

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 Valentine on Broadway Hotel

other name/site number N/A

2. Location

street & town 3724 Broadway Boulevard N/A not for publication

city or town Kansas City N/A vicinity

state Missouri code MO county Jackson code 095 zip code 64110

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 June 16, 2005
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): _____

Valentine on Broadway Hotel
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	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	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

N/A

0

6. Function or Use

Historic Function
(Enter categories from instructions)

DOMESTIC: hotel

COMMERCE/TRADE: speciality store

DOMESTIC: multiple dwelling

Current Function
(Enter categories from instructions)

DOMESTIC: multiple dwelling

COMMERCE/TRADE: speciality store

7. Description

Architectural Classification
(Enter categories from instructions)

LATE 19TH AND EARLY 20TH CENTURY AMERICAN MOVEMENTS

Commercial Style

Materials
(Enter categories from instructions)

foundation brick

walls brick

roof tar and gravel

other terra cotta

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

Valentine on Broadway Hotel
Name of Property

Jackson County, MO
County and State

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.

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 # _____

Areas of Significance

(enter categories from instructions)

ARCHITECTURE

Period of Significance

1927

Significant Dates

1927

Significant Persons

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Peters, Nelle E., architect

Phillips, Charles E., builder

Primary location of additional data:

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

Kansas City Public Library

See continuation sheet(s) for Section No. 9

Valetine on Broadway Hotel
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 1/5 3/6/2/3/3/3 4/3/2/4/6/8/2
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 Cydney E. Millstein and Mary Ann Warfield

organization Architectural and Historical Research, LLC date April 30, 2007

street & number 1537 Belleview Avenue telephone 816.472.4154

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 Valentine Apartments, L.P.

street & number 1415 Olive Street, Suite 310 telephone 314.621.3400 x 2856

city or town St. Louis state MO zip code 63103

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.

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Valentine on Broadway Hotel
Jackson County, Missouri

Summary Description

The Valentine on Broadway Hotel (commonly known as the Valentine Hotel), located at 3724 Broadway Boulevard, Kansas City, Jackson County, Missouri, was designed by the eminent architect Nelle Elizabeth Peters in 1927, working with Charles E. Phillips, a prominent local apartment developer. Art Deco in its overall composition, the Valentine Hotel features traditional, revival style ornamentation at the first story (arcade-like storefront and swags embellished stringcoursing) and at the terminating stories with the Gothic arched detailing in the oversize spandrels at the center and end bays. The Valentine Hotel, an irregularly shaped polychromatic brick and terra cotta building, measuring eleven stories, is symmetrical in design with a strict sense of verticality established by the piers that separate the seven bays at the main or east facade. Overall, the building has retained the vast majority of its integrity of location, design, setting, materials, workmanship, feeling and association. Its high degree of character defining physical features, exterior materials and interior spaces are representative of the period of historic significance.

Surrounded by various commercial and high-rise apartment buildings, the Valentine is one of the key buildings sited on Broadway Boulevard, a major north-south thoroughfare extending north from downtown south to the Country Club District. The Uptown Theatre listed in the National Register [June 27, 1979] is located to the north, adjacent to the two-story Vleck Building, also constructed during the 1920s. To the south of the Valentine is a surface parking lot. To the east is the Chatham Hotel, eligible for listing in the National Register. The historic Valentine neighborhood, consisting of early 20th century single-family residences and apartment housing, lies to the west of the Valentine.

Elaboration

The main façade of the Valentine Hotel faces east. Slightly modified from the original, the storefront features an arcade consisting of aluminum framed plate glass fenestration and double-leaf doors set in segmental arched label molds throughout the seven bays. The main centrally located entrance bay features a double-leaf door, wide, multipaned transom and wide sidelights; the whole set under a metal canopy. Moving from the south, the first and sixth bays feature double-leaf doors set below wide transoms and sidelights, the design similar to that of the main entrance. The second, third, and fifth bays feature large plate glass windows with aluminum mullions and segmental multipaned transoms. The seventh bay features a plate glass window with plain transom. Terra cotta blocks define the first story, which is divided from the second story by a stringcourse decorated with a stylized, running swag-like motif. There is also richly floriated terra cotta panels with shields, each divided by carved brackets rest above the canopy at the central entry. Spandrel panels, similarly infused, are placed between the second and third story windows at the center bay.

Fenestration of the upper stories of the Valentine Hotel are six-over-one, double-hung wood sash, set in the following groupings, moving south to north: The end bays (1st and 7th) feature single units; at bays 2, 4 and 6, the windows are set in groups of three and separated by slender brick piers; the remaining bays, that of the 3rd and 5th feature paired window units. As mentioned in the summary above, panels with elongated Gothic

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Valentine on Broadway Hotel
Jackson County, Missouri

that of the 3rd and 5th feature paired window units. As mentioned in the summary above, panels with elongated Gothic styled arches are placed above the fenestration at the 2nd, 4th and 6th bays. An abbreviated pattern is featured at the spandrel resting between the 10th and 11th story, central bay.

A stepped parapet breaks the roofline at the main façade; terra cotta shields and finials atop the slender piers add further interest to the concluding stories.

Fenestration at the secondary facades is often in single rows or sometimes paired. The design and configuration of these units is the same as at the main or east façade. The north façade of the main unit is divided into four bays and is devoid of any ornamentation. The south façade of the main unit, also divided into four bays, features arched windows at the center bays topped by the Gothic arched panels like that of the east façade. The first story windows are fixed, non-original. Moving north to south, the rear or west façade of the main unit features paired and single window units, while a freight bay is located at the north bay, first story. The rear unit that is placed perpendicular to the main building features paired and single window units at all façades.

As originally designed, Peters scheme for the 3rd through 10th floors were the same, with a double-loaded corridor where studio, single and double apartments, and bachelor rooms were placed (see Section 7, Page 7 for a typical floor plan and Section 8, Page 16 for a breakdown and description of each type of apartment/room). The building originally featured 141 apartments. The first floor lobby, modified in 1958, features paneled wainscoting painted white. At this time the majority of the historic elements, including ceiling ornamentation, was covered, obscuring a new HVAC system. The double-loaded corridor of the original design is extant; however approximately 20% of the original apartment/hotel rooms have been modified or demolished, including the 9th and 10th floors which are now open spaces.

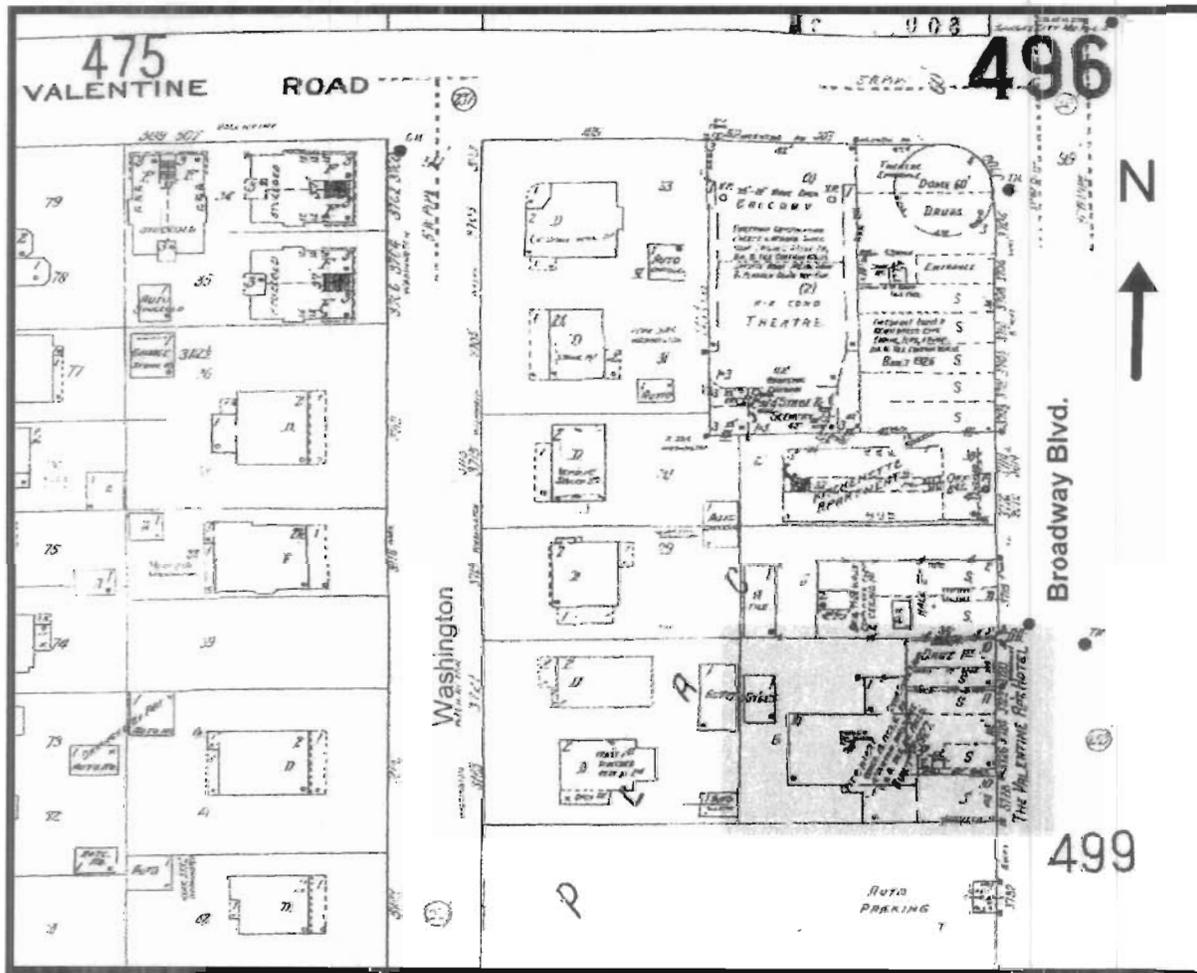
Other features of the Valentine Hotel include a penthouse and a tar and gravel flat roof. A limestone retaining wall is placed at the south and west adjacent to the surface parking lot.

