

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. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

1. Name of Property

historic name Bohn Motor Company Automobile Dealership

other names/site number _____

2. Location

street & number 2700 South Broad

NA

not for publication

city or town New Orleans

NA

vicinity

state Louisiana code LA county Orleans code 071 zip code 70125

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this X 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 X meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

national X statewide local

Signature of certifying official Phil Boggan

Date 12-15-10

Deputy State Historic Preservation Officer
Title

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

4. National Park Service Certification

I, hereby, certify that this 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 For Edson H. Beall

Date of Action 2.1.11

Bohn Motor Company Automobile Dealership
Name of Property

Orleans Parish, LA
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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	Noncontributing	
1		buildings
		district
		site
		structure
		object
1	0	Total

Name of related multiple property listing (Enter "N/A" if property is not part of a multiple property listing)

NA

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

Commerce/trade: specialty store

Current Functions

(Enter categories from instructions)

vacant

7. Description

Architectural Classification

(Enter categories from instructions)

Italian Renaissance (1925 portion)

Materials

(Enter categories from instructions)

foundation: concrete

walls: brick

roof: other: tar and gravel

other: Stone (cast)

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Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

The Bohn Motor Company Automobile Dealership was built in 1925 and underwent a program of renovation and enlargement between 1944 and 1951 that increased its footprint by some forty to fifty percent. Sheathed in honey colored textured brick and featuring cast concrete ornament, the original two story portion partakes modestly of the Italian Renaissance style. The rear two-to-three story addition is of concrete and steel construction, sheathed in brick to match the original. The building is located in an early- to mid-twentieth century neighborhood west of the New Orleans Central Business District. It fronts onto South Broad Street, a major commercial thoroughfare. Abandoned for some time, damaged by fire, and badly damaged by Hurricane Katrina in 2005, the Bohn Building still retains sufficient character-defining architectural elements to convey its historic identity.

Narrative Description

Building Overview:

Essentially 2700 S. Broad is an industrial building that presents an articulated and styled public front. The styling embraces the Broad Street façade and one commercial bay back on either side. Behind these bays the side walls are industrial in character.

Historically the first story of the building housed two automobile showrooms, with large display windows along the front. Behind the showrooms was a range of wood partition walls that provided for sales and management offices. The principal auto service space was on the second story, with auto access provided by a central elevator mechanism whose mechanical equipment was housed in a rooftop "penthouse."

The addition (in place by 1951, per Sanborn map) consists of the rear three bays of the building. It was appended seamlessly, continuing the lines of the side elevations. The spaces, the structural systems and the brickwork were integrated so well that today it is impossible for the casual observer, walking through the building, to tell just where the original building gives way to the addition.

The addition included a partial third story, which gave access to a paved exposed auto parking deck atop the rear of the second story. The original auto lift was removed along with its "penthouse." Auto ramps were added at the very rear to provide access to the second story and the partial third story.

Note: Window openings are presently fitted with temporary decoratively painted canvases put in place to make the building look more appealing within the neighborhood and to signal that it is going to be restored. Exterior photos for this submission show the building with and without the canvases. (Because the National Register requires photos showing the building's appearance at the time of nomination, the photos taken before the installation of the canvases are being labeled supplemental.) The canvases are loosely tacked on, some held

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in place by rope and already falling off. They will be removed as the Historic Preservation Tax Credit Program rehabilitation moves forward. (The building at present has an approved Part 1 -- preliminary determination of individual listing -- from the National Park Service. The rehabilitation is in the planning stages.)

Broad Street Façade:

The symmetrical Broad Street façade has a two-story central entrance pavilion made deliberately narrow to provide maximum façade frontage for the showroom display windows on either side. The pavilion culminates in a rooftop pediment-shaped parapet with scroll volutes, a central cartouche flourish, and an upward-thrusting obelisk. Beneath the central cartouche is the name "Bohn Motor Co." The entrance pavilion is flanked by a pair of wide commercial bays, topped by transoms, with ample room for showroom glass at the ground level. (The appearance of the upper story façade windows is not known. As noted in the assessment of integrity below, all of the façade windows are missing.) Piers dividing the façade bays are surmounted by cast stone caps which protrude above the parapet. They feature pediment-shaped tops, roundels and vertical tablets.

The Bohn building's strongest architectural statement is its richly adorned central entrance doorway. The Italian Renaissance round arch pediment is marked by a strong archivolt, with decorative patera, resting on paneled piers with scroll volute brackets. Prominently inscribed within the pediment's tympanum is a boldly formed automobile tire with feathered wings broadly spread – an evocative symbol of the building's historic function.

Fourth Street Elevation:

The front commercial bay of this elevation continues the Italian Renaissance styling of the facade. Like the commercial bays in front, it too is wide to provide room for a prominent showroom window on the first story. Beyond the commercial bay the architectural character changes to industrial, with less expensive structural brick, laid up in common bond. At the middle of the Fourth Street elevation are four bays with two-story, steel, factory style windows. The multiple opaque panes pivot for ventilation. Outward appearances notwithstanding, the windows do not correspond to any specific two story space on the interior. Further toward the rear, the addition is composed of three industrial bays with factory style windows upstairs and down. This area is marked by two partial ventilation stacks on the second story which originally serviced the auto paint shop. One of the stacks appears to have been altered.

Rear Elevation:

This plain brick elevation reveals the addition's partial third story. It also registers the interior drive-up ramps as the windows ascend progressively in height.

Southwest Elevation:

As with the Fourth St. elevation, there is a commercial showroom window bay at the front that echoes the styling on the South Broad Street façade. Beyond this bay, the southwest elevation is hemmed in by closely set commercial neighbors and features one party wall attachment. Consequently, except for a few windows, this

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elevation (beyond the front bay) is more or less feature-less on the first story. The second story has standard industrial windows set in bays. At the rear of this elevation is the addition's partial third story. Here the two third story windows are of unequal height, marking the final ascent of the third story drive-up ramp.

Partial Third Story:

The northeast elevation of the partial third story features a wide garage-type doorway that provides access to the open parking deck.

Alterations/Assessment of Integrity:

Bohn Motors had been vacant for some time, had suffered a fire, and was deteriorated when Hurricane Katrina arrived in August of 2005, inflicting notable additional damage. Roughly one-half of the functional flat built-up roof is gone, as is roughly one-fourth of the flooring for the second story. Virtually all of the windows are gone on the front portion of the building (facade and one bay back on each side), and windows are badly damaged elsewhere. Windows (multi-pane, industrial type) survive on the rear elevation. As to the interiors, the building is largely a shell. At the time of this writing, it is heavily strewn with debris.

