NPS Form 10-900 Heidelberg Hotel and Hotel King (Name Change & Boundary Increase), E. Baton Rouge Parish, LAPage 1 United States Department of the Interior, National Park Service United States Department of the Interior, National Park Service					
1. NAME OF PRO	PERTY		765	RECE	IVED 2280
Historic Name:	Heidelberg Hotel and	Hotel King (Name Chang	ge &Boundary	1 1	- 2 2008
Other Name/Site Num 2. LOCATION	nber: Capitol House	and Hotel King		NAT. REGISTER NATIONAL	OF HISTORIC PLACES PARK SERVICE
Street & Number	200 Lafayette Street			Not for p	ublication: N/A
City/Town	Baton Rouge				Vicinity: N/A
State: Louisiana	Code: LA	County: East Baton Rou	ige Code	: 033	Zip Code:

3. STATE/FEDERAL AGENCY CERTIFICATION

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this <u>X</u> nomination <u>request</u> 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 <u>X</u> meets <u>does</u> not meet the National Register Criteria.

Certifying official has considered the significance of this property in relation to other properties: Nationally:____Statewide:_Locally:_X

70801

Signature of Certifying Official/Title Robert Collins Deputy SHPO, Dept. of Culture, Recreation and Tourism

7-	3-08

Date

State or Federal Agency and Bureau

In my opinion, the property <u>does</u> meets <u>does</u> does not meet the National Register criteria.

Signature of Commenting or Other Official/Title

Date

State or Federal Agency and Bureau

4. NATIONAL PARK SERVICE CERTIFICATION

I hepeby certify that this property is:

<u>J</u> Entered in the National Register Determined eligible for the National Register

Determined not eligible for the National Register

Removed from the National Register Qther_(explain): dditional Documentation suggets

Signature of Keeper

Date of Action

8.5.08

5. CLASSIFICATION

Ownership of Property Private: <u>X</u> Public-Local: <u></u> Public-State: <u></u> Public-Federal: <u></u> Category of Property Building(s): <u>X</u> District: Site: Structure: Object:

Number of Resources within Property

Contributing	Non contributing
	buildings
	Sites
	Structures
	Objects
	<u>0</u> Total

Number of Contributing Resources Previously Listed in the National Register: <u>1</u>

Name of Related Multiple Property Listing: N/A

6. FUNCTION OR USE

Historic: DomesticSub: HotelCurrent: Work In ProgressSub: Hotel

7. DESCRIPTION

Architectural Classification: Classical Revival

Materials:

Foundation:	Steel reinforced concrete
Walls:	Masonry
Roof:	Flat built-up composition

Describe present and physical appearance.

Summary

The purpose of this submission is twofold: 1) to update the name and physical description of the Heidelberg Hotel nomination to include a second contributing element – the Hotel King located across the street from the Heidelberg -- and 2) to update the nomination's area of significance to include commerce. When the Heidelberg achieved National Register listing in 1982, the Louisiana State Historic Preservation Office did not know that the nearby Hotel King was owned and operated by the same company as an adjunct to the Heidelberg, or that the two buildings were connected by a service tunnel running beneath Lafayette Street during their periods of operation. This new information makes it clear that, despite the difference in names, both buildings should have been treated as contributing elements to the Heidelberg Hotel nomination. This additional documentation, generated by a proposed state and federal tax credit project, will correct that oversight.

The Heidelberg Hotel is important at the state level because of its close associations with Huey P. Long and Louisiana politics during his gubernatorial term (1928-1932). Governor Long, during this period, was a political figure of statewide prominence, and political activity during his administration affected the entire state. In addition, the Heidelberg is significant to a lesser extent in the area of architecture at the local level. It is considered one of only two major examples in Baton Rouge of the work of noted Louisiana architect, Edward F. Neild.

The Louisiana State Historic Preservation Office proposes to update the area of significance to include commerce because it has been determined that both hotels played a significant role in supporting the ever-expanding economy in Baton Rouge by providing much needed hotel rooms at that time.

Description

The Hotel King (1932) is a seven-story masonry building designed in the Classical Revival style of architecture. The building is located near the Mississippi River in an urban setting and is directly across the street from the Heidelberg Hotel. The building measures approximately 46,676 square feet. The exterior exhibits classical details that are slightly hard to discern from a distance, due to its all-white brick facade. The building was painted in the 1970s when the State of Louisiana leased the building for office space. Despite the white color, the classical details on the building are still extant and very striking to behold when standing in close proximity to the building.