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Valentine on Broadway Hotel
Jackson County, Missouri



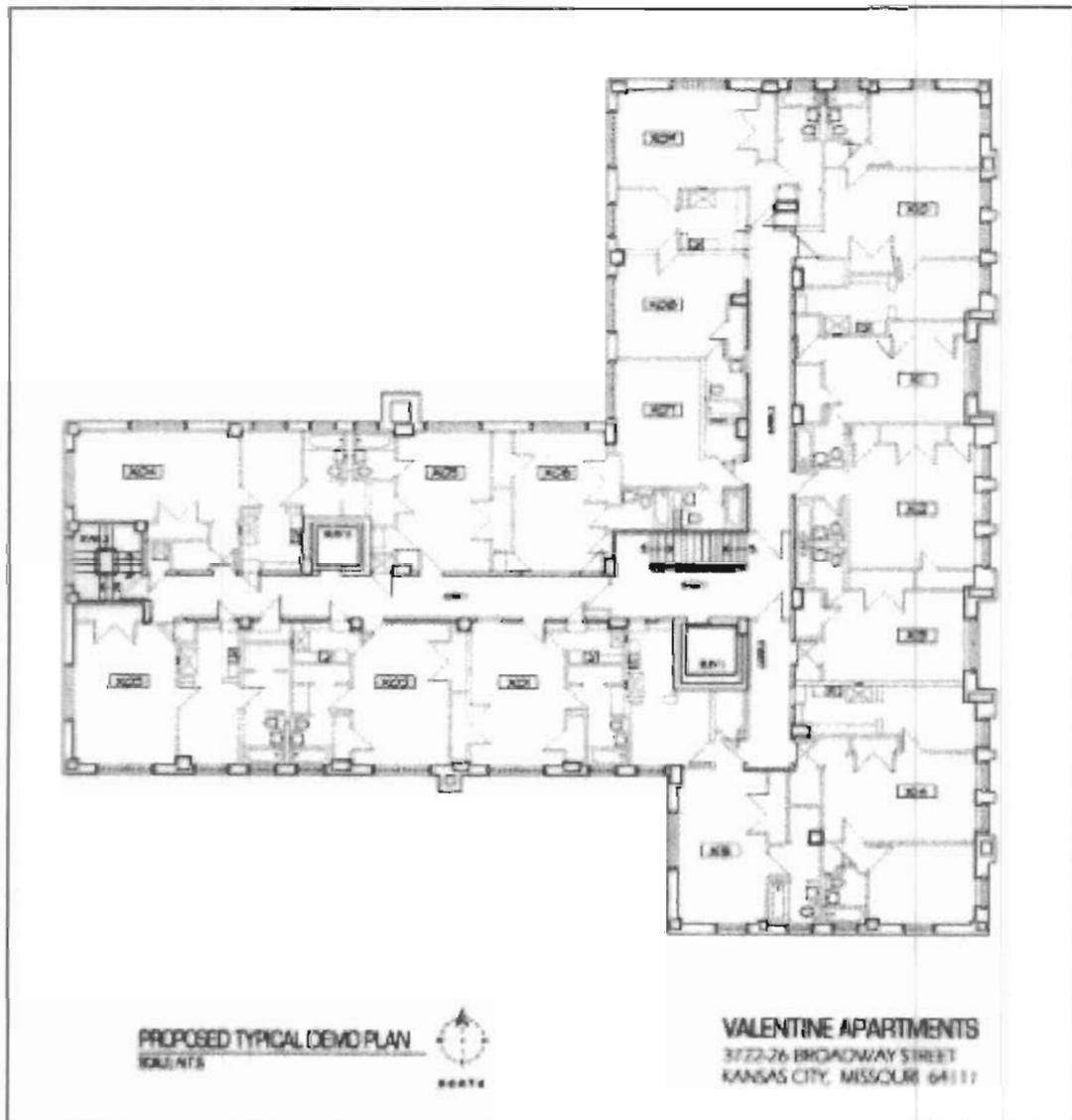
The Valentine on Broadway Hotel: 3724 Broadway, Kansas City, Missouri
Sanborn Insurance Map: Kansas City, Missouri, 1909 Vol. 4 Sheet 496

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Valentine on Broadway Hotel
Jackson County, Missouri



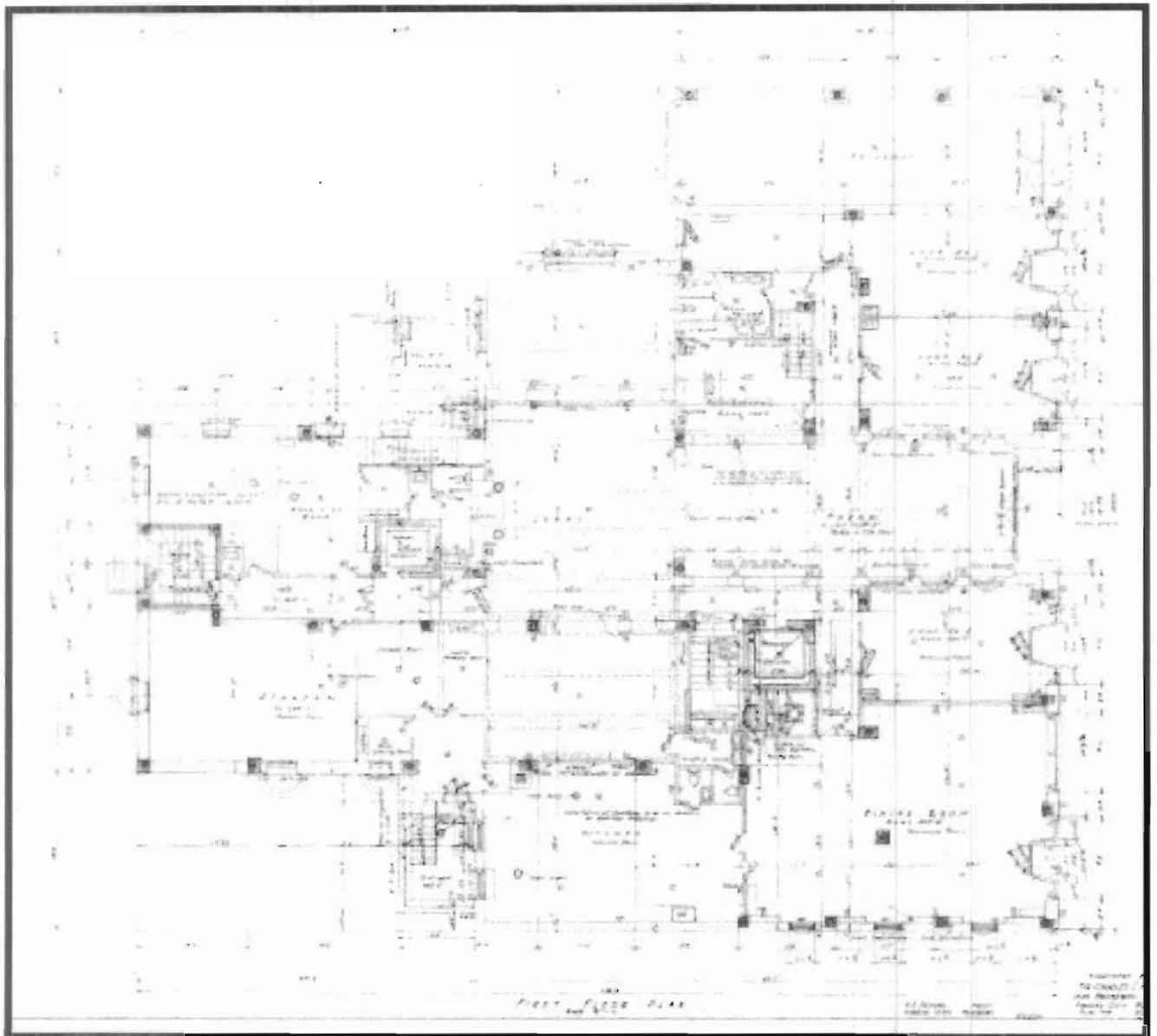
STARK WILSON DUNCAN ARCHITECTS INC
315 Nichols Road, Suite 228
Kansas City, Missouri 64112

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Valentine on Broadway Hotel
Jackson County, Missouri



