it a stepped appearance. There are two large floor to ceiling windows on either side of the entrance. The base of the exterior is clad with either a darker marble or granite. A very restrained ornate black iron grate surrounds the main entrance, a portion of which also sites over the door below a large plate glass window that matches the other front façade windows. The original building has changed very little since its construction (see Figure 4). The building also features two mid-century style clocks on the upper corner at Murray and 4th Street. The bank recently served as a branch of Chase Bank, until its current occupant, Kinetix Technologies, moved in. An earlier branch of the Rapides Bank & Trust Company is also included in this district at 2nd and Murray streets (inventory # 45). “Alexandria's Rapides Bank & Trust Company (RBTC), located at 400 Murray

¹³ Emporis. “Alexandria Tower.” Last modified 2018, accessed February 22, 2018, <https://www.emporis.com/buildings/208333/alexandria-tower-alexandria-la-usa>.

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Street, was designed by the Bank Building & Equipment Corporation (1954). The company specialized in modernist design-build services, and had a significant effect on banking in both North and South America. In 1969, RBTC used its new bank as a gallery space, hosting an important Rodin exhibition that featured B. Gerald Cantor's collection now housed at Stanford University's Cantor Arts Center."¹⁴ The Bank Building and Equipment Corporation also designed modern branches of Hibernia Bank in Gentilly and Mid-City.¹⁵

32. 828 4th Street, Contributing. C. 1930. One-story commercial building. Stucco exterior with geometric pilasters in the Art Deco style, historic storefronts, and recessed entrances. This building was possibly a two-story building that stood on this site with the same footprint as the present building as early as 1909. This 1909 building was either renovated and reduced to the one-story building on site today by the mid-1930s and given its Art Deco stucco exterior, or a new building with these features was erected following the demolition of the 1909 building. This built has seen very little alteration since the 1930s (See Figure 1). The corner half of the building was recently rehabilitated, with the installation of historic commercial-style wood doors. It is one of two buildings in the Art Deco style that remain in downtown Alexandria. Today it is known as Tamp and Grind, a local coffee shop.

33. 826 4th Street, Contributing. C. 1940. Remodeled c. 1960. One story brick masonry commercial row building. Ground level of façade is recessed and covered with wood paneling, with aluminum system display window and door on Jackson St. side in mid-century style. While the original shopfront was removed, the remodel reflects a Mid-Century style, which falls within the period of significance and is thus contributing.

34. 816 4th Street, Contributing. Built 1951.¹⁶ Three-story brick masonry parking garage and drive through bank with a few offices and small fourth story penthouse-like structure. Vents along second and third floors of parking garage. Addition of modern brick veneer and vinyl siding on Jackson Street side. This mid-century parking garage historically catering to the needs of the community – increased need for parking as more people moved out of the “city” into the “suburbs,” increased use of automobile, etc. One of the first drive through banks in Alexandria, it was built as the Guaranty Bank and Trust Company “auto bank” and Guaranty Storage Co. Inc. Sanborn maps indicate that its capacity was 256 cars.

35. 420 Desoto Street, Non-Contributing. C. 1990. One-story modern gray and white brick veneer office building with plate glass windows, built in residential style.

36. 518 Lee Street, Contributing. C. 1960. Two-story mid-century modern fire station constructed of exposed orange brick masonry, concrete frame with white stucco exterior, and ribbon windows. The overall form of the building is rectangular, with a horizontal emphasis and minimalistic design typical of mid-century architecture. The 5th street and 6th street façades are divided into six bays by white narrow rectangular columns, which also divide the bays of the ground floor between multi-paned garage doors through which the fire trucks enter and exit. Upper rectangular single pane windows on ground floor are divided by small vertical blue-tinted windows on 6th St. and Lee St. facades. The decorative brick grill along the entire length of the second story of 6th street façade adds a mid-century breezeway aesthetic component; it is uncertain if the breezeway is functional or just

¹⁴ Kelli Rylance, *Southeastern Architectural Archives Blog*, accessed Feb. 11, 2016, <http://seaatulane.blogspot.com/>.

¹⁵ Ibid.

¹⁶ Noted in 1953 Sanborn maps.

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ornamental. Aluminum frame ribbon windows behind the brick grill on second floor of 5th street and 6th street façade are divided by thick mullions. On the 6th street façade, a three story tower sits in the center of the façade in red exposed brick, interrupting the brick grillwork. The building currently functions as Central Fire Station/ Fire Station # 1 and Alexandria Fire Department. A single story brick outbuilding matching the main building in materials sits to the rear of the fire station. This has been the site of Fire Station # 1 since the late 1800s. (See Figure 8)

37. 300 Jackson Street, Contributing. C. 1918. National Register listed. Five story brown brick masonry building constructed in the Chicago Skyscraper style for the Hemenway Furniture Company when they moved out of their previous location at the corner of Desoto and 3rd Street (which then became Weiss and Goldring). The exteriors of the first and second stories are contained in an articulated base while the third, fourth, and fifth stories are divided into bays by long brick geometric pilasters, which contribute to the monumentality of the building. Terra cotta ornamentation can be seen in the base, pilasters tops, entablature, windows, and attachment points for a canopy that has been removed. The ground floor has been altered and historic storefronts removed, but the historic exterior of the upper floors remains intact. The building now serves as a government facility, after undergoing rehabilitation by Ratcliff Construction.

38. 200 Desoto Street, Contributing. Built 1907. Hotel Bentley. National Register listed. George Richard Mann, architect of 1909 building, Eugene J. Sterne, architect and Errol C. Barron, associate architect, of 1937 addition. Hull Construction Company, contractor. Six story gray brick masonry hotel building, including a raised basement floor. It originally consisted of 96 rooms. It is designed in the Beaux Arts (Neoclassical) style by George Richard Mann, who designed the c. 1909 City Hall that was later demolished, and the Little Rock State Capitol. The design of the Hotel Bentley is said to have been influenced by the Marion Hotel in Little Rock. The exterior of the original portion of the hotel fronting Desoto Street features a massive loggia supported by Ionic columns at the front entrance of the hotel. The exterior is covered with gray brick and accented with terra cotta ornamentation in the Renaissance Revival style. Balconies on the second story depict a Union Jack motif. Large modillions adorn the cornice, contributing to the complex roofline. The stained glass windows in the basement level are said to be "salutation windows," depicting men from different countries each with a raised glass, saluting in his native language.

In 1937, the Bentley was expanded with an eight story 80-room addition at the corner of Jackson and 3rd streets and the hotel lobby was renovated and redesigned in the Art Deco style. Eugene J. Sterne, Inc. of Little Rock prepared the design for the 1937 changes to the Bentley with C. Errol Barron, a native of Alexandria, as associate architect. The renovation included the addition of a cocktail lounge called "The Mirror Room," a 175 seat coffee shop, and a private dining room in the basement.

As Alexandria became the center of a nine state area for the training of military personnel during World War II, The Bentley helped lodge the influx of people who came to Central Louisiana during this time for military-related purposes. The hotel also provided accommodations for several notable military officials during the Louisiana Maneuvers, including General George Patton, Lieutenant Colonel Omar Bradley, Colonel Dwight D. Eisenhower, and Second Lieutenant Henry Kissinger. The Bentley also served as an entertainment venue for the troops at this time. Famous patrons of the hotel over the years are said to include John Wayne, Bob Hope, Roy Rogers, Cary Grant, Mickey Rooney, Governor Huey P. Long, and Governor Earl Long.

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After several renovations and ownerships, the hotel recently underwent a thorough and painstaking rehabilitation utilizing historic rehabilitation tax credits under the ownership of Mike Jenkins. It is now reopened as a hotel, restaurant, and bar.

39. 503 Washington Street, Contributing. Built 1908. National Register listed. Crosby and Henkel, architects. Constructed in the Beaux Arts style of brick and terra cotta, the library is raised above grade on a stuccoed basement which contains service and storage areas and now houses the Louisiana History Museum. The main section of the building is faced in orange-colored brick with red colored mortar. It is articulated with squared pilasters with terra-cotta molded capitals and oeil-de-boeuf motifs along the necking. These pilasters support a narrow brick entablature with a pronounced cornice. The entablature is topped with a slight parapet and a spreading hip roof covered in red adobe barrel tile. Unlike the party wall commercial buildings that compose a large portion of the buildings downtown, it is a freestanding pavilion which adds to its monumental appearance despite its relatively small size. The library is an academically Beaux Arts building, featuring applied classical elements, an axial layout, and ornamentation around the entrance. The detail above the main entrance depicts an open book flanked by two torches, denoting the purpose of the building.

