

United States Department of the Interior
National Park Service**National Register of functions
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 PropertyHistoric name: Citizens Bank

Other names/site number: _____

Name of related multiple property listing:

N/A

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

2. LocationStreet & number: 1320-24 Main StreetCity or town: Jeanerette State: LA County: IberiaNot 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 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 ___ statewide X local

Applicable National Register Criteria:

X A ___ B X C ___ D_____
Signature of certifying official/Title:_____
Date_____
State or Federal agency/bureau or Tribal Government

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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

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

Private:

☒

Public – Local

☐

Public – State

☐

Public – Federal

☐

Category of Property

(Check only **one** box.)

Building(s)

☒

District

☐☐

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Site

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Structure

☐

Object

☐

Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing

Noncontributing

1

buildings

sites

structures

objects

1

Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERICAL/Financial Institution/Bank

Industry/Communications/Telephone Exchange

Law Office

Healthcare/Medical Office

Insurance Agency

Current Functions

(Enter categories from instructions.)

VACANT/Not In Use

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7. Description

Architectural Classification

(Enter categories from instructions.)

Late 19th Century Revivals: Italian Renaissance:

—

Materials: (enter categories from instructions.)

Principal exterior materials of the property: _____

Foundation: Concrete Slab

Walls: Masonry, plaster, pressed tin

Roof: Asphalt Shingle

Other: Terra cotta decorative tile

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 Citizens' Bank building located at 1320-24 Main Street in downtown Jeanerette was built by Dr. C. A. McGowen in 1898.¹ The building is masonry construction, two stories high, one room wide and approximately three rooms deep. Having recently been incorporated as a town twenty years earlier, Jeanerette was still emerging as commercial hub in the late 1890s. The construction of Citizens' Bank not only provided a much-needed local banking system, it was also a symbol of confidence in the town's future. Today, the Citizens Bank building still stands strong and is one of the few prominent masonry buildings remaining on Main Street. Citizens Bank was built in the Italian Renaissance style and includes many significant features such as

¹ Sanborn Fire Insurance Maps. *New Orleans Times Picayune*, 1907 August 31.

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segmental arch windows, decorative terra cotta keystones.² Fluted casings, pressed tin finishes, and bank vault exist at the interior. This level of architectural integrity is growing increasingly rare in the town of Jeanerette.

Narrative Description

HISTORICAL SETTING

The Citizens Bank building is situated in the heart of downtown Jeanerette. On the banks of Bayou Teche about midway between Morgan City and Lafayette, it was a hub of activity in Iberia Parish in the late 19th and early 20th centuries. The town was carved out of the subdivided Provost Plantation, with the Provost family remaining influential in its development. A post office was established there by 1830, but the town was not officially incorporated until 1877.

EXTERIOR

Historic photos show the front façade once included a marble pediment which simply stated the year of its construction of 1898. Although the pediment was removed sometime between the 1920s and 1992, the denticulated sheet metal cornice and gable roof remain in good condition.³ The front façade's exposed masonry showcases its highly-skilled brickwork. The masonry's thin mortar joints, running bond, and decorative courses at the first level cornice are all evidence of a high level of craftsmanship and high-end materials. Thin mortar joints and running bond coursework leave little room for error and can only be accomplished by a skilled mason. (Figure 4) Arguably the most impressive masonry feature at the front façade is the arched windows and entryway. (Figure 1) Majority of the arches include a three-part keystone, and the center entryway arch includes terracotta tiles with floral details at either end – historic features that solidify the building's high style. The intentional contrasting colors of the brick face highlights the masons'

² "Italian Renaissance Revival." *Washington State Department of Archaeology & Historic Preservation (DAHP)*, 3 Nov. 2017, dahp.wa.gov/historic-preservation/historic-buildings/architectural-style-guide/italian-renaissance-revival.

³ Historic photographs and Hurricane Andrew photographs. Courtesy of a private collection.

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craftsmanship. Aside from a few missing bricks at the first level cornice, the front façade masonry remains in exceptional condition which can be contributed to the quality of the materials/masonry.

The front façade's first level window openings are elongated and have a slighter arch compared to the second level. Windows at the right, left, and rear façade also include a slight arch. (Figure 9,12) Most windows throughout the building have been boarded up for safety, but some of the historic sashes are currently being stored at the second level.

The inset entryway includes pressed tin ceilings and walls, as well as fluted trim, wainscoting, and baseboards. (Figure 5) The concrete flooring includes tile laid in a geometric design with the lettered tile spelling out "Citizens Bank." The first level entrance follows the arched theme with a large arched transom, while the side entryway, which leads to the second level, is slightly less grand with a square transom over a smaller opening. (Figure 5)

The front façade's character defining features are reminiscent of the Italian Renaissance style which was commonly used for banks and other stately buildings between the 1890s and early 1900s.⁴ These grand details were meant to signify the importance of the building to the town. The right, left, and rear facades have a stucco finish that is fully intact. Window openings throughout the right, left, and rear facades have a slight arch and are a typical size: 6 feet tall and 3 feet wide. The rear façade entryway includes its transom and five panel wood door.

INTERIOR

The first level interior starts with a large front reception room with a masonry vault at the back left. (Figure 13) The reception room includes the same pressed tin walls and ceilings as the inset entryway. (Figure 13) Other character defining features at the first level include fluted wainscoting and baseboards, which match the inset entryway, with some missing sections at right side of the front room and rear rooms. (Figure 13) Fluted window and

⁴ "Italian Renaissance Revival." *Washington State Department of Archaeology & Historic Preservation (DAHP)*, 3 Nov. 2017, dahp.wa.gov/historic-preservation/historic-buildings/architectural-style-guide/italian-renaissance-revival.

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door casings with bullseye rosette at the four corners exist throughout the first level. (Figure 13) Doorways retain their historic single lite transom. The original bank vault retains its historic dimensions as well as decorative metal columns. Plaster walls at the rear rooms are in poor condition, but the casing, transoms, wainscoting, and baseboards remain mostly intact. The first level's historic five panel doors include their original hardware. (Figure 22)

The second level was built to house Jeanerette's Telephone Exchange and includes more modest finishes. The stairwell, which is accessed through the front right-side entryway, retains its historic plaster and fluted wainscoting. The stair treads, balustrades, and newel posts are all in exceptionally good condition. (Figures 28,29) The second level walls are currently unfinished (but evidence of a previous plaster finish exists) and the ceiling beams are exposed. The historic wood flooring, arched casing, and one-over-one wood windows at the front wall are also in good condition. (Figure 30) One-over-one vinyl windows exist within the historic openings at the rear of the building. (Figure 34) Historic two-over-two sashes are currently being stored at the second level and would have been installed at right, left and rear facades.