Δ north

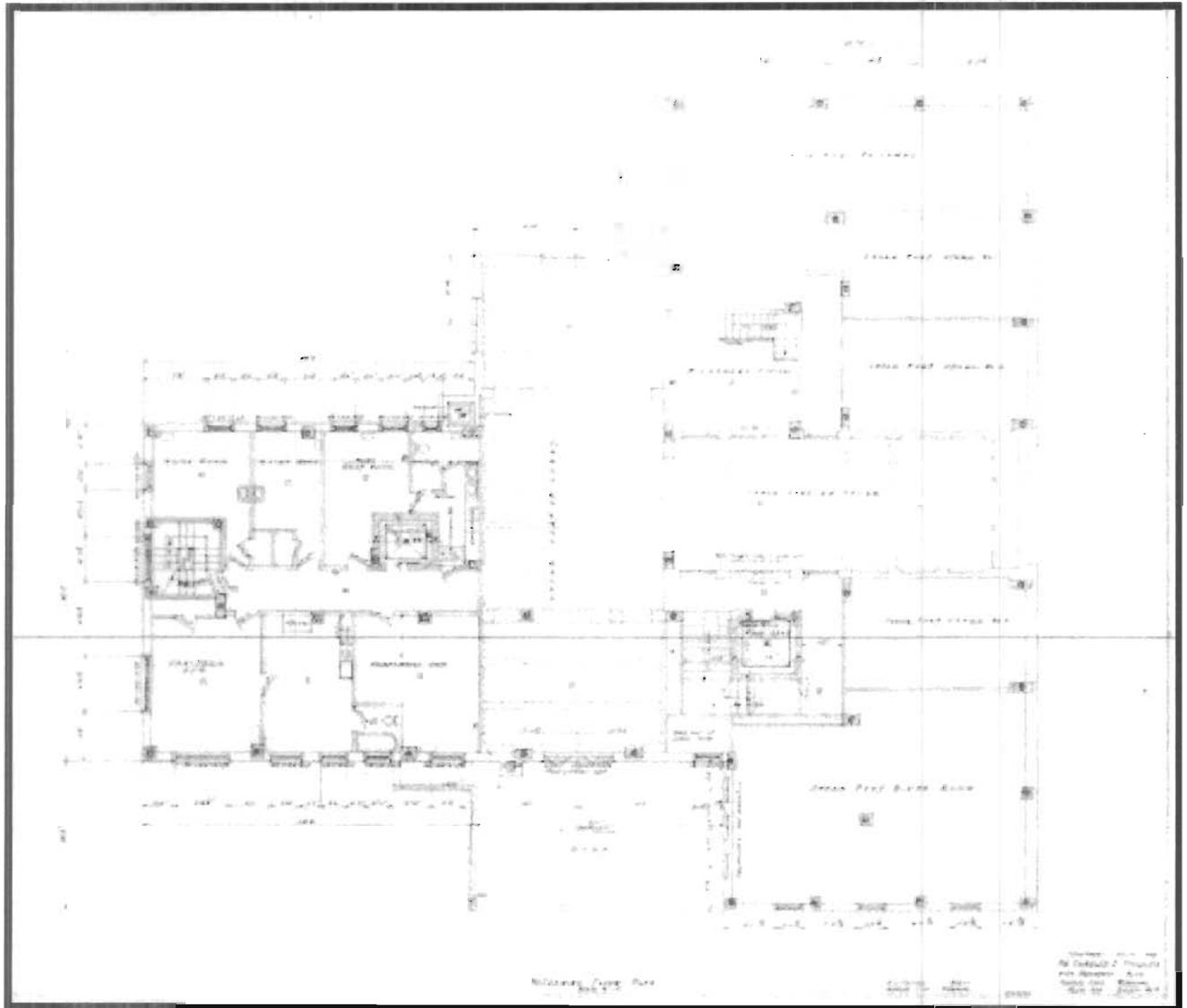
Valentine on Broadway Hotel: First Floor Plan, Architect, Nelle E. Peters, 9/27/27
Collection Number, KC6/147kc: Western Historic Manuscript Collection, University of Missouri, Kansas City.

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Valentine on Broadway Hotel
Jackson County, Missouri



Δ north

Valentine on Broadway Hotel: Mezzanine Floor Plan, Architect, Nelle E. Peters, 9/27/27

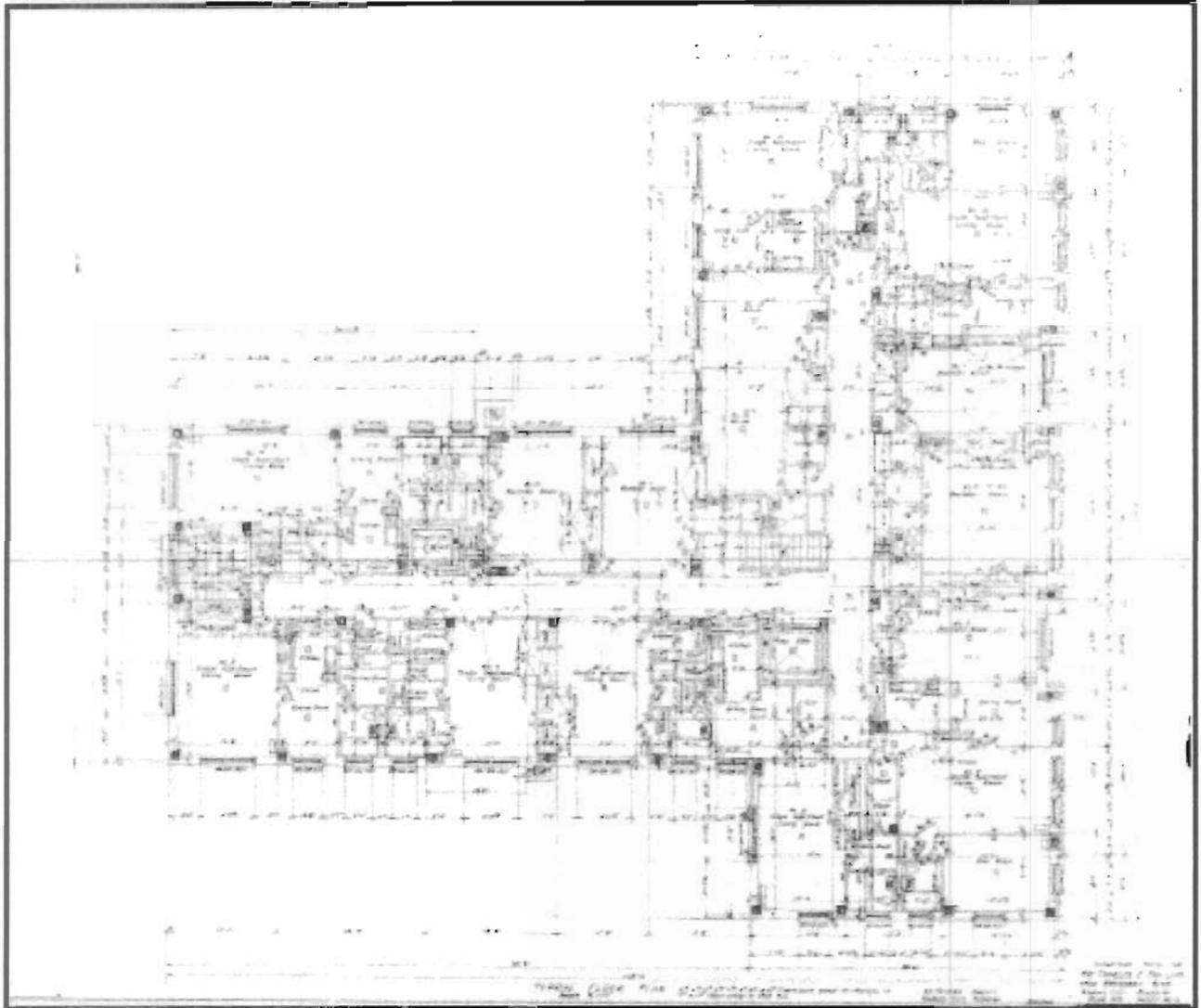
Collection Number, KC6/147kc: Western Historic Manuscript Collection, University of Missouri, Kansas City.

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Valentine on Broadway Hotel
Jackson County, Missouri



Valentine on Broadway Hotel: Typical Floor Plan, Architect, Nelle E. Peters, 9/27/27 Δ north
Collection Number, KC6/147kc: *Western Historic Manuscript Collection, University of Missouri, Kansas City.*

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Valentine on Broadway Hotel
Jackson County, Missouri