The old Alexandria Public Library stands on the center square of the original town plat commissioned by Alexandria Fulton in 1805. The center square was reserved for public use "solely for advancement of learning and culture." In 1907, Mr. S. S. Bryan of Alexandria and philanthropist Andrew Carnegie each offered \$10,000 to the city for the construction of a free public library. The Board of Aldermen designated a lot in the center square and hired the New Orleans architectural firm of Crosby and Henkel to design the building in a similar style to that of other Carnegie libraries throughout the United States. It opened as the Alexandria Public Library on April 8, 1908. It has been the home of the Alexandria Genealogical Library and Louisiana History Museum since 1971.

40. 915 3rd Street, Contributing. Built 1964. Alexandria City Hall. Barron, Heinberg, and Brocato, architects. R. J. Jones, contractor. Two-story governmental free-standing building, clad in concrete and plate glass. This building takes up the entire block between 2nd and 3rd, and Murray and Desoto Streets. The Third street side is two-stories high, while the Second Street side is one-story high. The present Alexandria City Hall was erected on the site of the old 1909 City Hall, which was demolished in 1963 to enable the construction of the present building, designed by the local architectural firm of Barron, Heinberg, and Brocato. Its construction was executed by R. J. Jones and Co. The minimalistic style of the new facility reflects the preference for modernity, progress, and new construction of the 1960s, a trend which ultimately accounted for the loss of many historic 19th and early 20th century buildings of downtown Alexandria. However this building can now be appreciated for its Mid-Century design, which emphasizes structural function over axial symmetry and a horizontal emphasis, and features an exterior that is reflective of the building's interior, utilizing modern materials such as concrete, reinforced steel, and plate glass. It is suggestive of the International and Brutalist styles, with the exception of an ornamental honeycomb-like design present in the geometric gable of the exterior wall facing 2nd Street. It also features an outdoor space raised a few feet from the street level that wraps around the Desoto, Third, and Johnson Street sides of the building. There are three different entrances and equally sized steps leading to the entrances on each of these sides, although the main entrance is on Third Street. A mural has been painted on the Second Street side, depicting historic downtown Alexandria and the Red River and levee. The building also features an underground parking garage. The 2nd Street side of the building consists of a large gathering space, available for use as a public facilities rental, known as "Convention Hall." This has been the site of

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Alexandria's City Hall since at least c. 1859 when the site consisted of a two-story, rectangular shaped, brick city hall and market on the 2nd street side of the block, surrounded by green space.

41. 1113 6th Street, Non-Contributing. c. 1920 with c. 1980 addition in front. A two-story historic residential building that has been covered in blue vinyl siding, concealing historic openings on the façade, sits behind a one-story dark brick masonry commercial addition that renders the building non-contributing.

42. Lee Street Water Standpipe, Contributing structure. Built 1894. This unique landmark continues to tower over the buildings of downtown Alexandria as an integral component of its skyline and landscape. It was originally built as a water tower, or "water works stand pipe". This type of standpipe was typical of the late 19th century. Initially erected to supply water to the town by equalizing water pressure, the tower stood next to the Parish Jail and Fire Station No. 1 which existed on this block c. 1909 before the present day Mid-Century Modern fire station was established. At the time of its construction, the tower's capacity was 210,000 gallons. It is 140 feet tall, cylindrical, and between 16 and 18 feet in diameter. It is composed of hand-riveted iron plates with decorative metal cresting along the top and triangular brackets at the base. At one point there were hundreds of these 19th century standpipes across the country – since replaced with modern water towers. It was almost demolished and used for scrap iron, estimated at 300,000 pounds, for the war effort in 1942.¹⁷ The Lee Street water tower represents the evolution of water system technology in Alexandria. It is very similar to the water standpipe that remains standing in Downtown Baton Rouge, Louisiana. See Figures 13 and 8.

43. 1116-1131 2nd Street, Contributing. c. 1964. Town Talk Press and Circulation Building. Large scale two-story rectangular brick masonry building, clad with white brick, built to house the printing facilities for the local newspaper, the Alexandria Daily Town Talk. Central portion of 2nd Street façade rises above sides and is clad with large square concrete panels. This facility stretches between the Red River levee and 2nd St., from Johnston St. to slightly beyond Washington St. – its parking lot stretches to Lee Street. The building's exterior is nondescript because the building is meant to be strictly expansive and functional. It was used to serve the needs of the newspaper industry and house printing and circulation facilities. While it is a very basic, nondescript building, it is significant for its role in the history of the Alexandria Daily Town Talk and represents a shift in printing technologies as new press equipment was moved into this building as old equipment was moved out.¹⁸

44. 1001 2nd Street, Non-Contributing. 1987 construction with portions of c. 1910 Union Station Depot incorporated. Atrons 2nd St. Bus Station. While c. 1910 portal entry facades and ticket window façade were incorporated into the present contemporary building, the majority of the building dates to 1987 and represents architecture outside of the period of significance that has not yet reached "historic" status. Portions of the Union Depot Train Station were salvaged when it was demolished to make way for the construction of Interstate-49.

45. 933 2nd Street, Contributing. Built 1898. Remodeled 1914. National Register listed. Favrot and Livaudais, architects of 1914 remodel. Two story turn of the century commercial building with a sophisticated classical façade featuring four colossal Tuscan columns and well-proportioned

¹⁷ "Standpipe to Join Scrap," Alexandria Daily Town Talk. October 3, 1942. 7. Rapides Parish Library Digital Archives.

¹⁸ Cammie G. Henry Research Center, Northwestern State University, *Huie Dellmon Regular Collection* inventory, <https://library.nsula.edu/assets/Uploads/Huie-Dellmon-Regular-Collection.pdf>. Inventory # 8512 and #8509.

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entablature and balustrade of limestone. It features found arched openings with It was the third home of Rapides Bank and Trust Company, which went into business about ten years prior to the construction of this building. The bank initially occupied half of the present building, renting the other half for private offices. In 1914 the bank expanded its facilities and renovated the entire building solely for use as a bank; the new design was by Favrot and Livaudais. The building was vacated in 1954, and much of the evidence of its former use as a bank was removed. The Alexandria Museum of Art moved into the building, opening it as an art museum in 1977. It was expanded with a Postmodern addition in 1998, built out of completely different materials in a different style, differentiating from the 1898 bank building.

46. 1115 6th Street, Non-Contributing. c. 1920 with c. 1980 addition in front. A two-story historic residential building covered in white vinyl siding that has concealed most of the historic features and openings of the original building sits behind a modern addition that was made to the front of the house. A modern red brick patio and columns were also added to the front of the addition and residence. The building is non-contributing due to these contemporary additions that have completely altered the historic appearance of the residence.

47. 427 Johnston St., Contributing Structure. C. 1953.¹⁹ Two-story Rapides Bank open cement parking lot structure, which originally allowed for parking on the ground and on the second story platform. It was one of the earliest parking garages built in the city, which were starting to spread at this time as parking was in high demand downtown since people were moving away from commercial downtown to more suburban, residential neighborhoods. The platform is supported by cylindrical cement columns and single brick wall on 4th St. side with a ramp on the interior of the structure. A spiral staircase remains which appears to be original to the structure and was intended for the descent of drivers to the ground floor after they parked their cars on the second story platform. An enclosed orange brick and glass booth sits in the center of the ground floor of the parking lot on the Johnston St. side. See Figure 3.

