

**United States Department of the Interior  
Heritage Conservation and Recreation Service**

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

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

For NCIS use only  
received  
date entered

**1. Name**

historic A.D. Brown Building

and/or common

**2. Location**

street & number 1136 Washington Avenue not for publication

city, town St. Louis vicinity of congressional district #3 - Hon. Richard Gephardt

state Missouri code 29 county St. Louis City code 510

**3. Classification**

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

**4. Owner of Property**

name Anthony P. Sansone, Joseph C. Sansone, Godfrey P. Padberg

street & number 7777 Bonhomme

city, town St. Louis vicinity of state Missouri 63105

**5. Location of Legal Description**

courthouse, registry of deeds, etc. St. Louis City Hall

street & number 12th and Market Streets

city, town St. Louis state Missouri 63101

**6. Representation in Existing Surveys**

title 1. Architectural Survey of the has this property been determined eligible?  yes  no  
Central Business District, St. Louis, Missouri

date October 1975, revised April 1977  federal  state  county  local

depository for survey records Landmarks Association of St. Louis, Inc.

city, town St. Louis state Missouri 63101

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A.D. BROWN BUILDING

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2. Missouri State Historical Survey  
 1980  
 Department of Natural Resources  
 P.O. Box 176  
 Jefferson City

state

Missouri 65102

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5. A Catalog of the Annual Exhibition of the Saint Louis Architectural Club  
 (St. Louis: St. Louis Architectural Club, 1900), p. 9.
6. Ibid., p. 5.
7. Spectator 7 (1 March 1890):416.

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A Catalog of the Annual Exhibition of the Saint Louis Architectural Club.  
 St. Louis: St. Louis Architectural Club, 1900.

Costello, Thomas P., Sansone Realty Co., to Claire F. Blackwell, Architectural  
 Historian, Missouri Department of Natural Resources. 12 July 1979. Missouri  
 Department of Natural Resources, Jefferson City, Missouri.

Cox, James, ed. Missouri at the World's Fair. St. Louis: Missouri World's  
 Fair Commission, 1893.

Hamilton, Brown Household Book. [St. Louis]: Hamilton-Brown Shoe Co., 1910.

Jackson, Jari. "Downtown Building to be Renovated." St. Louis-Globe Democrat,  
 30-31 July 1977.

Kargau, Ernest D. Mercantile, Industrial and Professional St. Louis. St. Louis:  
 Nixon-Jones Printing Co., c. 1902-1903.

Spectator 7 (1 March 1890):416.

## 7. Description

<b>Condition</b>		<b>Check one</b>	<b>Check one</b>
<input checked="" type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		

**Describe the present and original (if known) physical appearance**

Executed in a striking combination of light-colored materials, the commanding, intact design of the Commercial style A.D. Brown building wraps around the Washington Avenue, North 12th Street and St. Charles Street elevations, achieving an exemplary solution to the problematic site. Unlike neighboring "Mercantile Row" buildings which present principal facades to Washington Avenue, the A.D. Brown building is instead oriented toward North 12th Street, perhaps pursuant to Brown's grand visions for the street's development. Depth created by advancing and receding wall planes and modifications in the design prescribe primary importance to the North 12th Street facade.

Measuring 159' on North 12th Street by 133' on Washington Avenue and St. Charles Street, architects H.E. Roach and Son's 1897-98 10ft building rises nine stories above a full basement. A framework of structural steel or reinforced concrete columns carrying structural steel beams incorporates up-to-date fireproofing measures seldom employed for loft buildings at this date.

Defined with restraint by flat radiating arches, lug sills and a narrow limestone corbel table, the ashlar lower stories form a sturdy base for the more delicately rendered Renaissance-inspired upper stories and an understated background for street level embellishment. At the lower stories, chevron-patterned archivolt delineate the graceful single and paired two-storied arches that embrace paneled spandrels with dentate sills. The Sullivanesque vegetal patterns emblazoning the spandrels of the arches are particularly noteworthy as rare examples of the Chicago School's influence on St. Louis architecture.