Integrity

The Citizens' Bank building retains integrity of location, design, setting, materials, workmanship, feeling, and association. It continues to be a prominent building along Main Street Jeanerette as one of few remaining masonry commercial structures of the late 19th century. The building's front façade is almost identical to what it was when it was built, with only the pediment missing. (Figure 40) Although the pediment was a significant feature, and its absence should be noted, the retention and overall remarkable condition of the rest of the front façade's character defining features solidifies the bank's prominence on Main Street.

The front façade's exposed brick, with its thin mortar joints, decorative coursework, and intricate arches clearly possess high artistic value, and embodies the distinct characteristics of late Nineteenth Century Italian Renaissance style masonry architecture, and thus is eligible for nomination to the National Register under Criterion C. The building's interior pressed

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tin finishes, arched windows and doors, and prevalent Victorian casing are distinctive characteristics that embody turn-of-the-century architecture.

Since its construction the building has been used as a bank, telephone exchange, insurance offices, and doctors' offices. These changes in use have not affected the building's historic layout or character defining features. Like many small Southern towns, Jeanerette has experienced economic booms as well as downfalls.

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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.)

- ☒ 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

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

- ☐ 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
- ☐

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G. Less than 50 years old or achieving significance within the past 50 years

Areas of Significance

(Enter categories from instructions.)

Architecture
Commerce

Period of Significance

1898-1960

Significant Dates

1898

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder

Unknown

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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 Citizens Bank building is closely associated with broad trends of development in Jeanerette within the context of architecture and commerce. Today, Jeanerette's Main Street is not what it once was, with many of its historic masonry building either demolished or unrecognizable. The Citizens Bank building retains a remarkable amount of its character defining features. The front façade's exposed brick, with its thin mortar joints, decorative coursework, and intricate arches clearly possess high artistic value, and embodies the distinct characteristics of late nineteenth century Italian Renaissance style masonry architecture. The building's interior historic integrity remains intact with virtually no changes to its layout and finishes such as pressed tin, fluted wainscotting, and wood flooring remaining intact. Citizens Bank Building is associated with the Reconstruction and post-Reconstruction era trend of establishment of local banks in small Louisiana towns. These financial centers were crucial to the economic recovery of these communities after the devastation of the Civil War. Although the bank was dissolved in 1915, the Citizens Bank building continued to contribute to commerce of the town and housed such businesses as insurance agencies, a telephone exchange, and doctors' offices until circa 1960.

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

Introduction

The Citizens' Bank building located at 1320 Main Street is a two-story masonry building constructed by Dr. C.A. McGowen in 1898.⁵ Just two years prior to the construction of Citizens' Bank, Jeanerette suffered a fire which razed four blocks of the town's businesses and homes. This fire devastated the small town which was already suffering under the Reconstruction era

⁵ Sanborn Fire Insurance Maps. *New Orleans Times Picayune*, 1907 August 31.

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economy.⁶ The Citizens' Bank was the second bank in Jeanerette as well as one of the first masonry buildings.⁷ The construction of Citizens' Bank not only provided a much-needed local banking system, it was also a symbol of confidence in the town's future. Today, the Citizens Bank building still stands strong and is one of the few prominent masonry buildings remaining on Main Street.

Development of Jeanerette

Jeanerette experienced economic hardships in the post-Civil War Reconstruction period, as did Iberia Parish as a whole and indeed most of the American South. Labor intensive industries such as sugarcane and cotton production were no longer profitable without the benefit of forced labor. Furthermore, the war had devastated infrastructure, making rebuilding incredibly difficult. In antebellum times, Bayou Teche was Jeanerette's primary means of transportation and connection. After the war, citizens already suffering under the weight of disease, poverty and flooding complained that the waterway was littered with military debris as well as overgrowth and sandbars, making rebuilding difficult. In 1868 steamboat captain E. B. Trinidad drew a map depicting the many navigational hazards on the Teche, which included four schooners, eleven steamboats and five Confederate gunboats.⁸ In 1870 the U.S. Army Corps of Engineers was assigned to clear the waterway. The 1870 Army Corps map depicts multiple sunken vessels blocking Jeanerette's connection both to the New Iberia upriver and to Cypremort and Franklin downriver.⁹

Waterborne commerce via the Teche expanded through the 1870s. Further advancement was made in 1879 when construction of the former New Orleans, Opelousas, and Great Western Railroad, halted by the war, resumed. By 1880 the railroad, renamed Morgan's Louisiana and Texas, connected Jeanerette in the east to New Orleans, and in the west to New Iberia and all the way to Houston.¹⁰ After the railroad was built through the town in 1880 the

⁶ *The Jeanerette Enterprise*, October, 1896.

⁷ *Bensel and Millard's New Iberia and Jeanerette's Directory for 1906. The Jeanerette Enterprise*, April 21, 1965: 15.

⁸ Bernard, Shane K. "The Corps Takes the Teche." (excerpt). *64 Parishes*. Louisiana Endowment for the Humanities, 2024.

⁹ 1868 map by E. B. Trinidad

¹⁰ "Historical and Archeological Investigations of Fort Bisland and Lower Bayou Teche, St. Mary

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population and number of local businesses quickly grew. This growth was augmented by the construction of two sawmills, which became the predominant source of revenue for the town. These mills, The Planter's Lumber Co. and the Jeanerette Lumber & Shingle Company were incorporated in 1893 and 1897, respectively.¹¹

The 1880-1910 period was one of great growth for Jeanerette. Historic US Census data shows that between 1880 and 1900, the population of Jeanerette more than doubled from 698 to nearly 2,000 citizens.¹² An archived city directory from 1906 states at that time the population of Jeanerette had grown from a "small hamlet" to a city of over 3,000, with the primary industry being the logging of cypress lumber. This industry was supported primarily by The Planter's Lumber Co. and by the Jeanerette Lumber & Shingle Co., which was at one time the largest such company in the Bayou Teche region.

Comparison of the 1895 and 1898 Sanborn maps shows Main Street reimagined after the fire. The 1895 map shows the 1900 block (then the 300 block) of the street with nine freestanding commercial buildings, some housing more than one business. All but one were wood framed buildings. It appears only two of these structures survived the fire, and one was slated for demolition. The 1898 map depicts the masonry Citizens Bank building under construction, as well as a cluster of connected masonry buildings directly to its west. (Figure 38) Further comparison with the 1912 Sanborn Map shows that the only building still extant from before the fire at the corner at Hebert Street, which at that time housed a movie theater and butcher. (Figure 39)

The 1912 Sanborn depicts the Main Street streetscape fully rebuilt from the wreckage of the fire. (Figure 39) Every building on the street with the exception of the movie theater are new, masonry buildings. The Citizens Bank building at 1320-1324 (then 715) Main, which also housed the Telephone Exchange at that time, had been incorporated into a new large commercial complex to its east. Within this complex at 1308-1318 Main was a wholesale grocery. (Figure 39)

Parish, Louisiana" by Defense Technical Information Center, published 02 Jun 1991, pages 45-105.