It should be noted that the roof is flat and is not visible from any public right-of-way. Thus the missing portions of the roof do not constitute the loss of a character-defining element. The loss of the showroom windows, though regrettable, has not significantly affected the building's overall character. They would not have been richly made because their purpose was to draw the eye of the passerby to the merchandise inside, not draw attention to themselves. Most importantly, the articulated stylistic elements, in front as described, are all in place, as are those features that reveal the building's historic identity (wide showroom window openings on the façade, a winged tire, etc.). And the factory style portion of the building still looks manifestly like an early twentieth century industrial building. There is no doubt that the Bohn Building would be easily recognizable to an automobile customer of its period.

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Statement of Significance

Applicable National Register Criteria

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

- ☒ 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.

Areas of Significance

(Enter categories from instructions)

transportation

Period of Significance

1925-1960

Significant Dates

1925

Significant Person

(Complete only if Criterion B is marked above)

NA

Cultural Affiliation

NA

Architect/Builder

Emile Weil, Architect (original building)

Criteria Considerations

(Mark "x" in all the boxes that apply)

Property is:

- | | | |
|-------------------------------------|-----|--|
| <input type="checkbox"/> | A | owned by a religious institution or used for religious purposes. |
| <input type="checkbox"/> | B | removed from its original location. |
| <input type="checkbox"/> | C | a birthplace or grave. |
| <input type="checkbox"/> | D | a cemetery. |
| <input type="checkbox"/> | E | a reconstructed building, object, or structure. |
| <input type="checkbox"/> | F | a commemorative property. |
| <input type="checkbox"/> | G | less than 50 years old or achieving significance within the past 50 years. |
| <input checked="" type="checkbox"/> | N/A | Criteria Considerations not applicable |

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Period of Significance (justification)

The period of significance begins with the year the dealership building was constructed (1925) and ends in 1960, the Register's fifty year cut-off.

Criteria Considerations (explanation, if necessary)

NA

Statement of Significance Summary Paragraph (provide a summary paragraph that includes level of significance and applicable criteria)

Summary Paragraph:

The Bohn Motor Company Building is of state significance under Criterion A, in the area of transportation, as a very rare surviving historic automobile dealership. As one of only a small handful of pre-Depression Era dealerships in the state, it is an important and compelling representative of Louisiana's early automobile age. While the primary significance is its identity as an early automobile dealership and repair shop, Bohn Motors continued to operate out of the candidate up to and past the current National Register fifty year cutoff (1960). For the purposes of this nomination, the period of significance will be defined as 1925 to 1960.

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

Historical Background:

Four developments in the late nineteenth and early twentieth centuries made possible America's early automobile age, to wit: 1) the Good Roads Movement; 2) the perfection of the internal combustion engine; 3) an established petroleum industry in transition; and 4) Henry Ford's standardized car manufacturing operation which enabled him to mass-produce uniform autos affordable to most Americans.

The Good Roads Movement: To the generation of the 1920s, the Good Roads Movement was seen as a triumph of America's quest for "automobility" (the latter a term used at the time). In truth, it was of longer standing than that. During the final decades of the nineteenth century, the old "hobby horse" was perfected into the modern bicycle. And it became a rage – indeed, a national mania. The bicycle offered speed, glamour, and the convenience of personal transportation not available on scheduled passenger trains.

In 1880 an alliance of riding clubs and bicycle manufacturers met to form the League of American Wheelmen. The League began publishing *Good Roads Magazine*, lobbied for equal legal status for cyclists with horse-drawn carriages, and, importantly, advocated for safe paved roads. The League's popularity and power soared. By 1894 its magazine had a readership of more than three million.

After the turn of the twentieth century the already powerful League found a strong ally in automobile enthusiasts. The American Automobile Association (AAA) was formed in 1902 for much the same purpose as the League. It too worked to popularize the idea of a system of safe paved roads. The AAA also published guide-maps (beginning in 1905) and hotel guides (beginning in 1917).

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In time landmark legislation marked the Good Roads Movement's success. In 1916 President Woodrow Wilson signed the Federal-Aid Highway Act, which provided for regularly allocated funds to states for road construction. It also required states to establish highway departments and to supervise road projects undertaken by local governments. Federal funding was greatly increased by the Federal-Aid Highway Act of 1921. The 1920s proved to be a boom decade for road building. Between federal appropriations, state appropriations, local tax levies and bond issues, by some estimates, more than \$10 billion was invested in highways nationwide during that decade.

The Internal Combustion Engine: What began in 1858 as a coal-gas firing cylinder engine used to power, for instance, sewing machines was steadily enhanced and improved. Most credit German engineer Gottlieb Daimler with perfecting the first petroleum powered internal combustion engine (1885). That same year Karl Benz produced what is regarded as the first gasoline-powered car. Around the turn of the twentieth century the "horse-less carriage" came into its own, with three competing modes of propulsion: steam, as exemplified by the Stanley Steamer; electric cars; and gasoline powered internal combustion cars. Steamers were hot, heavy and slow. Electric cars were also slow (especially by today's standards), plus most had to report to established re-charge stations every 60 miles or so. In the end, neither could compete with the internal combustion engine for the amount of power it gave for its weight and size. And it benefitted tremendously from an already well established petroleum industry.

Petroleum: By 1890, crude petroleum, in its refined form as kerosene, had been a staple of American households for many years. Kerosene and coal gas were at the time the two major means of interior lighting. There were two major producers of lamp kerosene: in America, John D. Rockefeller's Standard Oil, and in Europe, Royal Dutch-Shell. After 1876 both faced increasing competition from Thomas Edison's system of electric lights. Many have speculated that, had the automobile not come along, the petroleum industry would have gone into steep decline (as coal gas did). But, as it happened, it found a vast and thirsty new market for its product.

Henry Ford: Early automobiles were very much hand-crafted and hand-engineered products affordable only to the wealthy. Ford's perfection of an assembly line process to produce standard inexpensive cars ("you can have any color as long as it's black") is a well known story. As Ford's Model T autos began rolling off the assembly line, beginning in 1908, car ownership came solidly into the reach of the American middle class as well as many blue-collar families.

