

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Imperial Brewing Company Brewery

other name/site number Rochester Brewery "B" Plant; Boulevard Mill

2. Location

street & town 2825 Southwest Boulevard n/a not for publication

city or town Kansas City n/a vicinity

state Missouri code MO county Jackson code 095 zip code 64108

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.)

Mark A Miles Dec 16, 2010  
Signature of certifying official/Title Mark A. Miles/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 Date

\_\_\_\_\_  
State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

Signature of the Keeper

Date of Action

- entered in the National Register.  
 See continuation sheet.
- determined eligible for the National Register  
 See continuation sheet.
- determined not eligible for the National Register.
- removed from the National Register.
- other, (explain:)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Imperial Brewing Company Brewery  
Name of Property

Jackson County, MO  
County and State

**5. Classification**

**Ownership of Property**  
(check as many boxes as apply)

**Category of Property**  
(check only one box)

**Number of Resources within Property**  
(Do not include previously listed resources in the count.)

- private
- public-local
- public-State
- public-Federal

- building(s)
- district
- site
- structure
- object

Contributing	Noncontributing	
2	0	buildings
1		sites
		structures
		objects
3	0	Total

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

**Number of contributing resources previously listed in the National Register**

Railroad Related Commercial and Industrial Resources  
In Kansas City, Missouri

0

**6. Function or Use**

**Historic Function**  
(Enter categories from instructions)

**Current Function**  
(Enter categories from instructions)

INDUSTRY/ manufacturing facility

VACANT/ NOT IN USE

**7. Description**

**Architectural Classification**  
(Enter categories from instructions)

**Materials**  
(Enter categories from instructions)

LATE VICTORIAN/Romanesque Revival  
Other: Industrial Facilities and Commercial Distribution  
Buildings property type

foundation STONE/ Limestone  
walls BRICK  
GLASS  
roof ASPHALT  
other CONCRETE

**Narrative Description**

(Describe the historic and current condition of the property on one or more continuation sheets.)

See continuation sheet(s) for Section No. 7

**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.)

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.

**Narrative Statement of Significance**

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

**9. Major Bibliographical 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 # \_\_\_\_\_

**Areas of Significance**

(enter categories from instructions)

INDUSTRY  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Period of Significance**

1902-1960  
\_\_\_\_\_  
\_\_\_\_\_

**Significant Dates**

1902  
\_\_\_\_\_

1919  
\_\_\_\_\_

**Significant Persons**

(Complete if Criterion B is marked above)

n/a  
\_\_\_\_\_

**Cultural Affiliation**

n/a  
\_\_\_\_\_

**Architect/Builder**

Stoeger, A.F. / Developer  
\_\_\_\_\_

Breitag, Ludwig D./ Contractor, Builder  
\_\_\_\_\_

See continuation sheet(s) for Section No. 8

**Primary location of additional data:**

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other Name of repository:

The K.C. Public Library, Western Historical Manuscript Collection – Kansas City, Miscellaneous Private Collections

See continuation sheet(s) for Section No. 9

Imperial Brewing Company Brewery  
Name of Property

Jackson County, MO  
County and State

**10. Geographical Data**

**Acreage of Property** 3.5 acres

**UTM References**

(Place additional boundaries of the property on a continuation sheet.)

1 15 361310 4326565  
Zone Easting Northing

2 / / / / / / / / / / /  
Zone Easting Northing

3 / / / / / / / / / / /  
Zone Easting Northing

4 / / / / / / / / / / /  
Zone Easting Northing

**Verbal Boundary Description**

(Describe the boundaries of the property.)

See attached

Property Tax No.

**Boundary Justification**

(Explain why the boundaries were selected.)

See attached

See continuation sheet(s) for Section No. 10

**11. Form Prepared By**

name/title Michael Englebert Griffin/ Project Manager

organization Shaw Hofstra + Associates, Inc. date January 31, 2010

street & number 1717 Oak St. telephone 816-421-0505

city or town Kansas City state MO zip code 64108

**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**

name/title Lester M. Dean/ President, CEO Dean Realty Co., Inc.

street & number 10 E. Cambridge Circle Drive, Suite 300 telephone 816-531-0800

city or town Kansas City state KS zip code 66103

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 7 Page 1

Imperial Brewing Company Brewery  
Jackson County, MO

Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

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### Summary

The Imperial Brewery is located at 2825 Southwest Boulevard in Kansas City, Missouri. Though once a larger complex of buildings, the core of the original brewery constructed in 1902 remains and includes the sizeable brew house complex and stable buildings (both contributing). Builder Ludwig D. Breitag utilized Romanesque Revival style details, common in the day for this building type, in the massive brick brew house with projecting center tower. The two-story stable is more utilitarian, but has segmental arched openings and decorative brickwork in the window headers and cornice line. After Prohibition, the complex was converted from brewery to flour mill and evidence of the conversion can be seen in the brew house and its additions. In 1928 the brew house was topped by an additional floor, and later (c. 1950) its power house was converted to grain storage and connected to the brew house by a non-descript, two-story addition. Supplemental storage areas were constructed to the rear of the brew house and several grain silos were added to the property (since demolished). Although buildings and structures associated with the property's function as a brewery and mill have been lost, the remaining resources retain features that convey their significance as brewing and agricultural facilities. The property also conveys its historic association with rail-related development in Kansas City and meets the registration requirements for the Industrial Facilities and Commercial Distribution Buildings property type as described in the Railroad Related Commercial and Industrial Resources in Kansas City, Missouri Property Documentation Form.

### Site

The Imperial Brewery's brew house and stable are bound by I-35 going east/west, Southwest Boulevard and the railroad tracks to the south and Dean Realty's Cambridge Business Park complex atop a former limestone mine to the north (see figure 4). Of note is the property's close proximity to the Kansas state line and its visibility from the I-35 connection from Kansas into downtown Kansas City, Missouri and along Southwest Boulevard's connection to the local arts and entertainment district. The site retains traces of a still vibrant part of the city, cut through by an interstate, yet not completely detached. The original site was selected because of several natural factors beyond its proximity to Southwest Boulevard, the railroad and a dense population center. Elements of this particular site included a natural, fresh water source in Turkey Creek, a bluff of limestone and a quarry for building materials or potentially used for barrel storage and the railroad system which opened the door to the modern and efficient shipping industry and delivery of coal to the power house. Early renderings show a majority of the buildings actually built (including some that were never constructed) (figures 7,8). By 1902 the brew house was already operational in its current location. The stable with connected wagon storage was the next

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 7 Page 2

Imperial Brewing Company Brewery  
Jackson County, MO  
Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

facility constructed that year providing a delivery mechanism for the beer before it could be obtained in bottles. Finally, an office and bottle works were built in 1903 on the other side of Turkey Creek sitting directly on Southwest Boulevard. (see figure 2,3). Whereas the main facility has a more bucolic setting; the bottle works and office represented more of the Southwest Boulevard presence. They served as an entry to the grounds and interconnected with the brewery proper; their site was more in contrast to the main grounds with their urban streetscape location. By 1928, the bottle works had become an automobile parts warehouse and the office demolished. While important to the Imperial Brewing Company, these structures across the creek were not part of its milling history. The original 1902 site's natural connection and railroad link make a good argument for the significance of the remaining boundary. The rest of the period of significance to the present time pertains to the existing site. The shape and setting of the structures on the property relate to a more natural, non-urban environment still connected to the city core and various circulation routes. The complex was very early bifurcated by a railroad still in evidence today. The railroad tracks front the brew house which has a long platform that follows the curve of the tracks. Turkey Creek has been buried; however, Interstate 35 represents another form of bifurcation between the brewery and Southwest Boulevard and hovers above where the creek originally flowed – leaving the majority of the Imperial site largely intact. The original four acre site was reduced in size in 1919 when the existing property on the west side of Turkey Creek was sold to the Otto Bresky, founder of the Seaboard Milling Company. (see figure 4).

### Brew House

The Imperial Brewery's brew house is a five to six story, masonry, Romanesque Revival style, industrial facility with a modified symmetrical plan and a variety of additions to each side. The walls are finished in brick masonry with stone details and metal window frames and the foundation is a dressed ashlar stone. Above the main brew house tower sits three additions from 1928 which mark the beginning of the brewery's use as a granary after closing due to prohibition. The interior reflects this subsequent use and is filled with milling equipment; however, some original doors and interior space recall the original, brewery usage. The brew house fronts the railroad tracks which run behind the properties that line Southwest Boulevard. The site is framed within the curvature of the railroad, the interstate highway and an access road just below a bluff system making up the northern section of the property. The stable, similar in design and materials, lies two hundred feet from the brew house on the western edge of the lot. Although the property has deteriorated greatly over the years, it retains much of its historic fabric.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 7 Page 3

Imperial Brewing Company Brewery  
Jackson County, MO  
Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

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Despite its formal symmetry from the front elevation (Southeast), the brew house building is a spacious property with multiple and distinct areas. The overall shape is primarily dictated by what was a four-story brew house in the Northeast section of the main building (see photos 1-4). Directly behind this section of the facility was the ice house (demolished). The power house supported the operation to the northeast while stock houses supplied material for the brewing concern on the other side of the main brewing area. Ancillary and connecting structures to the Southwest, single and two-story structures, provided wash rooms, racking areas, storage for equipment and areas where shipping could be staged onto a platform with direct access to the railroad (see photo 6). The Southeast face is the most distinct primary elevation. This building has a tripartite division of base, shaft and cap. The first floor, which has a series of five segmental arched openings, is separated from the two-story shaft by a wide stone band. To either side of the central tower, the two story shaft contains paired, round arched openings with decorative stone capitals topping the two-story pilasters. Slightly recessed openings on each floor are missing windows, but retain stone sills. The fourth story is arcaded and topped by a corbelled brick cornice and stone band. The central tower repeats the corbelled cornice and contains three stone bands that break the fenestration into a transom line. The corbelled cornice from the original roof line wraps to each side and rear elevation. The Southwest face which was a stock house is mostly solid masonry with a single, fourth floor window matching the arched windows from the primary's arcade. The northeast elevation, the brew house area, matches the front elevation (see photo 1). The rear elevation of the main building contains an extending wing of the stock house and a void directly behind the brew house which was the original ice house location. Various and unique doors remain that indicate this lost relationship. The stock house extension retains a semblance of the corbelled cornice and evidence of some fenestration; however, the overall impression is not as cohesive as the primary elevations.

The support wing of the facility directly to the southwest has been greatly altered up to and after the period of significance. The two buildings were originally single story structures. The shipping and staging area was between the storage and wash room building. This structure is recessed from the faces of adjacent buildings and contains large openings which were covered by a flat shed roof indicative of a loading dock cover (see photo 6 and figure 1). The wash house/storage area was also a single story building. This structure picks up foundation stone elements of the main tower and translates them to its side (southwest) elevation. (see photos 4,7,14). The building's rear elevation is also partially intact and contains stone elements and evidence of the wrapping, corbelled cornice. The original power house exists on the northeast side of the complex partially buried by two 1950s grain stacks. Elements of its original front elevation appear striated below the furthest stack. From the exterior it appears as though some of

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 7 Page 4

Imperial Brewing Company Brewery  
Jackson County, MO  
Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

---

its fabric has been compromised; however, from the interior the power house retains original walls and the entire front elevation. The power plant contained one of the most advanced boilers in the city and generated steam for the facility at the time of construction. It originally extended to the plane of the front elevation with the Brew House. An addition from c. 1905 to the rear elevation of the power house appears on back, western section. (see photos 8,9). This addition makes use of the same brick as the original Brew House. There are round arches and similar brick corbelling. Steel, skeletal framework on the roof suggests a use as the electrical enhancement to the power plant. The early descriptions of the operation boast of having lights and electrical power operating 24 hours a day (see figure 1). The power plant's addition with its industrial, electrical mast appears to be the first of many decades of improvements to the facility.