Bold uninterrupted corner piers and an overall sheath of white glazed brick and terra cotta visually link the upper stories, notwithstanding variations in the design used to set off the attic from the shaft. At the third through seventh stories, the bays group under arcading defined by archivolt moldings and fluted bands springing from foliate terra cotta blocks; spandrels, adorned with dentate and billet moldings, pass behind the piers. Linked by spandrels punctuated with roundels, groupings of two-storied columned-mutins with Corinthian capitals underscore the vertical thrust of the corner piers at the attic level while similar one-storied muntins screen the individually framed inner bays on North 12th Street.

Originally culminating in a decisive projecting cornice, the design now terminates in a blind frieze arcade and a 1952 rooftop addition fronting on North 12th Street. Obstruction of several bays at street level and extensive interior remodeling of the lower four floors constitute other major alterations.

# 8. Significance

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

Specific dates 1897-1898 1952 addition **Builder/Architect** H.E. Roach & Son - Architects

**Statement of Significance (in one paragraph)**

An impressive example of turn-of-the-century commercial architecture from the office of St. Louisans H.E. Roach and Son,<sup>1</sup> the A.D. Brown building maintains a prominent corner at the crossroads of St. Louis' spacious 12th Street and once nationally-known Washington Avenue mercantile district. In 1898, the imposing loft building provided a palatial home for one of the City's leading shoe manufacturers and today stands as a formidable reminder of the City's leading position in the shoe industry. Because the Hamilton-Brown Shoe Co. intended to spur construction along relatively underbuilt 12th Street by situating its headquarters at this location, the A.D. Brown building served as a key stimulant in the development of this major downtown thoroughfare. Of the many City Beautiful-inspired schemes proposed to transform 12th Street frontages, the A.D. Brown building was one of only several carried through to completion, a fact which greatly enhances its importance. Further significance derives from the architects' early use of soot-resistant, lustrous enameled bricks for exterior walls in keeping with Chicago's "White City" ideal. As such, the A.D. Brown building remains a unique addition to the central business district.

The Hamilton-Brown Shoe Co., one of the first shoe and boot jobbing enterprises in St. Louis, was formed on March 11, 1872, by J.M. Hamilton and Alanson D. Brown.<sup>2</sup> During the early years of the City's shoe trade, firms sold shoes manufactured in New England until acquisition of an adequate supply became increasingly difficult and dissatisfaction with the quality of these shoes forced St. Louis jobbers to embark upon manufacturing in the late 1900's. Already by the turn-of-the-century, St. Louis led the nation in shoe and boot distribution.<sup>3</sup> The construction of Hamilton-Brown's splendid new building just two blocks west of its earlier headquarters at Washington Avenue and North 10th Street marks the firm's prosperity in 1898 and hints at its rise to first rank worldwide in shoe production and sales by 1912.<sup>4</sup>

The firm's westward path up Washington Avenue coincided with a period of spectacular growth in the apparel trades which fostered the rapid and concentrated construction of loft buildings on Washington Avenue between North 10th and North 13th Streets. The impouring capital insured abundant construction and high quality design and craftsmanship. To this effect, editors of the St. Louis Architectural Club catalog of 1900 remarked:

In no respect has the advance in architectural design been more marked than in the great commercial warehouses which are making Washington Avenue a monumental street...<sup>5</sup>

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While the A.D. Brown building combines rich, robust effects with simplified rhythms as are characteristic of neighboring dark-colored brick, slow combustion loft buildings, it marks by contrast an early application of light-colored glazed facing materials and fireproofing techniques for mercantile structures.

Contemporary periodicals document booster A.D. Brown's attempts to spark building along 12th Street by setting forth the company headquarters as an innovative model for anticipated expansion. The generous breath of 12th Street inspired businessmen and designers to formulate grand plans calling for, among other features, a triumphal arch at Washington Avenue<sup>6</sup> and islands of monumental statuary surrounded by opulent Beaux-Arts buildings. Although 12th Street developed along more modest lines by 1905, these "White City" extravaganzas were forcefully recalled by a solid wall of light-colored facades along the west side and are still recalled by scattered buildings such as the A.D. Brown building.