During the teens, twenties and beyond, as other manufacturers came on line, notably United Motors (later General Motors), America experienced an explosion in "automobility" – one virtually unique in the world. For perspective, middle class car ownership did not become common in Europe until the 1950s. This explosive growth was a revolution, one with many profound and long-lasting effects.

The Louisiana Story:

In Louisiana the Good Roads Movement made its mark. A 1908 *New York Times* article entitled "Good Roads Movement Stirring in the South" observed: "Among . . . states active in good-roads affairs are Alabama, Mississippi and Louisiana. In fact, the motorists in New Orleans are looking forward to the day when automobiles will be able to tour over splendid highways from the North and spend the Winter months in the

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South. An automobile carnival will be held in New Orleans during the Mardi Gras in February.” The piece noted that the recently formed Louisiana Motor League had applied for affiliation with the national AAA. Of special interest to the League was a proposed road from New Orleans to Chef Menteur. The author concluded, however, that this “is only one of many which will receive support of the Louisiana organization, and gradually its efforts will be directed in other sections of the State, adding to its membership and influencing legislation to secure appropriations from the Louisiana Legislature for road construction each year.”

In 1909 a world speed record of 60 miles per hour was set in New Orleans which did much to promote the automobile. By 1916 there were nearly 9,000 cars registered in the state. A State Highway Commission was established in 1922 under the governorship of John M. Parker, as was the state’s highway system. A document published by the Commission in September 1929 lauded 9,053 miles then under the state highway system. But these were largely graveled roads. (Indeed, Parker has been referred to as the “gravel roads” governor.) Notable progress in providing Louisiana paved roads began in earnest during Huey Long’s gubernatorial term (1928-1932). By 1940 an expanding system served nearly 375,000 cars registered in Louisiana.

As in other states, a new publicly funded system of highways with cars and trucks began to compete with, and ultimately eclipse, an older system of privately funded railroads with passenger and freight trains. 1910 was the peak year for railroading in Louisiana, with more than 5,000 miles of active main-line trackage. By 1929, as previously noted, there were more than 9,000 miles of state highways.

The coming of the automobile had a profound effect on Louisiana cities, towns and rural areas. It changed the state’s compact nineteenth century railroad townscapes into the broadly spreading urban and suburban geography we know today. Unrestrained suburbia and that seemingly endless transition zone along roadways between city and country are as much products of the early automobile age as they are our own day. So were the wide and busy commercial corridor and the small shopping center set just outside of town.

Importantly, the auto age changed our psychology, our ideas of speed and convenience, and the way we viewed our homes, neighborhoods and cities. It had a dramatic impact upon the way we expected our environment to look. To illustrate, a child born in a city, suburb or town after, say, 1915 would probably not be able to imagine a world without personal transportation machines everywhere.

And with the early automobile age came an abundance of new types of buildings to the Louisiana landscape -- filling stations, tourist courts, urban parking garages, roadside diners, auto repair shops, wide and low truck-bay warehouses, auto rental agencies, and auto dealerships. Historic dealerships have a particularly compelling link because they relate directly to the proliferation of “automobility.”

But today these property types – buildings that relate directly to the state’s early automobile age – are rare, and becoming rarer each day. Factors contributing to this very low survival rate include: 1) The pressure for redevelopment in crowded urban centers, or along busy commercial thoroughfares, is so great. 2) Commercial establishments tend to seek an “up-to-date” look, which weighs against the retention of historic buildings. 3) These are not the kind of resources that traditionally have been the focus of preservation efforts.

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Although no survey has ever been done, or may even be possible, a number of early automobile age resources have come to light in recent decades through survey and registration efforts around Louisiana. Based upon this, it is possible to make a few generalizations: 1) Historic filling stations (in varying states of integrity) have survived in greater numbers than the other property types noted above, although they are small in number compared to what existed historically. 2) There are probably less than a dozen major examples of early automobile dealerships (1930 or earlier) remaining in Louisiana. As a point of comparison, the 1925 City Directory for New Orleans shows a total of 45 auto dealerships in that city alone. 3) A smaller (arguably more distinguished) number of surviving historic automobile dealerships exhibit distinctive, identifiable Automobile Age iconography. The author of this document, based upon over 30 years of fieldwork experience in Louisiana, knows of only four surviving dealerships with automobile age iconography: the candidate; a 1929 Packard showroom at 1711 St. Charles in New Orleans; the 1917 Wray-Dickinson Building, 308 Market, Shreveport; and a building in Shreveport at 601 Spring St.

Bohn Motor Company, Inc. (George W. Bohn, president) moved to the candidate in 1925 (possibly early 1926) from its former location at 3129 S. Carrollton. The 1925 City Directory has the notation, "After August 1st, 1925, Broad near Washington [the present location]." An advertisement in the same volume reads: "Bohn Motor Co., Inc. Authorized Dealers Lincoln, Ford, Fordson cars, trucks, tractors" and references the upcoming relocation.

The company's new showroom was designed by Emile Weil (1878 – 1945), a prominent Louisiana architect whose major works include: Touro Synagogue (1909), Union Bethel A. M. E. Church (1921), Tivoli Theater (1926), Saenger Theater (1927), all in New Orleans, and the Strand Theater (1923) in Shreveport. Plans available at the New Orleans Public Library, Emile Weil, Architect, bear the date September 16, 1925 (date approved by city planning and permits).

Developmental history/additional historic context information (if appropriate)

See above.

9. Major Bibliographical References

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

Fricker, Jonathan. "The Coming of Mechanization." *Louisiana Buildings: 1720-1940*. Baton Rouge, Louisiana: LSU Press, 1997.

New Orleans City Directory, 1925.

New Orleans Public Library, New Orleans Plans, 2700 S. Broad, Emile Weil, Architect, September 16, 1925.

New York Times. "Good Roads Movement Stirring in South." December 20, 1908.

Sanborn Insurance Co. Maps, New Orleans, 1940, 1951.

Bohn Motor Company Automobile Dealership
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Statement of Facts: Louisiana Highway Commission, Showing Activities During Twelve Months Under Present Administration. Baton Rouge, Louisiana: September, 1929.

Wisconsin Historical Society. *wisconsinhistory.org*. Essays on Good Roads Movement, Federal Highway Act, etc.