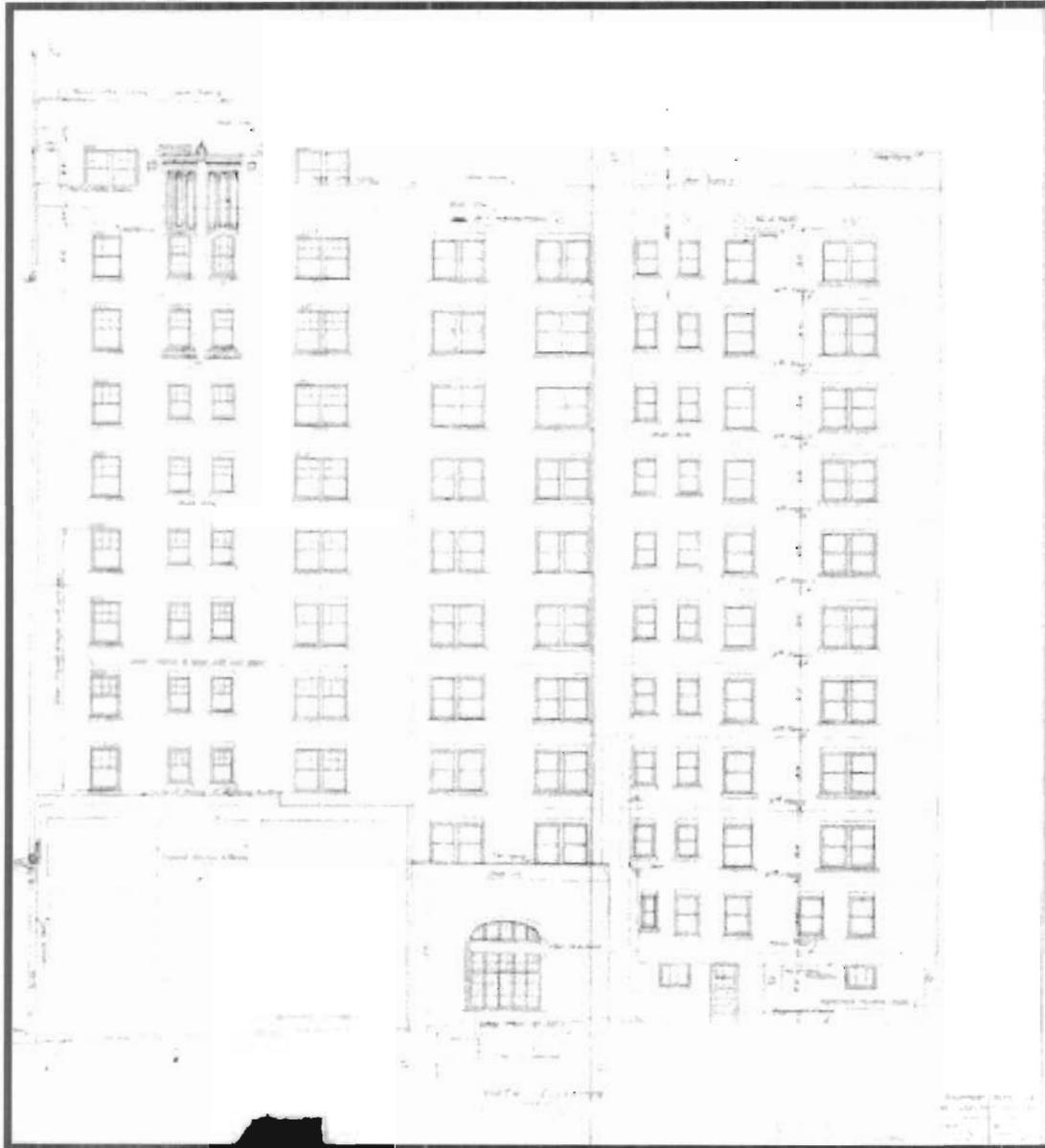
Valentine on Broadway Hotel: East (main) Elevation, Architect, Nelle E. Peters, 9/27/27
Collection Number, KC6/147kc: Western Historic Manuscript Collection, University of Missouri, Kansas City.

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Valentine on Broadway Hotel
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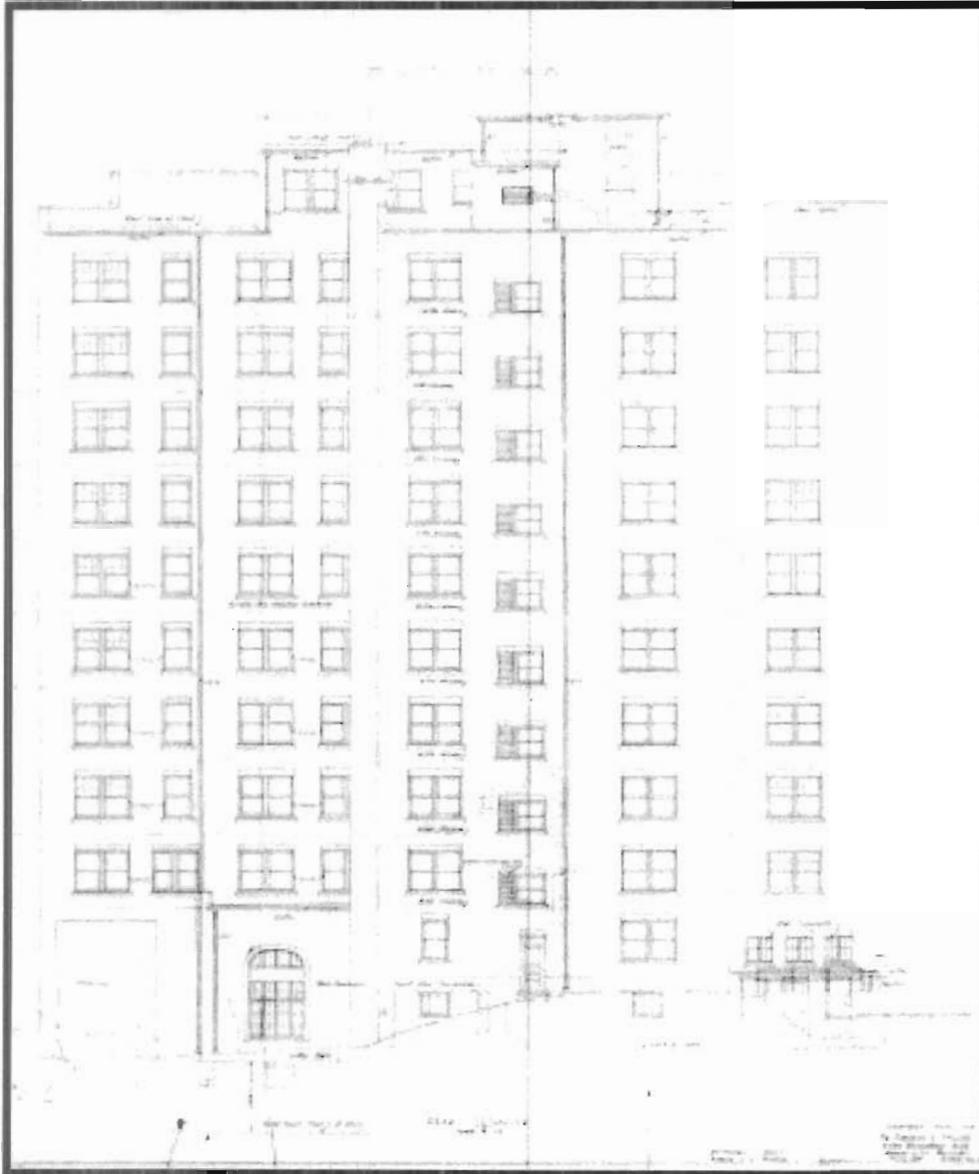
Valentine on Broadway Hotel: North Elevation, Architect, Nelle E. Peters, 9/27/27
Collection Number, KC6/147kc: Western Historic Manuscript Collection, University of Missouri, Kansas City.

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Jackson County, Missouri



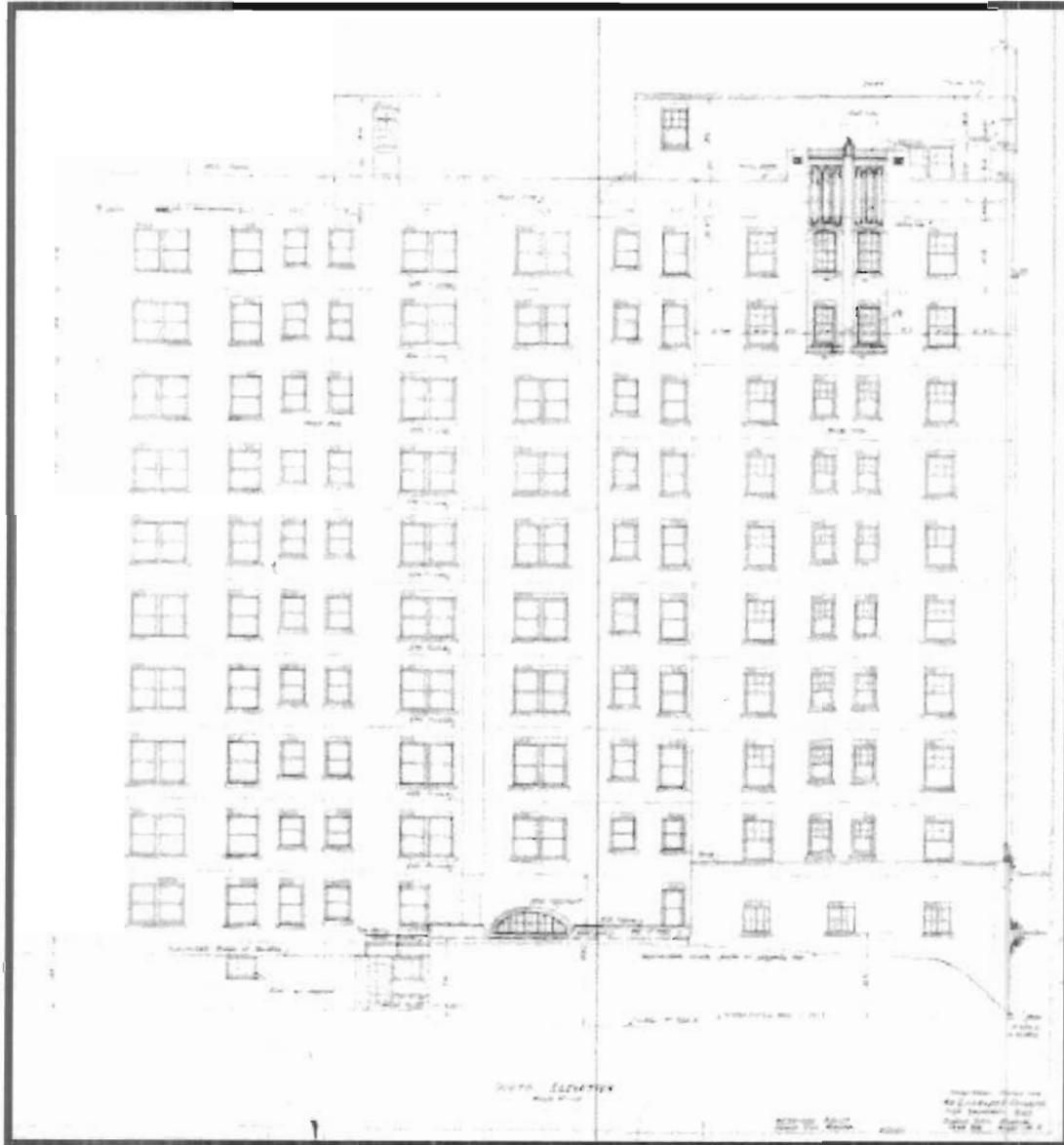
Valentine on Broadway Hotel: West (rear) Elevation, Architect, Nelle E. Peters, 9/27/27
Collection Number, KC6/147kc: Western Historic Manuscript Collection, University of Missouri, Kansas City.