As early as the 1940's, the dispersal of light manufacturing to Illinois and outlying areas in Missouri began to slowly undermine the shoe and garment district. Post-war F.H.A. loan and federal highway projects further encouraged decentralization and slum clearance programs succeeded in reducing the nearby housing stock thereby reducing the ready labor pool. Washington Avenue, once boastful of having along its sidewalks the country's largest dress and shoe manufacturers and wholesale dry goods firm, suffered the collapse of an increasing number of businesses since the 1950's.

Consequently, an alarming number of little-tenanted loft buildings in the vicinity of the A.D. Brown building have been demolished in recent years; those remaining are largely under-leased. The A.D. Brown building, slated for refurbishing under the Sansone Realty Co., and a handful of proposed revitalization projects nearby are positive steps in insuring a future for St. Louis loft buildings.

FOOTNOTES

1. Henry E. Roach (1843-c. 1906) and Harry F. Roach (1871-?) worked jointly from 1891, shortly after Harry's graduation from M.I.T., until 1900, at which time the younger Roach launched an independent practice. In addition to the A.D. Brown Building, their commissions include the Tupelo, Mississippi, courthouse of 1870 and the Syndicate Trust building and the Hamilton-Brown factory in St. Louis. "Architect Henry E. Roach Dead," Realty Record and Builder 13 (February 1906): n.p.; and Book of St. Louisans (St. Louis: St. Louis Republic, 1912), p. 503.
2. Hamilton, Brown Household Book ([St. Louis]: Hamilton-Brown Shoe Co., 1910), p. 45.
3. James Cox, ed., Missouri at the World's Fair (St. Louis: Missouri World's Fair Commission, 1893), p. 91.
4. Hamilton, Brown Household Book ([St. Louis]: Hamilton-Brown Shoe Co., 1910), p. 44.

## 9. Major Bibliographical References

"Architect Henry E. Roach Dead." Realty Record and Builder 13 (February 1906): n.p.  
Book of St. Louisans. St. Louis: St. Louis Republic, 1912.

## 10. Geographical Data

Acreeage of nominated property less than one acre

Quadrangle name "Granite City, ILL. Mo."

Quadrangle scale 1:24,000

UMT References

A 

1	5	7	4	4	0	4	0
Zone	Easting		Northing				

B 

Zone	Easting		Northing				

C 

Zone	Easting		Northing				

D 

Zone	Easting		Northing				

E 

Zone	Easting		Northing				

F 

Zone	Easting		Northing				

G 

Zone	Easting		Northing				

H 

Zone	Easting		Northing				

Verbal boundary description and justification

The Western part of Lot 13, all of Lots 14, 15, 16, 17 and the Eastern part of Lot 18 of the Subdivision in Partition of the PETER LINDELL ESTATE and in Block 836 of the City of St. Louis, described as: Beginning at the intersection of the East line of

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

state	code	county	code
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state	code	county	code
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## 11. Form Prepared By

name/title 1. Carolyn Hewes Toft, Executive Director

organization Landmarks Association of St. Louis, Inc. date July 7, 1978

street & number 611 Olive Street, Suite 2187 telephone 314/421-1778

city or town St. Louis state Missouri 63101

## 12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national  state  local

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

State Historic Preservation Officer signature

Director, Department of Natural Resources and State  
title Historic Preservation Officer date

