

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Registration Form**

1. Name of Property

historic name Paul Brown Building
other names/site number n/a

2. Location

street & number 818 Olive Street [n/a] not for publication
city or town St. Louis [n/a] vicinity
state Missouri code MO county St. Louis [Independent City] code 510 zip code 63101

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments [])

 29 Oct. 02

Signature of certifying official/Title Claire F. Blackwell/Deputy SHPO Date

Missouri Department of Natural Resources
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria.
(See continuation sheet for additional comments [])

Signature of certifying official/Title

State or Federal agency and bureau

4. National Park Service Certification

	Signature of the Keeper	Date of Action
I hereby certify that the property is:		
<input type="checkbox"/> entered in the National Register See continuation sheet [] .	_____	_____
<input type="checkbox"/> determined eligible for the National Register See continuation sheet [] .	_____	_____
<input type="checkbox"/> determined not eligible for the National Register.	_____	_____
<input type="checkbox"/> removed from the National Register	_____	_____
<input type="checkbox"/> other, explain see continuation sheet [] .	_____	_____

5. Classification

Ownership of Property	Category of Property	Number of Resources within Property	
		contributing	noncontributing
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	1	0 building
<input type="checkbox"/> public-local	<input type="checkbox"/> district	0	0 sites
<input type="checkbox"/> public-state	<input type="checkbox"/> site	0	0 structures
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	0	0 objects
	<input type="checkbox"/> object	1	0 total

Name of related multiple property listing.

(n/a)

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

6. Function or Use

Historic Function

COMMERCE: business
COMMERCE: specialty store

Current Functions

VACANT
COMMERCE: specialty store

7. Description

Architectural Classification

Renaissance Revival

see continuation sheet [].

Materials

foundation Stone: granite
walls Brick
Terra Cotta

roof Asphalt

other _____

see continuation sheet [].

NARRATIVE DESCRIPTION

See continuation sheet [x]

8. Statement of Significance

Applicable National Register Criteria

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

Property is:

A owned by a religious institution or used for religious purposes.

B removed from its original location.

C a birthplace or grave.

D a cemetery.

E a reconstructed building, object, or structure.

F a commemorative property.

G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

ARCHITECTURE

Periods of Significance

1925-1926

Significant Dates

1925-1926

Significant Person(s)

n/a

Cultural Affiliation

n/a

Architect/Builder

Bradshaw, Preston J.

Monschein, A.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographic References

Bibliography

(Cite the books, articles and other sources used in preparing this form on one or more continuation sheets.)

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

Primary location of additional data:

State Historic Preservation Office

Other State Agency

Federal Agency

Local Government

University

Other:

Name of repository: _____

USD/NPS NRHP Registration Form
Paul Brown Building
St. Louis (Independent City), MO

10. Geographical Data

Acreege of Property less than one acre

UTM References

A. Zone	Easting	Northing	B. Zone	Easting	Northing
<u>15</u>	<u>744 320</u>	<u>4279 260</u>			
C. Zone	Easting	Northing	D. Zone	Easting	Northing

[] See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Lynn Josse and Stacy Sone
organization Landmarks Association of St. Louis date October 22, 2002
street & number 917 Locust Street, 7th floor telephone (314) 421-6474
city or town St. Louis state MO zip code 63101

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

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.

Photographs

Representative **black and white photographs** of the property.

Additional Items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name Pyramid Construction Inc.
street & number 3201 Arsenal Street telephone (314) 621-4669
city or town St. Louis state MO zip code 63118