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Valentine on Broadway Hotel: South Elevation, Architect, Nelle E. Peters, 9/27/27
Collection Number, KC6/147kc: Western Historic Manuscript Collection, University of Missouri, Kansas City.

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Valentine on Broadway Hotel
Jackson County, Missouri

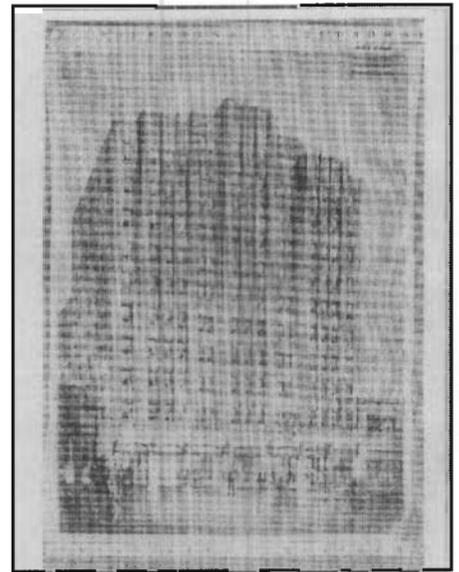
Statement of Significance

The Valentine on Broadway Hotel constructed in 1927 at 3724 Broadway Boulevard, located within Section 19, township 49 Range 33, Kansas City, Jackson County, Missouri is eligible for listing in the National Register of Historic Places under Criterion C with local significance in the area of ARCHITECTURE. Developer Charles E. Phillips, a major hotel and apartment developer in Kansas City hired his long time associate and prominent Kansas City architect Nelle E. Peters to design the eleven-story Art Deco building. Nelle Peters became one of the most successful architects in Kansas City, Missouri during the early twentieth century as a productive and innovative architect. Additionally, Peters is recognized for her success in an extremely competitive profession highly dominated by her male counterparts. Peters pioneered the "kitchenette" apartment, which met the needs and demands of a growing city. For the urban dweller, this type of living unit was an attractive housing option. Phillips and Peters had a working relationship beginning in 1913 when she first began designing apartments for the Phillips Building Company. The Valentine Hotel stands as an exceptional work by Nelle Peters. The period of significance is 1927, the date of the building's construction.

Elaboration

Nelle E. Peters (1884-1974)

Nelle E. Peters, as architect of the Valentine on Broadway Hotel, enjoyed a short yet prolific career while contributing to the architectural richness of Kansas City after the turn of the century. Her work contributed no less than an estimated 1,000 apartments, single residential, as well as several commercial buildings, as designed during two decades of her career. Peters' success, as a professional architect, came at a time when men dominated the field. Many of her buildings are located in the southern area of Kansas City and were constructed a number of years prior to the development of the Broadway corridor. Peters' work might be considered an anchor for the development of Kansas City's southern expansion. It is the Valentine Hotel that remains an exceptional example of her architecture in Kansas City, Missouri.



The Valentine on Broadway Hotel

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Valentine on Broadway Hotel
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Nelle E. Peters was born Nelle Elizabeth Nichols in 1884 in North Dakota. Her family moved to Minnesota and then to Storm Lake, Iowa where she attended Buena Vista College from 1899 to 1903. Nelle had skills in mathematics and a strong interest in art, preferring “to draw mechanical things-- anything from a bolt with all its threads to a steam engine.”¹ Although she had a desire to become an architect, Buena Vista College did not offer the training she needed. She moved to Sioux City, Iowa, and began looking for an architectural job in designing houses. Her break came in 1903 when Frank Colby, of Eisentraut, Colby and Pottenger, hired Nelle on a bet, as a “drafts lady.” She was able to acquire on the job training in her chosen profession while also taking a correspondence course in architecture to improve her technical knowledge. Eisentraut, Colby and Pottenger had opened an office in Kansas City 1907. Nelle’s abilities were recognized when, in 1909, the firm sent her to its Kansas City office.²

Nelle’s arrival in Kansas City was during the beginning of major building innovations in the city and surrounding areas. The first true skyscrapers using curtain wall construction on a grid-frame, as well as experiments with reinforced concrete, were making their entrance into Kansas City’s architecture. Between 1900 and 1910, Kansas City’s population had grown by 80,000 with the over all population at 250,000. The parks and boulevard system had just begun, as well as a major building boom of apartment housing south of 31st Street. Peters had major competition in her field with ninety-nine architectural firms competing for work. Work was very slow at Eisentraut, Colby and Pottenger, so Nelle decided to set up her own architectural office in late 1909.³

In 1909, when Nelle set up her own practice, there were no restrictions for males or females to declare themselves a fully qualified architect by trade. Many men and several women found it easy to set up business in Kansas and Missouri without a formal education. The first fully documented structures designed by Nelle are two residences that were constructed in 1910. In 1911 Nelle married William H. Peters, who was a designer for the Kansas City Terminal Railroad. During the twelve years of her marriage to William Peters, Nelle retained her practice as an independent architect.⁴

During her marriage to Peters, Nelle designed standard apartment buildings of two and three stories. In 1913, Nelle began working for Charles E. Phillips, who was one of Kansas City’s most ambitious real estate developers. By 1915 Peters’ principal employer was Phillips. The association began early in both of their careers and it is thought that Peters may have worked for a lower fee in order to boost her practice. However, her talent and early accomplishments gained the respect of Phillips and other developers alike.⁵

During the 1910s Nelle E. Peters’ success came from the amount of productive work she received when

¹ George Ehlich and Piland, Sherry. “The Architectural Career of Nelle Peters.” *Missouri Historical Review*, vol. 83, no.2, Jan 1989, 164.

² *Ibid.*

³ *Ibid.*, 165

⁴ *Ibid.*

⁵ *Ibid.*

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Valentine on Broadway Hotel
Jackson County, Missouri

Phillips developed larger properties consisting of row houses and apartments that averaged six units in size. During this period, she designed dozens of apartments for Phillips including the "literary group": the Robert Louis Stevenson, Eugene Field, Mark Twain, Washington Irving, Thomas Carlyle, James Russell Lowell and the Robert Browning, all located in the west side of Country Club Plaza.

Things went very well for Peters until the beginning of World War I. In 1918 the issuance of building permits in Kansas City declined drastically as banks and other mortgage companies were advised not to loan money for non-essential building projects. The Treasury Department was focused on funneling the country's resources into the war effort.⁶ By 1920 construction and lending restrictions were lifted and a building boom began that continued through 1927.

Peters divorced her husband in 1923 only to enter into her most productive years. Peter's practice began to flourish as the partnership with Phillips was revived. Phillips and other developers were following the trend in other large cities across the U. S. and began building apartment housing that averaged between 18 and 24 units per building. Peters completed 29 projects in 1924 alone, including Kansas City's Ambassador Hotel (3560 Broadway), which was the largest in the city at that time.⁷ By 1925 apartment house construction in Kansas City began to decline.



The Ambassador Hotel: 3560 Broadway, Kansas City, Missouri
Mrs. Sam Ray's Postcard Collection, Special Collection Kansas City Public Library, Kansas City, Missouri

Peters' architecture displayed an eclecticism that was common during her era. She made use of pedimented entrances and porches supported with classical columns. Other designs, built within the Country Club Plaza

⁶ *Ibid.*, 167.

