

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICENATIONAL REGISTER OF HISTORIC PLACES
INVENTORY -- NOMINATION FORM

FOR NPS USE ONLY

RECEIVED

DATE ENTERED

SEE INSTRUCTIONS IN *HOW TO COMPLETE NATIONAL REGISTER FORMS*
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS**1 NAME**

HISTORIC

The Tocama

AND/OR COMMON

The Netherlands Hotel

2 LOCATION

STREET & NUMBER

2335 Main Street

NOT FOR PUBLICATION

CITY, TOWN

CONGRESSIONAL DISTRICT

Kansas City

VICINITY OF

STATE

CODE

COUNTY

CODE

Missouri

64111

Jackson

3 CLASSIFICATION

CATEGORY

DISTRICT

☒ BUILDING(S)

STRUCTURE

SITE

OBJECT

OWNERSHIP

PUBLIC

☒ PRIVATE

BOTH

PUBLIC ACQUISITION

IN PROCESS

BEING CONSIDERED

XN/A

STATUS

OCCUPIED

UNOCCUPIED

☒ WORK IN PROGRESS

ACCESSIBLE

☒ YES: RESTRICTED

YES: UNRESTRICTED

NO

PRESENT USE

AGRICULTURE

MUSEUM

☒ COMMERCIAL

PARK

EDUCATIONAL

PRIVATE RESIDENCE

ENTERTAINMENT

RELIGIOUS

GOVERNMENT

SCIENTIFIC

INDUSTRIAL

TRANSPORTATION

MILITARY

OTHER:

4 OWNER OF PROPERTY

NAME

Hawthorn Plaza Associates

STREET & NUMBER

3835 Main Street

CITY, TOWN

Kansas City

VICINITY OF

STATE

Missouri

64111

5 LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,

REGISTRY OF DEEDS, ETC.

Jackson County Recorder of Deeds

STREET & NUMBER

Jackson County Courthouse

CITY, TOWN

Kansas City

STATE

Missouri

64111

6 REPRESENTATION IN EXISTING SURVEYS

TITLE

Preliminary Survey Form

DATE

1980

FEDERAL STATE COUNTY ☒ LOCALDEPOSITORY FOR
SURVEY RECORDS

Landmarks Commission, 26th Floor, City Hall

CITY, TOWN

Kansas City

STATE

Missouri

64111

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 NETHERLANDS HOTEL

The Netherlands Hotel, 3835 Main Street, began construction in June of 1927 as the Tocama. It was designed by Architect Robert F. Gornall in a Spanish Revival style with baroque and moorish elements.

The Netherlands is located in an area of Kansas City known at that time as the "South Side". Its primary facade faces west onto Main Street. It is approximately 88' north of the busy intersection of Main and Thirty-Ninth Streets. Constructed in a "U" plan, the building rises for ten stories on a concrete foundation.

Exterior

The Netherlands is constructed entirely of tapestry brick in tan tones with cream-colored terra cotta ornamentation. The building actually began as two identical structures, side by side, each with a site 46'x134'. They were combined before completion into one building with the removal of partition walls. This duplication is responsible for the six-bay primary facade, with three bays in each facade. Each building has a central bay with four inset panels, featuring four windows horizontally on each floor. The end bays project out slightly from the inset panels. Windows in the central bays are small, with six over one lights, wooden double-hung sash, and terra cotta sills. These central bays extend from the second floor up to the tenth. At the tenth floor the windows are executed in a palladian style and are heavily ornamented. Windows on the larger outside bays are paired six over one light double-hung sash.

A cyma reversa molding of terra cotta with a leaf ornament separates the upper eight floors from the first and second floor. Below this stringcourse the brick has been painted a rust color.

The original entries to each building are elaborately embellished with terra cotta moldings. Composite pilasters flank a central rectangular opening that is now a large plate glass window, serving as a storefront. These pilasters support a heavily ornamented entablature. The projecting cornice rests on a dentil frieze and extends to the second floor, with a broken pediment interrupting the stringcourse there. Two bowls flank an enframed pair of six over one light windows, all elaborately ornamented with wreaths, consoles, shells (one of Gornall's favorite motifs), and scrolls. Centered over the portal is a cartouche with a coat of arms on a diapered background. These portals create a sense of moorish fantasy and provide a focal point for the ground level elevation of

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the hotel. They have very successfully been altered into storefront showcases from the original two-entry plan.