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 # _____
☐ Not applicable – no previous documentation on file

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): NA

10. Geographical Data

Acreage of Property Less than an acre
(Do not include previously listed resource acreage)

UTM References

(Place additional UTM references on a continuation sheet)

1 15 779900 3316900
Zone Easting Northing

3 _____
Zone Easting Northing

2 _____
Zone Easting Northing

4 _____
Zone Easting Northing

Verbal Boundary Description (describe the boundaries of the property)

Legal Property Description: Lots 17-22, Square 486, Fourth District, City of New Orleans, Louisiana

Boundary Justification (explain why the boundaries were selected)

Boundaries follow property lines of the parcel of land historically associated with the candidate.

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11. Form Prepared By

name/title Jonathan Fricker
organization Fricker Historic Preservation Services, LLC date July 2010
street & number 6810 Jefferson Hwy., Apt 1206 telephone 225-246-7901
city or town Baton Rouge state LA zip code 70806
e-mail jonathanfricker@gmail.com

Property Ownership (Required by Louisiana National Register Review Committee)

name/title Kathleen Rhodes Astorga
organization Rhodes Commercial Development, LLC
street & number 3933 Washington Ave. telephone 504-214-0253
city or town New Orleans state LA zip code 70125
e-mail kayastorga@aol.com

Additional Documentation

Submit the following items with the completed form:

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

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Photographs:

Submit clear and descriptive black and white photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: Bohn Motor Company Automobile Dealership

City or Vicinity: New Orleans

County: Orleans **State:** Louisiana

Photographer: Jonathan Fricker

Date Photographed: June 2010; May 2008 for supplemental photos (distinctions made below)

Location of Original Digital Files: LA SHPO Digital Library

Description of Photograph(s) and number:

Photo 1 of 17
Broad St. Façade, camera facing southeast
June 2010

Photo 2 of 17
Southwest elevation, camera facing southeast
June 2010

Photo 3 of 17
Façade detail, camera facing southeast
June 2010

Photo 4 of 17
Façade detail, camera facing south
June 2010

Photo 5 of 17
Façade detail, camera facing south
June 2010

Photo 6 of 17
Fourth Street elevation, camera facing northwest
June 2010

Photo 7 of 17
Rear elevation, camera facing west
June 2010

Photo 8 of 17
First floor interior, looking toward façade
June 2010

Photo 9 of 17
First floor interior, looking toward southwest side elevation
June 2010

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Photo 10 of 17
First floor interior, ramps at rear
June 2010

Photo 11 of 17
Interior, looking up ramp to second story
June 2010

Photo 12 of 17
Interior, second floor, general view
June 2010

Photo 13 of 17
Paint shop on 2nd floor, looking toward 4th St. elevation
June 2010

Photo 14 of 17
Interior, 3rd floor, looking toward 4th St. elevation at crest of ramp
June 2010

Supplemental Photos (showing building before temporary canvas coverings installed)

Photo 15 of 17
Fourth St. elevation, camera facing south/southwest
May 2008

Photo 16 of 17
Façade, camera facing south
May 2008

Photo 17 of 17
Southwest (side) elevation, camera facing east
May 2008

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 18 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.

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Supplemental Photo 15

Bohn Motor Company Automobile Dealership
Name of Property

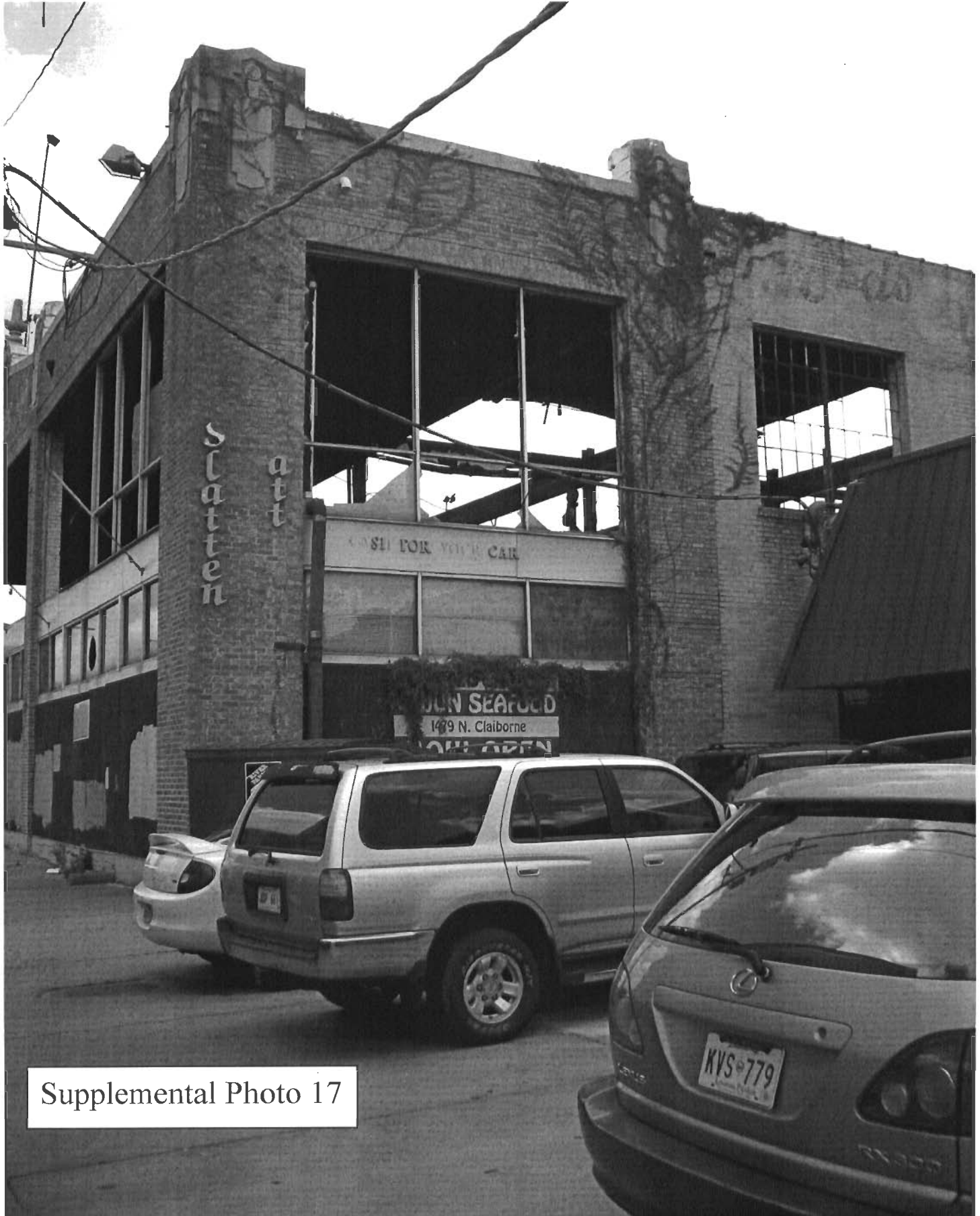
Orleans Parish, LA
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Supplemental Photo 16