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

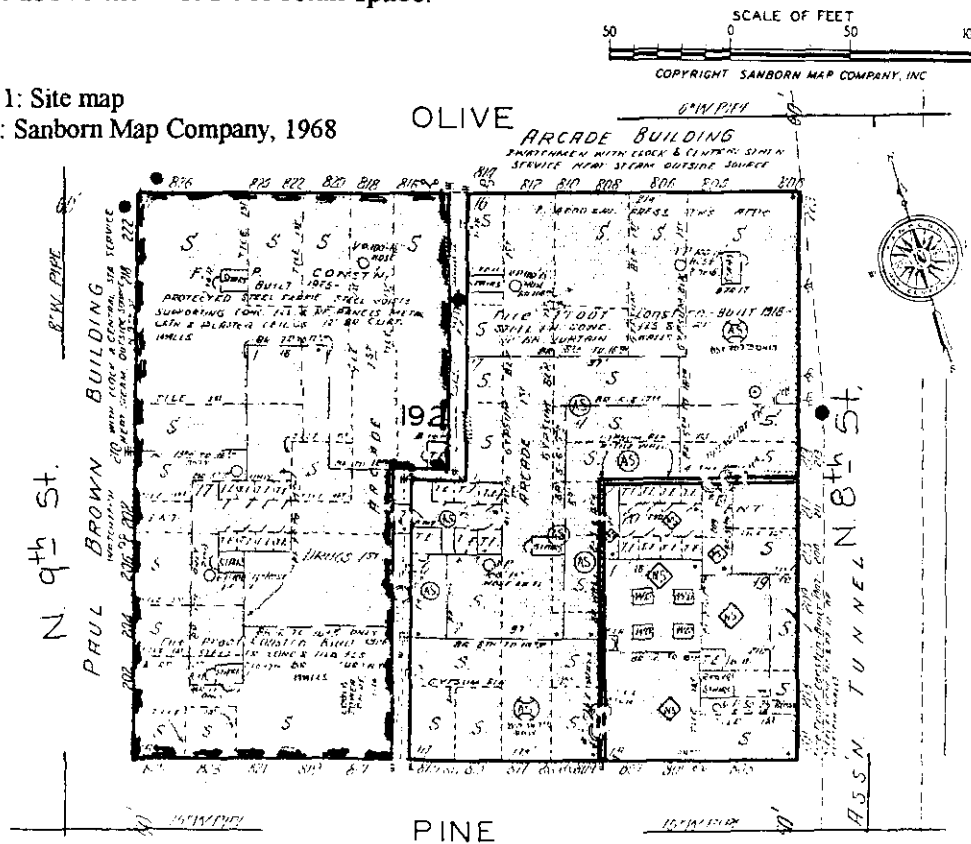
Section 7 Page 1

Paul Brown Building
St. Louis [Independent City], Missouri

Summary

The Paul Brown Building at 818 Olive Street in downtown St. Louis occupies the western half of a city block bounded by Ninth Street on the west, Olive Street on the north, Eighth Street on the east, and Pine Street on the south. Designed in 1925 by Preston J. Bradshaw, the building is 16 stories on its southern half and 12 on the northern half. The building's buff brick exterior features lavish terra cotta ornament at its base and at the roofline which supports a rare example of an intact cornice in downtown St. Louis. A row of six terra cotta-clad bay windows decorates the second level of the Olive Street side. Three-part windows with transoms extend the length of the Ninth and Pine facades. Prominent arched entrance bays are positioned slightly off-center on the Ninth Street facade and on the eastern end of the Olive Street side. Like most other downtown St. Louis commercial buildings, modern storefronts have altered part of the original lower story, however, the arched entrance bays as well as many original marble and cast iron storefronts are unaltered. An L-shaped interior corridor with an arched, coffered ceiling and walls of Ste. Genevieve golden vein marble remains intact. The building is currently vacant above the first floor retail space.

Figure 1: Site map
Source: Sanborn Map Company, 1968



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Paul Brown Building
St. Louis [Independent City], Missouri

Exterior

The Paul Brown Building's footprint is nearly rectangular and fronts 226 feet on Ninth Street, 102 feet on Pine Street and 124 feet on Olive. Only the first story assumes this shape – the shaft of the building has a boot-shaped light court from the second the 12th story where the taller portion is L-shaped with a break in the L where the elevator lobby projects.

The building's primary facade faces Ninth Street (photo 1). The terra cotta-clad arched entrance is positioned just off center. Panels depicting various occupations as well as fantasy figures line the arch which sits on a polished red granite base (photos 2, 3). Terra cotta blocks that imitate stone rustication surround the arched opening and a blind arcade cornice sits over the top. Most storefronts north of the Ninth Street entrance have been remodeled by the application of stone-like veneer added during the 1960s along with a metal overhang (photo 3). The original cast iron cornice is unaltered and clearly visible along with portions of the cast iron front in some areas. South of the Ninth Street entrance, the marble and cast iron storefronts remain nearly intact with the exception of recent canvas awnings (photo 2, right). The 18 window bays positioned at the mezzanine level and surrounded by a surface of rusticated terra cotta blocks are not hidden by the metal overhang that obscures these features north of the entrance. A decorative terra cotta cornice with foliage patterned-brackets separates the mezzanine from the second level. The cornice is intact on Ninth Street south of the entrance and on Pine Street but is covered by the 1960s awning north of the Ninth Street entrance (photo 3).

