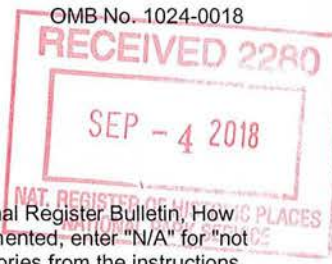


SG 3025

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: Lafayette Coca-Cola Bottling Plant
Other Names/Site Number: N/A
Name of related multiple property listing: N/A

2. Location

Street & Number: 1506 Cameron St
City or town: Lafayette State: LA County: Lafayette
Not for Publication: Vicinity: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 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 *August 15, 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

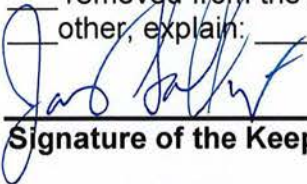
In my opinion, the property meets does not meet the National Register criteria.
Signature of commenting official: Date
Title: State or Federal agency/bureau or Tribal Government

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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: _____


Signature of the Keeper

10-16-2019
Date of Action

5. Classification

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

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

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

<input checked="" type="checkbox"/>	Building(s)
<input 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	
2		Buildings
		Sites
		Structures
		Objects
2	0	Total

Number of contributing resources previously listed in the National Register: 0

6. Function or Use

Historic Functions (Enter categories from instructions.): Industry/Processing/Extraction: manufacturing facility; Commerce/Trade: warehouse

Current Functions (Enter categories from instructions.): Vacant

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7. Description

Architectural Classification (Enter categories from instructions.): Modern Movement: Modernistic, Streamline Moderne

Materials: (enter categories from instructions.)

foundation: concrete

walls: brick, concrete

roof: modified bitumen

other: glass, steel

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 Lafayette Coca-Cola Bottling Plant in Lafayette Parish is a brick industrial building constructed in 1948 and designed by Coca-Cola's de facto in house architect at the time, Jesse M. Shelton, out of Atlanta, GA. It consists of a two story bottling plant with offices, bottling room, and storage on the first floor; and syrup room on the second floor. It has an attached c. 1952 warehouse that was used for storing the product, painting Coca-Cola machines, and for housing delivery trucks. In addition, there is a detached 1-story c. 1963 warehouse located to the north that is historically associated with the plant but now sits on a discontinuous lot. The plant is of a modest Midcentury Modern style with some hints of Streamline Moderne and retains many original features on the exterior and interior including steel windows, original office configurations, wood panel interior doors, and a turnstile for painting the bottle dispensing machines. The main alteration has been the painting of the brick facade and some of the interior brick surfaces. Because of its high degree of integrity, this property is eligible for listing on the National Register of Historic Places.

Narrative Description

Bottling Plant [photos 1-8]

The brick and steel structure of the Lafayette Coca-Cola Bottling Plant is a Midcentury Modern office building constructed in 1948 with an attached commercial vernacular warehouse added c. 1952. It is one of the few remaining buildings of its type in Lafayette that retains its architectural integrity and the only remaining Mid-century Modern building still standing at the Four Corners area of Lafayette. Modernism, as a global architectural movement, spanned five decades, from the 1930s to the 1970s. Mid-century modern is most closely associated with the post-World War II period, from 1945 to 1965. The movement's characteristics include a distinctly horizontal feel; a strongly rectilinear composition; simple massing; exterior elevations that are orderly and regularized in design without the use of axial symmetry, as seen in such elements as the off-center location of the main entrance; a flat roof; a complete lack of ornamentation; horizontal bands of windows accentuated by contrasting cast-stone trim; a flat stucco-clad cantilevered canopy that serves to underline the building's horizontal linear sweep; and adherence to the modernist maxim "form follows function."¹ These features are clearly seen on the façade of the Lafayette bottling plant with the linear storefront with contrasting

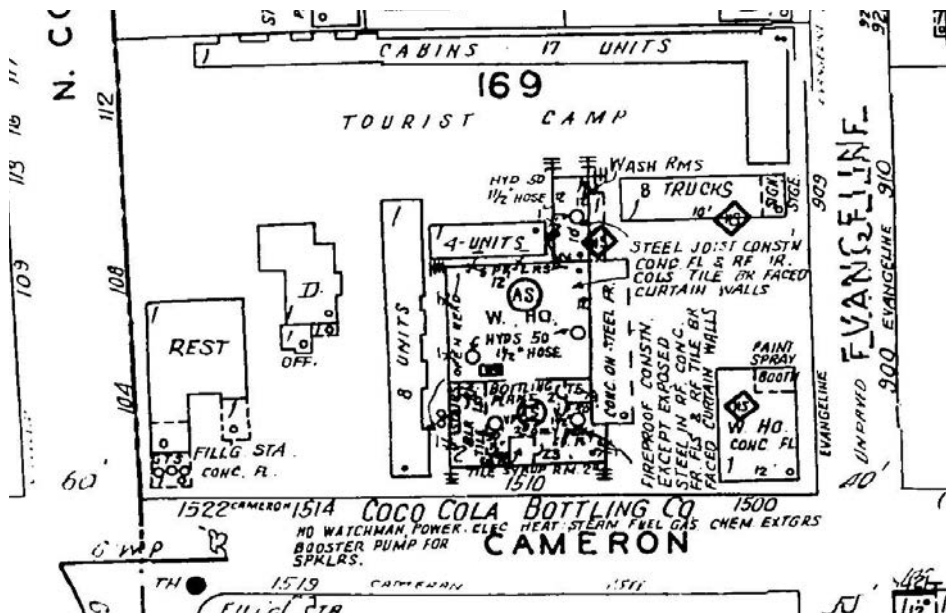
¹ Jonathan and Donna Fricker, "Louisiana Architecture, 1945-1965: Modernism Triumphant-Commercial and Institutional Buildings" (Louisiana Division of Historic Preservation, September 2009), 6.

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trim, simple rectangular massing and flat roof, asymmetrical entrance, cantilevered canopy, lack of exterior ornamentation, and band of windows along the second floor. Although the façade was painted in more recent years, the building retains its architectural character and remains a worthy example of the Mid-century Modern style.²

The 1949 Sanborn Map below shows the plant in place with an earlier detached warehouse on the corner. Around 1952, the existing warehouse was constructed in this same location.



Façade (North)



The above photo shows the plant shortly after it was built. The main noticeable alteration is the painting of the exterior brick facade, which is now white. Otherwise, the building has changed very little. The storefront remains as is with a slightly offset entry and transom above. To the right are four steel windows and to the left are large plate glass storefront windows. The latter corresponds to the location of the bottling room, where passersby could watch the Coke being bottled in front of the display windows. The original signage was placed above the entry and a band of steel windows is located above that. The 2nd-floor windows are still present, though today they are covered by a cloth awning. The historical photograph shows what appear to be three

² Lafayette Preservation Commission Designation Report

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small windows to the left of this band of windows, but upon further investigation, it was discovered that these were utility panels that have since been removed.

The steel windows wrap around the east side of the building to complete the main portion of the building. A small red door, along with two large overhead garage doors, provides access into the attached 1-story warehouse space. The warehouse is set back from the main building and the rest of this elevation is a blank brick wall, allowing the plant building to stand apart as the primary structure on the site. All of the steel awning windows are intact throughout the building.

East Elevation

This elevation was where the delivery trucks entered the warehouse to be loaded. There are three overhead garage doors and four vents integrated into the wall to help vent the truck exhaust. The brick on this elevation remains unpainted.

The rear elevation is not visible, and the west elevation is only partially visible due to other buildings being constructed directly next to them. The brick on the west elevation remains unpainted.

Interior [11-34]

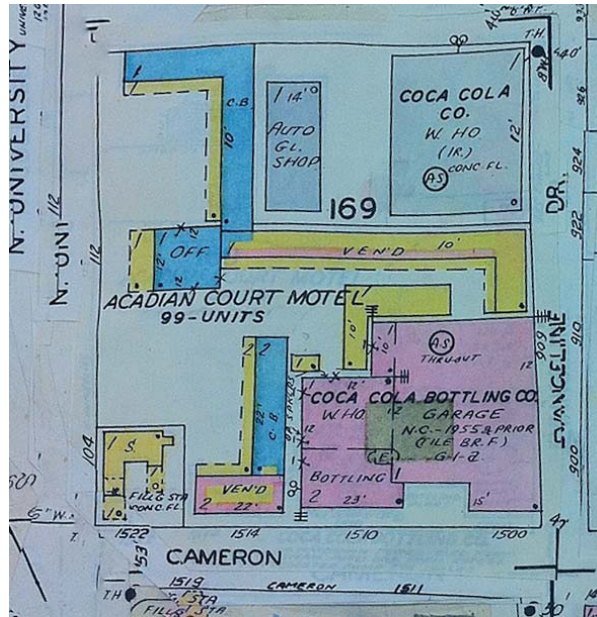
Upon entering the main entrance, there is a short hallway. To the right is a set of offices that are intact per the original plans. A portion of one wall has been removed, but all others are intact and include their original wood panel doors. To the left of the main hall is the bottling room. Passing through the bottling room, one is led to a set of stairs that leads to the second floor. The second floor is one large space with a small room that was referred to as "the lab" or "the syrup room" on plans. This was where the special Coke formula was mixed. On the first floor behind the bottling room is the original boiler room that is actually built below grade. Behind this space is a large warehouse space where the bottled soda was conveyed to be packed. This warehouse and the 1952 warehouse both have several skylights to allow more light into the spaces. They have exposed steel structure ceilings as well. The original exterior wall of the building is apparent when standing in the 1952 warehouse as the original openings were retained. Even the original loading dock awning was retained in this space. The original elevator is located adjacent to a door that leads into the office space. Within the 1952 warehouse space is the former manager's office, which was divided from the rest of the space with a hollow tile wall and a single door. At the front right corner of the warehouse, there is a small room that includes the piece of machinery that held bottle dispensing machines as they were painted.