⁷ *Ibid.*

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**Valentine on Broadway Hotel
Jackson County, Missouri**

area, featured elements of Tudor and Spanish Colonial styles. Although local architectural historians claim Peters did not "...use the Art Deco style which was being widely used by other architects of Kansas City during the late 1920s and early 1930s," it is clear, with the design of the Valentine Hotel, that she was well aware of the style and incorporated the general design elements of that modern idiom into this property. Yet, overall, her decision to utilize the conservative styles over Art Deco (in other works) may have been the reason for a decline in work she received after 1925.⁸

Peters' Design for the Valentine on Broadway Apartments

In 1927 Peters designed the Valentine Apartment Hotel for her long time protégé, Charles Phillips. Charles E. Phillips, a major hotel and apartment developer in Kansas City, purchased the tract of land at 3724 Broadway for the construction of the Valentine on Broadway Hotel.⁹ In 1927, Phillips hired long time associate, Nelle E. Peters to design the eleven-story building. Phillips and Peters had a working relationship beginning in 1913 when she first began designing apartments for the Phillips Building Company. Nelle E. Peters is best known for her "Poet Apartments," located in the west side of Country Club Plaza, also designed for Charles Phillips at about the same time.

The Valentine, like many of the hotel apartments of the time, was a combination of hotel space for transient residents and apartment space for permanent residents (single individuals wishing to have the convenience of living close to their workplace). The 1941 brochure distributed by the merchants of Broadway Boulevard listed statistics for the local population. Permanent guests in the hotels and apartments of the district totaled over 1,850, whereas, the average weekly transient ratio was barely 1:6 or 300 temporary guests. The total residential area was roughly 15,000 within the overall Broadway District and was comparatively similar to the population of Sedalia, Missouri at that time. It is also interesting to note that the female residents in the hotels and apartments outnumbered male residents 2:1.¹⁰

The Valentine Hotel is more appropriately defined as a hotel-apartment building. Beginning with the first floor plan and continuing throughout, Peters' design focused on comfort, convenience, style and affordability. The main lobby included phone booths and mailboxes for guests and tenants along with a hotel style restaurant that was serviced by a modern kitchen. Three storefronts were also part of the Valentine Hotel design. These spaces were occupied by various businesses that catered to the hotel-apartment clientele and included a beauty salon (which has operated under various owners and still occupies space in the building), a barbershop, liquor store, tavern and others over the years.

In addition, to the rear of the building was a storage room, a refrigeration room and receiving area for various restaurant and hotel supplies. An employees' locker room was located next to the receiving area

⁸ *Ibid.* 169-70.

⁹ Ellen J. Ugnecioni, "Valentine Hotel," April 1985. Historic Inventory, Office of the Landmarks Commission, City of Kansas City, Missouri.

¹⁰ "Broadway Blvd." Brochure: Broadway Merchants Association of Kansas City, 1941.

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Valentine on Broadway Hotel
Jackson County, Missouri

just east of the main lobby. This room included a staircase that led to the mezzanine level and into the hotel manager's office.

The mezzanine level was the location of the manager's office and a staffing area, including a janitor's apartment that was fully equipped with a living room, dining area, kitchen, closet beds and full bathroom. Next door, the housekeeper's room, which was furnished much more simply as a day room and did not include a bath or kitchen area. Across the hall three rooms were set aside for the hotel maids and included one room with a toilette, locker and sink area, while the other two rooms were equipped only with sinks.

According to the floor plans drawn by Peters in 1927 the plans for the third through tenth floors were basically referred to as "Typical Floor Plans."¹¹ While the plans for the ninth and tenth floor indicated larger rooms, these were most likely reserved for more affluent guests. Each floor, with the exception of the modifications to the ninth and tenth floors, was designed around four different room styles:

- Bachelor Rooms: Typically each floor contained approximately four to six bachelor rooms. These rooms consisted of a closet / bathroom combination, a living area, and a bed closet. There were no kitchens in these rooms.
- Studio Apartment: Typically each floor contained between four to six rooms with a living area, kitchenette, dressing room /bathroom combination and a bed closet usually in the living space.
- Single Apartment: These apartments were larger than the studio and included a dining area and a small but full kitchen with built in china cabinets, a bath and closet area and usually a two-bed closet.
- Double Apartment: The double room was the most spacious. These rooms had a separate living area, a dining room, and a full kitchen with built in china cabinets, a bath and a separate bedroom while also containing a bed closet that held two twin beds.

The Valentine Hotel included shops on the first floor. Morris Kurz, a tailor; Mrs. Stella Dimmit and Nona M. Codner, both listed as hemstitchers; and F. W. Cordell, were listed as commercial tenants of the Valentine Hotel. The city directory listed a delicatessen as well.¹² By 1941 the only business listed was the Valentine Tap Room, a bar and lounge, managed by O. M. Smith. Mr. R. L. Turner managed the hotel.¹³

On October 12, 1928, an article appeared in *The Kansas City Times* announcing that W. A. J. Bell of England purchased the Valentine on Broadway from the Phillips Building Company. It was described as one of the largest apartment hotel structures in the city.¹⁴

¹¹ Nelle E. Peters. Valentine-on -Broadway, Architectural Plans. KC Western Historic Manuscript Collection University of Missouri Kansas City. .

¹² "Broadway Boulevard," *Kansas City Missouri City Directory*, 1922-1930.

¹³ "Broadway Blvd" Brochure: *Broadway Merchants Association of Kansas City*, 1941. Vertical files, Special Collection, Kansas City [Missouri] Public Library.

¹⁴ "Forty Years Ago" *The Kansas City Times* 12 October 1968. n.p. Clippings, Special Collection Kansas City Public Library Kansas City Missouri.

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Valentine on Broadway Hotel
Jackson County, Missouri

An advertisement in 1928 congratulated the Phillips Building Company for their striking addition to Kansas City with its 141 room "Valentine-on-Broadway Hotel Apartment Building." At that time, a number of apartments were still available.¹⁵ Building permits issued on the property between its construction in 1927 and 1966 indicate that very few modifications were made to the original building.

By the 1950s, the Valentine Hotel belonged to the Kansas City Fels family, heirs to Arthur Fels, president of the Arthur Fels Corporation.¹⁶ He was a long time investment banker and real estate man who poured money into financing the building of many of Kansas City and St. Louis high-rise hotel and apartment buildings. The hotel was known through the 1950s and 1960s as "Valentine-on-Broadway of Fels Hotel Corporation."¹⁷ In 1958 the hotel lobby received a \$15,000 face-lift.

In 1965 the hotel restaurant was known as Gino's Italian Restaurant. The owners of the restaurant corporation were James Palma and Albert Cuda. On December 31, 1965, someone hid a timed device that was linked to a container filled with flammable liquid. At 9:15pm a fire erupted in the kitchen of the restaurant. The resulting fire could have proved to be fatal. Fortunately, no explosion occurred. According to the police report, the device failed resulting in saving hundreds of lives that night.¹⁸

The investigation that followed, led to the questioning of both Palma and Cuda, who both refused to take lie detector tests. The hotel was fully occupied that evening.¹⁹ Jenkins and Blaine Construction did a partial repair of damage caused by the fire.²⁰ It is unknown whether or not the crime was ever solved. Currently, the hotel is approximately 25% occupied. Two floors have been gutted and several individual rooms have had walls moved to increase the original space. However, the remainder of the hotel is extant. The storefront beauty salon, located to the north of the main entrance is still in operation five days a week.²¹

While Peters is largely credited with numerous apartments and hotels in Kansas City, she also designed several single-family homes, including the private residence of Charles Phillips in 1925. She also designed several non-residential buildings including the Luzier Company, a cosmetics firm, located at 3216 Gillham Plaza.²²

Largely known as a Kansas City architect, Peters did branch outside of the states of Missouri and Kansas.

¹⁵ Valentine Hotel, Vertical File, Special Collections, Kansas City Public Library., Kansas City, Missouri.

¹⁶ "The Wife of Arthur Fels Died December 21," *The Kansas City Times* 9 May 1961. Clippings, Special Collection Kansas City Public Library Kansas City Missouri.

¹⁷ Polk Directories, "Valentine on Broadway," *Polk City Directories*, 1945-1965. Microfilm, Kansas City Public Library, Kansas City, Missouri.

¹⁸ "A Monsterous Arson Crime," *The Kansas City Star* January 1966, 1A. Microfilm, Special Collections Kansas City Public Library, Kansas City, Missouri.

¹⁹ *Ibid.*

²⁰ Landmarks Commission. Building Permits, 1927- 1966. 3724 Broadway, City of Kansas City, Missouri.

²¹ Paul Stark. SWD Architects, Phone conversation, January 28, 2008.

²² *Ibid.*, 172-173

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Valentine on Broadway Hotel
Jackson County, Missouri

Around the time that the Valentine Hotel was nearing completion, Peters designed the Hotel Ambassador located in Tulsa, Oklahoma. Originally built as a temporary residence for wealthy oil barons and their families, the ten-story Hotel Ambassador included all the amenities of a home away from home.