The building that came to house the Hotel King was actually constructed in two phases. The first three floors of the building were built in 1922 for the Standard Motor Car Company. Classical Revival features from this period are still extant on the currant building. A photo of the Standard Motor Car Company building on Lafayette Street appeared in the

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Baton Rouge State-Times on March 10, 1922. According to the photo, the researcher can determine that the building retains many of the same features as it displayed then. However, the window fenestration pattern has changed from three windows between each pair of pilasters to two windows between each pair of pilasters on the second and third floors. This change may have occurred in order to add a greater sense of symmetry with the window fenestration pattern on the upper floors of the new four-story addition in 1932.

This nomination will focus on the 1932 (seven-story) building, which marked the beginning of the Hotel King. The hotel had 175 rooms, but they were not air-conditioned. The Hotel Heidelberg, across the street had 250 rooms that were air-conditioned. According to the 1923-1947 (reprinted in 1947) Sanborn Fire Insurance Map, an underground tunnel between the two hotels existed. The tunnel provided the working staff and guests of both hotels the opportunity to go to and from each hotel without the need of exiting the building at the street level. Several newspaper articles from that time period described the tunnel as a "Peacock Alley", which referred to the colorful tile that adorned the walls of the tunnel that lead into the basement of each hotel.

The building is highly visible as it sits on the corner of Lafayette Street and Convention Street in downtown Baton Rouge. On the exterior, the building's decorative horizontal coursing at the third floor and at the sixth floor help to emphasize the building's length and adds to the architectural presence of the building on the corner lot. The footprint of the building is reminiscent of a backward ell, with the exception of the first floor. The north side of the first floor housed the mechanical and electrical equipment. The entire floor space is used. However, floors two to seven jog to the south a bit just past the first two window bays closest to Lafayette Street on the North elevation.

The primary façade faces west (toward the Mississippi River) on Lafayette Street and the secondary façade faces south on Convention Street. The primary and secondary elevations are more highly styled than the other elevations due to their location on the block. The details on both elevations are basically identical, except for the elevator tower, which faces Lafayette Street on the roof. Twelve-over-twelve, wood, hung windows are found on the second and third floors of these two elevations, while eight-over-eight, wood, hung windows are found on floors four to seven. All windows on these elevations (except those on the seventh floor) are topped with a simple brick lintel and a protruding keystone at the center of the lintel.

On the tertiary elevations (north and east), the window sashes vary in size and material. On the north elevation, there are no decorative elements. The windows consist of twelve-over-twelve, wood windows on the second and third floors, three-over-three metal frame windows on the upper floors, and some eight-over-eight wood windows intermixed with the others on the upper floors. On the rear or east elevation, the windows are three-over-three, wood, windows. All of the three-over-three windows are probably alterations.

The Classical Revival features on the primary and secondary elevations include the following. A band of patera separates the first and second floors. Pairs of two-story pilasters with decorative capitals make their way up the building from the bottom of the second floor windows to just above the third floor windows. The capitals on these pilasters are a composite of Acanthus leaves met by a pair of volutes and crowned with an abacus. Each capital has a decorative shield in the center. In addition to this detail, just above the decorative capitals, within the entablature, are a bas-relief design featuring an urn with acanthus leaves and flowers pouring out of each side of the urn. This detail is topped with a denticulated cornice that wraps both ornamented sides of the building. The details on floors four to six are less decorative. However, where the double pilasters end, a singlewide pilaster works its way up the wall to the top floor. The sixth floor is separated from the seventh floor by a narrow horizontal band. At the seventh floor (south and west elevations), tympanums above the windows include a keystone at the top and a bull's-eye at the center of its space. The building's elevator tower is also well decorated and sits like a crown on the building. It displays a pediment that is met at either end by the wide pilaster and an oculus that has keystones at four points. It is situated above the center two windows of the façade. The sidewalls of the elevator tower that face the facade meet the seventh floor with a sensual scroll detail that softens the transition from one floor to the other.

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In addition to the previously mentioned altered windows, the following changes have been made to the Hotel King since its completion:

- 1. The storefront window and door openings have been modified resulting in its windows being bricked-in. In the 1970s the exterior brick surface was painted white.
- 2. Four short projecting balustrades above the roofline have been removed. The details were noted on a ca. 1940s historic photograph (see attached).
- 3. The interior lobby space, like the upper floors, was altered in the 1970s by the State of Louisiana. The elevator lobby space received a drop ceiling and thin wood paneling on the walls. The original ceiling molding is still extant in the lobby space, though hidden by the dropped ceiling grid and tile. The upper floor plan was altered at that time to incorporate offices where the hotel rooms were. The previous owner has since gutted the first and upper floors.
- 4. The underground tunnel has been bricked-in to remove dual access between Hotel King and the Heidelberg Hotel.

Assessment of Integrity

Despite the changes noted above, the building still retains the essential features that establish its identity as a Classical Revival commercial structure. The exterior of the building is in exceptional condition, with little deterioration noted on the upper floor features. The building's scale and proportion to the Heidelberg remain original. If someone from that era were to return to the site, they would have no problem recognizing and associating both hotels.