Rear warehouse [9-10, 36]

In addition to the c. 1952 warehouse attached to the bottling plant, there is a second 1-story warehouse located to the north/rear of the block that Coca-Cola constructed c. 1963 (925 Evangeline Drive). The parcel on which this warehouse sits has been consistently separated from the plant by a motel property since its construction (historically the Acadian Court Motel, now known as Lesspay Motel). The 1968 Sanborn map shows the location of the warehouse (clearly labeled "Coca-Cola Co Warehouse") in relation to the plant.

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Employees accessed the warehouse from either Evangeline Drive or Midway Street via large overhead garage doors. The pedestrian entrance on Midway Street consists of a wide flush-metal door. The warehouse is steel and concrete construction clad in corrugated-metal wall and roofing panels and consists of 2 distinct front-gabled masses facing Midway Street. On the interior, the steel framing and corrugated panels are exposed and the layout is mostly open in plan. In addition to a few small rectangular metal-frame windows, some of the roofing panels are translucent to increase daylight on the interior. The floor is concrete slab. There are no notable alterations.

Integrity and Mitigation of Alterations

The Lafayette Coca-Cola Bottling Plant property retains a high degree of integrity with the only truly noticeable change being that the brick on the façade has been painted white. The other visible exterior walls remain unpainted. A portion of one interior office wall has also been removed. Besides these two alterations, the rest of the property reflects architect Jesse M. Shelton’s original design for the building. In addition, the c. 1952 and c. 1963 warehouses appear much as they did when they were built. Because of this high degree of integrity, this property is eligible for listing on the National Register.

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.
	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:

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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

Areas of Significance (Enter categories from instructions.): Commerce, Industry

Period of Significance: 1948-1972

Significant Dates: 1948, 1952, c. 1963

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): Shelton, Jesse M.

Period of Significance (justification): The period of significance starts with the year the bottling plant was constructed and ends with 1972. The plant continued to be a vital part of the city until it moved in 1972 to a larger location. As this is only a few years outside the fifty year rule, we have decided to carry the end of the POS to this date.

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 Lafayette Coca-Cola Bottling Plant is significant at the local level under Criterion A: History in the area of Commerce and Industry because it was a significant business within the city of Lafayette and the parish as a whole. It was a landmark in the community, particularly at this location in the city – the Four Corners – as this was a gateway to the City of Lafayette. It represents an important industrial enterprise in the city and was an efficient model of a mid-20th century Coca-Cola bottling and distribution franchise. The plant remained in operation from 1948, when it was constructed, until 1972, when it moved to a larger location. The period of significance is 1948-1972, encompassing the date of construction through the year when the plant moved to a larger location.

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

History of Lafayette

The area now known as Lafayette was first known as Attakapas country and was inhabited by the Atakap-Ishak Tribes and Choctaw Tribes. There was an outpost near today's Pinhook Bridge used by French fur trappers and the Spanish because of its proximity to the Spanish Trail. The land around the outpost was used to raise cattle to supply meat for New Orleans. In 1765, the exiled Acadians (from Nova Scotia, Canada) began to arrive in New Orleans and the Spanish government officials began sending them to the Lafayette area to settle. In 1805, Attakapas Parish was created and consisted of today's St. Martin, St. Mary, Vermilion,

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Lafayette, and Acadia Parishes. By 1820, there were over 12,000 people in the parish and the region of the parish that would later be known as Lafayette was platted out as Vermilionville by Jean Mouton, who had been in the area since 1760. Lafayette Parish was created in 1823 and included Acadia and Vermilion Parishes within its boundaries at that time. A parish courthouse location was chosen on Jean Mouton's plot of land in Vermilionville and the village began to grow around this area. The city continued to grow with continual immigration, including many people who entered the country at New Orleans, but decided to keep on traveling into the Acadiana area. The city grew both on plantation agriculture and commerce as many of the new immigrants did not have access to land, but they could run businesses in town. During the Civil War, Lafayette did not suffer as much as other areas of the state as it had many small plantations and a larger urban middle class. This meant that Union forces did not do nearly as much destruction to the city as they did in other locations in Louisiana. The city was officially renamed Lafayette in 1884. By 1890, there were 2,000 people in the city, double that of the 1880 census. The city continued to grow with the introduction of the automobile and steam locomotive. A train depot was built in 1911 and a car dealership was built in 1920 by the Billeaud family. By 1920, there were almost 8,000 people in Lafayette, and 14,000 by 1930. As with most of the country, the 1930s and 1940s were a challenging time for the city, but following those two decades, the city once again prospered, primarily due to the petroleum and natural gas industries. Today, the city has a population of around 120,000. It is home to the University of Louisiana-Lafayette and it is considered the center of the Acadiana region.³

History of The Four Corners

****The following history is taken from the Lafayette Preservation Commission's Local Designation Report for this building.****

The Coca-Cola Bottling Plant is part of a group of buildings located at "Four Corners," a neighborhood center situated at the intersection of the only two major vehicular transportation corridors through Lafayette before the 1960s. Because of its location, Four Corners developed as a suburban retail center for neighborhoods north and west of Downtown Lafayette. The intersection at Four Corners served as the gateway to the City of Lafayette from both the westerly and northerly directions. U.S. Highway 90 was part of the original Spanish Trail which was the main east-west over-land travel path for most of the 18th and 19th centuries. The Spanish Trail was named for the colonists who used the trail to travel between Santa Fe, New Mexico, and Saint Augustine, Florida. North of Four Corners, present-day University Avenue was the main corridor through Lafayette to Opelousas. During the Civil War, Union Major General Nathaniel Prentice Banks traveled through Lafayette on the same path as today's Highway 90 through Four Corners and north along present-day University Avenue on his way to Alexandria.

In more recent days, Four Corners was a neighborhood retail center that thrived in the 1940s through the 1960s serving close-by residential neighborhoods, including Souvenir Heights (1928); West End Heights (1927); Comeaux Place (1928), also called Myrtle Place; 1Cornay Addition (1928), also called Saint Streets; and Oak Lawn Subdivision (1947), also called White Subdivision, named for developer, J.D. White. During the height of its commercial activity, Four Corners was home to several locally owned businesses, including Pat's Movie Theater, J. L. De Rousselle Snack Shop, Jacob's Restaurant and Shell Gasoline Station, the Acadian Motor Court Motel, Walter Romero's State Farm Insurance Office, and Toby's Oak Grove Dancing and Fine Dining establishment (see historic figures at the end of this document for photos of some of these establishments). Non-local Four Corners businesses included TG&Y Dime Store and National Food Store. Four Corners was a pedestrian-friendly area frequented by both children and adults for shopping, dining, and entertainment. A traveling street carnival would pop up in one of Four Corners' empty lots at least once annually. According to Mary Crouchet's post on "Lafayette Memories" Facebook page, the carnival was brought to town by a man named Matt Armstrong who offered mechanical rides, booth games with prizes, caramel apples, popcorn, cotton candy, and hot dogs.⁴

³ "History of the Development of Downtown Lafayette." Downtown Lafayette Website.
<http://www.downtownlafayette.org/about/downtown-history>. Accessed February 7, 2018.

⁴ Lafayette Preservation Commission Designation Report

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Criterion A: Commerce and Industry

Coca-Cola History

The following background histories of the Coca-Cola Company are taken from the National Register nominations for the Ouachita Coca-Cola Bottling Company, Inc./Ouachita Candy Company and Tallulah Coca-Cola Bottling Plant. They are cited as such.

In the year 1886 in the City of Atlanta, Georgia, a physician and chemist by the name of Dr. John Stith Pemberton stirred up a fragrant caramel-colored concoction and carried it a few doors down to Jacobs Pharmacy, where the syrup was mixed with carbonated water and sampled by customers. The new drink was so well received that Jacobs put it on sale for 5 cents a glass. It was Dr. Pemberton's bookkeeper, Frank Robinson, who gave the product the name of Coca-Cola, had it patented in 1893, designed the logo and wrote the slogan, "The Pause That Refreshes." The distinctive calligraphy of the Coca-Cola logo was the result of Mr. Robinson's well-known abilities in this area.

An interesting and little known situation resides in the fact that there had existed in Atlanta from the late 1860s, a popular drink—or what was referred to at the time as a medicine—known as "Pemberton's French Wine Cola." This "Medicine" was composed of Peruvian coca, wine, and the kola nut. In the year 1886, the City of Atlanta passed prohibition and Dr. Pemberton quickly changed the wine in his concoction to sugar and began to market the new product as the "Temperance Drink." The very next year Atlanta prohibition was repealed; however, the new product, Coca-Cola, was now out of the bag and taking infantile steps toward international notoriety.⁵

In 1894, drugstore and candy store owner Joseph Biedenharn of Vicksburg, Mississippi was the first to put Coca-Cola in bottles (and is recognized as such by The Coca-Cola Company of Atlanta). He attempted to interest Asa Candler, president of The Coca-Cola Company, in the idea, but without success. In 1899, two Chattanooga attorneys approached Candler about the potential of bottling. Contemptuous of the whole idea, Candler gave them the exclusive rights to bottle Coca-Cola, reputedly for one dollar. Soon the customer would no longer have to seek out the beverage at a soda fountain. Coca-Cola could now be sold and enjoyed any and everywhere—as expressed in the advertising tag line, "Always within an arm's length of desire." As Joe Biedenharn recalled in a later interview: "I believed then, and I still believe in bringing the product to the customer. I wanted to bring Coca-Cola to the country people outside the limits of the fountain." Notes Philip Mooney, long-time archivist for The Coca-Cola Company, it was bottling that developed the market. Under Asa Candler's tutelage, Coca-Cola went from being a regional brand to a national one. By 1895, Mr. Candler had constructed syrup plants in Dallas, Los Angeles, and Chicago. An interesting controversy occurred early in the history of Coca-Cola in that Mr. Candler continued to sell Coca-Cola as a patent medicine. However, in 1898, Congress passed a tax on all medicines and thus initiated a successful campaign on the part of Mr. Candler to have it rebranded as a beverage. In the vernacular, Coke had become a soft drink.⁶

Seeking to distinguish themselves from the many competitors, Coca-Cola in 1916 adopted the curvaceous bottle shape still in use today—one that enables Coca-Cola to be the most recognizable product in the world—simply by the shape of a bottle (per Coca-Cola historians).⁷ In 1919, Mr. Candler sold the company to Ernest Woodruff and a group of investors for the sum of 25 million dollars and the rest, as they say, is history. Dr.