48. 411 Washington Street, Contributing. Built 1965. National Register listed. Eugene Glankler, architect. Rapides Parish Library. One story freestanding library building that composes an entire block, including surrounding parking area, built in the mid-century modern New Formalism style. The Rapides Parish Library is a single story rectangular building located in downtown Alexandria that has a central massing that rises 4' above the outward-projecting extensions on all four sides. The main entrance, located on the northwest façade, is enclosed in a vestibule while the rest of the facade is supposed by slender, geometrically stylized columns of white cast onyx aggregate with flared capitals. All other sides feature an overhanging roof covering a sidewalk. The upper roof is covered with two rows of raised elongated geometric vaults, the cross section of which are bell shaped. Smaller vaults are aligned along the lower roofs of the northeast and southwest porch extensions from the front to a point about ½ the depth of the building. The outer walls of the building are composed of pre-cast white concrete panels featuring nearly full height slender arches with radial arch tops. These openings are infilled with either glazing or cast aggregate of a slightly darker hue than that of the arch tracings and the supporting columns. At the rear of the building is a projecting large flat roofed open air structure supported by columns identical to those of the main structure. The interior of the library is primarily a single large space divided into functional areas by furnishings. On the interior, the function of the roof vaults is revealed to be very effective as light wells and the clear story glazing and the glazed arches admit an abundance of natural light while the variation in ceiling

¹⁹ Huie-Dellmon Collection negative information for image #584

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heights and the form of the vaults add interest to the space. The columns along the perimeter of the building transect the outer wall and are seen from the same aspect whether viewed from outside the building or inside. Likewise, the precast concrete panels that make up the exterior wall are finished identically on the exterior and interior surfaces. The effect of the design is to blur the boundary between inside and outside. The only changes made to the building include minor cosmetic changes and two small, easily removable additions to the rear of the building; thus, the Rapides Parish Library retains a high degree of integrity.²⁰

49. 515 Murray Street, Contributing. Built 1933. National Register listed. United States Post Office and Courthouse. Edward Neild, architect. James A. Wetmore, Office of the Supervising Architect of the Treasury Department. Depression-Era Art Deco style. This monumental governmental building contains three stories, a basement, and a penthouse. The radiating form of the pavilion is reflective of a stepped pyramid or temple. The exterior base is composed of pearl white granite, with exterior walls clad in smooth, buff colored limestone. Two-story wings flank the larger, nine-bay central portion of the building, featuring chamfered corners at the roofline. The main double doorway entrance is flanked by two single doorways, each set under carved American eagles. Cast iron grilles illustrating the different ways in which mail has been transported are set in the transoms of each doorway. Ornamentation on the exterior of the building is restrained, yet distributed evenly, with sunburst motifs throughout the wings and octagonal relief panels on the second and third floor exterior. While the postal and judicial functions of the building have diminished over the years, the building is still used in those capacities. It was constructed under the Public Buildings Act and Federal Employment Stabilization Act, precursors to the Works Progress Administration program.

50. 1120 5th Street, Contributing. C. 1925. Cappel Residence. Two-story wood frame residence designed in the Classical Revival style. Exterior is clad in original wood siding and is painted white. It features a two tiered portico supported by Corinthian columns with terra cotta capitals on brick pedestals. A front-facing gable sits on the columns as the pediment of the classical composition, with a circular window in its center. The second floor of the portico features a simple balustrade. It features a port cochere supported by brick columns and second story wing above with side-facing gable. The door appears to be original with historic painted address number in the transom window. Brick chimney to the side and rear of the house. Windows appear to be original one over one. It now functions as offices. While the building was originally residential, it gained commercial use in 1968 right at the end of the period of significance, and is thus contributing to the commercial historic district.²¹

51. 1128 5th Street, Contributing. C. 1898.²² One and a half story five-bay center hall cottage in the Classical style, constructed of wood. Full-length front porch is supported by eight classical columns and turned balustrade. Original wood siding has been covered with vinyl siding on sides and rear. Two floor two ceiling window openings are symmetrically placed on either side of the central entrance and covered with louvered shutters. The entrance features a transom with sidelights with Queen Anne multi-pane window at top and decorative late 19th century door. Two central brick chimneys remain, one with a smaller triangular shape, and the other in a more traditional profiled square shape. The house was built on brick piers, but the foundation has since been enclosed with brick, although the original piers are discernable. Windows on the Washington Street side have been covered with

²⁰ Rapides Parish Library, *National Register of Historic Places Database*

²¹ 1968 Alexandria City Directory

²² "A Nice Residence," *Alexandria Daily Town Talk*, April 29, 1898. 3. Rapides Parish Library Digital Archives.

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vinyl siding, but the front façade of the house is most visible and has retained its historic integrity. This residence was built for J. T. Charnley of Wisconsin, who owned and ran a bottling works, and manufactured one of the first soda pop drinks in the area. While this was originally a residential property, it has been in use as a commercial property (lawyer's offices) since 1957— thus its use as a commercial property falls within the period of significance and is thus contributing to the commercial district.²³

52. 515 Johnston Street, Non-Contributing. c. 1975. Two-story brick masonry free standing building with narrow vertical windows divided by wood panels on front façade and 5th Street façade (first story only), painted beige color. Maroon painted wood panels vertically placed along center of front façade above contemporary steel system of reflective glass entrance and windows.

53. 525 Johnston Street, Contributing. c. 1935. Single story wood frame residential style building, with white painted wood siding on brick pier foundation. White vinyl siding has been installed on sides and rear. It was built at same time as the building as 527 Johnston St. – the two are identical. Side facing gables and pitched roof. Original prairie style windows with wood muntins. Simple classical front door surround. It was in use as a doctor's office in 1938, so it may have never been used as a residence despite its residential appearance.²⁴

54. 527 Johnston Street, Contributing. c. 1935. Single story wood frame residential style building, with white painted wood siding on façade on brick pier foundation. White vinyl siding has been installed on sides and rear. It was built at same time as the building as 525 Johnston St. – the two are identical. Side facing gables and pitched roof. Original prairie style windows with wood muntins. Simple classical front door surround. It was in use as a doctor's office in 1938, so it may have never been used as a residence despite its residential appearance.

8. Statement of Significance

Applicable National Register Criteria (Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

X	A	Property is associated with events that have made a significant contribution to the broad patterns of our history.
	B	Property is associated with the lives of persons significant in our past.
X	C	Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
	D	Property has yielded, or is likely to yield, information important in prehistory or history

Criteria Considerations:

	A	Owned by a religious institution or used for religious purposes
	B	Removed from its original location
	C	A birthplace or grave

²³ 1957 Alexandria City Directory

²⁴ 1938 Alexandria City Directory

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D	A cemetery
E	A reconstructed building, object, or structure
F	A commemorative property
G	Less than 50 years old or achieving significance within the past 50 years

Areas of Significance (Enter categories from instructions.): Commerce, Entertainment/Recreation, Architecture

Period of Significance: 1894 - 1968

Significant Dates: N/A

Significant Person (Complete only if Criterion B is marked above): N/A

Cultural Affiliation (only if criterion D is marked above): N/A

Architect/Builder (last name, first name): Mann, George Richard; Weil, Emile; Stevens, W. L.; Sibbert, Edward F.; Roberts, Charles T.; Duncan, Herman J.; Tudor and Ratcliff; Barron, Heinberg, and Brocato; Allen, Henry of A. D. Brown; T. S. Moudy & Co.; Ingram, J. E.; Sterne, Eugene J.; Barron, Errol C.; Nicol, Langford, and Johnston; Favrot and Livaudais; Favrot and Reed; Glankler, Eugene; Crosby and Henkel

Period of Significance (justification): These dates include the earliest date of buildings constructed, 1894, through 1968, the 50 year cut-off.

Criteria Considerations (explanation, if necessary): N/A

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Downtown Alexandria Commercial Historic District is locally significant under Criterion A in the areas of commerce and entertainment/recreation because it represents the area that once served as the early 20th century commercial, civic, and entertainment center of Alexandria and its more rural environs. The downtown area between Monroe and Fulton streets, from the Red River levee to about 10th Street/I-49, geographically represents the original city of Alexandria before it expanded beyond the railroad (present day I-49), and this district represents the historic building stock that remains as a testament to its historically dense and commercial character. It is also significant locally under Criterion C for its contributions to architecture and the array of specific American architectural styles that many of the larger scale buildings embody. Many of these buildings are representations of high-style work of renowned architects that made an impact on architecture on a local, state, and national level. These buildings demonstrate the transition and development of architectural styles from historicist styles to the modernist styles, and how these changing tastes affected the landscape of Main Streets and downtowns across America. The period of significance for the district is 1894 -1968, encompassing the oldest buildings in the district and including all historic resources constructed or altered through the fifty year cutoff.