In the late 1990s "...the Tulsa Foundation for Architecture (TFA) was asked to write letters supporting the Tulsa Preservation Commission's Nomination ... Hotel Ambassador for a National Trust for Historic Preservation Honor Award. While researching the Hotel Ambassador, TFA discovered blueprints of the original drawings in its collection. The sheets listed the architect as N.E. Peter of Kansas City."²³ In 1999 the hotel was placed on the National Register of Historic Places.²⁴



The Hotel Ambassador: Tulsa, Oklahoma (1929)

When the Great Depression hit in 1930, the construction business in Kansas City nearly ceased. Between 1931 and 1940, only twenty-nine new apartments were completed. However, Peters held on to her career until 1933. Afterwards, she partially supported herself by working as a seamstress during the Depression. After suffering a breakdown, Peters was confined for a short term to a wheelchair. Although her illness and an increasing prejudice against women architects in a male dominated profession severely undermined her career, Peters persevered.²⁵

²³ Tulsa Foundation for Architecture, Online Accessed January 29, 2008 <http://www.tulsaarchitecture.com/architects/peters.shtml>

<http://www.tulsaarchitecture.com/pr1520.shtml>

²⁴ National Park Service Web Query Accessed March 30, 2007.

http://www.nr.nps.gov/iwisapi/explorer.d?IWS_SCHEMA=NRIS.I&IWS_LOGIN=I&IWS_REPORT=100000063

²⁵ Erlich, 174-75.

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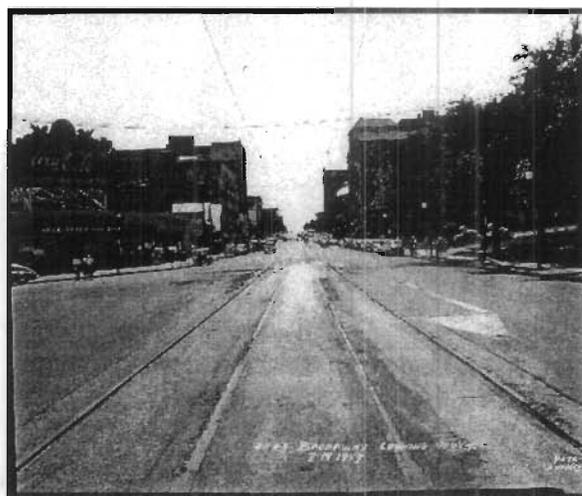
Valentine on Broadway Hotel
Jackson County, Missouri

Nelle E. Peters' successful architectural career spanned two decades (through the 1910s and 1920s) and made a long lasting impact on Kansas City's architectural and building history. Although her work after the depression remained modest in scope, Peters completed her last major work in 1959 for the Ohio Street Methodist Church in Butler, Missouri.

Peters worked out of her apartment doing house and apartment remodels, as well as any project that did not require on-site supervision. She retired completely in 1967 and spent her final years in a nursing home in Sedalia, Missouri where she died in 1974.²⁶

Peters' success and importance as an architect is illustrated by articles in publications such as *Building Age* and *National Builder*. Two articles, "The Apartment House for a Shallow Lot" featured in June 1924; and "Apartment as Court Groups" in November 1924; covered her work in Kansas City. In the March 1932 issue of *Architectural Record*, an article on "...the apartment in the modern community," not only featured apartments designed by New York and Philadelphia male architects but also featured the work of two women: Nelle E. Peters and Californian, Lillian J. Rice."²⁷

Urban Expansion of Kansas City, Missouri



²⁶ *Ibid*, 175

²⁷ *Ibid*, 168.

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The streetscape of the 3700 block of Broadway went through major transformation between 1909 and 1928. Real Estate developments along Broadway included a mixture of commercial and residential buildings.²⁸ By 1890 Kansas City was among the 28 largest cities in the United States. Although the population of Kansas City had doubled in just ten years, road conditions had not kept pace with urban growth. At this time, 31st Street, known as Springfield Avenue served as the southernmost boundary of the city limits.²⁹ It was nothing more than a dirt road over a series of steep hills but offered prime real estate for property developers and city planning.³⁰

In 1893, George Kessler published a report on the need for parks and boulevards in Kansas City's first park board report.³¹ The report was a highly detailed study of the topography of the city, as well as population density and traffic patterns in relation to the industrial and residential areas. His report focused on the future development and improvements of blighted areas along the Penn Street ravine.³² In 1900, the construction of Penn Valley Park began. Because of the harsh and steep terrain along Broadway, grading was a foremost issue. Horse and wagon travel was treacherous in this section and improvements took on an even greater importance with the introduction of the automobile to Kansas City streets.³³ A large tract of land required for the extension of Broadway Boulevard between 31st and 43rd Street was acquired by the city during a period from 1902–1906.

Prior to 1900, the area south of 31st Street was dotted with estates of very wealthy businessmen and other prominent families of Kansas City society. As the population of Kansas City increased, families in the upper middle class began moving south as well. In 1905 a major apartment complex was built on Armour Boulevard between Broadway and Central. The Colonnade Apartments were located at 201-219 W. Armour Boulevard and were constructed by Kansas City real estate pioneer, William H. Collins.³⁴

²⁸ Photos: Streetscapes along Broadway Boulevard and Valentine-on-Broadway Hotel, c. 1940s. Local History, Special Collections Kansas City Public Library, Kansas City, Missouri.

²⁹ William H. Wilson, *City Beautiful Movement in Kansas City*, second ed. (Kansas City: Lowell Press, Inc., 1990), 32.

³⁰ "New Life for Thirty-first Street," *The Kansas City Star* 6 January 1910, 5.

³¹ Wilson, 45-46

³² *Ibid.*

³³ "New Life for Thirty-first Street," *The Kansas City Star*.

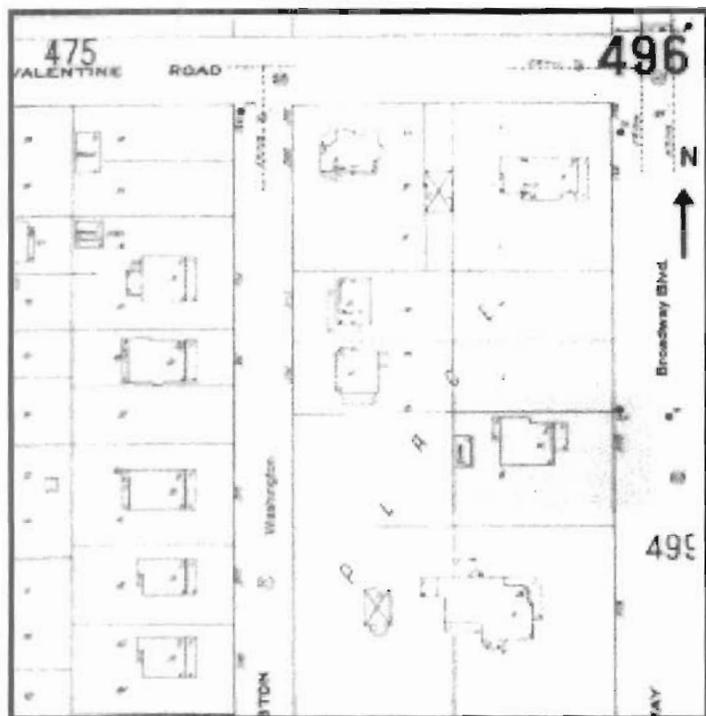
³⁴ Mrs. Sam Ray, "Postcard: Colonnade Apartments," *The Kansas City Star* 8 March 1975, n. p. The complex was razed in 1963 to make way for the construction of office space for Commercial Union Assurance Company.

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Valentine on Broadway Hotel
Jackson County, Missouri



Sanborn Insurance Map of Kansas City, Missouri, 1909: 3700 block of Broadway Boulevard, just 12 years prior to the development that occurred during the 1920s. The hi-lighted area marks the lot purchased by Phillips for the construction of the Valentine Hotel.

Also in 1909, a boom in apartment house construction began in Kansas City. One of the more luxurious apartment complexes constructed for the upper middle class was completed in 1910 by James A. Rose, a prominent Kansas City builder. Knickerbocker Place, situated between Broadway and Pennsylvania Avenue at 36th Street, was only two blocks long but contained fifty-six apartments in total. Rose built the Knickerbocker at a cost of \$250,000. The area was far from the noise of the central business district, yet, close enough for convenient commuting. Two streetcar lines were less than a block away for a fifteen-minute trolley ride or ten-minute automobile ride to the heart of the downtown business district.³⁵ In 1910, horse-drawn taxis were still serving the area.³⁶

Within the 3600 block between Broadway and Central Avenue, nine dwellings out of seventeen were occupied by a vendor.³⁷ Also in 1909 the annexation of the area south of Kansas City provided the catalyst necessary to entice developers south of 31st Street. The city boundary was extended east, beyond Troost Avenue and south, to 79th Street.³⁸ Automobile traffic was increasing and it became necessary to

³⁵

Katherine Baxter, ed., "The Success of a Perfect Apartment," *The Independent* 21 August 1915, 10.

³⁶ Patricia B. Glenn, "Historic Inventory Survey," Landmarks Commission, City of Kansas City, Missouri, 1980.

³⁷ Sanborn Insurance Company, *Sanborn Insurance Map: Kansas City Missouri*, 1909 Volume 4 Plate 476.

³⁸ Ten Year Plan, 86.

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Valentine on Broadway Hotel
Jackson County, Missouri

improve the roads as a large section of Kansas City residents moved outwards to the city limits. This migration sparked both interest and imagination in the minds of land developers.

Nationwide, the ideas of housing reformers, Louis Veiller, Jacob Riis, and Jane Addams were influencing urban decision makers by the 1920s. The belief that poverty and crime was a condition resulting from overcrowded central cities, as well as the arrival of the automobile, gave rise to new interest in undeveloped land on the fringes of the metropolitan areas. In Kansas City, the decade after World War I, proved to be a successful building era that moved the residential properties outside of the city center.³⁹

Numerous apartment complexes were constructed from 31st to 39th Street and between Gillham and Valentine Road. The residents of the area relied heavily on local merchants to supply their needs during the first two decades of the 20th century. Interspersed between apartments, duplexes and single family dwellings; area vendors operated their businesses from the first floor of their homes while living on the second floor.