Specific features which repeat and lend consistency to the exterior appearance of the Imperial Brewery complex begin with the corbelled roof line. This feature wraps to all elevations and appears on all of the original buildings; it even carries over to the look of the roofline of the stable on each elevation. This feature serves as a basis for understanding where original features of the building end and newer additions begin. It also ties the buildings together while suggesting formal definition to the structures' upper-most elements. Round arches occur on most elevations which delineate areas of fenestration. Various scales exist with the largest example centered in the protruding bay on the fourth floor just below the center tower element (see photo 5). These arches serve to connect the windows beneath them suggestive of the interconnectedness of the interior function for the space. They also break up the rhythm on the fourth floor with arcades which serve to transition the ornamentation to the corbelled cornice and parapet area. The use of stone plays an important role in helping to mark areas of fenestration and floor level divisions. Stone bands occur just below the upper, round-arch fenestration and cross the highest tower in three places. The strongest band occurs just above ground level and marks the separation between the base of the building and its shaft mid-section. Dressed ashlar stone grounds the edifice. The loading dock area was contained in front of the shipping area when constructed; the concrete dock which now spans the entire length of the front elevation follows the path of the railroad tracks. The lower floor level has segmental arches and a series of openings in each of the five bays of the front elevation. The entries are partially in-filled and altered from the original. No visible, original doors exist. The interior suggests a split-level entry condition with access to the first sub-level basement and the raised, first level of the brewery.

Interiors are in fair condition. Floor plates were modified during the transition from brewery to flour mill; however, this layout has altered little from the period of significance. The most drastic alterations to the original occur in the brew house where the three story open height brewing vessel floors were filled in. The functioning of the facility is still in evidence. Gravity

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 7 Page 5

Imperial Brewing Company Brewery  
Jackson County, MO  
Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

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was also important for its industrial use as a granary and different equipment on each level indicates the stages within the process of refining wheat into flour. Typical of its industrial use, the interior is fairly nondescript. Painted concrete and interior, exposed brick make up the majority of the surface treatment. Layouts exist which suggest open storage areas in the stock houses and more of a production area towards the front of the building. Several original stairways exist which allow access between the floors. Access to the highest towers is via ladder. The areas just within the front elevation's first floor openings appear to have had some formality. There are columns and evidence of wide stairs descending from original grade (lower than the existing, concrete platform) which suggest a more public entry. The building's interior was always intended as an industrial manufacturing facility. There are many architectural elements which retain historic integrity by way of structure, stairs, some doors and other miscellaneous elements. One can still get the idea of the multiple levels working together for a common cause; however, there are few pieces from the days of operation as a brewery. The interior is filled with pipes and equipment from its days as a milling plant. (see photos 15,16).

### Stable

The stable, also well known as the "Mule Barn", is a remnant outbuilding from the days of the original Imperial Brewery operations where mules and draft horses were an intricate part of delivery. The structure is not what one would typically think of as "barn"; it is on a more formal level which ties in well with the rest of the brewing buildings. This two-story masonry structure is built in a wedge shape with brick corbelling, segmentally arched windows and stone sills (see figures 1,2,4). Many of the windows have been closed up with brick; the openings are discernible. There are several large wooden doors which allow access to the second floor. The foundation is stone. The parapet is corbelled on each elevation which speaks to the main brewery and power station's masonry. Evidence of access to the wagon sheds exists via some partial, brick buttresses to the west (see photo 23). Several original wooden windows exist with 6/6 light configurations on the second floor and windows and doors with transoms on the first floor. The stable was covered with a modern, metal panel system until recent times; installation bands still appear from this treatment. Masonry around the parapets is in poor condition and in need of serious rebuilding and repair. The mule barn was instrumental for the brewery operation's early and local distribution method. It also functioned as a storage facility for the milling company.

Primary elevations wrap from the northeast side which faces the main brew house to the southern elevation broken from the southeastern side to a canted southwestern façade. This southeastern portion has a deteriorating roofline capped with coping tile. A centered bay

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 7 Page 6

Imperial Brewing Company Brewery  
Jackson County, MO  
Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

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contains fenestration indented from the opposing sides which are or had been entryways. The corbelled cornice extends from this recessed bay's plane to the face of the flanking bays just below the tile extending around the entire building. Molded brick hoods define all of the second floor openings and connect to create a variegated string course across both southern elevations. The arches above the door openings are the most deteriorated; the metal covering installed by a previous owner has most likely contributed to these results. Windows are six-over-six on the second floor and rest on stone sills. An intact barn door remains providing access to the hay loft area; the door is a French opening configuration and retains cross bracing and a typical "Z-door" motif in its upper section. The door's brick mold and jamb are in good condition and fill the entire existing opening. The entry just below these loft doors has an original transom divided by mullions into three, individual sections. The center has six lights and the opposing transoms contain two areas of glass. The foundation stone is random rubble limestone in need of re-pointing. The southwestern side of the southern elevation picks up many of the details of this split symmetry. Whereas the eastern side's large loft door and window are missing, bricked and boarded up, the western side displays its original second floor door and window with transoms below (see photo 20). The window is divided into three sections.

### Adaptive Reuse and Integrity

Fortunately, demolition has been minor to the brew house proper; additions have been the primary, but not threatening, challenge to integrity. The original footprint is intact and corbelling around the roof line provides evidence of this. An ice house was built early on which was located in the back corner on the side of the power plant (see photo 10). Exaggerated renderings from the day show an extruded Stock House off the back of the original footprint. (see figure 8) There is no evidence to support this as an actual condition. Grain storage silos were built directly onto the original, rear stock house. Traces on this elevation are likely to be retained from those structures' demolition (see photo 12).

Originally a four story brick Romanesque Revival brewery with slightly projecting five story central tower, the building was capped by an additional story in c. 1928 after the property was converted into a granary (see photos 1-4). These elements are definitely distinct from the original structure; however, they retain some of the masonry work, elements picked up from the stone details and they also retain the general massing of the brew house structure protruding it one floor above the original. These structures were essential for mechanical operations pertaining to the mill; they never had a function for the brewing operations. No indication of them occurs on Sanborn maps up to 1919. The milling operation had definitely outgrown this

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 7 Page 7

Imperial Brewing Company Brewery  
Jackson County, MO  
Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

---

site by 1928 and they started building large silos (now demolished) behind the brew house (see figure 4). The two grain stack structures may have been built before the silos and were used as storage facilities. Their use of masonry with no fenestration contrasts with the brewery buildings but was necessary for the later granary use. (see photos 1,5)

Other important additions occurred to the two story wing just to the southwest of the brew house which represents an area that originally contained racking rooms, a wash house and a shipping platform with direct access to the railroad. These two-story structures represent severely altered conditions. Part of the second floor contains modern glazed blocks and glass block fenestration suggesting use into the 1960s. These masonry additions do not visually enhance the original, historic structure. Some of the stone pieces are evident; however, the entirety has been so altered that it no longer represents the look of the original buildings' historic elements and is arguably deteriorated and collapsed beyond the possibility of rehabilitation.

The complex retains important structures which maintain integrity and continue to represent their specific role in the brewing plant's daily operations and also the use as a flour mill facility. Despite the demolition of the small office and the bottle works, the original setting of the plant has been maintained. The insertion of a major Interstate between the original site and its indirect connection may appear to have upset these relations in a way that has diminished its integrity. In reality, the proximity of the interstate only posits the site more clearly as its own entity in its original wedge, separate, yet circuitously connected to Southwest Boulevard and Kansas City proper. The brew house structure is undoubtedly the most specific building of the complex which exemplifies the brewery type. Implicit in the design was the function of the industrial operation; the Imperial Brewing Company Brewery was opening at the top of its game and had a facility which reflected its ambition to make a mark in the very competitive beer industry. Forced to transition to a flour mill in 1919, the complex continued to grow and provide an effective industrial resource for the grain industry and helped promote a local company to international stature. As an important mechanism for the early distribution of the brewery's product and later as storage of grain, the stable represents an unique example of an outbuilding directly in support of the successes of both industries. The remaining buildings simultaneously convey the previous uses of brewery and granary. Although the different uses required contrasting architectural forms, the presence of both forms conveys the integrity of the nominated buildings as brewing buildings historically adapted to new use. The existing condition reflects the evolution of the industrial uses for the Imperial Brewery and thus the buildings retain integrity of location, design, setting, materials, workmanship, feeling and association.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number   8   Page   8  

Imperial Brewing Company Brewery  
Jackson County, MO  
Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

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### Summary

The Imperial Brewing Company Brewery at 2825 Southwest Boulevard, Kansas City, Jackson County, MO is locally significant under Criterion A in the area of industry. The property is historically associated with the historic context “Commercial and Industrial Businesses Located Near Rail Freight Facilities, 1865-1950” as developed in the “Railroad Related Commercial and Industrial Resources in Kansas City, Missouri” MPDF. Before Prohibition, Kansas City had a small but profitable brewing industry supporting depots of national brands as well as a handful of regional plants. One such regional brewery, the Imperial Brewing Company, broke into the Kansas City market in the spring of 1902, with the capacity to manufacture 50,000 barrels of Mayflower and Imperial Seal lager beer annually. Though its Mayflower brand beer soon gained a significant portion of the local market share, George E. Schraubstadter and other investors were soon overextended due to cost overruns in construction and production. In 1905 Imperial was purchased off the auction block by the Kansas City Breweries Company (KCBCo), a company formed by the merger of two of Kansas City’s largest and oldest brewing companies. The Imperial Brewery was soon producing KCBCo’s most popular lager, Old Fashioned Lager. Prohibition devastated the company, forcing the closure of the Imperial Brewery and its sale and conversion to a flour mill. Though owned by several companies, the property was commonly known as the Boulevard Mill and operated as such from 1919 to the mid 1980s. The conversion of the property to a mill is representative of both the impact of Prohibition on the local brewing industry and Kansas City’s close ties to agricultural processing and shipping. The period of significance for the property is 1902 to 1960, the date of construction to the fifty year closing date for periods of significance when no more specific date can be identified.

### Brewing in Kansas City, Missouri

The history of brewing in America was bolstered by an analogous period of European immigration to the country beginning in the 17<sup>th</sup> Century. English ale styles, typically fermented and served warm, dominated and could be enjoyed year round at room temperatures – their production allowed for much latitude without the need for specifically cool, environmental conditions. The beer industry blossomed in the U.S. and the early 1800s witnessed the introduction of German lager beer changing the way America viewed and consumed the product. William J. Lemp of St. Louis is often credited with bringing this style of beer to the masses before the Civil War. The master brewer was said to have brought German lager yeast with him when he immigrated in 1836; he is considered the first lager brewer in America.<sup>1</sup>

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<sup>1</sup> John P. Arnold and Frank Penman. *History of the Brewing Industry and Brewing Science in America*. (Chicago: G.L. Peterson, 1933).

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number   8   Page   9  

Imperial Brewing Company Brewery  
Jackson County, MO  
Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

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The lager brew process requires a cold fermentation procedure resulting in a clearer, lighter-tasting product. Because lager production is a bottom fermentation process conducive to colder environments, the means to produce this beer year round in more moderate climates dictated more complex structures that could better accommodate the lager process.<sup>2</sup> Water drawn through springs and wells was preferred for malting because it had a more constant temperature. Most breweries had malt houses in proximity to the main brew house used for storage. A mash was created in multi-story vessels by boiling the malt to break down its larger proteins; temperatures often rose above 160 degrees. Hops were usually added before, during and after boiling of the “wort” or malted concoction. Before fermentation could begin, the boiled wort needed to be cooled and aerated. Large, open wings towards the rear of the malt and brew houses contained coolships to decrease temperatures to levels that would not be harmful to the type of yeast used in making lager beer. From these areas, the unfermented beverage was gravity fed to lower levels of the facility with decreased temperatures. Yeast was added at around 39 degrees and primary fermentation lasted up to two weeks.<sup>3</sup> Temperature levels are critical to this process and are monitored throughout.

Cold fermentation is one of the distinct differences between the production of lager versus ales. The actual lagering phase involves storage of the beer for up to three months in wooden barrels usually in limestone tunnels beneath the brewery. Cellars for storage are kept at much lower temperatures for lager than for ales. They also require long periods of secondary fermentation during which the product is kept at rest, which is the meaning of the word “lager.”<sup>4</sup> Its unique taste develops during this rest period. After this lager phase the product is filtered before bottling and labeling and is then shipped. The extremes involved with the process of brewing lager from proper ingredient storage to a vast range of temperature shifts and micro-climates necessitates the construction of a well-designed and substantial facility. This more palatable beer, lighter both in body and in alcohol content, paved the way for a more modern and mature character for the American brewing industry.