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Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

Alexandria Historic Background²⁵

In 1722, on the north bank of the Red River, opposite present day Alexandria, Post des Rapides was founded by the French Governor to protect settlers portaging the rapids there from Indian harassment. After France ceded Louisiana to Spain in 1762, that small settlement grew and by 1799, and the end of Spanish rule, there were 760 persons living in the area. In 1803, the area became United States territory as a result of the Louisiana Purchase. In 1805, Alexander Fulton, a local trader, surveyed and plotted the town and named it after his infant daughter, Alexandria. Later that year, Alexandria became the seat of the newly established Rapides Parish. The small town grew as settlers came to farm the rich alluvial soils for the opportunity to get rich growing cotton. Statehood was attained in 1812 and Alexandria was formally incorporated in 1819.²⁶

War came to central Louisiana with secession from the Union in January 1861 and the Governor's call for volunteers. Eleven companies of young men from Rapides Parish soon joined the Armies of Northern Virginia and Tennessee, leaving their homes defenseless. In the spring of 1863, General Nathaniel P. Banks and 40,000 Union troops advanced on Alexandria with orders to "destroy public works and machinery at Alexandria". They burned and pillaged along the way before finally withdrawing to join the siege of Vicksburg. The following March, Banks returned – this time with a much larger force, including more than twenty gunboats and transport vessels under the command of Admiral Porter. Banks bivouacked his force in Alexandria before advancing on toward Shreveport, but at Mansfield on April 8 and the next day at Pleasant Hill, Banks' troops were routed by Confederates under the command of General Taylor. Retreating Union troops burned all the homesteads along the path of their retreat and, in an act of revenge, set fire to the entire town of Alexandria²⁷ as they continued southward. Well into the next century, the region continued its struggle to recover from the devastation.

It was during this bleak post-war period in 1883 when Edgar McCormick and Henarie Huie embarked on their venture that would lead to the publishing of the Alexandria Daily Town Talk. With fits and starts and even periodic lapses, by 1892, the paper was established²⁸ as the voice of Alexandria, Rapides Parish, and central Louisiana – reporting and documenting the newsworthy events of day-to-day life in the region from that time till now.

The advent of the railroad in the 1890's led to the exploitation of the area's major natural resource – virgin longleaf pine. The resulting "boom" continued through the turn of the century and accounted for the four-fold increase in population in the years between 1890 and 1910 and another doubling by 1920 (to 23,600). Sanborn maps document the expansion of the town during this time - the city limits were pushed out from the Louisiana & Texas railroad tracks to Bolton Avenue and beyond, and the central business district, originally limited to single story wood buildings along Front Street, took in portions of Second, Third, and Fourth Streets, replacing the residences previously located there with impressive multi-story masonry buildings like the Hotel Bentley and the Commercial Bank, a neoclassical temple of a city hall and numerous churches and businesses of every description.²⁹

²⁵ "Alexandria Historic Background" text from Myrtle Groves Huie Dellmon House National Register Nomination

²⁶ N.B. Carl Laurent, *From This Valley: A History of Alexandria, Pineville and Rapides Louisiana*, 2004. 12.

²⁷ Ibid.

²⁸ Alexandria Daily Town Talk, *The Centennial Album*, 1983, p 6.

²⁹ Sanborn Maps 1885 - 1921

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The first half of the 20th century was defined for Alexandria by the two World Wars. In 1917, the U. S. War Department invested \$5,000,000 to construct Camp Beauregard and within three months during the fall of 1917, 22,243 men arrived for training. (At the time, the population of Alexandria was less than 20,000.) This influx expanded businesses and continued the growth initiated by the timber boom. After the armistice in November 1918, it was said “quiet returned” to the area.

When war came again in 1940, Camp Beauregard was reactivated and additional training camps were built in the area, including; Camp Livingston, Camp Claiborne, Alexandria Army Air Base, Pollock Army Air Field, Esler Field, and others. From 1940 until the end of the war in 1945, over 500,000 troops passed through Camp Livingston alone. It is said the population of Alexandria “doubled overnight”. During this time, the central business district was overwhelmed and commercial expansion pushed out to Bolton Ave.³⁰

Alexandria experienced the post-war economic expansion from the late 40’s through the mid 60’s like most other cities in the country. Steady population growth, the development of suburban subdivisions, the advent of the automobile, and the baby boom - life was very good for most Alexandrians. Alexandria’s downtown business district with shops and department stores to meet every need or whim literally hummed with activity as it served as the shopping district for an estimated 150,000 customers from throughout central Louisiana.

Then came the 1970s and the era of the shopping mall with its devastating impact on the downtown. Overall, Alexandria continued its slow growth and development. The opening of Interstate 49 and the development of the port together with making the Red River navigable for commercial traffic did their part to help.

For the city, slow steady growth and development continued through the end of the century and into the beginning of the 21st. Only recently has attention turned back to the downtown – greatly reduced and generally abandoned by the urban renewal of the 1970s and the displacement from the Interstate construction. With successful coffee shops, restaurants, and other ventures by young entrepreneurs and the recent reopening of a rehabilitated Hotel Bentley, redevelopment appears to have begun in earnest.

Criterion A: Commerce: Alexandria as the Center of Commerce in Rapides Parish

The buildings within the district were erected as a reflection of Alexandria’s growth in the aftermath of Reconstruction following the Civil War due to the railroad and timber industries, as well as its growth during and after World War I and World War II that came with the influx of soldiers and people employed by the military. The district contained businesses and institutions that provided Alexandria’s citizens with basic goods and services from grocery stores to book and stationery shops, from saloons to hotels, and provided the location for bars, restaurants, dance halls, and social gatherings, especially for soldiers and the increased population during World War II. A couple of buildings even represent the new interest in catering to the needs of the driver, with the need for parking in the 1950s due to the increase of people driving downtown from their suburban homes to shop and the increased availability and use of the automobile.

³⁰ Sue Eakin, *Rapides Parish History*, 1976, p 45-55.

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The district was the center of retail and professional services for the region and included numerous stylish office buildings and retail outlets, such as Weiss and Goldring department store, Hemenway Furniture Company, Rapides Bank buildings, Guaranty Bank building, Commercial Bank, Schnack's Jewelry Store, The Gem jewelry store, Ginsberg's men's clothing, and Caplan's clothing store. Historic nationwide chain stores still in operation today were also represented by architecture in this district, including J. C. Penney, the Kress, Sears Roebuck and Co., Woolworth's, and Walgreen's drugstore. Banking, legal, and medical services were provided out of the buildings in this district – basically any need could be met here.

The district provided meeting places for social groups, such as the Masonic lodges and Independent Order of Odd Fellows. It also served and continues to serve as the seat of local government and branches of the Federal Government represented by the US Post Office and Courthouse, City Hall, as well as the location of necessary services provided by the city: the Lee St. water standpipe, Fire Station # 1, and the Alexandria City Library. Services provided by the parish to its residents are also represented with the Rapides Parish Library Main Branch building.

A handful of hotels were present in the buildings remaining in this district, representing a small percentage of the vast amount of hotels that existed throughout the downtown area and are now gone. The hotels that occupied the surviving buildings include the Hotel Bentley, The Stonewall Hotel (later Hotel Astor), and the Stag Hotel. These hotels represented Alexandria's historic identity as a central transportation hub because they met a demand for accommodations for travelers, especially train passengers. The Missouri Pacific Railroad and the Texas and Pacific Railway rail systems dropped off passengers at the Union Depot at 4th and Jackson Streets right at the entrance to the downtown area.

Downtown Alexandria was vitally important during the period of significance as the commercial and entertainment center of the city and for the surrounding area. It provided places for residents to shop, bank, access professional services, served as a transportation hub, and offered entertainment at restaurants, movie theatres, bars and other recreational buildings and sites. The proposed district continued to be the center of commerce for the region until the 1970s. With the development of the I-49 Corridor, economic resources and development activity shifted away from downtown towards newly developed areas that emerged post World War II. Alexandria's downtown is currently undergoing revitalization efforts as vacant buildings are being rehabilitated and occupied once again by commercial businesses. Large scale community events held by the City and local non-profit organizations are also attracting visitors to the downtown area.

