

United States Department of the Interior
National Park Service

For NPS use only

National Register of Historic Places
Inventory—Nomination Form

received SEP 19 1986
date entered OCT 16 1986

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic Capital City Press Building

and/or common Varsity Shop

2. Location

street & number 340 Florida N/A not for publication

city, town Baton Rouge N/A vicinity of

state LA code 22 parish East Baton Rouge code 033

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	N/A in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	N/A being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
		<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

name Four D Partnership

street & number P. O. Box 588

city, town Baton Rouge N/A vicinity of state LA 70821

5. Location of Legal Description

courthouse, registry of deeds, etc. East Baton Rouge Parish Courthouse

street & number 222 St. Louis Street P. O. Box 1991

city, town Baton Rouge state LA 70821

6. Representation in Existing Surveys

Architectural & Historical Survey of
title Downtown Baton Rouge has this property been determined eligible? yes no

date July 1984 federal state county local

depository for survey records Division of Community & Economic Development, City of Baton Rouge,
Parish of East Baton Rouge

city, town Baton Rouge state LA

7. Description

Condition

excellent
 good
 fair

deteriorated
 ruins
 unexposed

Check one

unaltered
 altered

Check one

original site
 moved

date N/A

Describe the present and original (if known) physical appearance

The Capital City Press Building (c.1912) is a two story masonry commercial building with Italian Renaissance styling located in downtown Baton Rouge. Despite some alterations, the building retains its National Register eligibility,

The ground story presently consists of a large open commercial space with a storage area to the rear. Its original configuration is not known. The upper story is in almost completely original condition. There is a range of offices in the front and a secondary range of offices around a single story light well in the rear. The interiors are fairly standard early twentieth century offices with chair rails, glass doors, and copious transoms.

The facade derives its styling from the early Italian Renaissance. In some ways it can be thought of as a miniature palazzo. This can be seen in the use of rusticated blocks, an elaborate crowning entablature, and a spreading red tile hip roof. Particularly important is the piano nobile with its composite pilasters and arcade-type windows. Each of these windows features exaggerated voussoirs with inset panels, a central Persian column, and a large oeil-de-boeuf motif under the curve of the arch. Each oeil-de-boeuf is accented by egg and dart molding and flat panels of dark marble. This pattern is echoed in the spandrel panels under the windows.

Assessment of Integrity

The only exterior change the building has undergone since construction has been the removal of the shopfront windows. The pilaster strips which separated the original windows remain, but they have been made into free-standing piers with a new recessed shopfront behind. This has made little visual difference in the facade, and has not affected the building's Renaissance styling. The interior alterations are not important because the building's architectural significance rests entirely upon its grandly styled facade.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400–1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500–1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600–1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/ humanitarian
<input type="checkbox"/> 1700–1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> theater
<input type="checkbox"/> 1800–1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> transportation
<input checked="" type="checkbox"/> 1900–	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> other (specify)
		<input type="checkbox"/> invention		

Specific dates c.1912 **Builder/Architect** Builder; A. E. Rabenhorst

Statement of Significance (in one paragraph) Criterion C

The Capital City Press Building is locally significant in the area of architecture as a distinctive landmark in the Baton Rouge Central Business District.

The Capital City Press Building came to the State Historic Preservation Office's attention through the recently completed Architectural and Historical Survey of Downtown Baton Rouge. We culled it from the survey as being eligible for the National Register because of its outstanding Italian Renaissance styling. Of the 124 50+ year old structures identified in the survey, the vast majority are either pedestrian commercial vernacular buildings or innocuous frame residences. Many of the former are so badly altered that the National Park Service would consider them intrusions. In fact, severely altered historic commercial buildings are the norm in downtown Baton Rouge, not the exception. The area also contains numerous newer buildings as well as vacant lots where older commercial structures once stood. This unfortunate state of affairs is due largely to the fact that downtown Baton Rouge remained prosperous after the depression and into the 1950's and '60's. As a result, it suffered considerable alteration and demolition. The extent of this loss is documented in old photographs, oral accounts and Sanborn maps.

Against this background the Capital City Press Building is clearly a significant architectural landmark. It is one of only two Italian Renaissance style buildings in downtown Baton Rouge, and is the only commercial example. In addition, of the ten or so major historic commercial buildings in the area, it and the other Italian Renaissance style building are clearly the most specific references to a particular historical style of architecture. The other landmarks tend to be in a fairly conventional commercial neo-classical style. The Capital City Press Building's distinctive Italian Renaissance styling can be seen in its impressive arcaded piano nobile, the use of rusticated blocks and the broad spreading red tile hip roof.

9. Major Bibliographical References

1923 Photo of Capital City Press Building.

Architectural and Historical Survey of Downtown Baton Rouge, Louisiana, July 1984.

Prepared under the auspices of the Foundation for Historical Louisiana and the City of Baton Rouge-Parish of East Baton Rouge.

10. Geographical Data

Acreeage of nominated property @ $\frac{1}{4}$ acre

Quadrangle name Baton Rouge West, LA

Quadrangle scale 1:24000

UTM References

A

1	5	6	7	4	0	0	0	3	3	6	9	7	2	0
Zone			Easting				Northing							

B

Zone			Easting				Northing							

C

Zone			Easting				Northing							

D

Zone			Easting				Northing							

E

Zone			Easting				Northing							

F

Zone			Easting				Northing							

G

Zone			Easting				Northing							

H

Zone			Easting				Northing							

Verbal boundary description and justification

Boundary lines follow property lines of the lot on which the building stands. Please refer to continuation sheet for legal verbal boundary description.

List all states and counties for properties overlapping state or county boundaries

state	code	county	code
N/A			

state	code	county	code
-------	------	--------	------

11. Form Prepared By

name/title National Register Staff ASSISTED BY OWNER
Division of Historic Preservation

organization State of Louisiana date August 1986

street & number P. O. Box 44247 telephone (504) 922-0358

city or town Baton Rouge state LA 70804

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

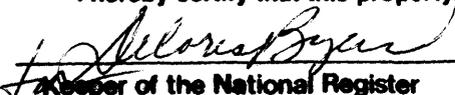
As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature 
Robert B. DeBlieux

title State Historic Preservation Officer date September 15, 1986

For NPS use only

I hereby certify that this property is included in the National Register


Keeper of the National Register

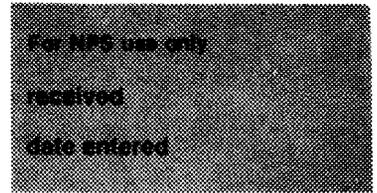
Entered in the National Register date 10-16-86

Attest: _____ date _____

Chief of Registration

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**



Continuation sheet Capital City Press Bldg.

Item number 10

Page 1

East Baton Rouge Parish

Item 10: Verbal Boundary Description

Legal Property Description: "That certain building located on a certain lot or parcel of ground situated in the part of the City of Baton Rouge, State of Louisiana, known as HICKEY, DUNCAN & MATHER TOWN, and designated on the plan thereof as Lot No. 4 of Square 3, according to the official map of the City of Baton Rouge made by R. Swart, in 1910, said lot measuring 64 feet front on the south side of Florida Street, by a depth at right angles and between parallel lines of 128 feet."



SWERS, INC.
2335 N. 15th St.

Capital City Press Bldg.

Baton Rouge, LA
EAST BATON ROUGE PARISH