¹¹ Bense & Millard's New Iberia and Jeanerette Directory for 1906.

¹² "[Census of Population and Housing](https://www.census.gov)". Census.gov

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The 1928 Sanborn shows the brick commercial buildings on the block unaltered, albeit with different businesses. The complex at 1308-1318 Main housed auto dealerships, including McGowen's Garage, and a radio shop. Auto dealers, including McGowen's Garage, occupied the building into at least the 1960s, as did a furniture company. The wooden movie theater building on the corner was demolished between 1912 and 1928.

To the Citizens Bank building's immediate west is 1328 Main. Originally a tin shop, it was a post office between C1928 and C1948. It later housed a restaurant, soda fountain, and Dooley's Jewelry. A 1980 survey stated that it had been recently gutted and its façade "modernized." At the corner of Hebert were 1332 and 1334 Main Street, which housed various businesses from their construction in C1897 until their demolition between 1980 and 2008. Originally hardware and furniture stores, for decades 1332 Main housed Jeanerette Hardware & Feed, another of C. A. McGowen's enterprises.

Today, the surviving buildings on the block from the C1900 period besides the bank are the former post office to its west at 1328 Main, and the brick complex to its east at 1308-1318 Main.

Criterion A: Commerce

Citizens Bank Building is associated with the Reconstruction and post-Reconstruction era trend of establishment of local banks in small Louisiana towns. These financial centers were crucial to the economic recovery of these communities after the devastation of the Civil War. It is also associated with Jeanerette's recovery from the fire of 1896. It was constructed two years after this fire decimated nearly every structure in the town. The Citizens Bank, along with other businesses established between 1896 and 1900, brought life back to the town.

Today the 1300 block of Main Street remains in commercial use, albeit with less activity than in its heyday. A majority of the buildings built in the period immediately following the 1896 fire are still extant, although some have had their facades significantly altered. The Citizens Bank building stands today as one of the few prominent masonry commercial buildings on Main Street. It retains the majority of its character defining features, as well

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as its association and setting in Jeanerette's Main Street district. It is a rare surviving example of how commercial buildings appeared in small Southern towns in the early Twentieth Century.

Banking in Jeanerette

The establishment of local banking was crucial for the post-Reconstruction era economic recovery of Jeanerette. The Civil War and Reconstruction had reduced Louisiana banking institutions from 13 to 5, and even after the state was returned to home rule in 1877, the surviving banks in the major city of New Orleans had little financial power. Federal and state governments enacted laws to pave the way for banking in small southern towns. The first of these acts, the National Banking Act, allowed nationally networked banks to issue bank notes, which allowed smaller institutions to gain footing on local levels. This act was initially passed in 1863 but had little impact on the Louisiana economy until the late 19th century. The Louisiana Bank Act of 1882 had more significant effects. This legislation lowered the minimum capital requirements, allowing smaller banks to organize. Prior to this legislation, almost no small towns in Louisiana had a local bank. The first formal banking institution in Jeanerette was the Bank of Jeanerette, established 1893.

History of Citizens Bank

Dr. Charles Alfred McGowen arrived in Jeanerette in 1879 with his family where they lived on Main Street. He quickly established himself as an entrepreneur and respected businessman. Property records show that by 1892 McGowen owned seven properties within Jeanerette. According to an article written by Florence McGowen in 1965, after Charles McGowen came to Jeanerette in 1879 "he practiced his profession of dental surgery, opened a drug store, and later a general mercantile business. He established Jeanerette's first newspaper; and [one of] the first banking system - practically a private bank- [and] built the first brick building," that building being what is still known today as the Citizens Bank building at 1324 Main Street.

In 1894 McGowen obtained a license to establish himself as a retail merchant and druggist. However, a major setback came in 1896, when Jeanerette suffered a fire which razed four blocks of the town's businesses and homes. The fire destroyed nearly all the existing buildings on Jeanerette's Main Street, at

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the time a dirt road with wooden plank sidewalks. Fifty-two buildings were burned, with one newspaper article stating "all that was left were a few houses on the extreme outside fringes of the town. A town had gone up in smoke."

Citizens Bank was established in 1898 by a small group of local businessmen, with Charles McGowen serving as its first president. An 1898 article on the establishment of Citizens Bank stated "The new bank has secured a good lot, well located in the center of town, and a fine, substantial two-story bank building will be commenced at once and pushed rapidly to completion...the new enterprise has every prospect of success as the directory are all well-known business men and merchants, and the good wishes of the community are behind it."¹³ The building was erected in a prominent location on Jeanerette's Main Street, and served as a bank from 1898 until at least 1915. During this time, Jeanerette's Telephone Exchange operated out of the building's second level. A perusal of the 1906 city directory indicates that even while the bank was still active, the building housed multiple offices, including those of the Cumberland Telephone Company, and various dentists and medical professionals.

Florence Bussey McGowen was the first woman in the state to serve as an official of a bank, when she served on the board of directors of Citizens Bank. She was later elected vice president.¹⁴

The town continued to rebound, with much optimism for forward growth after the turn of the century. The Jeanerette Parish fair was known as one of the best in the state, from 1906 to 1912. The fair featured horse races, brass bands from New Orleans and other amusements. The town paved their Main Street in 1912.¹⁵ 1907 advertisements for the fair show the bustling town, with Citizens Bank prominent on Main Street. Remarkably, the town even briefly had a streetcar service, operated from 1911 to 1918 by the Southwest Traction and Power Company. The demise of the streetcar was partially due to the establishment of Teche Greyhound Bus Company, today known as Greyhound Line. The first line established by the company was from Jeanerette to Franklin, LA.

¹³ *The Times-Picayune*, March 18, 1898: 16.

¹⁴ *The Jeanerette Enterprise*, November 11, 1948: 1.

¹⁵ *The Jeanerette Enterprise*, April 10, 1965: 10.

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In 1905 H. Patout and Paul Bourgeois organized the First National Bank on Main Street and Minvielle. It appears that in 1911 this enterprise bought Citizens Bank, which was officially dissolved in 1915.¹⁶ (Figure 43) At the time of its dissolution, the bank was under the direction of Paul LeBourgeois, Felix Patout and Charles L. Provost, who had incorporated themselves into the bank's direction four years prior.¹⁷

After the dissolution of Citizens Bank in 1915 the building remained a relevant part of the town's commercial corridor for decades. The telephone exchange continued to operate on the second level likely until the 1950s when telephone exchanges become obsolete. The first level served as law office of Rene Himel in the 1930s, and an office for the Bourgeois and Patout Insurance Agency in the 1940s, and the building housed various doctors' offices in the 1950s and 1960s. (Figures 44-48) Little is known about the businesses that occupied the Citizens' Bank building after the 1960s.