Criterion C: Architecture: Downtown Alexandria as a Repository of 20th century American Architectural Styles

While the main portion of the district consists of brick masonry commercial row buildings, some with stylistic elements, and some without, the remainder of the surrounding district consists of substantial examples of high style architecture. The assemblage of buildings in this area is extremely useful in demonstrating the evolution of American architectural styles as expressed in institutional and large scale commercial buildings because so many styles are represented. The styles of these buildings can be traced to specific architects, which also reveals a great deal of information about the particular style chosen for the building and the philosophy behind it. The work of great architects is represented in downtown Alexandria – that of Emile Weil (Guaranty Bank), George Richard Mann (Hotel Bentley), Favrot and Livaudais (1914 remodel of Rapides Bank Building) and Favrot and Reed (Emmanuel

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Church complex) – all known throughout the South for their architectural contributions to the region. Following the examples of early 20th century architecture, Art Deco style buildings represent the emerging modernist movement, as demonstrated in the Kress building and U. S. Post Office, and Courthouse. The district also contains great examples representative of mid-century modern styles, including the Rapides Parish Library, 1964 City Hall building, and Central Fire Station. These modern buildings are thought to be intrusive to the earlier buildings in the district by some, but now represent a certain historical and aesthetic moment in American history. They also demonstrate the shifting tastes in architectural styles and changing needs of the community that are reflected in architecture, in addition to showcasing the work of local architects Eugene Glankler and Barron, Heinberg, and Brocato.

The district boasts of exquisite decorative brickwork in the Stonewall Hotel building and Masonic Temple buildings. Also represented in the district is the brickwork of an African American bricklayer, Henry Allen, one of the “boss colored brick layers” of Louisiana, who laid the brick for the corner Weiss and Goldring building (originally built as Hemenway Furniture Co.)

The district contains early examples of skyscrapers, the Guaranty Bank building designed by Emile Weil, and the Commercial building, designed by W. L. Stevens, which offered the latest in building and banking technology at the time. The evolution of bank architecture can be observed between the earliest Renaissance Revival 1898 Rapides Bank, the Chicago style 1921 Guaranty Bank building, and the modern Stripped Classicism 1954 Rapides Bank building.

The district also represents the evolution of concepts in city planning and the City Beautiful movement. The landscape created by the two blocks containing the Hotel Bentley and 1907 City Hall once reflected the planning ideals introduced at the 1893 Chicago World’s Fair (the 1907 City Hall was actually designed to resemble the Administration building) – this vision was never fully developed due to the explosion of brick masonry commercial row buildings around these blocks. Later the movement expressed itself through the 1964 City Hall building coupled with the adjacent block that contains the Fulton Mini-Park and City parking lot that was installed in the 1980s in replacement of an entire block of historic commercial buildings considered to be derelict eyesores in outdated styles (not included in district).

This district encompasses the most intense concentration of large-scale masterful works of professional architects and contractors in Central Louisiana.

Developmental History/Additional historic context information

See above.

9. Major Bibliographical Resources

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National Register of Historic Places, Hemenway Furniture Company Building, Alexandria, Rapides Parish, Louisiana, National Register #83003632.

National Register of Historic Places, Masonic Building, Alexandria, Rapides Parish, Louisiana, National Register #86000079.

National Register of Historic Places, Myrtle Groves Huie Dellmon House, Alexandria, Rapides Parish, Louisiana, National Register # 100000603.

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Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____

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_____ recorded by Historic American Engineering Record # _____
_____ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

_____ State Historic Preservation Office
_____ Other State agency
_____ Federal agency
 Local government
_____ University
_____ Other
Name of repository: _____

Historic Resources Survey Number (if assigned): N/A

10. Geographical Data

Acreeage of Property: 29.71 acres

Latitude/Longitude Coordinates

Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

- | | |
|-------------------------|-----------------------|
| 1. Latitude: 31.312865 | Longitude: -92.445419 |
| 2. Latitude: 31.312390 | Longitude: -92.444766 |
| 3. Latitude: 31.312852 | Longitude: -92.444255 |
| 4. Latitude: 31.311332 | Longitude: -92.443403 |
| 5. Latitude: 31.310866 | Longitude: -92.442925 |
| 6. Latitude: 31.311885 | Longitude: -92.444158 |
| 7. Latitude: 31.311355 | Longitude: -92.444748 |
| 8. Latitude: 31.310338 | Longitude: -92.443519 |
| 9. Latitude: 31.309819 | Longitude: -92.441011 |
| 10. Latitude: 31.309309 | Longitude: -92.443506 |
| 11. Latitude: 31.308251 | Longitude: -92.444691 |
| 12. Latitude: 31.309784 | Longitude: -92.446529 |
| 13. Latitude: 31.310304 | Longitude: -92.445938 |
| 14. Latitude: 31.311312 | Longitude: -92.447156 |
| 15. Latitude: 31.311109 | Longitude: -92.447384 |
| 16. Latitude: 31.311610 | Longitude: -92.447997 |
| 17. Latitude: 31.312346 | Longitude: -92.447167 |
| 18. Latitude: 31.311843 | Longitude: -92.446560 |
| 19. Latitude: 31.312068 | Longitude: -92.446308 |
| 20. Latitude: 31.312354 | Longitude: -92.446651 |
| 21. Latitude: 31.312662 | Longitude: -92.446322 |
| 22. Latitude: 31.312351 | Longitude: -92.445990 |

Returned

Verbal Boundary Description (Describe the boundaries of the property.)

Please see the district boundaries on the map included in this nomination. The boundaries start at the corner of 2nd Street and Jackson Street (lat/long point #1), running southwest along Jackson

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and around the property lines of resource # 37 (the Hemenway building; from lat/long points #22-#19), and continue to run southwest along Jackson; northwest along 4th Street; southwest along Beauregard Street; southeast along the Emmanuel Baptist Church complex property lines (resources # 13 and #24); They turn briefly northeast back onto Jackson Street before running southeast along 5th Street; southwest along Murray Street for a block; southeast along 6th Street for three blocks; northeast along Lee Street for two blocks; northwest along 4th Street for one block; northeast along Washington Street for 1 block; northwest along 3rd Street for two blocks; northeast along Murray Street for one block; southeast along 2nd Street for two blocks; northeast along the perimeter of resource #43 to the levee; northwest along the Red River levee, encompassing the half blocks between the Red River levee and 2nd Street; southwest along Desoto Street for one block; and northeast along 2nd Street for one block back to the point of origin.

Boundary Justification (Explain why the boundaries were selected.)

These boundaries were chosen to include the highest concentration of historic commercial buildings in downtown Alexandria. Starting with the Red River levee as a natural boundary, the concentration of commercial buildings that maintain historic integrity begins to drop off at 6th Street, Jackson Street, and Washington Street. Thus the main portion of the district is located between these streets. The boundaries were adjusted to include significant historic architecture on the periphery of the surviving commercial core that served important roles in the downtown area during the period of significance, and to exclude non-contributing buildings and blocks. Many of the buildings at the edge of the district are already listed on the National Register, but contribute to the commercial character of the district as a whole and were thus included. There are existing examples of significant historic architecture (commercial and residential) just beyond the district downtown, but these buildings were not contiguous to the district, and were not included because they were separated by the intrusion of new development, empty lots, and parking lots.