⁵ National Register of Historic Places. Ouachita Coca-Cola Bottling Company, In. – Ouachita Candy Company, Inc. Monroe, Ouachita Parish, Louisiana. National Register #13000275.

⁶ Ibid.

⁷ National Register of Historic Places. Tallulah Coca-Cola Bottling Plant, Tallulah, Madison Parish, Louisiana. National Register #12001205.

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Pemberton had passed away in 1888 without ever knowing the phenomenon he had been instrumental in creating.⁸

The Chattanooga-based consortium that held the exclusive bottling rights for Coca-Cola did not have the capital to expand. What emerged was a system whereby independent bottlers were granted exclusive territorial franchises and contracts to bottle and sell Coca-Cola. By 1920 there were about 1,000 bottling plants. The parent Coca-Cola Company controlled the all-secret syrup making, selling it to bottlers.

Sometimes Coca-Cola bottling plants looked much like any other commercial building in town, with only painted signs identifying their use. Others had Coca-Cola iconography as part of their design.

Coca-Cola bottlers were the retailers—the face of Coca-Cola in a given community. They bottled and delivered the finished product along defined routes. In the early days bottling was slow and labor-intensive, via foot-powered machines, one bottle at a time, yielding 50 to 100 bottles per hour. Bottles were washed crudely by hand. By the 1910s the operation was largely automated. The all-important product delivery was first by horse or mule-drawn wagons. By the late 1910s most bottlers had converted to trucks. Each plant had route salesmen, typically dressed in snappy uniforms emblazoned with the trademark Coca-Cola script.

The 1920s was a decade of growth in the bottling business. By the end of the decade, sales of bottled Coca-Cola had exceeded fountain sales. The revolution in distribution and marketing was complete.⁹

Commercial Institution:

*Coca-Cola bottling plants, with their retinue of delivery trucks, were once institutions in their respective communities, particularly in small towns. And their owners were typically among the commercial elite of their communities. E. J. Kahn, in his book *The Big Drink*, titles them “the most important businessman in town.” They were the face of Coca-Cola in town after town.*

*Coca-Cola bottlers have been researched extensively in Georgia, the home of Coca-Cola. Quoting from Mike Cheatham’s *Your Friendly Neighbor: The Story of Georgia’s Coca-Cola Bottling Families*:*

This dedicated and influential body of bottlers not only brought the beverage “within an arm’s length of desire” for Georgians, but associated the Coca-Cola business with Main Streets all over the state.... Millions of Americans have good memories of their “friendly, hometown neighbor who bottles Coca-Cola” (as the tag line for advertising once ran). They remember the bottling plant on their hometown Main streets.¹⁰

Cheatham also writes of what became something of an institution for Coca-Cola bottling plants: the school trip to watch the beverage being bottled. After watching the spinning bottles being filled and capped, students were given a sample right off the bottling line, along with a Coca-Cola emblazoned ruler, pencil, and tablet. This marketing tactic began in 1909 and continues with modifications today.

The Coca-Cola Company, on its website, includes a collection of “Coca-Cola Stories,” some of which relate to the role of the bottling plant in a given community. One person’s recollections would stand for many: “When I was growing up in Wichita, Kansas, the most fun thing to do was go to the local bottling plant and watch them make and bottle Coke. As a young child, this was big stuff and I will always remember it.” Another individual

⁸ National Register of Historic Places. Ouachita Coca-Cola Bottling Company, In. – Ouachita Candy Company, Inc. Monroe, Ouachita Parish, Louisiana. National Register #13000275

⁹ National Register of Historic Places. Tallulah Coca-Cola Bottling Plant, Tallulah, Madison Parish, Louisiana. National Register #12001205.

¹⁰ Mike Cheatham. *Your Friendly Neighbor: The Story of Georgia’s Coca-Cola Bottling Families*. Mercer University Press: Macon, GA; 1999.

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reminisces about the school field trip: "Since my childhood days, Coca-Cola products are the only beverages I buy."¹¹

Coca-Cola Bottling in Louisiana

Today, there are extant Coca-Cola bottling plants in Alexandria, Baton Rouge, New Orleans, Lafayette (at a new facility), Lake Charles, Monroe, New Iberia, and Shreveport. All are located in modern facilities and the only facilities that bottle today are in Baton Rouge and New Orleans. Historically, there were many more franchises that bottled the soda throughout the state. The Monroe branch was founded in 1903; Alexandria and Baton Rouge branches in 1906; Lake Charles in 1907; and the Lafayette branch in 1919. The New Iberia and New Orleans branches are over 100 years old as well, but their exact founding dates were not listed on the Lake Charles Coca-Cola Bottling Company website (this company oversees all of the branches today).¹²

The Monroe, and most of the other northern Louisiana bottling plants, were tied to the Biedenharn family, who built their own Coca-Cola bottling dynasty in the region. Joseph Biedenharn was from Vicksburg, MS, and got into the soda business at an early age when he began bottling his own carbonated beverages for his family business, "Biedenharn Candy Company." As mentioned above in the "Coca-Cola History" section, he was the first person to try bottling Coca-Cola on his own in 1894. The Biedenarns later expanded and, by 1944, had plants in in Monroe, Shreveport, and Tallulah; Texarkana, Arkansas; Wichita Falls, Texas; San Antonio, Texas; Temple, Texas; and Uvalde, Texas.¹³

Lafayette Coca-Cola Bottling Plant

The Lafayette bottling plant, including the nominated property and the modern facility to which it moved in 1972, was always overseen by the Lake Charles company. The Lake Charles Coca-Cola Company was founded in 1910 by Harry C. Brewster. He sold the franchise bottling rights to Crawford T. Johnson, Sr., of Birmingham, AL, in 1911. The company was bought by Vernon Coca-Cola Bottling Company out of Natchitoches, LA, in 1934, and began expanding. In 1947, A.B. Freeman and his son, Richard, changed the name of the company to Coca-Cola Bottling of Lake Charles, Inc. A.B. Freeman was president of the company when the Lafayette Coca-Cola Bottling Plant was built in 1948.¹⁴

Prior to the construction of the 1948 building, Lafayette Coca-Cola was located in a leased warehouse on the corner of Johnston and Jefferson Streets (formerly Oak Avenue) beginning in 1919. Products for the surrounding area were stored at this location. The Lake Charles and Jennings bottling plants did all of the production and the Lafayette location served as a warehouse.¹⁵ The company relocated to the current site on Cameron Street in 1936.¹⁶ When the new building was built in 1948, the facility began production and bottling.

From 1948 until 1972, the Cameron Street facility served continuously as a bottling plant for the Coca-Cola company, functioning not only as a vital long-time business in the Four Corners area but also as a community anchor. For decades, Lafayette's schoolchildren, like those in other towns throughout the country, visited the plant on field trips to observe the production process, and were then rewarded with their own Coca-Colas before returning to school.

In the post-World War II period, soft drink bottling in Lafayette Parish was at its height with six local bottling companies, including the Coca-Cola plant. A 1953 state publication entitled *Lafayette Parish Resources and*

¹¹ National Register of Historic Places. Tallulah Coca-Cola Bottling Plant, Tallulah, Madison Parish, Louisiana. National Register #12001205.

¹² "History." Lake Charles Coca-Cola Bottling Company Website. <https://cocacolaunited.com/locations/lake-charles/>. Accessed February 7, 2018.

¹³ Ouachita Plant Nom

¹⁴ "History." Lake Charles Coca-Cola Bottling Company Website. <https://cocacolaunited.com/locations/lake-charles/>. Accessed February 7, 2018.

¹⁵ "History." Lafayette Coca-Cola Bottling Company Website. <https://cocacolaunited.com/wp-content/uploads/2012/03/HISTORY-OF-LAFAYETTE-COCA-COLA.pdf>. Accessed February 7, 2018.

¹⁶ Ibid.

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Lafayette Parish, LA
County and State

Facilities lists soft drink bottling as one of the parish's important industries.¹⁷ In addition to the candidate, the publication specifically names Royal Crown Bottling Company (417 N. Buchanan Street), Etta Bottling Works (118 Sterling Street), Trappey's Beverage Company (600 Pinhook Road), and Dr. Pepper Bottling Company (401 E. College Avenue, then 1101 Oak Avenue). The sixth bottling plant, omitted for unknown reasons, was Seven-Up Bottling Co. at 523 N. College Avenue.¹⁸ Of these plants, only the nominated property is both extant and recognizable as a historic bottling plant. The other facilities have been demolished or are so altered on the exterior with modern materials as to be unrecognizable as historic buildings.