Bohn Motor Company Automobile Dealership
Name of Property

Orleans Parish, LA
County and State



Supplemental Photo 17

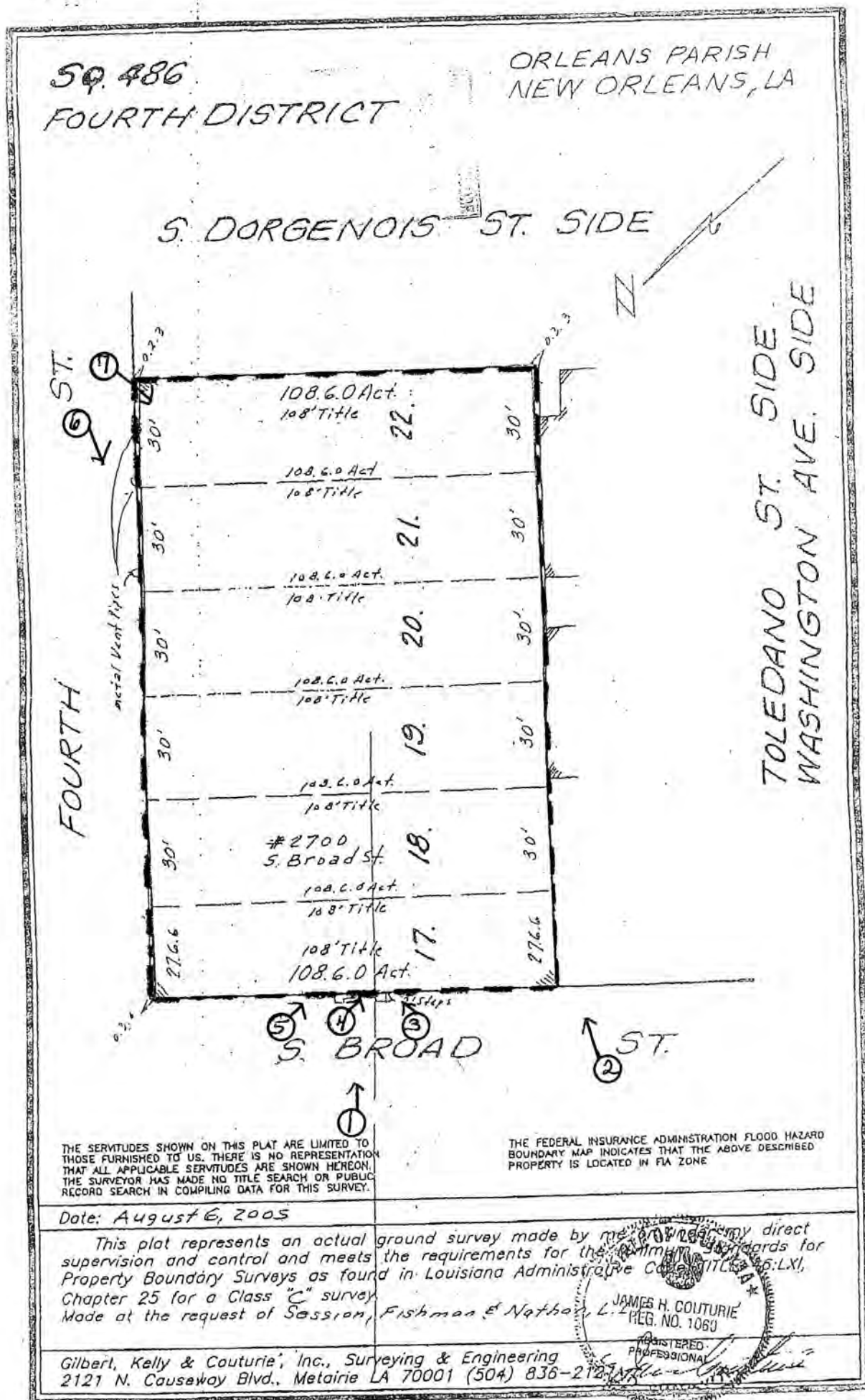
Bohn Motor
Company
Automobile
Dealership

New Orleans,
Orleans Parish,
LA

Archival Photo
Locations

Boundary: - - - -

Scale: 1" = 40'