The beginning of mass production, the development of huge breweries and consolidations and extensive shipping business hastened the elimination of the smaller, local breweries. L. Nicholas Hesse, well acquainted with Missouri, published a book in Germany in 1838 which offered advice to emigrants concerning the practical trades that would be profitable in America and gives further insight to the context of the industry at this time. “Brewers, can

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<sup>2</sup> Stanley Baron. *Brewed in America: A History of Beer & Ale in the U.S.* (Boston & Toronto: Little, Brown & Co., 1962).

<sup>3</sup> *One Hundred Years of Brewing: A Complete History of the Progress Made in the Art, Science and Industry of Brewing in the World, Particularly During the 19<sup>th</sup> Century.* A supplement to the *Western Brewer*. (Chicago and New York: H.S. Rich & co., publishers, 1903).

<sup>4</sup> *Ibid*, p. 99.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number   8   Page   10  

Imperial Brewing Company Brewery  
Jackson County, MO

Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

---

only be successful in large cities or densely populated regions provided they have plenty of financial means for the erection of breweries and for competing with the existing ones...”<sup>5</sup> The competitive climate had only grown more intense with the wide shift in preference and acceptance of German lager and its more involved technical aspects of production. It was at the high point of the historic development of larger breweries in Missouri that the Imperial Brewing Company facility was launched and specifically built to produce lager-style beer to compete with the top breweries in the state.

As the introduction of lager beer revolutionized the American brewing industry and took over in popularity and acceptance, the industry saw substantial growth across Missouri. The brewing industry in Kansas City, Missouri flourished after the Civil War specifically catering to the new appeal for lager beer. Kansas City’s population of less than six thousand in 1850 supported two breweries. By 1890, the population had grown to 125,000 and had nearly doubled again by 1910 to almost 200,000 people. The F.H. Kump Brewery was producing 8,700 barrels at 14<sup>th</sup> and Main by 1879. Ferdinand Heim purchased the brewery in 1884 at which time it was the largest in Kansas City producing 12,000 barrels per year.<sup>6</sup> Heim would eventually purchase the Imperial Brewing Company and organize the Kansas City Breweries Company (KCBCo.) which would become the largest operation in Kansas City. The other original brewery was Main Street Brewery which eventually turned into the Muehlebach Brewing Company which was KCBCo.’s largest local competitor. By 1900 the Kansas City region supported five breweries with nine branches or depots representing out of town concerns. The beer depot was essentially an outpost for introduction of new brands of beer. These structures were usually smaller facilities used purely for distribution.

By 1910, manufacturing jobs in Kansas City had become the top occupational category largely in part to the growth of the brewing industry.<sup>7</sup> This local industry employed 241 people, furnished beer to 348 saloons with 982 tavern workers.<sup>8</sup> Because of the differences between brewing lager versus English ale in addition to the shift in drinking preference, the function of the industrial brewing facility started to have implications on its form. Innovations in techniques and machinery used in production also had a great effect on the shape of these structures. Methods of refrigeration, electric power and pasteurization processes dictated the technical level and precision of production necessary to produce a cold process beer for year round

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<sup>5</sup> Charles van Ravenswaay. *The Arts and Architecture of German Settlements in Missouri: A Survey of a Vanishing Culture*. (Columbia and London: University of Missouri Press, 1977).

<sup>6</sup> James H. Maxwell and Bob Sullivan Jr., *Hometown Beer: A History of Kansas City’s Breweries*. (Kansas City: Omega Innovative Marketing, 1999).

<sup>7</sup> Arnold, John P. and Penman, Frank. *History of the Brewing Industry and Brewing Science in America*. (Chicago: G.L. Peterson, 1933).

<sup>8</sup> *Ibid*, p. 6.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number   8   Page   11  

Imperial Brewing Company Brewery  
Jackson County, MO

Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

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consumption.<sup>9</sup> Preferably served cold, the production of lager beer in America marks the beginning of the mass culture phenomena of “Ice Cold Beer.” The Imperial Brewery represents the evolution of this particular form and functioned exceedingly well in that capacity until Prohibition shut its doors as a brewery.

Remnants of Kansas City’s booming pre-Prohibition brewing industry can still be seen across the city, though no complete brewing complexes remain. Several distribution buildings including the WM. J. Lemp Depot, the Pabst Depot, the Schlitz Beer Depot and Hamm Beer Depot remain, though are not used for their original purpose. Most of the buildings relating to the Ferdinand Heim Brewery have been torn down; however, the Heim #20 fire station and bottling department buildings remain. The Heim brew house is also largely intact. The Muehlebach brew house has been demolished yet other structures remain from that facility. The Rochester Brewing Co. (one of the three breweries consolidated with Imperial to form KCBCo.) has also lost its brew house; the bottling department building is the only remaining structure and has been modernized. Goetz Country Club Beer with its landmark “G-O-E-T-Z” smokestack was torn down in 1977 to make way for a Sears warehouse. Imperial Brewing Company Brewery is one of only two pre-prohibition brew houses remaining in the city. With its associated stable, the complex represents an important link to Kansas City’s local brewing industry.

### The Imperial Brewing Company

The nominated brewery is an excellent example of the German-American round-arch vernacular commonly associated with brewery facilities constructed around the turn of the century in the leading Midwest urban centers. These facilities have Romanesque revival architectural details combined with a design approach pairing a more traditional and discerning exterior visual with a modern facility well suited for the type of German beer that came into vogue in the mid-to-late 19<sup>th</sup> century – the German lager.<sup>10</sup> Despite many alterations, additions and conversions, the Imperial Brewery complex retains a majority of its original historic fabric. Some elements that pertained to the milling operation (beyond the original use of the brew house itself) have been demolished and removed. Its use as a flour mill was not such a great departure. Both operations dealt with grains and the idea of moving product up and back down during the production process; the ability to control a vast range of temperatures within the facility contributed to increased production and the ability to produce and store both products to capacity.

The Imperial Brewery, constructed from 1902-1905, was built at the end of the Golden

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<sup>9</sup> Baron, p. 204.

<sup>10</sup> Dell Upton, editor. *Ethnic Groups that Built America*. (Washington D.C.: The National Trust for Historic Preservation Press, 1986).

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 8 Page 12

Imperial Brewing Company Brewery  
Jackson County, MO

Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

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Age or “Glory Days” of brewing in Missouri. Beginning in 1865 at the end of the Civil War the brewing industry had incredible growth marked by modernization, unionization and the beginnings of national and international shipping.<sup>11</sup> The Imperial Brewing Company’s large production capacity speaks to regional growth and the phenomena of the phasing out of smaller concerns and the advent of the larger operations. For a brewery to open its doors claiming to be able to produce one hundred thousand barrels pushes its production capacity towards some of the largest Kansas City breweries and a remarkable investment into the local economy. The invention of mechanical refrigeration at the end of the 19<sup>th</sup> century propelled production for many top breweries to the one million mark by 1901.<sup>12</sup> As a major representative of the industry in Kansas City, the Imperial Brewery served to promote local commodities and represents the founding piece of the largest beer concern and brewery employer in Kansas City before Prohibition.

Beginning in 1899, George E. Schraubstadter of St. Louis began to organize a group of investors and saloon keepers to raise capital to buy a site in Kansas City to build a new brewery. Schraubstadter had been associated with the American Brewing Company (ABC) of St. Louis for fifteen years. ABC was an aggressive and growing operation and one of the few breweries which endured prohibition through sale of its root beer beverage.<sup>13</sup> A.F. Stoeger, also affiliated with ABC of St. Louis, became vice president of the Imperial Brewing Co. By 1901, they had secured an option on the original four acre tract. John Helm who was formerly an agent in Kansas City for Anheuser-Busch was also heavily involved. Original construction estimates of \$50,000 were greatly exceeded; the initial brewery cost over \$150,000 with an estimated 50,000 barrels per year capacity. Advertisements around the time of opening projected a 100,000 barrel per year production level and also claimed a \$500,000 construction cost.<sup>14</sup> Actual brewing began in April of 1902 with the first offerings to the public in May of that year. The Imperial Brewing Company produced two lager-styles: the Imperial Seal and The Mayflower. The stable was built in 1902 in time to provide a local means to distribute the beer. After opening, the site was expanded in 1903 with a two story office and two story bottle works on the other side of the railroad tracks and Turkey Creek. In April of 1904 a 250 ton ice making plant was built on the back section of the brew house.

Critical to supporting the growth of this company was its proximity to natural resources and the railroad. The ability to transport and store raw ingredients and utilities like coal

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<sup>11</sup> Henry Herbst. *St. Louis Brews: 200 Years of Brewing in St. Louis, 1809-2009*. (Reedy Press, LLC, St. Louis, Missouri, 2009).

<sup>12</sup> H.S. Corran. *A History of Brewing*. (London: David & Charles, 1975).

<sup>13</sup> Herbst, p. 82.

<sup>14</sup> “The Kansas City Manufacturer: A Journal Devoted to the Manufacturing Interests of Kansas City.” Vol. 4, No. 5, Kansas City, Missouri, February, 1902.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 8 Page 13

Imperial Brewing Company Brewery  
Jackson County, MO

Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

---

deliveries to the power house directly to the site via railway and then the ability to distribute product through this same direct method extended the possibilities for the company and translated into immediate growth and expansion. By 1905, the Imperial Brewing Company had overextended its credit and despite growing sales, debt had apparently grown out of control. The company went into involuntary bankruptcy and was sold at auction. The year 1905 may not have been the best for the Imperial Brewing Company; however, the facility itself was still state of the art and another concern purchased the plant on the day of the company's bankruptcy auction. What has been described by the authority of Kansas City's breweries as the single most important event in the city's brewing history occurred with the consolidation of Heim and the Rochester Brewery in the newly formed Kansas City Breweries Company (KCBCo.). On December 22<sup>nd</sup>, 1905, the KCBCo. bought the Imperial Brewing Company plant for \$99,500. By 1919 when all plants stopped beer production, KCBCo. out-produced all the city's remaining breweries combined.<sup>15</sup>

Now associated with the KCBCo., Imperial Brewery produced their staple brand "Old Fashioned Lager." By 1909 business was up 40%. This facility was now associated with the legacy of one of the first Kansas City breweries—the Heim Brewery company. Ferdinand Heim left the dairy business for the beer industry in the late 1800s in Manchester, Missouri. He finally opened a permanent site in East St. Louis (producing 2,653 barrels in 1870) which was eventually sold to a British investment syndicate which bought several breweries in St. Louis. In the meantime, he had brought his three sons to Kansas City and purchased the F.H. Kump Brewery in 1884 which would eventually become the largest pre-Prohibition brewery in Kansas City. The family became influential business leaders who supported the growth of civic Kansas City and its infrastructure. Michael Heim conceived the idea of the famous Electric Park which was adjacent to the Heim brewery. Kansas City's "favorite place for amusement" included a 2,500 seat theater, roller coaster, bowling alley and a German Village with a beer garden.<sup>16</sup> Heim Beer was piped directly to the Electric Park from the brewery. In 1899, the three mile "Heim Line" trolley was completed connecting downtown Kansas City with the East Bottoms (location of the main Heim Plant and Electric Park). This street car cost \$90,000 and was powered by electricity generated at the brewery. Michael Heim was also the first \$1,000 donor to the newly emerging Kansas City Museum.<sup>17</sup>

Investment in community was common among civic minded industrialists in Kansas City, but Heim's activities may have had a secondary motive. By 1881 neighboring Kansas had become a "dry" state and prohibition sentiment was growing in Missouri. Heim's Electric Park and streetcar may have been seen as a means to counteract politically mandated temperance by

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<sup>15</sup> Maxwell, p. 12.

<sup>16</sup> Ibid, p. 147.