8. STATEMENT OF SIGNIFICANCE

Applicable National Register Criteria:	A_X_B_ C_ D
Criteria Considerations (Exceptions):	ABCDEFG <u>N/A</u>
Areas of Significance:	Commerce
Period(s) of Significance:	1932
Significant Dates:	1932
Significant Person(s):	N/A
Cultural Affiliation:	N/A
Architect/Builder:	Edward F. Neild/ Ashton Glassell

State Significance of Property, and Justify Criteria, Criteria Considerations, and Areas and Periods of Significance Noted Above.

The Hotel King is locally significant in the area of Commerce because it was directly tied to the Heidelberg Hotel by ownership and operational use and it played an integral role in the area of hospitality in the city of Baton Rouge during the 1930s. Considered an adjunct hotel to the larger Heidelberg Hotel, it was built to support the ever-expanding economy in Baton Rouge at the time.

On June 14, 1931, the Baton Rouge Morning Advocate reported: "Work on New Hotel Begins within a Week". The article cited Edward F. Neild of Shreveport as the architect and the general contractor as Ashton Glassell, also of Shreveport. It should be noted that Neild is also the architect of the Heidelberg Hotel. The article also stated that Roy L. Heidelberg and Joe C. King would operate the hotel. Interestingly, the article goes on to say the hotel was being named for King due to Heidelberg's appreciation of the manner in which King handled the catering departments of the Hotel Heidelberg and Istrouma Hotel. Both hotels were actually owned by the Interstate Hotel Company, but managed by Roy L. Heidelberg. The Hotel King would be the third hotel in downtown Baton Rouge owned by the same company and managed by Mr. Heidelberg in the early 1930s. The same article goes on to say the following:

When the Hotel King is completed, Baton Rouge will be as well equipped as many cities twice the size of Baton Rouge. It will be equipped to handle almost any size convention having a total of practically 900 hotel rooms to say nothing of a number of smaller hotels which can be used should a convention of unusual size meet in Baton Rouge.

The Hotel King had 175 rooms, but they were not air-conditioned. The Heidelberg Hotel, across the street had 250 rooms that were air-conditioned. According to the 1923-1947 (reprinted in 1947) Sanborn Fire Insurance Map, an underground tunnel between the two hotels existed. This tunnel would be an integral part of the logistical operations of both hotels. An article in the Baton Rouge Morning Advocate, December 31, 1931, said it best:

Some of the unusual features look to extreme economy in the operation of the hotel [King]. Light, power, heat, hot water and cold water will all come from the boiler room of the Hotel Heidelberg, thereby eliminating the expense of operating a boiler room. The laundry, located in the basement of the Hotel Heidelberg, will do all laundering for Hotel King. Also, the valet shop, located in the basement of Hotel Heidelberg will do all valet service.

Room service will be supplied from the large kitchen in Hotel Heidelberg, this service coming through the underground walkway and transferred by the elevator leading to the underground walkway. Special service tables on wheels and special heat retaining aluminum utensils will assure room service equal to any in Louisiana.

Prior to the construction of the Heidelberg Hotel in 1927 and the Hotel King in 1932, there were only three hotels located in the downtown area. According to the 1916 Sanborn Fire Insurance map, the Istrouma Hotel, one of Roy L. Heidelberg's chain of hotels, was located one block northeast of the candidate hotels on Third Street. In addition to the Istrouma Hotel, there were the Mayer Hotel three doors down Third Street and a hotel identified simply as "Commercial Hotel" located a number of blocks away on Main and Lafayette Street shown to have heat, steam, lights & electric. During this time, the downtown area also advertised one apartment building and a number of Boarding Rooms. Louisiana State University was located just north of the downtown area, hence the need for boarding rooms, etc. The 1923-1947 Sanborn map reflects a substantial growth of the downtown area. It was during this time that the two candidate hotels were constructed. Although the first three floors of the Hotel King existed for the Standard Motor Car Company (1922), the actual Hotel did not appear until 1932. Additionally, two apartment buildings (in addition to the one existing apartment building) were constructed, and a bus depot with restaurant and waiting rooms was constructed. The researcher also notes

that many of the houses in the downtown area were changed to commercial establishments during the period reflected above. The economy was ever-growing and changing and the downtown area tried to keep up.