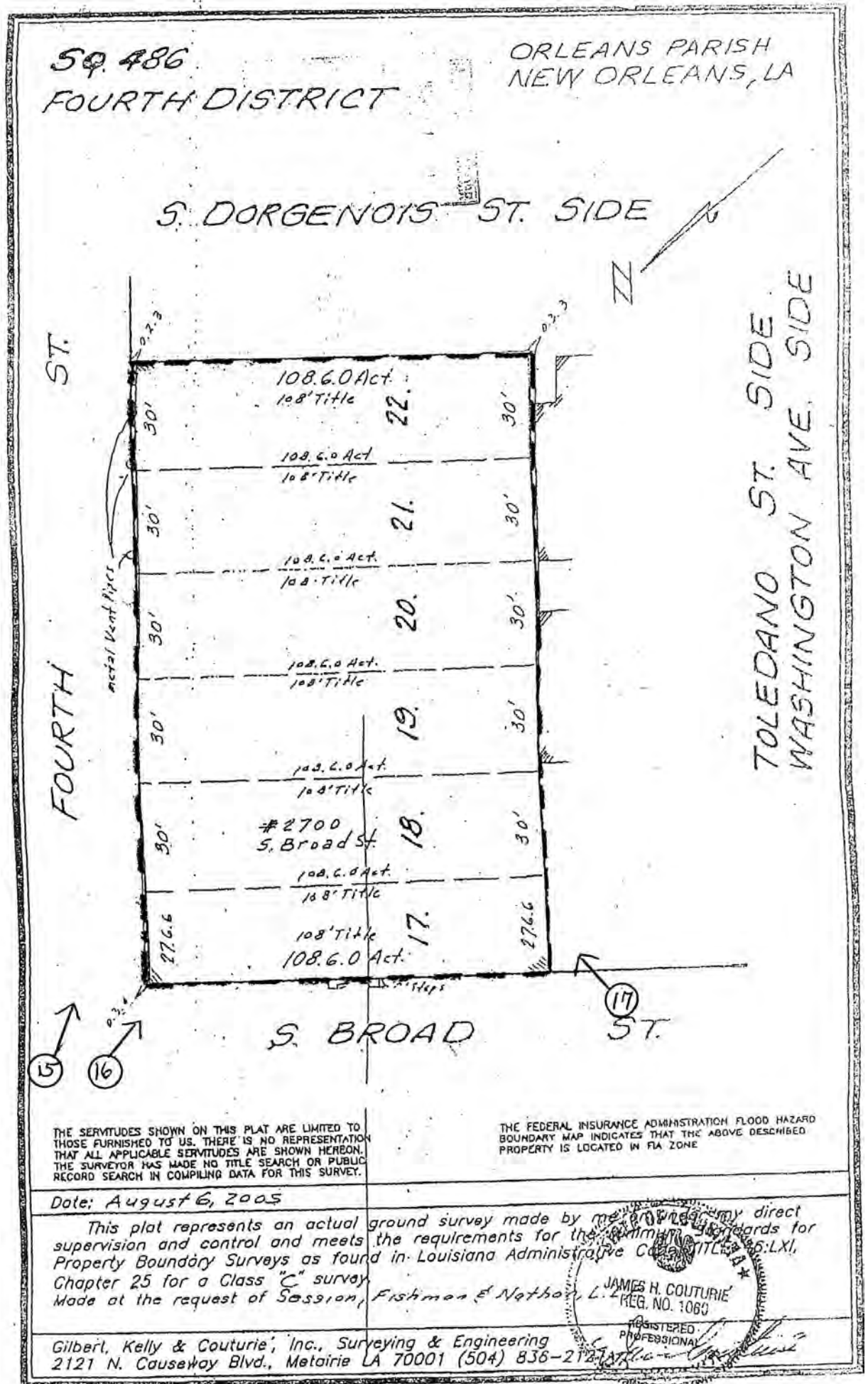
Bohn Motor
Company
Automobile
Dealership

New Orleans,
Orleans Parish,
LA

Supplementary
Photo
Locations

Boundary: — — —

Scale: 1" = 40'



UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Bohn Motor Company Automobile Dealership
NAME:

MULTIPLE
NAME:

STATE & COUNTY: LOUISIANA, Orleans

DATE RECEIVED: 12/17/10 DATE OF PENDING LIST: 1/07/11
DATE OF 16TH DAY: 1/24/11 DATE OF 45TH DAY: 2/01/11
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 10001193

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

☒ ACCEPT ☐ RETURN ☐ REJECT 2.1.11 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in
The National Register
of
Historic Places

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the
nomination is no longer under consideration by the NPS.



Bohn Motor Co. Automobile Dealership
Orleans Parish, LA
Photo 1 of 2
17



Bohn Motor Co. Automobile Dealership
Orleans Parish, LA
Photo ~~4~~ of 17

2



Bohn Motor Co. Automobile Dealership
Orleans Parish, LA
Photo 2 of 17



Bohn Motor Co. Automobile Dealership
Orleans Parish, LA
Photo 4 of 17

BROADMOOR
LIVES
IN THE HEART
OF NEW ORLEANS



V E R A N C E

BUSINESS CENT

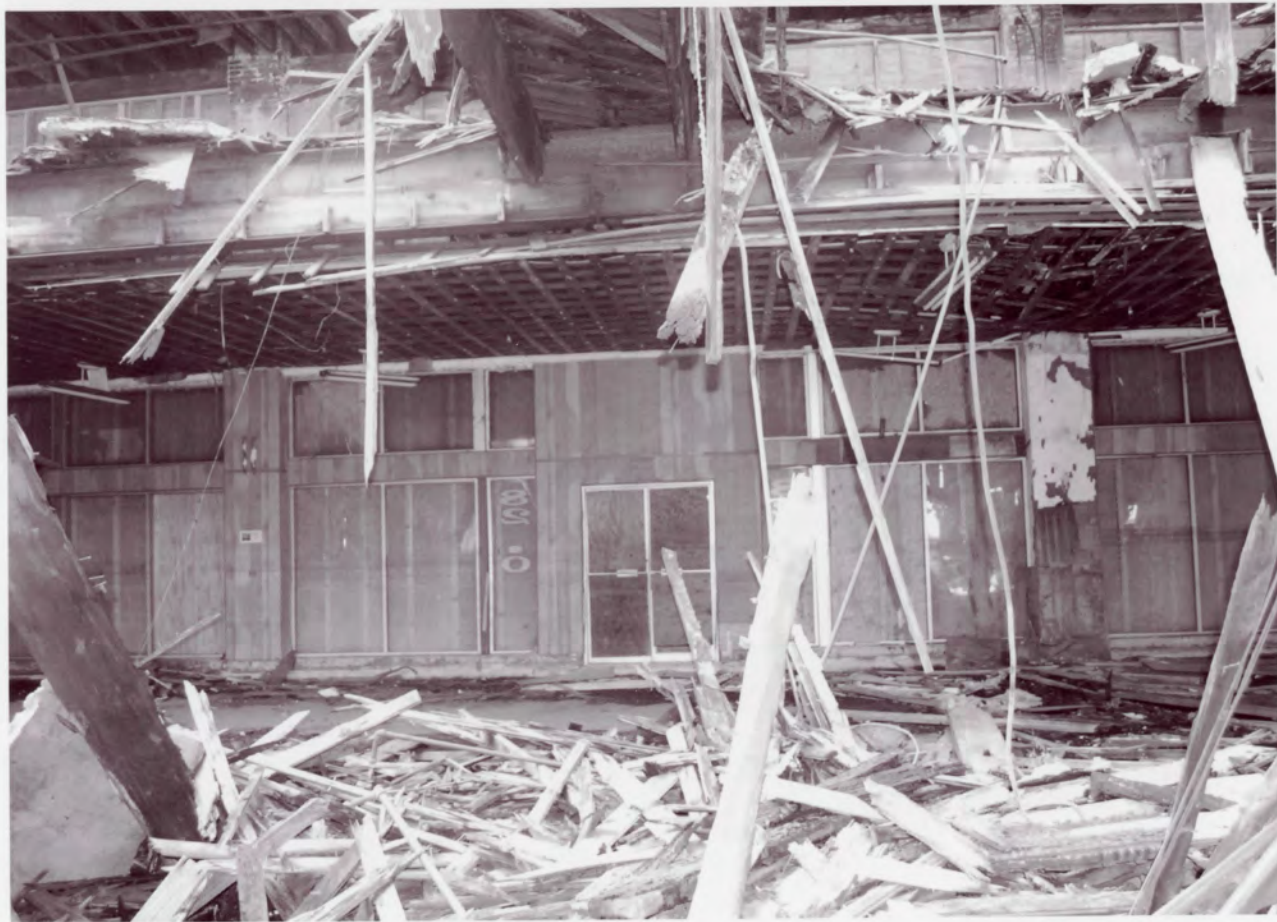
Bohn Motor Co. Automobile Dealership
Orleans Parish, LA
Photo 5 of 17