First Floor Elevation

On each side of the south portal is a door with a rectangular glass transom, leading to two separate storefronts. The original doors have been replaced with a glass and steel airtight system across the entire front facade. The north portal has one located to its north; however, when the two buildings were combined, a large double entry was established to the south of the portal and became the primary entry. Next to this entrance on the south a large plate glass window opening into the lobby was created. The primary entry and lobby window were given definition by their enframing in a terra cotta veneer. Large plate glass windows placed in the extreme north and south bays complete the first floor elevation. These windows are surrounded by a rope molding of pale blue polychrome terra cotta.

The marquee frame still survives. The original art deco lighting placed upon the upper arcades in two places also survives.

At the roofline the central bays of each building have been elaborately ornamented with terra cotta molding. Beginning at the tenth floor, four palladian windows rest on lintels supported by brackets in the form of consoles. Open bowls set on bases atop the brackets. Spiral columns rise on each side of the windows and terminate in capitals. Curvilinear arches rise from these columns, with bowls placed in the center of each arch. Above these arches an arcade rises, to interrupt the roof line and proceed another ten feet. A curvilinear cornice supports four urns at the crown.

A restrained and simple terra cotta banding, flush with the building, caps the remaining roofline. At each interior and exterior building edge the banding terminates in a volute.

The remaining facades of the building are unornamented. A light well opens onto the east, forming a "U" plan.

Site

The Netherlands has been a landmark on the South Side skyline since

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its construction in 1928, towering above other buildings in its general area. On the south it abutts a two-story classical revival commercial building, dating to 1916; to the north it adjoins an alley and a seven story brick building, originally Monarch Storage built c. 1910.

Main Street is backed on both outside blocks by older neighborhoods that were once the home of Kansas City's "Society Folk."² Because of its size and fanciful terra cotta embellishment, its 88' frontage is a focal point for the 39th and Main streetscape.

Interior

The lobby of the hotel is entered through a central doorway. To the south are two storefronts which have traditionally housed beauty and barber shops. The large storefront on the north was the site of the Pay Day Cafe and still retains much of its chrome and wood-panel diner interior. Flooring in the lobby is terrazzo. Plaster molding done in a restrained classical style runs along the lobby ceiling. In the elevator lobbies and upper floor hallways a "moorish" voluted cyma reversa molding is tinted orange. To the rear of the lobby two rooms housed the manager and mail room.

Surviving ornamentation on the interior is sparse, consisting primarily of cast-iron newel posts and rails with a stylized tulip motif which also is featured in the lobby ceiling molding. Four plaster pilasters topped by corinthian-style capitals decorate four piers surrounding the administrative offices. One original fixture remains, typical of this style and period, in a black arabesque wrought iron, intended for bare bulbs.

Apartments begin on the first floor and continue to the tenth. There are currently 164 one-bedroom and studio units.

There is a full basement level consisting of various rooms for storage, mechanical systems, and working areas.

AlterationsExterior

Excluding the deviations undertaken at the time of the original construction from the plans, there have been no major exterior

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alterations. Due to faulty coping, the present owners were required to remove the brick facing from four to five floors of the building on all exterior facades. These wall surfaces were veneered with the original brick except on the north where the brick was replaced with gunnite and painted to match the original brick color. Executed in July, 1982.

Original doors and transom frames of wood were replaced with steel and glass. Date unknown.

Lamps on each side of the central entry have been removed. Date unknown.

The marquee has been altered. The frame remains and is to be fitted with a canvas awning. Date of alteration unknown.

The palladian windows had been converted to rectangular frames at an unknown date. The windows were in the basement and were restored in June of 1982.

Interior

Light fixtures in the lobby have been removed, c. 1955.

The original stucco wall finish has been sprayed with a synthetic finish. Date unknown.

Oak wainscoting has been added. It is unknown whether wainscoting was present originally or not; panelling was present until 1982.

Ceiling beams in the hallway behind the main lobby have been removed. Date unknown.