In 1972, the Lafayette Coca-Cola plant moved into a larger facility at 1314 Eraste Landry Road, and the Cameron Street location became a used furniture store, then was later used for storage.

Developmental History/Additional historic context information

See above.

9. Major Bibliographical Resources

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

Cheatham, Mike. *Your Friendly Neighbor: The Story of Georgia's Coca-Cola Bottling Families*. Mercer University Press: Macon, GA; 1999.

Dugan, S.C. Personal Interview. February 10, 2015.

Lafayette Parish Clerk of Court records.

Lafayette Memories. "Four Corners." Facebook. September 11, 2014. [November 10, 2017. <https://www.facebook.com/media/set/?set=oa.798815996826504&type=3>].

National Register of Historic Places. Ouachita Coca-Cola Bottling Company, In. – Ouachita Candy Company, Inc. Monroe, Ouachita Parish, Louisiana. National Register #13000275.

National Register of Historic Places. Tallulah Coca-Cola Bottling Plant, Tallulah, Madison Parish, Louisiana. National Register #12001205.

Lafayette Preservation Commission's Local Designation Report, Lafayette Coca-Cola Bottling Plant

Jonathan and Donna Fricker, "Louisiana Architecture, 1945-1965: Modernism Triumphant-Commercial and Institutional Buildings" (Louisiana Division of Historic Preservation, September 2009), 6.

Sanborn Fire Insurance maps, 1949, 1962, 1968 series

History." Lake Charles Coca-Cola Bottling Company Website. <https://cocacolaunited.com/locations/lake-charles/>. Accessed February 7, 2018.

¹⁷ Lafayette Parish Development Board, *Lafayette Parish Resources and Facilities* (State of Louisiana Dept. of Public Works, 1953), 111.

¹⁸ These street addresses were taken from the 1952, 1955, and 1959 Lafayette city directories. Some street names and numbers have since changed. Trappey's Beverage Co. was located at 600 Pinhook Road, which is now 600 E. Pinhook Road. Dr. Pepper Bottling Co. was located at 401 E. College Avenue in 1952, which is now 401 E. University Avenue, and then at 1101 Oak Avenue in 1955, which is now 1901 Jefferson Street. Seven-Up Bottling Co. was located at 523 N. College Avenue, which is now 523 N. University Avenue.

Lafayette Coca-Cola Bottling Plant
Name of Property

Lafayette Parish, LA
County and State

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): N/A

10. Geographical Data

Acreage of Property: Both parcels total less than an acre

Latitude/Longitude Coordinates

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

Parcel 1:

- | | |
|------------------------|-----------------------|
| 1. Latitude: 30.232424 | Longitude: -92.031794 |
| 2. Latitude: 30.232406 | Longitude: -92.031187 |
| 3. Latitude: 30.232866 | Longitude: -92.031182 |
| 4. Latitude: 30.232872 | Longitude: -92.031562 |
| 5. Latitude: 30.232746 | Longitude: -92.031575 |
| 6. Latitude: 30.232751 | Longitude: -92.031778 |

Parcel 2:

- | | |
|------------------------|-----------------------|
| 1. Latitude: 30.233072 | Longitude: -92.031571 |
| 2. Latitude: 30.233064 | Longitude: -92.031184 |
| 3. Latitude: 30.233424 | Longitude: -92.031165 |
| 4. Latitude: 30.233477 | Longitude: -92.031268 |
| 5. Latitude: 30.233495 | Longitude: -92.031566 |

Verbal Boundary Description (Describe the boundaries of the property.) This property consists of two discontinuous parcels. Parcel 1, on which the bottling plant is located, consists of the entirety of Lots 2, 3, 4, and 5 as well as portions of Lots 28 and 29, and measures roughly 196' facing Cameron Street by

Lafayette Coca-Cola Bottling Plant
Name of Property

Lafayette Parish, LA
County and State

125' facing Evangeline Drive. Parcel 2, on which the c. 1963 warehouse is located, consists of the entirety of Lots 20, 21, 22, 23, 24, and 25, and measures roughly 125' by 150'.

Boundary Justification (Explain why the boundaries were selected.)

The boundaries of Parcel 1 are based on a survey dated May 19, 1972. The boundaries of Parcel 2 are based on a survey dated November 26, 1962 produced shortly before the warehouse's construction. These are the historic boundaries of both parcels.

11. Form Prepared By

name/title: Jessica Richardson; Gabrielle Begue
organization: Louisiana Division of Historic Preservation; Clio Associates, LLC
street & number: PO Box 44247
city or town: Baton Rouge state: LA zip code: 70804
e-mail: jrichardson@crt.la.gov
telephone: 225-219-4595
date: February 7, 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: Lafayette Coca-Cola Bottling Plant
City or Vicinity: Lafayette
County: Lafayette Parish
State: Louisiana
Name of Photographer: Jessica Richardson, Gabrielle Begue
Date of Photographs: February 2018, May 2018

- 1 of 36: Façade of main building; camera facing northwest.
- 2 of 36: Façade of main building; camera facing northeast.
- 3 of 36: Façade of main building; camera facing north.
- 4 of 36: Façade of main building and 1952 warehouse; camera facing northwest.
- 5 of 36: Close-up view of the ribbon windows; camera facing northwest.
- 6 of 36: Close-up view of the 1952 warehouse; camera facing northwest.
- 7 of 36: View of the eastern elevation of the 1952 warehouse; camera facing northwest.
- 8 of 36: View of edge of eastern elevation of the 1952 warehouse; camera facing west.

Lafayette Coca-Cola Bottling Plant

Name of Property

Lafayette Parish, LA

County and State

- 9 of 36: View of the 1963 warehouse's eastern elevation; camera facing southwest.
- 10 of 36: View of the 1963 warehouse's northern elevation; camera facing southeast.
- 11 of 36: View of one of the office spaces in the main building; camera facing south.
- 12 of 36: View of office area looking towards lobby; camera facing southwest.
- 13 of 36: View from main building looking into 1952 warehouse; camera facing east.
- 14 of 36: View of lobby; camera facing north.
- 15 of 36: View of lobby towards Cameron Street, windows to right look into bottling room; camera facing south.
- 16 of 36: View of original warehouse space behind bottling room; camera facing northwest.
- 17 of 36: View of original warehouse space behind bottling room; camera facing southwest.
- 18 of 36: View of original skylight in warehouse; camera facing up.
- 19 of 36: View of original warehouse looking towards 1952 warehouse; camera facing east.
- 20 of 36: View looking towards bottling room from original warehouse; camera facing south.
- 21 of 36: View of bottling room (note original tile floors); camera facing northwest.
- 22 of 36: View of cast concrete ceiling in work room; camera facing up.
- 23 of 36: View of stairs to second floor; camera facing north.
- 24 of 36: View of stairs looking down to first floor; camera facing south.
- 25 of 36: View of second floor; camera facing east.
- 26 of 36: View of second floor and syrup room/lab; camera facing southeast.
- 27 of 36: View of second floor looking back towards stairs; camera facing southwest.
- 28 of 36: View of interior of syrup room (note tile floors and walls); camera facing west.
- 29 of 36: Interior of 1952 warehouse; camera facing northeast.
- 30 of 36: Interior of 1952 warehouse; camera facing southeast.
- 31 of 36: View looking from 1952 warehouse at original building exterior wall; camera facing southwest.
- 32 of 36: View from 1952 warehouse looking at original building exterior wall (elevator at left); camera facing west.
- 33 of 36: View of supervisor's office in 1952 warehouse: camera facing northwest.
- 34 of 36: Interior of supervisor's office in 1952 warehouse; camera facing southwest.
- 35 of 36: View of rotating platform that Coca-Cola coolers were painted on; camera facing east.
- 36 of 36: Interior of 1963 warehouse; camera facing southwest.

Lafayette Coca-Cola Bottling Plant
Name of Property

Lafayette Parish, LA
County and State



1955 Aerial View of Four Corners. The Coca-Cola Bottling Plant and the Acadian Court Motel are visible at the bottom right. Image courtesy of the Lafayette Historic Preservation Commission.