Bohn Motor Co. Automobile Dealership
Orleans Parish, LA
Photo #6 of 17



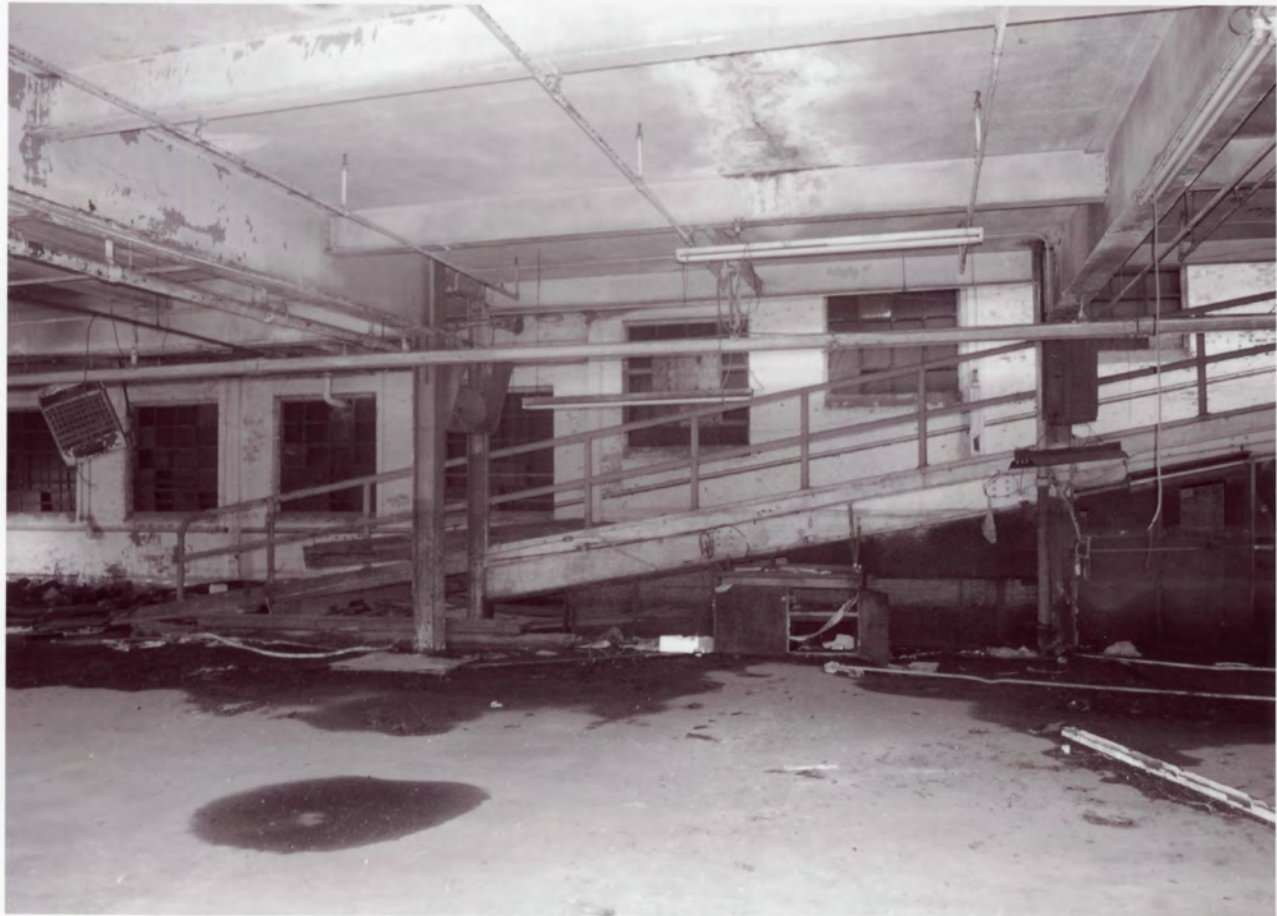
Bohn Motor Co. Automobile Dealership
Orleans Parish, LA
Photo 47 of 17




Bohn Motor Co, Automobile Dealership
Orleans Parish, LA
Photo 8 of 17



Bohn Motor Co. Automobile Dealership
Orleans Parish, LA
Photo 9 of 17



Bohn Motor Co. Automobile Dealership
Orleans Parish, LA
Photo ID of 
17



Bohn Motor Co. Automobile Dealership
Orleans Parish, LA
Photo 117 of 18017



Bohn Motor Co, Automobile Dealership
Orleans Parish, LA
Photo ~~00000~~ 12 of 17



Bohn Motor Co. Automobile Dealership
Orleans Parish, LA
Photo of
13 of 17



Bohn Motor Co. Automobile Dealership
Orleans Parish, LA
Photo ~~000000~~ 14 of 17



Bohn Motor Co. Automobile Dealership
Orleans Parish, LA
Photo 15 of 187 (supplemental photo)



Bohn Motor Co. Automobile Dealership
Orleans Parish, LA
Photo ~~9999~~ 16 of 17 (supplemental
photo)