Citizens Bank was a fixture within the town of Jeanerette so much so that after the bank closed and other businesses began to occupy the building, advertisements for these businesses listed their location as "The Citizens Bank building" rather than the physical address. (Figure 47) The Citizens Bank building was an important fixture within Main Street Jeanerette that not only contributed to the town's commerce, but promoted it.

Criterion C: Architecture

The Citizens' Bank building's front façade can be most closely attributed to the Italian Renaissance style. This style was first seen in the U.S. in the late Nineteenth century and was a popular choice for important public and commercial buildings such as schools, government buildings, and bank buildings. The Italian Renaissance style is characterized by its exposed masonry or stone, symmetry, arched windows, arched inset entryways, and

¹⁶ *The New Iberia Enterprise*, 1 May 1915: 7.

¹⁷ Record No. 16429, Book A, Iberia Parish Clerk of Court, March 10, 1911.

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decorative keystones.¹⁸ The Citizens' Bank building is the only example of this style in Jeanerette.

The town of Jeanerette includes a variety of notable architectural styles from the late Nineteenth century to the mid-Twentieth century. Neighborhoods include single family houses in the Folk Victorian, Queen Anne, and Colonial Revival, Tudor Revival and Craftsman styles.¹⁹ Overall, the residential architecture of Jeanerette embraces its front porches, decorative millworks and modest massings.

The majority of Jeanerette's commercial buildings can be found on Main Street. Historic commercial buildings are masonry construction and categorized as One-Part or Two-Part commercial block.²⁰ Two-part commercial buildings are two stories with a large storefront windows and transoms on the first level and typical size windows, lintels, a decorative cornice at the second level. One-part commercial buildings are one story, masonry construction with masonry building with large storefront windows and transoms, bulkheads and square parapets.²¹ A handful of the one-part commercial buildings on Main Street includes their historic awnings.

In the late 1880s, the town of Jeanerette was rebuilding its commercial corridor after a devastating fire destroyed most Main Street's commercial buildings. During this precarious time, C.A. McGowen constructed Citizens' Bank. After the fire, a majority of the buildings on Main Street were simple masonry structures. The decision to construct Citizen Banks's front façade in the Italian Renaissance style, a style reserved for prominent enterprises, was a loud statement. The use of the Italian Renaissance style allowed Citizens Bank to stand out from the rest and solidified its place as one of the more prominent buildings on Main Street. The building's symmetry,

¹⁸ "Italian Renaissance Revival." *Washington State Department of Archaeology & Historic Preservation (DAHP)*, 3 Nov. 2017, dahp.wa.gov/historic-preservation/historic-buildings/architectural-style-guide/italian-renaissance-revival.

¹⁹ Louisiana Department of Culture, Recreation and Tourism, *Jeanerette Historic Preservation District Design Guidelines*, Thomason and Associates Preservations Planners. 2011.

²⁰ Louisiana Department of Culture, Recreation and Tourism, *Jeanerette Historic Preservation District Design Guidelines*, Thomason and Associates Preservations Planners. 2011.

²¹ Louisiana Department of Culture, Recreation and Tourism, *Jeanerette Historic Preservation District Design Guidelines*, Thomason and Associates Preservations Planners. 2011.

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central, inset entryway, and decorative arches are core feature of Italian Renaissance style buildings.

Just as the exterior embodies the Italian Renaissance style, character defining features of the bank's interior also exemplify the Italian Renaissance style to include a high volume of original character defining features such pressed tin wall and ceiling finishes, fluted wainscotting, and fluted casework.

Pressed tin wall and ceiling finishes had a short stint in American interior design, starting in the 1880s and lasting about fifty years. The technique of pressing designs onto tin sheets or "tiles" was invented to mimic the grand plaster molding that was high fashion in England at the time. These tin tiles were easier and cheaper to manufacture and shipped nation-wide. However, pressed tin tile manufacturing came to a halt in the mid 1930s when the U.S. became more involved in World War II, and all available metals and factories were allocated to the war effort. After World War II, pressed tin ceilings fell out of vogue and production never re-started with the same fervor as it had before. Today, historic pressed tin wall and ceiling finishes are a rare occurrence.

Banks similar to Citizens' Bank exist in other small Louisiana towns. The People's Bank in Plaquemines was also built in the late 1800s and at one time possessed many of the same character defining features as Citizens' Bank. Today the Peoples Bank building has been altered and retains very few of its character defining features. The Lafourche Bank in Thibodaux, Louisiana (now colloquially known as the Oil and Gas Building) has a front façade with Italian Renaissance style features resembling the Citizens' Bank building. Although these banks share similarities there are no evident links to each other.

Conclusion

The Citizens' Bank building is eligible for nomination to the National Register under Criterion A for its association with a broad pattern of events that have made a significant contribution to the development of Jeanerette's historic commercial core. The establishment of a local bank at a time when few were available to Jeanerette was a turning point for the town's future.

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Citizens' Bank promoted commerce and was a symbol of confidence in the town's future. The building continued to serve the community and houses a variety of different businesses for decades after the bank was dissolved. Citizens' Bank made such an impact on the town that advertisements throughout the 1960s list business locations as "The Citizens Bank building".²² The Citizens Bank building continues to be a significant fixture within Jeanerette's commercial corridor.

The Citizens' Bank building is also eligible under Criterion C, as the only example of the Italian Renaissance style in Jeanerette, the high artistic value of its masonry craftsmanship, and its representation of late Nineteenth century interior character defining features. The building poses high historic integrity with the retention and over all good condition of its character defining features. The buildings period of significance begins at the time of its construction in 1898 and extends through its commercial use until 1960.

²² ²² *The Jeanerette Enterprise*, November 11, 1948: 1.

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9. Major Bibliographical References

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

"Historical and Archeological Investigations of Fort Bisland and Lower Bayou Teche, St. Mary Parish, Louisiana" by Defense Technical Information Center, published 02 Jun 1991: 45-105. Bensel & Millard's New Iberia and Jeanerette Directory for 1906. Iberia Parish Library, New Iberia.

Bernard, Shane K. "The Corps Takes the Teche." (excerpt). *64 Parishes*. Louisiana Endowment for the Humanities, 2024.

Charles A. McGowan Papers, Collection 9, Papers, 1856, 1868-1922, 1965, n.d. University of Lafayette Archives & Acadiana.

E. B. Trinidad, Map of Bayou Teche showing obstructions, 1868-1869. Published by Army Corps of Engineers. Reproduction courtesy of the National Archives and Gravemberg House Museum, Franklin, LA.

Family Search LDS Genealogy Online. Accessed May 8, 2024. [Research Portal • FamilySearch](#)

Find A Grave. Accessed May 8, 2014. [Florence "Yang" Bussey McGowen \(1856-1948\) - Find a Grave Memorial](#)

Gale's City Directories [About Collection - Archives Unbound \(gale.com\)](#)

"Italian Renaissance Revival." *Washington State Department of Archaeology & Historic Preservation (HAHP)*, 3 Nov. 2017.