Looking further into the history of Baton Rouge, the researcher notes that the population in 1900 was 11,269. Rapid growth occurred in the 1910s and '20s, with the population doubling between 1910 and 1930 (14,897 to 30,279). Among the most important players in the economy (if not the most) was Standard Oil Company of Louisiana. Incorporated in the state in 1907, Standard Oil soon built a large refinery and launched Baton Rouge as a major petro-chemical center. During this period, three new industries (in addition to Standard Oil) located in Baton Rouge; and one of Louisiana's most controversial governors, Huey Pierce Long, built a monumental new Art Deco State Capitol and formal gardens on the former grounds of Louisiana State University, after it moved to its new location south of town. By 1940, a third of the city's population was supported by the petroleum industry. During World War II the Baton Rouge industrial plants expanded to produce aviation fuel, synthetic rubber, and chemicals for the war. Defense and war production programs brought 125 million dollars in new industrial construction to Baton Rouge. Baton Rouge's petro-chemical driven economy remained prosperous through the mid-twentieth century.

With all of this activity in the downtown Baton Rouge area, the need for additional hotel space was recognized, especially during the legislative sessions. However, Roy Heidelberg had decided to close the newly opened Hotel King after the legislative session of 1932 ended. The hotel quickly took on a new purpose, for a short period of time. Heidelberg allowed the hotel to be used by Louisiana State University to house its female employees and students. With enrollment at the newly located University at an all time high, dormitory space was in high demand. Heidelberg offered the hotel space to the university at a rate of \$10 per month for each resident and they could enjoy all of the amenities that came along with the hotel. A bus would take the girls to and from classes. However, this was short lived; by June 1933, the Hotel King had announced that rooms were again available to the public.

The Hotel King continued to serve the downtown area for many years until it ceased operation as a hotel in the 1970s and was converted to an office building. Many of the small rooms that served guests were reconfigured to accommodate office space. Since then, the City of Baton Rouge lost many of the hotels that once catered to the political climate and the ever-changing economy during the 1930s and 40s. Today, the Hotel King and the Heidelberg Hotel are the only two historic hotel buildings still extant in the downtown area that served the public in the 1930s. Although both buildings are no longer owned and operated by the same management team, one building has been renovated for hotel use and the other will soon be renovated to operate again as a hotel. Both buildings are again expected to play an important role in the area of commerce for the Baton Rouge economy as they cater to Politicians, Conventioneers, and Tourists visiting the Baton Rouge area.

9. MAJOR BIBLIOGRAPHICAL REFERENCES

All newspaper articles provided by John Sykes, Local Historian (Baton Rouge).

"Building a Good Name: Standard Motor Car Co.", State-Times, 10 Mar. 1922: vol. 80.

"Hotel Contract Will Be Awarded Within A Few Days", Morning Advocate, 28 Feb. 1931: 2.

"Hotel Will Be Used To House Women Students", Morning Advocate, 24 Sept. 1932: 1.

"New Hotel King Will Be Opened Here Tomorrow", Morning Advocate, 16 Apr. 1932: 12.

"Passage Under Street To Join Hotel Lobbies", Morning Advocate, 31 Dec. 1931: 6.

"Work On New Hotel Begins Within Week", Morning Advocate, 14 June 1931: 1.

Hotel King Appraisal Narrative, Provided by John Schneider Building Owner, April 8, 2008.

Sanborn Fire Insurance Map Company, Baton Rouge, Louisiana, 1916, 1923-1947, 1923-1951.

Site visit by National Register Staff.

Staff knowledge of East Baton Rouge Parish.

Previous documentation on file (NPS):

- ____ Preliminary Determination of Individual Listing (36 CFR 67) has been requested.
- ____ Previously Listed in the National Register. (partially)
- ___ Previously Determined Eligible by the National Register.
- ____ Designated a National Historic Landmark.
- ____ Recorded by Historic American Buildings Survey: #
- ____ Recorded by Historic American Engineering Record: #

Primary Location of Additional Data:

- <u>X</u> State Historic Preservation Office
- ___ Other State Agency
- ___ Federal Agency
- ___ Local Government
- ____ University
- ___ Other (Specify Repository):

United States Department of the Interior, National Park Service

National Register of Historic Places Registration Form

10. GEOGRAPHICAL DATA

Acreage of Property: Less than one acre.

UTM References: Zone Easting Northing 15 673920 3369690

Verbal Boundary Description:

See attached sketch map.

Boundary Justification:

The boundary lines follow the property lines of both buildings, in addition to the boundaries of the underground tunnel. The boundaries reflect the direct connection of both buildings and show how they relate to each other both past and present.

11. FORM PREPARED BY

Name/Title: National Register Staff, Louisiana Division of Historic Preservation

Address: P.O. Box 44247, Baton Rouge, LA 70804

Telephone: 225-342-8160

Date: Spring 2008

PROPERTY OWNERS

Owner: Brace B. Godfrey, Jr. Cyntreniks Group, LLC 406 N. Fourth Street Baton Rouge, LA 70802 (225) 346-5080









Legend Boundary - - - -Modern Addition

MISSISSIPPI RIVER