Unaltered marble and cast iron storefronts wrap around to the building's Pine Street facade (photo 4). Canvas awnings are the only visible intrusion. The Pine Street facade maintains the same characteristics as Ninth Street facade except the entrance is less formal. Instead of the terra cotta arch, the Pine Street entrance is framed by cast iron pilasters that carry a decorative cast iron entablature. Glazed tiles form the walls flanking the recessed double-door entrance. On this facade, the mezzanine level comprised of windows and rusticated terra cotta blocks is the same as the Ninth Street side.

The Ninth and Pine street facades also share the same second story window treatment. Ten bays on Ninth Street and five bays on Pine Street of three-part windows with transoms sit between rusticated terra cotta pilasters. A blind arcade terra cotta cornice tops the second story on both Pine and Ninth streets.

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CONTINUATION SHEET**

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Paul Brown Building
St. Louis [Independent City], Missouri

The base of the Paul Brown Building facing Olive Street has a storefront and mezzanine levels that were remodeled during the 1960s (photo 5). Sheets of stone-like veneer surround the remodeled storefronts and an overhang covers the terra cotta cornice. The arched terra cotta entrance bay with a blind arcaded cornice and a polished granite base has not been altered and is identical to the Ninth Street entrance. The entrance is positioned near the eastern end of the facade. The second level is comprised of six bays of bay windows instead of the three-part windows on the other two facades. Decorative terra cotta surrounds the window bays. The blind arcade cornice on the Ninth and Pine street facades continues across the Olive Street side.

The building's shaft is brick and articulated with pairs of windows – 12 bays facing Olive Street, 22 bays on Ninth Street, and ten bays on Pine Street (photos 1, 5). The shaft is broken between the 11th and 12th levels where a terra cotta stringcourse decorates all three street facades. One level of windows sits between the stringcourse and the cap on the 12 story (northern) section. The building's southern half is four stories taller (photo 1). The same terra cotta stringcourse is repeated between the top two floors of the 16 story section.

The elaborate terra cotta cornice is identical on both the 12 and 16 story sections. The cornice features near its base, a band of decorative panels with a circular medallion in the center of each panel. The blind arcade pattern found at the base of the building appears again on the cornice but here, each arch springs from a leaf-patterned base and each arch contains a crest. A dentilled stringcourse topped by another stringcourse with circular medallions forms the next level of the cornice. The bold crowning parapet is punctured by elliptical-shaped openings between stocky obelisk-capped piers.

Interior

A broad L-shaped corridor connects the Ninth and Olive street entrances (photo 6). The vaulted, coffered ceiling extends from walls clad in Ste. Genevieve marble. The floors are marble tile. The Ninth Street entrance opens via a rotating door under a plain vaulted ceiling (photo 7). Ventilation grills are positioned on each side in the marble walls. A coffered, flat ceiling interrupts the vaulted ceiling between the entrance and the rest of the west-east corridor. Stairs to the second story and a bronze mailbox occupy this flat-ceilinged space that leads to the elevator corridor. Four elevators with bronze doors are positioned on each side under the vaulted ceiling. A secondary corridor with a low ceiling and a glazed tile floor extends from an opening near the elevators to the Pine

