

1282

United States Department of the Interior
National Park Service

OCT - 4 2005

National Register of Historic Places
Registration Form

1. Name of Property

historic name LaSalle Building

other names/site number LaSalle Investment Company Building

2. Location

street & number 501 Olive Street [n/a] not for publication

city or town St. Louis [n/a] vicinity

state Missouri code MO county St. Louis code 510

zip code 63101

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments [].)

Mark A Miles

09/30/05

Signature of certifying official/Title Mark A. Miles / Deputy SHPO Date

Missouri Department of Natural Resources
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria.
(See continuation sheet for additional comments [].)

Signature of certifying official/Title

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register
See continuation sheet [].
- determined eligible for the National Register
See continuation sheet [].
- determined not eligible for the National Register.
- removed from the National Register
- other, explain see continuation sheet [].

for
Signature of the Keeper Date of Action
Edson H. Beall 11.15.05

5. Classification

Ownership of Property	Category of Property	Number of Resources within Property	
		contributing	noncontributing
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	1	0
<input type="checkbox"/> public-local	<input type="checkbox"/> district		building
<input type="checkbox"/> public-state	<input type="checkbox"/> site		sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure		structures
	<input type="checkbox"/> object		objects
		1	0
			total

Name of related multiple property listing.
 n/a

Number of contributing resources previously listed in the National Register. 0

6. Function or Use

Historic Function

COMMERCE/business

Current Functions

COMMERCE/business

7. Description

Architectural Classification

LATE 19TH AND EARLY 20TH CENTURY
AMERICAN MOVEMENTS
Commercial Style

Materials

foundation granite

 walls brick
terra cotta

 roof asphalt

 other _____

see continuation sheet [].

see continuation sheet [].

NARRATIVE DESCRIPTION
 See continuation sheet [x]

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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 7 Page 1

LaSalle Building
St. Louis [Independent City], Missouri

Summary

The LaSalle Building, located at 501 Olive Street in St. Louis, Missouri, is a thirteen-story variegated brick and terra cotta rectangular-shaped office building with a granite foundation and a flat roof. Re-designed in 1909 (from a set of 1906 plans), the 28 feet by 102 feet building includes a small penthouse above the thirteenth story. Four first-story bays (one is the main entrance) are at the Olive Street elevation; the Broadway elevation contains a single bay with door. This Commercial Style building features soaring orieled brick bays and a two-story base clad in white-glazed terra cotta. Above the second floor, where windows are arranged in pairs and separated by a series of 11-story, three-sided oriels (four-sided on the east), the façade has a corrugated look. The building utilized the Simplex concrete pile method (Simplex Concrete Piling Co. of Philadelphia), a foundation system that consisted of a tube with a point, rammed into the soil then filled with concrete. The exterior retains original window sash and framing that includes carved wood with nail-headed moldings; intact cast iron cornices feature egg and dart designs. The interior retains its original lobby which includes marble-lined walls, a multi-colored ceramic tile floor, brass elevator doors and carved marble elevator floor dials. Exterior alterations include the removal of terra cotta from the orieled bays, a terra cotta belt course originally located below the 13th story and a terra cotta cornice above. These alterations were completed in 1939 (within the arbitrary 50-year period), when this terra cotta was replaced with identical brick matching the building. Interior alterations include the conversion of an elevator shaft to a visitor telephone room on the first floor and second restrooms on the remaining floors. The building retains integrity of location, setting, design, materials, feeling, workmanship and association from 1939.

Site

The LaSalle Building measures 28 feet by 102 feet and occupies the entire parcel at the northwest corner of Broadway and Olive Street in downtown, St. Louis, Missouri. The LaSalle Building sits on a block bounded by Olive Street to the south, 6th Street to the west, Locust Street to the north and Broadway to the east. The immediate area is characterized by numerous tall buildings and skyscrapers between eight and forty-two stories.

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LaSalle Building
St. Louis [Independent City], Missouri

Exterior

The south and east elevations of the LaSalle Building feature the primary visible facades. A two-story base framed and accented with white-glazed terra cotta supports eleven stories of variegated brick walls accented with oriel bays terminating in a flat parapet roof with penthouse (**photo 1**). Above a polished and tooled pink granite foundation, white-glazed terra cotta tiles frame four first-story bays (at the Olive Street side); the building's main entrance is located at the westernmost bay. Recessed under an overhang framed in carved and painted wood and cast iron, the entrance contains double doors flanked by windows; a single storefront window (along the plane of the building) is at the right. Above are transom windows; those over the entrance have a bracketed overhang. The remaining bays have three storefront windows with transoms above; the easternmost bay contains a centered, recessed door with transom. The east-facing, Broadway elevation contains only one first story bay with a similar door. A full entablature (in cast iron and wood) is repeated above each window bay (**photo 2**); egg and dart and nail-headed moldings accent the cornice and framing.

Above the first story, on the Olive Street side, a terra cotta sill course supports a series of short pilasters and eight single-light windows at the second story; the Broadway side contains two windows. Pilasters with simple capitals have recessed centers accented by round discs; ornamental festoons are below under the sill course (**photo 3**). A terra cotta cornice above the capitals spans the façade. Terra cotta continues under the oriel window bays beginning at the third story (**photo 2**). From the third through the thirteenth stories, an intermittent and rhythmic design includes flat planes of variegated brick enlivened by angular oriel window bays (**photo 4**). Paired double-hung windows on brick sills penetrate the flat planes while the projecting oriels contain three (on the Olive elevation) and four (on the Broadway elevation). A flat parapet roof with a limestone cap crowns the façade.

The north elevation is visible above the fourth floor; below is an adjoining building. A flat brick wall is punctured by few double-hung windows on brick sills; a series of windows runs in a vertical line through each story (**photo 5**). The west elevation of the building is barely visible and contains a solid brick wall with no fenestration. Both elevations have terra cotta caps along the parapet. In addition, the penthouse is visible at these elevations only (**photo 5**).

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LaSalle Building
St. Louis [Independent City], Missouri

Interior

The interior of the LaSalle Building retains the original main lobby. Inside, a multi-colored ceramic-tile floor compliments white marble-lined walls; the materials continue beyond the elevators and into the building's stairwell hall. Two original brass door elevators with intact marble floor dials remain in use; supporting the dials are intricately-carved marble panels (**photo 6**). A third elevator has been converted to a visitor telephone room in the lobby; a second restroom has been inserted within the shaft at each floor above. The building was originally designed with one restroom per floor (for men only); many of these restrooms retain original marble floors, walls and stalls. (These former male restrooms are now for female use!) Plaster crown molding and early lighting fixtures accent the ceiling. The original bronze mailbox is mounted to the wall. The majority of floors retain their original office partition configurations (**photo 7**); a long corridor outside the elevators and stairwell is separated from the office spaces (along the northern wall). On some floors, each individual office room (generally either four or eight) opens to the next one; these floors were originally designed to hold a single tenant needing a number of partially-private offices. Other floors have offices accessible only by the long hall.

Integrity

The exterior retains original window sash and framing that includes pyramid-patterned carved wood; intact cast iron cornices feature egg and dart moldings. The interior retains its original lobby which includes marble-lined walls, a multi-colored ceramic tile floor, brass elevator doors and carved marble elevator floor dials. Exterior alterations include the removal of terra cotta from the orieled bays, a terra cotta belt course originally located below the 13th story and a terra cotta cornice above. These alterations were completed in 1939 (and are contributing); at this time, terra cotta on the orieled bays was replaced with identical brick matching the building. A 1953 attempt at modernization included the application of panels over the remaining original terra cotta on the first two floors; these panels were removed during a 1980s restoration, returning the building to its 1939 appearance. Interior alterations include the conversion of an elevator shaft to a visitor telephone room on the first floor and second restrooms on the remaining floors. The building retains integrity of location, setting, design, materials, feeling, workmanship and association from 1939.

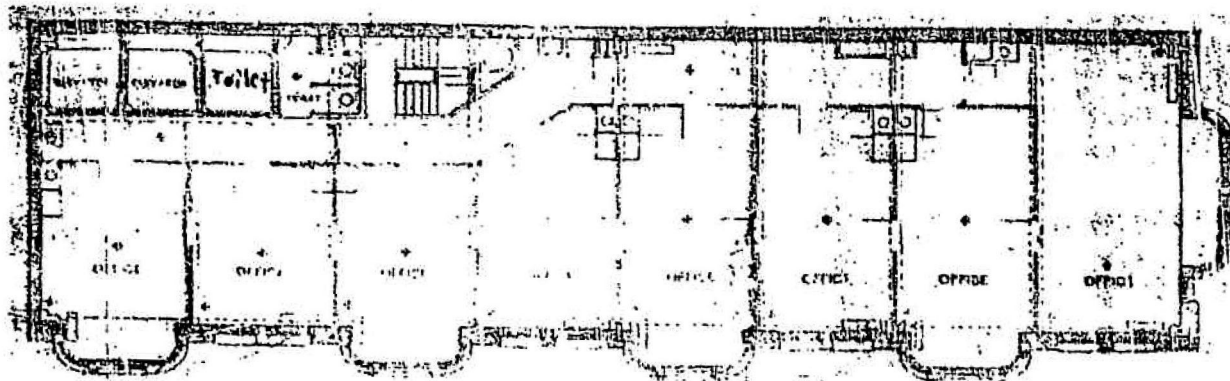
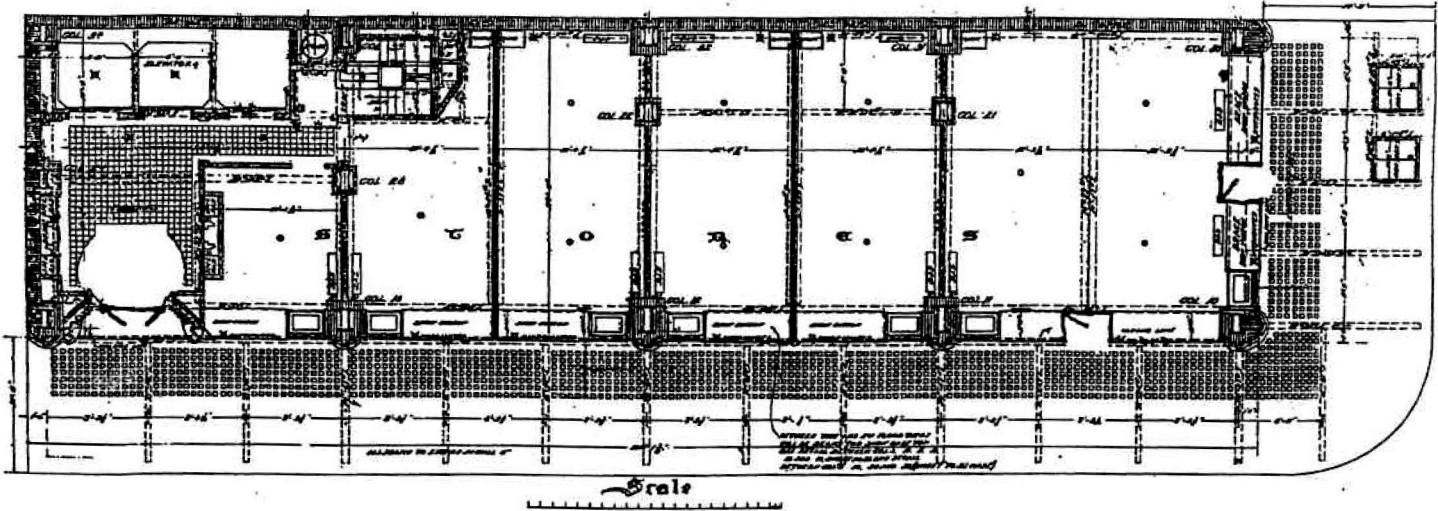
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LaSalle Building
St. Louis [Independent City], Missouri

Figure 1: LaSalle Building first floor plan. Source: "An Office Building: N. W. Cor. Broadway & Olive Sts., St. Louis, MO." St. Louis: Freegard Press, 1906).



LaSalle Building typical floor plan above the second story. Source: St. Louis City Hall Data Engineering Cards, Microfilm Department, Room #1.

8. Statement of Significance

Applicable National Register Criteria

- A Property is associated with events that have made a significant contribution to the broad patterns of our history
- B Property is associated with the lives of persons significant in our past
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

Property is:

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

ARCHITECTURE
ENGINEERING

Periods of Significance

1908-09 (Engineering)
1939 (Architecture)

Significant Dates

n/a

Significant Person(s)

n/a

Cultural Affiliation

n/a

Architect/Builder

Taylor, Isaac S./architect

Narrative Statement of Significance

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

9. Major Bibliographic References

Bibliography

(Cite the books, articles and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey
- # _____
- recorded by Historic American Engineering Record
- # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local Government
- University
- Other:

Name of repository: Landmarks Assoc. of St. Louis

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LaSalle Building
St. Louis [Independent City], Missouri

Summary

The LaSalle Building located at 501 Olive Street in St. Louis (Independent City), Missouri is locally significant under Criterion C in the areas of ENGINEERING and ARCHITECTURE. Built in 1909 from a set of revised Harry F. Roach plans by St. Louis architect Isaac S. Taylor, the building is an important example of an orieled, Commercial Style office building in downtown St. Louis. The building is significant as 1) the only building by Taylor executed with said features and 2) the first structure in St. Louis to employ the innovative and advanced construction technology known as the Simplex concrete pile method. A foundation system developed by the Simplex Concrete Piling Co. of Philadelphia, the Simplex Method consisted of a tube with a point, rammed into the soil, then filled with concrete and reinforced with steel. Built with fine materials, including variegated brickwork and ornamental terra cotta on the exterior and virtually intact floor plans and original lobby (accented with marble, ceramic tile and brass) on the interior, the building retains integrity. The period of significance for ENGINEERING is 1908-09, the date of the revised design and building's completion. For ARCHITECTURE, 1939 is the period of significance, when a former owner removed all terra cotta above the second floor in a renovation that informs its present appearance.

Background

In December of 1880, Erastus Wells purchased a five-story building from Gotleib Conzelman on a lot measuring 28' x 102' at the northwest corner of Broadway and Olive Street for \$113,000. Wells, pioneer promoter and owner of St. Louis's first street rail line, retained the building (soon to be known as the Wells Building) and later transferred it to his son and future mayor Rolla Wells.¹

In January of 1906, owner Mayor Rolla Wells contracted with the LaSalle Investment Company and leased the ground at the northwest corner of Broadway and Olive Street for a period of 99 years at \$30,000 per year beginning on April 1. City Surveyor, Julius Pitzman surveyed the site (**figure 2**). Promoter and LaSalle Investment Company president William H. A. Miltenberger planned to construct a building for his company to occupy the entire site and quickly published a book of plans and elevations for investors of the proposed skyscraper. An elaborately detailed Gothic-inspired brick office tower

¹ Rolla Wells became Mayor of St. Louis in 1901.

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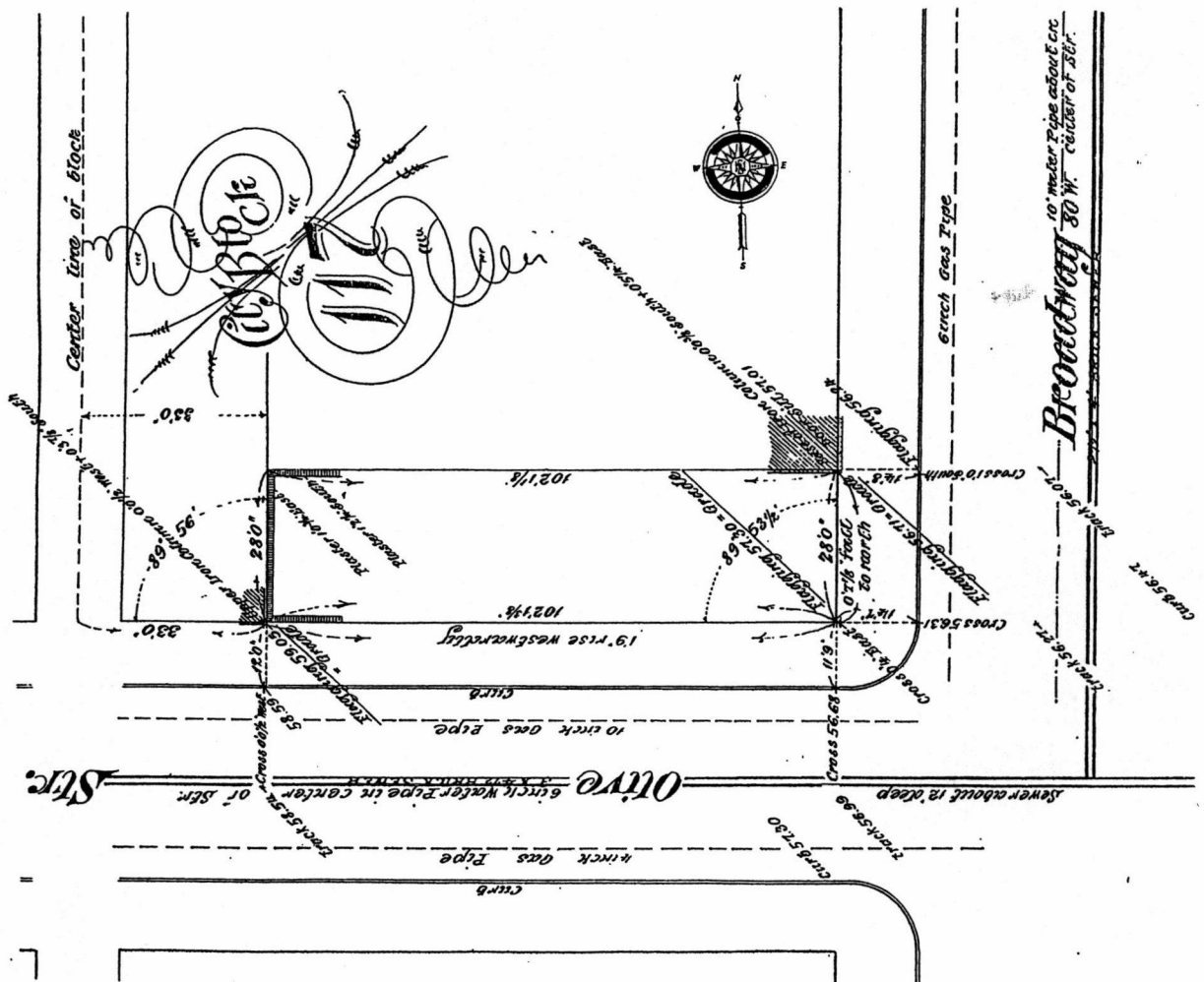
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LaSalle Building
St. Louis [Independent City], Missouri

clad in rich terra cotta ornament (complete with grotesques, gargoyles and extensive tracery) was designed by local architect, Harry F. Roach; contractors were yet to be announced.²

Figure 2: Julius Pitzman survey for LaSalle Investment Company on March 21, 1906.



² "An Office Building: N. W. Cor. Broadway & Olive Sts., St. Louis, MO." (St. Louis: Freegard Press, 1906).

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LaSalle Building
St. Louis [Independent City], Missouri

The lot sat vacant for over a year when the *Realty Record and Builder* reported in May of 1907, "LaSalle Building Contract Let;" construction work was to begin "without delay." Cleveland, Ohio-based contractors Caldwell & Drake were to build the nineteen-story office building designed by Roach—the cost, approximately \$400,000. Though small, the corner was considered to be one of the most valuable in downtown St. Louis; the Wells Building (still occupying the site) was slated for demolition to make way for the new skyscraper. A building permit was issued on July 26, 1907 for a nineteen-story building at 501 Olive with an estimated cost of \$600,000. The following day, the *St. Louis Daily Record* listed construction of the building (measuring 28' x 102') for the LaSalle Investment Company. A month later in an August issue of *Engineering News*, an article stated that "work on the new LaSalle Building, at the corner of Broadway and Olive Street, is to begin at once."³ The article explained that due to the building's dimensions, the basement would have to be sunk to a depth of 65 feet, reaching bed rock.

Over a year had passed with no sign of work at the northwest corner of Broadway and Olive Street. All seemed forgotten until the September 1908 issue of the *Realty Record & Builder* announced "LaSalle Building Plans." Clarifying the lack of construction, the story stated:

"The plans were all drawn up [by Roach] and the contract about to be let [to Caldwell & Drake] when a disagreement rose among the members of the [LaSalle Investment Company] syndicate and several of them dropped out. Operations were stopped, and subsequently Mayor Wells entered suit against the members of the syndicate for the ground rent and taxes, \$21,438. The matter was finally adjusted and a new syndicate formed to fulfill the agreement."⁴

³ *Engineering News: A Journal of Civil Engineering and Construction*. (New York: McGraw-Hill Pub. Co.), August 8, 1907, v. 58, n. 6, p. 44.

⁴ *Realty Record & Builder*. (St. Louis: Master Builders Association of St. Louis), September 1908, v. XV, n. 9, p. 12. The syndicate (headed by Miltenberger) included new members (and lawyers) Abram M. Frumberg, Vital Garesche, D. Bearden and Lester Melville Hall.

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LaSalle Building
St. Louis [Independent City], Missouri

Elaboration

Building promoter and LaSalle Investment Company president, William Miltenberger retained the original Roach plans and approached architect Isaac S. Taylor to design a different building for the new syndicate's headquarters. The September 1908 issue of the *Realty Record & Builder* (followed by the September 17, 1908 issue of the *Engineering News*) informed that [new] plans had been prepared and approved and that the contract had been let [to C. L. Gray Construction Company]. Groundbreaking for the new building was to begin immediately. Architect Isaac S. Taylor heavily revised Roach's original 1906 design, stripping much of the exaggerated Gothic-style ornament and detailing in favor of a more sleek and refined design. Taylor also shortened the building by six stories and in turn substantially reduced the construction cost. The new thirteen-story building, constructed of reinforced concrete and brick with subtle terra cotta trimmings, was estimated to cost \$300,000, "coming within the limits of a \$200,000 bond issue and \$100,000 in treasury funds."⁵

Isaac Stockton Taylor was born in Nashville, Tennessee in 1851 and received his early education there. He came to St. Louis and attended St. Louis University where he obtained his degree in Classical Languages, graduating with honors in 1868.⁶ Through a family friend (and founder of the Missouri Botanical Garden) Henry Shaw, Taylor was introduced to prominent local architect, George I. Barnett who took him on as an apprentice in his architectural firm. Armed with the necessary talent and skills, Taylor began his own architectural practice in 1881, designing a large number of important commercial and warehouse buildings in downtown St. Louis— of which eleven stand today. Of those extant buildings, the LaSalle building of 1909 stands out as the most unusual of his known designs— specifically, the only one employing multistory orieled bays. Taylor's other known designs (such as the 1892 Board of Education Building) often incorporate elaborate Renaissance and Romanesque Revival elements with functional boxes. In contrast, the LaSalle Building's soaring planes of flat, bare walls juxtaposed by projecting oriel bays with subtle ornament concentrated at the building base makes the building a worthy comparison to similar buildings such as the Monadnock Building (Burnham & Root, 1889-91) in Chicago.

In late September of 1908, a street numbering certificate was issued (number 44898) for 501 Olive and excavation work on the foundation had finally begun. The height of the

⁵ *ibid.*

⁶ Landmarks Association architect's files.

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LaSalle Building
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proposed building, its narrow dimensions and a lack of a firm footing soil required a type of foundation and pile support system never before attempted in St. Louis.⁷ A recent eastern innovation in foundation footings developed and patented in 1903 by the Simplex Concrete Piling Company of Philadelphia was the solution; the LaSalle Building was the first to employ the method in St. Louis.⁸

Simplex Method

Simplex Concrete Piles, containing tubes with points, were rammed over 65 feet below street level to solid bedrock below the LaSalle (Simplex had been able to drive piles only 48 feet in 1905). Once the hollow tube made contact with the firm bearing, concrete was poured into the form, metal reinforcement bars were pushed into the concrete, the form was removed and the concrete itself was rammed; additional metal bars were inserted in the concrete and bent up at the top (piles are visible as 370 dotted circles on **figure 4, A**). The expanded concrete filled the space occupied by the form and coupled with the already compressed soil surrounding it, provided the most "simple, efficient and economical" alternative to the concrete-filled caissons, masonry walls and wooden piles then commonly in use.⁹

The Simplex Company illustrated the superiority of its system in 1905, juxtaposing images of a "built-up concrete pier" and wood piles with delicate Simplex Piles supporting identical loads (see **figure 3**). Simplex asserted: "By the adoption of this system, fully three-fourths of the excavating and removal of dirt is avoided; shoring up, and the pumping out of trenches are dispensed with, and the work goes forward with a greatly increased expedition, as a driver can easily put in from 15 to 30 such piles per

⁷ John D. Randall, AIA. *The Art of Office Buildings, Sullivan's Wainwright & The St. Louis Real Estate Boom*. (Springfield: Ford Printing, Inc., 1972), p. 67. Per Randall: "Neal J. Campbell says the LaSalle was the first St. Louis project to employ the Simplex Pile Method (Simplex Concrete Piling Co). Campbell, a professional engineer since 1920 and head of the firm bearing his name since 1941, was registered in 41+ states and Canada with base of operations in St. Louis. He worked with Brussels & Viterbo. Was Chairman of the Building Committee that wrote the city building code accepted in 1961.

⁸ Simplex Concrete Piling Company. *The Simplex Concrete Pile: The Coming Foundation*. (Philadelphia: Simplex Concrete Piling Co., 1905). The first U. S. Patent was acquired on July 7, 1903 (No. 733,286); the first Foreign Patent was acquired in Hungary on January 17, 1903 (No. 27,982). The company was listed at 3400 Disston Street in Philadelphia, Pennsylvania.

⁹ *ibid*, p. 6.

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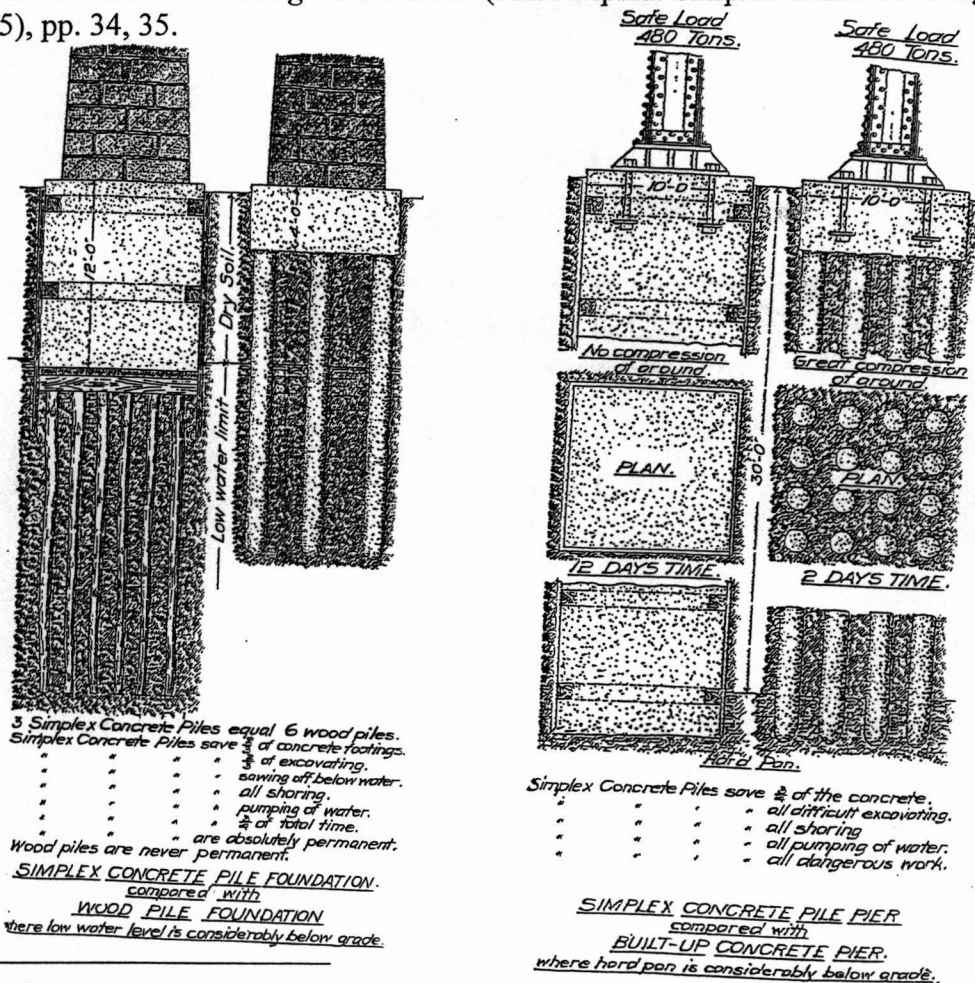
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LaSalle Building
St. Louis [Independent City], Missouri

day.”¹⁰ Additional benefits of the Simplex method included: “[a] bearing surface.... four times that of an ordinary wooden pile”, “immun[ity] from rot”, and “[c]onspicuous economy, present and future.”¹¹ Timesaving Simplex Piles presumably appealed to the LaSalle syndicate for their ability to expedite construction, allowing the LaSalle Building to begin producing revenue sooner than with other foundation methods.

Figure 3: The Simplex Method. Source: Simplex Concrete Piling Company. *The Simplex Concrete Pile: The Coming Foundation*. (Philadelphia: Simplex Concrete Piling Co., 1905), pp. 34, 35.



¹⁰ Simplex Concrete Piling Company. *The Simplex Concrete Pile: The Coming Foundation*. (Philadelphia: Simplex Concrete Piling Co., 1905), p. 9.

¹¹ *ibid*, pp. 5, 8, 9, & 11.

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LaSalle Building
St. Louis [Independent City], Missouri

Thoroughly tested by the U. S. Government and the City of New York in 1904 (four years prior to its use in St. Louis), this innovative advancement in construction technology proved quite successful and was utilized to its potential for several buildings at Washington Barracks (now Fort McNair) in Washington D. C. over soft, treacherous fill. A December 22, 1904 letter from John Stephen Sewell, Captain in the Army Corps of Engineers, to the Simplex Company elaborates: "Filled ground varying in depth from 15 to 40 feet, sometimes wet, sometimes dry, wholly unable to carry loads such as would be imposed upon it by even very light buildings... In my judgement [sic], [Simplex Piles] would always give satisfactory and economical service under similar conditions."¹²

Concurrent with its use at the Army Barracks, the system was utilized in New York below the narrow, Produce Exchange Bank Building (demo), where quicksand made otherwise known techniques nearly impossible. The largest foundation (at the time), employed at the 1904 River and Railroad Terminal Warehouse Building at Pittsburgh, PA, required the use of 5,000 Simplex Piles.¹³

In 1905, the Simplex Method continued to see successful (but limited) use in the Eastern United States, prompting the company to partner in 1906 with local contractors across the country to extend its use.¹⁴ The network of affiliates continued to grow, reaching St. Louis in 1908.

The Simplex Concrete Pile Company of Philadelphia produced its last known product catalogue in 1912 and seems to have disappeared from the United States after that year; no company history is known to exist. However, a connection might be made to the Simplex Concrete Piles (India) Ltd., a company established in 1924 by H. P. Lancaster of the United Kingdom.¹⁵ Although the Simplex Company ceased operations in the United States at an early date, a variation of their patented 1903 technology is still used today, further testifying to its significance as an advanced foundation construction technique.

¹² *ibid*, n.p.

¹³ *ibid*, n.p. Actual time to drive and complete 5,000 concrete piles was 76 days.

¹⁴ Simplex Company Advertisement. *Engineering News: A Journal of Civil Engineering and Construction*. (New York: McGraw-Hill Pub. Co.), February 1, 1906, v. 55, n. 5, p. 5. Simplex partners in 1906 were in the following cities: Kansas City, Chicago, Louisville, Philadelphia, Washington, Pittsburg, New York, Denver, San Francisco, Denver, Seattle, Portland, and even Mexico City; St. Louis's C. L. Gray was not yet affiliated with Simplex at this time.

¹⁵ <http://www.simplexconcrete.com/home.asp> (June 13, 2005). The source continues that the Simplex company was the first to introduce cast-in-situ driven piles in Asia in 1924 at Calcutta as well as a number of other major achievements. Our attempts to verify this connection went unanswered by the company.

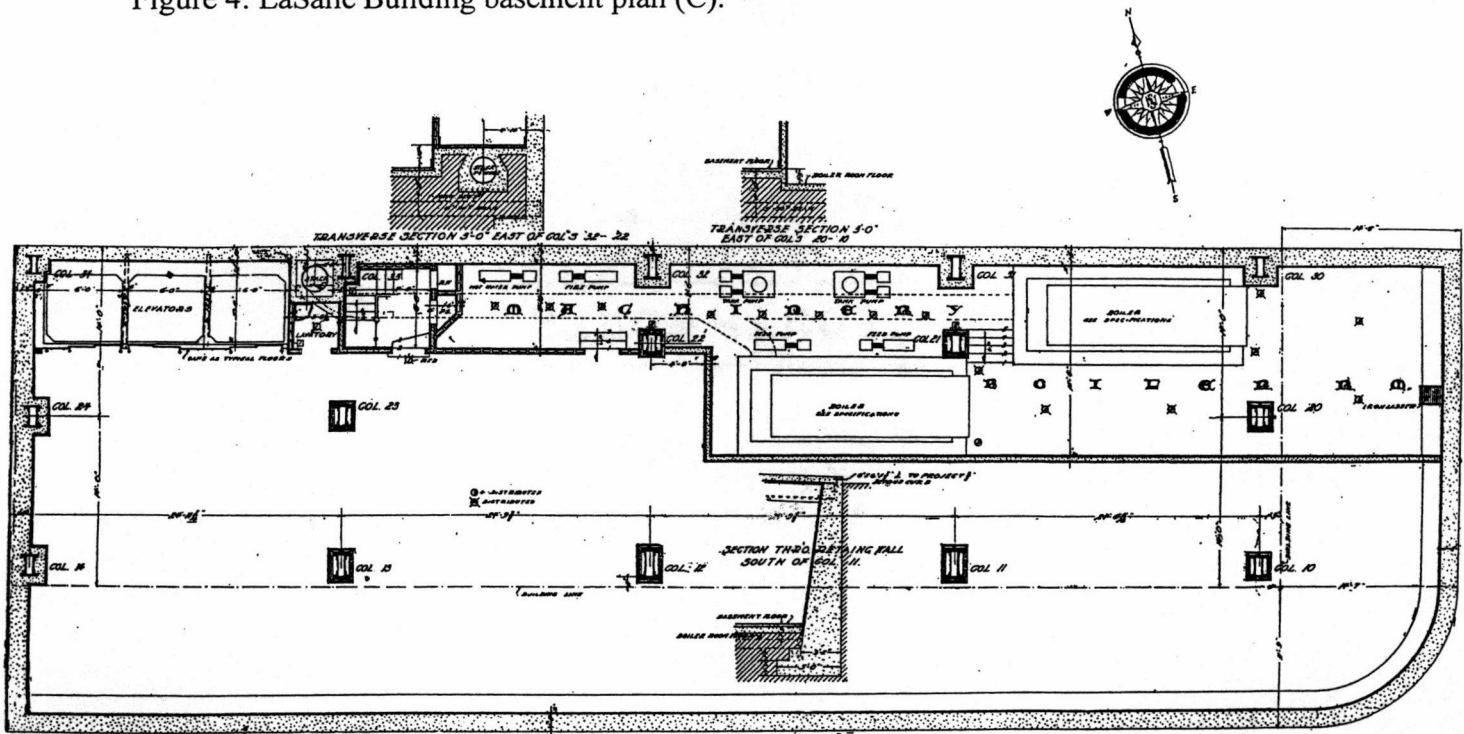
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LaSalle Building
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Figure 4: LaSalle Building basement plan (C).



LaSalle Takes Shape

Foundation work (including grillage, **figure 4, B**, and basement, **figure 4, C**) proceeded steadily through September of 1908. The December issue of the *Realty Record & Builder* announced "LaSalle Building Being Pushed." The story elaborated:

"W. H. Miltenberger, through whose energy the construction of the LaSalle building at the northwest corner of Olive and Broadway was made possible, announces that the structure will be ready for occupancy about August 1, 1909. Work on the foundation is practically completed and the erection of the steel superstructure will be commenced before the first of the year. The entrance to the building, which will be but 25 feet in width, will be on Olive Street. Deals are pending for store and office space."¹⁵

¹⁵ *Realty Record & Builder*. (December 1908, v. XV, n. 12, p. 22).

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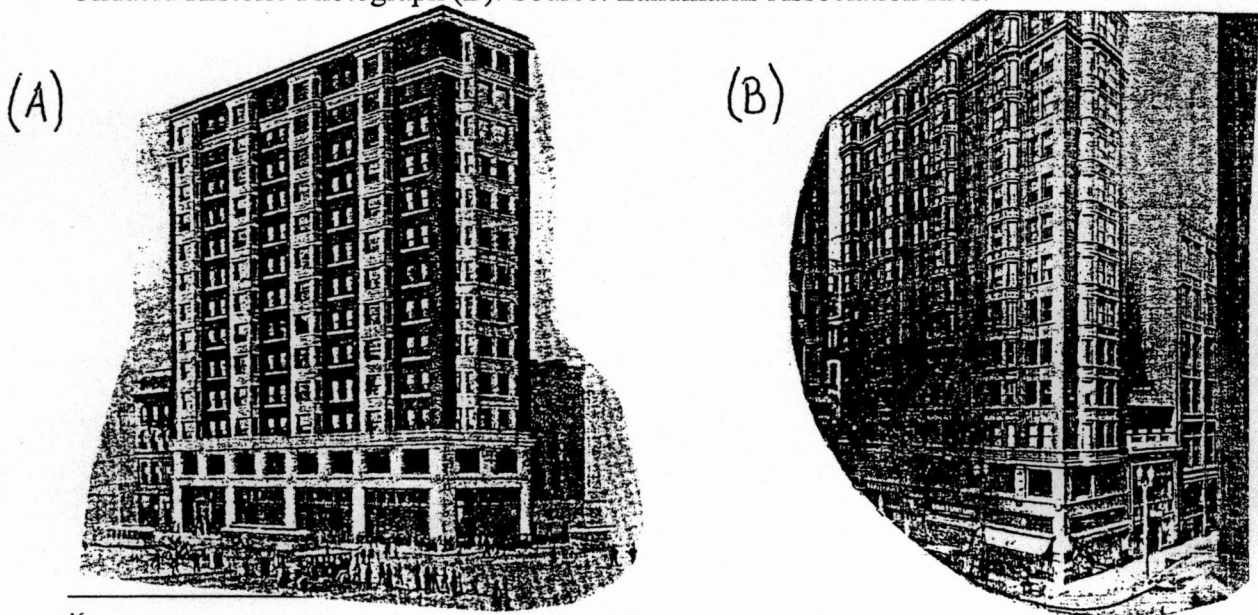
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LaSalle Building
St. Louis [Independent City], Missouri

By September of 1909, the LaSalle Building was nearing completion, just one year after construction began (**figure 5, A & B**). LaSalle Investment Company President Miltenberger stated to reporters that the structure built could stand to have six additional stories (as originally intended) due to its foundations— perhaps the most advanced of its time.¹⁶ In October 1909, the *Realty Record & Builder* reported that C. L. Gray, president of the company responsible for the construction of the LaSalle Building, purchased additional property on Broadway adjoining the building lot on the north.¹⁷ Gray, contractor of the LaSalle Building, was also a large stockholder in the LaSalle Investment Company. He secured the additional ground (at a cost of \$300,000) in hopes of providing additional space for the LaSalle Building. The same issue of the *Realty Record & Builder* went so far as to state that “an addition to the LaSalle (in keeping with the style of the original) will be erected.” It was reported that the proposed addition would make use of the LaSalle Building’s entrance and elevators. Miltenberger quickly dispelled these rumors and the addition was never realized; the additional six stories were also never added.

Figure 5: LaSalle Building as proposed by Isaac Taylor (A). Source: Stevens & Byars. *St. Louis in the 20th Century*. (St. Louis: Intl. Assoc. of Master House Painters, 1909). Undated Historic Photograph (B). Source: Landmarks Association files.



¹⁶ St. Louis Globe-Democrat. “May Raise the LaSalle,” September 26, 1909, p. 10.

¹⁷ *ibid.* (October 1909, v. XVI, n. 10, p. 11). “C. L. Gray Secures Valuable Broadway Property.” The newly purchased lot was formerly occupied by a five-story building.

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LaSalle Building
St. Louis [Independent City], Missouri

Meanwhile, Hagerman-Fitzsimmons Realty Company was placed in charge as exclusive rental agents for space in the LaSalle Building. The building opened for business by the end of the year and was soon filled with a multitude of tenants.

LaSalle in Operation

A forfeiture of the lease on the part of the LaSalle Investment Company brought the LaSalle building into the hands of Rolla Wells and the Wells Realty & Investment Company on January 24, 1916.¹⁹ Retaining the building until June of 1951, the Wells Investment Company oversaw an extensive 1939 renovation.

Throughout the 1920s and 30s, the building maintained its original appearance of terra cotta covered oriels below a terra cotta cornice. By 1939, however, damage to this terra cotta prompted the Wells Investment Company to renovate the building. Rolla Wells received a building permit to repair the façade on August 22, 1939 for a cost of \$15,000.²⁰ At this time, angular bricks to match existing brick between the terra cotta bays replaced the windows' terra cotta surrounds, creating a more streamlined look. Rather than maintain the original appearance, designers chose to simplify the façade in accordance with then-popular tastes.²¹

In June of 1951, the building was transferred to Clara J. Mueller for consideration of \$100. In 1953, terra cotta and many of the window bays on the first two stories were covered with granite and porcelain panels in an attempt to further modernize the building.²² The building remained in use and was transferred to MAM Realty Company in 1968 for the consideration of one dollar. MAM transferred to another realty company in 1973, also for one dollar.

A *St. Louis Post-Dispatch* newspaper article on December 8, 1983 reported "Aldermanic Committee Approves Renovation of LaSalle Building." The 1980s renovation included removal of granite and porcelain panels put there in 1951 and restoration of damaged terra cotta panels (following original plans from the Winkle Terra Cotta Company),

¹⁹ St. Louis City Assessor. Deed. February 24, 1916.

²⁰ City of St. Louis Building Permit Number 2467.

²¹ Missouri Department of Natural Resources Archives. "LaSalle Building" *National Register Nomination*, 1984. Supporting documentation.

²² *ibid.*

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 8 Page 16

LaSalle Building
St. Louis [Independent City], Missouri

returning the building to its 1939 appearance.²³ Window framing and transoms were repaired and glass was replaced. The third elevator shaft was converted to a public telephone room in the lobby and provided a second restroom on each floor above. In December of 1984, then owner, Mr. C. Wayne Spann transferred the building to LaSalle Redevelopment Associates for one dollar. The Associates transferred the building to 4746 Partners LLC in 2001, who in turn transferred to LaSalle Development LLC. The current owner wishes to retain the commercial clients and possibly introduce residential lofts.

Integrity

The LaSalle Building of today maintains the appearance it held in 1939, following a renovation that removed terra cotta surrounds from its orieled bays on floors three through thirteen. At this time, terra cotta remained on the first two floors, where it was covered in 1953. A painstaking restoration in the 1980s restored terra cotta on the first two floors. The lobby and many floors of offices convey their association with the LaSalle Investment Company through original materials of brass, plaster, and marble. Integrity of design and location remain intact. The LaSalle Building's setting, at the corner of Broadway and Olive, retains integrity as well. Simplex Piles retain integrity of materials, continuing—as they have for 97 years—to support Isaac S. Taylor's building for the LaSalle Investment Company.

²³ Missouri Department of Natural Resources Archives. "LaSalle Building" *National Register Nomination*, 1984. All supporting documentation indicates the restoration adhered to Department of Interior Standards.

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 9 Page 17

LaSalle Building
St. Louis [Independent City], Missouri

Bibliography

"An Office Building: N. W. Cor. Broadway & Olive Sts., St. Louis, MO" or "Plans and Specifications for an Office Building to be Erected on the N. W. Cor. Broadway & Olive Sts., St. Louis, MO. for the LaSalle Investment Co." (St. Louis: Freegard Press, 1906).

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Landmarks Association architect files: Harry F. Roach, Isaac S. Taylor.

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St. Louis Post-Dispatch. "Aldermanic Committee Approves Renovation of LaSalle Building," December 8, 1983.

10. Geographical Data

Acreage of Property under 1 acre

UTM References

A. Zone	Easting	Northing	B. Zone	Easting	Northing
15	744 690	4279 220			
C. Zone	Easting	Northing	D. Zone	Easting	Northing

[] See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Matthew Bivens/researcher and Tom Duda/intern

organization Landmarks Association of St. Louis date April 1, 2005

street & number 917 Locust Street, 7th floor telephone 314-421-6474

city or town St. Louis state MO zip code 63101

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional Items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name Pete Rothschild, Rothschild Development

street & number 4746 McPherson Avenue Telephone 314-361-7117

city or town St. Louis state MO. zip code 63108-1919

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 9-10 Page 18

LaSalle Building
St. Louis [Independent City], Missouri

Simplex Concrete Piling Company. *The Simplex Concrete Pile: The Coming Foundation.* (Philadelphia: Simplex Concrete Piling Co., 1905).

Boundary Description

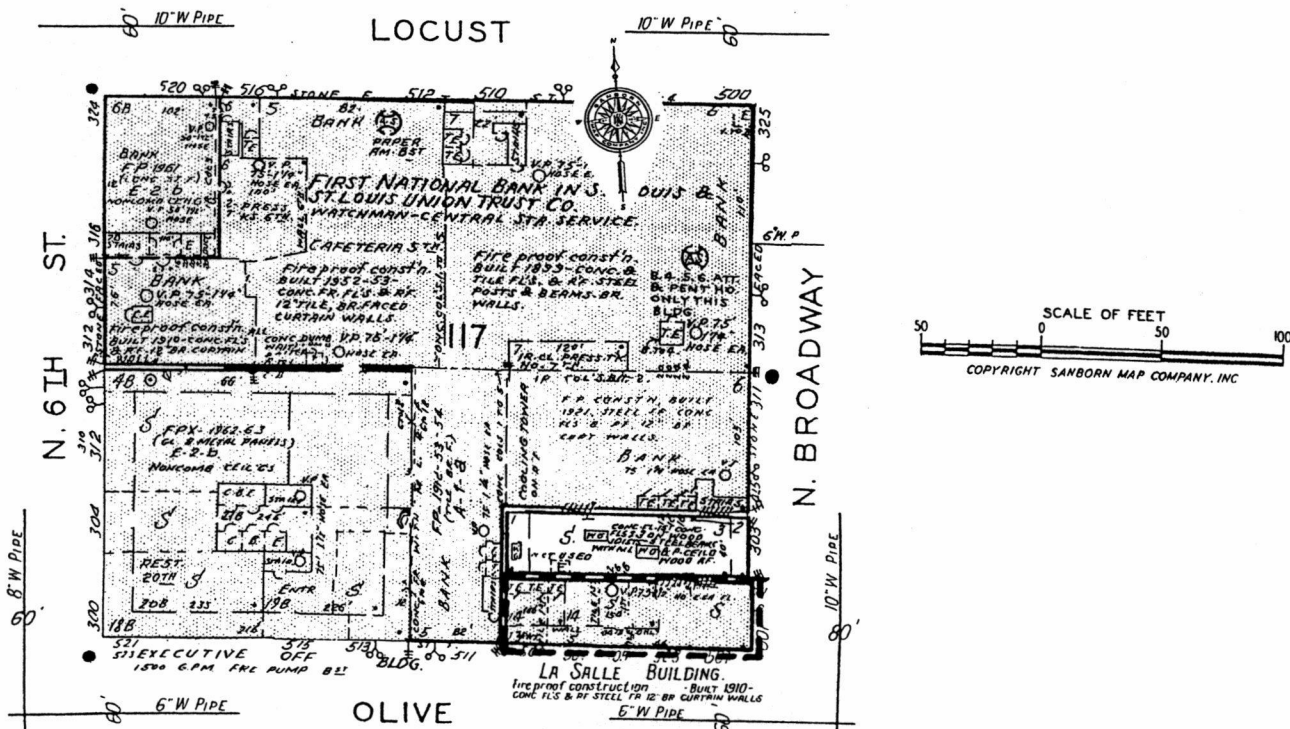
The LaSalle Building at 501 Olive Street is located on City Block 117 in downtown St. Louis, Missouri. The nominated property is legally known by the Assessor's Office as parcel number 01170000701. The property is lot SE 41 of the Chouteau & Lucas Additions. The parcel, measuring 28 feet on Broadway and 102 feet on Olive Street, was surveyed on March 21, 1906 by City Surveyor Julius Pitzman for the LaSalle Investment Company. The boundary of the nominated property is indicated by a dashed line on the accompanying map entitled "LaSalle Building Boundary Map."

Boundary Justification

The nominated parcel includes all of the property historically associated with the LaSalle Building.

LaSalle Building Boundary Map

Source: Sanborn Fire Insurance Company Map. Volume 1E, plate 31, circa 1969.



UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY LaSalle Building
NAME:

MULTIPLE
NAME:

STATE & COUNTY: MISSOURI, St. Louis

DATE RECEIVED: 10/04/05 DATE OF PENDING LIST: 10/25/05
DATE OF 16TH DAY: 11/09/05 DATE OF 45TH DAY: 11/17/05
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 05001282

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 11.15.05 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in the
National Register

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.





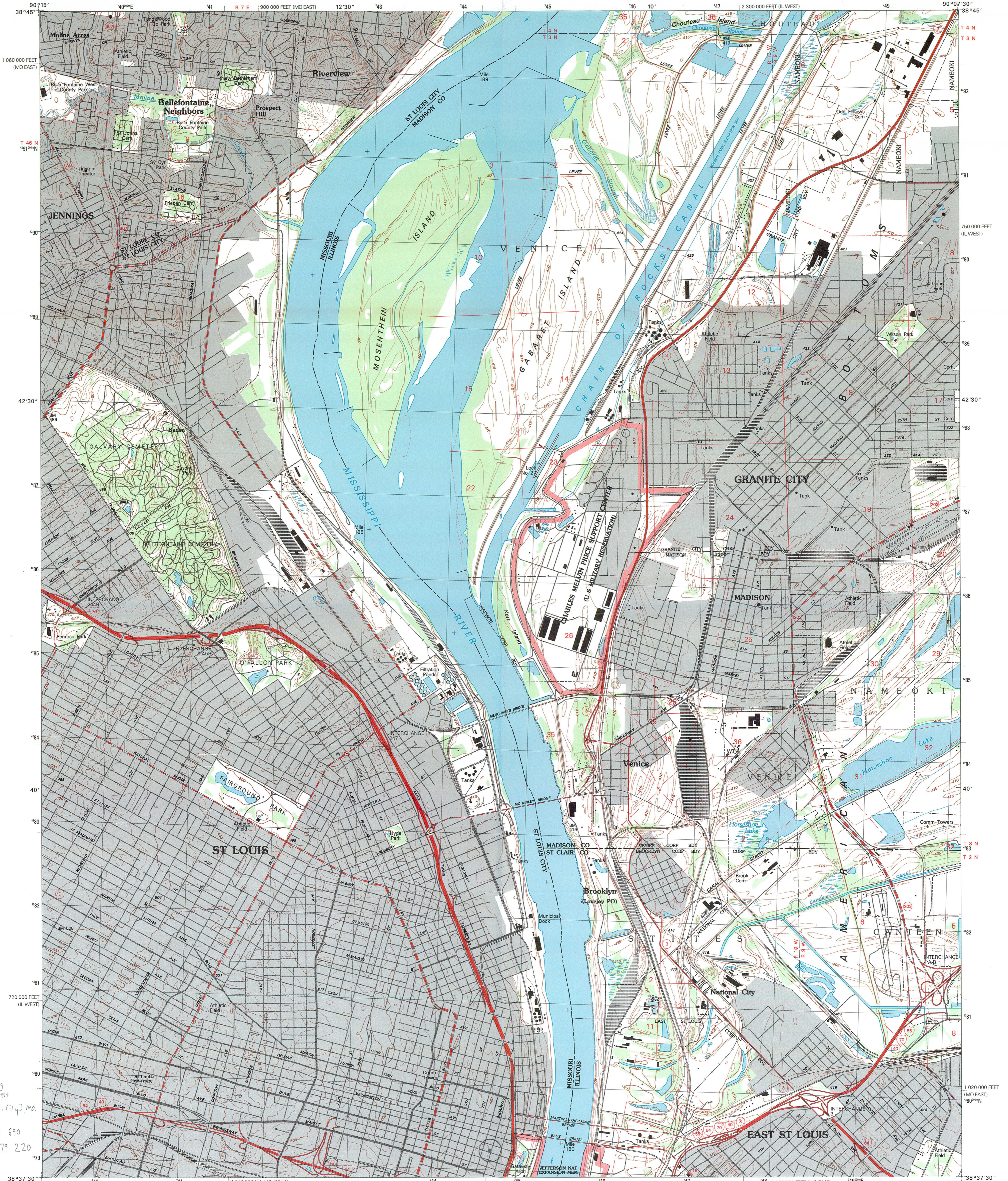






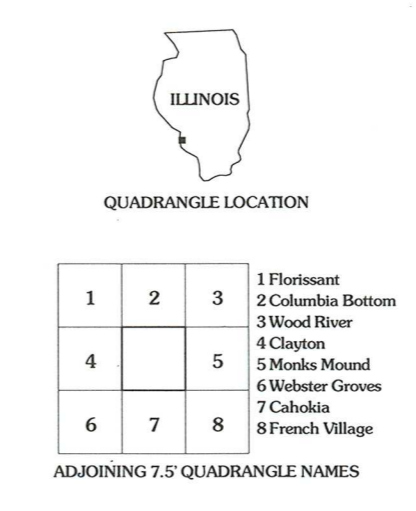
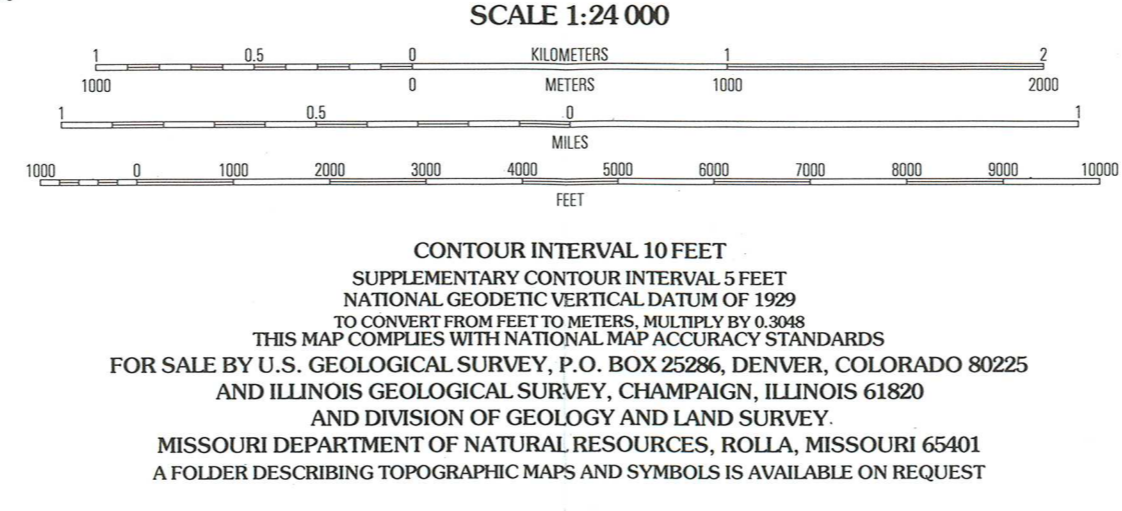
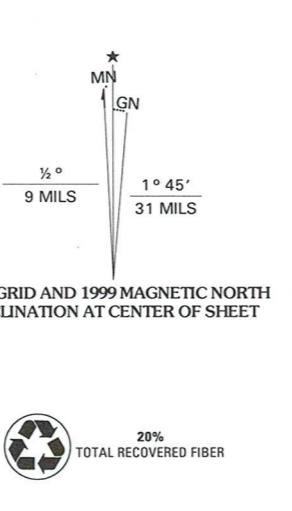






LaSalle Building
501 Olive Street
St. Louis [Ind. City], Mo.
Zone 15
Easting 744 690
Northing 4279 220

Produced by the United States Geological Survey
Topography compiled 1952. Planimetry derived from imagery taken 1993 and other sources. Photoinspected using imagery dated 1998; no major culture or drainage changes observed. PLSS and survey control current as of 1954. Boundaries, other than corporate, verified 1999
North American Datum of 1983 (NAD 83). Projection and 1000-meter grid: Universal Transverse Mercator, zone 15 10 000-foot ticks: Illinois (west zone) and Missouri (east zone) Coordinate Systems of 1983
North American Datum of 1927 (NAD 27) is shown by dashed corner ticks. The values of the shift between NAD 83 and NAD 27 for 7.5-minute intersections are obtainable from National Geodetic Survey NADCON software
Contours that conflict with revised planimetry are dashed
There may be private inholdings within the boundaries of the National or State reservations shown on this map



ROAD CLASSIFICATION

- Primary highway hard surface Light-duty road, hard or improved surface
- Secondary highway hard surface Unimproved road
- Interstate Route
- U.S. Route
- State Route

GRANITE CITY, IL-MO
1998
NIMA 2961 II NW-SERIES V863

1 Florissant
2 Columbia Bottom
3 Moxie River
4 Clayton
5 Morko Mound
6 Webster Groves
7 Cahokia
8 French Village

ISBN 0-607-92515-9
9 780607 925159



Matt Blunt, Governor • Doyle Childers, Director

DEPARTMENT OF NATURAL RESOURCES

www.dnr.mo.gov

OCT - 4 2005

September 30, 2005

Ms. Janet Matthews
United States Department of the Interior
National Register of Historic Places
1201 I (Eye) Street NW, 6thth Floor
Washington, DC 20005

Dear Ms. Matthews:

Enclosed please find the following submission from Missouri for nomination to the National Register of Historic Places:

Centennial Malt House
St. Louis [Independent City], Missouri

LaSalle Building
St. Louis [Independent City], Missouri

Selkirk, Ben J. & Sons, Building
St. Louis [Independent City], Missouri

Our state review board, the Missouri Advisory Council on Historic Preservation, approved the above nominations on August 19, 2005. All owners and appropriate elected public officials were notified and provided at least thirty (30) days to comment on the nominations in accordance with 36CFR60.6, interim regulations, using the exact notification format recommended by the National Register. No objections, notarized or otherwise, were received in connection with the proposed listings.

The City of St. Louis, as part of its responsibilities as a Certified Local Government, reviewed the nominations prior to their presentation to the state review board. Copies of reports and letters supporting the nomination, from the City of St. Louis Preservation Board and Mayor Francis G. Slay, are enclosed.

If you have any questions concerning this submission, please contact Roger Maserang of my staff at 573/522-4641, roger.maserang@dnr.mo.gov, or at the State Historic Preservation Office, P.O. Box 176, Jefferson City, MO 65102.

Sincerely,

STATE HISTORIC PRESERVATION OFFICE

A handwritten signature in cursive script that reads "Mark A. Miles".

Mark A. Miles
Director and Deputy State Historic
Preservation Officer

MAM:rm;

Enclosures





RECEIVED

AUG 01 2005

OCT - 4 2005

**OFFICE OF THE MAYOR
CITY OF ST. LOUIS
MISSOURI**

**STATE HISTORIC
PRESERVATION OFFICE**

**FRANCIS G. SLAY
MAYOR**

**BARBARA A. GEISMAN
EXECUTIVE DIRECTOR FOR DEVELOPMENT
CITY HALL - ROOM 200
1200 MARKET STREET
SAINT LOUIS, MISSOURI 63103-2877
(314) 622-4792
FAX: (314) 622-3240
geismanb@stlouiscity.com**

July 27, 2005

Mr. Mark Miles
Director and Deputy State Historic Preservation Officer
State Historic Preservation Office
Department Of Natural Resources
Post Office Box 176
Jefferson City, Missouri 65102

RE: Nominations to the National Register of Historic Places: City of St. Louis

- Ben J. Selkirk & Sons Buildings
- Centennial Malt House
- ▪ LaSalle Investment Company Building
- Polar Wave Ice and Fuel Company Buildings
- Elias Haas Building

Dear Mr. Miles:

In accordance with the Certified Local Government requirements, I am writing to advise you that the Preservation Board of the City of St. Louis has reviewed the above-referenced single site nominations and finds that the properties do meet the eligibility requirements for the National Register of Historic Places. Further, the Preservation Board recommends that the buildings be placed on the National Register.

As the Chief Executive Officer of the City of St. Louis, I support the Preservation Board's decisions. A copy of the Preservation Board's report for each nomination is attached.

The placement of these properties on the National Register will aid in the redevelopment of the city and, in particular, the neighborhoods in which they are located.

Please feel free to contact me or Barbara Geisman of my staff if you have any questions. Thank you for everything you do for our city and for our state.

Sincerely,

Francis G. Slay
MAYOR

ATTACHMENTS

copies: JoAnn Radetic, Certified Local Government Coordinator
Kathleen E., Shea, Cultural Resources Officer



To: The Missouri Advisory Council on Historic Preservation
Subject: Report of the Decision of City of St. Louis Preservation Board:
Nomination of **LaSalle Building--501 Olive Street**
for Inclusion in the National Register of Historic Places
From: Cultural Resources Office at the City of St. Louis Planning & Urban
Design Agency
Date: July 27, 2005

OCT - 4 2005

Purpose

The City of St. Louis Preservation Board is submitting this Report to inform the Missouri Advisory Council on Historic Preservation, of the Board decision to support the nomination of the LaSalle Building, 501 Olive Street, for listing in the National Register of Historic Places.

Background

At their meeting of July 25, 2005, the City of St. Louis Preservation Board considered the nomination of the LaSalle Building. The Board considered both written and verbal submissions.

Submissions

The Cultural Resources Office (CRO) of the Planning & Urban Design Agency submitted a report recommending that the Board find that the nomination meets Criterion C of the National Register in the areas of Architecture and Engineering. The Staff of the CRO made a presentation in support of their recommendations. Susan Sheppard of Landmarks Association of St. Louis also made a presentation.

Board Discussion

The Board members discussed the importance of the building as an example of a Chicago-school inspired, orieled office building in St. Louis and the only building by Issac S. Taylor to be designed in this style. The innovative foundation system was also discussed.

Board Decision

In a unanimous vote, the Board adopted the recommendations of the Cultural Resources Agency staff, finding that the subject property does meet the eligibility requirements for the National Register of Historic Places. Further, the Board recommends that the building be placed on the National Register.