NPS Form 10-900
(Oct. 1990)

OMB No. 10024-0018

**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 Ambassador Hotel Historic District (Boundary Increase)

other name/site number N/A

## 2. Location

street & town 336 West 36th Street; 3543 Broadway N/A not for publication

city or town Kansas City N/A vicinity

state Missouri code MO county Jackson code 095 zip code 64109

## 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 February 21, 2008

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:

- ☐ 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:) _____

Signature of the Keeper Date of Action

## 5. Classification

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

- ☒ private
- ☐ public-local
- ☐ public-State
- ☐ public-Federal

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

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

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

| Contributing | Noncontributing | |
|---|---|---|
| 2 | | buildings |
| | | sites |
| | | structures |
| | | objects |
| 2 | | Total |

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

N/A

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

4

## 6. Function or Use

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

DOMESTIC/Multiple Dwelling
COMMERCE/Business

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

DOMESTIC/Multiple Dwelling
COMMERCE/Business

## 7. Description

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

CLASSICAL REVIVAL
Art Deco

**Materials**
(Enter categories from instructions)

**foundation** CONCRETE
**walls** BRICK
STONE
**roof** ASPHALT
**other**

**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. Description

### 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.

### Areas of Significance

(enter categories from instructions)

ARCHITECTURE

### Period of Significance

1925

1930

### Significant Dates

1925

1930

### Significant Persons

(Complete if Criterion B is marked above)

N/A

### Cultural Affiliation

N/A

### Architect/Builder

Gornall, Robert F./architect

Collins Brothers/builder

### Narrative Statement of Significance

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

☒ See continuation sheet(s) for Section No. 8

## 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 #

### Primary location of additional data:

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

☒ See continuation sheet(s) for Section No. 9

Ambassador Hotel Historic District (Amendment)
Name of Property

Jackson County, MO
County and State

## 10. Geographical Data

**Acreage of Property** Less than one acre

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

1 / / /

**Summary**

This nomination for the Ambassador Hotel Historic District (Boundary Increase) adds the Hyde Park Hotel building at 336 W. 36th Street and an adjacent two-story building at 3543 Broadway to the district. The Hyde Park Hotel is an eight-story reinforced concrete building clad in brick, limestone and terra cotta. The residential hotel, built in 1924-25, sits on the northeast corner of 36th and Broadway Streets in Kansas City, Missouri. The Classical Revival building has tripartite divisions defined by their surface materials. The high foundation and first story are clad in coursed ashlar limestone. The second through seventh stories are clad in brick. The eighth story is clad in terra cotta. The two-story building at 3543 Broadway, which has an Art Deco terra cotta façade, was constructed in 1930.

**Architectural Description**

**Hyde Park Hotel**

The Hyde Park Hotel's main façade faces south, fronting 36th Street. This façade displays a central block with corner pavilions. Double-hung windows are present in first story and in the east portion of the mezzanine level. The two-story recessed central entrance has Doric columns supporting an entablature inscribed "HYDE PARK HOTEL". The second through seventh stories are clad in brown brick. The original fenestration is filled with modern rectangular, double-hung windows of several sizes. Fluted terra cotta pilasters mark the corners of the pavilions. The eighth story, clad in terra cotta, includes a molded belt course, alternating pairs of arched windows framed with pilasters and a projecting cornice.

Pre-cast stucco panels currently cover the first story of the west pavilion and the first story of the west façade. Rectangular openings in the panels obscure the original tripartite arched openings and limestone walls. The upper stories of the west façade mirror the south façade, with a central block and two end pavilions clad in brown brick, defined by corner pilasters. Terra cotta matching the south façade fills the eighth story.

The east and north sides of the building present utilitarian appearances, clad in red brick with concrete defining each level and bay. The north elevation has end pavilions and each bay is filled with a double-hung window. The first story of the east elevation is open to accommodate a loading dock. The center bay of the east story contains a screened stairwell.

The building reflects Classical Revival design evidenced by the overall massing and decorative elements, such as the arches, columns and pilasters. Interior details continue the classical theme in the 45' x 45' lobby. A grand double staircase rises from the north wall of the lobby to the upper mezzanine level. The divided stairway has travertine marble stairs and an ornate arched mirror at the landing. Iron and wood balustrades line the two sides of the staircase and the upper mezzanine. Paneled piers support the mezzanine with its original classical frieze. Original paneling is still present on the lobby's support piers and in the southern portion of the room.