An arcaded entry through the lobby into the south shop space has been walled in. Date unknown--possibly at the time the buildings were joined.

Present Status

Due to the deteriorated brick veneer on the exterior, the Netherlands Hotel was condemned by the City of Kansas City in July of 1981.

The present owners purchased the property at that time and have completely

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rehabilitated the structure in a multi-million dollar renovation. None of the original features were destroyed, and as many as possible have been restored. The Netherlands will reopen as Hawthorn Plaza Apartments on October 15, 1982. It will house primarily elderly residents.

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FOOTNOTES

¹Original plans on file in the Western Historical Manuscript Collection,
University of Missouri-Kansas City.

²Community Herald, 9 February 1930.

SIGNIFICANCE

PERIOD

AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW

PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
100-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
1800-1899	<input type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
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 1927, 1928

BUILDER/ARCHITECT Guy H. McCanles;
Robert F. Gornall

STATEMENT OF SIGNIFICANCE

The Netherlands Hotel is a significant example of hotel construction and its development in a new and expanding area of Kansas City, Missouri in the 1920's. It is also an example of the Spanish Revival style as executed by distinguished Architect Robert F. Gornall, with his unique addition of Moorish and Baroque elements.

The decade from 1920 to 1930 virtually saw the face of Kansas City, Missouri changed. The automobile and the increasing obsolescence of the central business district caused business to expand in new directions--primarily to the south. The development of the Country Club Plaza, beginning in 1922, established Main Street as a primary north-south conduit. According to the Community Herald, 9 February, 1930, all of the city's "Society Folk" lived between Armour Boulevard and 48th Street.¹ This residential stronghold created new markets for retailers and service-oriented businesses alike. The two major thoroughfares connecting downtown with the "suburbs" south of 47th Street became Broadway and Main. As such, Main Street in the era of the 1920's became a very profitable area in which to build. The Netherlands Hotel was built near the top of this boom--planned undoubtedly at its apex.

Around 1910 the only building in the area was Monarch Moving and Storage, dubbed a "pioneer" by later entities active in the community's development.² The Hyde Park Building on the southeast corner of 39th and Main, came next in 1916 and became a major south side medical center. South Side Bank followed in 1920, at 3838 Main. In 1925 the old Coliseum burned at the southeast corner of 39th and Main. David and Jacob Werby responded with one of the finest and largest Spanish Revival buildings in Kansas City, the Werby Building. Almost a city block long, the newspapers exclaimed that "their enterprise resulted in a marked change in the district, which has developed into a metropolitan area and one of the most important shopping centers in the city."³ The Werby Building had 50 suites with 25 stores. Soon property all around the Netherlands followed suit: The Jack 'O Lantern, one of the city's most socially elite ballrooms, was established in 1920 at 3934-36 Main; the Meyer Building, commercial property at 3923-25 Main, 1926; the Price Candy Company, a major industry was started at 2 West 39th Street in 1929; and the coup d'etat occurred when the Katz Drug Store, the largest Katz in the city, was built at 3948 Main in 1934.

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In 1929 the Westport Improvement Association noted of its neighboring area that "Remarkable growth has prevailed in the 39th and Main district in the last eight years; virtually all the improvements and businesses housed in the area having developed in that period."⁴ Business was so good that a new organization was formed specifically for the 39th and Main area, the Uptown Business and Improvement Association.

It was in the midst of this boom the Netherlands was proposed, in June of 1927, by the McCanles Building Company.

Guy H. McCanles was already a very experienced builder by 1927. He built the Bainbridge and Kenwood Apartments on Armour Boulevard and was the first to build a transient hotel in the South Side area, the Alcazar, in 1925. The Alcazar was barely two blocks away from the Netherlands site, at 39th and Baltimore. It too was executed in a Spanish Revival mode by Architect Edgar Faris. That same year, he built two large apartment buildings between Baltimore and Wyandotte.⁵ The success of these housing projects caused him to venture into even more housing in the area with the planning of the Netherlands.

