

United States Department of the Interior  
National Park Service

# National Register of Historic Places Inventory—Nomination Form

See instructions in *How to Complete National Register Forms*  
Type all entries—complete applicable sections

For NPS use only

received AUG 18 1983  
date entered

## 1. Name

historic Grand Hotel

and/or common

## 2. Location

street & number 1232-1238 Broadway not for publication

city, town New York vicinity of congressional district

state New York code 036 county New York code 061

## 3. Classification

<b>Category</b>	<b>Ownership</b>	<b>Status</b>	<b>Present Use</b>	
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture	<input type="checkbox"/> museum
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial	<input type="checkbox"/> park
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational	<input type="checkbox"/> private residence
<input type="checkbox"/> site	<b>Public Acquisition</b>	<b>Accessible</b>	<input type="checkbox"/> entertainment	<input type="checkbox"/> religious
<input type="checkbox"/> object	<input checked="" type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government	<input type="checkbox"/> scientific
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial	<input type="checkbox"/> transportation
		<input type="checkbox"/> no	<input type="checkbox"/> military	<input type="checkbox"/> other:

## 4. Owner of Property

name Moysh & Cal Haddad Assoc. Inc.

street & number 1182 Broadway

city, town New York vicinity of state N.Y. 10001

## 5. Location of Legal Description

courthouse, registry of deeds, etc. New York County Register's Office

street & number 31 Chambers Street

city, town New York state N.Y. 10021

## 6. Representation in Existing Surveys

Landmarks Preservation  
title Commission (LP-1041) has this property been determined eligible? ☐ yes ☒ no

date September 11, 1979 ☐ federal ☐ state ☐ county ☒ local

depository for survey records Landmarks Preservation Commission 20 Vesey Street

city, town New York state N.Y. 10007

## 7. Description

### Condition

☐ excellent  
☐ good  
☒ fair

☐ deteriorated  
☐ ruins  
☐ unexposed

### Check one

☐ unaltered  
☒ altered

### Check one

☒ original site  
☐ moved

date

N/A

### Describe the present and original (if known) physical appearance

The Grand Hotel is located at the southeast corner of Broadway and West 31st Street in what is now Manhattan's garment district. The building is five stories tall beneath a mansard roof and its two exposed white marble elevations are visible because of its prominent corner site. The other two sides of the building abut other structures on either side and are not visible. The building completely fills its small lot.

The ground floor of the Grand Hotel has been extensively altered. The main entrance to the building, originally located in the center of the Broadway facade, was replaced by a simple doorway near the center of the West 31st Street facade. The Broadway (main) facade of the hotel originally had a cast-iron ground floor of delicate columns and broad plate-glass shop windows which continued around the corner to West 31st Street for one bay. The ground floor on West 31st Street was rusticated with arched windows and contained no shops. An alteration of the ground floor in 1957 resulted in the present existence of numerous small shops, almost filling both exposed facades. A small portion of the West 31st Street facade is blank, filled with concrete blocks and stuccoed. It is not known how much of the original storefronts survive beneath the present treatment.

Above the first floor, the building largely retains its original integrity. There are five stories between the ground floor and the mansard roof. These floors are unified by strongly molded band courses which continue across both exposed facades. The window enframements are homogenous at each story yet differ from floor to floor and include square-headed windows at the second and third floors, segmental-arched windows at the fourth and fifth floors, and full round-arched windows at the sixth floor.

The corner of the building at Broadway and West 31st Street is chamfered with a single, angled bay which helps continue the strong horizontal effect of the facades. This horizontality is broken at the center and ends of each facade by slightly projecting pavilions. The end pavilions are two bays wide while those in the center are wider. All are emphasized by quoins which rise for the full height of the building and more elaborate window enframements.

The sophisticated restraint of the facade of the hotel contrasts with the elaborate two-story towered mansard above the heavy bracketed roof cornice. Tall, straight-sided towers crown the southern and eastern ends of the building while a similar tower, articulated on two sides, rises above the building's exposed corner. Midway along the Broadway facade is another large, convex tower. The towers are embellished by two-story dormer windows while smaller dormers and ocular windows fill the spaces of the mansard between the towers. These dormers no longer contain their original ornamental features.

The building is presently used for single-room-occupancy apartments and the current name is noted on vertical signs attached near the center of each facade. The interior of the building has been completely altered.