Alterations to the building include the replacement of wood windows with metal sashes and the conversion of the 150 original rooms to approximately 75 one-bedroom apartments placed on both sides of the the east-west hallway. The exterior appears much as it did after construction,except for the new first-story cladding on the west façade. Offices, common areas and apartments now fill the building's shop and restaurant spaces on the first story and mezzanine. Despite these changes, the building retains its architectural integrity, especially in the intact floor plan, entrance, lobby

and details found in the large public spaces.

**3543 Broadway**

The building at 3543 Broadway is two stories tall and three bays wide. The building shares party walls with adjacent buildings on the north and south. Only the west façade is adorned. The first-story storefront has been altered with aluminum sashes, but the building retains architectural integrity in its Art Deco terra cotta details. The façade is clad in terra cotta rising from a dark polished granite base. The storefront rises from this base in a three-bay rhythm establised by the upper fenestration. Four grooved pilasters rise from the base terminating in caps and molded wings at the second-story lintel level. The lintels and sills comprise the building's chief ornamented areas with small scalloped terra cotta panels flanking larger scalloped panels that have floral relief along the sills. The second-story lintel level also has large dentils that form the base of the entablature. A central frieze contains a panel composed of terra cotta floral relief. The building is topped by a simple, molded terra cotta cornice.

**Statement of Significance**
**Summary**
The Ambassador Hotel Historic District (Boundary Increase) nomination adds the Hyde Park Hotel and the building at 3543 Broadway to the district. The Hyde Park Hotel contributes to the District as an excellent example of a residential hotel, a very popular Kansas City building type during the 1920s. The Classical Revival building contributes to the district's history as a luxurious residence for short- and long-term residents. The hotel is also significant as one of architect Robert G. Gornall's extant buildings built along Broadway during a commercial and residential boom that occurred between 1923 and 1930. The Classical Revival design rounds out Gornall's range of styles in this two-block area. The building's new owner requests inclusion in the Ambassador Hotel Historic District. The building at 3543 Broadway was the last of the buildings constructed on the block. It is associated with the Hyde Park Hotel by a deed restriction that limited it to two stories in height. The two buildings were not included in the earlier district nomination because the owners at the time objected to the listing. The buildings have changes hands and the current owners reequest inclusion in the district.

**Architecture**
Midtown Kansas City experienced impressive development during the 1920s and 1930s. Dozens of large construction projects took place along the major thoroughfares of Broadway Boulevard, Main Street and Armour Boulevard during this time. Much of the construction included dozens of new large residential hotels. These buildings provided top-quality accommodations for residents that no longer wished to live downtown.

Residential hotels built during the 1920s in the area included the 1924 Ambassador Hotel at 3600 Broadway, the 1922 Chatham at 3637 Broadway and the 1926 Ellison at Broadway and Armour Boulevard. Apartment hotels were advertised at the time as the most efficient and progressive types of housing in nearly every city across the country. A key attraction of the buildings was the availability of centralized services, such as a restaurant, beauty parlor and other shops offered in the Hyde Park Hotel lobby. These services were affordable to the hotel's residents and were often used by those living in the nearby neighborhoods.

Robert F. Gornall, one of Kansas City's important architects during the 1920s, designed the Hyde Park Hotel. Gornall's architectural career in Kansas City began around 1909 as a draftsman for L.G. Middaugh. He began appearing consistently in city directories in 1914, when he worked as a draftsman for Sanneman and Gould. Gornall joined the firm of Samuel B. Tarbet & Company in 1915. Two years later, he began a partnership with William Lodge that ended in 1924.

Gornall practiced alone from 1924 to 1933, designing several significant buildings between 34th and 39th Streets on Broadway. He is credited with designs for the 1925-26 Congress Building at 3527 Broadway, the 1924 Garrett Building at 3601 Broadway, the 1923-24 Betsy Ross Building at 3611 Broadway and the 1924 Barclay Building at 3613-23 Broadway. Gornall was proficient in a wide range of building types and styles, displaying Tudor Revival in the Garrett Building, Colonial Revival in the Betsy Ross Building and Beaux-Arts in the Barclay Building, all located adjacent south of the Hyde Park Hotel. The Classical Revival style of the Hyde Park Hotel further displays Gornall's diversity, adding one more building type and style to his work in the area. *The Kansas City Star* noted the range of Gornall's designs in a 1925 article: "The buildings in the group at Thirty-sixth and Broadway, although individually

attractive, are doubly interesting because widely diversified architectural designs have been employed without creating a inharmonious effect."[1]

The Hyde Park Hotel retains its Classical Revival design adapted to a large multiple family dwelling. The hotel displays a simpler, modern approach to the traditional tripartite design of the Classical style. The building's substantial limestone base is unadorned except for the recessed entrance on 36th Street. The central shaft displays its height with symmetrical columns of fenestration accented by corner pilasters on the pavilion. The building's cap presents classical patterns of arches and engaged columns, but remains very restrained.