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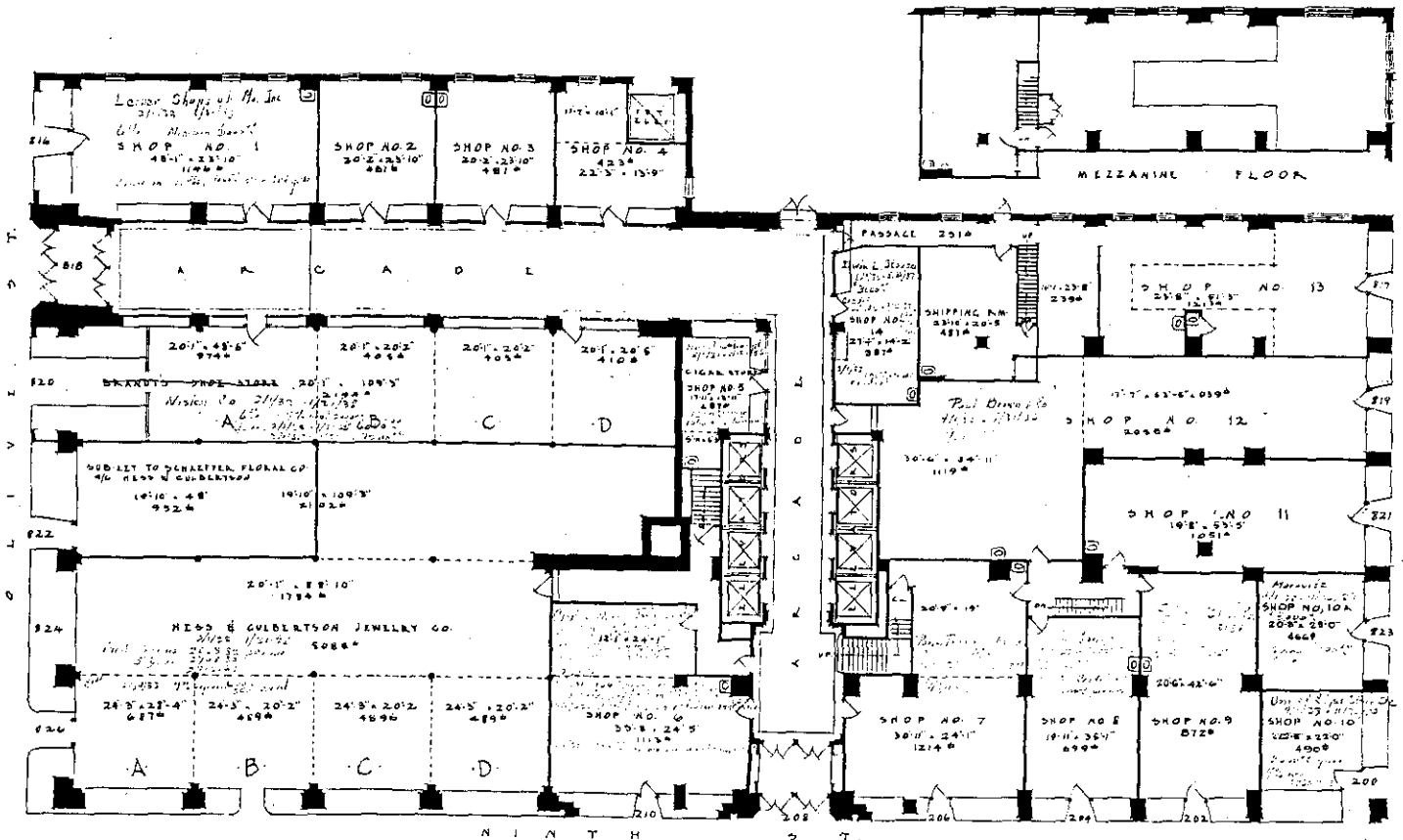
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Paul Brown Building
St. Louis [Independent City], Missouri

Street entrance. The section of the main L-shaped corridor that extends north to south from Olive Street is slightly broader than the one leading from the Ninth Street entrance. Historic photos of St. Louis are positioned in the corridor's east wall in recessed frames that appear to have been display windows originally.

The upper story office spaces have been adjusted over the years to accommodate the needs of various tenants. On each floor, however, the main corridors remain intact.

figure 2: lobby plan c. 1930s
from collection of Landmarks Association of St. Louis



FIRST FLOOR PLAN
SCALE: 1/4" = 1'-0"

PAUL BROWN BUILDING
OLIVE, NINTH & PINE STS.
SAINT LOUIS MO.
ISAAC T. COOK, COMPANY AGENT
ARCADE BUILDING.
DRAWING NO. 547

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**NATIONAL REGISTER OF HISTORIC PLACES
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Section 8 Page 5

Paul Brown Building
St. Louis [Independent City], Missouri

Summary

The Paul Brown Building, located at 818 Olive Street in downtown St. Louis, is eligible for National Register listing under Criterion C for its local significance in the area of Architecture. The 12- and 16-story office building is one of only two in the downtown core displaying characteristics of the 1920s tripartite revival style buildings. In addition, the building was designed by Preston J. Bradshaw, whose body of work (including numerous hotels and this office building) is among of the city's most important architectural legacies of the 1920s. The building retains excellent integrity with the exception of some lower storefronts and interior finishes above the lobby. The period of significance, 1925-26, reflects the separate permit dates for the northern and southern halves of the building.