## 8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input checked="" type="checkbox"/> 1800-1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

**Specific dates** 1868 **Builder/Architect** Henry Engelbert

### Statement of Significance (in one paragraph)

The Grand Hotel is historically and architecturally significant as a sophisticated example of the French Second Empire style adapted to a Manhattan commercial building. Commissioned by carpet merchant Elias S. Higgins and designed by Henry Engelbert in 1868, the Grand Hotel is a rare survivor of the period when Broadway between Madison and Herald Squares served as the heart of a glittering entertainment district. The design of the Grand Hotel, with its elaborate mansard roof and elegant marble facades, reflects the influence of the new buildings being erected in Paris during the reign of Napoleon III. In New York, this style was often rendered in residential buildings and in more flamboyant, cast-iron commercial versions. The Grand Hotel is an unusual manifestation of the French Second Empire style in a masonry, commercial structure. Its restrained ornamentation and nearly flat facades also reflect the design influence of Parisian hôtels particuliers and their adaptation to Manhattan's crowded streets. Today, the building's rich, yet subtle design continues to enhance this bustling area of Manhattan.

Elias S. Higgins, who commissioned the Grand Hotel, was a prosperous carpet merchant as well as a manufacturer of carpets. In addition to the Grand Hotel, Higgins was responsible for the construction of a marble-fronted warehouse on White Street and the Grand Central Hotel on Broadway, opposite Bond Street, neither of which survives.

For all of these projects, Higgins employed architect Henry Engelbert. Engelbert's origins and training are unknown, but it is likely that he emigrated to this country from Germany shortly before 1852. He first appears in the New York City Directory in 1852-53, listed as an architect in partnership with John Edson. Their association lasted only five years, during which time they designed a number of churches. Two of the earliest of these are the First Baptist Church (1856) on Fifth Avenue and East 35th Street and St. Mary's Abbey Church (1856) in Newark, both designs in the Early Romanesque style. Other works by Engelbert alone include the College of Mount Saint Vincent Administration Building (1857-59, listed on National Register, 1960) and the Holy Cross Church (1968) and Academy (1869) on West 42nd and 43rd Streets.

Most of Engelbert's work, however, was not religious or institutional in character. He designed a variety of building types including stables, loft buildings, tenements, row-houses and hotels. The extant examples of his work indicate that he was a talented architect of the period with the ability to create fine designs in a number of styles. In 1879, Engelbert closed his New York office and nothing is known of his life or career after that date.

In the years following the Civil War, one influential trend in American architecture was Napoleon III's redesign of Paris. The most well-known manifestation of the new Paris was the additions to the Louvre designed in 1852-57 by Visconti & Lefuel. The "New Louvre" became widely known outside of France as a symbol of cosmopolitan modernity. Its style, a heavier, more sculptural interpretation of earlier parts of the palace, became

## 9. Major Bibliographical References

See continuation Sheet

## 10. Geographical Data

Acreage of nominated property Less than 1 acre

Quadrangle name Brooklyn

Quadrangle scale 1:24,000

UMT References

A 

1	18
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5	8	15	3	19	10
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4	15	1	10	9	17	10
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Zone Easting Northing

B 

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Zone Easting Northing

C 

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D 

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H 

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Verbal boundary description and justification

The nominated property occupies Manhattan Tax Map Block 832, Lot 66, as outlined on the attached map, with a scale of 1"-120'.

List all states and counties for properties overlapping state or county boundaries N/A

state	code	county	code
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state	code	county	code
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## 11. Form Prepared By

name/title Contact: L.E. Gobrecht

organization Historic Preservation Field  
Services Bureau

date June 1983

street & number Agency Bldg. #1, E.S.P.

telephone (518) 474-0479

city or town Albany

state N.Y. 12238

## 12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

☐ national ☐ state ☒ local

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 Commissioner

date

8/11/83

For NPS use only

I hereby certify that this property is included in the National Register

Entered in the  
National Register

date

9/15/83

for *Shelores Byers*  
Keeper of the National Register

Attest:

date

Chief of Registration



United States Department of the Interior  
Heritage Conservation and Recreation Service

# National Register of Historic Places Inventory—Nomination Form

For HCRS use only

RECEIVED

Date entered

Continuation sheet      Grand Hotel  
New York County, N.Y.      Item number      8      Page      2

known as French Second Empire. The distinctive characteristics of the style were an emphasis on horizontal layering, division of the composition into various projecting pavilions, separate mansard roofs, usually interrupted by dormers, and a rich overlay of ornament creating a three-dimensional appearance. In the United States, full manifestations of the French Second Empire style were widely employed for public and institutional buildings after 1865. The best known example is Alfred Mullet's State, War and Navy Building in Washington D.C., built in 1871-75.