11. Form Prepared By

name/title: Sarah Mason
organization: Paul Smith Historic Preservation Consulting on behalf of the City of Alexandria
street & number: 2022 Albert Street
city or town: Alexandria state: LA zip code: 71301
e-mail: SNMason23@gmail.com; paul@preservationtaxcredit.com
telephone: 318-201-2124; 318-613-7385
date: February 25, 2018

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Photographs

Downtown Alexandria Commercial Historic District
Name of Property

Rapides, LA
County and State

Submit clear and descriptive photographs. The size of each image must be 3000x2000 at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: Downtown Alexandria Commercial Historic District

City or Vicinity: Alexandria

County: Rapides

State: Louisiana

Name of Photographer: Sarah Mason

Date of Photographs: January 25, 2018; February 26, 2018

- 1 of 56: View of 900 block of 2nd Street; camera facing southeast.
- 2 of 56 View of 800 block of 2nd Street; camera facing southeast.
- 3 of 56: View of 200 block of Jackson Street; camera facing southwest.
- 4 of 56: View of 300 block of Jackson Street; camera facing north.
- 5 of 56: View of 800 block of 3rd Street; camera facing southeast.
- 6 of 56: View of 800 and 900 block of 3rd Street; camera facing southeast
- 7 of 56: View of 200 block of Desoto Street; camera facing southwest
- 8 of 56: View of 200 block of Murray Street; camera facing southwest
- 9 of 56: View of 200 block of Murray Street and 1000 block of 3rd Street; camera facing southeast
- 10 of 56: View of 1000 block of 2nd Street; camera facing northeast
- 11 of 56: View of 200 and 300 block of Murray Street; camera facing southwest
- 12 of 56: View of 900 block of 2nd Street; camera facing northeast
- 13 of 56: View of 1100 block of 2nd Street; camera facing southeast
- 14 of 56: View of 1000 block of 2nd Street; camera facing northwest
- 15 of 56: View of 1000 block of 3rd Street; camera facing southwest
- 16 of 56: View of 1100 block of 3rd Street; camera facing southwest
- 17 of 56: View of 1100-1200 block of 2nd Street; camera facing northeast
- 18 of 56: View of 1100 block of 3rd Street; camera facing southwest
- 19 of 56: View of 1100-1200 block of 2nd Street; camera facing north
- 20 of 56: View of 400 block of Washington Street; camera facing south
- 21 of 56: View of 1100 block of 4th Street; camera facing north
- 22 of 56: View of 400 block of Johnston Street; camera facing west
- 23 of 56: View of 1000 block of 3rd Street; camera facing north
- 24 of 56: View of 1100 block of 4th Street; camera facing east
- 25 of 56: View of 1100 block of 5th Street; camera facing south
- 26 of 56: View of 1000 block of 5th Street; camera facing west
- 27 of 56: View of 400 block of Johnston Street; camera facing east
- 28 of 56: View of 1000 block of 5th Street / 400 block of Johnston; camera facing north
- 29 of 56: View of 500 block of Washington Street / 1200 block of 5th Street; camera facing south
- 30 of 56: View of 1100 block of 5th Street; camera facing west
- 31 of 56: View of 500 block of Murray Street; camera facing southwest
- 32 of 56: View of 600 block of 5th Street; camera facing northeast
- 33 of 56: View of 400 block of Murray Street; camera facing east

Downtown Alexandria Commercial Historic District
Name of Property

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- 34 of 56: View of 300 block of Murray Street / 900 block of 4th Street; camera facing north
35 of 56: View of 400 block of Murray Street; camera facing southwest
36 of 56: View of 800 block of 4th Street; camera facing west
37 of 56: View of 400 block of Murray Street / 1000 block of 4th Street; camera facing southwest
38 of 56: View of 800 block of 4th Street; camera facing northeast
39 of 56: View of 300 block of Desoto Street; camera facing northeast
40 of 56: View of 300 block of Desoto Street; camera facing northeast
41 of 56: View of 800 block of 4th Street; camera facing southwest
42 of 56: View of 400 block of Jackson Street; camera facing southwest
43 of 56: View of 800 block of 4th Street; camera facing southeast
44 of 56: View of 300 block of Jackson Street; camera facing northeast
45 of 56: View of 700 block of 4th Street; camera facing southwest
46 of 56: View of 400-500 block of Beauregard Street; camera facing southeast
47 of 56: View of 400 block of Desoto Street; camera facing north
48 of 56: View of 500 block of Johnston Street and 1100 block of 6th Street; camera facing southeast
49 of 56: View of 800 block of 4th Street / 400 block of Desoto Street; camera facing southwest
50 of 56: View of 1200 block of 6th Street / 500 block of Lee Street; camera facing northeast
51 of 56: View of 900 block of 3rd Street; camera facing southeast
52 of 56: View of 200 block of Desoto Street; camera facing northeast
53 of 56: View of 800 block of 3rd Street / 300 block of Desoto Street; camera facing southwest
54 of 56: View of 900 block of 3rd Street / 200 block of Murray Street; camera facing northeast
55 of 56: View of 1000 block of 3rd Street; camera facing southwest
56 of 56: View of 900 block of 3rd Street / camera facing southwest

Returned

List of Figures

- Figure 1:** View of 200-400 blocks of Desoto Street, 1944.
- Figure 2:** Corner of Third and Washington, looking down Third Street, 1940
- Figure 3:** Rapides Bank & Trust Co. two-story parking garage, 1953
- Figure 4:** Opening of new Rapides Bank & Trust Co. building with crowd waiting to see inside, 1954. Corner 4th and Murray
- Figure 5:** Cleveland Dear race for governor rally, corner of 3rd and Desoto Streets, 1935
- Figure 6:** Cleveland Dear race for governor rally, City Hall Square with Guaranty Bank, 1000 block of 3rd Street in background, 1935
- Figure 7:** Beginning of WWII parade along 900 and 1000 blocks of 3rd Street, 1941
- Figure 8:** View of previous Central Fire Station on site, Alexandria Public Library, Lee Street Water Standpipe along 5th St. at Washington St., 1957
- Figure 9:** Emmanuel Baptist Church complex, Corner of Jackson and Third St., 1960
- Figure 10:** Emmanuel Baptist Church complex, looking down Jackson St. towards the Red River, 1960
- Figure 11:** View of rear of present Chamber of Commerce building (Coughlin Saunders offices) and Kress building on 4th St at Johnston, c. 1950
- Figure 12:** World War II soldiers crossing Murray Street at 3rd Street in front of Walgreens (present day Sentry Drug), 1943
- Figure 14:** Guaranty Bank building, 1934
- Figure 13:** Lee Street water standpipe, 1922
- Figure 15:** Hemenway Furniture Store Co. (Future site of Weiss and Goldring store) at 3rd and Desoto, c. 1900
- Figure 16:** Weiss and Goldring department store, corner 3rd and Desoto, c. 1928
- Figure 17:** Weiss and Goldring during remodel and view down 800 block 3rd Street, 1955
- Figure 18:** Weiss and Goldring department store after remodel, 1960

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Figure 1: View of 200-400 blocks of Desoto Street, 1944. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.



Figure 2: Corner of Third and Washington, looking down Third Street, 1940. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.

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Figure 3: Rapides Bank & Trust Co. two-story parking garage, 1953. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.



Figure 4: Opening of new Rapides Bank & Trust Co. building with crowd waiting to see inside, 1954. Corner 4th and Murray. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.

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Figure 5: Cleveland Dear race for governor rally, corner of 3rd and Desoto Streets, 1935. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.



Figure 6: Cleveland Dear race for governor rally, City Hall Square with Guaranty Bank, 1000 block of 3rd Street in background, 1935. Corner 4th and Murray. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.

Downtown Alexandria Commercial Historic District
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Figure 7: Beginning of WWII parade along 900 and 1000 blocks of 3rd Street, 1941. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.



Figure 8: View of previous Central Fire Station on site, Alexandria Public Library, Lee Street Water Standpipe along 5th St. at Washington St., 1957. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.

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Figure 9: Emmanuel Baptist Church complex, Corner of Jackson and Third St., 1960. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.



Figure 10: Emmanuel Baptist Church complex, looking down Jackson St. towards the Red River, 1960. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.

Downtown Alexandria Commercial Historic District
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Figure 11: View of rear of present Chamber of Commerce building (Coughlin Saunders offices) and Kress building on 4th St at Johnston, c. 1950. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.



Figure 12: World War II soldiers crossing Murray Street at 3rd Street in front of Walgreens (present day Sentry Drug), 1943. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.

Downtown Alexandria Commercial Historic District
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Figure 13: Lee Street water standpipe, 1922. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.

Downtown Alexandria Commercial Historic District
Name of Property

Rapides, LA
County and State



Figure 14: Guaranty Bank building, 1934. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.

Downtown Alexandria Commercial Historic District
Name of Property

Rapides, LA
County and State



Figure 15: Hemenway Furniture Store Co. (Future site of Weiss and Goldring store) at 3rd and Desoto, c. 1900. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.



Figure 16: Weiss and Goldring department store, corner 3rd and Desoto, c. 1928. Photo attributed to Phil Bridendall.

Downtown Alexandria Commercial Historic District
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Figure 17: Weiss and Goldring during remodel and view down 800 block 3rd Street, 1955. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.