Elaboration

The Paul Brown Building was constructed in two phases: the northern (Olive Street) 12-story section preceded the southern (Pine Street) 16-story portion by about half a year. Construction on the first half, begun in 1925, was complicated by obstinate ground-story tenants of the 1888 Odd Fellows Building who refused to give up their leases when the building was to be demolished. The unique solution required removal of the seven stories above them, then constructing the Paul Brown Building around the existing storefronts.¹ Since the foundations could not be reinforced, the replacement building's height had to be reduced from 16 stories to 12. The northern portion was already underway when the adjacent Benoist Building and Benton Hotel were acquired and razed to complete the design. The 16-story section was permitted in January 1926 at an estimated cost of \$900,000 (the earlier portion used the same figure on its permit.) Speculation in the press suggested that the building would later be linked with the Arcade Building to the east "for the convenience of the general public;" perhaps Paul Brown would even buy the Arcade himself.² Neither prediction came to pass.

¹ According to a later article in the Post-Dispatch, the original storefronts from the Odd Fellows Building were visible until remodeled in the 1960s. Clarence E. Olson, "Shaky Lease on Life," *St. Louis Post-Dispatch*, April 3, 1966.

² Berry Moore, "Brown Building Addition to be 16 Stories High," *St. Louis Post-Dispatch*, July 19, 1925.

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Paul Brown Building
St. Louis [Independent City], Missouri

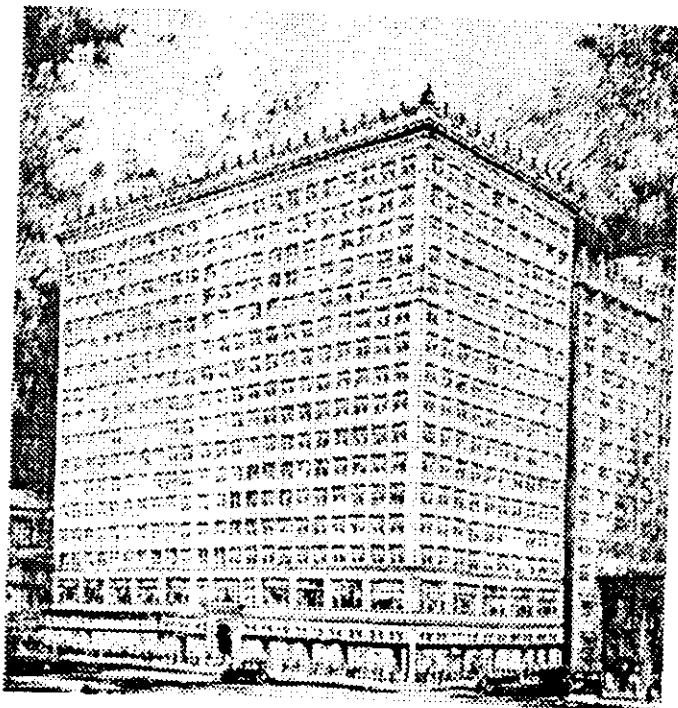


Figure 2: Paul Brown Building
(as originally conceived)
from undated drawing in the files of
the St. Louis Public Library

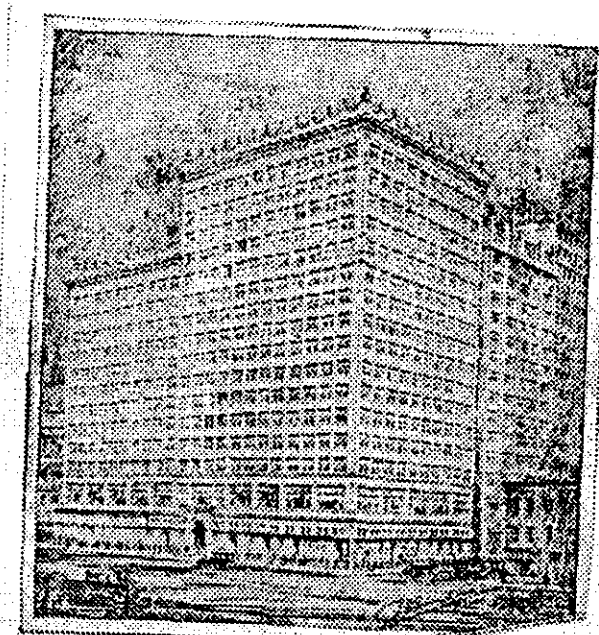


Figure 3: Paul Brown Building
drawing as built
from undated clipping in the files of
the St. Louis Public Library

