

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 National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any 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 certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

Historic name Stouffer's Riverfront Inn
 Other names/site number Mayfair Riverfront Inn, Sheraton Hotel, Regal Hotel, Clarion Hotel
 Name of related Multiple Property Listing N/A

2. Location

Street & number <u>200 South Fourth Street (AKA 200-324 South Fourth Street)</u>	N/A	not for publication
City or town <u>St. Louis</u>	N/A	vicinity

State Missouri Code MO County Independent City Code 510 Zip code 63102

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,
 I hereby certify that this X 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 X meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:
 national statewide X local
 Applicable National Register Criteria: X A B C D

Signature of certifying official/Title Mark A. Miles, Deputy SHPO Date _____
Missouri Department of Natural Resources
 State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting official _____ Date _____

 Title _____ State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

 entered in the National Register determined eligible for the National Register
 determined not eligible for the National Register removed from the National Register
 other (explain:) _____

Signature of the Keeper _____ Date of Action _____

Stouffer's Riverfront Inn
Name of Property

St. Louis, Independent City, 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.)

<input checked="" type="checkbox"/>	private
<input type="checkbox"/>	public - Local
<input type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

Contributing	Noncontributing	
1		buildings
		sites
		structures
		objects
1		Total

Number of contributing resources previously listed in the National Register

N/A

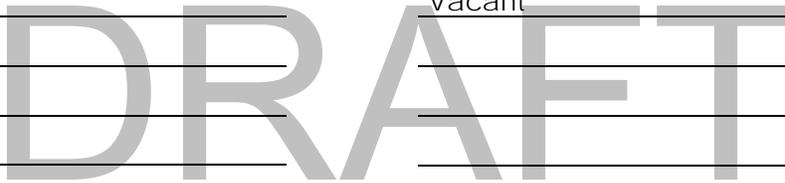
6. Function or Use

Historic Functions
(Enter categories from instructions.)

Current Functions
(Enter categories from instructions.)

DOMESTIC/Hotel/Inn

Vacant



7. Description

Architectural Classification
(Enter categories from instructions.)

Materials
(Enter categories from instructions.)

MODERN MOVEMENT

foundation: Concrete
walls: Concrete
Glass
roof: Asphalt
other: Metal

NARRATIVE DESCRIPTION ON CONTINUATION PAGES

Stouffer's Riverfront Inn
Name of Property

St. Louis, Independent City, MO.
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8. Statement of Significance

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.

Areas of Significance

ARCHITECTURE

Period of Significance

1969-1975

Significant Dates

1969-Original hotel opens
1975-Addition completed and opens

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 old or achieving significance within the past 50 years.

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Tabler, William B. (architect)
Sverdrup & Parcel and Associates, Inc. (builder)
Schwarz & Van Hoefen (Associate Architect)
Wing, Wayman C. (Structural Engineer)
Hope, Ben (Resident Architect)

STATEMENT OF SIGNIFICANCE ON CONTINUATION PAGES

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

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 # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: Landmarks Association
St. Louis Cultural Resources Office

Historic Resources Survey Number (if assigned): SLC-AS-047-0002

Stouffer's Riverfront Inn
Name of Property

St. Louis, Independent City, MO.
County and State

10. Geographical Data

Acreeage of Property 4.209 acres

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

1 38.622965 -90.189087 3
Latitude: Longitude: Latitude: Longitude:

2 _____ 4
Latitude: Longitude: Latitude: Longitude:

UTM References

(Place additional UTM references on a continuation sheet.)

_____ NAD 1927 or _____ NAD 1983

1 _____ 3
Zone Easting Northing

2 _____ 4
Zone Easting Northing

Verbal Boundary Description (On continuation sheet)

Boundary Justification (On continuation sheet)

11. Form Prepared By

name/title Matt Bivens/Historic Preservation Director
organization Lafser & Associates, Inc. date 5.9.2014; REV 6.27.2014
street & number 1215 Fern Ridge Pkwy., Suite 110 telephone 314-560-9903
city or town St. Louis state MO zip code 63141
e-mail msbivens@lafser.com

Additional Documentation

Submit the following items with the completed form:

- **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. Key all photographs to this map.
- **Continuation Sheets**
- **Photographs**
- **Owner Name and Contact Information**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

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.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 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 Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Stouffer's Riverfront Inn
Name of Property

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Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log:

Name of Property: Stouffer's Riverfront Inn

City or Vicinity: St. Louis

County: Independent City State: Missouri

Photographer: Matt Bivens

Date Photographed: March 2014

Photograph Log:

Photograph 1 of 20: View of main tower with Gateway Arch in background; camera facing east.

Photograph 2 of 20: Detail view of main tower west-facing elevation entry; camera facing east.

Photograph 3 of 20: View of cabana "S" wing at left side, elevator structure to right and main tower in the background; camera facing south.

Photograph 4 of 20: Interior view of main tower entrance bay at west elevation; camera facing west.

Photograph 5 of 20: View of driveway at west elevation showing canopy and entrance shelter with main tower at left and Gateway Arch in background; camera facing northeast.

Photograph 6 of 20: View of addition tower at right side with main tower in background at left; camera facing northeast.

Photograph 7 of 20: Detail view of addition tower construction; camera facing south.

Photograph 8 of 20: Detail of partially exposed ballroom wall and roof at west elevation with Gateway Arch in background; camera facing northeast.

Photograph 9 of 20: View of south cabana "S" wing eastern-facing elevation; camera facing west.

Photograph 10 of 20: View of main tower east elevation with compatible storefront enclosures at east elevation; camera facing northwest.

Photograph 11 of 20: View of hotel north "S" cabana wing with suspended Deloitte Building at right side along east-facing elevation; camera facing west.

Photograph 12 of 20: View from within revolving restaurant looking down to north elevation where Deloitte Building covers hotel wing; camera facing down at the north-facing elevation.

Photograph 13 of 20: View from interior ground floor lobby of main tower; camera facing south.

Photograph 14 of 20: View of interior ballroom underground; camera facing generally north.

Photograph 15 of 20: View inside revolving restaurant; camera facing southeast.

Photograph 16 of 20: View of hotel suite in main tower; camera facing east.

Photograph 17 of 20: View of north "S" cabana wing typical hall; camera facing north.

Photograph 18 of 20: View of north "S" cabana wing typical room; camera facing generally east.

Photograph 19 of 20: View of addition tower atrium; camera facing generally east.

Photograph 20 of 20: View of addition tower typical room; camera facing south.

Stouffer's Riverfront Inn
Name of Property

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Figure Log:

Figure 1: 1988 Survey, Volz Engineering & Elbring Surveying Co. Source: Millennium Hotels Archives, St. Louis hotel location at 200 S. Fourth St. The site plan illustrates how the Stouffer's hotel is retained underneath the separate Deloitte building at the upper right corner.

Figure 2: Lawrence Group study drawing based on a 1992 drawing of the hotel underground ballroom and adjacent areas. Source: Millennium Hotels Archives, St. Louis hotel location at 200 S. Fourth St.

Figure 3: Lawrence Group 2014 study drawing based on a 1992 drawing of the hotel complex ground floor. Source: Millennium Hotels Archives, St. Louis hotel location at 200 S. Fourth St

Figure 4A: Revolving restaurant floor plans as drawn for William Tabler, 6-10-1966. Source: Millennium Hotels Archives, St. Louis hotel location at 200 S. Fourth St

Figure 4B: Revolving restaurant elevation plans as drawn for William Tabler, 6-10-1966. Source: Millennium Hotels Archives, St. Louis hotel location at 200 S. Fourth St

Figure 5: North, primary tower typical floor plan design. Source: Millennium Hotels Archives, St. Louis hotel location at 200 S. Fourth St.

Figure 6: "S" cabana wings typical floor plan design. Source: Millennium Hotels Archives, St. Louis hotel location at 200 S. Fourth St

Figure 7: South, smaller tower typical floor plan design. Source: Millennium Hotels Archives, St. Louis hotel location at 200 S. Fourth St.

Figure 8: Aerial View of St. Louis Riverfront and downtown, circa 1930. Source: Missouri Historical Society Photographic Archives.

Figure 9: Aerial View of St. Louis Riverfront and downtown, circa 1941. Source: Missouri Historical Society Photographic Archives

Figure 10: Illustrates the Civic Center Redevelopment Corporation buildings completed in items 1-10 as well as new construction planned including the Stouffer's addition. Source: St. Louis City Plan Commission "St. Louis Development Program." June of 1973, page 127.

Figure 11: Proposed new downtown hotel. Source: Downtown St. Louis Inc. "Seventh Annual Report 1964/1965." Published June 1965

Figure 12: Original proposed design concept for Mayfair. April 1964. Source: Millennium Hotels Archives, St. Louis hotel location at 200 S. Fourth St. Top shows the section through the tower; bottom shows section through the ballroom

Figure 13: Construction Plans as revised and designed by William B. Tabler and team. Source: Millennium Hotels Archives, St. Louis hotel location at 200 S. Fourth St.

Figure 14a: A view of the downtown and riverfront area, 1969. Source: Missouri Historical Society Photographic Archives.

Figure 14b: A detail view of the downtown and riverfront area showing the completed Stouffer's, 1969. Source: Missouri Historical Society Photographic Archives.

Figure 15: A detail of the completed Stouffer's from the Gateway Arch, 1969. Source: Missouri Historical Society Photographic Archives.

Figure 16: Apartment house block for South Boston housing project and residential park. Group 3 architects: William B. Tabler, Robert B. Murphy and Paul F. Schelp, 1939. Source: Anthony Alofsin. "The Struggle for Modernism: Architecture, Landscape Architecture, and City Planning at Harvard." (New York: W. W. Norton & Company, 2002). Page 153

Figure 17: Details of the Washington Hilton completed in 1965 as featured in the *Architectural Record*, July 1965, pages 143 and 148.

Figure 18: Drawing of the underground facilities of the Stouffer's Riverfront Inn nearing completion. Source: William B. Tabler. "Tomorrow's In-City Hotel" in *Architectural Record*, "Building Types Study 386." Volume 144, number 1, July 1968, page 136.

Figure 19: 1976 Photograph by Robert Pettus showing the newly constructed and operational Stouffer's Riverfront Inn addition. Source: *Architectural Record*, February 1976, "Building Types Study 485," page 111. Featured as an example of the section "Professionals who understand cost controls and/or efficient planning are in growing demand."

Figure 20: 1976 Photograph by Robert Pettus showing the interior of Stouffer's Riverfront Inn addition. Source: Same as Figure 19.

Figure 21: Site as originally constructed. Source: 1970 Sanborn Fire Insurance Map.

Figure 22: Original site layout "Mayfair Riverfront Inn" April 30, 1964. Sverdrup & Parcel & Associates, Inc. engineers; William B. Tabler architect and design consultant. Source: Millennium Hotels Archives, St. Louis hotel location at 200 S. Fourth St

Figure 23: 1986 Survey, James Engineering & Surveying Co, Inc. Source: Millennium Hotels Archives, St. Louis hotel location at 200 S. Fourth St. Showing 1974 addition at right side.

Figure 24: Bronze Plaque of original building as built in 1969. Source: Physical plaque is located in the basement of the nominated building at 200 South Fourth Street.

Figure 25: Photo key to National Register documentation. Matt Bivens, March 2014.

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Stouffer's Riverfront Inn
Name of Property
St. Louis, Independent City, MO.
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N/A
Name of multiple listing (if applicable)

ARCHITECTURAL DESCRIPTION

Summary

The Stouffer's Riverfront Inn located at 200 South Fourth Street in St. Louis (Independent City), Missouri, is a multi-story, multi-building complex constructed of steel and reinforced concrete with vertical and horizontal bands which frame window bays. Recessed bays and fenestration puncture the facades within a primary, 26-story round columnar tower, a pair of three-story "S" shape wings, and a ten-story oval shaped tower. Contemporary entrance canopies and enclosed glass storefronts were added to the west and east walls of the wings and the east ground floor of the main tower. Essentially original in design with later additions which respected the initial building complex, the original complex was designed in 1964 by William B. Tabler and ultimately completed in 1969. A secondary tower of ten stories was completed and placed in service in 1975. The main building complex retains both interior footprint and exterior design elements including the original exposed concrete as well as painted/stained concrete and metal panels. The multi-building complex is interconnected, an historic design intent, and is counted as one contributing resource. The complex is functionally related and clearly reflects its period of significance from 1969 to 1975. The design and scale of the 1975 structure respected the original building complex and although oval in shape it mimicked the original round tower; as a sympathetic addition it does not detract from the significance of the complex as a whole. Despite later entrance glass and metal frame storefront and canopy additions as well as updates to the interior design and expansion of some of the original smaller hotel rooms into living suites, the building complex has integrity of location, design, setting, materials, workmanship, feeling and association.

Site

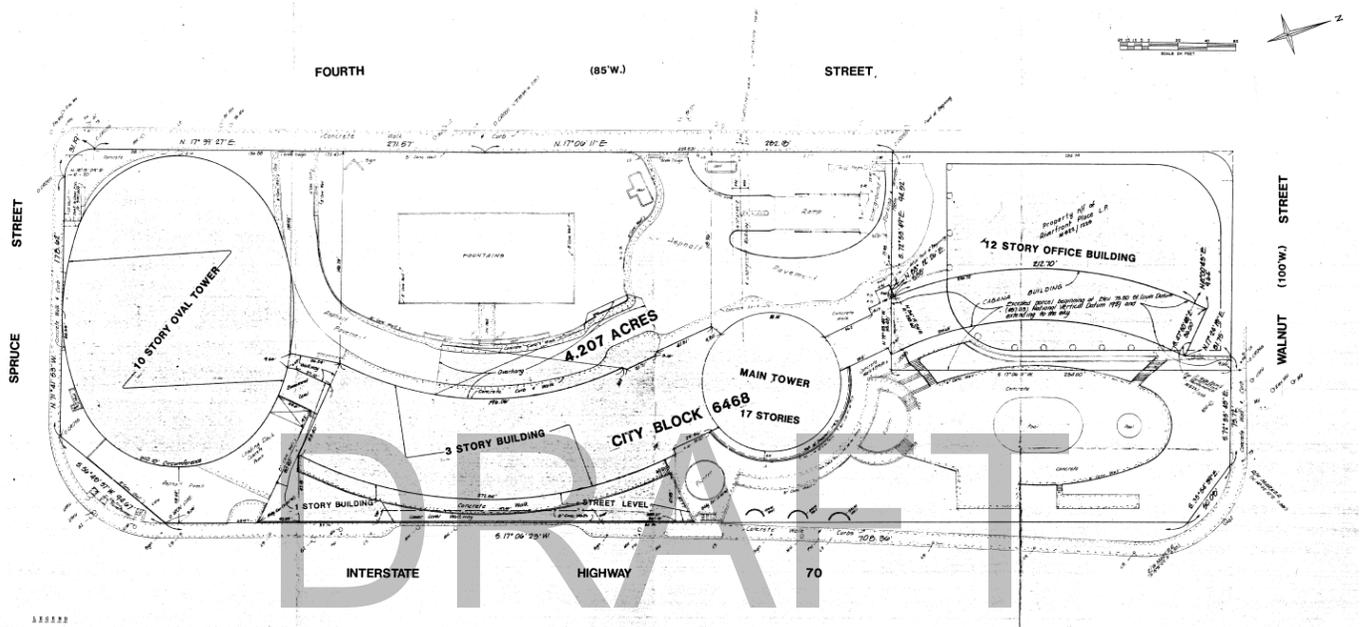
The city block containing the subject building is bound by Highway 70 and Memorial Drive to the east, Spruce Street to the south, South 4th Street to the west, and Walnut Street to the north. The subject building complex radiates from a centrally-located 26-story column set just north of the center of the city block from which "S" shape wings project to the north and south. A 10-story tower adjoins the complex to the south and is adjacent both public sidewalks and busy streets and access to Interstate. The city block contains portions of historic design building elements with more contemporary, smaller additions, paved walks and patios, and a pair of pools. An underground ballroom is situated under a fountain which is adjacent South 4th Street. The Deloitte Building which is situated at the northwest corner of the block bought air rights from the hotel owner and is suspended above the upper cabana wing of the nominated building. A drawing of the site is featured in Figure 1 below.

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Stouffer's Riverfront Inn
Name of Property
St. Louis, Independent City, MO.
County and State
N/A
Name of multiple listing (if applicable)

Figure 1: 1988 Survey, Volz Engineering & Elbring Surveying Company. Source: Millennium Hotels Archives, St. Louis hotel location at 200 S. Fourth St. The site plan illustrates how the Stouffer's hotel is retained underneath the separate Deloitte building at the upper right corner.



Exterior

Primary tower: 1964-1969

Bisecting the original appendices and set above the roofline of their "S" shape wings is a 26-story round column shaft that is topped by a truncated and flaring capital with round cap that comprises the top story (photo 1). With the exception of the exposed ground floor (best visible at the west elevation) each of the floors below are identical in the round and comprised of repeated paired fenestration flanked by solid, painted/stained panels that are recessed back within the round wall and framed with concrete (photo 2). At the base of each bay is a heavy horizontal band of smooth concrete with a beveled upper edge; vertical concrete bands (pilaster-like) frame paired, aluminum frame windows with lower operators. These bands continue into the base and extend upward underneath the projecting 26th floor. Flanking both sides of the window bays is an earth-tone color, concrete panel that is recessed back from the windows and concrete structure. The concrete has a beveled upper edge and a flat underside. A wider band of vertical concrete which sheathes steel beams inside the structure also project slightly (pilaster-like) and extend from below ground upward to under the capital; the concrete flares out at the top and is completed by a continuous course around the column just underneath the glass walls of the top floor which is

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Stouffer's Riverfront Inn
Name of Property
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actually a revolving restaurant (described later). The pattern of the window bay is continued sixteen times around the column and corresponds to interior rooms within. According to building plans and renovations documented by the owner, the extant windows are newer replacements (photo 2).

Below the base of the column portions of the structure are visible at the west elevation where a second, smaller, horizontal band of concrete creates a transom effect above two "storefront" bays underneath (photo 2); two additional storefronts lack this horizontal detail. The first two storefronts have operating doors, and each has sidelights and an additional transom above divided into sections—all of glass framed in metal (photo 2).

West Elevation Continued: 1964-1969

Along the west elevation and north of the column is the original "S" shaped wing (AKA cabana addition). The wing has two stories above ground (photo 3) with an additional story below (seen from the east elevation and in photos 9 and 11). Concrete paving continues across to the base of the wing which has four bays of fixed glass and a fifth bay with operating doors—all set within metal frames just above the sidewalk level and comprising the first floor (no photo). A solid field of concrete extends upward to cover the second floor. The roof above is flat and capped with metal. Adjoining this original structure is the "S" shape wing; the interior is comprised of an assess hall at the west and rooms at the east. The curved wall is divided equally by projecting concrete vertical bands painted in earth tone with recess buff color concrete panels that expand the full height of two stories (photo 3). At one corner edge of each bay is a slim, vertical window. At the west the building edge terminates into the neighboring building (which purchased air rights over the original hotel; the original wing can be seen in complete view at the east elevation and photo 11 later). A concrete-clad elevator addition projects outward from the wing and extends an additional story above to accommodate the elevator penthouse; the element is unadorned and utilitarian in nature (photo 3).

Opposite the afore-mentioned wing at the south end of the column is a newer glass enclosure and an entrance overhang supported on steel and concrete columns which is adjoined to the original lobby entrance (photo 1, right side). The assemblage of access doors includes a central revolving door and airlock storefront (photo 4). Continuing southward are single glass bays framed in metal and set upon the sidewalk with a continuous concrete band above just below the roofline. The southern "S"

National Register of Historic Places
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Stouffer's Riverfront Inn
Name of Property
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shape wing terminates into the 1974 oval tower and is accented by a contemporary glass and steel canopy (photo 5).

Oval Tower: 1974-1975

Connected to the complex is an oval tower completed in 1975 to accommodate the need for additional conference space and hotel rooms. Above a partially-exposed concrete foundation (more visible at the southern edge), ten stories rise upward and terminate in a flat roofline (photo 6). Similar to the larger, original tower, the oval tower is comprised of window bays set within concrete frames. A thin horizontal band of earth-toned colored concrete caps the foundation (photo 6). Above the cap is a triangular concrete column with flat front edge that continues up to the parapet (photo 7); the thin ledge below has a smaller, similar triangular element which projects outward to support the column. A total of 44 window bays separated by the columns are comprised of a large, single light window set above a divided lower band which contains a colored panel and vent in either opening. Intersecting each vertical column and dividing each story of the structure is a thin steel horizontal band which projects from the window plane but is set back from the vertical concrete columns (photo 7). Above the roofline and set back from the edge is a mechanical story with elevator and stair penthouse (not visible from the ground). Roofing material is asphalt and torch-down. The south and east portions of the tower foundation that are exposed contain air intake vents and mechanical access to the basement. Also at the eastern exposure is a loading dock door accessible from the lower-grade street level. A metal fence shelters waste management dumpsters for the hotel (no photos).

Fountain and Underground Ballroom at the west elevation

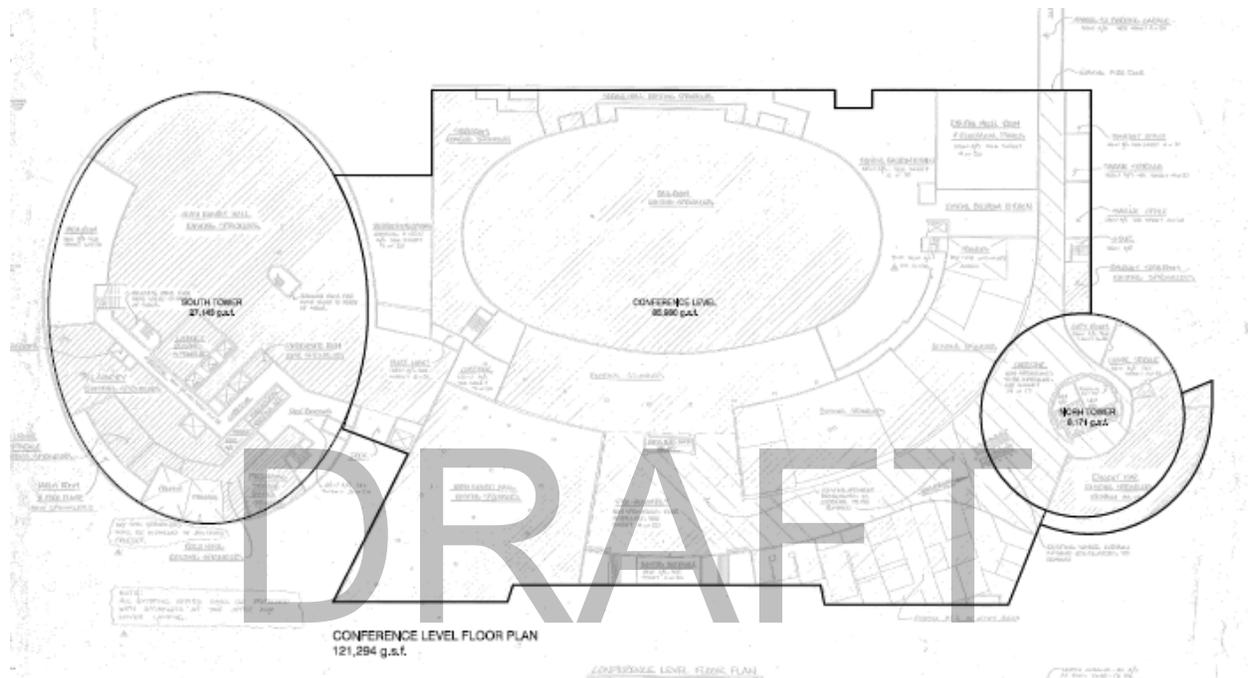
Also at the western elevation is a rectangular-shaped, concrete fountain completed during the original building campaign in 1969; the fountain forms the roof of an interconnected, underground ballroom dating from the same time (visible in photo 14 later). A portion of the plain, painted concrete wall can be seen at the southwestern-most portion below the fountain (photo 8). A geometric low wall within the fountain base contains high pressure pipes for a water feature while the larger pool framing it is shallow and still. The remainder of the site is covered with grass and landscaping. This area is separated from the main building by an asphalt drive. Because the fountain is the physical roof structure of a ballroom below the ground which is interconnected to the entire hotel complex, it is identified as a single resource functionally related and not separate from the hotel. The ballroom is described within the interior section however Figure 2 below illustrates its location in context of the full underground structure.

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N/A
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Figure 2: Lawrence Group 2014 study drawing based on a 1992 drawing of the hotel underground ballroom and adjacent areas. Source: Millennium Hotels Archives, St. Louis hotel location at 200 S. Fourth St.



East Elevation

Along the east-facing elevation and adjoining the oval tower is an assemblage of concrete additions with some fenestration that adjoins the tower to the original south "S" shape wing. At the street level and set below the original wing is a one-story trapezoidal shape concrete structure with flush walls penetrated at the south exposure by a loading dock door and at the east elevation by a recessed entrance bay flanked by solid panels. Above, the original three-story "S" wing is visible (photo 9). At its southernmost edge is a stair hall which is lit by full height glass walls set back from a concrete frame which projects outward and supports a thin roofline above. Multiple bays adjacent at the north correspond to interior rooms and have a centralized balcony door framed at either side by a buff-color panel; both elements are recessed back from the vertical concrete bands on the two upper stories (photo 9). A horizontal band separates each floor creating a modular effect across the elevation. The lower story has double doors flanked by panels within each bay with access to the rooftop of the structure below (photo 9).

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Name of multiple listing (if applicable)

A glass "storefront" projects outward from the southern "S" wing at angles and curves and emulates the original structure behind (photo 10). Expanses of glass within are framed by thin metal and capped by a multi-layered parapet. The interconnected, primary tower can be seen rising above. The northern "S" shape wing in its entirety continues interconnected to the primary column and slides underneath the Deloitte building—a separate office building built in 1986 at the northwest corner of the city block that obtained air rights over the Stouffer (photos 11 and 12). The elevation contains a stair hall with adjoining multiple bays that correspond to interior rooms with a centralized balcony door framed at either side by a buff-color panel; both elements are recessed back from the vertical concrete bands. Steel beams which support the new building at the northwest corner lift the building above the nominated building's wing (photo 11).

Pool and site at east elevation

Also at the eastern elevation is a concrete landscape with pair of pools and sunken seating areas. The remainder of the elevation is grass and landscaping with concrete patios, stairs, and other pedestrian features (photo 12).

Interior

The interior of the primary tower is characterized by an entrance lobby situated at the west elevation (photo 13); the space contains a restaurant and bar as well as an exercise room, the front desk and the security office (Figure 3 below). This circulation space leads down interconnected corridors that extend to the north and south and also down a level. Below is another restaurant and bar in addition to access to the underground ballroom. The ballroom is a vast open space which can be divided by partition walls on tracks at the ceiling (photo 14 and Figure 2 previous). The ballroom features a stage as well as massive chandeliers. Radiating from the ballroom are additional rooms for meetings and conferences. Service areas are also within this level. Access through the building underground is achieved at the west where a passage and escalator allow access to the parking garage across Fourth Street (no photo but illustrated in top right corner of Figure 2).

The primary tower has a central elevator core (Figure 3) that allows access to the uppermost floor—a revolving restaurant. The roof-top restaurant revolves around the shaft of the column and with full height glass (photo 15 and Figures 4A and 4B), views of the entire city are achieved. Each hotel floor below is identical with sixteen, trapezoidal-shaped hotel rooms radiating from the central core; each room contains a bedroom with private bathroom (Figure 5). Access doors in the long side walls can be

National Register of Historic Places
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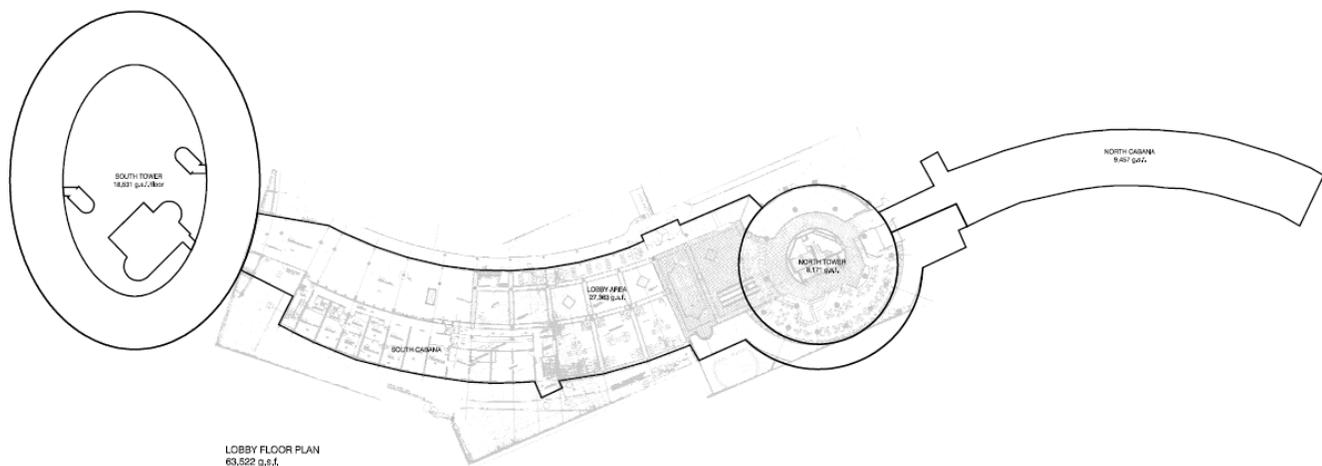
Stouffer's Riverfront Inn
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N/A
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open to the next room as additional space is needed. The interior finishes of the tower are all recent modifications but the footprint is original. Some rooms were expanded with removal of portions of interior walls in order to enlarge the spaces; however, the overall feeling is the same (photo 16).

In either hotel floor of the "S" shape wings are similar conditions with the original footprint respected adjoining the access hall (photo 17 and Figure 6); the interior hotel rooms originally numbered eight per floor but walls have been removed to enlarge the spaces and thus create living suites for longer or more comfortable stays (photo 18). Interior design elements are more recent in keeping with changing taste. Access halls (photo 17) are located along the west walls and provide entry into the primary and oval towers.

The oval tower contains an atrium which extends from the ground floor upward to the top floor (photo 19 and Figure 3 below). Radiating around this open core are forty-four, trapezoidal-shaped hotel rooms per floor which have a balcony view into the open rotunda (Figure 7). An interior pool is located below the ground level. Again, interior finishes are recent. The original footprint is there with some interior wall modifications to increase the size of some smaller rooms (photo 20).

Figure 3: Lawrence Group 2014 study drawing based on a 1992 drawing of the hotel complex ground floor. Source: Millennium Hotels Archives, St. Louis hotel location at 200 S. Fourth St.

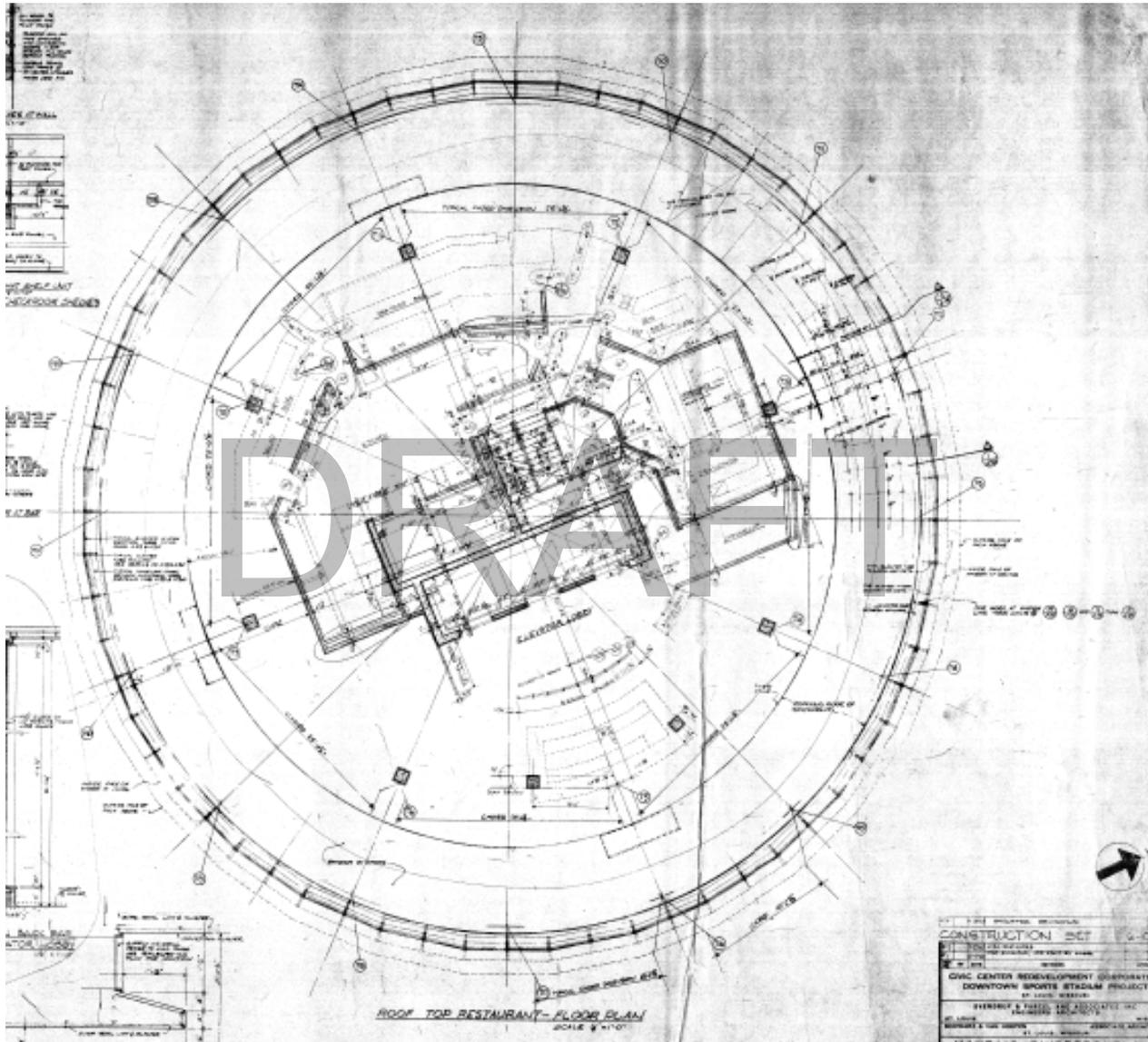


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N/A
Name of multiple listing (if applicable)

Figure 4A: Revolving restaurant floor plans as drawn for William Tabler, 6-10-1966.
Source: Millennium Hotels Archives, St. Louis hotel location at 200 S. Fourth St.



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N/A
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Figure 4B: Revolving restaurant elevation plans as drawn for William Tabler, 6-10-1966. Source: Millennium Hotels Archives, St. Louis hotel location at 200 S. Fourth St.

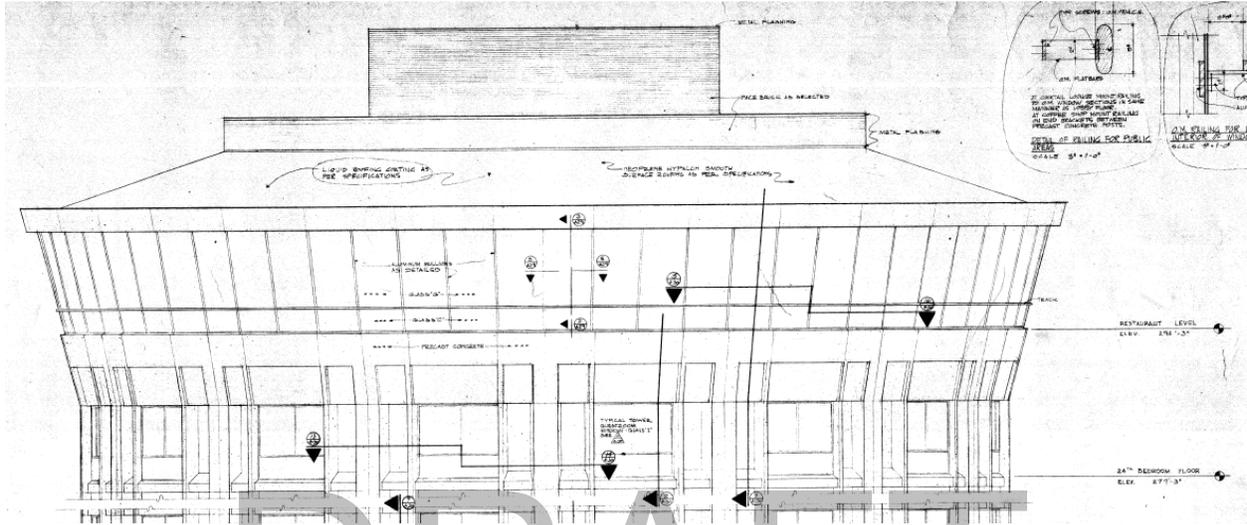
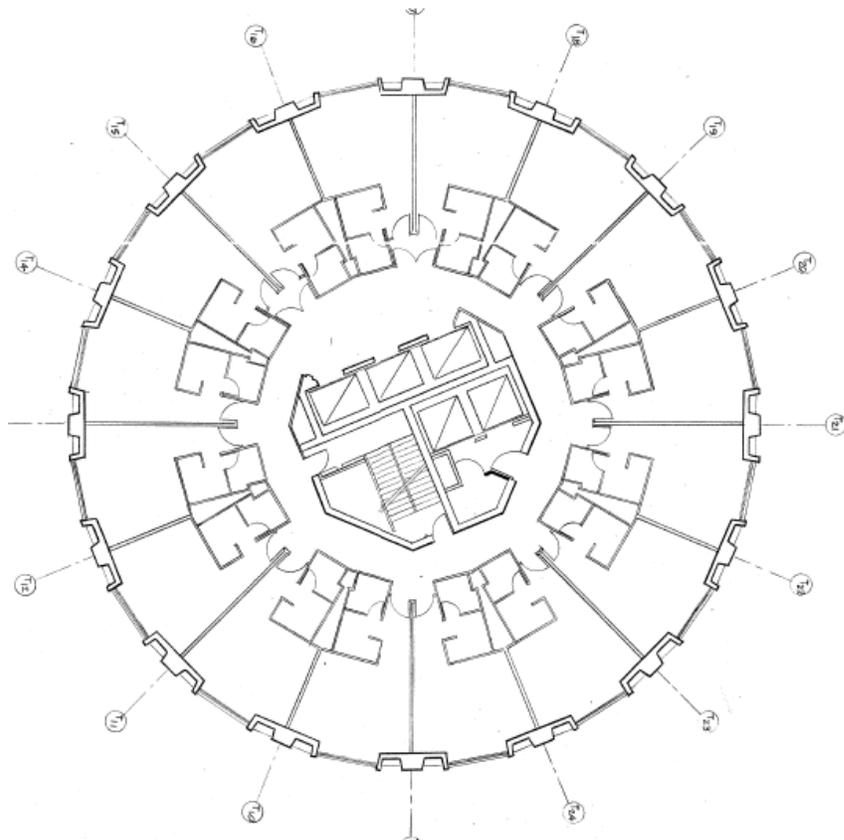


Figure 5: North, primary tower typical floor plan design. Source: Millennium Hotels Archives, St. Louis hotel location at 200 S. Fourth St.



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Figure 6: "S" cabana wings typical floor plan design. Source: Millennium Hotels Archives, St. Louis hotel location at 200 S. Fourth St.

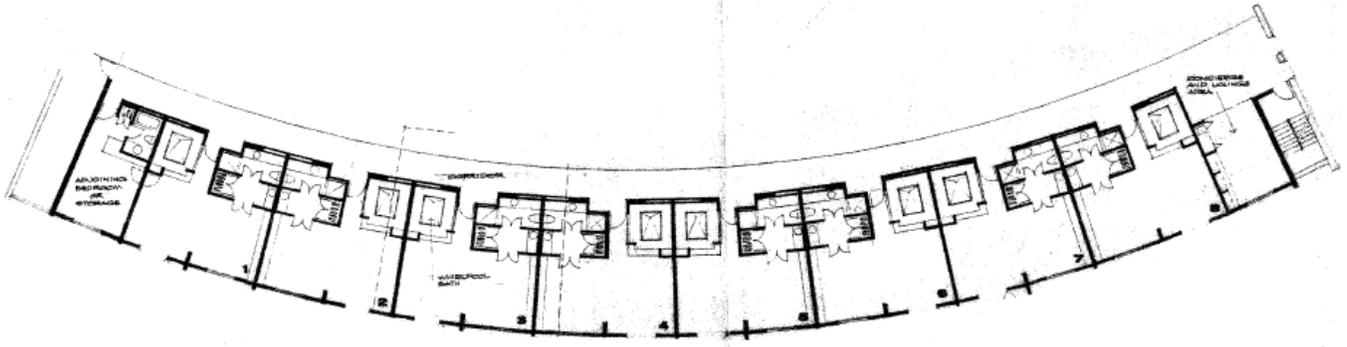
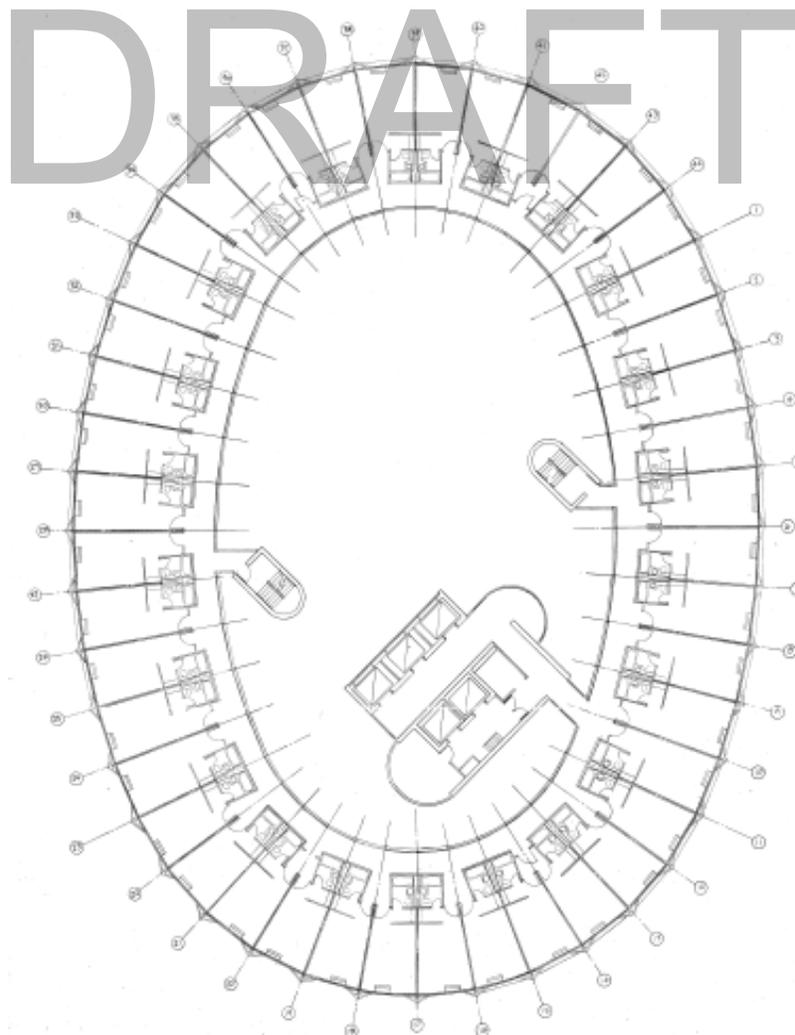


Figure 7: South, smaller tower typical floor plan design. Source: Millennium Hotels Archives, St. Louis hotel location at 200 S. Fourth St.



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Integrity

The Stouffer's Riverfront Inn is an intact, multi-story, multi-building complex constructed of steel and reinforced concrete with original exposed and painted/stained structural and ornamental details in good condition. More contemporary entrance canopies and enclosed glass storefronts added to the west and east walls of the wings and the east ground floor of the main tower are minimal in design and are compatible with the building complex. Essentially original in design with "historic" additions which respected the initial building complex, the original complex was designed in 1964 by William B. Tabler and ultimately completed in 1969. A secondary tower of ten above-ground stories was completed by the same firm in 1974 and its design is compatible with the original intent. The building complex retains both interior footprint and exterior design elements. The multi-building complex is interconnected, an historic design intent, and is counted as one contributing resource. The complex is functionally related and clearly reflects its period of significance from 1969 to 1974. Despite later entrance glass and metal frame storefront and canopy additions as well as updates to the interior design and expansion of some of the original smaller hotel rooms into living suites, the building complex has integrity of location, design, setting, materials, workmanship, feeling and association.

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STATEMENT OF SIGNIFICANCE

Summary

The Stouffer's Riverfront Inn located at 200 South Fourth Street in downtown St. Louis (Independent City), Missouri, is eligible for local listing in the National Register of Historic Places (NRHP) under Criterion C in ARCHITECTURE. A vital component of the Civic Center Redevelopment Corporation's regeneration scheme for downtown St. Louis after a period marked by total decline and major disinvestment after the 1930s, the nominated building complex was a key element to the revitalization of the inner city and the reinvention of the riverfront during the latter half of the 1960s. Providing essential hotel and convention space in the heart of downtown as well as offering dramatic views and experiences capable of exceeding the expectations of both tourists and locals alike, this Modernistic complex quickly became a crucial and highly visible component of the St. Louis downtown skyline; today it continues to dominate the view flanking the Gateway Arch. The hotel also featured a revolving restaurant at the top floor, sharing this distinction as the sixth of its kind in the country when it opened in the 1960s; it was the first round, columnar design of these hotels, the first round model by the architect, and it was the first of its type in Missouri. The period of significance begins with the completion of initial construction in 1969 and continues to the completion of the second and final tower in 1975. Because the property is not quite 50 years old, it is additionally significant under Criterion G for properties under 50 years of age and those that which have achieved significance within the past 50 years. This is partly due to its architectural design characteristics and its unique revolving restaurant but also as a good representative example of master hotel designer William B. Tabler; the structure is the epitome of decades of Tabler's design philosophy and continued to be a model not only for Tabler but to all of the major successful hotel chains in the United States. No visual image of the St. Louis downtown riverfront skyline is complete without the Stouffer's Riverfront Inn; its architectural design is a major declaration of Modernism quite distinct from those other colossal buildings standing along with it including Alfred Aydelott's Brutalist-style PET Headquarters completed in 1969, Schwarz & Van Hoefen's steel and glass Mansion House Apartments built in 1967, HOK's Gateway Tower and Equitable Building completed in 1968 and 1971 respectively, and of course the centerpiece of St. Louis's riverfront, Eero Saarinen's monumental Gateway Arch completed in 1965.

Background – Twentieth Century Assessment of St. Louis

Touted as the nation's "Fourth City" at the end of the nineteenth century, St. Louis and its commerce, with the bulk of its commercial activity outstretched from the riverfront and encompassing the downtown core, continued to see a boom period into the early

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1900s. The promise of the 1904 Louisiana Purchase Exhibition in and adjacent to Forest Park was reinforced as an unprecedented 20 million visitors came to the city; encourage by the Fair, residential development occurred in proximity to Forest Park and beyond the City Limits in areas such as Clayton and University City.¹ New apartment buildings rose along Lindell and Kingshighway Boulevards and new city neighborhoods were established from former undeveloped common grounds. But even though parts of the city were seeing new construction and enhancements of public infrastructure the opposite was occurring in the downtown core—especially into the period leading to and encompassing the Great Depression. In the twenty years between 1887 and 1906 at least 75 office buildings (over five stories) were built in downtown St. Louis; in stark comparison in the following period up to 1930 less than half of that number were constructed.² Until the Depression, St. Louis' industry and commerce grew substantially and the city led such industries as brewing, brickmaking, stove making, and shoemaking; with such diversity St. Louis managed to stay afloat of financial panics more successfully than other cities.³

In an effort to implement a rational methodology to solving the city's problems, the St. Louis Board of Aldermen formed a City Plan Commission in 1911 and by 1918 the city passed its first zoning ordinance.⁴ Declared unconstitutional by the Missouri Supreme Court in 1923-the ordinance was ultimately revised and legalized in 1926.⁵ Reporting on the unchecked development which occurred in between those years, the City Plan Commission published a report in 1926 on the "Ten Years Progress on the City Plan of St. Louis" where it stated:

"The larger city is at best an inefficient and uneconomical structure, increasingly so as the city increases in size. We can no longer ignore the

¹ St. Louis City Plan Commission. "St. Louis Development Program." June 1973, page 10.

² John D. Randall. "The Art of Office Buildings, Sullivan's Wainwright and the St. Louis Real Estate Boom." (Springfield, Illinois: Ford Printing, Inc., 1972)

³ St. Louis City Plan Commission. "St. Louis Development Program." June 1973, page 11.

⁴ Ibid. *1918 Zoning Plan for St. Louis*. Published January, 1918. This planning document was issued as a preliminary statement of motives that would guide the City Plan Commission in preparing a zoning ordinance for the city and advocated the importance of zoning. It was argued that by implementing such an ordinance, the city could regulate haphazard growth, control the height and area of buildings, the uses of properties, and the character of all building developments within the city.

⁵ Ibid. *1926 Zoning Ordinance of the City of St. Louis, Missouri*. Published May 26, 1926. This document is ordinance #35003 and included a height and area map as well as a use district map. In addition, under the police powers of the city, developments, improvements, and demolitions would be implemented in order to promote the health, safety, morals, and general welfare of the city. This ordinance also defined the newly imposed use districts including: residence, multiple dwelling, commercial, and unrestricted districts in addition to establishing non-conforming use and height and area districts.

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economic and social problems of the great city. St. Louis has not yet reached the point where it has been overwhelmed by these problems...It is not yet too late for city planning in St. Louis."⁶

Consideration of the types of uses within the city and an assessment of the condition of dwelling units led into the 1930s on a shift of attention to the social problems the city faced. Housing conditions, vacant properties, welfare issues, homeownership ratios, literacy, economic well-being, and other issues were studied in depth. In an effort to address these valid concerns, by 1936 the City Plan Commission endeavored to establish an urban land policy that would address zoning, nuisances, enactment of housing standards, and the revision of zoning regulations.⁷ A number of subsequent city plans and studies continued into the 1950s culminating in a *Comprehensive Zoning Ordinance* approved in April of 1950, a 1956 *Land Use Plan*, and two studies in 1958 assessing space usage in the central business district and downtown in general. The purpose of the *Central Business District Space Use Study*⁸ was in essence to evaluate the assets and the defects of the Central Business District in order to understand why it declined between 1931 and 1955. Research into building development in this area shows that between 1930 and 1960 there was a total decline of building in the downtown core.⁹

It was however in the 1958 *Downtown Land Use Study* that the City Plan Commission explained that through urban renewal, that the City could offer decent and plentiful parking, spaces for cultural and educational activities, tourism, recreation destinations and new office spaces, which in turn would stimulate economic stability as well as an enticement for new and continued investment in the City. Specifically the study specified a number of potential locations for urban renewal projects—the most vital being the area facing the site of a proposed Memorial on the riverfront¹⁰ and included

⁶ St. Louis City Plan Commission. "St. Louis Development Program." June 1973, page 13

⁷ St. Louis City Plan Commission. "Urban Land Policy." Published October 22, 1936, St. Louis. The report was undertaken in response to significant negative trends in the City of St. Louis. It was designed in order to preserve population, land values and development within the city limits. Three major trends were occurring at the time: population movement out of the city, a decrease in land values and an increase in building demolition.

⁸ St. Louis City Plan Commission. "1958 Central Business District Space Use Study." Published March 1958.

⁹ John D. Randall. "The Art of Office Buildings, Sullivan's Wainwright and the St. Louis Real Estate Boom." (Springfield, Illinois: Ford Printing, Inc., 1972)

¹⁰ Plans to create a monument on the site of the original village of St. Louis began earlier in 1933 and by 1942 nearly 40 city blocks of buildings had been demolished. Architect Eero Saarinen won the national competition for the design of the monument in 1948 but contracts to build the structure were not issued until 1959. The Gateway Arch was completed in 1965.

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blocks north and south along Fourth Street and Broadway (Figure 8 below illustrates the conditions of the downtown and riverfront areas up to 1930).

Figure 8: Aerial View of St. Louis Riverfront and downtown, circa 1930. Source: Missouri Historical Society Photographic Archives.



Land had already begun to be cleared in an earlier effort to renew the downtown riverfront in conjunction with the 1933 Plan for the Central Riverfront.¹¹ Inspired in the early 1930s by prominent St. Louis attorney Luther Ely Smith and his idea for a memorial to be located on the site of the founding of the city, a bond issue was passed in 1935

¹¹ St. Louis City Plan Commission. *A Plan for the Central Riverfront*. Published June 1, 1933. This plan was a revised publication of the original 1928 "A Plan for the Central Riverfront" and was developed in hopes of revitalizing the riverfront. The plan consisted of creating, widening, and paving associated streets as well as providing direct connections to the bridges. The plan most importantly set up the process and implementation of the acquisition of riverfront property and general beautification of the riverfront area.

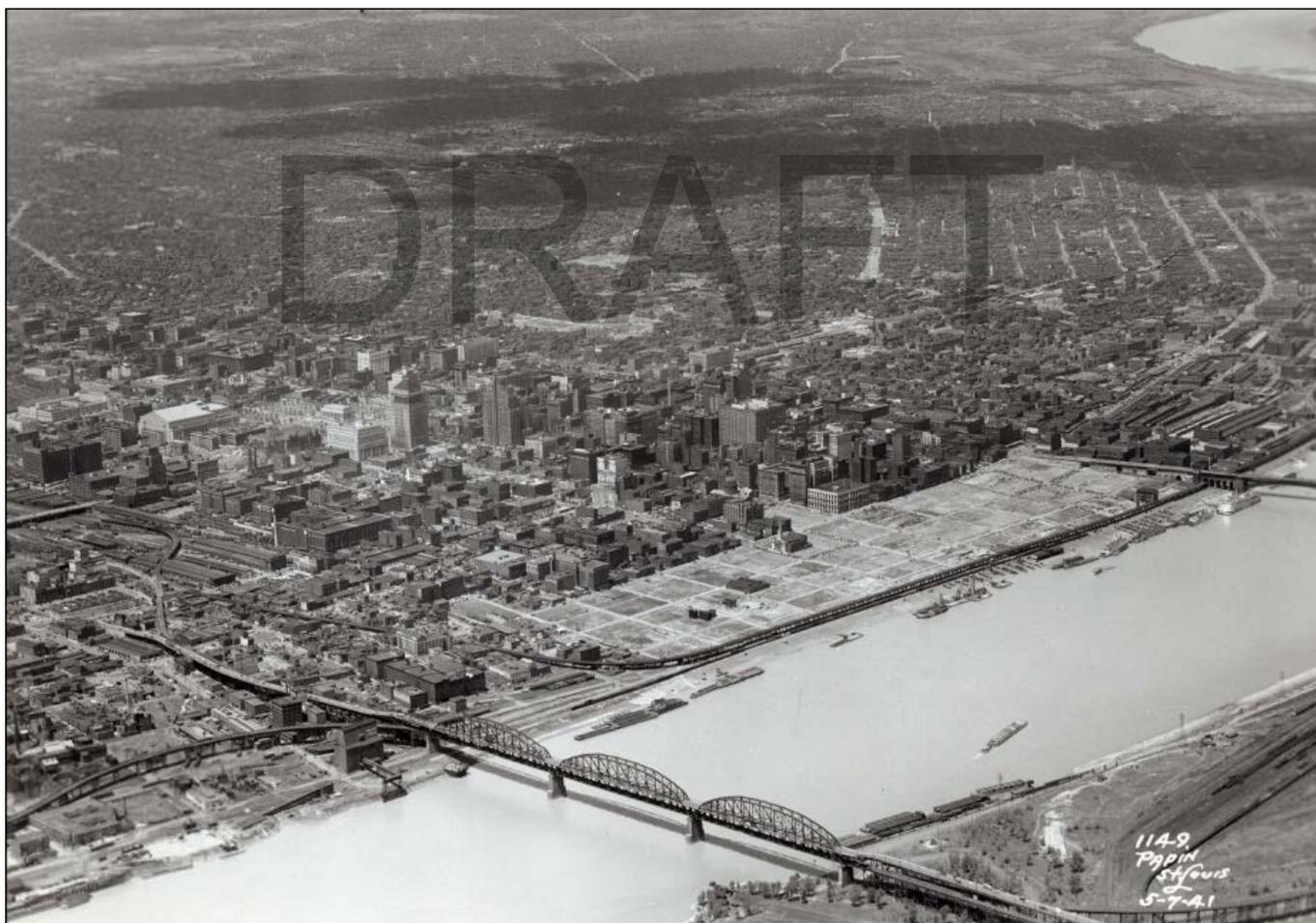
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where nearly 90 acres of land encompassing some 37 city blocks was acquired.¹² Implementing the 1936 *Urban Land Policy*, demolition of the underutilized and deteriorating riverfront commercial buildings continued. Full land clearance was achieved in the blocks facing the riverfront and including Broadway and Fourth Streets with the exception of the 1834 Basilica of St. Louis (AKA Old Cathedral) standing at Walnut Street and Memorial Drive (Figure 9 illustrates the land clearance nearly complete).

Figure 9: Aerial View of St. Louis Riverfront and downtown, circa 1941. Source: Missouri Historical Society Photographic Archives.



¹² Betsy Bradley. "Historic Contexts St. Louis: The Gateway Years, 1940 – 1975." In "Thematic Survey of

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A Federal effort to assist cities with redevelopment projects occurred in 1949 under *Title I Urban Redevelopment*. In St. Louis these programs were handled by the Land Clearance for Redevelopment Authority (LCRA) which was created by the Board of Alderman in 1951. The LCRA used federal funds to buy and clear land in the city after which vacant lots were then sold to a developer with a redevelopment plan. A number of public housing complexes were constructed in St. Louis city under this plan. Blighted areas such as Mill Creek Valley, Kosciusko, the West End, and the Grandel areas were also redeveloped with new housing and businesses, as well as improved infrastructure between 1958 and 1970.

Elaboration - Civic Center Redevelopment

Federally-assisted projects continued throughout the city however now—perhaps more than decades previous—saw great strides in enlisting private investment for city regeneration. One such proposed project included a downtown sports stadium complex. Proposed to the St. Louis Chamber of Commerce in 1958 by LCRA executive director Charles L. Farris, he proposed that the project would a non-Federally assisted effort and that it could be achievable solely through private investment. This “Downtown Sports Stadium Redevelopment Project Area” was subsequently approved by the Board of Alderman in 1960.¹³ The project occupied a blighted 80 plus-acre site west of the riverfront and was to include several new office and business buildings, a hotel, new housing, adequate new parking facilities, and entertainment destinations (Figure 10 on the next page shows the downtown design and placement of the proposed new structures; each of which was completed by the time of the 1973 source it was illustrated within).

To ensure its success and efficiency, a Civic Center Redevelopment Corporation (CCRC) was formed to carry out the private owner-developer role in accordance with the state’s Urban Redevelopment Corporation Law.¹⁴ Within just two years by 1962, the local business community, labor leaders, and bankers helped to raise enough local equity necessary to carry out the plan. In response, the city passed a bond issue that would cover the expenses for the area’s public infrastructure improvements. The

Midcentury Modern Movement Nonresidential Architecture, 1945 – 1975, in St. Louis City.” Page 9.

¹³ St. Louis City Plan Commission. *Saint Louis Development Program*. (St. Louis: City Plan Commission, 1973), page 23.

¹⁴ Ibid. Missouri Urban Redevelopment Corporation Law or Chapter 353, Missouri Revised Statutes and City Ordinances 49583 and 46474. This law was a major force in the renewal of the city as it offered private investors and developers incentives to clear blighted areas and construct office structures, stores, industrial plants, and homes on a large scale. Property tax abatements were offered as part of the plan.

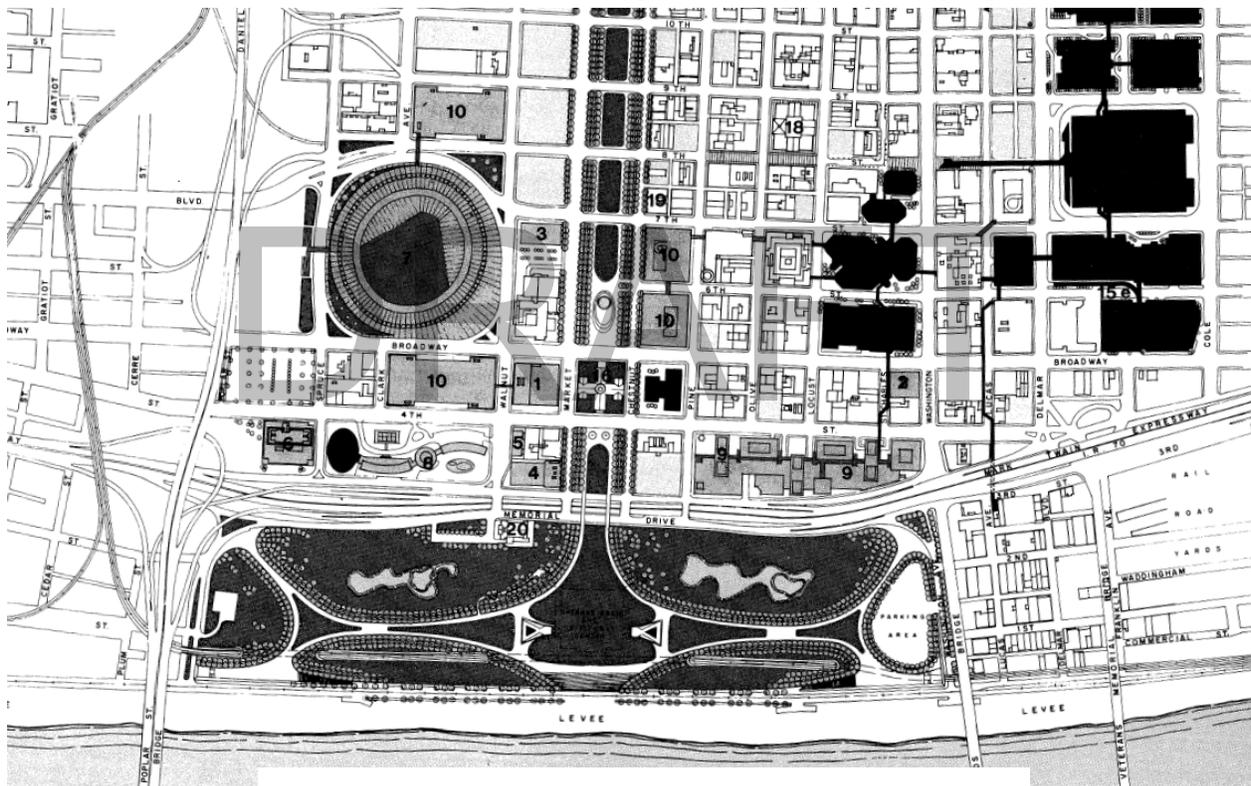
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estimated \$109 million "non-Federally assisted project" included the original Stadium completed in 1966 (since demolished), parking garages near the Stadium, PET Inc.'s national headquarters at 400 South Fourth Street (NRHP listed 10-19-2004), the Equitable and American Zinc Buildings, and Kiener Memorial Fountain & Plaza, to name a few.

Figure 10: Illustrates the Civic Center Redevelopment Corporation buildings completed in items 1-10 as well as new construction planned including the Stouffer's proposed addition and construction of the convention center complex. Source: St. Louis City Plan Commission "St. Louis Development Program." June of 1973, page 127.



GRAPHIC S-15: A strong Central Business District serves to insure a balanced economic base while new and proposed developments serve as an inspiration to other phases of our economy and reinforces the confidence of the residents in the viability of the City.

Buildings Constructed Utilizing Chapter "353"

- | | |
|---------------------------|---------------------------|
| 1 Equitable | 6 Pet Inc. |
| 2 500 Broadway | 7 Stadium |
| 3 First National Drive-In | 8 Stouffer Riverfront Inn |
| 4 Gateway Tower | 9 Mansion House |
| 5 American Zinc | 10 Stadium Garages (4) |

Developers could receive tax exemptions if they used the sites that were cleared under federally-assisted urban renewal programs.

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Documented in its *Annual Report of 1965*, Downtown St. Louis Inc. illustrated the increased development activity already completed as well as proposed projects in downtown including new residential structures, hotels and motels, office buildings, new retail, entertainment and recreational destinations, dining facilities, and of course the new parking garages to support the new growth. The Bel-Air East Motor Hotel (1963), the Downtowner Motor Inn (1964), and an addition to the Warwick Motel (1965) would soon be complimented by additional structures providing a variety of uses. During this period other important projects were contemplated for the blocks facing the riverfront and memorial site. Flanking the north side of the new Gateway Arch and set back to the west was Schwarz & Van Hoefen's Mansion House Center which started construction in 1964. Proposed to flank the coveted south side would be a new hotel complex—but as the first new riverfront hotel and conference center to be built along the city skyline, it would have to combine the most contemporary architectural design with modern hotel efficiency. This hotel, originally proposed as the Mayfair Riverfront Inn (Figure 11) was scheduled to open in 1966 and it exceeded the city's expectations.¹⁵

Figure 11: Proposed new downtown hotel. Source: Downtown St. Louis Inc. "Seventh Annual Report 1964/1965." Published June 1965.



¹⁵ Downtown St. Louis Inc. "Seventh Annual Report 1964/1965." Published June 1965.

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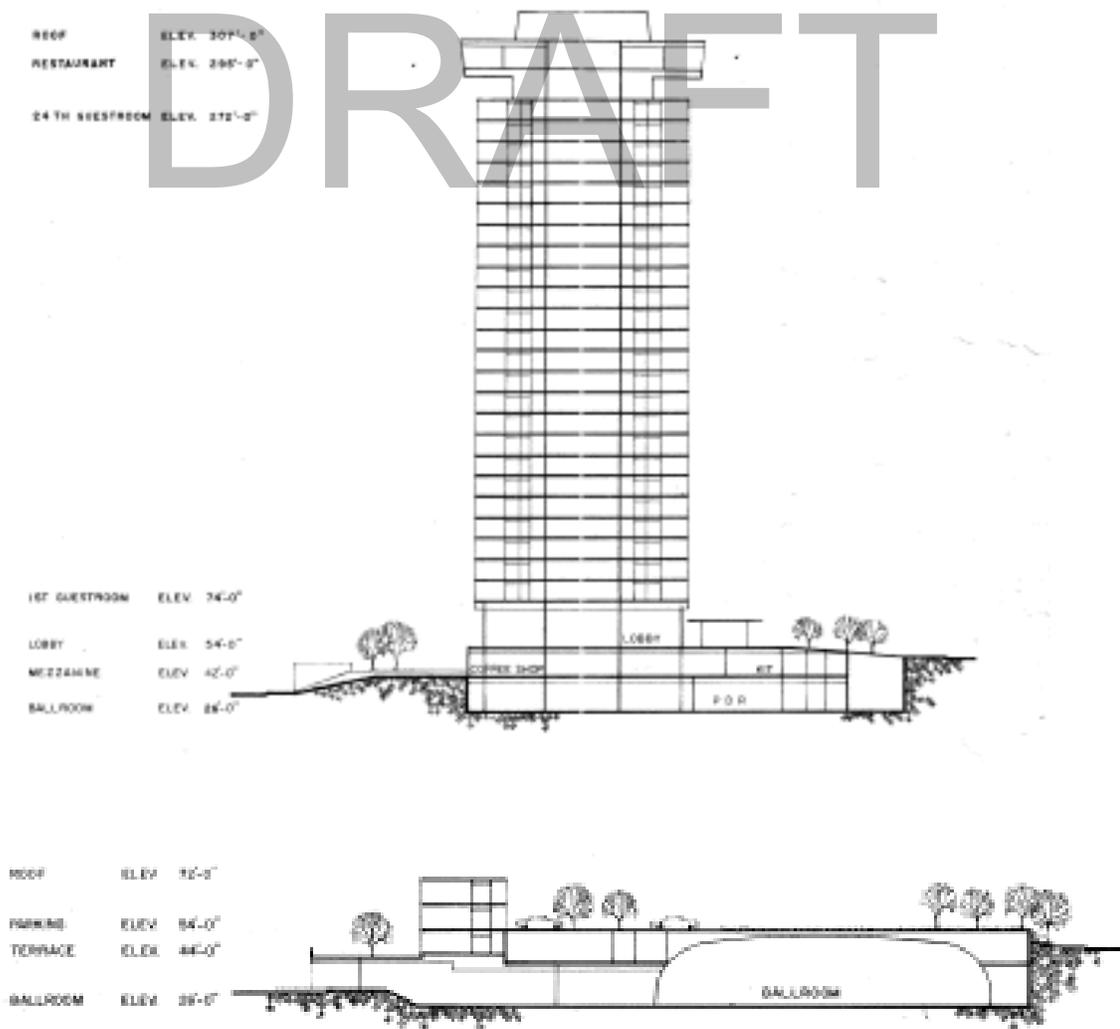
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Building the Mayfair/Stouffer Inn

Calling on the prominent master hotel designer and New York architect William B. Tabler (FAIA), the owner and developer Civic Center Redevelopment Corporation (CCRC) in association with the Mayfair hotel chain, received a preliminary set of design drawings for a contemporary hotel complex adjoining the St. Louis riverfront in April of 1964. Planning the hotel complex required meeting the expectations of the earlier city planning documents between 1926 and 1958, and especially the 1958 *Downtown Land Use Study* which addressed the need for urban renewal via facilities such as the new hotel.

Figure 12: Original proposed design concept for Mayfair. April 1964. Source: Millennium Hotels Archives, St. Louis hotel location at 200 S. Fourth St. Top shows the section through the tower; bottom shows section through the ballroom.



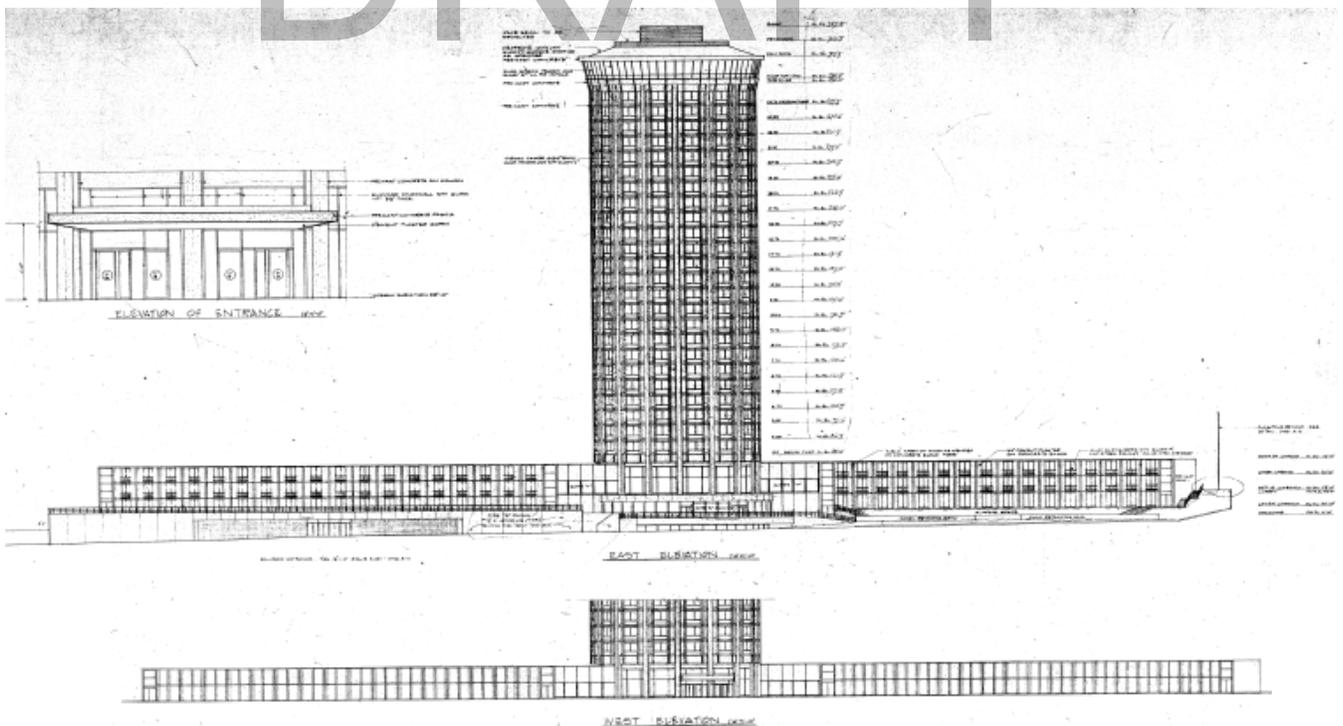
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In June of 1966, Tabler sealed the construction plans for the multi-story, round columnar hotel structure with radiating "S" shaped "cabana" wings, an underground ballroom, and site enhancements including paved patios, pools, a fountain, and other amenities (See Figure 13). The complex was to be constructed on a high-profile site within the context of the newly completed Gateway Arch and renewed downtown riverfront. The City of St. Louis Building Division issued permit # C7559 to the CCRC and Mayfair for the Mayfair Riverfront Inn on October 11, 1966; the description on the permit specified a 31-story (included stories underground) tower with a pair of one and two-story cabanas, with irregular dimensions. Consulting mechanical engineers Jaros, Baum & Bolles with structural engineer Wayman C. Wing—both of New York—partnered with St. Louis engineers/architects Sverdrup & Parcel and Associates and Schwarz & Van Hoefen as Associate Architects to complete this essential component of the CCRC plan.¹⁶ A mortgage issue on closing ensued with Mayfair and ultimately the hotel ended up being built for Stouffer's.

Figure 13: Construction Plans as revised and designed by William B. Tabler and team. Source: Millennium Hotels Archives, St. Louis hotel location at 200 S. Fourth St.



¹⁶ Ultimately Ray M. Dilschneider, Inc. (Ray E. Dilschneider President) became the General Contractor for the construction, The Equitable Life Assurance Society of the United States (James F. Cates, Jr. Chairman of the Board) provided the financing, and Clarence M. Turley acted as Real Estate Consultant.

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During construction a new *St. Louis Riverfront Development Plan* was published in 1967. Extending the full riverfront from the River Des Peres to the south of the city up to the northern corporate limits, this plan sought to beautify several key areas of the city with park and recreational facilities with views of the river.¹⁷ An unmatched view of the improved riverfront could be seen from atop the completed hotel nearly five years after the initial design concept was on the drawing table. Stouffer's Riverfront Inn was opened and dedicated on April 5, 1969. Commissioned by the CCRC,¹⁸ the property was developed and owned by the CCRC and leased to the St. Louis S. I. Company and Stouffer Restaurant-Inn, a division of Litton Industries (James J. Cohee, manager).

Completed in 1969 using "353" development techniques in accordance with the state's Urban Redevelopment Corporation Law¹⁹ the building shared this distinction with the Mansion House (1965), the Gateway Tower (1966), the original Busch Stadium (1966-since demolished), the Equitable Building (started 1969), the American Zinc (1967-NR listed 5-4-1998), the Stadium garages (1966), Pet Inc. (1969- NR listed 10-19-04), First National Drive-In, and 500 Broadway (1970): these buildings shared the skyline flanking the Gateway Arch (NHL listed 5-28-1987) as a symbol of the prosperity of St. Louis. (Figure 14 A shows the completed Arch, Stadium, parking, and Stouffer's as well as other famous structures which became icons of St. Louis in the decades to follow; Figure 14B is a detail of the completed Stouffer's.)

A week prior to the opening on March 30, 1969, the *St. Louis Post-Dispatch* dedicated an entire section of its Sunday magazine to Stouffer's new hotel flaunting "High Life Returns...to a Gay Quarter of the Carriage Days." Slated for a gala opening on April 5, 1969, newspaper reporter Neil Gross exclaimed "as the revolving restaurant atop Stouffer's Riverfront Inn starts to rotate next week...a cycle of local hotel history will come full turn." Comparing it to the lavish opening of the second Southern Hotel nearly a century before (since demolished), Gross stated that this new \$12,000,000 convention

¹⁷ St. Louis City Plan Commission. *St. Louis Riverfront Development Plan*. Published 1967. The basic objective of the plan was to maximize the potential use of the riverfront as an industrial, residential, and recreational center.

¹⁸ CCRC members included: President James P. Hickory, Chairman of the Executive Committee Preston Estep, Executive Vice President O. O. McCracken, Vice President John Fox, Vice President Morton D. May, Vice President Richard A. Meyer, Director of Operations Glennon J. Walsh, Treasurer John E. Taylor, Jr.

¹⁹ Missouri Urban Redevelopment Corporation Law or Chapter 353, Missouri Revised Statutes and City Ordinances 49583 and 46474. This law was a major force in the renewal of the city as it offered private investors and developers incentives to clear blighted areas and construct office structures, stores, industrial plants, and homes on a large scale. Property tax abatements were offered as part of the plan. Developers could receive tax exemptions if they used the sites that were cleared under federally-assisted urban renewal programs.

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complex would reinvent the old quarter as “a center of social activity.”²⁰ About 1,000 civic leaders, businessmen and women, and socialites were invited to the opening which began within the underground ballroom—accessed via an escalator from the original Stadium Park East Garage at the west side of Fourth Street, the site of the old Southern. Passage underneath Fourth Street and into the hotel—a 30-story tower topped by a revolving restaurant with three-story, “S” shaped wings at its base—allowed its distinguished guests safe entry into the complex.

Figure 14a: A view of the downtown and riverfront area, 1969. Source: Missouri Historical Society Photographic Archives.



²⁰ Neil Gross. “High Life Returns...to a Gay Quarter of the Carriage Days.” *St. Louis Post-Dispatch*. Sunday Magazine. March 30, 1969, page 5.

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Figure 14b: A detail view of the downtown and riverfront area showing the completed Stouffer's, 1969. Source: Missouri Historical Society Photographic Archives.



A key feature of the new hotel was its revolving restaurant which was located at the top story. Only five other similar structures had been built previously nationwide including the Hilton Hotel in St. Paul Minnesota,²¹ the Space Needle in Seattle Washington, the Regency Hotel in Atlanta Georgia,²² the Holiday Inn at Chicago's Lake Shore Drive,²³ and Pier 66 in Fort Lauderdale Florida.²⁴ Designed and constructed by Macton Machinery Company, Inc., of Stamford, Connecticut in 1968, this mechanical wonder offered unparalleled views of the river and St. Louis city achievable via a one-hour long, 360 degree rotation over 300 feet above the ground.²⁵ No doubt an

²¹ Now Crowne Plaza Riverfront Hotel and still operational.

²² Now Hyatt Regency. This restaurant was the first to be designed by John Portman in 1967; the hotel was also Portman's first atrium hotel.

²³ Since closed.

²⁴ Now Hyatt Regency.

²⁵ A bronze plaque that was originally located in the restaurant and currently stored in the building is inscribed "Revolving Platform designed and constructed by Macton Machinery Company, Inc., Stamford,

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element of the success of the complex and the fulfillment of the CCRC to create a destination that both tourists and local St. Louisans would frequent; the restaurant would spin for over another four decades providing lasting memories for countless individuals until closing in January of 2014.

Figure 15: A detail of the completed Stouffer's from the Gateway Arch, 1969. Source: Missouri Historical Society Photographic Archives.



Connecticut. Outside diameter 96 ft. 8 in.; inside diameter 76 ft., 3 in.; one revolution in 60 minutes; gross weight 63,782 lbs., ¾ HP motor, November 1968."

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It was claimed that the Stouffer's revolving restaurant was loosely based on the Seattle Space Needle and it was comprised of a stationary central floor with a ten foot outer ring capable of rotating 360 degrees each hour.²⁶ The moving portion of the restaurant was constructed with a structural steel frame and wooden deck with hatches cut to provide access to the mechanical equipment underneath. According to the report, large nylon wheels vertical to the floor and placed on tracks supported the framework; a total of 90 wheels were installed at the outer ring of track which had a diameter of a little over 96 feet with an additional 60 placed along the inner track which was 20 feet less.²⁷ Spatially-challenged waiters were cautioned according to a quote by the general manager James J. Cohee: "It takes a while for waiters to get accustomed to it...they take the order, then come back a few minutes later and the table, customers and everything have moved to another location."²⁸ Touted in 1968 as the "shortest, most time-consuming ride in the St. Louis area," the restaurant continued to revolve until closing in 2014.

Business soared into the early 1970s with tourists, vacationers, diners, and conference attendees enough that an expansion and modernization of the hotel was necessary. In 1972, designs for a tower addition to the original structure were on the drawing table. By August of 1975, Stouffer's opened its new \$10,000,000, ten-story tower with dramatic atrium court located to the south of the original hotel and attached to the cabana wing. Adding an additional 400 rooms to the original tower's 384 and the wing's 102 rooms, the enlarged Stouffer's complex was viewed by CCRC President O. O. McCracken as "a model of what private enterprise can achieve for the nation's deteriorating cities with the help of its citizens, businesses and local government."²⁹ Intensifying St. Louis as a convention city, Stouffer General Manager Peter Lorusso stated that with the expansion and modernization of the complex, national attention was garnered with more than \$4 million in new business already booked post-1975.³⁰

The 1970s also saw a number of other redevelopment projects that continued to add to the life and economy of downtown St. Louis and it was touted that "St. Louis was on the threshold of complete revitalization" and that "private developers have invested nearly half a billion dollars in new construction and major renovation downtown since

²⁶ St. Louis Post-Dispatch. "Restaurant Building Long Ride Nowhere." February 18, 1968, no page number. From Missouri Historical Society "Hotels, Taverns, Restaurants" scrapbook, volume 2, page 69.

²⁷ Ibid. The wheels actually remained stationary as the tracks they ran on were affixed to the framework and moved with it.

²⁸ Ibid.

²⁹ Ted Schafers. "New \$10 million Stouffer opening. *St. Louis Globe-Democrat*. August 15, 1975.

³⁰ Ibid.

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1960.”³¹ The new vision of St. Louis after 1960 through the revitalization of the riverfront also coincided with contemporary architectural expressions of which the Stouffer's Riverfront Inn holds an important position; the hotel quickly became a chief element of the St. Louis skyline and today remains a visual icon of the city. But this presence could have not been achieved without the forward-thinking design philosophy of hotel architect William B. Tabler.

Architect William Tabler

William Benjamin Tabler was born in Momence, Illinois on October 28, 1914 and was educated at Harvard College where he received a B. S. degree in 1936. Attending the Harvard Graduate School of Design, Tabler received a Bachelor degree in Architecture in February of 1939 and his Master's in Architecture that same year in June.³² It was at Harvard where Tabler “benefited from exposure to two worlds: the vestiges of the Beaux-Arts traditions—transformed into art deco and the streamlined designs of art modern—and the austerity and rigor of the modernist architecture coming from Europe.”³³

Tabler and fellow architecture students Robert B. Murphy and Paul F. Schelp presented a ground-breaking collaborative project in 1939 for a housing project and recreational park in South Boston, Massachusetts—it was this project that guided Tabler's later philosophy of designing minimal within the extraordinary. The group was inspired by Walter Gropius's 1931 design for mass housing (AKA “Zeilenbau”) and included a series of ten-story high apartment buildings with flat roofs. An interesting component of their plan was that the buildings provided nominal habitable spaces for their occupants; reduction of the overall density of the buildings was achieved by designing single-loaded corridors with apartments at the opposite side (See Figure 16). It was these early schemes that foreshadowed the mass housing to follow—for the flat-roofed apartment slab became an icon for mass housing in the post-war era.³⁴ It was also this concept that would influence Tabler in his later hotel designs.

Tabler was first professionally hired as an architect with the Chicago firm of Holabird & Root upon graduation in 1939 to 1943 where he worked on his first big hotel project—

³¹ “Downtown St. Louis: Unparalleled Opportunity, CBD 353 (AKA “Center of the Nation”).

³² George S. Koyl, editor. “American Architects Directory.” (New York: R. R. Bowker Company and the American Institute of Architects, 1955), page 549.

³³ Anthony Alofsin. “The Struggle for Modernism: Architecture, Landscape Architecture, and City Planning at Harvard.” (New York: W. W. Norton & Company, 2002). Page 145.

³⁴ Ibid. Page 154.

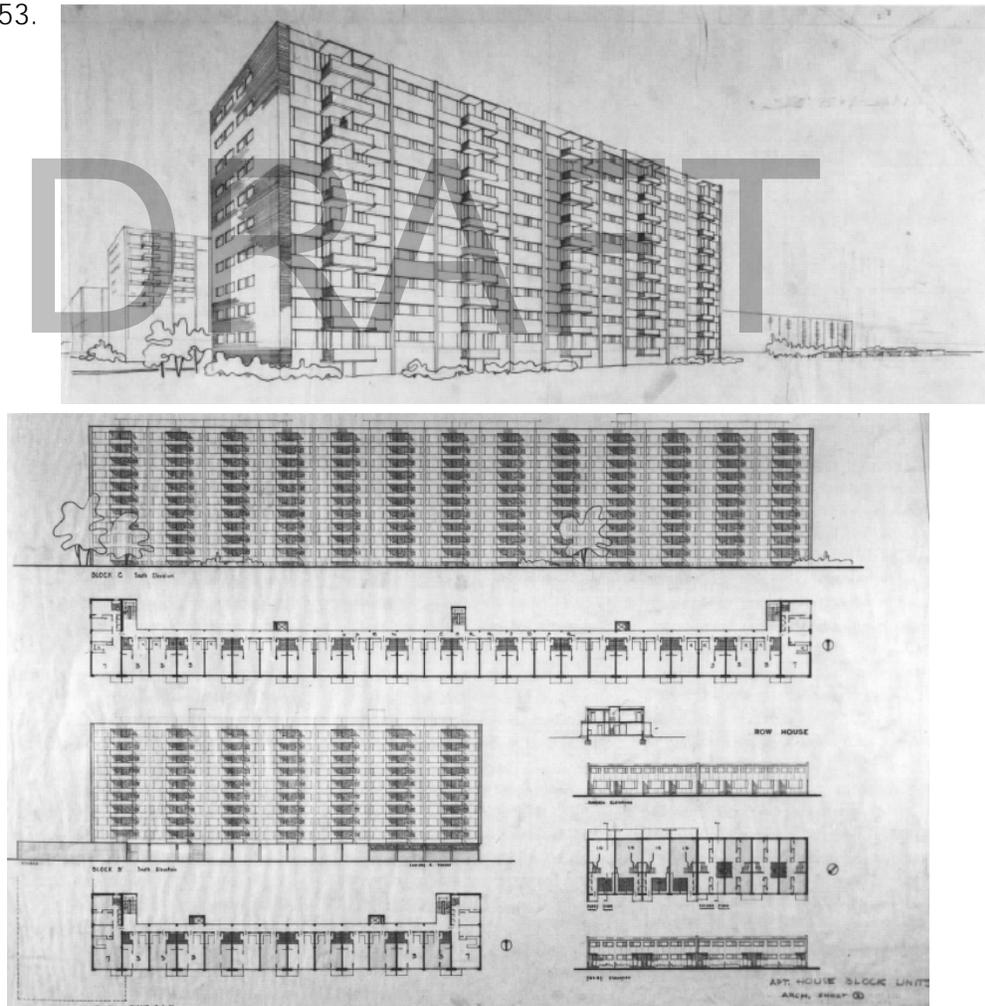
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the 1,000 room Statler Hotel in Washington.³⁵ It was this firm which was credited with planning the first new group of hotels to be built after two decades of depression and war; staff architects William Tabler and Richard E. Smith developed studies demonstrating that advanced technology would make hotels more viable and would thus affect the evolution of hotel architecture altogether.³⁶

Figure 16: Apartment house block for South Boston housing project and residential park. Group 3 architects: William B. Tabler, Robert B. Murphy and Paul F. Schelp, 1939. Source: Anthony Alofsin. "The Struggle for Modernism: Architecture, Landscape Architecture, and City Planning at Harvard." (New York: W. W. Norton & Company, 2002). Page 153.



³⁵ David W. Dunlap. "William B. Tabler Sr., Architect of Hotels, Dies at 89." *New York Times*. February 10, 2004. The hotel still stands and is known as the "Capital Hilton."

³⁶ Walter A. Rutes, Richard H. Penner, and Lawrence Adams. "Hotel Design: Planning and Development." (New York: W. W. Norton & Company, 2001).

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William Tabler, "an articulate observer of the efficiencies of Modern architecture"³⁷ trained as a civil engineer and as a construction officer in the Navy between 1943 and 1946. It was in 1946 when he began his own firm in the name of William B. Tabler and subsequently was appointed as the head of Statler Hotel's in-house architecture department.³⁸ Tabler thought very deeply about building and economy and this combination would guide his work until his death.

In a provocative interview with the *Architectural Record* in April of 1958, Tabler elaborated on the "Economic Facts of Life About Hotel Design."³⁹ He expounded that distinct from most typical business enterprises, hotels made their profits from the building itself. Operating on an inherently minor profit margin, hotels needed to provide lodging, food, and if possible—entertainment. Tabler calculated that on an average profit ratio that hotels made 70% of their income on rooms and the remainder on liquor and rental space (i.e. conferences); a 0% profit was realized on food.⁴⁰ Considering the implications of this data, Tabler retorted that 65% of the cost of constructing a hotel building went into the public and service areas and 35% went into the rooms. This calculation affected Tabler's plan and design for hotel and motel facilities to follow and he realized that the zero profit areas (later interior atriums for instance) must be present in order to draw a clientele. In support of Tabler's definition of a successful hotel, he established several innovative rules of design that would guide hotel construction moving forward. Such ideals included: 1. that the room construction cost should not exceed \$1,000 per \$1.00 average room rate; 2. that the cost of the land should not exceed 10% of the building cost; 3. that the number of necessary employees should not exceed the number of rentable rooms; and finally 4. that the bedroom areas should be at least slightly larger than the public and service areas; Tabler confirmed that a commercial hotel must contain at least 1,000 rooms in order to achieve a profit.⁴¹ Further, Tabler ensured that if a hotel owner followed his

³⁷ *Architectural Record*. "Developing a Hotel: Clients and Finances Have Changed." Number 155, May 1974, pages 146-47.

³⁸ George S. Koyl, editor. "American Architects Directory." (New York: R. R. Bowker Company and the American Institute of Architects, 1955), page 549. The *Directory* included as his principal works: the Statler Center in Los Angeles, 1952; the architect associated with Holabird, Root & Burgee for the Hartford Connecticut Hotel Statler in 1954; the Dallas, Texas Statler Hilton Hotel in 1955; and as the consulting architect for Webb & Knapp on the Hotel Denver, Colorado.

³⁹ *Architectural Record*. April 1958, vol. 123, no. 4 (Concord, NH: F. W. Dodge Corp.). Page 204.

⁴⁰ *Ibid*.

⁴¹ *Ibid*. Additional confirmation of necessity of 1,000 rooms comes from an earlier study of the general Statler chain in *Architectural Forum*. "Bill Tabler's hotel boom." Vol. 107, no. 1, July 1957, pages 114-121.

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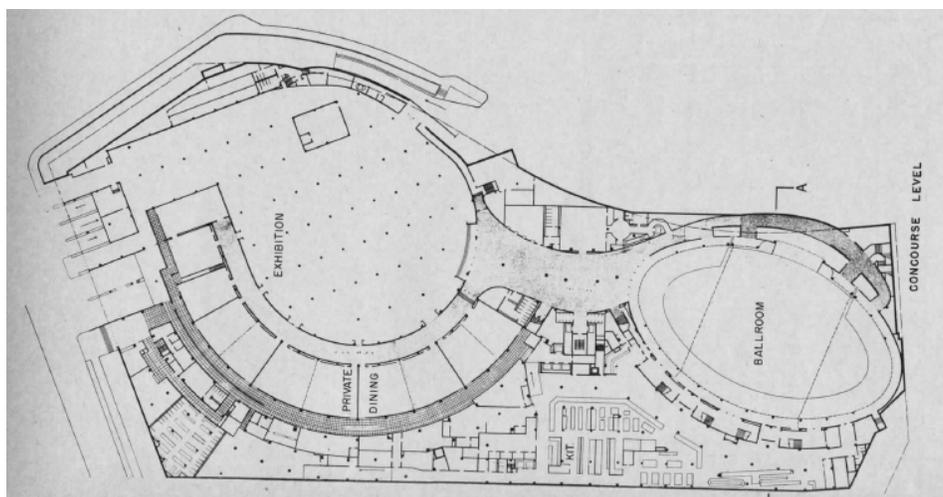
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specifications for hotel design that the owner would break even at 60 to 65% occupancy.⁴²

About the time of his St. Louis commission for the Mayfair (later Stouffers Riverfront Inn), Tabler was hired to design a new Hilton hotel in Washington, DC. Complete with 1,250 rooms, Tabler took into account all that he had learned about hotel design but took a new turn in design by again breaking away from the flat plain of the wall. The design resulted in something more playful and interactive when completed in 1965. Potentially inspired by his 1964 design for the St. Louis hotel, Tabler also included an underground ballroom with exhibition and multi-use spaces while providing hotel guests with a memorable experience (see Figure 17).

Figure 17: Details of the Washington Hilton completed in 1965 as featured in the *Architectural Record*, July 1965, pages 143 and 148.



⁴² Annabel Jane Wharton. "Building the Cold War: Hilton International Hotels and Modern Architecture."

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Tabler approached the St. Louis hotel armed with these insights with one exception—a shift from a box or slab building (or curved box like the Washington Hilton) to a design comprised of a slender column with rooms radiating from a central core—designed not only for efficiency but for aesthetics as well. Unique for Tabler and especially distinctive on the St. Louis skyline, the Stouffer's Riverfront Inn quickly became a hotel for illustrating what can be accomplished in such a structure and was seen as a representative model that would influence future urban hotels. The building was featured in architectural publications such as the *Architectural Record* and *Architectural Review* as one of Tabler's most successful projects. While offering every visitor a unique visual experience of the St. Louis downtown, the buildings other functions were placed at ground and below ground levels in keeping with his design philosophy (and dealing with labor costs as well as profit squeeze).

In the year 1968 while the building was nearing completion (minus the revolving restaurant) its below-ground facilities were described in a section by Tabler in the *Architectural Record's* "Building Types Study 386." In it, Tabler stated that "a hotel is a single-structure city, where thousands of people are housed, fed and entertained, whose space must be rented out every night and whose structure must turn a profit for its owners."⁴³ Classifying the "in-city hotel" as an expensive operation in contrast to the more casual motor hotels (AKA motels), Tabler continually sought ways in which the owner might see a profit. Tabler also saw how St. Louis needed a new riverfront hotel not only to help "stabilize the downtown business areas but also as attractions to the traveler's pocketbook."⁴⁴

Tabler elaborated that civic groups interested in reenergizing their downtown districts needed to include a new hotel as well as consider its location for convention facilities. He discussed his new St. Louis Stouffer's as a convention hotel and explained the importance of providing a ballroom and other gathering spaces but to plan their location carefully (Figure 18); his St. Louis project included an 18,500 square foot ballroom that could be divided by movable walls and also provided 10,000 square feet for exhibition spaces and private dining areas.

(Chicago: University of Chicago Press, 2001). Pages 182-183.

⁴³ William B. Tabler. "New Forces at Work on the In-City Hotel." *Architectural Record*. (New York: McGraw-Hill, Inc., volume 144, number 1, July 1968). Page 138.

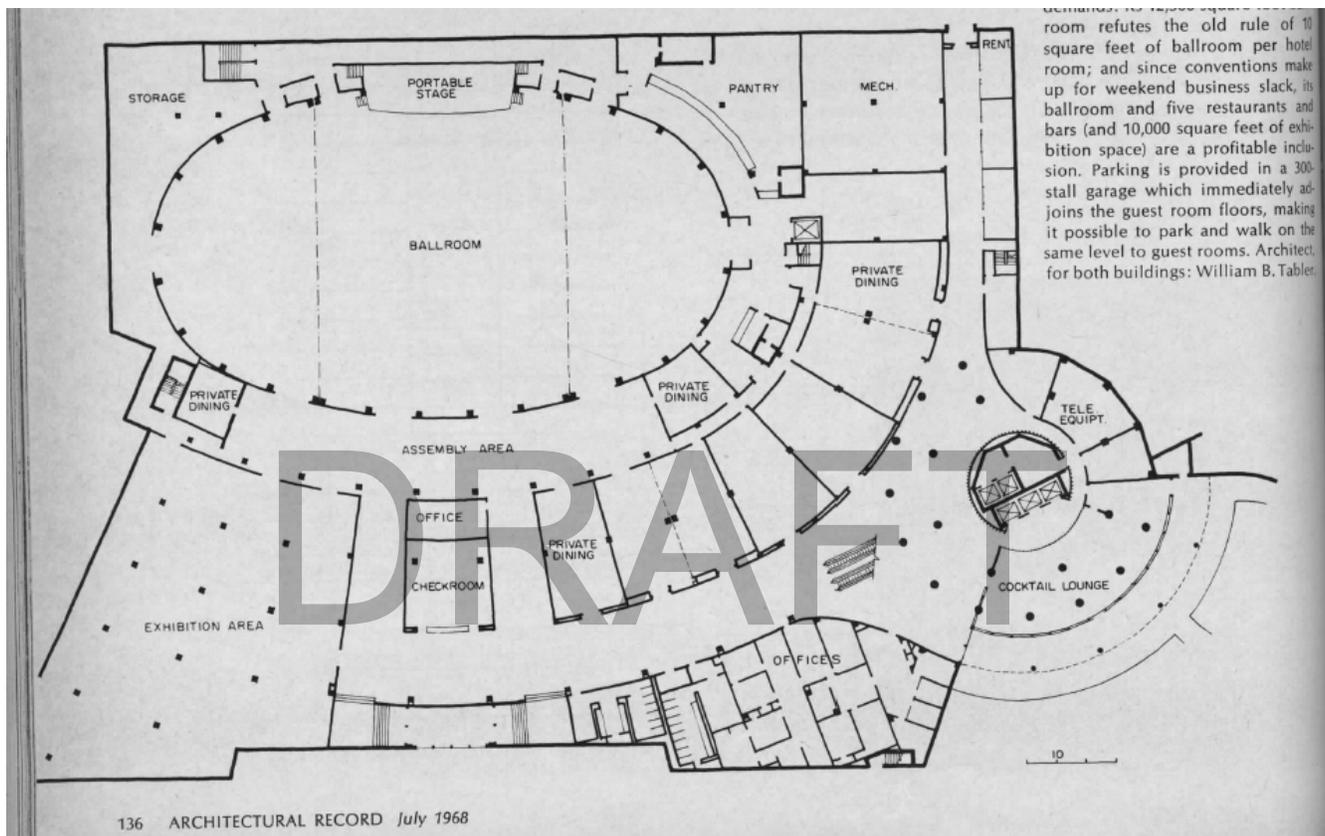
⁴⁴ Ibid. Page 134.

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Figure 18: Drawing of the underground facilities of the Stouffer's Riverfront Inn nearing completion. Source: William B. Tabler. "Tomorrow's In-City Hotel" in *Architectural Record*, "Building Types Study 386." Volume 144, number 1, July 1968, page 136.



The necessity for additional space led in 1972 to the design for an addition to the original hotel. In the effort to reduce construction costs of the new structure at the Stouffer's hotel while ensuring owner profits, Tabler enlisted a St. Louis manufacturer of pre-cast concrete wall-and-floor panels; this resulted in completion of the structure in less than 18 weeks.⁴⁵ Said construction technique consisted of a design which consisted of a radial structure with separating walls between each room formed by a single panel that supported two floor panels per room. Unique to this new addition was a central atrium. *Architectural Record* touted the sky-lit atrium as "innovative" as it created an interior space which supplied a "sense of a grand lobby with varied activities while containing several levels of income-producing space."⁴⁶ (See Figures

⁴⁵ *Architectural Record*. February, 1976. "Building Types Study 485: Hotels." Page 111.

⁴⁶ *Ibid.* Stouffer's Riverfront Tower Addition consisted of owner Civic Center Redevelopment Corp., William Tabler Architects with William C. Meagher as associate in charge, structural engineer Wayman Wing,

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19-20). Practically inseparable from the new addition was the concept of "recognizing the need to attract guests by offering unique environments that are designed for increasingly sophisticated tastes, and many of these hotels—located in 'out-of-the-way' areas—would not be successful without the infusion of such particularly attractive attributes and a strong sense of creating their own place (Figure 20 shows the interior atrium as designed and as an epitome of this philosophy)." ⁴⁷

Figure 19: 1976 Photograph by Robert Pettus showing the newly constructed and operational Stouffer's Riverfront Inn addition. Source: *Architectural Record*, February 1976, "Building Types Study 485," page 111. Featured as an example of the section "Professionals who understand cost controls and/or efficient planning are in growing demand."



mechanical engineer The Murphy Company, electrical engineer Sachs Company, lighting by Howard Brandston, interior design by Ford & Earl Design Associates, and R. K. & A. Jones, Inc. as general contractor.

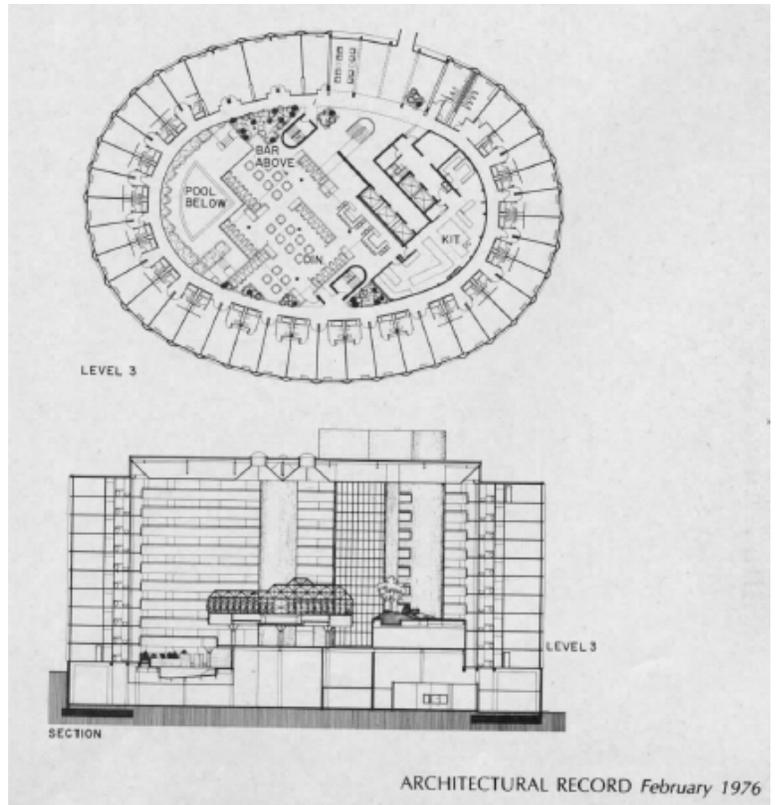
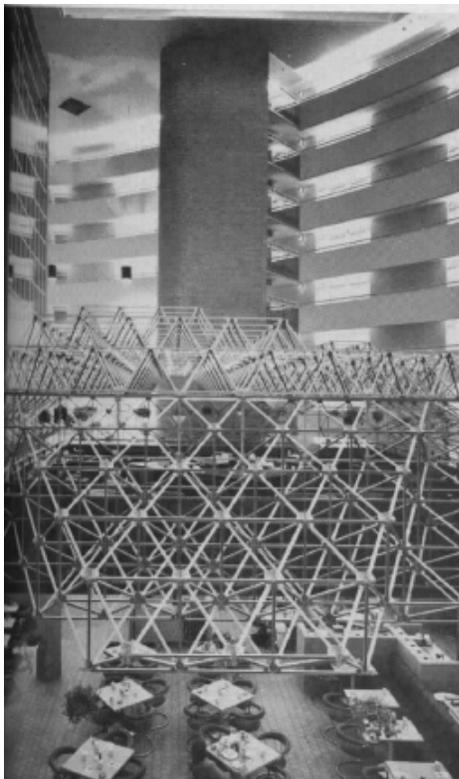
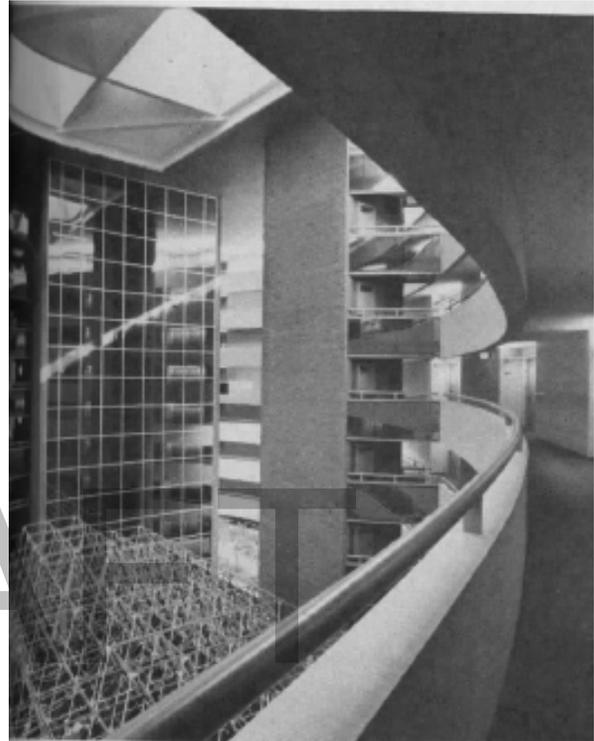
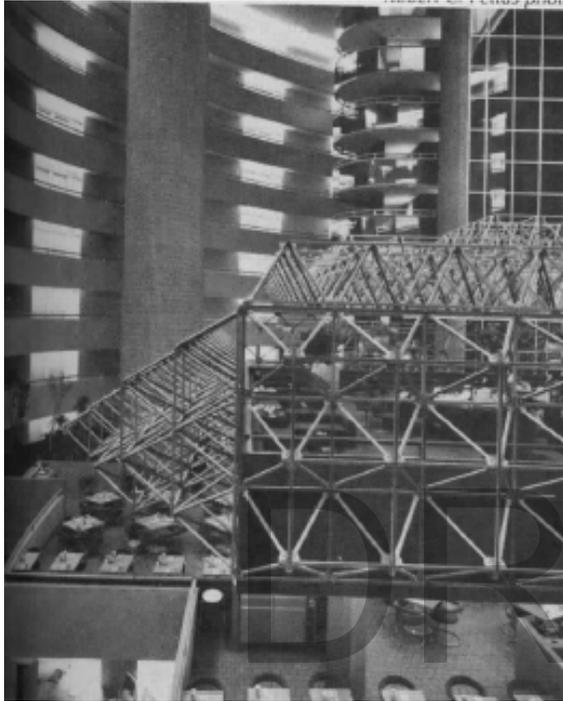
⁴⁷ Ibid. Page 113.

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Figure 20: 1976 Photograph by Robert Pettus showing the interior of Stouffer's Riverfront Inn addition. Source: Same as Figure 19.



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The Stouffer's Riverfront Inn succeeded in doing just that—by combining the newest concepts in hotel design and architectural expression as well as streamlining the efficiencies of the functioning aspects and the economy of the hotel, Tabler's St. Louis project stands as a unique icon on the St. Louis riverfront. Tabler died at age 89 in 2004. His obituary touted him as "an architect who gave Hilton hotels the crisp and clean but sometimes stark face of corporate America."⁴⁸ Said his son William Tabler Jr., his "designs affected generations of travelers after World War II when downtown hotels began to trade charm for efficiency, looking more and more like the office buildings around them."⁴⁹ Tabler is credited with setting the standard for design in the hospitality industry as well as increasing revenue and expansion of the Sheraton, Hilton, Marriot, Intercontinental, and the Stouffer chains. Theories on hotel organization have withstood the test of time; it was the focus of William B. Tabler on the industry and he is credited with improving the efficiency and economy of hundreds of hotels in addition to influencing functional design.⁵⁰ The Stouffer's Riverfront Inn is his only St. Louis commission, and the only known hotel complex featuring free-standing columnar towers as the primary structure.

Modern Architecture in St. Louis

A "Thematic Survey of Modern Movement Nonresidential Architecture, 1945 – 1975, in St. Louis City" funded by the Missouri State Historic Preservation Office and conducted by a team managed by the City of St. Louis Cultural Resources Office was completed in July of 2013.⁵¹ Classified as an "intensive level property" within the survey, the Stouffer's Riverfront Inn was described as:

"A collection of high-rise, low-rise and low-level buildings designed by William B. Tabler Architects. The high-rise tower has a circular footprint and the top (30th floor) revolves. The lower-level building features an oblong footprint as well as the main entries to the hotel, large canopies supported by round posts, and a flared floating canopy with metal trussing and glass roofing adjacent to the low rise building. The development was part of the larger Civic Center Redevelopment near

⁴⁸ David W. Dunlap. "William B. Tabler Sr., Architect of Hotels, Dies at 89." *New York Times*. February 10, 2004.

⁴⁹ Ibid.

⁵⁰ Walter A. Rutes, Richard H. Penner, and Lawrence Adams. "Hotel Design: Planning and Development." (New York: W. W. Norton & Company, 2001). Page 24.

⁵¹ "Thematic Survey of Modern Movement Nonresidential Architecture, 1945 – 1975, in St. Louis City." Managed by the City of St. Louis Cultural Resources Office. July 31, 2013.

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the riverfront, and offered convention facilities strongly desired by the city"⁵²

The building was identified as individually eligible for the National Register of Historic Places under Architecture. Elaborating within the survey report, the historic context "Gateway Years" explains that the number of new projects that formed the "St. Louis New Riverfront Row" during the 1960s could hardly be categorized as neutral editions to downtown.⁵³ The Stouffer's Riverfront Inn was considered as the "height of modernity at the time;" together with a series of 1960s projects adjacent the Memorial grounds, the Stouffer's provided architectural individuality along the riverfront.⁵⁴

Architectural critic George McCue included in his publication "The Building Art in St. Louis: Two Centuries"⁵⁵ the Stouffer complex noting it as follows:

"Designed as a convention facility, the inn has guest rooms in the 30-story round tower, in the S-shaped cabana wings, and in the added 11-story elliptical tower. A 9-story atrium in the latter. Underground ballrooms, other meeting rooms, tunnel to stadium garage."

Designed by the nationally-known firm of William B. Tabler Associates and led by noted hotel designer Tabler himself, the hotel is the firm's only building in St. Louis and in fact is one of a handful of extant Modern-era hotels which feature a revolving restaurant. In the state of Missouri only Kansas City saw the construction of a similar building; it was however completed in 1980. Although Community Planning and Development is an important aspect of the structure and its companions which were completed in conjunction with the Civic Center Redevelopment Corporation's effort in the revitalization of the downtown core of the city, it is the architecture of the structure which stands out as exceptional.

⁵² Ibid. Individual inventory form SLC-AS-047-0002.

⁵³ Ibid. "The Gateway Years Context. Page 10.

⁵⁴ Ibid.

⁵⁵ George McCue. "The Building Art in St. Louis: Two Centuries: A guide to architecture of the city and its metropolitan region." (St. Louis: Knight Publishing Co., third edition, 1981), page 27. The "30 stories" includes additional levels below ground.

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Conclusion

Standing the test of time and maintaining a strong and irreplaceable presence along the St. Louis skyline over the past 40 decades, the Stouffer's Riverfront Inn represents how city planning with goals of revitalization as well as perfection of hotel planning can be achieved. Constructed as an essential portion of a scheme to reverse a long period of decline in downtown, the building contributed directly to the renewed prosperity of the riverfront and downtown core. The building also stands as testament to excellent hotel design as developed by William B. Tabler during the 1950s and 1960s as the concept of a hotel needed to evolve; Tabler is credited with streamlining those philosophies—especially in the design of the Stouffer's Riverfront Inn. The building stands as exceptionally significant within that context. Visible in almost every photograph of the downtown area, the Stouffer's Riverfront Inn is now vacant, after closing its doors to guests in January of this year. The restaurant has stopped spinning and the rooms are bare. Reinvention of the property either as a hotel or residential housing could breathe new life back into this very familiar and essential part of the St. Louis skyline.

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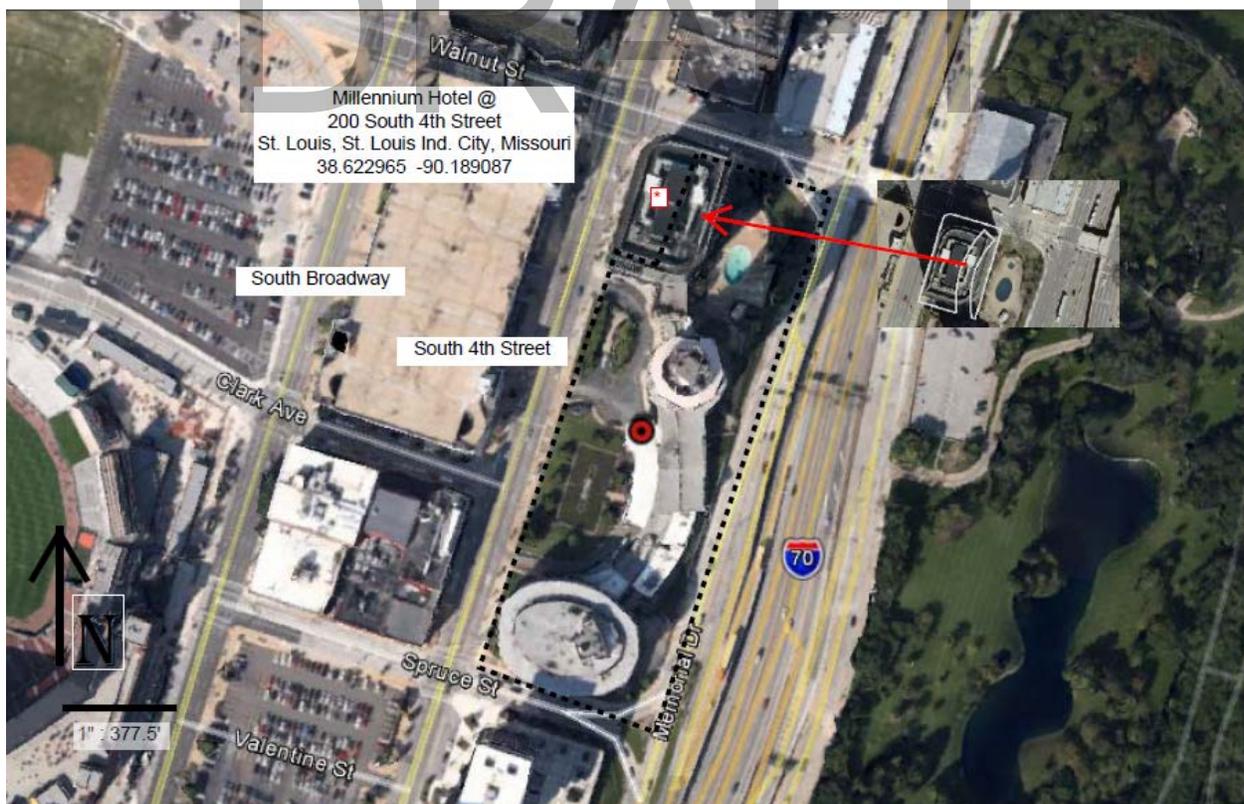
Verbal Boundary Description

The Stouffer's Riverfront Inn complex located at 200 South Fourth Street in downtown St. Louis (Independent City), Missouri, is located on city block 6468, and comprises 4.209 acres of the Civic Center Subdivision, part of tract 2. The nominated property is legally known by the St. Louis City Assessor's Office as parcel ID 646800011. A dotted black line on the accompanying map entitled "Stouffer's Riverfront Inn Boundary Map" indicates the boundary of the nominated property. Note: the nominated property continues at its northern edge where a separate building was constructed after purchasing air rights from the hotel owners in the 1980s; the nominated building is wholly intact underneath as it was originally designed and constructed.

Boundary Justification

The nominated parcel includes the original building footprint and associated site.

"Stouffer's Riverfront Inn Boundary Map"



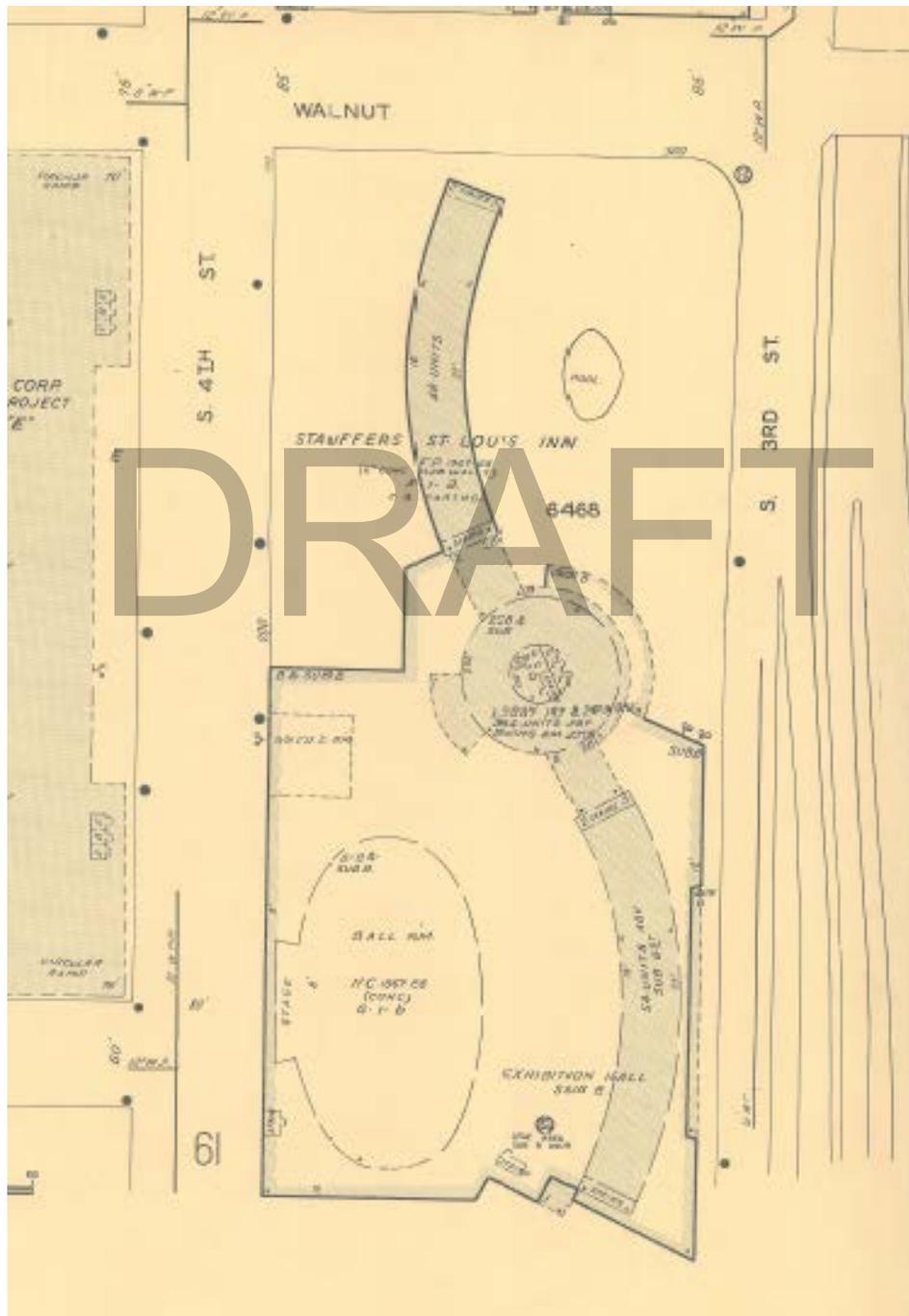
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Additional Figures

Figure 21: Site as originally constructed. Source: 1970 Sanborn Fire Insurance Map.



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County and State
N/A
Name of multiple listing (if applicable)

Figure 22: Original site layout "Mayfair Riverfront Inn" April 30, 1964. Sverdrup & Parcel & Associates, Inc. engineers; William B. Tabler architect and design consultant. Source: Millennium Hotels Archives, St. Louis hotel location at 200 S. Fourth St

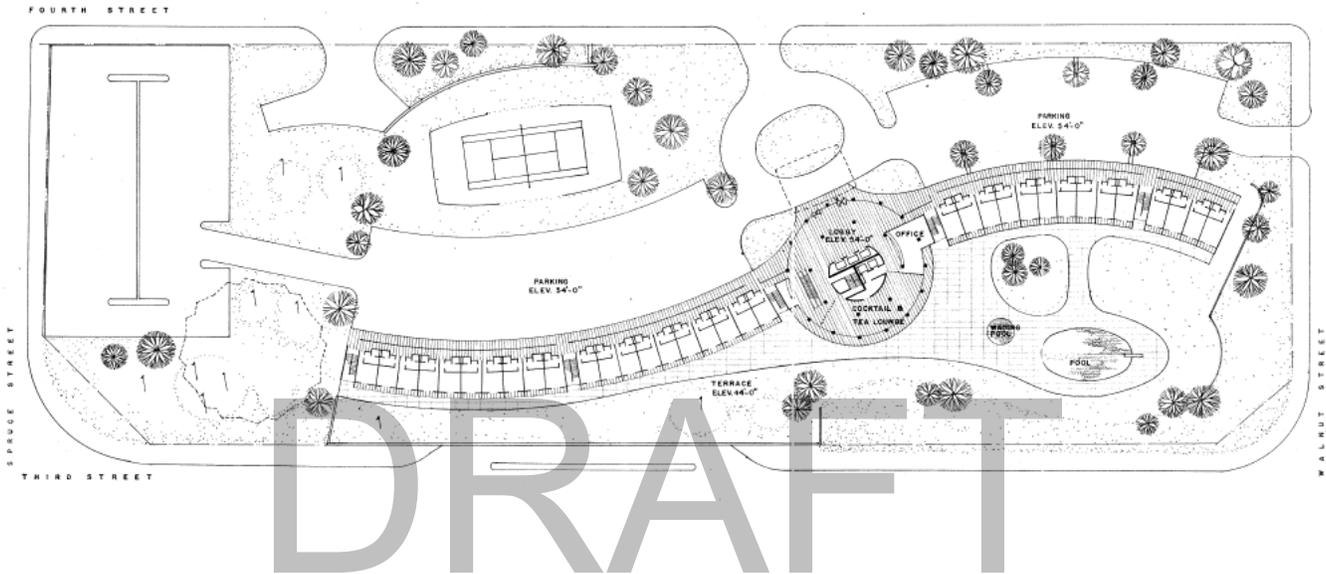
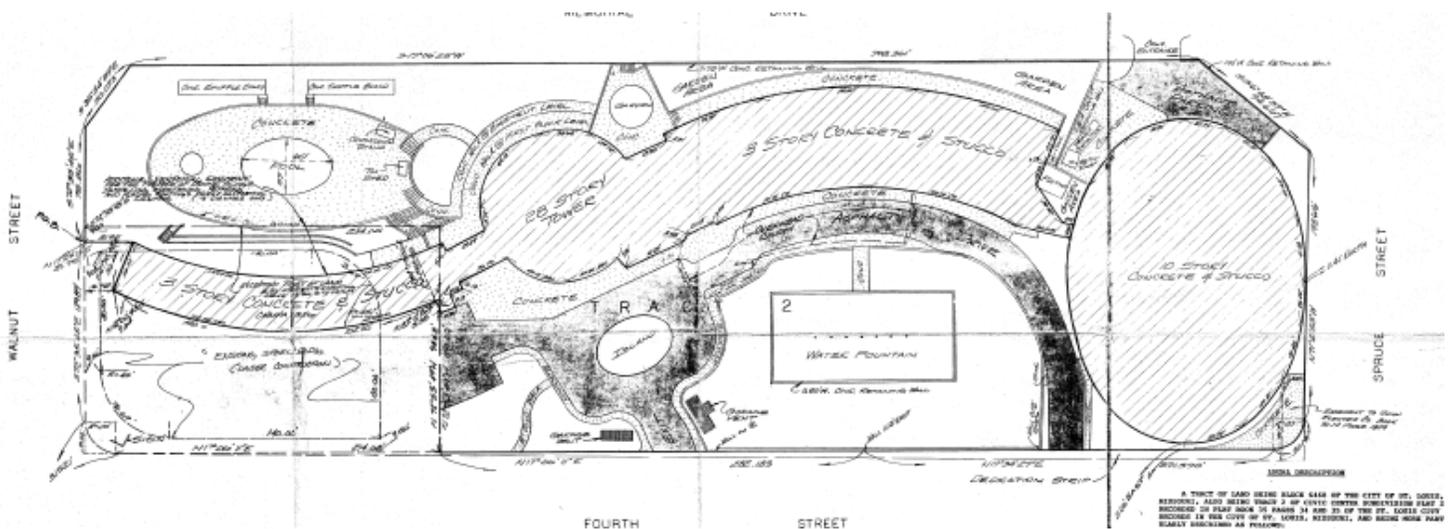


Figure 23: 1986 Survey, James Engineering & Surveying Co, Inc. Source: Millennium Hotels Archives, St. Louis hotel location at 200 S. Fourth St. Showing 1974 addition at right side.



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Figure 24: Bronze Plaque of original building as built in 1969. Source: Physical plaque is located in the basement of the nominated building at 200 South Fourth Street.



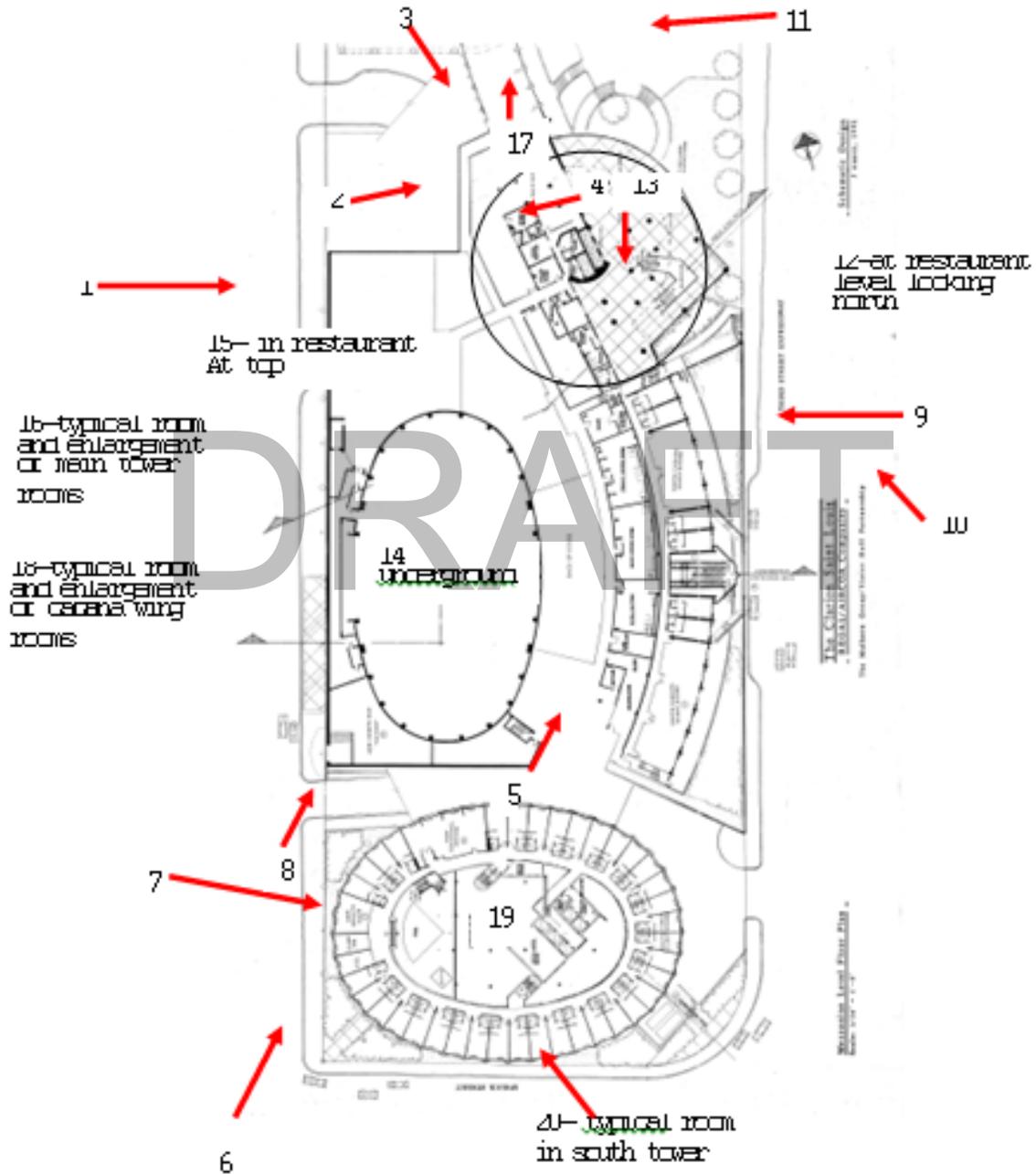
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County and State
N/A
Name of multiple listing (if applicable)

(Provided due to word format changes upon opening on foreign computers)

Figure 25: Photo key to National Register documentation. Matt Bivens, March 2014.











Deloitte.

BMO Harris Bank





MILLENNIUM

MILLENNIUM HOTEL

400 Spruce St

300 4th St

WINGS

SPEED LIMIT 35



Deloitte

MILLENNIUM
HOTEL

EXIT
ONLY

STOP

CAUTION
PEDESTRIAN
CROSSING

DO NOT
ENTER

DRAFT





DRAFT

MILLENNIUM HOTEL













EXIT

DRAFT



DRAFT









DRAFT