For commercial designs, however, especially in New York where buildings commonly filled their entire lots, architects often employed many of the motifs and ornamental details of French Second Empire design, most often the distinctive mansard roof, without the fully developed vertical articulation of separate pavilions. Many commercial buildings were designed simply as adaptations of earlier flat-surfaced Italianate palazzos topped with mansard roofs. In the Grand Hotel this tendency is seen in the relative flatness of its main facades. The single plane of these surfaces is broken only by slight vertical projections below its roof towers, and these are given visual emphasis by the use of quoined enframements. Other commercial structures of this style and period, such as stores and warehouses, were often faced with cast-iron instead of stone and, consequently, their surface treatment could be more flamboyant and more three-dimensional, as in the Parisian prototypes.

The Grand Hotel, while a commercial building, was more closely based on the style of individual residences built in Napoleon III's Paris. These hôtels particuliers were constructed of stone, between five and seven stories high with simple mansard roofs and, often, commercial ground floors. The intermediate floors were distinguished by different window treatments at each level and band courses at sill level. The story immediately below the mansard was usually enhanced by an iron balcony. Details such as pilasters and quoins were used to enframe corner and end windows. The Grand Hotel has many of these elements, including stores on the ground floor, window shapes and treatments which vary from floor to floor, strongly articulated band courses, and quoins which enframe the slightly projecting bays. Instead of the iron balcony on the floor below the mansard, this story has full, round-arched windows which create an arcade effect.

The Grand Hotel and its neighbor on West 29th Street, the Gilsey House (listed on National Register, 1978), are the only surviving hotels from a period when this section of Broadway was Manhattan's main entertainment district. At one time, six theaters were located along Broadway between West 28th and West 31st Streets, while music publishers, gambling clubs and posh brothels filled nearby side streets. Slightly to the west was New York's unparalleled shopping center known as "Ladies' Mile." Built to serve the patrons of all these establishments, numerous hotels were opened in the area, each attempting to exceed the other in opulence and luxury.

The Grand Hotel was a major architectural element of the area until the theater district shifted north to Times Square at the turn of the century and this section became part of the garment district. Today, the Grand Hotel's former days of elegance have been eclipsed and it serves as single-room-occupancy apartments. Its continued presence on Broadway recalls the former prominence of this area as an entertainment district during a significant period in the city's history.



**United States Department of the Interior  
Heritage Conservation and Recreation Service**

**National Register of Historic Places  
Inventory—Nomination Form**

For HCRS use only

received

date entered

Continuation sheet      Grand Hotel  
New York County, N.Y.      Item number      9      Page      2

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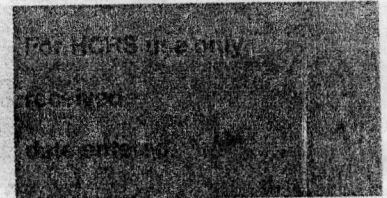
Henderson, Mary C. The City and the Theater. Clifton, New Jersey: James T. White & Co., 1973.

New York Landmarks Preservation Commission. Designation Report "Grand Hotel" (LP-1041). James T. Dillon. September 11, 1979.

New York, Manhattan Buildings Department. Docket Books.

**United States Department of the Interior  
Heritage Conservation and Recreation Service**

**National Register of Historic Places  
Inventory—Nomination Form**



Continuation sheet	Grand Hotel New York County	Item number	11	Page	2
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Form researched and prepared by:

Virginia Kursham  
Landmarks Preservation Commission  
20 Vesey Street  
New York, N.Y. 10007

June 1983

(212) 566-7577







UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

Grand Hotel  
New York County  
NEW YORK

Working No. AUG 18 1983  
Fed. Reg. Date: 2.7.84  
Date Due: 9/15/83 - 10/2/83  
Action: ☒ ACCEPT 9/15/83  
☐ RETURN  
**Entered in the** ☐ RETURN  
**National Register** ☐ REJECT  
Federal Agency: \_\_\_\_\_

- ☐ resubmission  
☐ nomination by person or local government  
☐ owner objection  
☐ appeal

Substantive Review: ☐ sample ☐ request ☐ appeal ☐ NR decision

Reviewer's comments:

Recom./Criteria \_\_\_\_\_  
Reviewer \_\_\_\_\_  
Discipline \_\_\_\_\_  
Date \_\_\_\_\_  
\_\_\_\_\_ see continuation sheet

Nomination returned for: \_\_\_\_\_ technical corrections cited below  
\_\_\_\_\_ substantive reasons discussed below