The Hyde Park Hotel is a significant contribution to the intact grouping of buildings constructed during the 1920s. The hotel, along with the Ambassador Hotel, was a planned part of the area's new streetscape, matching the coherent district in materials and placement along this focal corridor. It makes a significant contribution to the Ambassador Hotel Historic District.

**History of the Hyde Park Hotel**

Construction on the Hyde Park Hotel began within months of the Ambassador Hotel, built in 1924 at 3600 Broadway. Articles began appearing in *The Kansas City Star* as early as July 1924 with descriptions of the new building. A permit issued in December 1924 describes the building as eight stories tall, 60 feet by 150 feet and constructed of brick and reinforced concrete. J.N. McConnell, an experienced hotel operator, owned the $300,000 structure.

The new building had 150 rooms. Room configurations consisted of two- and three-room suites, as well as single rooms with dressing alcoves and baths. The building's owner also purchased the adjoining north lot. He restricted construction there to two stories so that every room in the hotel would have an exterior view.[2] The Collins Brothers served as the building's contractor, completing construction in fall 1925.[3]

The Hyde Park Hotel shares a social history with the Ambassador Hotel and the other buildings in the Ambassador Hotel Historic District. Both hotels intended to provide quality accommodations to long- and short-term tenants. Entrances to the Hyde Park Hotel were located along 36th and Broadway Streets. The lobby originally housed a public dining room, beauty parlor, barbershop and the hotel's restaurant on the mezzanine. As was the fate of many midtown hotels such as the nearby Ambassador, the building was later converted into apartments. By 1946, the hotel was fully converted into residential units for long-term tenants.[4]

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[1] "About Real Estate," *The Kansas City Star*, 24 May 1925, p. 1D.
[2] "Big Hotel For Broadway," *The Kansas City Star*, 6 July 1924, p. 1.
[3] "About Real Estate," *The Kansas City Star*, 9 August 1925, p. 2D.
[4] Kansas City Historic Resources Survey Form for 336 W. 36th St., on file at Kansas City Landmarks Commission.

A deed restriction was placed on the lot immediately north of the Hyde Park Hotel during its cosntruction. Architect Robert Gornall wanted every room in his hotel to be on the ouside of the building. The restriction stated that the adjacent building could be no taller than two stories. The Jewell Building Company constructed the two-story Art Deco building on the lot in 1930. The building contributes to the district's streetscape by creating a solid block from Armour Boulevard to 36th Street on the east side of Broadway.

The Ambassador Hotel Historic District was listed on the National Register of Historic Places in 1983. At the time, it did not include the Hyde Park Hotel or the building at 3543 Broadway. The tow buildings have changed ownership since then and the current owners wish their inclusion in the district. The buildings were listed on the Kansas City Register of Historic Places in 1988.

**Major Bibliographical References**

City of Kansas City, Missouri. Building Permit. N.E. Corner 36 & Broadway building permit No. 14152, 1924. City of Kansas City, Missouri Landmarks Commission.

City of Kansas City, Missouri. 336 W. 36th St. Historic Resources Survey Form. City of Kansas City, Missouri Landmarks Commission.

*The Kansas City Star*: "Big Hotel For Broadway" 6 July 1924, p. 1; "Ten Million Dollars Invested In Transient Apartment Hotels" 29 March 1925, p. 1D; "About Real Estate" 24 May 1925, p. 1D; "About Real Estate" 9 August 1925, p. 2D.

National Register of Historic Places Inventory-Nomination Form, 1983. "Ambassador Hotel Historic District."

National Register of Historic Places Registration Form, February 2007. "Barclay Building."

United States Department of the Interior
National Park Service

# National Register of Historic Places Continuation Sheet



**Verbal Boundary Description**
The expansion of the district begins at the southwest corner of 36th and Broadway Boulevard, continues east and jogs south to include the Hyde Park Hotel. It then continues east to the east property line of the Hyde Park Hotel and then north to the south property line of 3535 Broadway Boulevard, currently listed in the district. The boundary increase includes Lots 12 and 13 of Block 7 in the Hyde Park Subdivision in the Kansas City, Missouri.

**Boundary Justification**
The boundaries include the property historically associated with the Hyde Park Hotel and the building at 3543 Broadway.