It was about this time that Jesse Clyde Nichols had begun to purchase land at 51st and Grand. Nichols knew that the automobile was about to change the way people shopped. He accumulated a total of 55 acres for over \$1 million. Although his vision brought a lot of criticism and ridicule, by 1922 plans for the Country Club Plaza were under way. As a result, J. C. Nichols has the notoriety of... “[q]ualitatively, the most successful American developer.”⁴⁰

The South Broadway Realty Company was another developer that recognized a need for a centralized shopping district along the new Broadway corridor. With the convenience of a shopping district other real estate moguls recognized the potential need for housing south of 31st Street as well. Local developers began to take advantage of the new opportunities that were presented to them by the business developments south of 31st Street. The mixture of services and goods as well as fine dining facilities was necessary to entice individuals and families to relocate into the new neighborhoods.

In 1923 Kansas City Life Insurance Corporation moved to the 3400 block of Broadway Boulevard bringing new jobs to the area as well. Broadway Boulevard became the major corridor between the CBD and the prestigious Country Club Plaza. Other buildings that moved into the Broadway corridor during this period include: the Uptown Theater Building (1926) on the corner of Valentine and Broadway; the Barclay Building (NR 2/8/07) (1924) in the 3600 block of Broadway. Within the Ambassador Hotel District, listed on the Kansas City Register of Historic Places in 1982, are the Hyde Park Hotel, The

³⁹

Kenneth T. Jackson, *Crabgrass Frontier*. (New York: Oxford University Press, 1985),174-176.

⁴⁰

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Valentine on Broadway Hotel
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Garrett Building, and Betsy Ross Building, all of which were constructed between 1924 and 1927.⁴¹ The area surrounding the business district along Broadway became known as the Valentine neighborhood.

⁴¹ Landmark's Commission, Kansas City, Missouri, "Historic Landmark Database," City of Kansas City, Missouri, n. p.

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Valentine on Broadway Hotel
Jackson County, Missouri

Verbal Boundary Description:

TRACT 1

A portion of the VALENTINE CONDOMINIUM, a condominium subdivision and all of Units 201, 202, 204 to 210 both inclusive, 215, 302, 304 to 310, both inclusive, 315, 316, 402 to 410, both inclusive, 415, 416, 502, 504 to 510, both inclusive, 515, 516, 602, 604 to 610, both inclusive, 615, 616, 702, 704 to 710, both inclusive, 715, 716, 802, 804 to 810, both inclusive, 815, 816, 902, 904 to 910, both inclusive, 915, 916, 1002, 1004 to 1010, both inclusive, 1015, 1016, all in VALENTINE CONDOMINIUM, a condominium subdivision according to the condominium plat filed December 30, 1991, in Plat Book K-38, at Page 61, as Document No. K-1003357 and a portion of LOT 7, MCGEE PLACE, a subdivision of land, both in Kansas City, Jackson County, Missouri, according to the recorded plat thereof and more particularly described as follows: Beginning at the Northeast corner of said VALENTINE CONDOMINIUM; THENCE South 00 degrees 00 minutes 00 seconds West, along the East line of said VALENTINE CONDOMINIUM and the West right-of-way line of Broadway Street, as said road now exists, a distance of 140.08 feet; THENCE South 89 degrees 57 minutes 28 seconds West, a distance of 153.55 feet; THENCE South 00 degrees 00 minutes 00 seconds West, parallel to the West right-of-way line of Broadway Street, a distance of 20.71 feet; THENCE South 90 degrees 00 minutes 00 seconds West, a distance of 57.77 feet; THENCE South 75 degrees 00 minutes 00 seconds West, a distance of 39.98 feet; THENCE South 90 degree 00 minutes 00 seconds West, a distance of 15.33 feet, to a point on the West line of LOT 7, MCGEE PLACE, said line being the East right-of-way line of Washington Street, as said road now exists; THENCE North 00 degrees 00 minutes 00 seconds East, along the East right-of-way line of said Washington Street, a distance of 171.05 feet, to the Northwest corner of the VALENTINE CONDOMINIUM plat; THENCE North 89 degrees 57 minutes 28 seconds East, along the North line of said condominium plat, a distance of 265.26 feet by survey measurement (265.25 feet per plat), to the Point of Beginning of the herein described Tract of land, Contains 39,824 Square Feet or 0.91 Acres Subject to any and all restrictions, easements and or covenants recorded or unrecorded.

Boundary Justification:

The nominated property includes the entire parcel historically associated with the Valentine-on-Broadway Hotel.

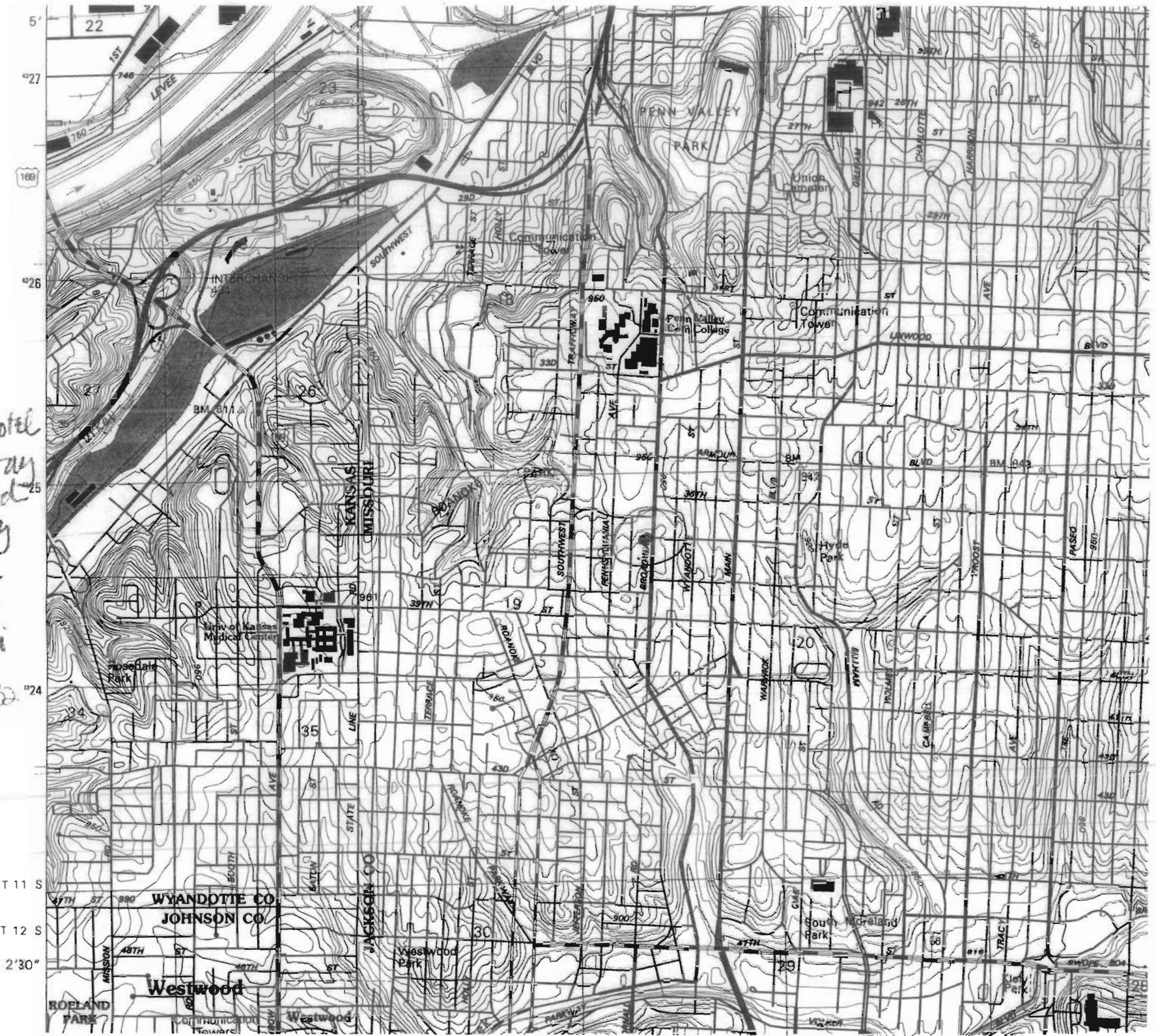
Key to Photographs

Jeff Nichols, Photographer. April 19, 2007. Negatives are located at the office of Architectural & Historical Research, LLC, Kansas City, Missouri.

1. Main (east) and south facades, view looking northwest
2. Main façade; view looking west
3. Detail of main façade, main entrance; view facing west
4. Detail of main façade; far north bays, view facing west
5. Main and north façade; view facing southwest
6. South and rear façade; view facing east, northeast
7. Rear (west) façade; view facing east
8. Main lobby; view facing northwest
9. Main lobby; view facing east, northeast

The Valentine Hotel
3724 Broadway
Bonlevard²⁵
Kansas City
Jackson
County
Missouri

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