Figure 18: Weiss and Goldring department store after remodel, 1960. Image courtesy of the Joe Dellmon Photograph Collection, Cammie G. Henry Research Center, Watson Library, Northwestern State University.

Downtown Alexandria Commercial Historic District
Name of Property

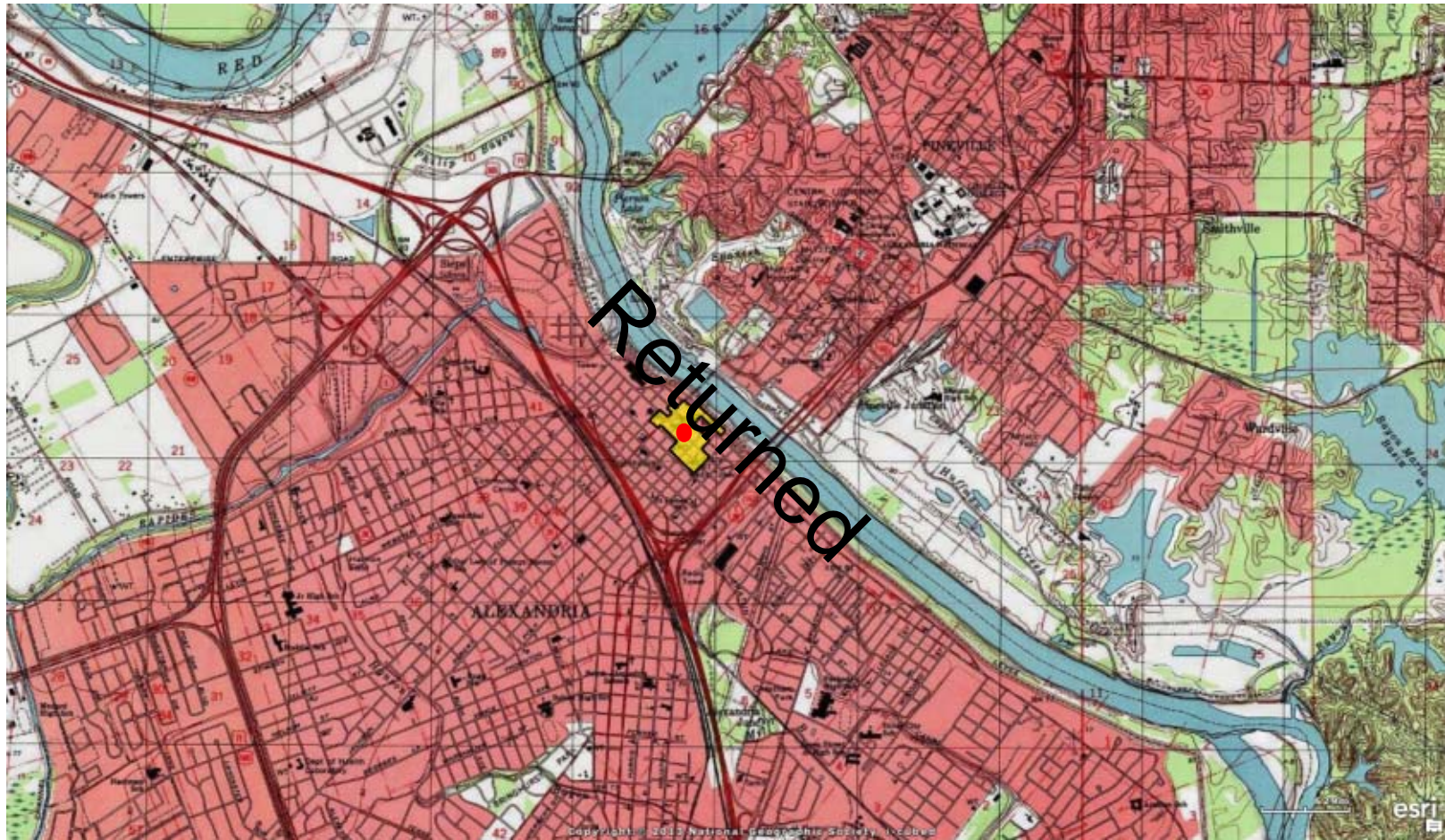
Rapides, LA
County and State

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Returned

Downtown Alexandria Commercial Historic District, Rapides Parish, LA



Latitude: 31.310785 Longitude: -92.445184



Downtown Alexandria Commercial Historic District,

Rapides Parish, La.

Boundary, Resource, and Photo Map

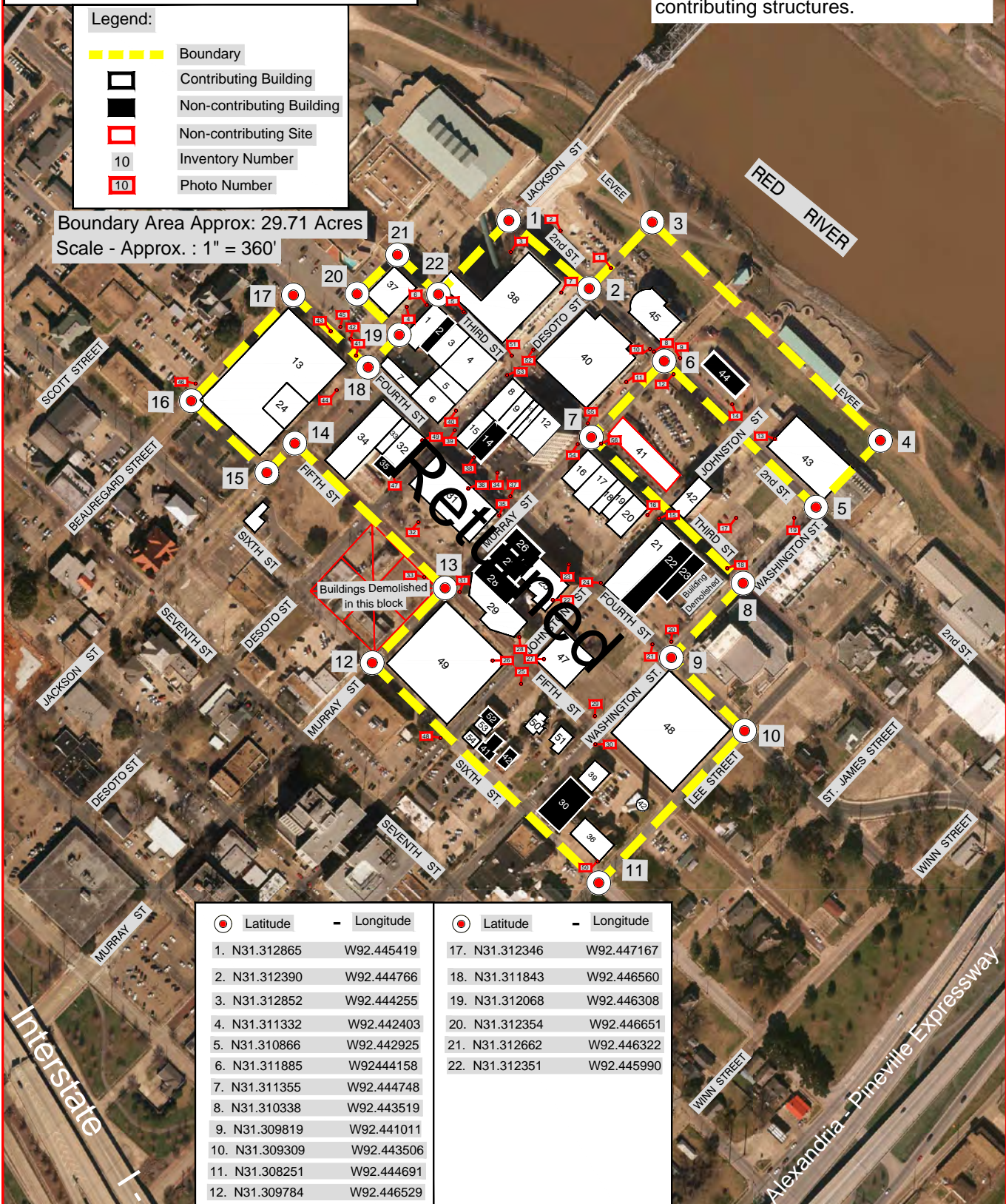
Pineville, La.