<sup>17</sup> Ibid, p. 132.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 8 Page 14

Imperial Brewing Company Brewery  
Jackson County, MO

Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

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illustrating the importance of the brewing industry locally. The efforts of Kansas City breweries to counteract the temperance movement can also be seen in advertising campaigns. Advertising images for Imperial Brewery and KCBCo. brands show a long history of exaggerated architectural renderings which posit the brewery into essentially a city within itself reflective of the idea of Kansas City's Electric Park. Further identified with the idea of a legacy that is more than a company, the inception of branding, label recognition and trade loyalties promote the idea of the brewery as a more exotic place and unique destination. A rendering of the "B" Plant on Rochester Brewery letterhead (originally the Imperial Brewery) from 1912 shows an extruded stock house behind the main brewery, two extra power houses, miscellaneous structures that never existed and a nondescript building which runs never-ending off the side of the rendering (see figure 8). The most striking feature of this image is again the brew house tower which becomes the focal point that orients the brewery building type as an architectural design specific to this particular industry and culture. Also interesting is the absence of the bottling plant and office and the natural setting despite its urban site. At this point, the official letterhead has become the context in which two of the company's brewery plants and their architectural visage are representing the caliber of beer and the products produced by each.

After the sale of the Imperial Brewery in 1905, a distinct shift in attitudes towards the beer industry occurred reflected in the rise of Anti-Saloon leagues and Prohibitionists. From the Imperial's Mayflower, a modern brand positioned at the forefront of the German lager trend, we shift to KCBCo's "Old Fashioned Lager" and the beginnings of something established already as very old within a short span of ten years. By 1907, the industry may have felt a need to clean up its act and focused on a more traditional approach that upheld beer as a necessary measure for relaxation and as a "pleasant sedative for night sound, natural sleep" or at least a "tonic at all times" (see figure 15). The shift from the idea of beer as leisure to the idea of it being a sort of medicine comes full circle in modern times where studies show health advantages despite propensities for excess. Another KCBCo. beer from the Imperial complex, the Puritan brand beverage promoted a "Pure-Wholesome-Rich" product that was "for every member of the family, every day in the year." (see figure 12).

Despite feeling the stirrings of prohibition in neighboring Kansas, which enacted a prohibition law in 1881, in 1907 KCBCo. was still growing. In 1910 the company added new machinery to the Rochester Brewery, "B" Plant Branch, what was formerly the Imperial Brewing Company plant. They also updated the soaker, pasteurizer and washer systems at this facility. In 1911, the company produced 338,332 barrels to make its best one-year production.<sup>18</sup> A short eight years later, national prohibition would come into effect and the art of brewing would be curtailed. On March 23, 1919, the original Imperial Brewing Company property on the northwest side of Turkey Creek was sold to the flour broker Otto Bresky. The bottle works is mostly gone

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<sup>18</sup> Ibid, p. 216.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number   8   Page   15  

Imperial Brewing Company Brewery  
Jackson County, MO

Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

---

at this point and what is left is vacant. A tire warehouse occupies one building which would indicate that the property ownership had been divided before 1919 – most likely in 1905 with the KCBCo merger. The two story office is gone. Sanborn maps from 1939 show grain tanks 110' high built from 1928 to 1936.

The Imperial Brewing Company re-opened in 1933 down the street on Southwest Boulevard and was eventually sold in 1938 to Griesedieck/Falstaff out of St. Louis which remained one of the top five breweries in the industry until the 1970s.<sup>19</sup> With similar production processes, the old Imperial facility was successfully converted to a flour mill and functioned in this capacity from 1919 until the mid-1980s and known locally as the “Boulevard Mill.” The Imperial Brewing Company Brewery’s brew house and stable, intact examples of the German-American round arch style, are original surviving structures from the brewery complex and flour mill era which also convey the relationships both industries had with the rise of railroads and the freight industry in Kansas City.

### Flour Milling in Missouri

The milling industry begins thousands of years ago with a history that involves the beginnings of our country and its founding fathers. In Missouri, millstones were brought from France in 1766. August Choteau acquired this first mill in 1778 and controlled it for 75 years. Kansas City saw its first flour mill in 1870 and became a milling center after 1900 due largely to the pervasive railroads for shipping and the popularity of the local Kansas/Missouri wheat type.<sup>20</sup> Originally, a localized process heavy on labor, advances in mill technology in the mid-1800s and the beginnings of a superior form of shipping via the railroad launched the industry into a cycle of growth never before known in its history. The Evans System, conceived by Oliver Evans, marks an event that bears on the course of the industry as a whole. His approach to milling was that the power that turned the mill could also do the manual labor involved in milling. The back breaking aspects of the mill operation were taken over by the flow chart design of the automated system for processing wheat. Around the turn of the century it took 64,000 laborers to produce the amount of flour that 28,000 could produce in 1960. This development hastened the growth of mills into large industrial enterprises.<sup>21</sup> The converted Imperial Brewery complex is a classic example of this flow chart design.

In Missouri, St. Louis had risen as the soft wheat leader by 1879.<sup>22</sup> As the leading market for hard winter wheat since its early days and aided by its location and vast railroad

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<sup>19</sup> Ibid, p. 290.

<sup>20</sup> Ibid, p. 302.

<sup>21</sup> Ibid, p. 219.

<sup>22</sup> Ibid, p. 16, 41.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 8 Page 16

Imperial Brewing Company Brewery  
Jackson County, MO

Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

---

infrastructure, Kansas City surpassed St. Louis and eventually Minneapolis in flour production by the 1930s. Specific to the Midwest and Kansas City, is the shift from soft wheat to hard wheat varieties which enabled the commercial baking industry to develop. The Kansas “wheat miracle” began with Russian Mennonite immigrants taking refuge from Catherine the Great to central Kansas in 1873 and 1874. They brought “Turkey Red” seed which is now the ancestor to almost all hard winter wheat grown in the United States.<sup>23</sup> The movement of wheat from Kansas to Kansas City and Minneapolis and the ability to do so efficiently with the railroad meant that agri-businesses were now able to reach markets previously unobtainable promoting tremendous growth. In 1900 Missouri supported 740 flour mills; by 1958 production had continued to grow despite a decrease to only 18 mills.<sup>24</sup> The Boulevard Mill in Kansas City thus was one of a few to not only survive this transition but to prosper afterward. This shift in the milling industry from smaller concerns to larger conglomerations is very similar to what occurred in the brewing industry expansion. The Imperial complex signifies both historical events within its eighty years of industrial use.

### Seaboard Allied Milling Company

Otto Bresky, head of the Seaboard Flour Co., purchased the Imperial Brewery buildings in 1919 to expand operations from their Atchison, KS plant which opened the prior year. Bresky acquired control of the Rodney Milling Co. in 1928 and further expanded his business. In 1937 the Bresky group purchased Ismert-Hincke Milling Co. and then Consolidated Flour Mills Co. in 1950. These companies merged into Seaboard Allied Milling Corp. in 1959 becoming the largest milling company in the area and the seventh in size in the industry nationwide.<sup>25</sup> The company is still active on an international level predominantly in the bakery flour business. By 1928, floors were added to the top of the Imperial brew house to facilitate fans and suction equipment essential to the flour milling process. The 1950s saw construction of grain stacks and silos to store dirty and clean flour before and after processing. Two of these masonry “grain stacks” remain to the north of the brew house tower. Recently, the Imperial Brewery complex has been stripped of some of its additions from the 1950s milling and grain silo days.

Both brewing and flour milling industries functioned well in these buildings due to the form of the brew house, connection to rail and its advantageous site. The railroad opened the doors for both industries. In 1851 tracks in America contains around 11,000 miles; this number of connections increased dramatically after the Civil War and by 1891 more than 100,000 miles of trackage promoted the growth of industries located on these lines.<sup>26</sup> The National Register

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<sup>23</sup> Ibid, p. 43.

<sup>24</sup> Ibid, p. 303.

<sup>25</sup> Herman Steen. *Flour Milling in America*. (Minneapolis: T.S. Denison & Company, Inc., 1963.)

<sup>26</sup> Ibid, p. 48.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number   8   Page   17  

Imperial Brewing Company Brewery  
Jackson County, MO

Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

---

multiple property documentation form for “Railroad Related Historic Commercial and Industrial Resources in Kansas City, Missouri” describes the construction of the Grand Avenue Station and the Chicago-Milwaukee & St. Paul Depot in the late 1880s as contributing to development south of 20<sup>th</sup> Street and specifically along Southwest Boulevard and Turkey Creek. The construction of rail lines and depots in this area further promoted the construction of the Imperial Brewery on this advantageous site.

The adaptation of the brewery to milling purposes appears complicated; however, the principles are fairly simple. Abandoned equipment throughout the Imperial complex suggests the method by which the mill processed flour, still the dominate method used to this day. The milling process revolves around the concept of separating wheat from chaff and other undesirable contaminants to produce flour. Gradual reduction describes a very complex and precise method of milling which involves an assortment of machines utilizing air currents, magnets, screens and gravity. Dozens of “streams” make their way through the mill to create a multi-story circle whereby the stock is gravity-fed through the systems and mechanically or pneumatically brought back up to the top floor. Streams are blended and mixed in the end to produce the various grades of flour before packaging and distribution.<sup>27</sup> Like the brewery’s end product as beverage, the milling production also makes extensive use of liquid and precise temperature control during its processing of a dry end-product. Similar to the brewing process’s use of gravity and multiple levels of the structure to facilitate the process from top to bottom level and sub levels of the facility, the milling operation takes this to another level in relying more on interconnected machines and a multi-directional process to turn wheat into flour. Whereas the brewing process is based more on a micro-biological process in a controlled environment, the milling process is more of an engineering and mechanical process. Because the brewery was such an advanced technological building, it had the capacity in power, floor layout and structure to accommodate use as a mill successfully for a period three times longer than its use for the production of beer. The Seaboard Allied Milling Company is currently a world leader in the production of flour and many other products. The company is known for Prairie Fresh bread and Robin Hood flour.

### Conclusion

Dean Realty Co., founded by Lester M. Dean, Sr. is the current owner of the site. Known for exceptional developments and quality management practices, this family-run business is committed to identifying, preserving and upholding the elements which define the historic character of the Imperial Brewing Company Brewery property. The company headquarters sit in the Cambridge Business Park directly adjacent to the Imperial site. The current nomination reflects the dawn of the brewery building’s third adaptive re-use and is a vision contained within

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<sup>27</sup> J.H. Scott. *Flour Milling Processes*. (New York: D. Van Nostrand Company, Inc., 1936.)

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number   8   Page   18  

Imperial Brewing Company Brewery  
Jackson County, MO

Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

---

Dean Realty Co.'s foresight of new master planning for Cambridge Business Park. This mixed-use, large scale development will further enhance the border condition and economic climate between Kansas and Missouri. The high-profile visibility of an eye-sore turned regional destination should promote positive momentum for economic development and job growth in the bi-state area; the Imperial is also in a PIEA Redevelopment Area since 2004.