**Photographic Information**

**Photographer:** Susan Jezak Ford
Citysearch Preservation
Kansas City, MO

**Date of Photographs:** August 2007

**Location of Original Photographs:**

| Photograph Number | Description | Camera View |
|---|---|---|
| 1 | South façade and east elevation | Northwest |
| 2 | South façade and west elevation | Northeast |
| 3 | North and west elevations | Southeast |
| 4 | East and south elevations | Southwest |
| 5 | Interior lobby | Northwest |

**Property Owners**
**Hyde Park Hotel:** Chester Thompson Jr., Hyde Park EDF Housing Investors LP
4144 Lindell Boulevard, Suite 216
St. Louis, MO 63108
816-861-4070

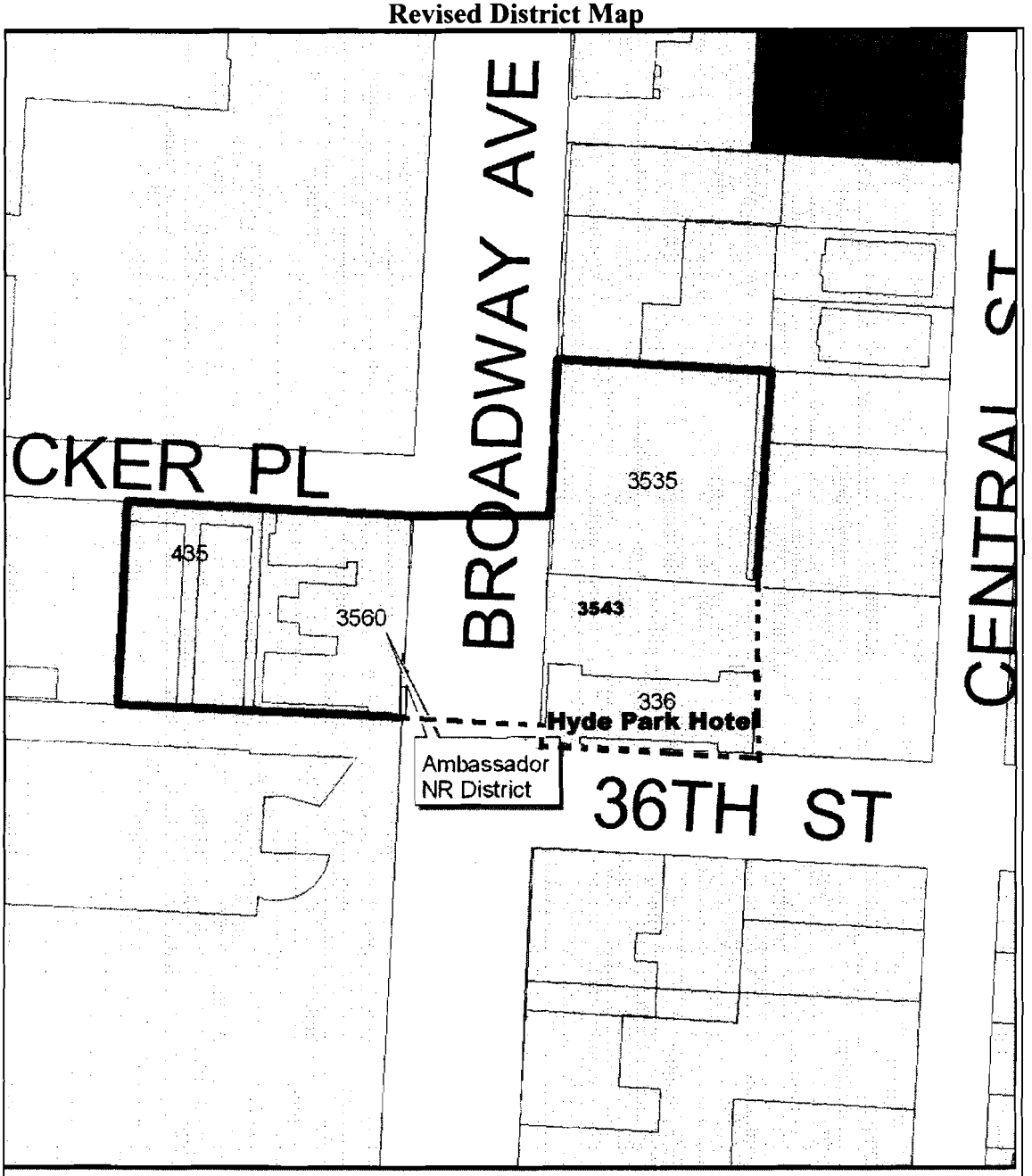
**3543 Broadway:**

United States Department of the Interior
National Park Service

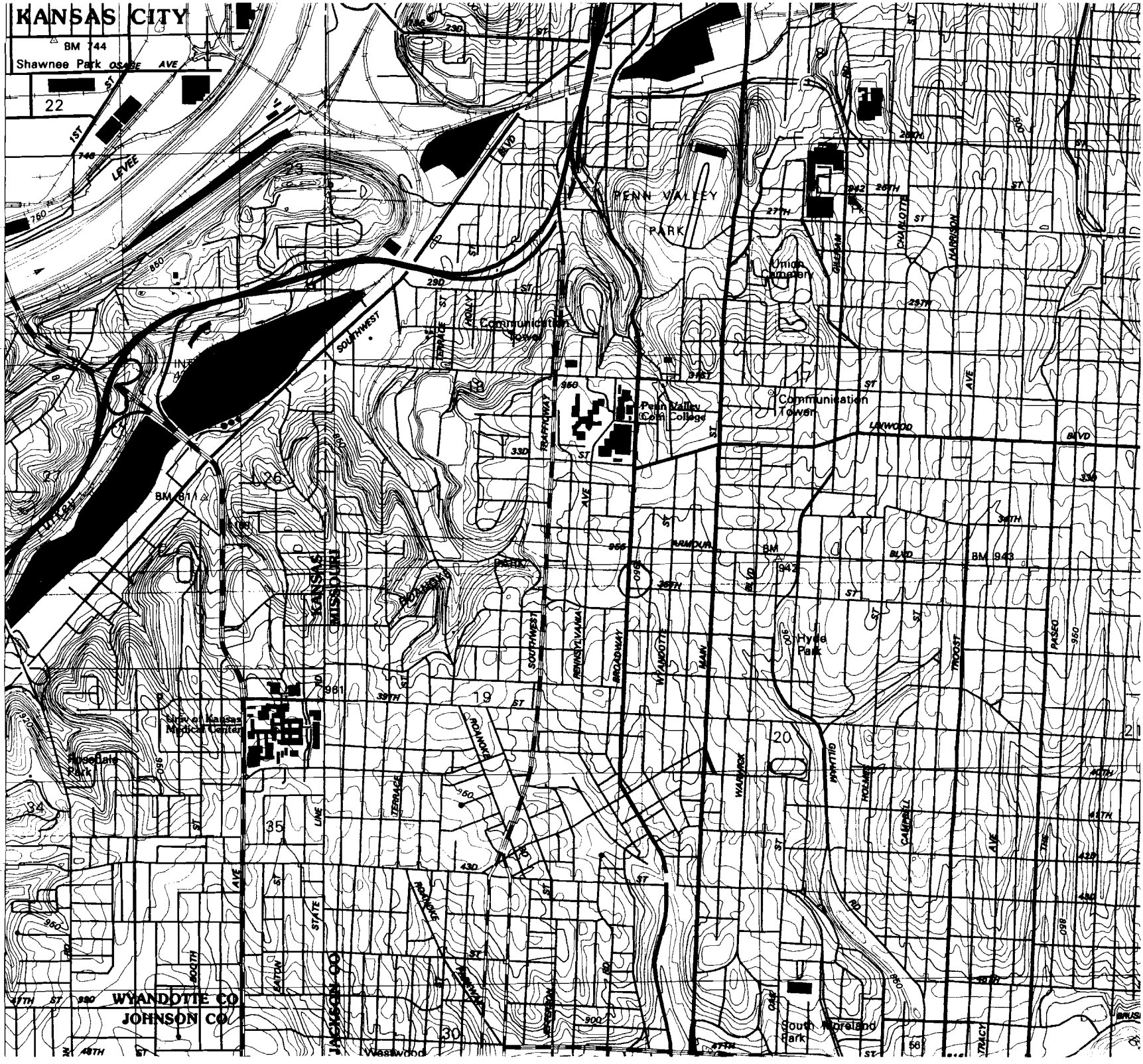
# National Register of Historic Places
# Continuation Sheet

**Section number 10/photo log Page 8 Ambassador Hotel Historic District (Boundary Increase)**
**Jackson County, Missouri**

**Revised District Map**




Ambassador Hotel National Register District
Listed 2/17/1983




Ambassador Hotel Historic District

Kansas City
Jackson County
Missouri
UTM
15/362940 E
4324900 N

BROADWAY

Knickerbocker Pl

INTERNET
3543