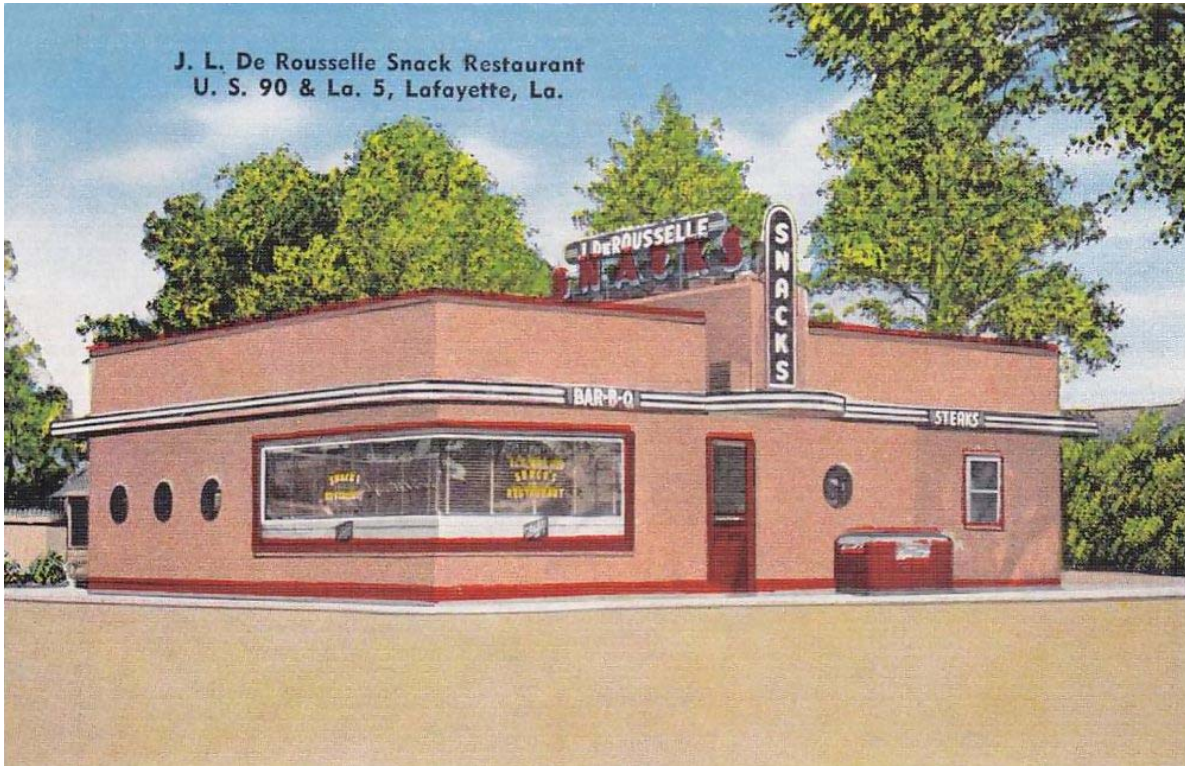


Acadian Court at Four Corners, U. S. 90 and State Hi-way 5, Lafayette, La.

1948 Post Card of Four Corners' Acadian Court Motor-Court Motel. Image courtesy of the Lafayette Historic Preservation Commission.

Lafayette Coca-Cola Bottling Plant
Name of Property

Lafayette Parish, LA
County and State



1947 Post Card of Four Corners' J. L. De Roussele Snack Shop. Image courtesy of the Lafayette Historic Preservation Commission.



1950s Colorized Photo of Four Corners' Jacob's Restaurant. Image courtesy of the Lafayette Historic Preservation Commission.

Lafayette Coca-Cola Bottling Plant
Name of Property

Lafayette Parish, LA
County and State



1948 Photo of Four Corners' Pat Theater. Image courtesy of the Lafayette Historic Preservation Commission.

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.).

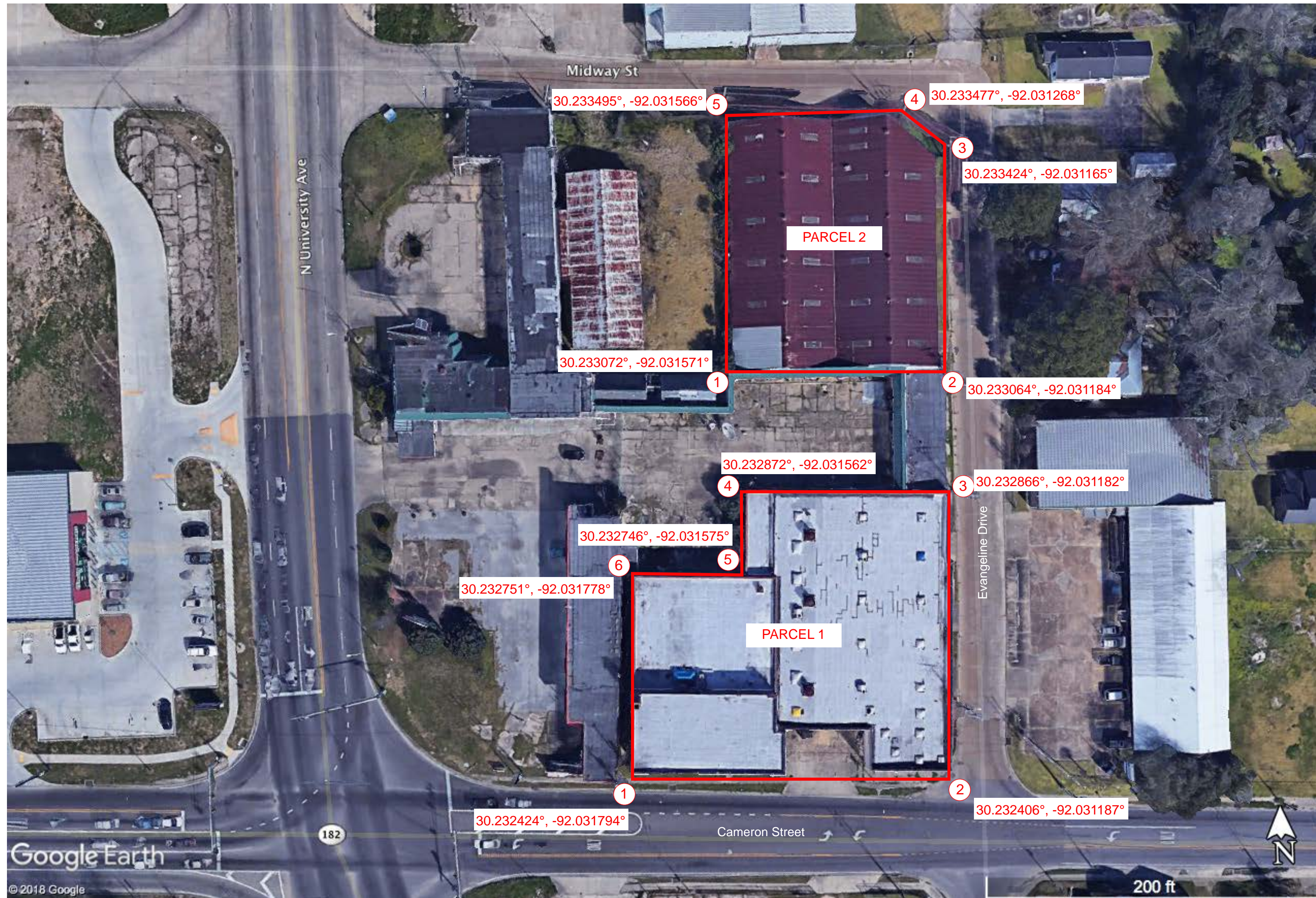
Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form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

Lafayette Coca-Cola Bottling Plant, Lafayette Parish, LA



1. Latitude: 30.232683 Longitude: -92.031467
2. Latitude: 30.233317 Longitude: -92.031367

Lafayette Coca-Cola Bottling Plant,
Lafayette, Lafayette Parish, LA
Boundary Map



Boundary

Lafayette Coca-Cola Bottling Plant
 Lafayette Parish, LA
 Main Building - Original Plans with Labels

Cameron St

N

J

L

D

G

G

C

B

G

H

A

E

F

1952 Addition added here

105 SUPERVISOR	ASPH. TILE	WOOD	GYF. PLAS.	ACQUS. TILE	10'-0"
104 GENERAL OFFICE	ASPH. TILE	WOOD	GYF. PLAS.	ACQUS. TILE	10'-0"
103 CHECK-IN ROOM	ASPH. TILE	WOOD	GYF. PLAS.	ACQUS. TILE	10'-0"
106 TOILET	CER. TILE	COVE	GYF. PLAS.	ACQUS. TILE	10'-0"
107 SUPPLIES	ASPH. TILE	WOOD	GYF. PLAS.	ACQUS. TILE	10'-0"
108 SUPERINTENDENT	ASPH. TILE	WOOD	GYF. PLAS.	ACQUS. TILE	10'-0"
109 SUPPLIES	ASPH. TILE	WOOD	GYF. PLAS.	ACQUS. TILE	10'-0"
110 DOTTING RM.	SHARKY TILE	WOOD	GYF. PLAS.	ACQUS. TILE	10'-0"
111 WORK RM.	ASPH. TILE	WOOD	GYF. PLAS.	ACQUS. TILE	10'-0"
112 BOILER RM.	ASPH. TILE	WOOD	GYF. PLAS.	ACQUS. TILE	10'-0"
113 STOCK RM.	ASPH. TILE	WOOD	GYF. PLAS.	ACQUS. TILE	10'-0"
114 SALEMENS LOCKERS	ASPH. TILE	WOOD	GYF. PLAS.	ACQUS. TILE	10'-0"
115 MEN'S LOCKERS	ASPH. TILE	WOOD	GYF. PLAS.	ACQUS. TILE	10'-0"
116 WOMENS LOCKERS	ASPH. TILE	WOOD	GYF. PLAS.	ACQUS. TILE	10'-0"
201 STRIP & CROWN STORAGE	ASPH. TILE	WOOD	GYF. PLAS.	ACQUS. TILE	10'-0"
202 STRIP MANIFOLD RM.	CER. TILE	COVE	GYF. PLAS.	ACQUS. TILE	10'-0"

- GENERAL NOTES:
- WHERE CASE BASE IS NOTED IN FIN. SCHEDULE, COVE SHALL BE INTEGRAL PART OF FIRST COURSE OF STRUCT. OR WALL TILE.
 - UNLESS OTHERWISE INDICATED, ALL DIMENSIONS ON FLOOR PLANS ARE GIVEN TO FACE UNLESS OTHERWISE INDICATED AT PARTITIONS & TO OUTSIDE FACE AT EXTERIOR MASONRY WALLS.
 - SMOOTH TILE & STRUCT. TILE SHALL HAVE SMOOTH FACE IN ALL AREAS EXCEPT WHERE SPEC. WORKS TILE IS REQUIRED.
 - ALL ELEVATIONS NOTED ON PLANS ARE GIVEN TO TOP OF FIN. FLOOR OR TO TOP OF F.P. AS INDICATED.
 - SEE STRUCT. DWGS. FOR EXACT SIZE OF ALL COLUMNS, BEAMS & STRUCT. MEMBERS.
 - SEE PLUMBING DWGS. FOR TYPE & TYPE OF PLUMBING & FIXTURES.
 - STRUCT. TILE, WAINSCOTS, CHASES OR DUNGERS, W/VA PLASTER WALL FINISH ABOVE SHALL HAVE EDGED BACK OF TILE WALLS & CHASES WITH PLASTER.
 - CONCRETE FLOOR SLABS & CHASES TO BE ESTABLISHED SO THAT ALL FINISH SURFACES BEING LINED WITH FIN. TILE ELEV. 2'-0"