For HCRRS use only

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

\_\_\_\_\_  
Keeper of the National Register

\_\_\_\_\_  
Chief of Registration

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Twelfth Boulevard with the South line of Washington Avenue, thence Eastwardly along the South line of Washington Avenue 128 feet 11-3/4 inches, more or less, as per deeds of record and 127.90 feet by survey to the West line of property conveyed to the Lewbar Corporation by deed recorded in Book 6311 page 234, at a point distant 34 feet 10-1/2 inches West of the East line of Lot 12, measured along the South line of Washington Avenue, thence Southwardly along the West line of property so conveyed to said Lewbar Corporation, being along the East face of a brick wall approximately 34 inches thick, a distance of 150 feet, more or less, to the North line of St. Charles Street at a point distant 34 feet 8-1/2 inches West of the East line of said Lot 12, measured along the North line of St. Charles Street, thence Westwardly along the North line of St. Charles Street 129 feet 1-1/2 inches, more or less, as per deeds of record and 127.69 feet by survey, to the East line of Twelfth Boulevard, thence Northwardly along said East line of Twelfth Boulevard 150 feet, more or less, to the place of beginning, according to survey by Pitzman's Company of Surveyors and Engineers, dated July 21st, 1957, together with all improvements located thereon, subject to all zoning ordinances, leases, building lines, conditions, restrictions and easements of record, if any, subject to assessments for sewer maintenance.

Item number 11

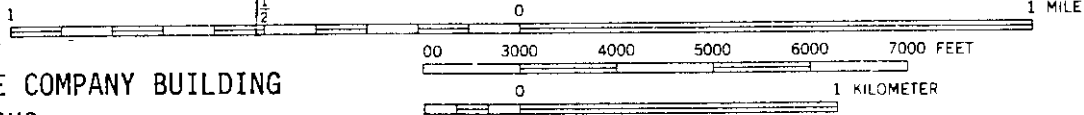
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- |  |  |
|--|--|
| <p>2. Jill R. Johnson, Architectural Historian<br/>Historic Preservation Program<br/>Department of Natural Resources<br/>P.O. Box 176<br/>Jefferson City</p>     | <p>January 31, 1980<br/>314/751-4096<br/><br/>Missouri 65102</p> |
| <p>3. Claire F. Blackwell, Architectural Historian<br/>Historic Preservation Program<br/>Department of Natural Resources<br/>P.O. Box 176<br/>Jefferson City</p> | <p>January 31, 1980<br/>314/751-4096<br/><br/>Missouri 65102</p> |



1742 12°30' 1.1 MI. TO 174 1744 (CAHOKIA), 0.3 MI. TO 155 1746 10' 1.8 MI. TO JUNC. 1.55 & 70

SCALE 1:24 000



HAMILTON, BROWN SHOE COMPANY BUILDING  
 1136 Washington Avenue  
 St. Louis, Missouri  
 U.S.G.S. 7.5' Quadrangle  
 "Granite City, Ill.-Mo." (1954, photorevised  
 1968, 1974)

Scale: 1:24,000  
 UTM References: 15/744040/4279400

• CUR INTERVAL 10 FEET  
 • REPRESENT 5-FOOT CONTOURS  
 • DETIC VERTICAL DATUM OF 1929

THIS NATIONAL MAP ACCURACY STANDARDS  
 Y, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092  
 L SURVEY, URBANA, ILLINOIS 61801,  
 RESEARCH AND TECHNICAL INFORMATION  
 NATURAL RESOURCES, ROLLA, MISSOURI 65401  
 THIS MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

Revisi-  
 Survey  
 This in  
 Purple



**Photo Log:**

Name of Property: **Brown, A.D., Building**

City or Vicinity: **St. Louis [Independent City]**

County: **St. Louis [Independent City]** State: **MO**

Photographer: **James Bartl (unless otherwise noted)**

Date

Photographed: **Jul 1978 (unless otherwise noted)**

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

1 of 5. View of W façade, looking NE.

2 of 5. View of N and W facades, showing 1952 addition. Photo taken by J.D. Photography, Sept. 1979.

3 of 5. View of N façade, looking SE. Photo taken by Vivian Paul, June 1978.

4 of 5. Detail of W façade, showing Sullivanesque spandrel patterns and decorative terra cotta. Photo taken by J.D. Photography, Sept. 1979.

5 of 5. View of attic detailing of N and W facades, showing 1952 addition. Photo taken by J.D. Photography, Sept. 1979.







ST. LOUISIAN

The St. Louisian Hotel  
WELCOME

1150