Dating to 1902 with additions in 1928 and c. 1950, the Imperial Brewing Company Brewery is locally significant under National Register Criteria A for industry. As a unique example of two different industries in the area, the Imperial Brewing Company Brewery served as a critical component of the largest brewery concern and employer in Kansas City before national prohibition and as a flourmill for one of the most successful milling operations in the mid-west. The Imperial Brewery became one of three breweries that made up the Kansas City Brewing Company, the city's largest. The buildings also reflect Prohibition-era adaptation for use as a granary and flourmill by the Seaboard Flour Company, eventually formed out of three different mill operations by the flour broker who purchased the Imperial in 1919. The brew house with mill era additions and stable make up a majority of the original complex structures; these buildings represent an intact, surviving example of this particular type of manufacturing facility in the Kansas City area successfully modified to support large-scale production during two distinct periods. This facility marked the break through of Kansas City's brewing industry as well as the city's prominent milling industry; it also registers the period where these industries became substantial economic factors beyond the local community due to proximity to the railroad and efficiencies in production. Because the earliest mill-era structures remain from 1928 and the 1950s, the transition and growth which took place from a brewery operation to the use as a flour mill is still evident.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number   9   Page   19  

Imperial Brewing Company Brewery  
Jackson County, MO

Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

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United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number   9   Page   20  

Imperial Brewing Company Brewery  
Jackson County, MO

Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

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United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 10 Page 21

Imperial Brewing Company Brewery  
Jackson County, MO

Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

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### Boundary Description

The Imperial Brewing Company property at 1550 W. 29<sup>th</sup> St. consists of two tracts in Kansas City, Missouri. Tract I begins at the intersection of the Northerly line of the Garfield Park subdivision in Kansas City, Jackson County with the Westerly right of way line of the Kansas City, Fort Scott, and Gulf Railroad as located on said subdivision; thence Westerly along the Northerly line of said subdivision to the intersection of the Northerly prolongation of the Westerly line of lot 34 of said subdivision; thence Southerly along said prolonged line and the Westerly line of said lot and the Southerly prolongation thereof to the centerline of vacated Blaine Street; thence Westerly along said centerline to the intersection of the Northerly prolongation of the Westerly line of lot 15 of said subdivision; thence Southerly along said prolonged line and along the Westerly line of said lot 15 and the Southerly prolongation of said lot to its intersection with the Northwesterly prolongation of the Southwesterly line of lot 159 of said subdivision; thence Southeasterly along said prolonged line and along the Southwesterly line of said lot 159 to the most Southerly corner of said lot; thence Northeasterly along the Southeasterly line of said lot 159 to the most Southerly corner of lot 160 of said subdivision; thence Southeasterly along the northwesterly prolongation of the Southwesterly line of lot 179 of said subdivision and along the Southwesterly line of said lot 179 to the Westerly right of way of the Kansas City, Fort Scott, and Gulf Railroad, as located on said subdivision; thence Northeasterly along said Westerly right of way line to the point of beginning except that part in Cambridge Terraces, Missouri, a subdivision and except that part in railroad. Tract II consists of all that part of lots 16 and 17, Deitz First Addition, a subdivision in Kansas City, Jackson County, Missouri beginning at a point in the South line of lot 17, a distance of 34 feet West of the Southeast corner of said lot; thence West along the South line of said lot 17, a distance of 62.87 feet; thence Northeasterly along a line which makes a Northeast angle of 55 degrees with the South line of said lot 17, a distance of 36.06 feet; thence Southeasterly at right angles to the last described line, 51.50 feet to the point of beginning. The boundary of the nominated complex is indicated by a dashed line on the accompanying map entitled "The Imperial Brewing Company."

### Boundary Justification

The nominated parcel includes all of the originally developed property from 1902 and a majority of the site historically associated with the Imperial Brewing Company. The property reached its maximum size from 1903 to 1905; the office and bottleworks across the tracks on Southwest Boulevard were demolished. The current site has remained since 1919 to the present and contains all of the property associated with its milling history.

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National Park Service

## National Register of Historic Places Continuation Sheet

Section number Photo log Page 22

Imperial Brewing Company Brewery  
Jackson County, MO

Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

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### Photographs

The Imperial Brewing Company  
Kansas City, Jackson County, MO  
Michael Englebert Griffin, 1717 Oak St., Kansas City, MO 64108  
August 10, 2009

- 1: South Façade – Primary Elevation, camera facing west.
- 2: South Façade – Primary Elevation, camera facing northwest.
- 3: South Façade – Primary Elevation, camera facing northwest.
- 4: South Façade – Primary Elevation, camera facing north.
- 5: South Façade – Primary Elevation Grain Stacks Detail, camera facing northwest.
- 6: South Façade – Primary Elev. Storage Building (Shipping Area), camera facing northwest.
- 7: South Façade – Primary Elevation – Storage Building (Wash area), camera facing west.
- 8: Power House Rear Elevation, camera facing southeast.
- 9: Power House Rear Elevation, camera facing east.
- 10: Rear Elevation, Stack House – outline of Demolished Ice House, camera facing south.
- 11: North Elevation – Portion of Brew House and wash house, camera facing south.
- 12: North Elevation – Stack House portion of Brew House, camera facing southeast.
- 13: Side Elevation – Storage Facility/ wash house area, camera facing northeast.
- 14: Site Detail – from above, camera facing northeast.
- 15: Interior Detail – Brew House platforms, camera facing northeast.
- 16: Interior Detail – Brew House platforms, camera facing northeast.
- 17: Mule Barn – taken from Brew House, camera facing west.
- 18: Mule Barn – Primary Elevations, camera facing northwest.
- 19: Mule Barn – Primary Elevations, camera facing northwest.
- 20: Mule Barn – Primary Elevation Detail, camera facing north.
- 21: Mule Barn – Side Elevation, camera facing southwest.
- 22: Mule Barn – Rear Elevation, camera facing northeast.
- 23: Mule Barn – Side Elevation – connection to wagon sheds, camera facing northeast.
- 24: Mule Barn Interior – camera facing west.

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# National Register of Historic Places Continuation Sheet

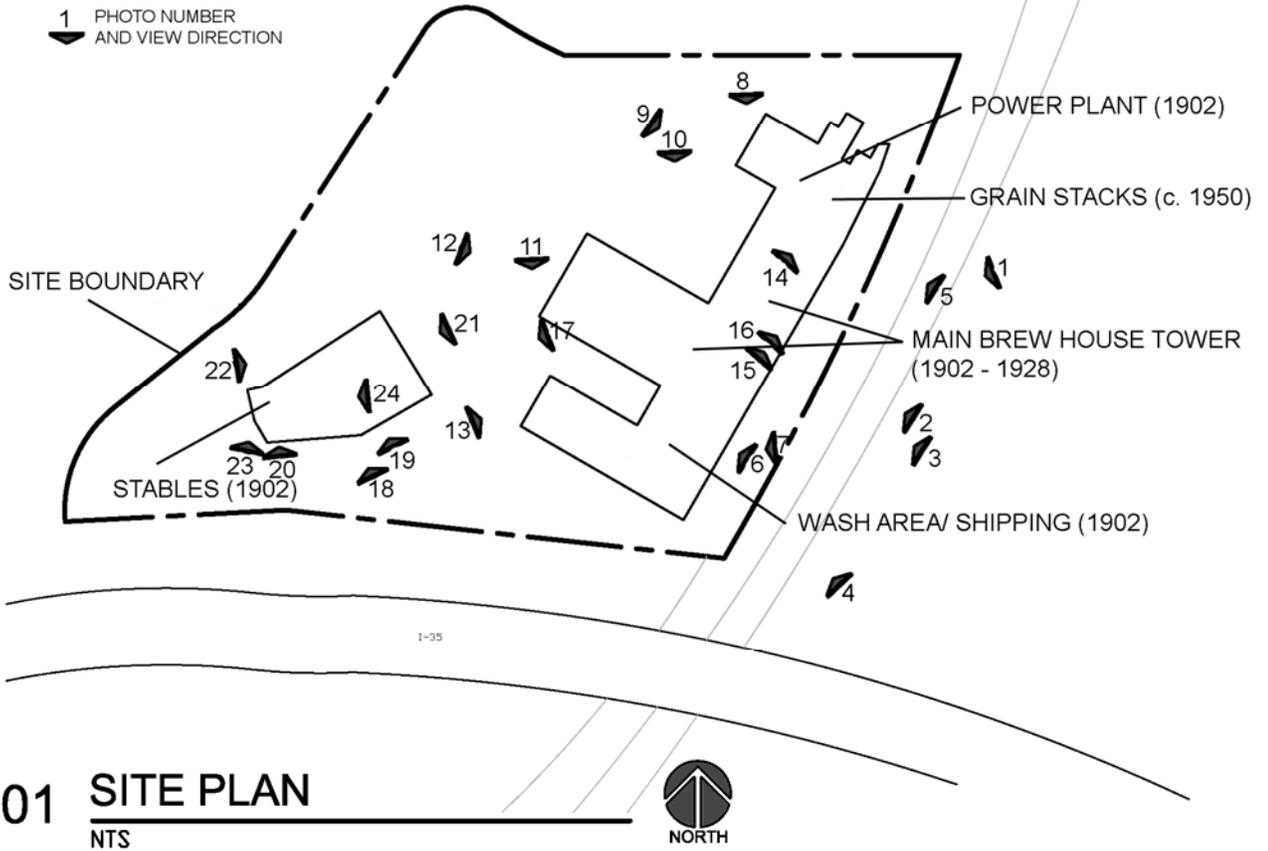
Section number Photo log Page 23

Imperial Brewing Company Brewery  
Jackson County, MO

Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

## Site Plan/ Photo Key

THE IMPERIAL BREWING COMPANY BREWERY (CURRENT SITE)



United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number Figures Page 24

Imperial Brewing Company Brewery  
Jackson County, MO  
Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

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### Index of Figures

- Figure 1: Sanborn Fire Insurance Map. Volume 1, plate 92, 1906.
- Figure 2: Sanborn Fire Insurance Map. Volume 1, plate 77, 1906.
- Figure 3: Sanborn Fire Insurance Map. Volume 1, plate 75, 1906.
- Figure 4: Sanborn Fire Insurance Map. Volume 1, plate 44, 1950.
- Figure 5: Sanborn Fire Insurance Map. Volume 1, plate 214, 1906.
- Figure 6: Kansas City Manufacturer. Vol. 4, No. 5, February 1902.
- Figure 7: Advertisement c. 1903.
- Figure 8: Letterhead, 1912.
- Figure 9: Advertisement, Imperial Seal Brand.
- Figure 10: Advertisement, Mayflower Brand.
- Figure 11: Advertisement, Mayflower Brand.
- Figure 12: Advertisement, Puritan Brand.
- Figure 13: Advertisement, Old Fashioned Lager Brand.
- Figure 14: Advertisement, Old Fashioned Lager Brand.
- Figure 15: Advertisement, Old Fashioned Lager Brand.

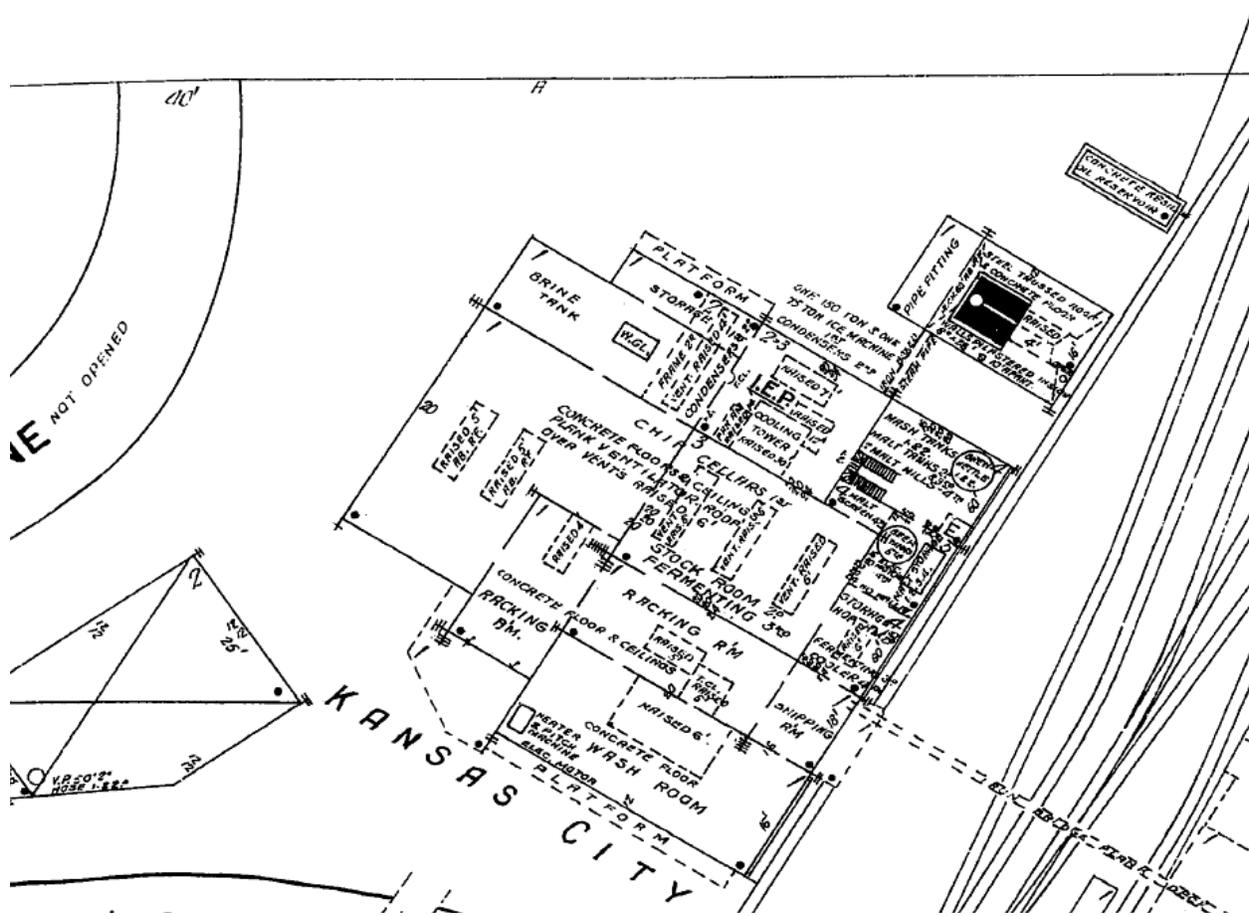
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National Park Service

# National Register of Historic Places Continuation Sheet

Section number Figures Page 25

Imperial Brewing Company Brewery  
Jackson County, MO  
Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

Figure 1: Imperial Brewing Company brewery and stable. Sanborn Fire Insurance Map. Volume 1, plate 92, 1906.