The two Main Street lots just north of 39th Street contained a flat and a residence for a total of 88' of frontage on Main. In June of 1927 the project was announced as "A Big South Main Project" and was pictured on the front page of the Sunday Real Estate Section of the Kansas City Star:

The busy Thirty-Ninth and Main Street center will have as an important addition next fall two 10-story apartment hotels just north of the northeast corner of that intersection. . . . The McCanles Building Company plans to begin construction there before the end of this month and to have the buildings ready for occupancy by November 1.

Only the two entrances will suggest to the passerby the separate identities of the two buildings. Actually they will be two complete structures, not even sharing a party wall. There will be separate heating plants and separate elevator systems. Each will have a site 44x134 feet in area. . .

Towers As Decorative Features

Dominating the front of the building will be three ornamental towers. One at the center of the building will be almost the equivalent of three stories in height, bringing it to a total of

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thirteen floors above the street. This tower will be exactly in the center of the two buildings and would be divided by the property line delineating their sites. On the north and south sides of the face of the buildings smaller towers will be set opposite each other to lend a symmetrical effect.

Each building will have a ground floor lobby and two store-rooms opening on Main Street. On the upper floors of each will be 104 rooms and 31 single kitchenette apartments or 270 apartment and hotel units in the development. The single rooms will be of the "bachelor" apartment type, a living room with in-a-door bed and bath. These units will occupy the second to the seventh floors. The top three floors will contain the kitchenette apartments.

Plan Elaborate Exterior Lighting

The building will be of fireproof construction with concrete frames. The walls will be terra cotta for a height of two stories and above that brick trimmed with terra cotta. The towers will be the highest in that vicinity. Lights placed near the ground will illuminate the face of the building and others will play on the towers.....

Protected As To Light and Air

For "inside" property the building will be fortunate with regard to light and air. On the north is a 15-foot driveway and the Hyde Park Building on the south is cut by a deep court on the north.....⁶

Robert F. Gornall was a natural for McCanles to choose for the design of his fine new apartment hotel. Gornall was an experienced and distinguished architect, having been practicing in Kansas City since 1909. He had become quite proficient in a classical revival style as well as his own version of the city's popular Spanish Revival style.

The Spanish Revival style in Kansas City became a major building mode for the new parts of the city. Perhaps one of its earliest appearances, and certainly one of its most forceful, was in the building of the Country Club Plaza from 1922-25 by Edward Buehler Delk and from 1925 on by Edward W. Tanner. It was a style that adapted itself well to hotel buildings and was used, in just a few examples, by Nelle Peters in 1926 on the Ambassador Hotel (3600 Broadway) and by Edgar Faris in 1925 on the Alcazar (39th and Baltimore). The latter was commissioned by McCanles, exhibiting his predilection for the style.

The 1920's were to be Gornall's busiest years. In his classical revival mode he sheathed buildings in gray stone or ivory terra cotta and decorated

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them with wreaths, pediments, pilasters, and shells (the Meyer Building, 3925 Main, 1926 and the Congress Building, 3535 Broadway, 1924, pending National Register designation.)

One of Gornall's most memorable buildings, and one that served as a prototype for the Netherlands, is the Uptown Theatre at 3700 Broadway, built in 1926 in cooperation with John Eberson of New York City. The Uptown was the finest theatre outside of downtown to show first-run features. It is an example of an "atmospheric theatre: with stars painted on a ceiling that looked like the heavens.⁸" It was in the Uptown, built just before the Netherlands, that one can distinguish many of Gornall's elements that he would expand in the design of the hotel--large palladian windows, classically applied ornamentation. On the interior however, the two became the same. Gornall created a fantasy land of arabesque pediments, piers, arches encircled by rope molding--all with a stucco finish; wrought iron lamps, torcheres, railings, chairs, chandeliers, and signs; tapestries, large clay pots, and plants, all grouped around leather curule⁹ chairs. The Uptown Theatre was placed on the National Register in 1979.

Gornall became well known for his design of the Uptown Theatre. In an article titled "The New Tocama Hotel Towers Above Adjoining Business Buildings at 39th and Main," four out of the six buildings shown were Gornall's work--the Uptown and the Netherlands. Gornall let this same imagination run free in the terra cotta ornamentation on the Netherlands' portals and at the roofline. A sense of fantasy and grandeur were evoked that survive to this day and make the Netherlands Hotel stand out from its surrounding neighbors.