P. Rampey, Where the Bayou Runs Straight: the History of Jeanerette, 1982.

Iberia Parish Tax Assessor [Iberia Parish Assessor Web Site \(iberiaassessor.org\)](#)
Jeanerette Bicentennial Park & Museum.

Louisiana Office of Cultural Development Cultural Resources Map [HP Cultural Resources Map \(arcgis.com\)](#)

Louisiana Department of Culture, Recreation and Tourism, *Jeanerette Historic Preservation District Design Guidelines*, Thomason and Associates Preservations Planners. 2011.

Library of Congress Digital Archive, Sanborn Map Collection

New Orleans Public Library Digital Archive, Newsbank.

The Jeanerette Enterprise, October, 1896.

The Times-Picayune, March 18, 1898: 16.

The New Iberia Enterprise, 1 May 1915: 7.

Citizens Bank

Name of Property

The Jeanerette Enterprise, November 11, 1948: 1.

Iberia Parish, LA

County and State

The Jeanerette Enterprise, April 10, 1965: 10.

US Census "[Census of Population and Housing](#)". Census.gov. Accessed May 8, 2024

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: _____

Citizens Bank
Name of Property

Iberia Parish, LA
County and State

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property less than one acre

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

1. Latitude: 29.914260 Longitude: -91.666110

2. Latitude: Longitude:

3. Latitude: Longitude:

4. Latitude: Longitude:

Or

UTM References

Datum (indicated on USGS map):

☐ NAD 1927 or ☐ NAD 1983

1. Zone: Easting: Northing:

2. Zone: Easting: Northing:

3. Zone: Easting: Northing:

4. Zone: Easting: Northing:

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

The Citizens Bank in Jeanerette, LA is situated between two commercial buildings with an empty lot at the rear. The bank building fronts Main Street at the Southwest with Bourg Street at the Northwest, Tarleton Street at the Northeast, and Herbert Street at the Southeast. See boundary map.

Citizens Bank
Name of Property

Iberia Parish, LA
County and State

Boundary Justification (Explain why the boundaries were selected.)

The chosen boundary reflects what is historically associated with the resource.

11. Form Prepared By

name/title: Juliette Hotard
organization: Southkick Rolf Preservation Works
street & number: 4516 Magazine Street
city or town: New Orleans state: LA zip code: 70115
e-mail: southkickllc@gmail.com
telephone: 504.229.2291
date: 8/9/2024

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 1600x1200 pixels (minimum), 3000x2000 preferred, 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.

Citizens Bank

Name of Property

Iberia Parish, LA

County and State

Photo Log

Name of Property: Citizens Bank

City or Vicinity: Jeanerette

County: Iberia

State: LA

Photographer: James Rolf

Date Photographed: July 24, 2023

Description of Photograph(s) and number, include description of view indicating direction of camera:

- 1_FrontFacade_FacingNorthEast
- 2_FrontFacade_LeftFacade_FacingNortheast
- 3_LeftFacade_FacingNortheast
- 4_RearFacade_FacingSouthwest
- 5_FrontEntryway_FacingEast
- 6_FrontEntryway_RightSide_FacingSoutheast
- 7_FirstLevel_MainRoom_FacingEast
- 8_FirstLevel_MainRoom_FacingWest
- 9_FirstLevel_MainRoom_BankVault_FacingNortheast
- 10_FirstLevel_SecondaryRoom_FacingSouthwest
- 11_SecondLevel_FrontRoom_FacingSouthwest
- 12_SecondLevel_FrontRoom_Staircase_FacingSouthwest

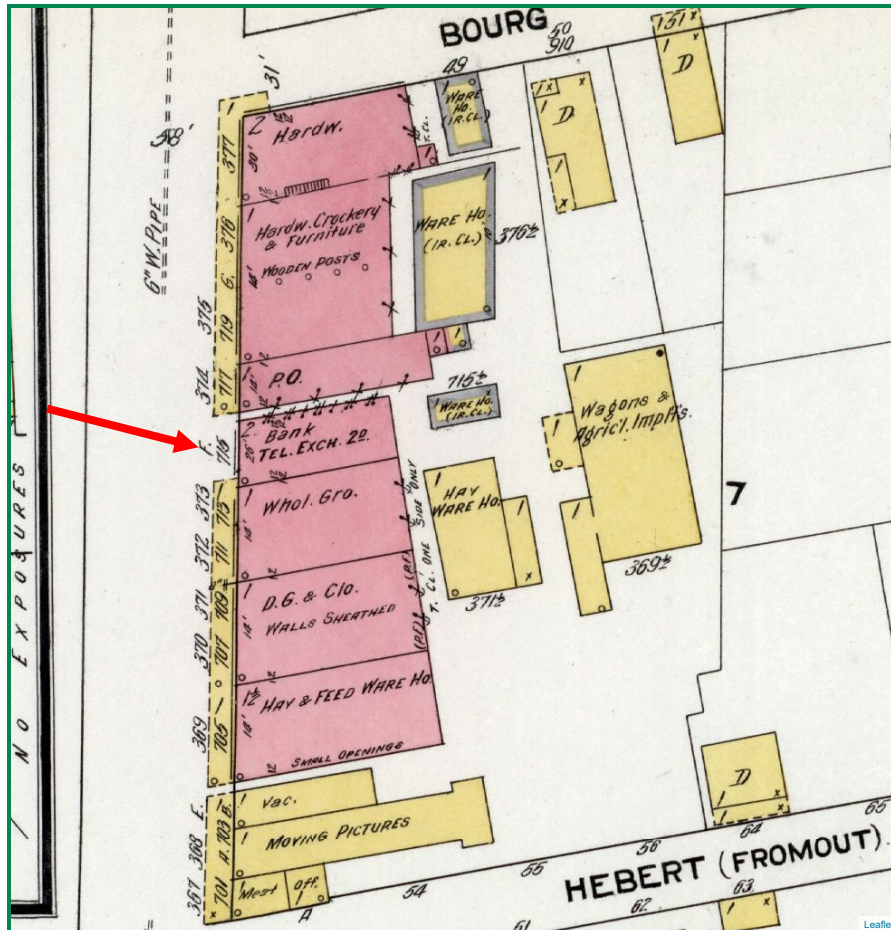
Paperwork Reduction Act Statement: This information is being collected for nominations to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.). We may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB control number.

Estimated Burden Statement: Public reporting burden for each response using this form is estimated to be between the Tier 1 and Tier 4 levels with the estimate of the time for each tier as follows:

- Tier 1 – 60-100 hours
- Tier 2 – 120 hours
- Tier 3 – 230 hours
- Tier 4 – 280 hours

The above estimates include time for reviewing instructions, gathering and maintaining data, and preparing and transmitting nominations. Send comments regarding these estimates or any other aspect of the requirement(s) to the Service Information Collection Clearance Officer, National Park Service, 1201 Oakridge Drive Fort Collins, CO 80525.