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Paul Brown Building
St. Louis [Independent City], Missouri

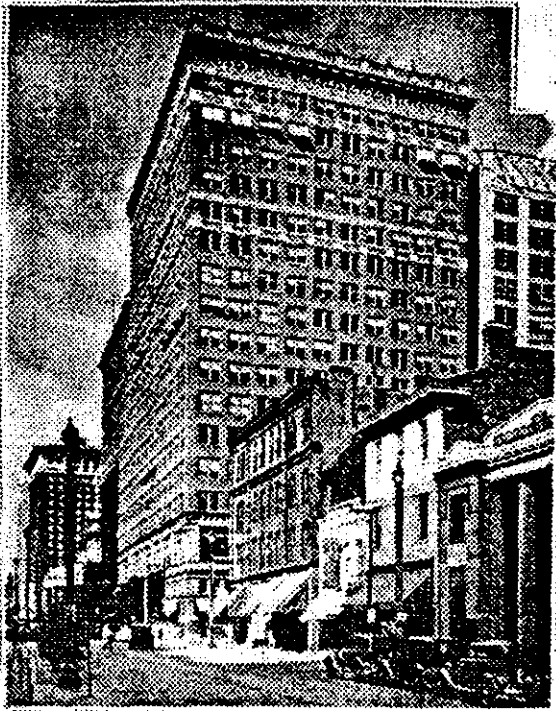


Figure 4: Paul Brown Building in 1935 (looking north/northeast up Ninth Street). Small-scale buildings in foreground have been demolished.

Source: St. Louis Public Library buildings file: "Paul Brown"

Brokerage baron Paul Brown made his start in the tobacco industry. In 1893 he moved his company to St. Louis from Montgomery City, Missouri. Bought out by the American Tobacco Company, Brown soon became one of downtown's largest property holders. His 1927 obituary reported that at the time of his death, in addition to the newly completed namesake building, he owned the Frisco and Ely-Walker Dry Goods Company Buildings and a controlling interest in the Chemical Building. He had previously owned the Title Guaranty and Union Electric Buildings in downtown St. Louis (both razed).

The Paul Brown is an excellent and generally intact example of one of St. Louis' two major trends in tall office buildings in the mid- 1920s. Some skyscrapers (The Missouri Pacific, Continental, Southwestern Bell and Mart buildings) adopted the setback style enforced by law in New York and Chicago. These buildings use a stepped-back massing with Gothic and/or Art Deco details for a modern image that remained current nationally into the 1930s. In a more conservative vein, however, architects adapted the previously established revival styles to tall buildings. In St. Louis, 1920s buildings of this school typically used a base, shaft and crown composition. Unlike the early skyscrapers, these

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Paul Brown Building
St. Louis [Independent City], Missouri

tall buildings of the 1920s typically had little adornment at the shaft section, relying on the base and crown for most of the decorative effect.

The Paul Brown is a good example of this second office type. In fact, the Paul Brown and the Louderman Building (NR 11/22/2000) are the only two extant examples in the downtown core (east of Tucker). They are among the last large office buildings constructed in the city before a long hiatus imposed by the Depression and World War II.

The Paul Brown is also a fine example of the work of architect Preston J. Bradshaw, who is best known as the designer of most of St. Louis' large hotel buildings of the 1920s. The Chase, Lennox, Forest Park, Mayfair, Coronado and Melbourne Hotels are all examples of his work, and all reflect the elegant revival aesthetic established in the Paul Brown. In his later career, Bradshaw was respected as a senior member of the St. Louis architectural establishment, a man whose vision was sought and respected among the younger generation. His apartment building at 13th and Pine Street (1948), one of the city's first tall Modern buildings, reflects the same economy of detail and elegance of line found in his work of the 1920s.

The Paul Brown hit hard times beginning in the 1980s. At the start of that decade, occupancy was over 90%,³ a decade later, after two foreclosures, occupancy had slipped to about 50%.⁴ In 1996, after enforcing a no-new-leases policy and letting occupancy drop to 25%, the owner closed the building.⁵ The current owners, Pyramid Construction, plan to convert the building for residential use.

