National Register of Historic Places Registration Form

NATIONAL

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. Beginstructions in Guidelines for Completing National Register Forms (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property						
historic name Warehou	se 'A', Brown-	Forman Corporation				
other names/site number	JFSW-425					
2. Location						
street & number 18th a	nd Howard Stre	ets	N/A	not for publication		
city, town Louisvill	е		N/A	vicinity		
state Kentucky	code KY	county Jefferson	code 1.	11 zip code 40201		
3. Classification						
Ownership of Property Category of Property		Number of Res	Number of Resources within Property			
X private	private		Contributing	Noncontributing		
public-local	district			⁰ buildings		
public-State	🔄 site			sites		
public-Federal	stru	cture		structures		
	🛄 obje	ect		objects		
			1	Total		
Name of related multiple property listing:			Number of cont	Number of contributing resources previously		
NA			listed in the Ne	listed in the Mational Desister N/A		

listed in the National Register <u>N/A</u>

State/Federal Agency Certification 4

As the designated authority under the National Historic Preservation Act of Anomination request for determination of eligibility meets the docum National Register of Historic Places and meets the procedural and profes In my opinion, the property meets does not meet the National Reg National Register of certifying official David L. Margan, State Historic	entation standards for registering properties in the sional requirements set forth in 36 CFR Part 60. ister criteria. See continuation sheet.
Kentucky Heritage Council State or Federal agency and bureau	Officer
In my opinion, the property meets does not meet the National Reg	ister criteria. See continuation sheet.
Signature of commenting or other official	Date
State or Federal agency and bureau	
5. National Park Service Certification	
I, hereby, certify that this property is:	us 4/16/90
determined eligible for the National Register. See continuation sheet.	
determined not eligible for the National Register.	
removed from the National Register.	

Historic Functions (enter categories from instructions)	Current Functions (enter categories from instructions)		
Commerce/ Trade/Warehouse	Business/Office Building		
7. Description			
Architectural Classification (enter categories from instructions)	Materials (enter categories from instructions)		
	foundation <u>Concrete</u>		
Art Deco	walls Brick Veneer & Ceramic Tile		
	roof <u>Concrete</u> , Composition, Flat Commercia		
	other <u>Reinforced</u> , Formed Concrete Floors and Supporting Columns		

Describe present and historic physical appearance.

•.

8. Statement of Significance		
Certifying official has considered the significance of this prop nationally	perty in relation to other properties: statewide X locally	
Applicable National Register Criteria A B X C	D	
Criteria Considerations (Exceptions)	D E F G NA	
Areas of Significance (enter categories from instructions) Architecture Engineering	Period of Significance 1935	Significant Dates
	Cultural Affiliation N/A	
Significant Person N/A	Architect/Builder Joseph & Joseph, Archit George H. Rommel Co., B	

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

¥ ...

SEE: Continuation Sheet

 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 #	 See continuation sheet Primary location of additional data: X State historic preservation office Other State agency Federal agency X Local government University X Other Specify repository: Kentucky Heritage Council * Louisville
	Landmarks Comm. & Brown-Forman Archives
10. Geographical Data	
Acreage of property1.016	
UTM References A <u>1.6</u> <u>60.63.60</u> <u>4.23.34.00</u> Zone Easting Northing C <u>L</u>	B L L L L L L L L L L L L L L L L L L L
See: Points 'A-B-C- & D' on attachment (MA side corners of Warehouse 'A'.	P) #3 corresponding to the existing out-
	See continuation sheet
Boundary Justification The boundary incorporates only the property property adjoining the boundaries is associ with non-historic buildings.	-
	See continuation sheet
11. Form Prepared By	
name/title H. Hall, Independent Consultan	t
organization	dateApril ~ 1989
street & number 50 Ora Brent Road	telephone (502) 348-4884
city or town <u>Bardstown</u>	

National Register of Historic Places Continuation Sheet Warehout



NATIONAL REGISTER

Warehouse 'A', Brown-Forman Corporation Jefferson County, Kentucky

Section number ____7 Page ___1

Item 7 - Description - Warehouse "A" Brown-Forman

Brown-Forman Corporation's Warehouse "A" is an innovative design blend of formed concrete framework utilizing the latest (1935) techniques and materials, finished on the exterior with the most current architectural decoration (ART DECO) of that period (Photo 1). Warehouse "A" is located at Howard Street & 18th Street or "Dixie Highway", a few blocks south of Broadway and southwest of downtown Louisville, Kentucky. It is on a portion of Block 36H-Lot 3, west of Dixie Highway where Brown-Forman located its distilling operations in 1931 (Attachment 1). A distillery operation has existed in this same block since at least 1883, bounded by 18th, Howard and 20th Streets, and extending south about 270 feet (Historic Photo 2). The area is marked by relatively flat topography, is densely developed and the street system follows a grid pattern. This immediate area is largely made up of industrial establishments including Phillip Morris & Company to the north and other distillers' storage and processing facilities, etc., such as Bernheim Distillery and Schenley Distillery facilities to the east. Various residential sections are mixed into the south and east.

(The following discussion on the Howard Street Complex refers to attachment 3) At the height of its development following prohibition, the Brown-Forman Distillery Co. complex had the distillery building behind and south of the classical revival Administration Building which faced Howard Street to the north. Adjacent were associated structures to the south and east which included fermenting room, empty barrel storage and the cistern room, including the 'entry room' function (southwest corner now marked 'Lab Annex' on attachment 3). After spirits were distilled and piped to the cistern tanks for gauging, the oak barrels were filled and branded in the 'entry', recorded in the 'crop book' and conveyed by open barrel runs or trucks to any of four Bonded storage warehouses for the required ageing period which produces whiskey from the raw product distillers call 'white dog'. Warehouses 'C' & 'E' were nearest the entry room while Warehouse 'A' had its main barrel elevator located in the south-west corner as close as possible to the entry room operation to receive most packages at that point for storage dispersal. Built in the 1890's old Warehouse 'D' (listed on the National Register, Dec. 8, 1978, as White Mills, Warehouse 'D') was located north-east of 'A' House. The modern Bottling House immediately south of Warehouse 'A' was built some years later (finished 1941-42) and its production of bottled, filled cases were conveyed to 'case goods' storage facilities which lay north of Howard Street, close beside the railroad loading spurs running east-west (buildings now marked, Ice House and Computer Center on attachment 3). Through the 1960's this physical arrangement of buildings and equipment made up the Howard Street Complex where Brown-Forman continued to produce, age and bottle for shipping increasing quantities of Kentucky whiskey.

For thirty-five years following resumption of full scale distilling at Howard Street in 1934 the Brown-Forman complex evolved and changed within the limits of 18th and 20th Streets as east-west boundaries and between the railroad tracks north of Howard

National Register of Historic Places Continuation Sheet

MAR \$ 91990

Section number	Paga	Page2	Warehouse "A",	Brown-Forman	Corporation
	1 490		Jefferson Coun	ty, KY	

and Garland Avenue to the south. Buildings and equipment were altered, added to or replaced -- sometimes several times, with up-dates, expansions and changing technology in the distilled spirits industry. Thus, many of the buildings which were built for specific uses while spirits production continued have been refitted for other functions or removed. There is no remaining integrity as a post-prohibition distilling complex. Distilling stopped at Howard Street about 1976 and the associated equipment was removed with some of the buildings altered to house production facilities for a blended liqueur which requires mixing facilities with attendant storage in stainless steel tanks. By 1978, the oldest barrel storage warehouse ('D') underwent conversion to office space (now called the Garneau Building, attachment 3). What had once been 'case storage' space north of Howard Street was converted to the Computer Center. Some Bonded storage of barreled goods (packages) continued through 1987 when the remaining 18,000 were transferred to Glendale, Kentucky. The resultant empty warehouses are projected by Brown-Forman for rehabilitation to serve other uses or for removal to re-organize the Howard Street Complex for present and future needs. What once was a full production & processing center is now Brown-Forman's only bottling-processing facility. The remaining buildings have been converted to serve that end or the diverse administrative and records, data-processing needs of the company. Only the Bottling House remains unchanged in function but is less than fifty years old and is undistinguished relative to engineering and exterior architectural decoration when considered as an individual commercialprocessing building.

Warehouse 'A' is a cube-shaped reinforced-concrete-frame structure, infilled with tile block and faced with brick veneer on the three most prominent sides. On the south wall the tile block infill between concrete floors serves as the outer surface. Designed by the Louisville architectural firm of Joseph & Joseph and built by George H. Rommel Company, the Bonded Whiskey storage facility was finished in 1936.

The structure measures 129 feet wide by 152 feet long and is twelve stories tall with windows at each level on the east and west sides. All windows are glazed, metal framed, industrial type with horizontally hinged section which cants open for ventilation. The east side or front facade facing 18th Street has a decorative, Art Deco Frieze band with geometric block pattern in low relief worked with glazed, yellow brick and square stone-block centers. This band is pierced regularly by the top window units creating a chevron effect from the horizontal, quad banding between openings. The entire pattern is cordoned, top and bottom, by a stone stringcourse in low relief. There is no cornice (Photos 1 & 3). The banding pattern continues around the northeast corner, along the entire north facade, where the 1935 company name is spelled out in yellow brick within the frieze band (Historic Photo 4). Since 1985 the entire north side decorative band has been covered with an aluminum sign displaying the current corporate logo and name (Photo3). A similar Art Deco band in materials and methods decorates the base of the building on the 18th street side only (Photos 1 & 5).

All original ground level, cargo access openings are equipped with metal clad doors, hinged by heavy strap and pintle hinges and forged bar hasps and closures for secure locking. In addition to the regular, solid doors, the 18th street (east) side access is 

United States Department of the Interior National Park Service

National Register of Historic Places Continuation Sheet

Section number _____ Page _____

Warehouse "A", Brown-Forman Corporation Jefferson County, Kentucky

equipped with heavy external mesh screen doors allowing ventilation while maintaining security during daylight working hours. The original cargo (filled barrels or 'packages') elevator shaft is in the southwest corner of the building adjacent to the pedestrian staircase. A cube shaped penthouse structure extends above the regular roof level for elevator mechanism and stairs access to the outside roof surface. Located on the warehouse roof is a water tank with storage capacity of over 100,000 gallons. It was designed and equipped to resemble the traditional "quart liquor bottle" in final form is realistically painted to represent the Brown-Forman brand name packaging, "Early Times" (Photo 6). The tank function is back-up gravity feed to the regular sprinkler fire control system and was designed with the building. The tank's base structure is supported at four points by the interior column system of the warehouse's reinforced concrete design.

The structure's twelve stories of interior space were divided into six segregated levels by solid, concrete floor sections supported by regularly spaced, formed, round columns, vertically stacked (equi-spaced rectangles) from bottom to top, throughout (Photo 7). The cylindrical columns have no base but flare near the ceiling into a spool shaped, conical cap. This terminates in a squared reinforcement with beveled edges which protrudes from the ceiling surface (Photo 8). The interior fireproof levels created by the concrete floors were subdivided between levels with wooden, six-high whisky barrel ricking "runs" with concrete access mezzanines dividing the ricks, three and three, against the outside walls between window levels (Photo 9 & Attachment 2). Thus, Section number _

JUL 2 1 1989

United States Department of the Interior National Park Service

7

National Register of Historic Places Continuation Sheet

Page

4

Warehouse "A", Brown-Forman Corporation Jefferson County, Kentucky

the six structural levels were divided into the twelve stacked vertical proportions of thirty-six tiers necessary for maximized storage capacity of whisky barrels in the ageing process. Total storage capacity was 49,536 barrels. The wooden divisions began to be dismantled and removed about 1980 when use of the structure was shifted from "Bonded Whisky Storage" to general storage and repacking operations associated with the adjacent Bottling House Building to the south. Openings were also cut at this time in the south wall at various levels linking the former "Bonded Warehouse" with the bottling operations section for these functions. A multistory hyphen now fills some of the former space which existed between these buildings (Photos 1 & 11). Other changes to the warehouse since it was finished in 1936 included installation about 1968 of an exterior whisky barrel escalator located on the east front adjacent to the northeast corner. Added openings were cut at each level for barrel handling. The window units have been removed from the two lower floors and the openings boarded up. 0n the back (west) wall some of the window units have also been removed and the openings bricked up (Photo 10). From the north-west corner, a two story dryer house and cooperage shop section extending north and west as part of the original construction in 1936 has been partially removed (the west side remains). With the removal in 1987 of the externally mounted barrel escalator, the cumulative changes made to Warehouse "A" since 1936 are of minimum effect regarding the retention of architectural and engineering significance.

The setting for Warehouse "A" is a few feet west of Dixie

÷ţ.

Section number ____

JUL 2 1 1989

United States Department of the Interior National Park Service

7

National Register of Historic Places Continuation Sheet

Page

5

Warehouse "A", Brown-Forman Corporation Jefferson County, Kentucky

Highway, or 18th Street, in the core of the Howard Street Complex, bounded to the east by the north-south corridor and bracketed north, south and west by the other buildings and structures which formerly comprised production, bottling and office facilities for Brown-Forman. Built in 1967, the present Main Administrative Office Building lies east of 18th Street facing the Olmstead designed (1947) Howard Street Entrance. South of the Administration Building are various parking lots, fenced and professionally landscaped, serving Brown-Forman functions and employees in the area (Historic Photo 11).

After years of planning, in May 1988 a sympathetic Rehabilitation project was begun by Brown-Forman to transform Warehouse "A" from its original storage use into a modern office building. The original designers, Joseph & Joseph are overseeing the actual renovation work. The major changes to the building include an inverted ziggurat shaped atrium in the cavern like center, opening the inner spaces to light from the glazed, green-house shaped canopies on the roof capping the lightwell (Photo 12). Also, a new entry on the north wall is confined to that section of masonry at the lower level where the accessory sections were removed. Thus, the new entrance and attendant courtyard (west of the Garneau) will have no visual impact on the main facade facing 18th Street and upper portion of the north wall with corporate identity in the frieze. With the "barrel escalator" removed on the east wall, paired windows will fill the openings to differentiate the new windows from original openings, which are being restored. With all the ricking and attendant Mezzanines removed, the interior

National Register of Historic Places Continuation Sheet

Warehouse "A", Brown-Forman Corporation Jefferson County, Kentucky

Section number ____7 Page ___6

space consists of only the original concrete floors supported by the sleek columns. The functional columns, elementary to the original building's construction technology, will remain unchanged and unadorned in the final Harry Weese Designed Office Building Refit. The landmark symbol on the roof will also remain intact, continuing to serve its dual function as safeguard against fire and as a company trademark.

In summary this nomination contains one contributing building (the bottle shaped water tank is considered part of the original Warehouse building), no non-contributing buildings or features and the attendant land where the building is physically located which measures 1.016 acres in area (Attachment 3).

National Register of Historic Places Continuation Sheet

8 1
Section number _____ 8 1

Warehouse "A", Brown-Forman Corporation Jefferson County, Kentucky

#8 Statement of Significance, B-F Warehouse "A"

Brown-Forman's Warehouse "A" is significant under Criterion "C" for architecture and engineering as a prime example of evolving building technology which coupled the latest techniques and materials to produce a fire-proof, space saving, economical structure with current (1935) architectural decoration (Art Deco) rarely applied to this type of utilitarian structure built to house barrels of whisky under Government regulation during the ageing process.

The distilling industry began in west Louisville soon after settlement. By the end of the Civil War "Whiskey Row" comprised the area along Main Street between First and Seventh. Brown-Forman's parent company was started in 1870 at a sales office address in the midst of Whiskey Row. At Howard Street, a distilling operation has existed between 18th and 20th Street since at least 1883. Under various names with changing ownership, it was White Mill and Lynndale Distilleries until passage of the Prohibition amendment in 1919 when G. Lee Redmon purchased the two operations from the Hoffbeimer Brothers of Cincinnati. Distilling equipment was dismantled at that time but storage of whisky continued. In 1923 the Howard Street Warehouses were designated "concentration warehouses" under Congressional action to improve government control of "medicinal whisky" under National Prohibition. All stocks were soon moved to the Redmon-owned Warehouses located at 1908 Howard Street. In September 1924, Owsley Brown bought the capital stock of the G. Lee Redmon Company and on November 1st, moved the Brown-Forman offices to that site. Described as "almost a monopoly" - business continued through the

National Park Service

National Register of Historic Places Continuation Sheet

Warehouse "A", Brown-Forman Corporation Jefferson County, Kentucky

Section number ____8 Page ___2

remainder of Prohibition with the stage set for the expansion to come with "Repeal". By 1931 Brown-Forman completed purchase of the property at 18th & Howard from Redmon and was positioned to resume spirits production after the repeal of Prohibition in 1933.

Despite the Depression, Brown-Forman laid plans for massive expansion at Howard Street in the Fall of 1933. In addition to the need for expanded storage the company's steadfast pursuit of "quality control" dictated an innovative warehouse design that would eleminate the seasonal variations in ageing whisky caused by traditional warehouse configurations. With space at a premium the new warehouse also had to be 'fireproof' as dictated by its proximity to other distillery facilities and housing. Ageing Warehouses were well developed by Kentucky distillers before Prohibition brought the industry to a standstill in 1920. The standard configuration for a rack warehouse had fifteen to twenty-one "tiers" of dunnage racks built of heavy wooden posts and beams with wooden rails to hold the barrels on "runs", all served by wooden aisles for access at each level. The exterior of the warehouse could be as fundamental as sheet metal cladding or solid brick or stone exterior walls, as in the more substantial examples. The exterior was essentially a shell providing protection from weather and unlawful entry. Many brick warehouses were equipped for steam heat in the 19th century. This was to even out the ageing process made unpredictable by differing moisture and temperature levels from top to bottom inherent to the simple, metal clad warehouse. But regardless of more substantial exterior walls as in the masonry examples, the interior arrangement of all whisky storage buildings



"" ? ! 1000

United States Department of the Interior National Park Service

National Register of Historic Places Continuation Sheet

Warehouse "A", Brown-Forman Corporation Jefferson County, Kentucky

Section number ____8 Page ___3

erected before 1920 (no separation of floors) was prone to become engulfed by fire resulting in the complete loss of building and contents. Plus, if the "house" was near capacity when a fire broke out, when the barrels began to break open, thousands of gallons of burning spirits ensured a tremendous conflagration which threatened everything nearby from both heat and the flowing river of fire which resulted. The list of requirements for the proposed new storage building at Howard Street was difficult to solve, even in 1935. But new technology, engineering and use of formed, reinforced concrete which had developed during the years of Prohibition offered solutions which were unavailable or uneconomical before 1915. The firm of Joseph & Joseph, Louisville's leading architectural designers of the 1920s produced a proposal which met all requirements and was more economical than other designs submitted to Brown-Forman.¹.

Joseph & Joseph utilized the latest techniques in a formed reinforced-concrete-framework to meet space, size and fire control considerations. They devised an unusual interior spacial design coupled with that basic frame which provided standard "ricking" access for "leak hunting" and records keeping, as required by the U.S. Internal Revenue Service. This ease of handling the barrels in storage was accomplished without wasted construction of added masonry level divisions.². Thus, interior wooden construction of ricks and concrete pedestrian mezzanines saved on construction costs.

The six horizontal, segregated divisions created by the plate like concrete floors was quite adequate to isolate any fire or spillage at one level and prevent the entire storage building

OMB Approval No. 1024-0018

United States Department of the Interior National Park Service

National Register of Historic Places Continuation Sheet

Warehouse "A", Brown-Forman Corporation Jefferson County, Kentucky

Section number _____8 Page ____4

from igniting at all levels. The primary function of the backup water tank for fire control sprinklers was located on the rooftop, and designed and equipped to resemble a decorative commercial advertising symbol, the distinctive shape of Brown-Forman's top quality Bourbon, an "Old Forester" quart bottle. This gravityfed 100,000 gallon water tank gave further protection against the spread of small fires.

Of notable local architectural significance (added to significant functional design), was the choice by Joseph & Joseph to decorate the primary 18th Street facade of Warehouse "A" with Art Deco designs. The decorative motifs were seldom used in Louisville due to the slowdown in construction during the Depression era. It is the only use of this Modernistic style on a commercial storage building by Joseph & Joseph and is an unusual example of use in a locally rare style.^{3.} In Louisville, the Sears Roebuck & Co. Building, 800 W. Broadway and the South Central Bell Office Building, 521 West Chestnut (both N.R. Listed) are circa 1930 commercial buildings employing Art Deco styling. The James Russell Lowell Elementary School, 4501 Crittenden Drive is an institutional example of the style dated 1931 (N.R. Listed). The Fire Department Headquarters at 1135 W. Jefferson is an example dating from 1935-36 (N.R. Listed) but all are put to totally different uses than Warehouse "A". In summary, there are no other known examples of similar Art Deco style to compare with the Joseph & Joseph design in Louisville. The Bernheim Distillery Bottling Plant Building located at 822 S. 15th, not far from Howard Street, (N.R. Listed 1983) is an outstanding example of Art Moderne and is the only other affiliated design (Art Deco-Moderne) built for a distilling

Section number _

United States Department of the Interior National Park Service

8

National Register of Historic Places Continuation Sheet

Page

5

Warehouse "A", Brown-Forman Corporation Jefferson County, Kentucky

concern. But the use intended which dictated the resultant building form gives it no real relation to Warehouse "A".

Joseph & Joseph utilized the same basic engineering of formed concrete frame (floor slabs with regular columns) in later years on a variety of whisky storage warehouses designed for Brown-Forman (Early Times, Shively, Warehouses) Stitzel-Weller Distillery (Shively), and Jos. E. Seagram & Sons, old 7th Street Road. But none of these houses were as large and tall (12 levels) as Warehouse "A", which could store almost 50,000 barrels, or double what was normally the largest, standard design of about seven levels. Warehouse "A" ranks as one of the largest capacity, barrel storage rack houses ever built, utilizing design, materials and methods which will not be repeated again.⁴.

Warehouse "A" still retains integrity of location, design, materials, workmanship and association within the old Brown-Forman Production-Processing Complex (Spirits are no longer distilled at the Howard Street site). But the recent changes within the complex and general area, plus planned changes pending in the near future dictate that a potential National Register District once considered for the Howard Street Complex has been rendered inappropriate due to changing use and increased levels of non-historic elements. Thus, Warehouse "A" is nominated individually to the National Register.

Brown-Forman Corporation is committed to the company's heritage and the Howard Street Complex. The sensitive rehabilitation underway expresses perfectly this company's historic interest in preserving the building.

OMB Approval No. 1024-0018

for Brown-Forman, Warehouse 'A'



United States Department of the Interior National Park Service

National Register of Historic Places Continuation Sheet Warehouse "A", Brown-Forman Corporation Jefferson County, Kentucky

Section number _____8 Page ____6

Item #8, Significance

FOOTNOTES

INUIES

1. In a telephone interview with architect Merrill Moter of Joseph & Joseph, March 1, 1989, he recalled how Mr. Joseph related the circumstances to him, a few years ago before his death, about the design evolution of Warehouse 'A'. He said that Brown-Forman had contacted a number of architects -- that a kind of competition ensued which was won by Joseph & Joseph's innovative solution which provided maximum storage capacity for the site, while being truly 'fireproof' and saving on construction costs. He also recalled that the bottle tank was.... "designed into the building".

2. The filled barrels of spirits (called 'packages' by Distillers, when full; barrels are always empty) were handled by hand rolling inside Bonded storage 'houses'. Government Regulation was stringent after Repeal when Warehouse 'A' was designed. This included the 'Carlisle Allowance' Law which required the Distiller to pay for any unusual loss (the Tax Due on the Spirits, by the gallon) while the whisky was ageing in the 'oak package'. Thus, if the spirits leaked out, due to a faulty barrel (or were pilfered) the Distiller had to pay the Government for what wasn't there; he lost both his production costs AND the Federal Tax on the missing gallons. This put great pressure on Distillers to 'Leak Hunt' on a constant schedule and 'rotate the packages' in the storage 'house' to prevent excessive loss from the filled barrels remaining too long on the higher floors where hotter, dryer air increased the ageing process. The Carlisle Allowance had strict charts of permitted loss (Proportional to time in storage before withdrawal for bottling), which guaranteed the Government would be paid a maximum excise tax. This system dictated certain factors about Warehouse design and function after Repeal and was continued until after World War II before being phased out.

3. Joseph & Joseph utilized the concrete frame (columns & floor plates) on a variety of commercial buildings in addition to Warehouse 'A' during the 1930s. These designs included later whisky storage warehouses built for Brown-Forman at Shively and the Seagram Distilling Company. But none of these later buildings were decorated on the exterior with Art Deco banding or any similar architectural style detail as used on Warehouse 'A'. Considering the Depression Era this elaboration on a utilitarian building shows a remarkable attention to detail by both the Architects, Joseph & Joseph and the patron firm, Brown-Forman who authorized its execution.