Citizens' Bank Building | Maps



<p>Map Type: Fire Insurance Publisher: Sanborn Map Co. Publication Name: Jeanerette, Louisiana Base Map Date: October 1912 Revised Date: Republished Date: Sheet Number: 0004</p>	<p>1912</p>	
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Figure 39

1912 Sanborn Fire Insurance map showing the Citizens Bank building. Available through the New Orleans Public Library.

Citizens' Bank Building | Research



Figure 40
1907 photograph of the Citizens' Bank. Available through the New Orleans Public Library.

Citizens' Bank Building | Research



Figure 41

1920s photo of Main Street Jeanerette showing the Citizens Bank building. Courtesy of a private collection.

Citizens' Bank Building | Research

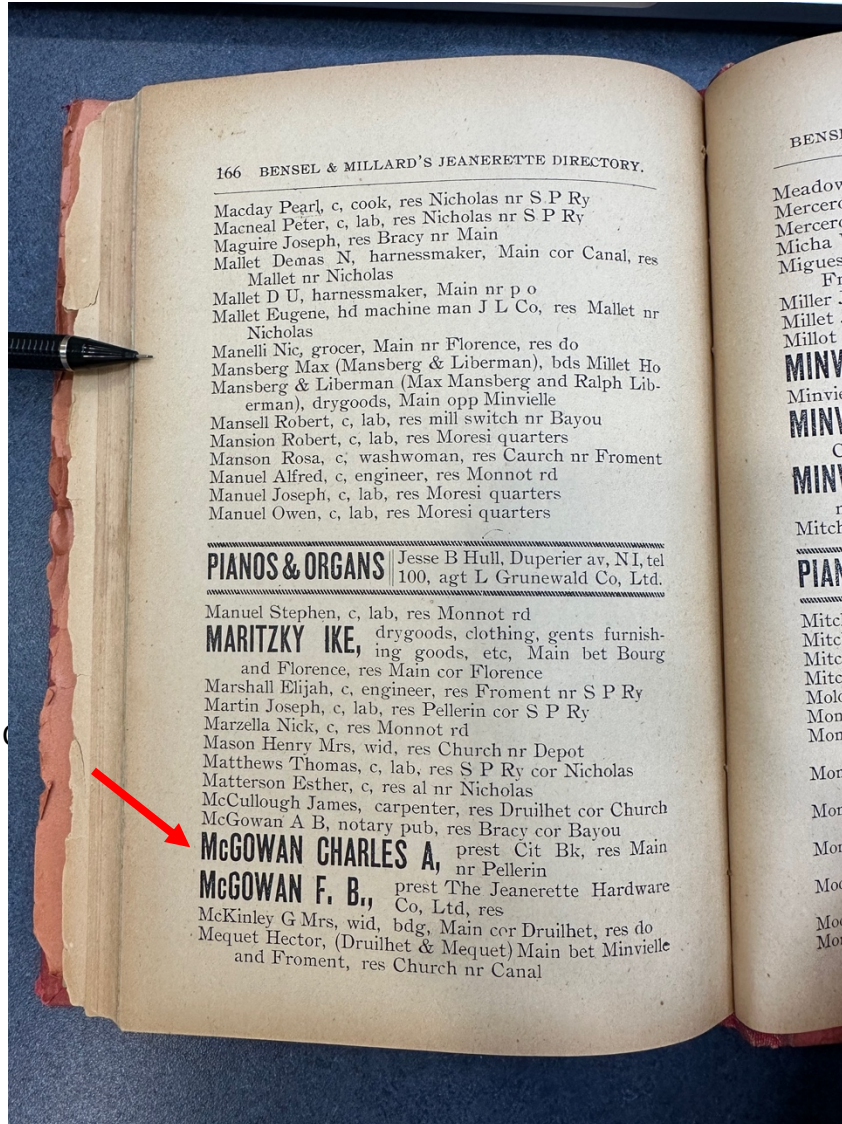


Figure 42

1906 City Directory showing Charles A. McGowen as president of Citizens; Bank. Available through the Jeanerette Public Library.

Citizens' Bank Building | Research

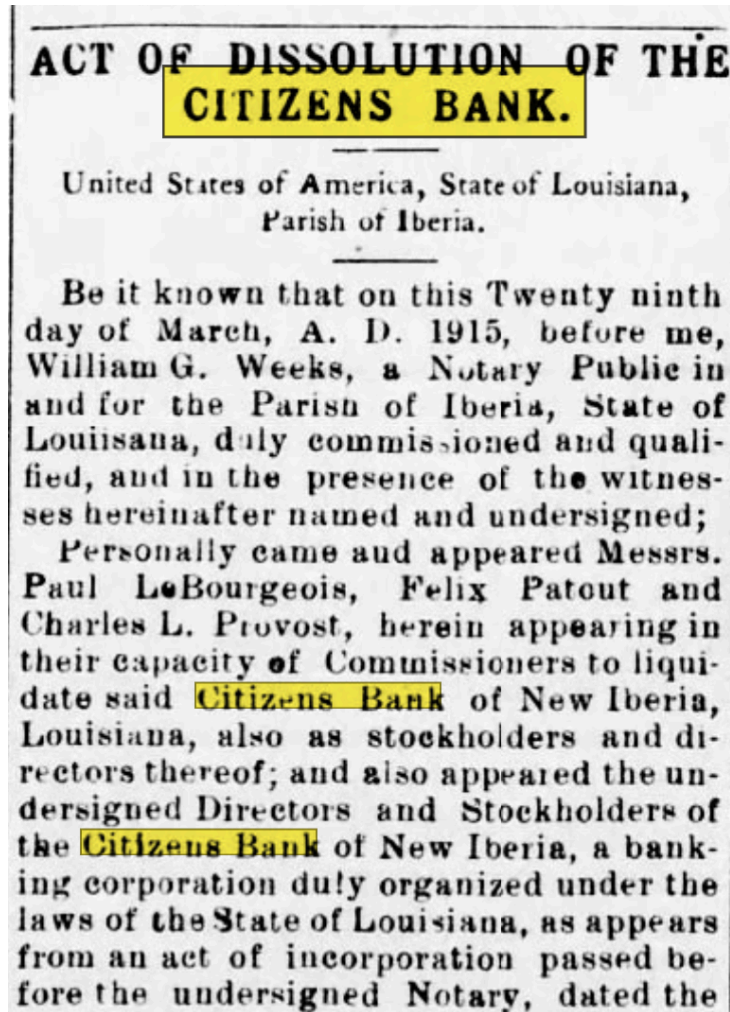


Figure 43

Article announcing the dissolution of Citizens' Bank posted in the *New Iberia Enterprise* May 1, 1915. Available through the New Orleans Public Library.