It is unknown why Guy McCanles ran short of funds on the Tocama. It is possible that it was his last speculative venture. By January of 1928 McCanles had altered his original plans. The south unit was sold to Bradley W. Young, who took possession for the new owners, the Netherlands-American Mortgage Bank, a Holland Corporation. Netherlands-American had extensive holdings in this country but only one¹⁰ other Missouri property, the Ellison apartment hotel at Armour and Central.

The buildings at the time of purchase had not been totally completed. The arcading at the roofline was substituted for the towers; the partition walls were removed. "In the remodeling completed last week, two entrances

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to the lobby, one to the north and the other to the south of the center of the building were eliminated and the space converted to use in shops. A larger, single entrance was provided at the center of the building where the shops had been. One result of the change was a larger lobby. A canopy was placed over the sidewalk at the new entrance."¹¹

The Arthur Fels Company was a partner with the Netherlands-American¹² and took over the management of the Netherlands as an apartment/hotel until 1981 when it sold to some California investors. The present owners purchased the hotel, along with the Hyde Park Building on the south and the Walnut Street Shops to the south and east in July of 1981. The building has been under construction since that time and is scheduled to reopen October 1, 1982 as an apartment complex for the elderly. The lobby is being restored as closely as possible to Gornall's "moorish" style.

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FOOTNOTES

¹Community Herald, 9 February 1930.

²"Westport Civic Improvement", Junior Post, 2 November 1929.

³Ibid.

⁴Ibid.

⁵"Transient Hotel on 39th", Kansas City Star, 24 May, 1925.

⁶"A Big South Main Project", Kansas City Star, 5 June, 1927.

⁷Administrator's Report, Kansas City Landmarks Commission,
Case #0044-D.

⁸"New Sites Listed on National Register", Historic Kansas City News,
Vol. 4 No. 2, p. 6.

⁹Cox, Jack C., in association with Wilborn and Associates. Kansas City
The Way We Were, Kansas City, Missouri 1981.

¹⁰"Now It's The Netherlands", Newspaper clipping, date unknown.

¹¹"Hotel Unit To New Owner", Kansas City Star, 8 January, 1928.

¹²Mr. Clifford Trenton, Arthur Fels Company, telephone interview,
24 September, 1982.

9 MAJOR BIBLIOGRAPHICAL REFERENCES

- 1 Administrator's Report, Kansas City Landmarks Commission, Case #0044-D.
- 2 "A Big South Main Project." Kansas City Star, 5 June 1927.
- 3 "The New Tocama Towers Above Adjoining Business Buildings at 39th and Main." Kansas City Star, 8 January 1928.

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY .2715

QUADRANGLE NAME KANSAS CITY, MO-KANS.

QUADRANGLE SCALE 1:24,000

UTM REFERENCES

A 15 362800 4324090

B

ZONE EASTING NORTHING

ZONE EASTING NORTHING

C

D

E

F

G

H

VERBAL BOUNDARY DESCRIPTION Lots 9, 10 Block 52 in Hyde Park Addition, City of Kansas City. Begin at a point 98.5' north of the northeast corner of 39th and Main Streets; proceed north 88' to an alley; east 134.4'; south 88'; then est 134.4 to starting point.