NOT TO SCALE

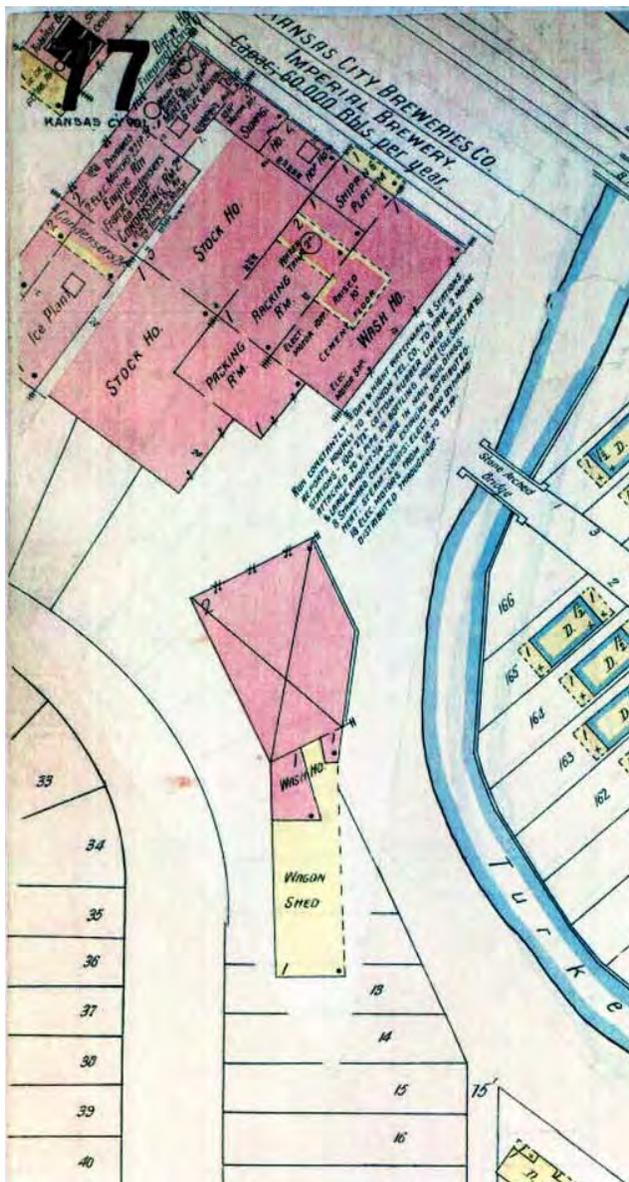
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# National Register of Historic Places Continuation Sheet

Section number Figures Page 26

Imperial Brewing Company Brewery  
Jackson County, MO  
Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

Figure 2: Imperial Brewing Company brewery and stable. Sanborn Fire Insurance Map. Volume 1, plate 77, 1906.



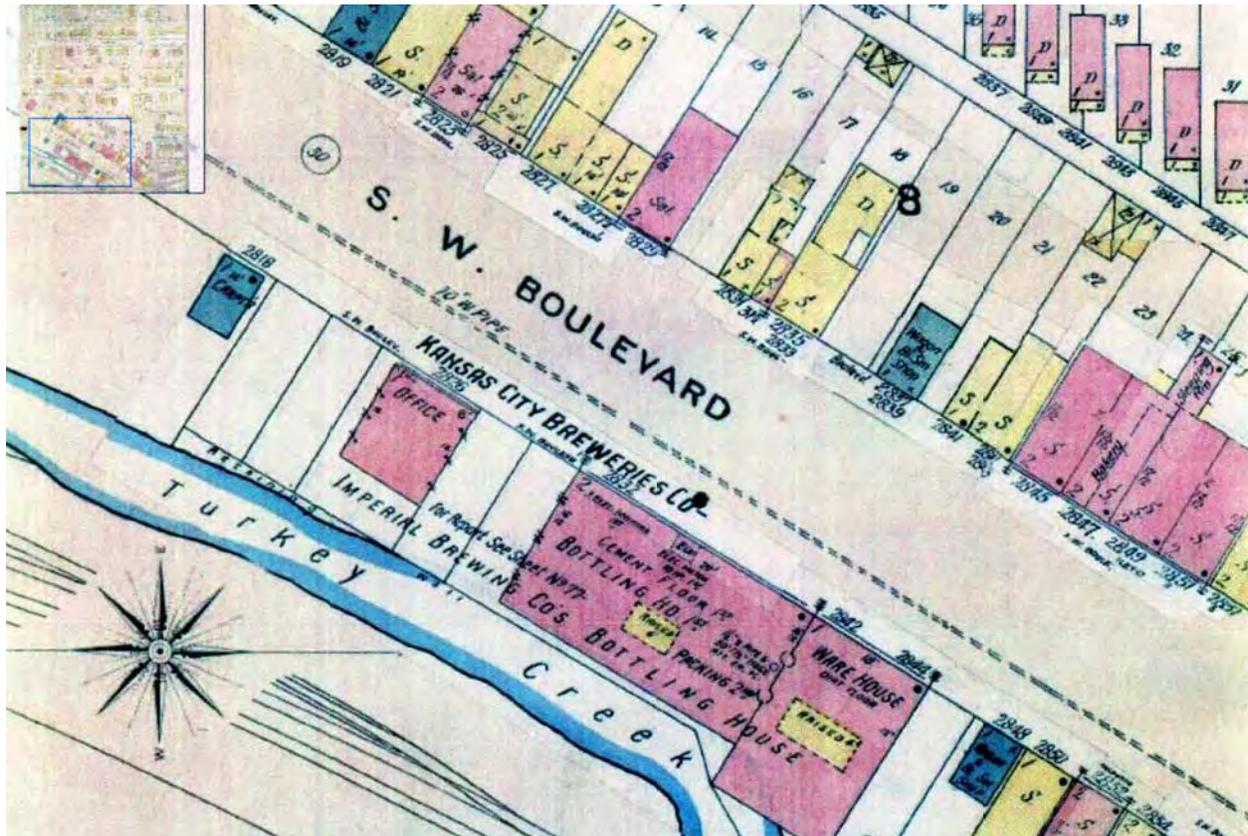
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# National Register of Historic Places Continuation Sheet

Section number Figures Page 27

Imperial Brewing Company Brewery  
Jackson County, MO  
Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

Figure 3: Imperial Brewing Company office and bottling house. Sanborn Fire Insurance Map. Volume 1, plate 75, 1906.



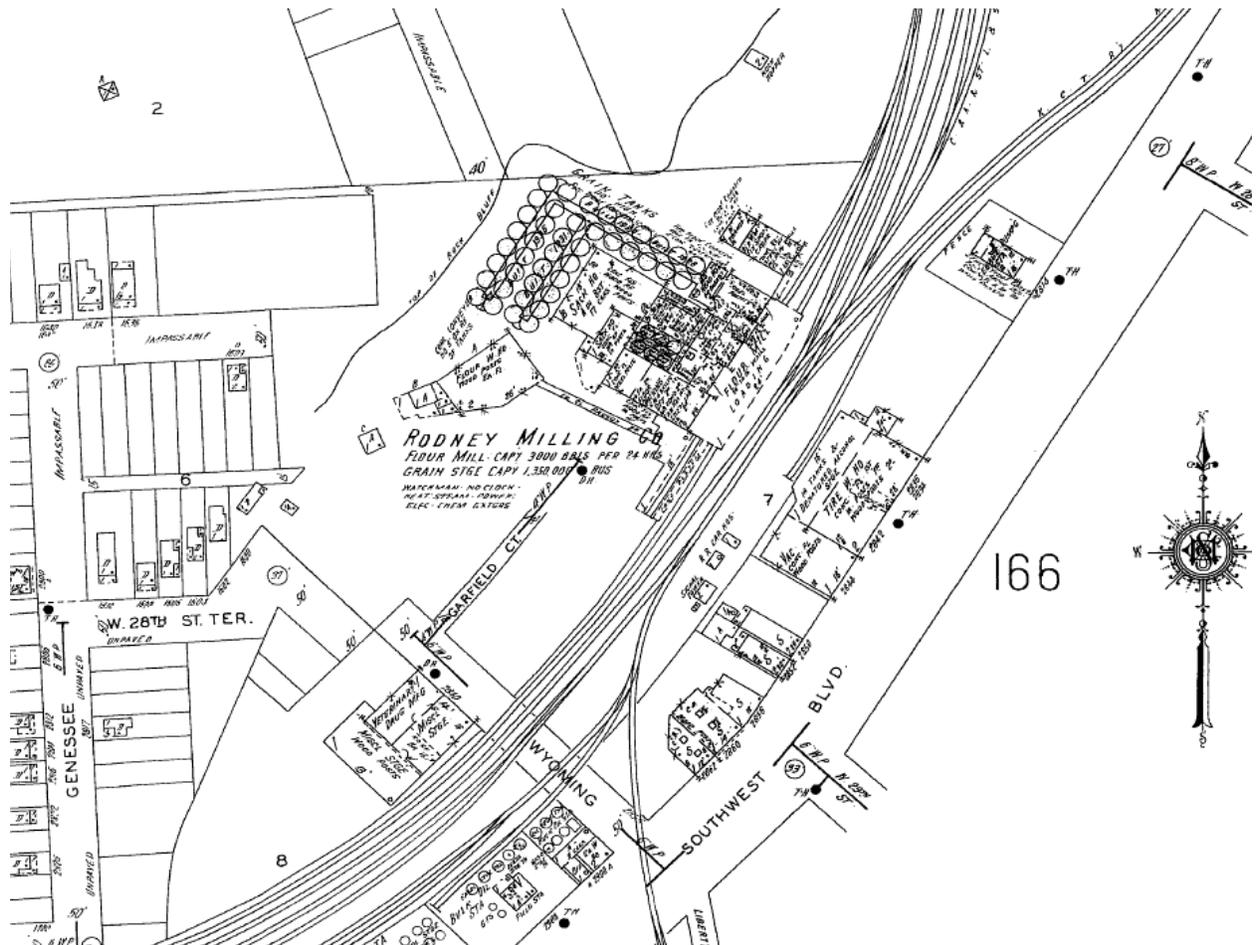
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# National Register of Historic Places Continuation Sheet

Section number Figures Page 28

Imperial Brewing Company Brewery  
Jackson County, MO  
Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

Figure 4: Imperial Brewery after conversion to flour mill. Sanborn Fire Insurance Map. Volume 1, plate 44, 1950.