Slatten
att

USE FOR YOUR CAR

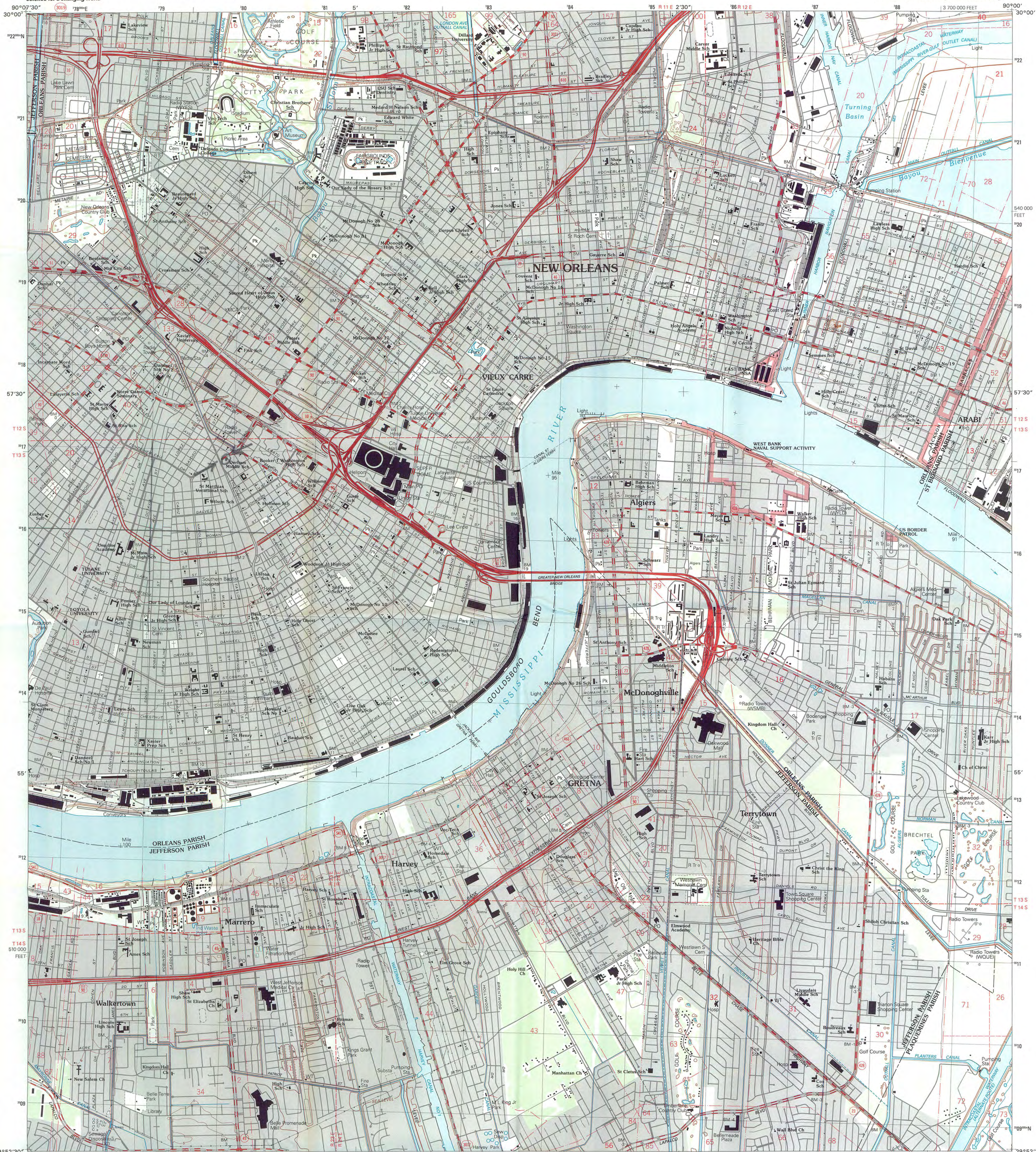
BUN SEAFOOD
1429 N. Claiborne
NOW OPEN

KVS-779

Bohn Motor Co. Automobile Dealership

Orleans Parish, LA

Photo ~~16 of 17~~ 17 of 17 (Supplemental Photo)



Produced by the United States Geological Survey
Topography compiled 1989. Planimetry derived from imagery taken 1998 and other sources. Public Land Survey System and survey control current as of 1991.
North American Datum of 1983 (NAD 83). Projection and 1000-meter grid: Universal Transverse Mercator, zone 15 10 000-foot ticks. Louisiana Coordinate System of 1983 (south zone).
North American Datum of 1927 (NAD 27) is shown by dashed corner ticks. The values of the shift between NAD 83 and NAD 27 for 7.5-minute intersections are obtainable from National Geodetic Survey NADCON software.
This quadrangle covers a subsidence area
City of New Orleans and Orleans Parish are coextensive
Landmark buildings verified 1991

UTM GRID AND 2000 MAGNETIC NORTH
DECLINATION AT CENTER OF SHEET

SCALE 1:24 000
NATIONAL GEODETIC VERTICAL DATUM OF 1929
TO CONVERT FROM FEET TO METERS, MULTIPLY BY 0.3048

QUADRANGLE LOCATION

ROAD CLASSIFICATION
Primary highway
hard surface
Secondary highway
hard surface
Unimproved road
Light-duty road, hard or
improved surface
Interstate Route
U.S. Route
State Route

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U.S. GEOLOGICAL SURVEY, P.O. BOX 95386, DENVER, COLORADO 80225
AND LOUISIANA DEPARTMENT OF TRANSPORTATION AND DEVELOPMENT, BATON ROUGE, LOUISIANA 70804
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

1	2	3	1 Indian
			2 Spanish
4		5	3 Little W
			4 New O
6	7	8	5 Chalm
			6 Lake C
			7 Bertran
			8 Belle C

ADJOINING 7.5' QUADRANGLE N
IA 201R

NEW ORLEANS EAST, LA
1998
NIMA 7943 1 NE-SERIES V885

ISBN 0-607-03360-4
9 780607 033604

Bohn Motor Co. Auto Dealership
Orleans Parish, LA
15/779900 9316900



JAY DARDENNE
LIEUTENANT GOVERNOR

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

PAM BREAU
ASSISTANT SECRETARY

December 14, 2010

National Park Service 2280, 8th Floor
National Register of Historic Places
1201 "I" Street, NW
Washington, DC 20005

RE: Bohn Motor Company Automobile Dealership, Orleans Parish, LA

To Whom It May Concern:

Enclosed please find a nomination form with supporting materials for the above referenced property. Should you have any questions, please contact me at 225-219-4595.

Sincerely,

A handwritten signature in cursive script that reads "Patricia Duncan".

Patricia Duncan
Architectural Historian
National Register Coordinator

PD/pld
Enclosures