Lafayette Coca-Cola Bottling Plant

Lafayette Parish, LA
Exterior Photo Key



Midway St

N University Ave

10

9

36

1963 Warehouse (C)

1952 Warehouse (C)

Main building (C)

8

7

6

5

1

4

2

3

Google Earth

© 2018 Google

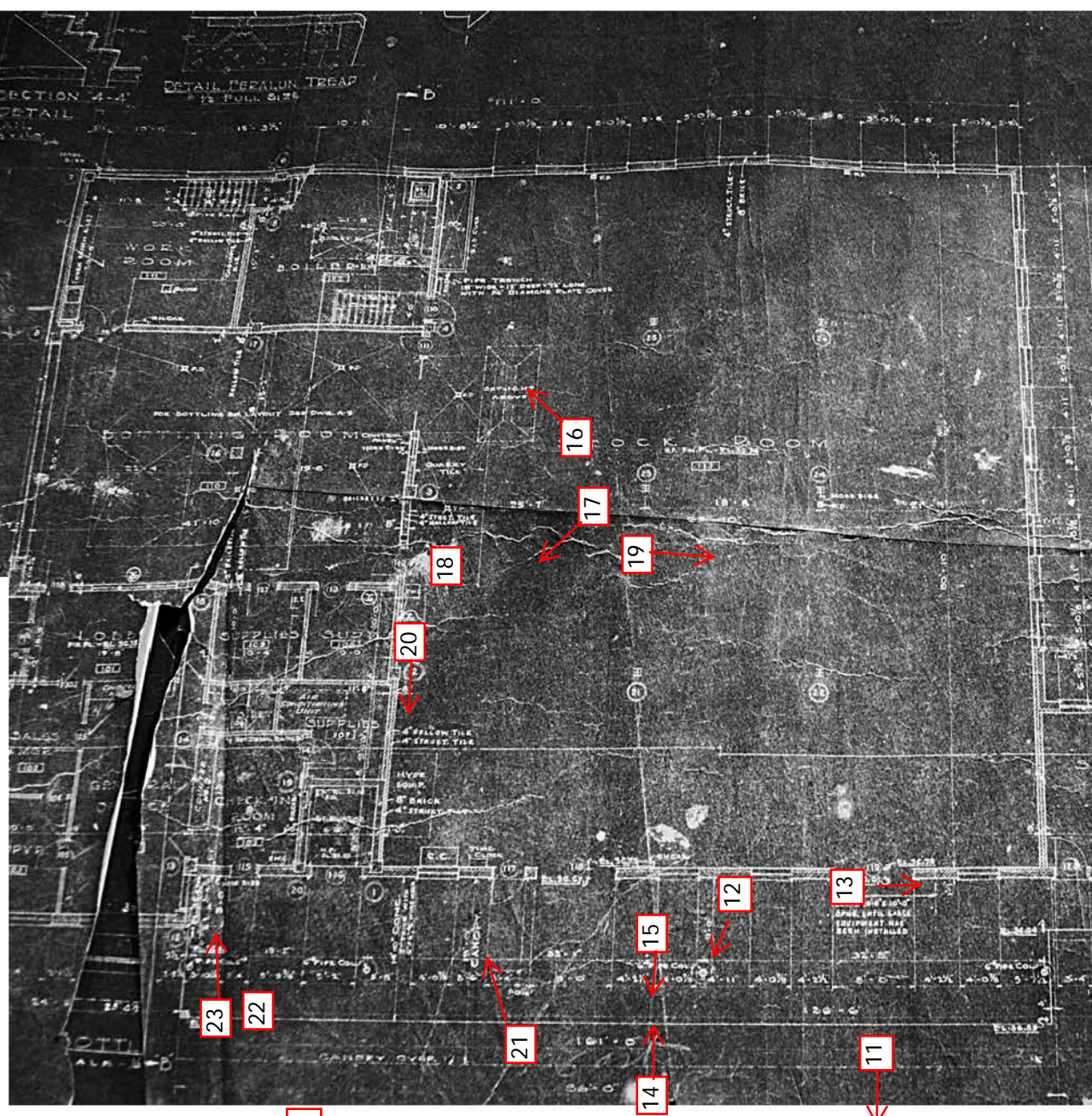
200 ft



Lafayette Coca-Cola Bottling Plant
 Lafayette Parish, LA
 Interior Photo Key - Main Building, First Floor

Cameron St

N

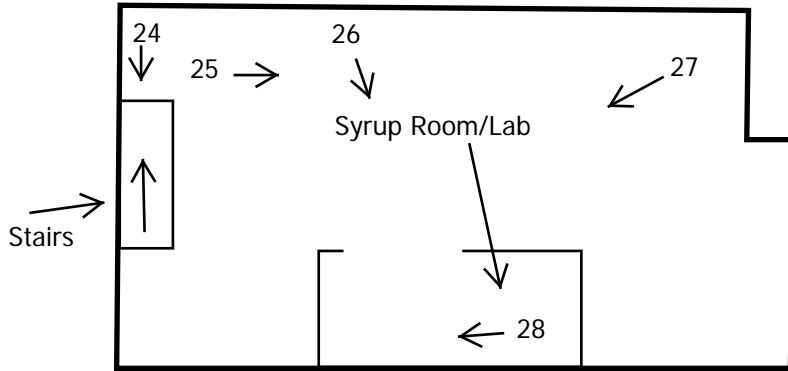
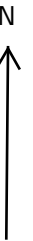


105 SUPERVISOR	ASPH. TILE	WOOD	CONCRETE	ACCS. TILE	10'-0"
104 GENERAL OFFICE	ASPH. TILE	WOOD	CONCRETE	ACCS. TILE	10'-0"
103 CHECK-IN ROOM	ASPH. TILE	WOOD	CONCRETE	ACCS. TILE	10'-0"
106 TOILET	CER. TILE	CONV.	CONCRETE	ACCS. TILE	10'-0"
107 SUPPLIES	ASPH. TILE	WOOD	CONCRETE	ACCS. TILE	10'-0"
108 SUPERINTENDENT	ASPH. TILE	WOOD	CONCRETE	ACCS. TILE	10'-0"
109 SUPPLIES	ASPH. TILE	WOOD	CONCRETE	ACCS. TILE	10'-0"
110 DOTTING RM.	ASPH. TILE	WOOD	CONCRETE	ACCS. TILE	10'-0"
111 WORK RM.	ASPH. TILE	WOOD	CONCRETE	ACCS. TILE	10'-0"
112 BOILER RM.	CONV.	CONCRETE	CONCRETE	ACCS. TILE	10'-0"
113 STOCK RM.	ASPH. TILE	WOOD	CONCRETE	ACCS. TILE	10'-0"
114 SALES MENS LOCKERS	ASPH. TILE	WOOD	CONCRETE	ACCS. TILE	10'-0"
115 MENS LOCKERS	ASPH. TILE	WOOD	CONCRETE	ACCS. TILE	10'-0"
116 WOMENS LOCKERS	ASPH. TILE	WOOD	CONCRETE	ACCS. TILE	10'-0"
201 STRIP & CROWN STORAGE	CONV.	CONCRETE	CONCRETE	ACCS. TILE	10'-0"
202 STRIP MANIFOLD RM.	CER. TILE	CONV.	CONCRETE	ACCS. TILE	10'-0"