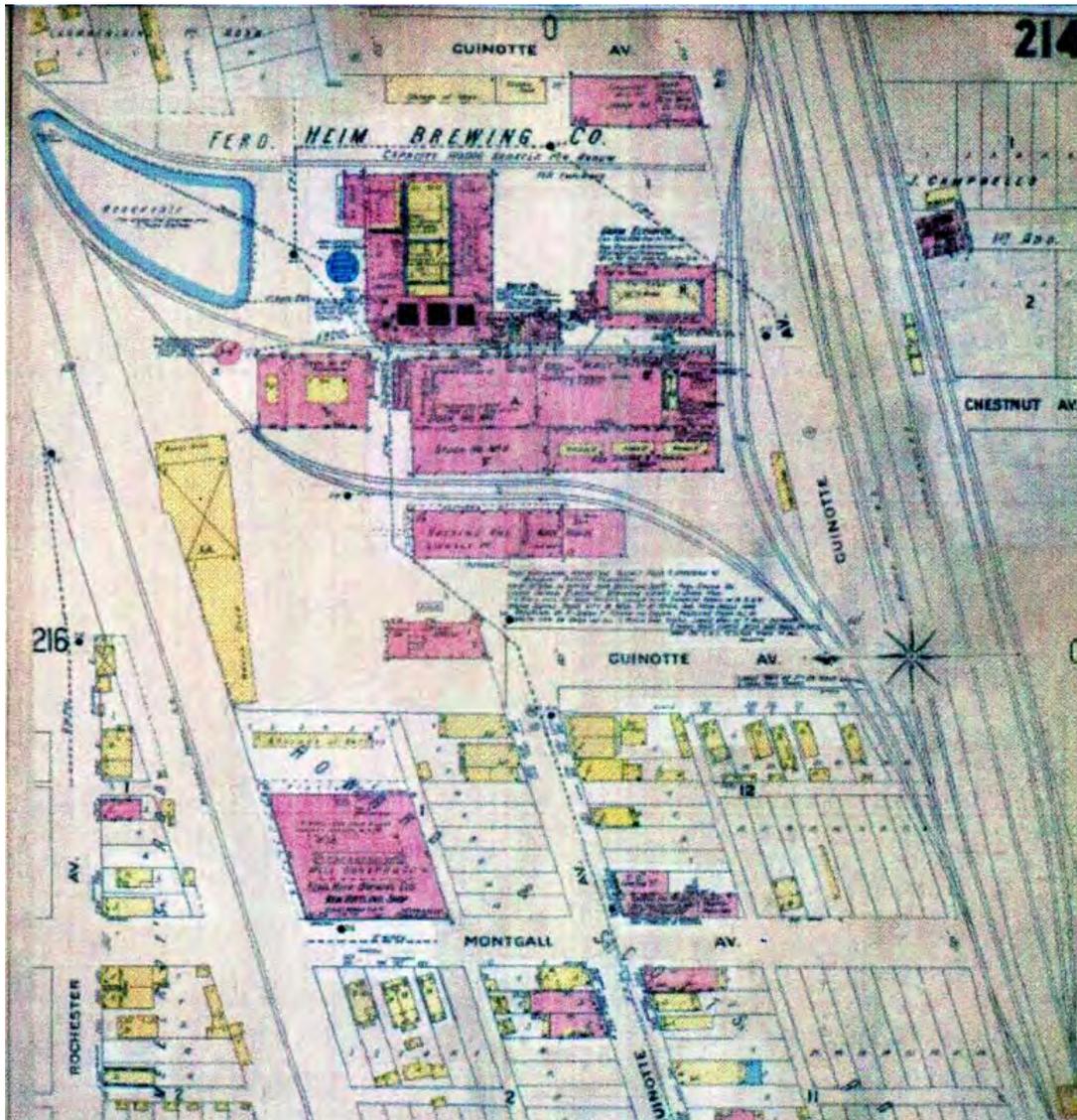
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National Park Service

# National Register of Historic Places Continuation Sheet

Section number Figures Page 29

Imperial Brewing Company Brewery  
Jackson County, MO  
Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

Figure 5: Heim Brewery, one of the companies that merged with Imperial after 1905. Sanborn Fire Insurance Map. Volume 1, plate 214, 1906.



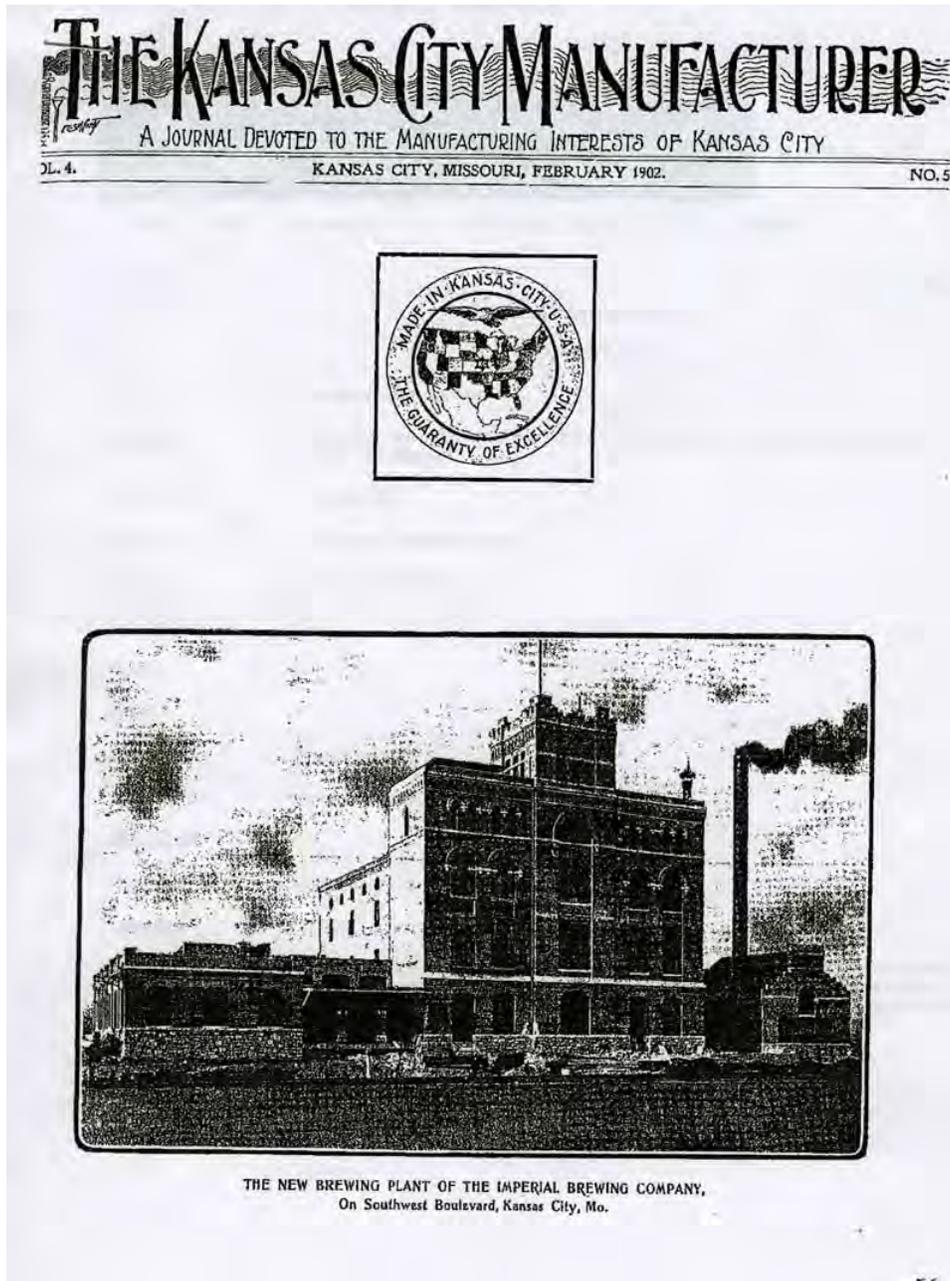
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National Park Service

## National Register of Historic Places Continuation Sheet

Section number Figures Page 30

Imperial Brewing Company Brewery  
Jackson County, MO  
Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

Figure 6: Kansas City Manufacturer. Vol. 4, No. 5, February 1902.



United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Figures Page 31

Imperial Brewing Company Brewery  
Jackson County, MO  
Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

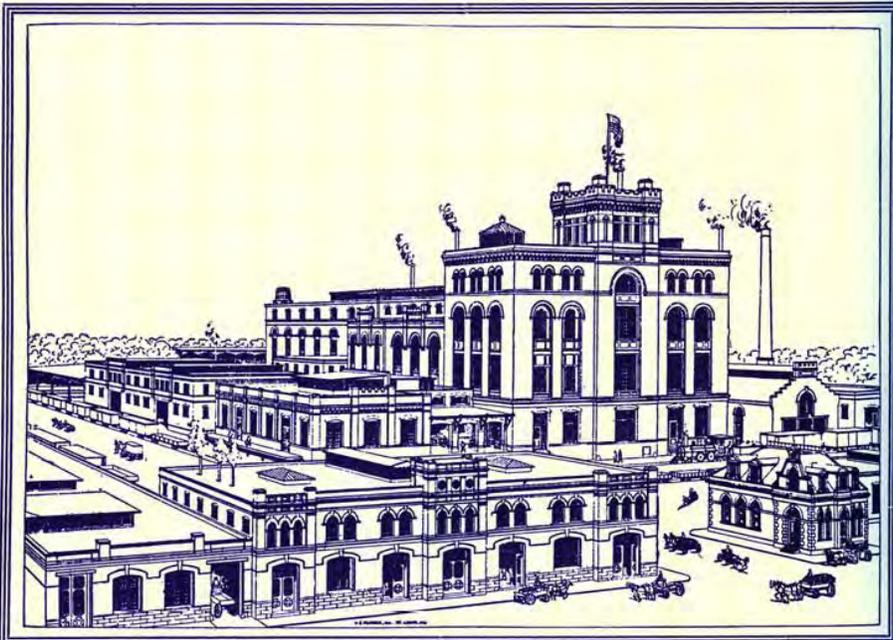
Figure 7: Advertisement c. 1903.

A. F. STÖGER GEO. SCHRAUBSTADLER

*The* **IMPERIAL BREWING  
COMPANY**

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SOUTHWEST BOULEVARD KANSAS CITY, MISSOURI  
*Twenty-eighth and Twenty-ninth Streets*



BREWERS *and* BOTTLERS *of* HIGH GRADE  
**KANSAS CITY LAGER BEER**

This modern and perfect plant has been erected at a cost of \$500,000.00 and the  
beer is now ready for the market Correspondence solicited

---

**CAPACITY ONE HUNDRED THOUSAND BARRELS**

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## National Register of Historic Places Continuation Sheet

Section number Figures Page 32

Imperial Brewing Company Brewery  
Jackson County, MO  
Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

Figure 8: Letterhead, 1912.



Figure 9: Advertisement, Imperial Seal Brand.



United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Figures Page 33

Imperial Brewing Company Brewery  
Jackson County, MO  
Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

Figure 10: Advertisement, Mayflower Brand.



United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Figures Page 34

Imperial Brewing Company Brewery  
Jackson County, MO  
Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

Figure 11: Advertisement, Mayflower Brand.



United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Figures Page 35

Imperial Brewing Company Brewery  
Jackson County, MO  
Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

Figure 12: Advertisement, Puritan Brand.



Figure 13: Advertisement, Old Fashioned Lager Brand.

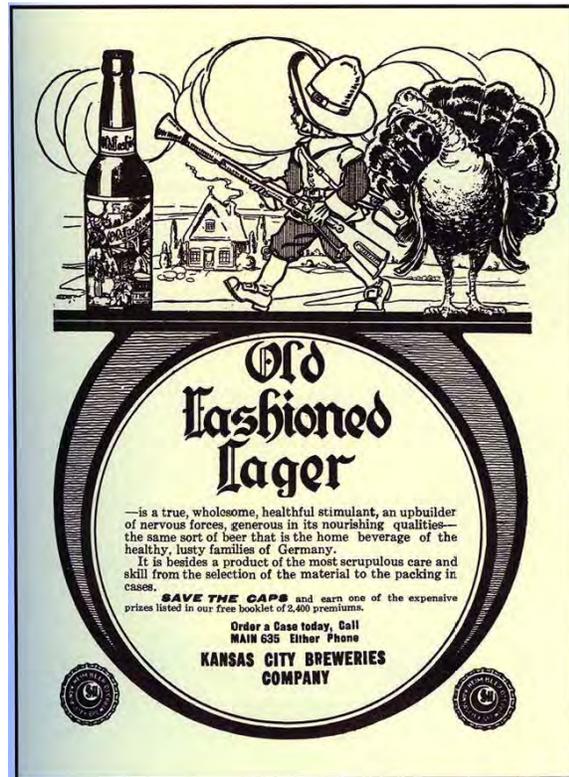


Figure 14: Advertisement, Old Fashioned Lager Brand.