Integrity

Despite storefront alterations, the Paul Brown retains good overall integrity. Above the first story, the exterior's fenestration and detailing is generally intact. The primary public space inside, the lobby, also retains integrity. In addition, the site is unusually intact – 9th and Olive, at the northwest corner of the building, is the only intersection in St. Louis' central core which retains historic buildings on all four corners.

³ Gerhardt Kramer, "Downtown St. Louis Landmarks: Paul Brown Building." *The Downtowner*, March 2, 1982.

⁴ Howard Lerner, "Paul Brown Building taken from New York entrepreneur." *St. Louis Business Journal*, December 6-12, 1993.

⁵ Fred Lindecke, "Paul Brown Owners To Close Building," *St. Louis Post-Dispatch*, May 11, 1996. 5A.

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Paul Brown Building
St. Louis [Independent City], Missouri

Sources

Kramer, Gerhardt. "Downtown St. Louis Landmarks: Paul Brown Building." *The Downtowner*, March 2, 1982.

Lerner, Howard. "Paul Brown Building taken from New York entrepreneur." *St. Louis Business Journal*, December 6-12, 1993.

Lindecke, Fred. "Paul Brown Owners To Close Building." *St. Louis Post-Dispatch*, May 11, 1996. 5A.

Moore, Berry. "Brown Building Addition to be 16 Stories High," *St. Louis Post-Dispatch*, July 19, 1925.

Olson, Clarence E. "Shaky Lease on Life.," *St. Louis Post-Dispatch*, April 3, 1966.

"Paul Brown Building" miscellaneous clippings file. Landmarks Association of St. Louis.

"Preston J. Bradshaw" architect file. Landmarks Association of St. Louis.