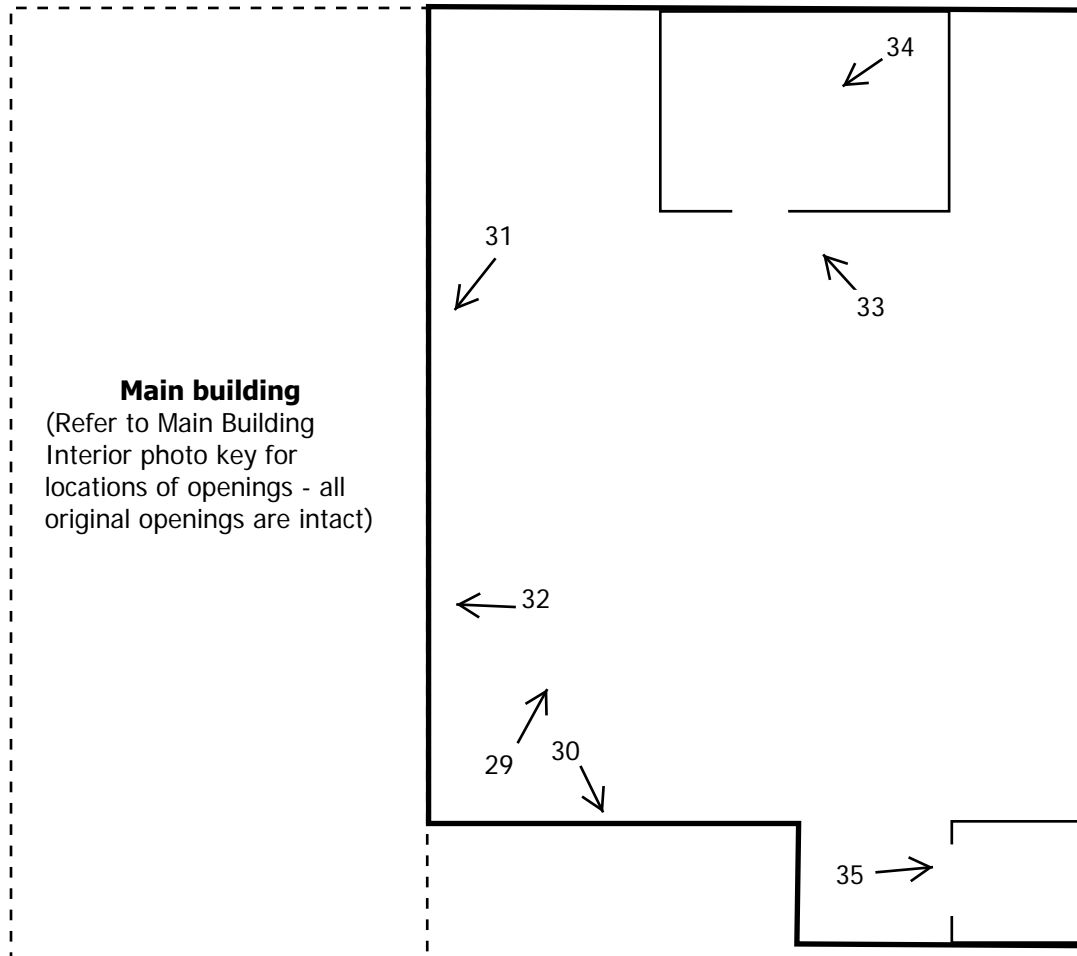
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 - SEE STRUCT. DWGS. FOR EXACT SIZE OF ALL COLUMNS, BEAMS & STRUCT. MEMBERS.
 - SEE PLUMBING DWGS. FOR TYPE & TYPE OF PLUMBING & FIXTURES.
 - STRUCT. TILE, WAINSCOT, GRABER OR DUNGLORE W/VA PLASTER WALL FINISH ABOVE SHALL HAVE EDGED BACK OF TILE WALLS & PARTS WITH PLASTER.
 - CONCRETE FLOOR SLABS SHALL BE FINISHED TO BE ESTABLISHED SO THAT ALL FINISH FLOOR SURFACES SHALL BE AT THE SAME LEVEL.

**Lafayette Coca-Cola Bottling Plant
Lafayette Parish, LA
Second Floor Interior of Main Building and
1952 Warehouse Interior Photo Key**

Not to scale



Second Floor, Main Building



Main building
(Refer to Main Building
Interior photo key for
locations of openings - all
original openings are intact)

1952 Warehouse



NEED FURNITURE
WE PAY YOU MONEY

FR 10
49

Ball AU

WALSH



RECLAIMED FURNITURE

WE SAVE YOU MONEY



STOP



FURNITURE
WE SAVE YOU MONEY



CLAIMED FURNITURE
WE SAVE YOU MONEY





FURNITURE
WE SAVE YOU MONEY

SOUTHEASTERN





ACCLAIMED FURNITURE
WE SAVE YOU MONEY







925

NO PARKING
8:00 AM - 6:00 PM

EVANGELINE



300 MIDWAY









1194
ER

Rm 1192 HB

Rm 1192 HB



EXIT

1206

HILL PARK

























Christmas Tree
6 1/2 Ft. Premium
Manhattan Pine
Flame Retardant



MOVED
TO BLOCK 1
BLOC CAMERON

BLOC
CAM

OFFSHORE SERVICE





EXIT







stant Loans, Inc.
DAY LOANS

NOTARY







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: Nomination

Property Name: Lafayette Coca-Cola Bottling Plant

Multiple Name: _____

State & County: LOUISIANA, Lafayette

Date Received: 9/4/2018 Date of Pending List: 10/1/2018 Date of 16th Day: 10/16/2018 Date of 45th Day: 10/19/2018 Date of Weekly List: _____

Reference number: SG10003025

Nominator: State

Reason For Review:

- | | | |
|---------------------------------------|--|---|
| <input type="checkbox"/> Appeal | <input checked="" 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 checked="" type="checkbox"/> CLG | |

Accept Return Reject 10/16/2018 Date

Abstract/Summary Comments: Meets criterion A for its industrial importance in Lafayette. Once a hub of soft drink bottling, with 6 different plants, this is the only one left. Following standard Coca Cola designs, in this case a Modernist vocabulary, the building and its detached warehouse are the sole representatives of a thriving regional industry.

Recommendation/ Criteria: Accept / A

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

RICHARD H. HARTLEY
DEPUTY SECRETARY

KRISTIN P. SANDERS
ASSISTANT SECRETARY

June 1, 2018

Roxana Usner
101 Jefferson St
Lafayette, LA 70502

Dear Roxana:

We are pleased to inform you that the historic property listed below will be considered by the State National Register Review Committee for nomination to the National Register of Historic Places:

**Lafayette Coca-Cola Bottling Plant
Lafayette Parish, LA**

The National Register of Historic Places is the federal government's official list of historic properties worthy of preservation. Listing on the National Register provides recognition and assists in preserving our Nation's heritage. Listing of a property provides recognition of its historic significance 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, tax credits for rehabilitation and other beneficial provisions may apply. Listing in the National Register does not place limitations on the property by the federal or state government. Public visitation rights are not required of owners. The government will not attach restrictive covenants to the property or seek to acquire them. A draft copy of the nomination and attachment is included with this letter.

One of your responsibilities as a Certified Local Government (CLG) is to review pending National Register nominations of properties within your community. This is required, in part, to detect any errors in fact, but also to provide local insight or knowledge concerning the property. I hope that you will consider the nomination for this property at your next meeting. After providing a reasonable opportunity for public comment, the Lafayette Historic District Commission shall fill out the attached CLG review form as to whether or not, in their opinion, the property meets the National Register criteria. Within 60 calendar days of notice from the State Historic Preservation Office (SHPO), the chief elected official shall transmit their report to the SHPO. If the SHPO does not receive the report and recommendation within 60 calendar days, the nomination process will continue. All comments received will be forwarded to the SHPO Director and the National Register Review Committee for consideration along with the nomination.

We have scheduled the nomination for presentation to the National Register Review Committee on **Thursday, August 9, 2018**, and would like to receive your comments by that time in fulfillment of the comment period. This letter serves as notification initiating the sixty-day comment period.

Roxana Usner
June 1, 2018
Page 2

You are invited to attend the National Register Review Committee meeting at which the nomination will be officially considered. The location and time have not been confirmed yet, but will be found on our website. Should you have any questions about this nomination, please contact Jessica Richardson at 225-219-4595 or at jrichardson@crt.la.gov.

Thanks,



Kristin Sanders
State Historic Preservation Officer

LAFAYETTE HISTORIC DISTRICT COMMISSION REPORT FOR:
LAFAYETTE COCA-COLA BOTTLING PLANT
NATIONAL REGISTER NOMINATION

NAME OF CLG: _____

PROPERTY NAME: _____

PROPERTY ADDRESS: _____

DATE SENT: _____

DATE OF NATIONAL REGISTER REVIEW COMMITTEE MEETING: _____

Does the nomination meet the Criteria for Listing on the National Register of Historic Places?

Yes _____ No _____ Criterion: A _____ B _____ C _____ D _____

Has public comment been included? Yes _____ No _____ Explain:

The Commission recommends that the property or properties should be listed on the National Register of Historic Places.

The Commission would like to make the following recommendations regarding the nomination (use additional sheets if necessary): _____

The Commission recommends that the property or properties should not be listed on the National Register of Historic Places for the following reasons:

The Commission chooses not to make a recommendation on this nomination for the following reasons:

Historic District Commission Chair (Print Name)

Signature

Date

Chief Elected Official (Print Name)

Signature

Date

This report and recommendation should be mailed to:

National Register Coordinator
Louisiana Division of Historic Preservation
PO Box 44247
Baton Rouge, LA 70804

Questions about this form may be directed to the National Register Coordinator – Jessica Richardson at 225-215-4595 or jrichardson@crt.la.gov.

**LAFAYETTE HISTORIC DISTRICT COMMISSION REPORT FOR:
LAFAYETTE COCA-COLA BOTTLING PLANT
NATIONAL REGISTER NOMINATION**

NAME OF CLG: Lafayette Consolidated Government

PROPERTY NAME: Coca-Cola Bottling Plant

PROPERTY ADDRESS: 1506 Cameron Street, Lafayette, Louisiana 70506

DATE SENT: _____

DATE OF NATIONAL REGISTER REVIEW COMMITTEE MEETING: August 9, 2018

Does the nomination meet the Criteria for Listing on the National Register of Historic Places?

Yes No Criterion: A B C D

Has public comment been included? Yes No Explain: Historic significance was discussed at public meetings of the Lafayette Preservation Commission on the following dates: September 21, 2017, October 10, 2017, November 16, 2017, March 15, 2018 and July 17, 2018.

The Commission recommends that the property or properties should be listed on the National Register of Historic Places.

The Commission would like to make the following recommendations regarding the nomination (use additional sheets if necessary): Lafayette Preservation Commission recommends National Register listing. It is the only remaining historic building at Four Corners, the historic suburban commercial center situated at the intersection of University Avenue, Hwy 182, and Cameron Street, Hwy 90. The highways were the only two interstate corridors existing in Lafayette before the 1960s. The building retains its Midcentury Modern architectural integrity. Midcentury Modern elements include simple massing, an asymmetrical façade, horizontal bands of windows flanked by stone courses at the top and bottom. The horizontal sweep of windows wrap the front right corner of the building and accentuate the off-center front entrance.