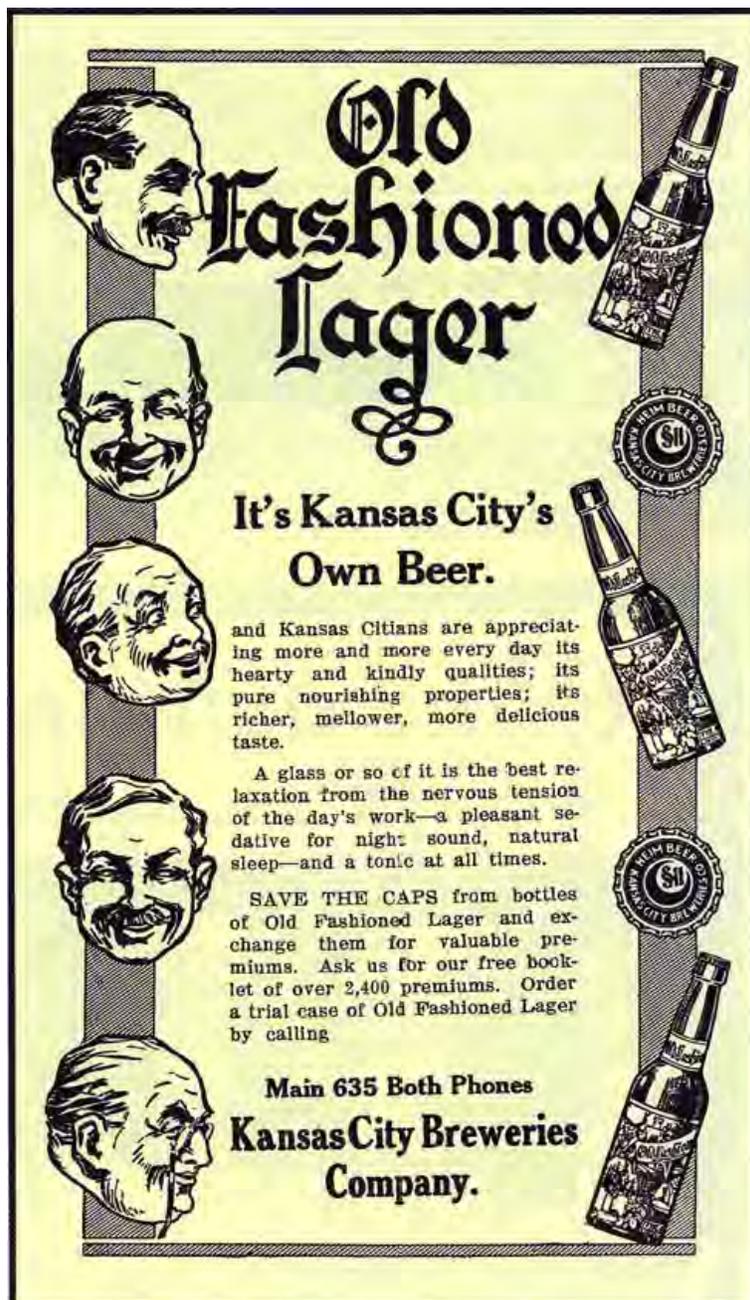
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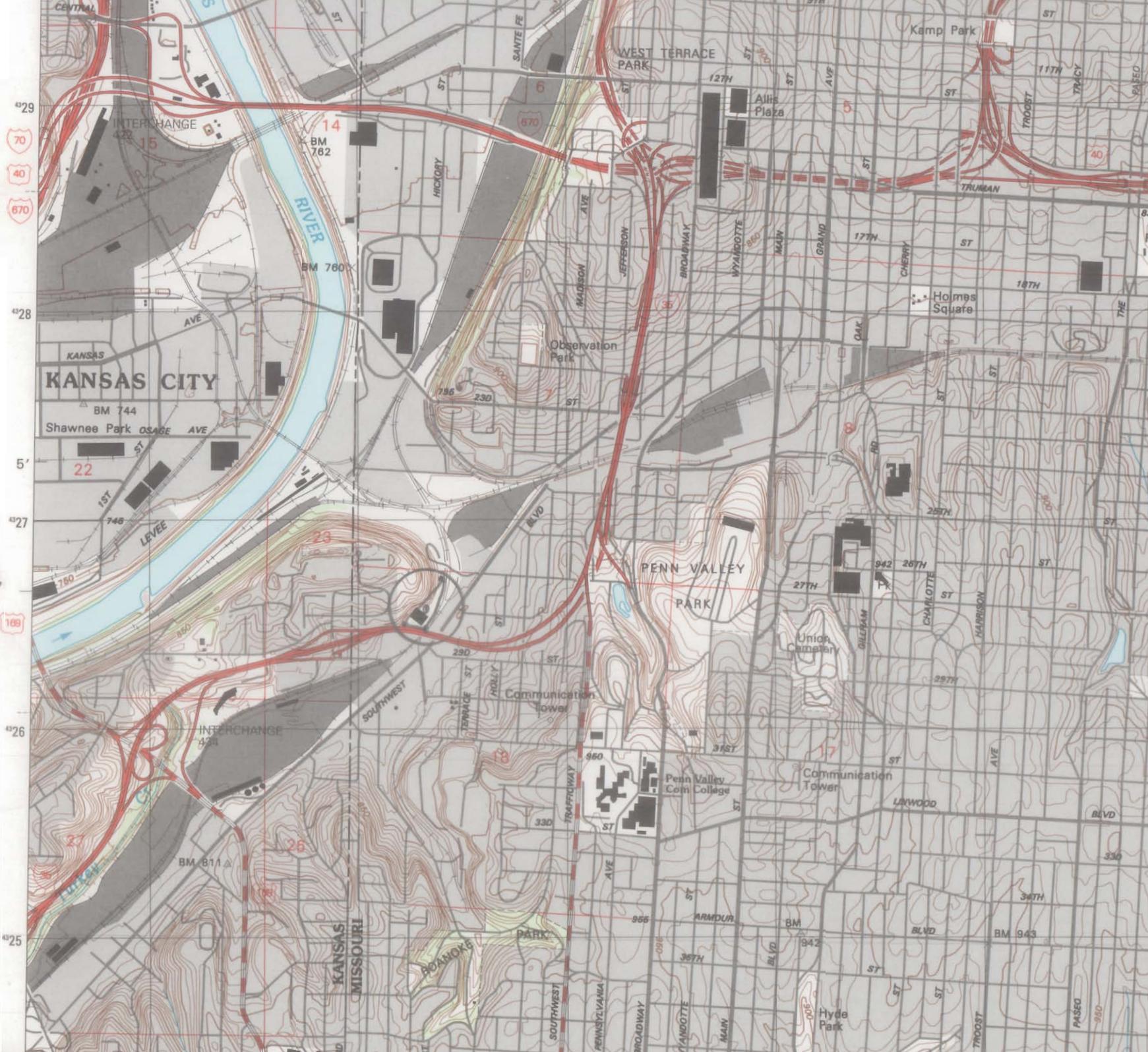
### National Register of Historic Places Continuation Sheet

Section number Figures Page 36

Imperial Brewing Company Brewery  
Jackson County, MO  
Railroad Related Commercial and Industrial Resources in Kansas City, Missouri

Figure 15: Advertisement, Old Fashioned Lager Brand.





429  
70  
40  
670

428

5'

427

426

425

THE IMPERIAL BREWING  
COMPANY  
1550 W. 29th STREET  
KANSAS CITY, MO

109

ZONE 15  
Easting 361310  
Northing 4326565

INTERCHANGE  
23

14  
BM 762

BM 760

KANSAS CITY

BM 744

22

427

426

425

INTERCHANGE  
82

BM 811

26

KANSAS  
MISSOURI

BOANOCKE  
PARK

PENN VALLEY  
PARK

Penn Valley  
Com College

Hyde  
Park

WEST TERRACE  
PARK

Kamp Park

Observation  
Park

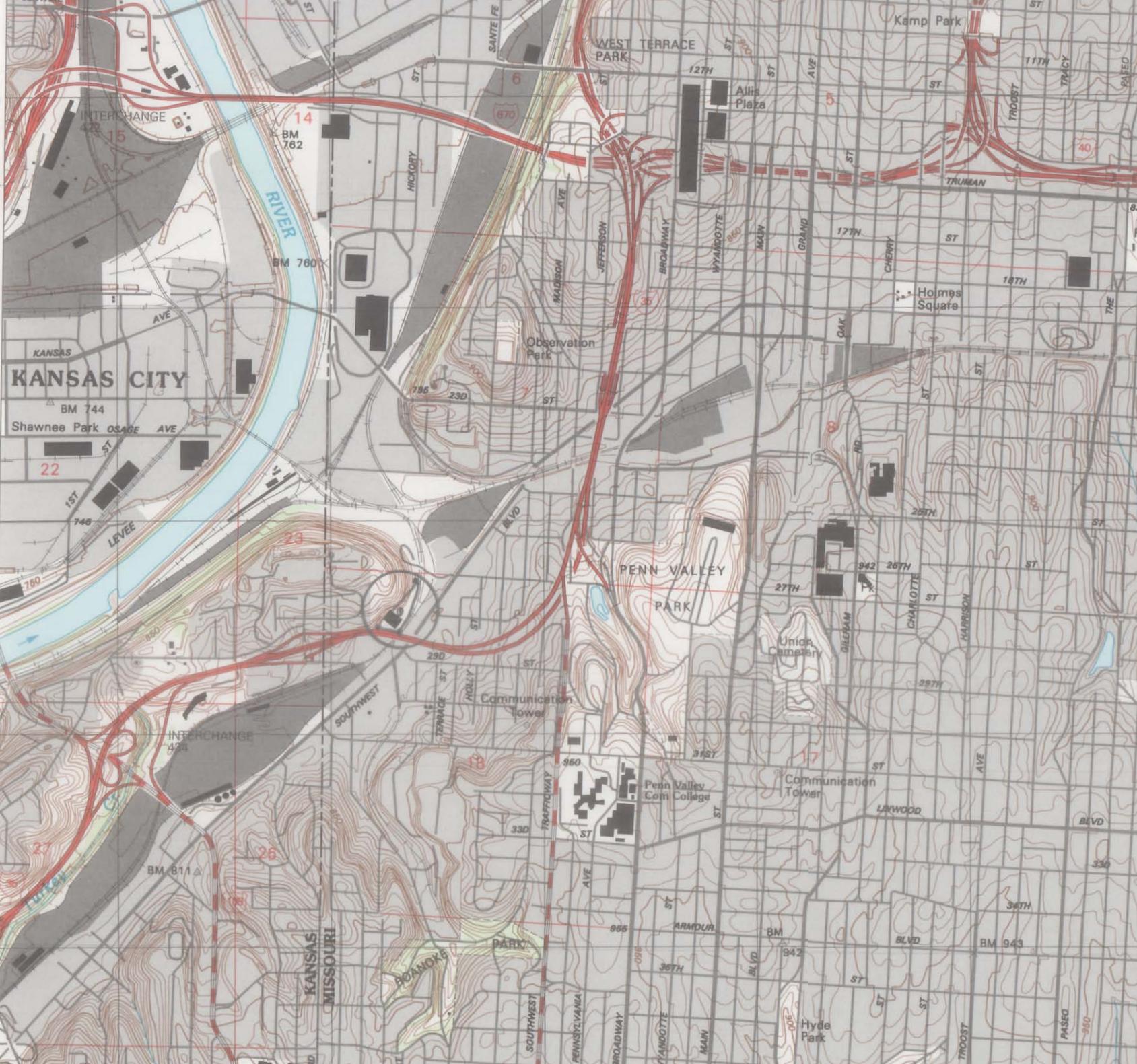
Holmes  
Square

Union  
Cemetery

Communication  
Tower

Communication  
Tower

Communication  
Tower

















NO  
TRESPAS

