Citizens' Bank Building | Research

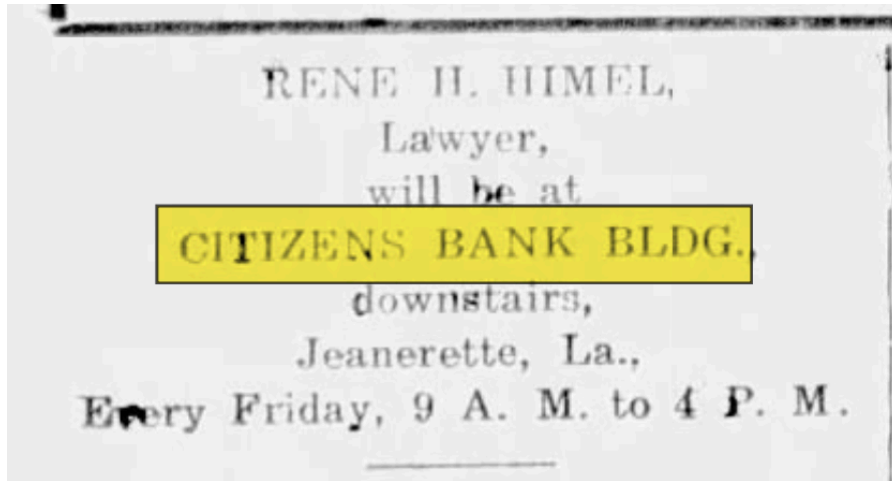


Figure 44

Advertisement from January 1931 announcing a law office opening at the lower level of the Citizens Bank Building. Available through the New Orleans Public Library.

Citizens' Bank Building | Research

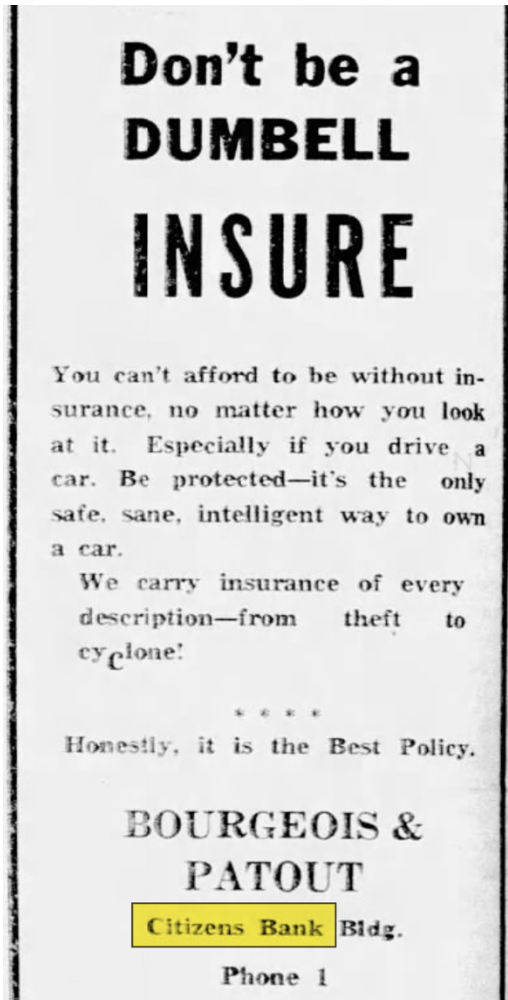


Figure 45

1943 Advertisement for Bourgeois & Patout Insurance in the *Jeanerette Enterprise*.

Citizens' Bank Building | Research

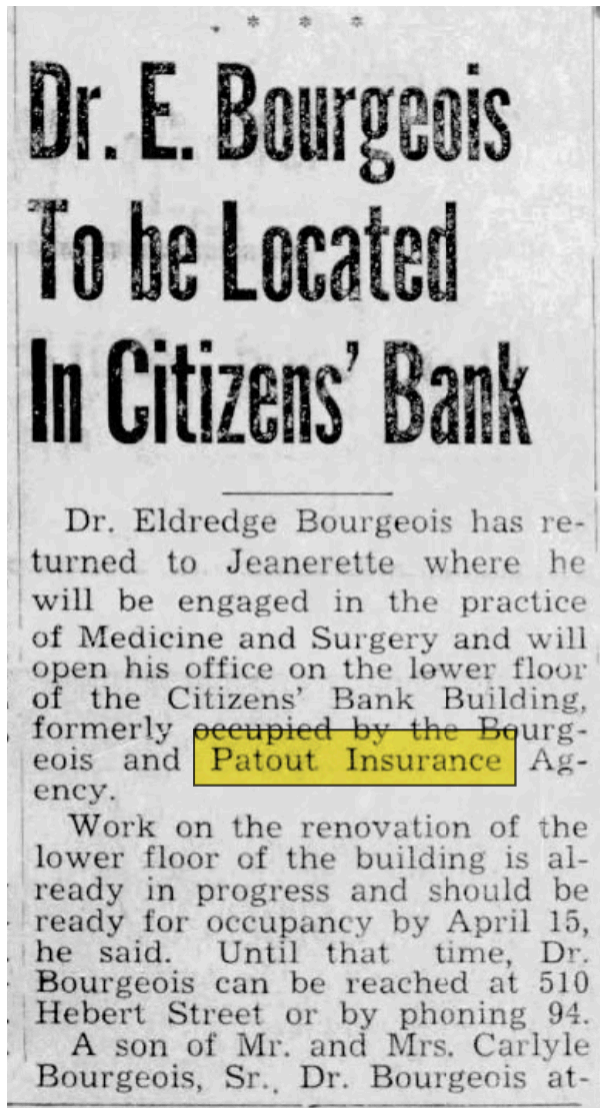


Figure 46

1947 advertisement in the *Daily Iberian* announcing a doctor's office opening at the lower level of the Citizens Bank Building.

Citizens' Bank Building | Research



Figure 47

1951 advertisement in the *Jeanerette Enterprise* for the Bourgeois & Patout Insurance Agency listing their address as “Old Citizens Bank.” Available through the New Orleans Public Library.

Citizens' Bank Building | Research

**ATTENTION
HARD-OF-HEARING**
The Next Regular
BELTONE SERVICE CENTER
SERVICING ALL MAKES OF HEARING AIDS
AND BATTERIES AND CORDS AVAILABLE

Will Be Held At:
CITIZEN BANK. BLDG
In:
JEANERETTE, LA.
On:
TUESDAY,
JUNE 4, 1963
From:
9 A.M. to 1 P.M.

If Hearing Is Your Problem
BELTONE Is Your Answer!