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE

CODE

COUNTY

CODE

STATE

CODE

COUNTY

CODE

11 FORM PREPARED BY

NAME / TITLE

Mary J. Matthews, Architectural Historian

ORGANIZATION

Phoenix Companies

STREET & NUMBER

3838 Main Street

CITY OR TOWN

Kansas City

DATE

9-25-82

TELEPHONE

816-531-5106

STATE

Missouri

64111

12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL

STATE

LOCAL X

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE

TITLE

Director and State Historic Preservation Office

DATE

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

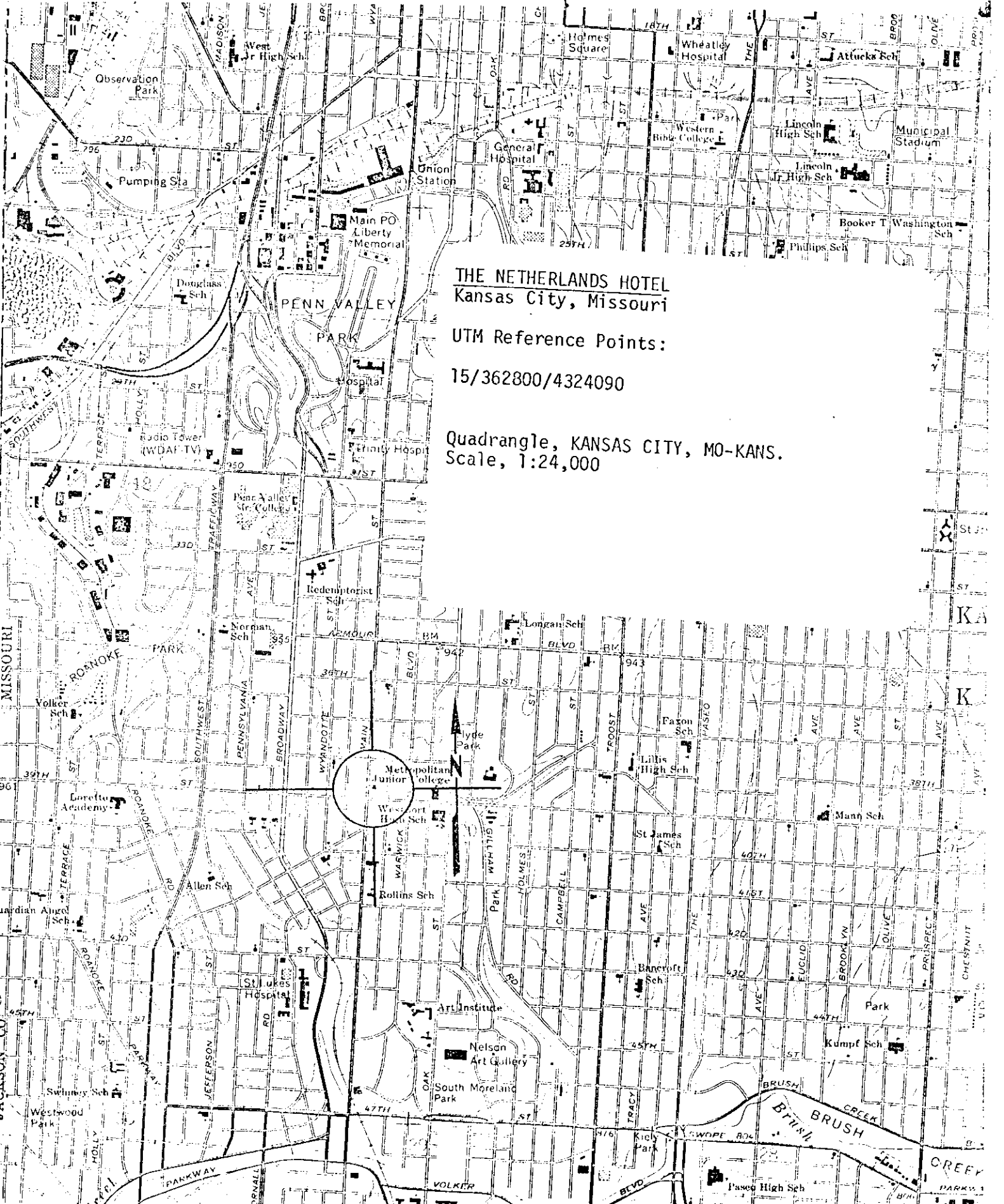
DATE

ATTEST:

KEEPER OF THE NATIONAL REGISTER

DATE

CHIEF OF REGISTRATION

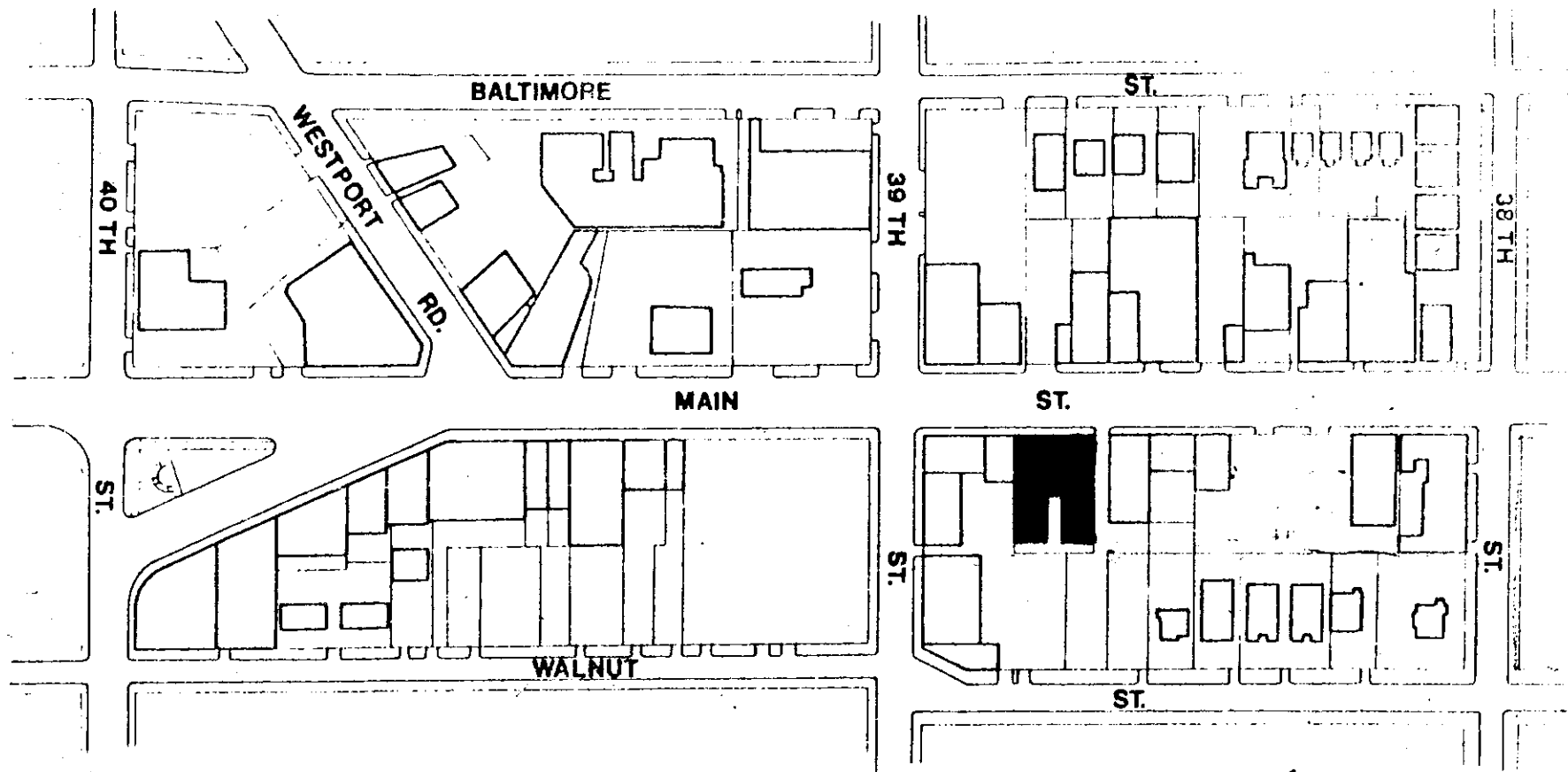


THE NETHERLANDS HOTEL
Kansas City, Missouri

UTM Reference Points:

15/362800/4324090

Quadrangle, KANSAS CITY, MO-KANS.
Scale, 1:24,000



Site Plan, Netherlands Hotel

39th & Main Commercial Revitalization

CITY DEVELOPMENT DEPARTMENT / KANSAS CITY, MISSOURI / JANUARY 1981

SCALE IN FEET 0 50 100 150

Photo Log:

Name of Property: **Tacoma, The**

City or Vicinity: **Kansas City**

County: **Jackson County** State: **MO**

Photographer: **Mary J. Matthews**

Date

Photographed: **Sept. 1982**

Description of Photograph(s) and number, include description of view indicating direction of camera:

1 of 6. Primary W façade.

2 of 6. Original proposed elevation, June 1927. Robert F. Gornall, Architect.