The Commission recommends that the property or properties should not be listed on the National Register of Historic Places for the following reasons:


The Commission chooses not to make a recommendation on this nomination for the following reasons:

Sonya LaComb-Boudreaux, Chair
Historic District Commission Chair (Print Name)

 9/16/18

Date

LCG Mayor-President Joel Robideaux
Chief Elected Official (Print Name)

 8/12/18

Signature

Date



July 18, 2018

Kevin Naquin
Chair
District 1

Jessica G. Richardson, MSHP

***Bruce M Conque**
Vice-Chair
District 6

National Register Coordinator

Louisiana Division of Historic Preservation

Jay Castille
District 2

Dear Ms. Richardson,

***Patrick "Pat" Lewis**
District 3

As the District 3 Representative, I, Councilman Patrick Lewis, fully support the request for historic preservation registry of the building known as Lafayette Coca Cola Bottling Company.

***Kenneth P. Boudreaux**
District 4

Jared Bellard
District 5

***Nanette S. Cook**
District 7

The subject building is located at the intersection known as "Four Corners" in Lafayette, Louisiana. The "Four Corners" intersection of University Avenue and Cameron Street is particularly notable and is the focus of this request.

***Liz W. Hebert**
District 8

William G. Theriot
District 9

This commercial corridor was an active and vibrant place until the oil bust of the 1980's, which resulted in the economic decline and disinvestment. U.S. Highway 90 (Cameron Street) and University Avenue connected Lafayette with all points east and west; and north and south, respectively. University Avenue is the city street on which local government offices, the University of Louisiana at Lafayette's campus, downtown Lafayette, and the Lafayette Regional Airport is located. Because of its position as a major connector and gateway into Lafayette, the University Avenue Corridor has been, and is, an important economic asset to the community.

Veronica L. Williams
Clerk of the Council

* *LPUA Members*

The subject building, constructed about 1947-48, housed the bottling plant for Coca-Cola. The building is one of the few remaining buildings of its type in Lafayette that retains its architectural character; and the only one at the "Four Corners" area from its hey-day.

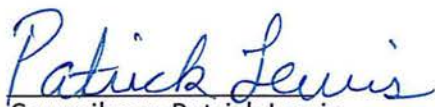
Ms. Richardson

July 18, 2018

Page 2

Please grant the request to designate the Lafayette Coca Cola Bottling Company building as part of the registry of buildings of historic significance.

Sincerely,

A handwritten signature in blue ink that reads "Patrick Lewis". The signature is written in a cursive style with a horizontal line underneath the name.

Councilman Patrick Lewis

District 3

PL:CC

Jessica G. Richardson

From: Sherrill Lorio <sherrill.lorio@lusfiber.net>
Sent: Wednesday, July 18, 2018 5:30 PM
To: Jessica G. Richardson
Cc: Stephanie Cornay-Dugan
Subject: 1506 Cameron Street Lafayette, La.

My home is in the West End Heights subdivision that was platted in 1927 about 4 blocks from the old Coca-Cola building.

I say yes to historical designation for this building.

Growing up in this area of Four Corners was special because it was the hub for employment and entertainment. The Coca-Cola plant was a huge part of the success of this area. I can remember touring the facility in elementary school.

Over the years, the older buildings have been demolished to make way for new development.

We cannot lose another one.

This building with its special architectural design and history to our neighborhood needs to be preserved.

Sherrill Lorio

Jessica G. Richardson

From: Sherrill Lorio <sherrill.lorio@lusfiber.net>
Sent: Wednesday, July 18, 2018 3:30 PM
To: Jessica G. Richardson
Cc: Stephanie Cornay-Dugan
Subject: Historical Designation 1506 Cameron Lafayette, La.

Ms. Richardson -

The Board of Directors of TownFolk, Inc. are in support of the pending Historical Designation application for the old Coca-Cola building located at 1506 Cameron Street (the Four Corners area) of Lafayette, Louisiana.

TownFolk, Inc. is a non-profit organization that is dedicated to improving quality of life for residents and businesses in the LaPlace neighborhood of Lafayette which includes the Four Corners area.

This building is important to us for many reasons.

As Lafayette expanded its original boundaries from Downtown, the Four Corners area was developed near the oldest subdivisions in Lafayette.

Coca-Cola built its bottling facility in the center of this hub which contained other light industrial companies, restaurants, gas stations, shopping, a supper club and a movie theater to name a few.

The building was also built at the intersection of 2 major highways that served as important travel routes before the interstates were constructed.

Many original buildings at this intersection have been torn down over the years for new development.

It is crucial that this building be preserved so that Lafayette and its residents can hold on to its history.

TownFolk, Inc.
Board of Directors

Jessica G. Richardson

From: Gisele Menard <gsmenard@gmail.com>
Sent: Saturday, July 14, 2018 2:18 PM
To: Jessica G. Richardson
Cc: Stephanie Cornay-Dugan
Subject: Letter of Support

Dear Ms Richardson:

I am writing in support of the pending Historic Designation Application before you regarding the Coca-Cola Bottling Plant (Demas Building) at Lafayette's Historic 4-Corners. I am a stakeholder in LaPlace Neighborhood owning several residential properties, founding Board Member of TownFolk Neighborhood Organization, Original LaPlace Coterie Member, and past Chairwoman.

I have worked alongside Stephanie Cornay Dugan for many years to organize Better Block Events as well as other Community building Events to bring attention to our area as a unique, historic and vital piece of our past that is worthy of preservation.

The Demas Building receiving this critical designation would assure that 4- Corners has the positive attention it deserves and the greatest possibility to be repurposed into a new and vital Landmark in the future of our community and the City of Lafayette.

Thank you in advance for your consideration.

Gisele S Menard PTA,BS
4777 Cedar Springs Rd
Unit 5-F
Dallas, TX 75219
337.277.0664

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." Margaret Mead

Jessica G. Richardson

From: Gene Glass <grumman50@yahoo.com>
Sent: Wednesday, July 25, 2018 9:45 AM
To: Jessica G. Richardson
Subject: Old Coca-cola building

Follow Up Flag: Follow up
Flag Status: Flagged

I want to emphasize that I support the preservation of the old Coca-cola building at Four Corners as a historically significant building. I, like many others in Lafayette, grew up in the area and would like to see it preserved for future generations. Thanks for your time in this matter. Gene Glass

Jessica G. Richardson

From: Henry Mouton <henrymmouton@gmail.com>
Sent: Wednesday, July 18, 2018 2:09 PM
To: Jessica G. Richardson
Subject: Support Letter for Old Lafayette Coca-Cola Building in Lafayette,LA

Dear Ms. Richardson,

I fully support historic preservation registration of the building known as the “Old Lafayette Coca-Cola Bottling Co.” located at 1506 Cameron Street, Lafayette, LA.

This building is located at the “Four Corners” area in Lafayette; formerly an active, vibrant place and the hub of Lafayette. The intersection was the location of wonderful restaurants and the center of entertainment during the 1950’s and 1960’s, which I remember well from my formative years. Many businesses were negatively impacted during the widening of the streets and construction of a railroad underpass. Coca-Cola moved to another building in the early 1970’s and the building became a furniture warehouse and storage facility.

This is the only building in the area that has remained virtually unchanged and is now ripe for redevelopment. This redevelopment will spur other development in the area while having preserved a piece of history for the citizens of Lafayette to enjoy.

I urge the commission to approve the request for historic preservation.

Sincerely,

Henry M. Mouton
Life Time Resident of Lafayette, LA

LOUISIANA HOUSE OF REPRESENTATIVES



P.O. Box 52001
Lafayette, LA 70505
Phone: 337.262.2400
Fax: 337.262.2403
Email: coussanjp@legis.la.gov

Commerce
Natural Resources and
Environment
Judiciary

JEAN-PAUL COUSSAN State Representative ~ District 45

July 28, 2018

Ms. Kristin Sanders
Assistant Secretary
State Historic Preservation Officer
1051 N. 3rd St., Room 405
Baton Rouge, LA 70802

RE: Lafayette Coca-Cola Bottling Plant / National Register of Historic Places

Dear Kristin Sanders:

On behalf of my constituents, and for the benefit of families and businesses across Louisiana, I write to strongly support the decision to preserve the Lafayette Coca-Cola Bottling Plant through the National Register of Historic Places because of its high degree of integrity and events that have made a significant contribution to the broad patterns of our history.

The Lafayette Coca-Cola Bottling Plant in Lafayette Parish is a Mid-Century Modern two story brick building which retains many of the original features constructed in 1948 was designed by Jesse M. Shelton. In 1952, an attached warehouse was built for storing, painting machines and the garaging the delivery trucks. In 1963, a detached warehouse was also built. Although, parts of the building have been painted with required maintenance for normal upkeep, the structures as a whole still maintain a high level of integrity.

The Lafayette Coca-Cola Bottling Plant is a landmark in the city of Lafayette, LA. It is significant at the local level due to its location at Four Corners and the importance of industrial enterprise throughout the years, not to mention, the history Coca-Cola and its bottling companies ensue.

For the benefit of citizens and businesses across Louisiana, I therefore respectfully urge to consider the Lafayette Coca-Cola Bottling Plant be preserved under the National Register of Historic Places.

With kindest personal regards,

A handwritten signature in black ink, appearing to read "Jean-Paul Coussan". The signature is fluid and cursive, written over a faint, illegible background.

Jean-Paul Coussan
State Representative
District 45



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: August 31, 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: Lafayette Coca-Cola Bottling Plant, Lafayette Parish, LA

Jim,

The enclosed disks contain the true and correct copy of the National Register Documentation for the Lafayette Coca-Cola Bottling Plant 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:

