

PH 0508411

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

DATA SHEET

FOR NPS USE ONLY

RECEIVED OCT 31 1977

DATE ENTERED FEB 17 1978

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY -- NOMINATION FORM

SEE INSTRUCTIONS IN HOW TO COMPLETE NATIONAL REGISTER FORMS
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

1 NAME

HISTORIC

The Brown Hotel, The Brown Building, ^{and} The Brown Theatre

AND/OR COMMON

The J. Graham Brown Education Center & Macauley's Theatre

2 LOCATION

STREET & NUMBER

675 River City Mall

NOT FOR PUBLICATION

CITY, TOWN

Louisville

CONGRESSIONAL DISTRICT

3 and 4

VICINITY OF

STATE

Kentucky

CODE

021

COUNTY

Jefferson

CODE

111

3 CLASSIFICATION

CATEGORY

- DISTRICT
- BUILDING(S)
- STRUCTURE
- SITE
- OBJECT

OWNERSHIP

- PUBLIC
- PRIVATE
- BOTH
- PUBLIC ACQUISITION**
- IN PROCESS
- BEING CONSIDERED

STATUS

- OCCUPIED
- UNOCCUPIED
- WORK IN PROGRESS
- ACCESSIBLE**
- YES: RESTRICTED
- YES: UNRESTRICTED
- NO

PRESENT USE

- AGRICULTURE
- COMMERCIAL
- EDUCATIONAL
- ENTERTAINMENT
- GOVERNMENT
- INDUSTRIAL
- MILITARY
- MUSEUM
- PARK
- PRIVATE RESIDENCE
- RELIGIOUS
- SCIENTIFIC
- TRANSPORTATION
- OTHER:

4 OWNER OF PROPERTY

NAME

Jefferson County Board of Education

STREET & NUMBER

3332 Newburg Road

CITY, TOWN

Louisville

VICINITY OF

Kentucky

STATE

5 LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,
REGISTRY OF DEEDS, ETC.

Jefferson County Courthouse

STREET & NUMBER

Sixth & Jefferson Streets

CITY, TOWN

Louisville, Kentucky

STATE

6 REPRESENTATION IN EXISTING SURVEYS

TITLE

Survey of Historic Sites in Kentucky (Supplement)

DATE

1977

FEDERAL STATE COUNTY LOCAL

DEPOSITORY FOR
SURVEY RECORDS

Kentucky Heritage Commission

CITY, TOWN

Frankfort, Kentucky

STATE

7 DESCRIPTION

CONDITION

EXCELLENT
 GOOD
 FAIR

DETERIORATED
 RUINS
 UNEXPOSED

CHECK ONE

UNALTERED
 ALTERED

CHECK ONE

ORIGINAL SITE
 MOVED DATE _____

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The Brown Hotel is located on the northeast corner at the intersection of River City Mall and Broadway in downtown Louisville. In the early twentieth century, Broadway began to change from an elegant residential thoroughfare lined with limestone mansions to a commercial street. Louisville began to turn its back on the Ohio River. The Seelbach Hotel moved to Fourth and Walnut Streets in 1905 from Main Street, and other movement began to take place. At Third and Broadway, the Weissinger-Gaulbert Apartment and Annex and the Y.M.C.A. were established by 1913.

The Brown Hotel, built by James Graham Brown, is a sixteen-story building which was constructed in 1923 of matte-face, brown brick with limestone and terra cotta trim (photo 1). The structure is of fire-proof construction with a reinforced concrete frame with brick curtain walls. A core area (map 2) where the ballroom was located was only four stories; thus, all of the hotel rooms have windows on an outside wall.

The first three stories were of limestone. The first story had large storefront-type window openings. Various shops and a restaurant were located at street level. Parts of the first and second floors and mezzanine housed the lobby, barber shop, billiard room, public toilets, Turkish bath, lounges, offices, restaurants, and the Crystal Ballroom (view 1). The second and third floor exterior is marked by colossal round-arched windows encased by rusticated limestone (photo 3). Above a limestone string course are nine floors of double-hung windows set on limestone sills. Another limestone string course separates the upper portion of the building from the lower. This story has windows and pairs of windows separated by terra cotta medallions. Above this are two stories with windows separated by limestone pilasters. A balustrade connects the pilasters. The structure is topped by a band of limestone under a decorated cornice supporting balustrades and finials. A roof garden is on the sixteenth floor on the Broadway facade. This was added in 1928 (photo 1).

The Brown Building, with the Macauley Theatre (formerly Brown Theatre) attached, was built in 1924-25. It is ten stories high and is constructed of the same type of brick as the Brown Hotel. The first story is of rusticated limestone. The second and third stories contain rectangular window openings separated by limestone pilasters echoing the motifs on the upper stories of the Brown Hotel. Six stories of brown brick are punctuated by rectangular windows set on limestone sills. The building is surmounted by a limestone band courses and balustrade (photo 2). The Macauley Theatre, to the rear of the Brown Building, was built in 1925 with brick walls and concrete floors. The marquee, in front of the Brown Building, is a recent addition. The interior of the Theatre and lobby area has been completely refurbished in recent years. The Theatre represented a dream of J. Graham Brown's brother, Martin, that the old Macauley's Theatre which stood on Walnut and was demolished in 1925 be "resurrected."

8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input checked="" type="checkbox"/> THEATER
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES 1923-1927

BUILDER/ARCHITECT Preston J. Bradshaw

STATEMENT OF SIGNIFICANCE

The Brown Hotel is an outstanding example of hotel architecture. It was built by James Graham Brown (1881-1969), a Louisville businessman and philanthropist. The building represents the rise of Broadway to a strong commercial district as it was followed by the Heyburn Building, The Fincastle Building, and The Martin Brown Building (later The Commonwealth Building).

James Graham Brown was born in 1881 in Madison, Indiana. His father, W. P. Brown, owned lumber mills and timber property in Eastern Kentucky. J. Graham Brown capitalized on his family holdings and at his death in 1969, his estate was valued at over 100 million dollars. Brown gave millions of dollars to charity including great sums to his alma mater, Hanover College. He was a director of Churchill Downs for thirty-two years and a member of the Kentucky Thoroughbred Breeders Association. In addition to the Brown Hotel, Brown Building, and Theatre, Brown built the Martin Brown Building in 1928 (now the Commonwealth Building with additions in 1951) and the Brown Suburban Hotel in 1955.

Brown had acquired the site for his hotel in 1919 and 1920. The site originally contained nineteenth-century residences and Solger's Confectionery and ice cream parlor on the corner (view 3). In October of 1922, Brown announced he would build a \$3,500,000 hotel on his Broadway property. The mammoth structure was completed in less than twelve months, including demolition of existing structures.

The architect was Preston J. Bradshaw who specialized in hotel construction. He was well known in the midwest and designed numerous buildings in St. Louis, Missouri, including The Chase Hotel (1923), The Coronado Hotel (1924) (view 1), The Embassy Hotel (1926), The Mayfair Hotel (1926), The Melbourne (1922), The Merchandise Mart (1934), and the Sears Roebuck Company Building (1928).

Brown commented on the style of the hotel saying it was an adoption of the colonial type plan of building and was in keeping with the community. The structure was in the Colonial Revival mode so popular in the United States in the early twentieth century. The interior had a combination of motifs. The Lobby was in the Colonial style, the Grill Room in the Elizabethian style, and the Dining Room in the French style.

The Brown Hotel followed tradition of hotels in the nineteenth century which were fathered by Isaiah Rogers (1800-1869). Louisville had always had a tradition of fine hotels including the second Galt House which was designed by Rogers' former partner, Henry Whitestone (1819-1893). Hotels had come to have all of the elaborate public spaces and accouterments such as barber shops, stores, etc. (view 2).

(continued)

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Brown Hotel

CONTINUATION SHEET

ITEM NUMBER 8 PAGE 2

After a rapid twelve-month building period, the Brown Hotel opened on October 25, 1923, with the Paul Whiteman Orchestra with Barney Rapp as director. Judge Robert W. Bingham presided as master of ceremonies at the opening, and David Lloyd George, former Prime Minister of England, was the first name on the register. Brown had given a dinner for the 1,200 workmen who completed the building in record time. At the opening, the architect, Bradshaw, remarked, "This is the first instance on record in which an owner and the architect are on speaking terms at the finish."

The Brown Hotel and Theatre represent an epoch in the history of the development of Louisville. The buildings are architecturally significant and historically significant. They are part of a legacy given to the city by James Graham Brown. The J. Graham Brown Foundation, founded by J. Graham Brown during his lifetime, continues to give bequests in his memory.

In 1971, the Board of Education acquired the property from the J. Graham Brown Foundation. The Brown Hotel is being used for administrative offices and for The Brown School, an innovative school.

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CONTINUATION SHEET

ITEM NUMBER 9 PAGE 2

Louisville Herald, 19 August 1923.

The Louisville Times, 15 November 1922.

"Brown Hotel to Add 172 Rooms." Louisville Herald, 10 January 1923;
Louisville Herald, 25 October 1923; Louisville Post, 25 October 1923.

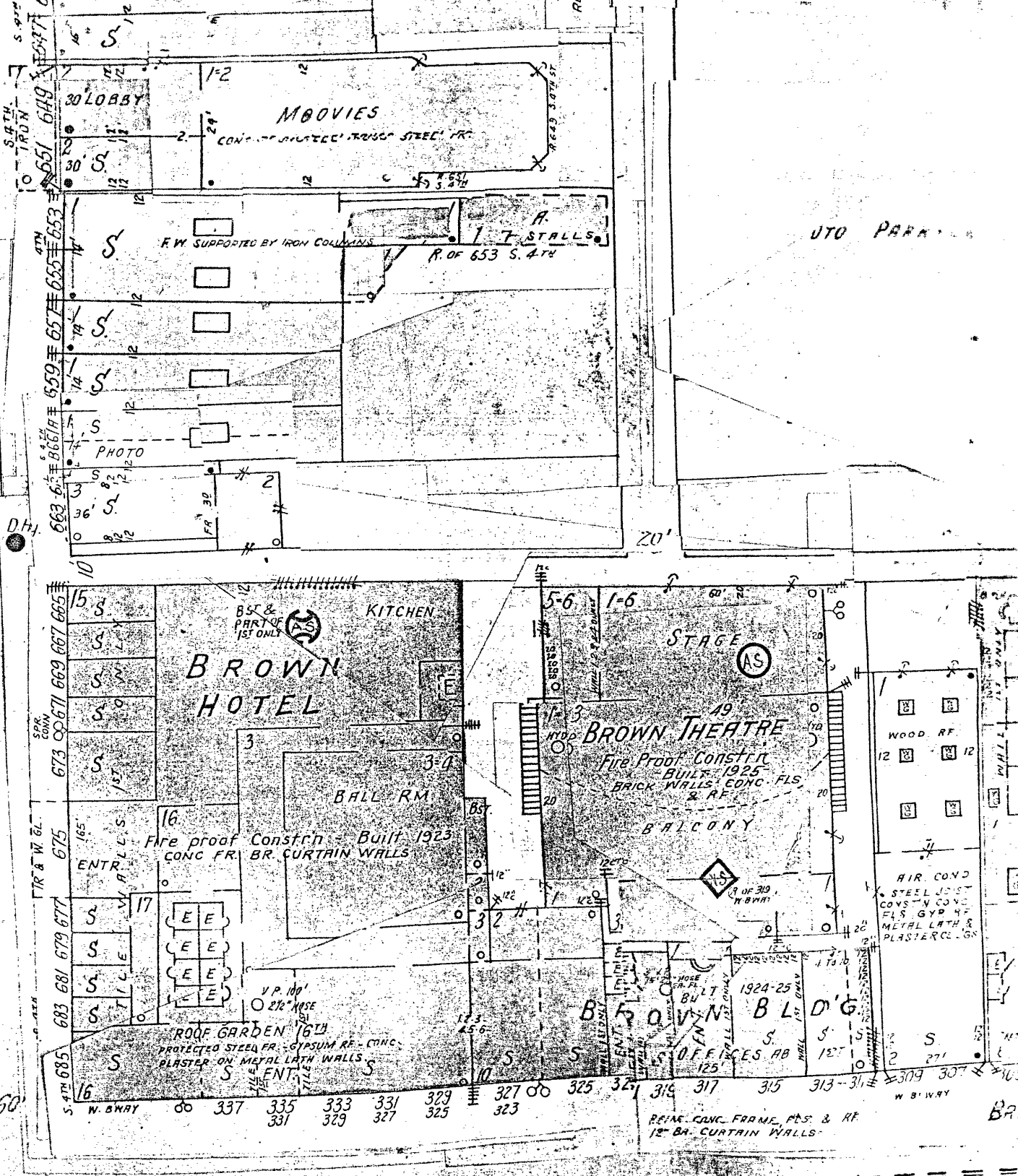
"Roof Garden to Open Derby Eve." Louisville Herald Post, 18 February 1928.

"Brown Estate Value Exceeds \$100 Million." The Louisville Times, 9 April 1969.

"Funeral of J. Graham Brown, 87, 'Invisible Benefactor' is Tommorrow," The
Louisville Times, 31 March 1969.

Thomas, Samuel W. Views of Louisville Since 1766. Louisville: The Courier-
Journal-Louisville Times, 1971.

River City Mall (4th Street)

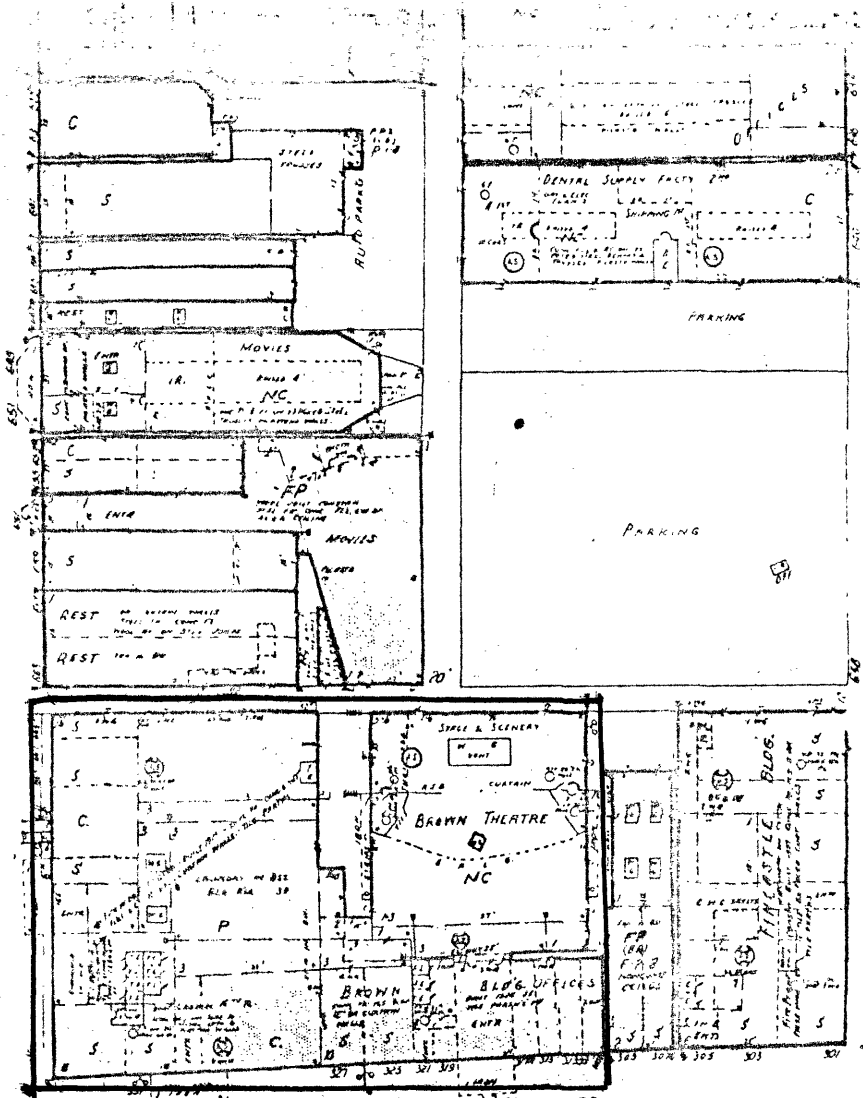


W. Broadway

W.

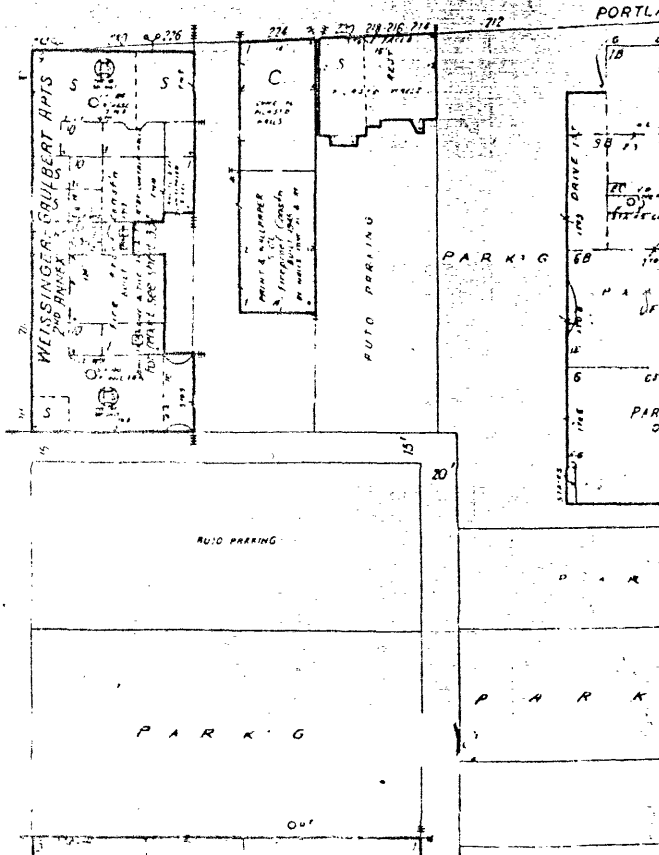
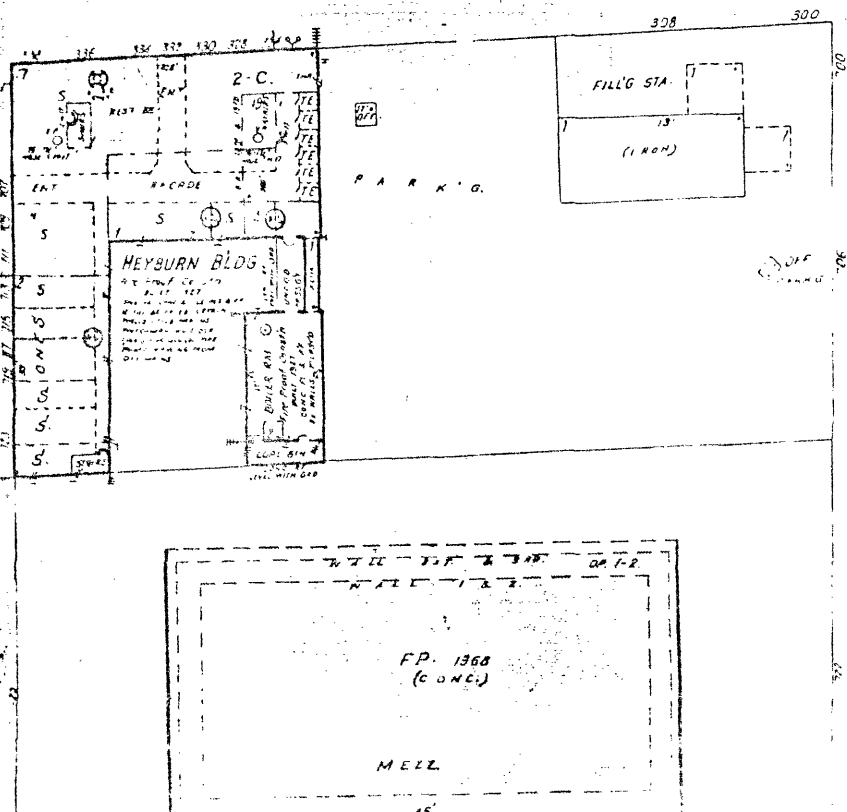
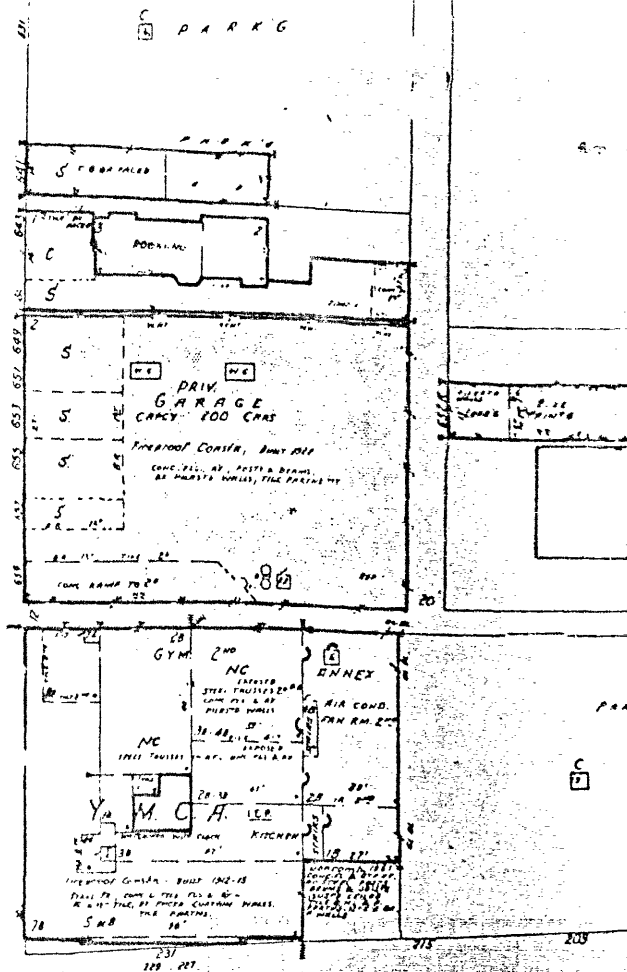
The Brown Hotel and Macauley
Theatre
Louisville FEB 17 1978
Jefferson County, Kentucky

Sanborn Map Co. (1905)
Philadelphia, PA
Map 2. 1905 Revised Sanborn
map. OCT 31 1977



BOARD OF EDUCATION - OWNER

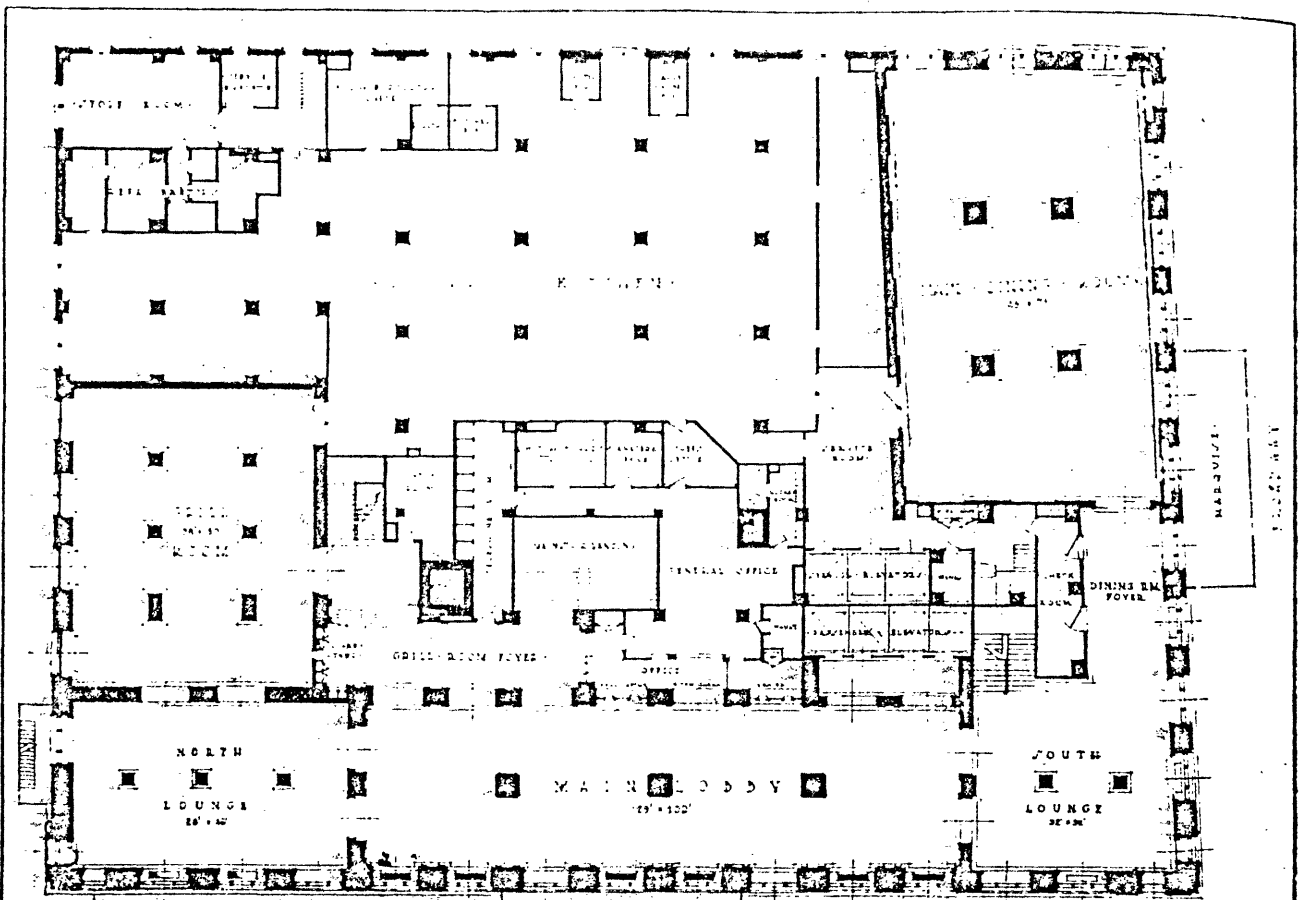
W. BROADWAY



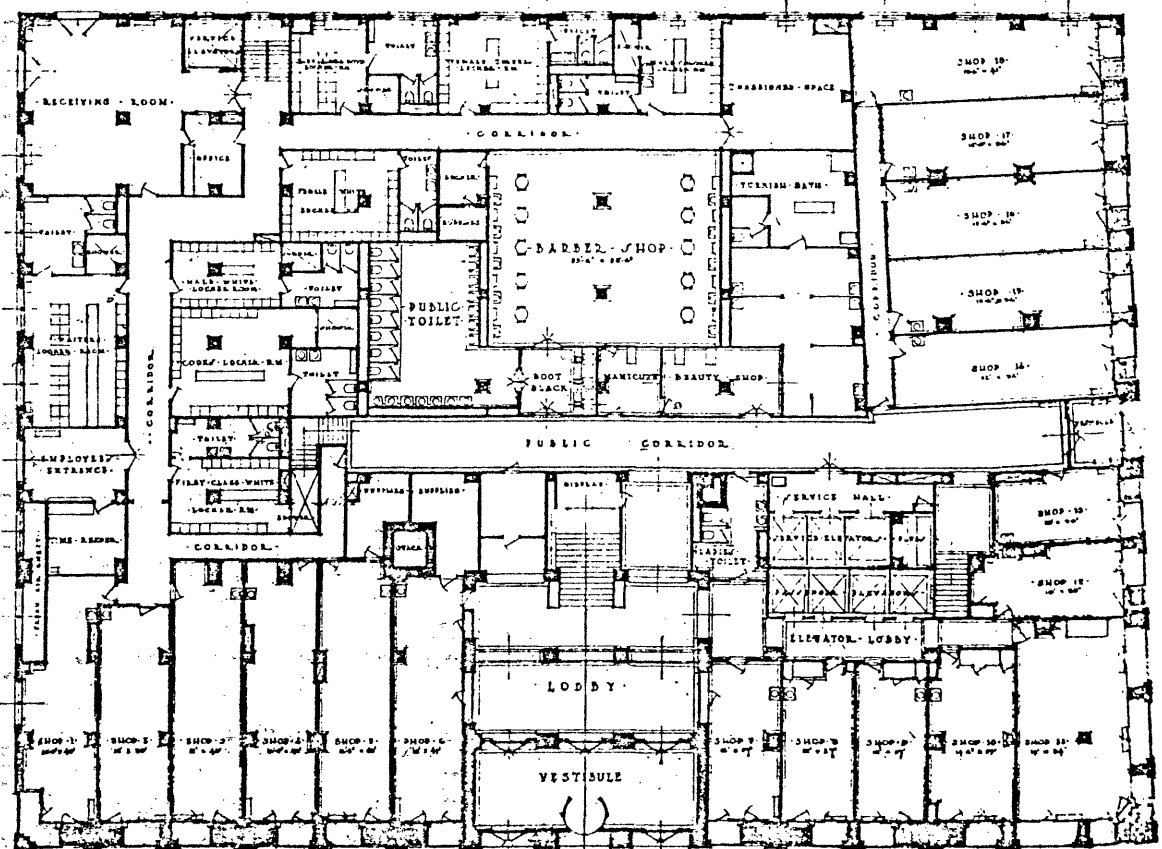
The Brown Hotel & Macauley
Theatre
Fourth & Broadway
Louisville, Jefferson, Kentucky
Sanborn Map Co. (1972)
Philadelphia, Pa.
Map 3. Sanborn Map

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SECOND FLOOR PLAN



FIRST FLOOR PLAN

THE BROWN HOTEL, LOUISVILLE, KY.
PRESTON J. BRADSHAW, ARCHITECT

The Brown Hotel and Macauley
Theatre OCT 31 1977
Louisville
Jefferson County, Kentucky

~~FEB 17 1978~~

The American Architect, V. 126,
No. 2452, August 15, 1924.
View 2. First and second floor
plans--Brown Hotel.