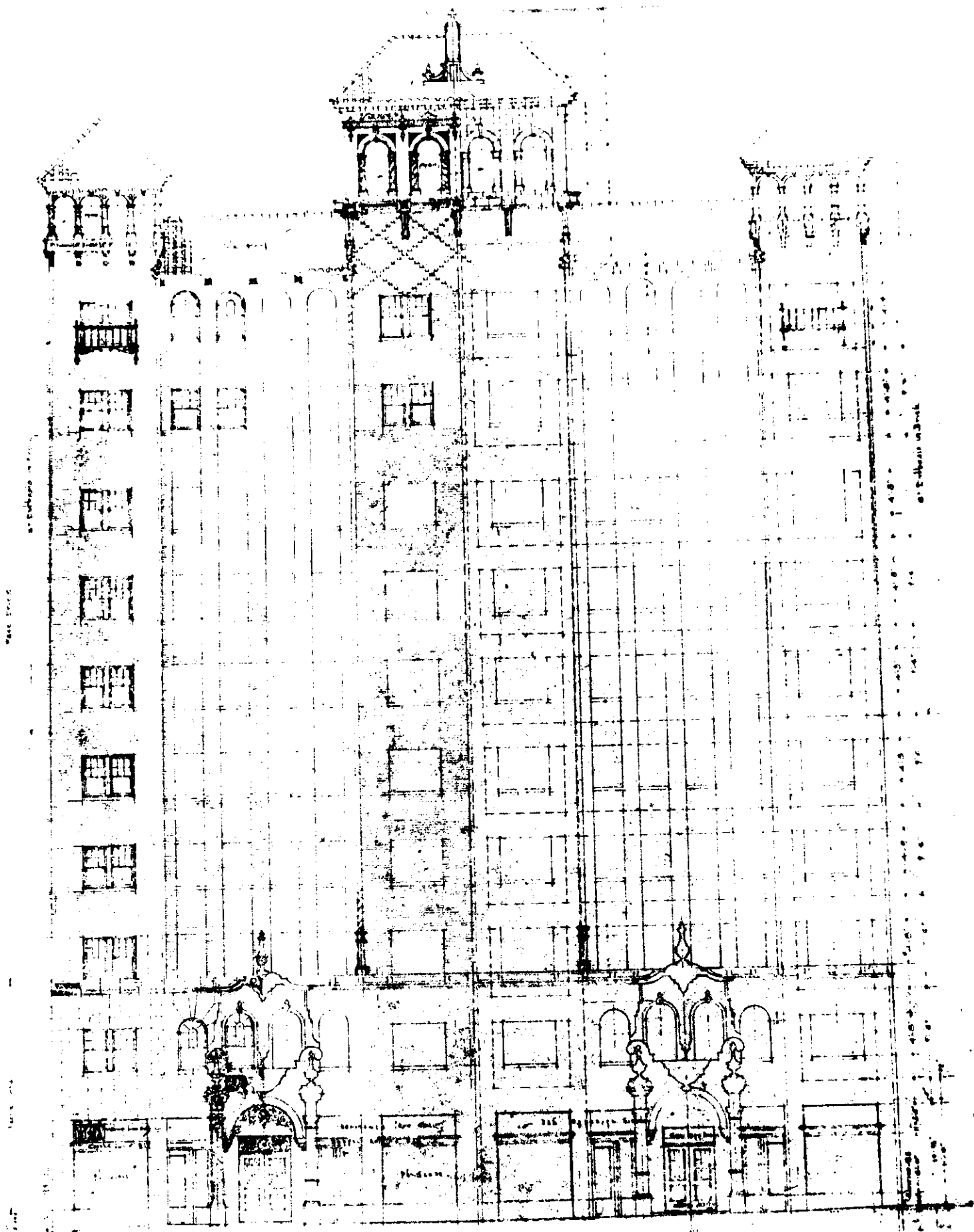
3 of 6. Portal detail.

4 of 6. Arcade detail at roofline.

5 of 6. Streetscape view, looking N on Main Street.

6 of 6. E rear elevation. Parking lot and landscaping are under construction.







SENIORS
WELCOME
COME
ON
IN

NO
PARKING
ANY TIME
←

3839