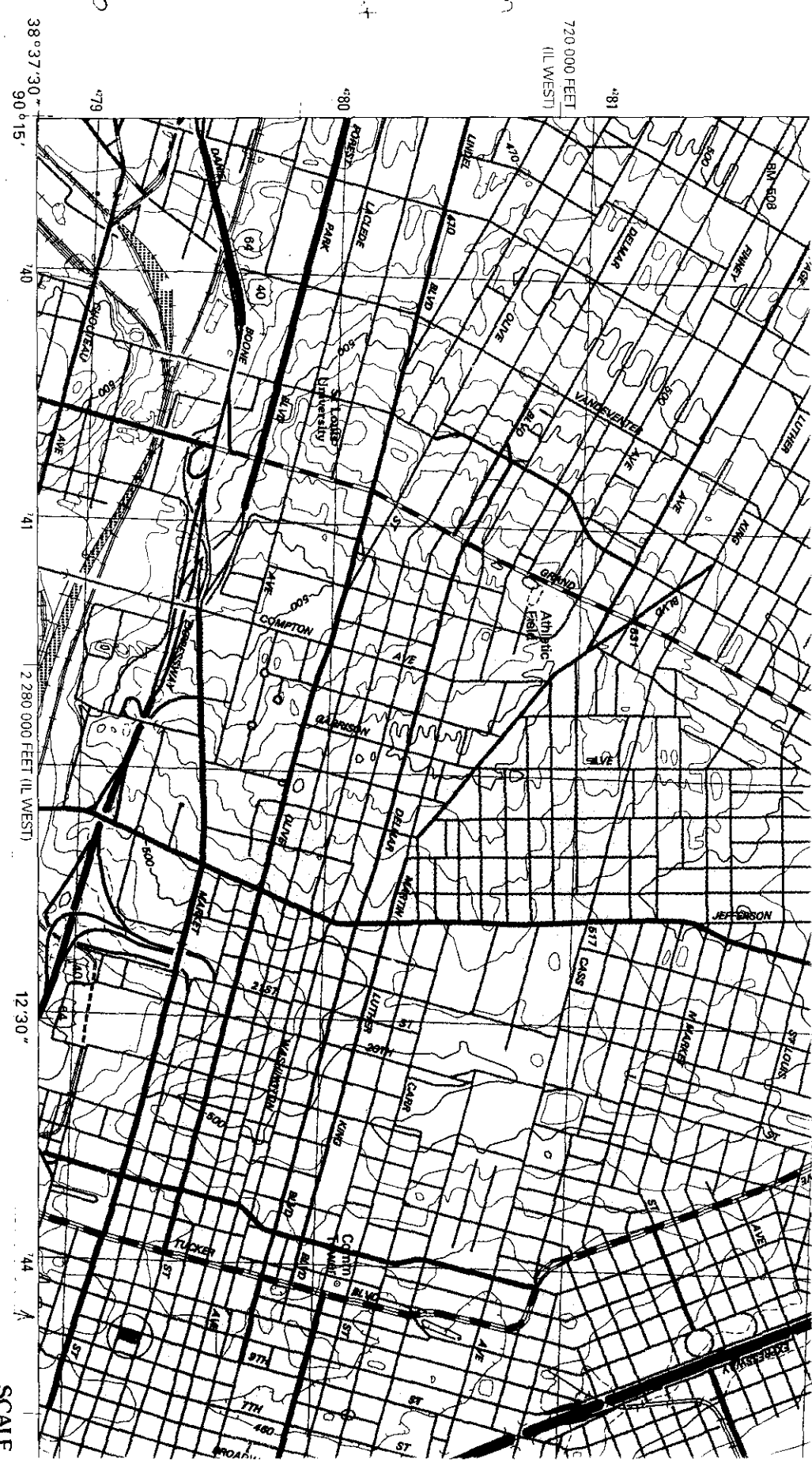
Verbal Boundary Description

The nominated property is located on the western portion of City Block 192 and is known in City of St. Louis records as parcel number 01920000100.

Boundary Justification

The nominated parcel includes all of the property historically associated with the Paul Brown Building and is roughly the same as the footprint of the building.

Paul Brown Building
 St. Louis (underground city), MO
 Zone 15
 Easting 744 320
 Northing 4279 260



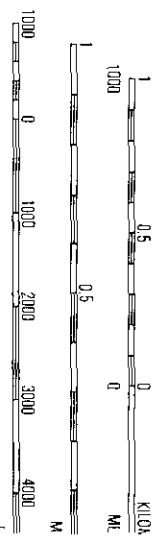
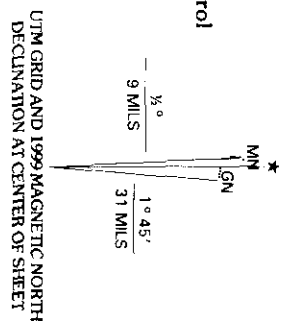
Produced by the United States Geological Survey

Topography compiled 1952. Planimetry derived from imagery taken 1993 and other sources. Photoinspected using imagery dated 1998; no major culture or drainage changes observed. PLSS and survey control current as of 1954. Boundaries, other than corporate, verified 1999

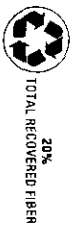
North American Datum of 1983 (NAD 83). Projection and 1000-meter grid: Universal Transverse Mercator, zone 15
 10 000-foot ticks: Illinois (west zone) and Missouri (east zone)
 Coordinate Systems of 1983

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

Contours that conflict with revised planimetry are dashed
 There may be private inholdings within the boundaries of the National or State reservations shown on this map



CONTOUR INT
 SUPPLEMENTARY CON
 NATIONAL GEODETIC V
 TO CONVERT FROM FEET TO
 THIS MAP COMPLES WITH NAITIO
 AND ILLINOIS GEOLOGICAL SURV
 AND DIVISION OF GEOL
 MISSOURI DEPARTMENT OF NATURAL
 A FOLDER DESCRIBING TOPOGRAPHIC MAP



1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

Paul Brown Building
St. Louis (Independent city), MO
Stony Sene
5102
Landmarks Assoc. of St. Louis
View to N/E
#1 of 7



Paul Brown Building
St. Louis (independent city), MO

Stacy Sane

5/02

Landmarks Assoc. of St. Louis

view to SE

#2 of 7



Paul Brown Building

St. Louis (independent city), MO

Stacy Sone

5/02

Landmarks Assoc. of St. Louis

view to SE

#3 of 7



St. Louis (independent city), MO

Stacy Sone

5/02

Landmarks Assoc. of St. Louis

view to NE

#4 of 7



Paul Brown Building
St. Louis (independent city), MO

Stacy Sone

5102

Landmarks Association of St. Louis

view to SE

#5 of 7



St. Louis (Independent City), MO

Stacy Scene

5/02

Landmarks Assoc. of St. Louis

view to E

#6 of 7



Paul Brown Building
St. Louis (independent city), MO
Stacy Sone
5/02

Landmarks Assoc. of St. Louis
view to SKI
#7 of 7