Consultant:
E. L. CHILDERS
Hearing Aid Audiologist

COME IN FOR FREE ANALYSIS ON YOUR HEARING!
If You Can't Attend Call CR 6-4429 or Write To: Beltone Hearing
Aid Center, 604 S. Buchanan, Lafayette, La. For A Home Ap-
pointment.

Figure 48

1963 advertisement in the *Jeanerette Enterprise* announcing one-day hearing clinic at the Citizens Bank Building. Available through the New Orleans Public Library.

JEANERETTE QUADRANGLE
LOUISIANA
1:5-MINUTE SERIES (TOPOGRAPHIC)



CENTRAL INTELLIGENCE AGENCY
 NATIONAL CENTER FOR ANALYSIS OF
 SECURITY INFORMATION
 1600 H STREET, N.W.
 WASHINGTON, D.C. 20505
 TEL: (202) 358-3000
 FAX: (202) 358-3001
 WWW: <http://www.cia.gov>



 Map of Louisiana showing the location of the study area.

1	2	3	4
5	6	7	8
9	10	11	12

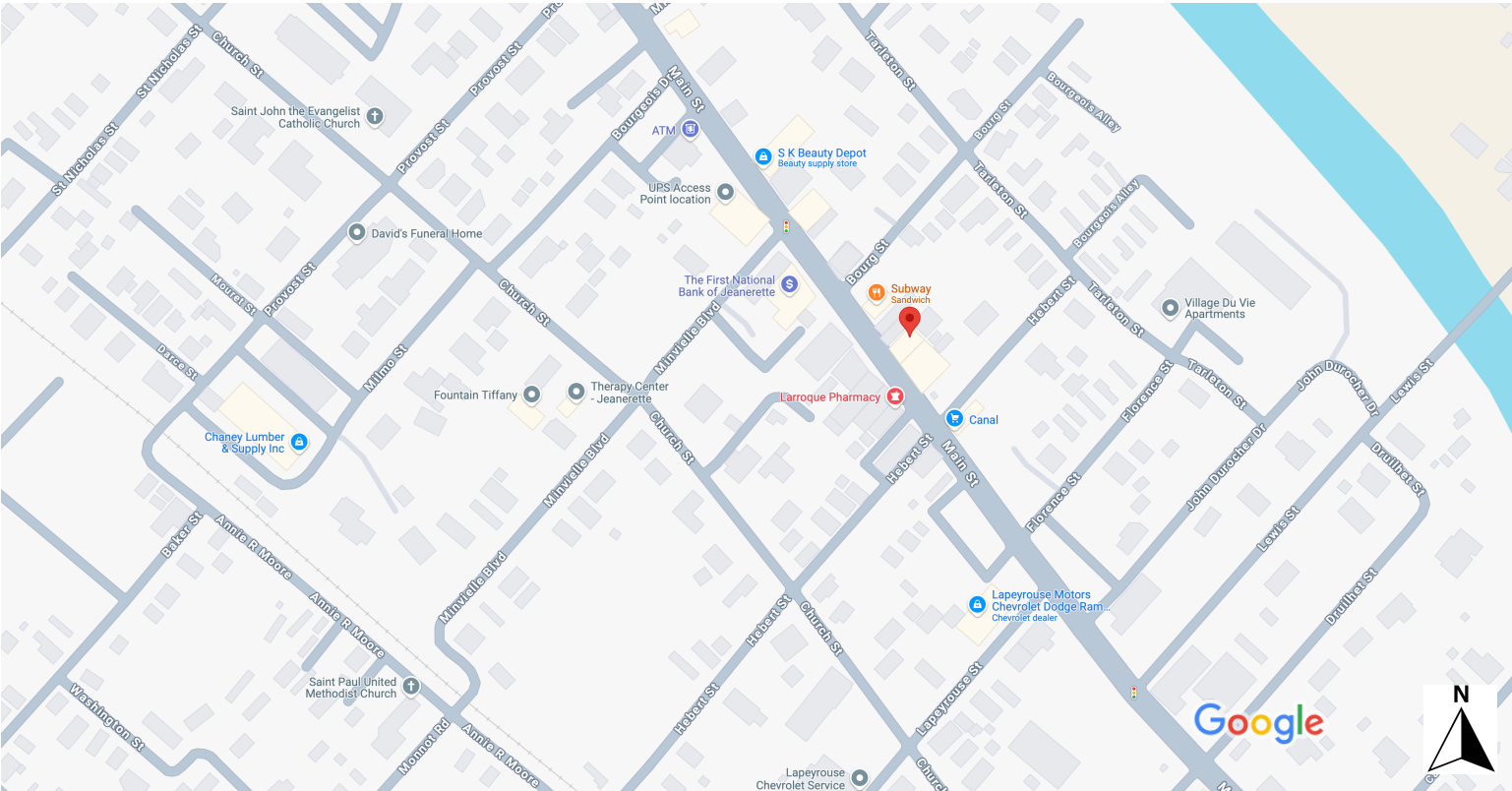
1. New Orleans South
 2. New Orleans North
 3. Lake Charles
 4. Lake St. Charles
 5. Lake de Cade
 6. Lake de Cade
 7. Lake de Cade
 8. Lake de Cade
 9. Lake de Cade
 10. Lake de Cade
 11. Lake de Cade
 12. Lake de Cade

JEANERET



1320 Main St

Lat/Long: 29.91417483638035, -91.66604324379246



Map data ©2025 Google 100 ft

1320 Main Street Jeanerette, LA | Exterior Photos



1_FrontFacade_FacingNorthEast

1320 Main Street Jeanerette, LA | Exterior Photos



2_FrontFacade_LeftFacade_FacingNorthWest

1320 Main Street Jeanerette, LA | Exterior Photos



3_LeftFacade_FacingNorthWest

1320 Main Street Jeanerette, LA | Exterior Photos



4_RearFacade_FacingSouthWest

1320 Main Street Jeanerette, LA | Exterior Photos



5_FrontEntryway_FacingSouthEast

1320 Main Street Jeanerette, LA | Exterior Photos



6_FrontEntryway_RightSide_FacingSouthEast

1320 Main Street Jeanerette, LA | Interior Photos



7_FirstLevel_MainRoom_FacingEast

1320 Main Street Jeanerette, LA | Interior Photos



8_FirstLevel_MainRoom_FacingWest

1320 Main Street Jeanerette, LA | Interior Photos



9_FirstLevel_MainRoom_BankVault_FacingNorthEast

1320 Main Street Jeanerette, LA | Interior Photos



10_FirstLevel_SecondaryRoom_FacingSouthWest

1320 Main Street Jeanerette, LA | Interior Photos



11_SecondLevel_FrontRoom_FacingSouthWest

1320 Main Street Jeanerette, LA | Interior Photos



12_SecondLevel_FrontRoom_Staircase_FacingSouthWest