4. Changes in the Distilling Industry, storage methods, Government requirements, labor costs, material costs, handling and technology, plus real-estate values and economy all combine to assure that a building for whisky storage-ageing like Warehouse 'A' was a product of its era assured of no repetition.

JUL

United States Department of the Interior National Park Service

National Register of Historic Places Continuation Sheet

Warehouse "A", Brown-Forman Corporation Jefferson County, Kentucky

9 Page _____

Kramer, Carl, Ph. D., Louisville's Olmstedian Legacy: Analysis & Inventory Louisville, Friends of Olmstead Parks, Sept. 1988
McAlester, Lee & Virginia, <u>A Field Guide to American Houses</u>, New York, Alfred A. Knopf, 1986
Pearce, John Ed., <u>Nothing Better In the Market</u>, Louisville, Brown-Forman Distillers Corporation, 1970
Sanborn Map Co., <u>Maps of City of Louisville</u> (New York, Sanborn Map Company, Map #3, 1968
Moter, Merrill, Telephone Interview, 1st of March 1989 by David H. Hall
Designs, <u>Architecture & Engineering</u> by Joseph & Joseph, Louisville 1940 Copyright, 1948 French - Stamatz Co. CEdar Rapids, Iowa
Plans, Files, Records - Joseph & Joseph, Architects & Engineers. 133 South 3rd St., Suite 201, Louisville, Ky. 40202

#9 Major Bibliograpy References (for Warehouse 'A')

Archival Records & Historical Collection - Brown-Forman Corporation 850 Dixie Highway, Louisville, Ky. 40201

Watrous, Gary, Survey Director - <u>Louisville Survey</u> - <u>West</u>, Preservation Alliance of Louisville and Jefferson County, April 1977





ħ

ł

.

÷.,

. .

. .



Jefferson Co., Brown-Forman Warehouse 'A' 18th & Howard Sts., Louisville, Ky. 61 Plan Detail for Howard St. Entrance

Attachment #4



JUL 2 | 1989

JUL 2 1 1989

United States Department of the Interior National Park Service

National Register of Historic Places Continuation Sheet

Warehouse "A", Brown-Forman Corporation Jefferson County, Kentucky

Section number ____Key Page ___1

Photo

Section Number 'Photographs', Page 1 PHOTO INFORMATION, EXCEPT AS LISTED INDIVIDUALLY, IS THE SAME FOR ALL 1) Brown-Forman Corporation, Warehouse 'A' 2) Louisville, Kentucky 3) David H. Hall 4) January- 1989 5) Brown-Forman Archival Collection, 850 Dixie Highway, Louisville Ky. 40201 6) 18th Street side (East Facade) of Warehouse 'A', looking west. 7) Photo #1 3) Photographer Unknown 4) Date- about 1952 6) Aerial view, Howard Street Complex, Warehouse 'A' centered, looking south-east. 7) Historic Photo #2 6) North--east corner of Warehouse 'A' and frieze banding, looking south-west. 7) Photo #3 3) Photographer unknown 4) Date - about 1950 6) North wall of Warehouse 'A', with 1935 company name in the frieze, looking south. 7) Historic Photo #4 6) Detail, 18th Street Side, Art Deco Banding, 3rd Bay from north-east corner. 7) Photo #5 6) Water Tank and Supports, Roof Mounted on Warehouse 'A', looking south-west. 7) Photo #6 6) Interior Row of Support Columns on the 4th Level, East Side of Building. 7) Photo #7 6) Detail, Flared Column Cap with Protruding Reinforcement, 4th Level, East Side. 7) Photo #8 6) East Side Window Arrangement, Racks & Mezzanines Removed, 4th level, East side. 7) Photo #9 6) West Wall, Warehouse 'A', with Elevator Penthouse at the Southwest Corner. 7) Photo #10 3) Photographer Unknown 4) Date - about 1975 6) Aerial View, Howard Street Complex, Warehouse 'A' Centered, looking west, north-west. 7) Historic Photo #11 6) Interior, Warehouse 'A', Upper levels & Glazing of Harry Weese Designed Atrium. 7) Photo #12