1. Name

2. Location

3. Classification

Category	Ownership	Status	Present Use
	Public Acquisition	Accessible	

4. Owner of Property

5. Location of Legal Description

6. Representation in Existing Surveys

Has this property been determined eligible? ☐ yes ☐ no

7. Description

Condition	Check one	Check one
Excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> original site
Good	<input type="checkbox"/> ruins	<input type="checkbox"/> moved date _____
	<input type="checkbox"/> unexposed	

present and original (if known) physical appearance

Paragraph

## 8. Significance

Period      Areas of Significance—Check and justify below

Specific dates

Builder/Architect

Statement of Significance (*in one paragraph*)

- ☐ summary paragraph
- ☐ completeness
- ☐ clarity
- ☐ applicable criteria
- ☐ justification of areas checked
- ☐ relating significance to the resource
- ☐ context
- ☐ relationship of integrity to significance
- ☐ justification of exception
- ☐ other

## 9. Major Bibliographical References

## 10. Geographical Data

Acreage of nominated property \_\_\_\_\_

Quadrangle name \_\_\_\_\_

UTM References \_\_\_\_\_

Verbal boundary description and justification \_\_\_\_\_

## 11. Form Prepared By

## 12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

\_\_\_\_ national      \_\_\_\_ state      \_\_\_\_ local

State Historic Preservation Officer signature

title

date

## 13. Other

- ☐ Maps
- ☐ Photographs
- ☐ Other

Questions concerning this nomination may be directed to \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_ Phone: \_\_\_\_\_

*Comments for any item may be continued on an attached sheet*





1. GRAND HOTEL  
New York County, New York

Photo by: Carl Forster, 1982  
Neg. at: New York Landmarks  
Preservation Commission

View from the west



2. GRAND HOTEL

New York County, New York

Photo by: Carl Forster, 1982

Neg. at: New York Landmarks

Preservation Commission

View from the north





3. GRAND HOTEL  
New York County, New York

Photo by: Carl Forster, 1982  
Neg at: New York Landmarks  
Preservation Commission

Roof detail, Broadway facade



4. GRAND HOTEL  
New York County, New York

Photo by: Carl Forster, 1982  
Neg. at: New York Landmarks  
Preservation Commission

Roof Detail, Broadway facade





5. GRAND HOTEL  
New York County, New York

Photo by: Carl Forster, 1982  
Neg. at: New York Landmarks  
Preservation Commission

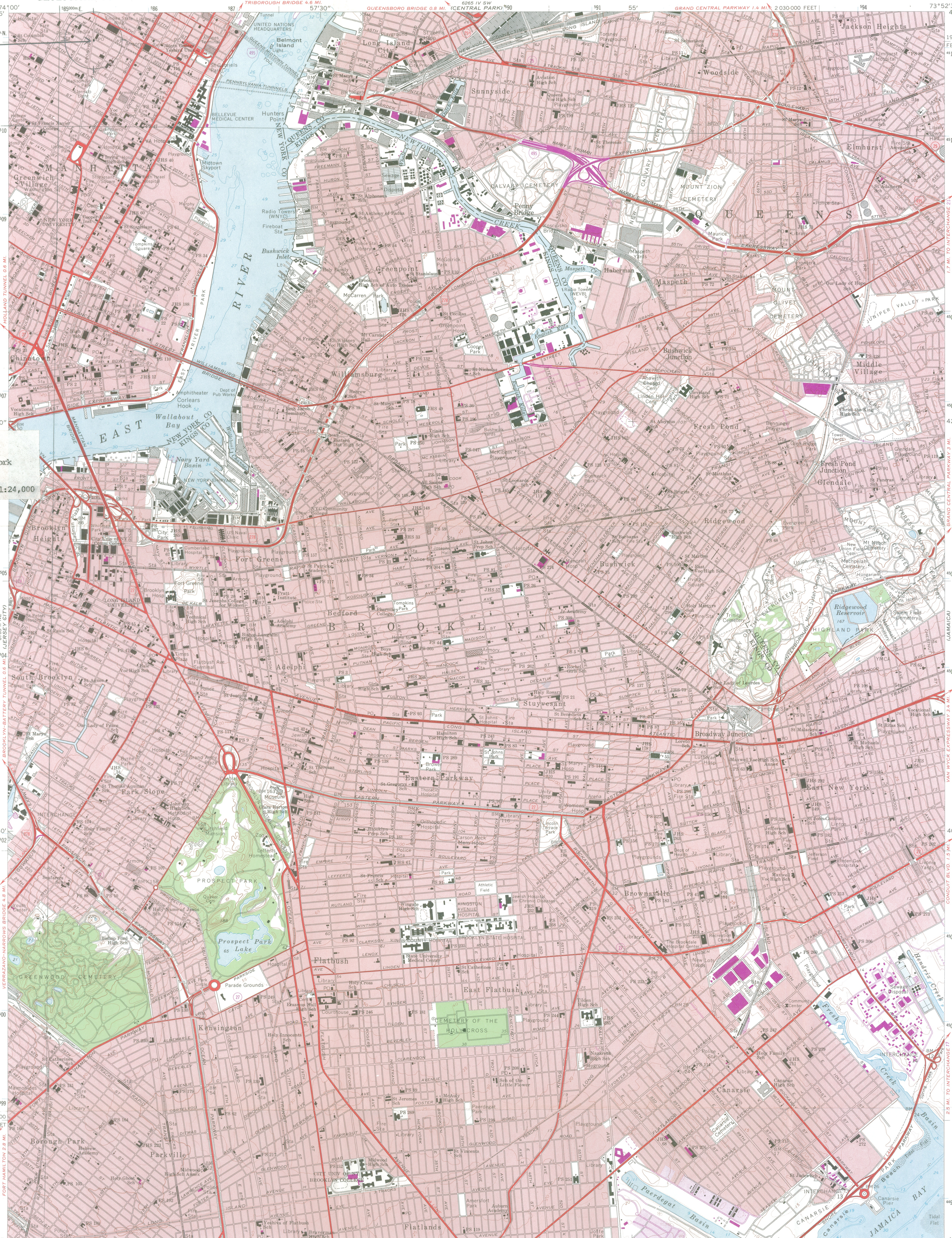
Window detail, Broadway facade



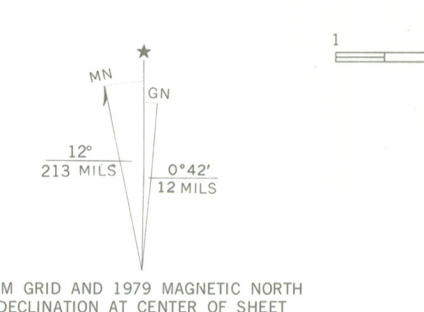
UNITED STATES  
DEPARTMENT OF THE INTERIOR  
GEOLOGICAL SURVEY

BROOKLYN QUADRANGLE  
NEW YORK  
7.5 MINUTE SERIES (TOPOGRAPHIC)

GRAND HOTEL  
1232-1238 Broadway  
New York County, New York  
UTM References:  
18 585390 4510970  
Brooklyn Quad—Scale-1:24,000



Mapped, edited, and published by the Geological Survey  
Revised in cooperation with New York Department of Transportation  
Control by USGS, USC&GS, USCE, and City of New York Board of  
Estimate and Apportionment  
Planimetry by photogrammetric methods from aerial photographs  
taken 1954, and from USC&GS Charts T-5094, T-5335, T-5454  
T-5459, T-5460, and T-5449  
Topography by planimetric surveys 1955-1956. Revised from  
aerial photographs taken 1966. Field checked 1967  
Selected hydrographic data compiled from USC&GS Charts  
275 (1964), 542 (1967), and 745 (1966). This information  
is not intended for navigational purposes  
Polyconic projection. 1927 North American datum  
10,000-foot grid based on New York coordinate system, Long Island zone  
1000-meter Universal Transverse Mercator grid ticks, zone 18, shown in blue  
Red tint indicates areas in which only landmark buildings are shown  
Entire area lies within New York City



SCALE 1:24,000  
CONTOUR INTERVAL 10 FEET  
NATIONAL GEODETIC VERTICAL DATUM OF 1929  
DEPTH CURVES AND SOUNDINGS IN FEET-DATUM IS MEAN LOW WATER  
THE RELATIONSHIP BETWEEN THE TWO DATUMS IS VARIABLE  
SHORELINE SHOWN REPRESENTS THE APPROXIMATE LINE OF MEAN HIGH WATER  
THE MEAN RANGE OF TIDE IS APPROXIMATELY 4.2 FEET IN THE EAST RIVER  
AND 5.2 FEET IN JAMAICA BAY  
THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
FOR SALE BY U.S. GEOLOGICAL SURVEY, RESTON, VIRGINIA 22092  
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

ROAD CLASSIFICATION  
Heavy-duty ————— Light-duty —————  
Unimproved dirt - - - - -  
Interstate Route ———— State Route ————  
BROOKLYN, N. Y.  
N4037.5—W7352.5/7.5  
1967  
PHOTOREVISED 1979  
AMS 6265 III NW—SERIES V821