Note: Resources #42 and #47 are contributing structures.

Legend:

- Boundary
- Contributing Building
- Non-contributing Building
- Non-contributing Site
- Inventory Number
- Photo Number

Boundary Area Approx: 29.71 Acres
Scale - Approx. : 1" = 360'



Latitude	-	Longitude	Latitude	-	Longitude
1. N31.312865		W92.445419	17. N31.312346		W92.447167
2. N31.312390		W92.444766	18. N31.311843		W92.446560
3. N31.312852		W92.444255	19. N31.312068		W92.446308
4. N31.311332		W92.442403	20. N31.312354		W92.446651
5. N31.310866		W92.442925	21. N31.312662		W92.446322
6. N31.311885		W92.444158	22. N31.312351		W92.445990
7. N31.311355		W92.444748			
8. N31.310338		W92.443519			
9. N31.309819		W92.441011			
10. N31.309309		W92.443506			
11. N31.308251		W92.444691			
12. N31.309784		W92.446529			
13. N31.310304		W92.445938			
14. N31.311312		W92.447156			
15. N31.311109		W92.447384			
16. N31.311610		W92.447997			





Gabbert, James <james_gabbert@nps.gov>

Another question... Downtown Alexandria

Jessica G. Richardson <jrichardson@crt.la.gov>
To: "Gabbert, James" <james_gabbert@nps.gov>

Fri, Jun 22, 2018 at 9:17 AM

I sure did. I am just nailing it today.

Jessica

Jessica G. Richardson, MSHP

National Register Coordinator I Louisiana Division of Historic Preservation

225-219-4595

From: Gabbert, James [mailto:james_gabbert@nps.gov]
Sent: Friday, June 22, 2018 7:43 AM
To: Jessica G. Richardson <jrichardson@crt.la.gov>
Subject: Another question... Downtown Alexandria

[Quoted text hidden]

----- Forwarded message -----

From: "Delahaye, Daniel B - Washington, DC" <Daniel.B.Delahaye@usps.gov>
To: "Jessica G. Richardson" <jrichardson@crt.la.gov>
Cc:
Bcc:
Date: Thu, 10 May 2018 20:12:17 +0000
Subject: RE: Downtown Alexandria Commercial Historic District

Thank you. I really appreciate your time and consideration.

V/r,

Daniel Delahaye

Federal Preservation Officer

USPS Facilities HQ

475 L'Enfant Plaza SW, Rm. 6670

Washington DC 20260-1862

(202) 268-2782

daniel.b.delahaye@usps.gov

From: Jessica G. Richardson [mailto:jrichardson@crt.la.gov]
Sent: Thursday, May 10, 2018 4:09 PM
To: Delahaye, Daniel B - Washington, DC <Daniel.B.Delahaye@usps.gov>
Subject: RE: Downtown Alexandria Commercial Historic District

Daniel,

Attached is the nomination submitted to NPS for the Downtown Alexandria Commercial Historic District.

Thanks!

Jessica

Jessica G. Richardson, MSHP

National Register Coordinator I Louisiana Division of Historic Preservation

225-219-4595

From: Delahaye, Daniel B - Washington, DC [mailto:Daniel.B.Delahaye@usps.gov]
Sent: Tuesday, April 17, 2018 8:16 AM
To: Jessica G. Richardson <jrichardson@crt.la.gov>
Subject: Downtown Alexandria Commercial Historic District

Good morning, Jessica.

I thought I communicated with you on this subject, so apologies if this is a duplicate.

I received notification the above-referenced historic district was to be considered. No specific Postal property was cited and no draft nomination was available for review. Please send an electronic copy for inclusion in our USPS database of historic properties. Given the downtown location, this nomination may be addressing 515 MURRAY ST, which is a GSA-owned property.

Your assistance with this matter would be greatly appreciated.

V/r,

Daniel Delahaye

Federal Preservation Officer

USPS Facilities HQ

475 L'Enfant Plaza SW, Rm. 6670

Washington DC 20260-1862

(202) 268-2782

daniel.b.delahaye@usps.gov

2 attachments

 **RE Downtown Alexandria Commercial Historic District**
16K

 **FPO Letter.pdf**
62K

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

Date Received: 5/10/2018 Date of Pending List: 5/30/2018 Date of 16th Day: 6/14/2018 Date of 45th Day: 6/25/2018 Date of Weekly List:

Reference number:

Nominator:

Reason For Review:

- | | | |
|---------------------------------------|--|---|
| <input type="checkbox"/> Appeal | <input type="checkbox"/> PDIL | <input type="checkbox"/> Text/Data Issue |
| <input type="checkbox"/> SHPO Request | <input type="checkbox"/> Landscape | <input type="checkbox"/> Photo |
| <input type="checkbox"/> Waiver | <input type="checkbox"/> National | <input type="checkbox"/> Map/Boundary |
| <input type="checkbox"/> Resubmission | <input type="checkbox"/> Mobile Resource | <input type="checkbox"/> Period |
| <input type="checkbox"/> Other | <input type="checkbox"/> TCP | <input type="checkbox"/> Less than 50 years |
| | <input type="checkbox"/> CLG | |

Accept Return Reject 6/25/2018 Date

Abstract/Summary Comments:

Recommendation/ Criteria:

Reviewer Jim Gabbert Discipline Historian

Telephone (202)354-2275 Date _____

DOCUMENTATION: see attached comments : **Yes** see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



United States Department of the Interior

NATIONAL PARK SERVICE
1849 C Street, N.W.
Washington, DC 20240

IN REPLY REFER TO:

The United States Department of the Interior National Park Service

National Register of Historic Places Return/Evaluation Sheet

Property Name: Downtown Alexandria Commercial Historic District

Reference Number: 100002588

Downtown Alexandria Commercial Historic District appears to meet the National Register criteria and is eligible for listing, however the nomination form has technical issues that must be addressed before the form can be accepted.

In Section 5, the resource count includes 39 contributing buildings and 2 contributing structures for a total of 41 contributing resources. There are 10 previously listed resources. The resource count inadvertently included the 10 previously listed resources in the count. Please revise to exclude the 10 previously listed resources from the count.

The map depicts resources #41 and 42 twice – in their proper locations on Lee and 6th Streets, respectively, and then on 3rd street at Johnston. These latter two resources are outside of the boundaries. The one marked as #42 is 201 Johnston Street and appears to be individually listed (78001436); #42 appears to be a park. Please confirm that these are outside the boundaries and if so, submit a new map.

Please feel free to contact either of us if you have any questions. I can be reached at (202) 354-2275 or email at James_Gabbert@nps.gov, and Julie can be reached at 202-354-2217 or julie_ernstein@nps.gov

Sincerely,

Jim Gabbert, Historian
National Register of Historic Places
6/26/2018



BILLY NUNGESSER
LEUTENANT GOVERNOR

State of Louisiana
OFFICE OF THE LIEUTENANT GOVERNOR
DEPARTMENT OF CULTURE, RECREATION & TOURISM
OFFICE OF CULTURAL DEVELOPMENT
DIVISION OF HISTORIC PRESERVATION



RICHARD H. SANDERS
DEPUTY SECRETARY

KRISTIN P. SANDERS
ASSISTANT SECRETARY

DATE: July 12, 2018

TO: Mr. James Gabbert
National Park Service Mail Stop 7228
1849 C Street, NW
Washington, D.C. 20240

FROM: Jessica Richardson, National Register Coordinator
Louisiana Division of Historic Preservation

RE: Resubmission, Downtown Alexandria Commercial Historic District, Rapides
Parish, LA

Jim,

The enclosed disks contain the true and correct resubmission of the National Register Documentation for the Downtown Alexandria Commercial Historic District to be placed in the National Register of Historic Places. Should you have any questions, please contact me at 225-219-4595, or jrichardson@crt.la.gov.

Thanks,

Jessica

Enclosures:

- CD with PDF of the National Register of Historic Places nomination form
- CD with electronic images (tiff format)
- Physical Transmission Letter
- Physical Signature Page, with original signature
- Other:

Comments:

- Please ensure that this nomination receives substantive review
- This property has been certified under 36 CFR 67
- The enclosed owner(s) objection(s) do _____ do not _____ constitute a majority of property owners. (Publicly owned property)
- Other: