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# 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, check "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

## 1. Name of Property

Historic name One Hundred North Main Building  
Other names/site number \_\_\_\_\_  
Name of related multiple property listing N/A

## 2. Location

Street & Number: 100 N. Main Street Mall  
City or town: Memphis State: TN County: Shelby  
Not For Publication:  N/A Vicinity:  N/A

## 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 at the following level(s) of significance:  
 national  statewide  local

Applicable National Register Criteria:  A  B  C  D

[Signature] 3/4/15  
Signature of certifying official/Title: Date  
 State Historic Preservation Officer, Tennessee Historical Commission  
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 of Federal agency/bureau or Tribal Government

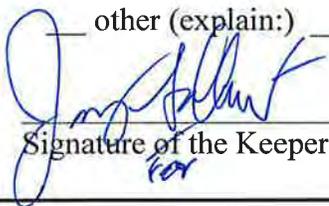
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**4. National Park Service Certification**

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

4.24.2015  
 Date of Action

**5. Classification**

**Ownership of Property**

- Private
- Public – Local
- Public – State
- Public – Federal

**Category of Property**

- Building(s)
- District
- Site
- Structure
- Object

**Number of Resources within Property**

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	Total

Number of contributing resources previously listed in the National Register 0

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**6. Function or Use**

**Historic Functions**

COMMERCE/TRADE: Business  
COMMERCE/TRADE: Financial institution  
COMMERCE/TRADE: Restaurant/bar  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Current Functions**

COMMERCE/TRADE: Business  
DOMESTIC: Multi-family  
DOMESTIC: Hotel  
WORK IN PROGRESS  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**7. Description**

**Architectural Classification**

MODERN MOVEMENT: International Style  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Materials:**

Principal exterior materials of the property:

CONCRETE, STONE: granite, marble, METAL: anodized aluminum, GLASS  
\_\_\_\_\_

**Narrative Description**

The One Hundred North Main (100NM) Building is located in Memphis, Shelby County, Tennessee, situated in a prominent downtown location where Main Street intersects with Adams Avenue, two blocks east of the Mississippi River. The International Style rectangular building is 430 feet tall with 38 stories, two basements and a rotating restaurant as the top (38<sup>th</sup>) floor. Ground breaking was held on June 30, 1963 and parts were open for public use in January, 1965. The building occupies an acre on a half-block bordering Adams Avenue on the north, an alley on the south, North Second Street on the east, and North Main Street Mall to the west. The 100NM Building has had very few changes and retains integrity of setting, location, design, workmanship, materials, and feeling which combine to convey the significance of this office building.

In an architectural tradition reaching as far back as Classical Greece, the skyscraper's facade is composed in a tripartite design of a base, middle, and concluding elements. This design tradition for American high-rise buildings was established by Louis Sullivan in the late nineteenth century.<sup>1</sup> Designed by Robert Lee Hall and

<sup>1</sup>Sarah Landau and Carl Condit. The Rise of the New York Skyscraper: 1865-1913. New Haven: Yale University Press, 1999, 185.

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Associates, the building has 753,000 square feet of gross area and 525,000 square feet in leasable space<sup>2</sup> and was constructed of slip form reinforced concrete resting on 770 high-strength pilings embedded forty-two feet deep. The wall cladding is vertical tiers and horizontal fins composed of cast concrete forms clad with an inch layer of expanded polystyrene topped with a cement and white marble chip patina. Over time, the concrete fins on the exterior walls have experienced some loss of marble chip patina due to failure of the polystyrene, and the double-pane, single light aluminum windows have clouded due to a process known as “solar Pumping” or the daily heating and cooling of the air between the panes. The 100 NM Building is nonetheless in excellent condition and retains integrity of setting, location, design, workmanship, materials, and feeling which combine to convey the significance of this resource.

### **Elaboration**

The rectangular-plan skyscraper constructed in 1964 is a good local representation of the late International style due to its pilotis base, rectangular form, and flat roof with garden, round projection for the top floor, ribbon windows, lack of ornamentation, cantilevered projections, and open floor plan.

### **Façade (West Elevation)**

The base of the building is four stories high and the wall cladding is vertical tiers composed of pre-cast 2.5’ by 45’ rectangular concrete panels clad with a cement and white marble chip patina. The ground floor is composed of two commercial storefronts of gold anodized aluminum and glass, 12-light display windows interspersed with black granite faced piers, and a water course along the building foundation. The façade is divided by an incised center lobby entrance denoted by a cantilevered parabolic curve-shaped fixed canopy inlaid with square tiles. The polished black granite clad foyer has a black tile floor, anodized aluminum tubular lights, and two pairs of metal and glass double- doors topped with a multi-light transom. Beginning at the fifth floor, the building steps back and the tower is vertical pre-cast, finned concrete panels interspersed with 8 vertical ribbon-style single-light aluminum frame windows each divided by a pre-cast concrete horizontal louver. Paired precast finned concrete panels serve as spandrel panels. The 34<sup>th</sup> floor has larger display windows. The flat roof supports a domed roof circular structure with 12-light windows, a concrete clad wall coating and is topped with a corrugated metal structure formerly used for support for building signage.

### **North Elevation**

The ground floor level is composed of commercial six-light display windows of gold anodized aluminum and glass interspersed with black granite faced piers and water course along the building foundation. This elevation, too, is bisected by a center, incised elevator lobby entry. Identical to the main entry on the façade, the polished black granite clad foyer has a black tile floor, anodized aluminum tubular lights and two pairs of metal and glass double-doors topped with a multi-light transom. To the east of the entry, the ground elevation drops and the remaining display windows are 12-light. On this elevation as well, beginning at the fifth floor, the building steps back and the tower is vertical pre-cast concrete panels interspersed with 18 vertical, ribbon-style single-light aluminum frame windows each divided by a pre-cast concrete horizontal louver. Paired precast concrete panels serve as spandrel panels. The roof top structure is visible from this elevation as well.

<sup>2</sup> Galbreath Company Advertising Pamphlet, n.d.

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### **East Elevation**

This elevation has eight sections with two commercial storefronts of gold anodized aluminum and glass. The northernmost storefront has a canted, single, gold anodized aluminum and glass entry with paired doors and a transom and sidelights. A one-bay, gold anodized aluminum and glass commercial storefront is found on the southeast corner of the building as well. In the center is the garage entrance, marked by poured concrete columns and open bays. This lower elevation is two floors below the west façade. The storefront display windows have 16-lights and the additional two floors have cast concrete panel siding to bring it up level with the four-story base on the facade and westernmost side elevations of the structure. The base of the building extends to this elevation as well. It is four stories in height and the wall cladding is identical, with vertical tiers composed of pre-cast 2.5' by 45', rectangular concrete panels clad with a cement, and white marble chip patina. Beginning at the fifth floor, the building steps back and the tower is vertical pre-cast, finned concrete panels interspersed with 8 vertical ribbon-style single-light aluminum frame windows each divided by a pre-cast concrete horizontal louver. Paired precast finned concrete panels serve as spandrel panels. The 34th floor has the identical larger display windows found on other elevations. The domed roof circular structure has a rectangular, concrete-panel service structure visible from this elevation.

### **South Elevation**

The south elevation is six stories high on the easternmost portion and has pre-cast concrete panels and concrete piers visible on the rear four sections. The middle two sections have a second floor overhang that provides shelter for a six-bay loading dock facing the service alley to the south. This elevation of the building displays most of the 228,000 square foot, eight-level garage which parks 500 automobiles. Here the base's wall cladding is identical to the base on the other three elevations, but is only one-story in height. It is an overhang rather than flush, and extends only half-way way back on this elevation where it gives way to open, concrete floors and columns with metal cable roping serving as a wall. There are no storefronts on this elevation. The interior of the parking garage shows some spalling in the concrete circular ramps and parking decks.

### **Interior**

The building's first floor (lower) lobby is 16' high with black and white Carrera marble floors and wall cladding and anodized gold aluminum trim throughout. Adjacent to the west entrance are two aluminum escalators which extend up from the lobby in a two-story, twenty-nine foot volume to the fourth floor where small retail spaces line the walls. To the east beyond the escalators in the main lobby, the ceiling height drops to a seventeen-foot height and the corridor funnels pedestrians to the rear elevator lobby. It is lined with retail spaces. The western lobby's marble wall cladding is intact but has experienced some discoloration of the marble and, for protection, has been encapsulated with plywood covered with low-pile carpeting. The ground floor commercial spaces on the west façade have been altered over time for tenant improvements and currently the space on the northwest corner is unfinished.

The building's interior design is based on a central core system with all facilities radiating from the ten high speed elevators located there. Five of the elevators serve the first twenty-two floors and operate at 500 feet a minute. Five express elevators serve the top floors at a speed of 700 feet a minute. Two additional elevators serve the top four floors (35-38) including the revolving lounge. The Lower Floor elevator lobby has marble

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wall cladding, terrazzo floors, anodized aluminum elevator doors, black and aluminum ashtrays, a starburst wall mounted clock also finished in anodized aluminum, and a marble information desk.

The dimensions of the upper floors of the building are 86' x 182' with 12' ceilings. Typical lower floor layouts (9-22) include smaller tenant spaces and a central north-south elevator lobby with a long double-load corridor extending east/west. The upper floors (23-34) have a central elevator lobby with a short north/south corridor and offer much larger tenant spaces.

Typical office finish-out consists of gypsum board on metal studs with a suspended acoustical tile ceiling and aluminum frame, double-pane insulated sliding windows. There are two tile bathrooms, stairwell entrances, mechanical and electrical rooms in the central core on every floor. The thirty-fourth floor was originally designed as the top floor and has a 14' ceiling. It is also the switch floor for the two small elevators which serve the top four floors.

The thirty-fifth floor was initially finished out with massage rooms, saunas for the health club on the floor above, and a metal swimming pool installed on the floor above resting on this floor. This floor retains an intact black marble elevator lobby and hall, but the interior area has been stripped and is currently used for storage. The thirty-sixth floor was a health club with a forty-foot steel swimming pool with a louvered roof opening up to the sky, a cocktail lounge and snack area, and a billiard room. The health club was converted to the Tennessee Club in 1971 by removing the swimming pool and installing a dance floor over the space, however the louvered roof is still extant though roofed over.

The thirty-seventh floor is the roof garden which contains a graveled outdoor area with benches and modest landscaping as well as HVAC equipment. The round concrete base of the revolving bar located here contains bathrooms, storage areas, and service areas for the rotating lounge above.

The top floor is a functioning dome roofed revolving lounge set slightly back from the edge of the structure, seating 125 people. It radiates from a stationary core for service stairs and an elevator lobby. The wood and tufted Naugahyde bar is located in the center of the room. The canted window seating area is circular with a 12' wide floor platform mounted on rubber automobile tires running on a steel track, powered by a three-quarter horsepower motor which revolves the full 360 degrees once every 90 minutes.

## Site

The building fully occupies half of a city block (1.0040 acres) with a service alley on the south side. The structure abuts the sidewalk and the northern sidewalk is composed of a black and white granite chip aggregate which forms the checkerboard motif that is repeated throughout the building. The construction of the Mid-American Mall destroyed a similar sidewalk on the western façade. The terrain slopes dramatically to the east from the Main Street Mall and this grade allows the two full basements to only be visible from the Second Street rear elevation.

Overall the building retains the character defining features and details, materials and craftsmanship to convey its architectural significance as a mid-twentieth century multi-purpose purpose commercial building and an excellent local example of late International style architecture.

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**8. Statement of Significance**

**Applicable National Register Criteria**

**Areas of Significance**

ARCHITECTURE

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Period of Significance**

1963-1965

\_\_\_\_\_

**Significant Dates**

1963

\_\_\_\_\_  
\_\_\_\_\_

**Significant Person**

N/A

\_\_\_\_\_

**Cultural Affiliation**

N/A

\_\_\_\_\_  
\_\_\_\_\_

**Architect/Builder**

Bloomfield, Harry, Builder

Robert Lee Hall and Associates, Architects

Eller and Reeves, Structural Engineers

\_\_\_\_\_

- 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 N/A**

(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.

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### **Statement of Significance Summary Paragraph**

The One Hundred North Main (100NM) Building is eligible for listing in the National Register under Criterion C as an excellent local example of the late International style in Memphis, Shelby County, Tennessee. Completed in 1965, and designed by architect Robert Lee Hall and Associates, the building exhibits the hallmarks of International style including a pilotis, vertical panels with marble chip sheathing and vertical ribbon-style anodized aluminum windows which are the character defining features of the exterior of the building. Inside, book matched marble in the entry and elsewhere, aluminum and anodized aluminum trim, multiple elevators, dual escalators and extensive use of glass on the main floors remain intact, adding to the architectural significance of 100NM. As with most International style buildings, the use of high quality and unique materials is concentrated on the exterior, main entries and lobbies. Secondary floors of the building exhibit an International style free-floor plan with only the central core (elevators, restrooms, utilities) being an important feature. The flat roof with a landscaped garden invokes Modernist architect, Le Corbusier's, seminal Villa Savoye. A unique Mid-century feature of the building is the extant revolving restaurant. The One Hundred North Main Building, builder and developer Harry Bloomfield's grand architectural vision, remains a unique focal point of the Memphis riverfront skyline, as much today as when originally constructed.

### **Narrative Statement of Significance**

#### **Background**

The post-World War II economic expansion in the United States was a period of economic prosperity, which occurred following the end of World War II in 1945, lasting until the early 1970s. The economic expansion during this "Golden Age of Capitalism" was experienced here in the Mid-South. A 1967 report authored by James B. McFayden of the Bureau of Business and Economic Research titled "Changes in Manufacturing Employment in Shelby County due to New Industry, Plant Expansions and Plant Closings 1956-1957," examined economic growth during that time.<sup>3</sup> The report showed an increase in average non-agricultural employment of 53,400. This included a modest increase of 2,300 jobs between 1956 and 1959; the period 1960-1963 showed a 333% increase of 9,900 jobs and 237% increase of 33,400 between 1964 to mid-1967. The population of Memphis, the largest city in Tennessee, rose from 451,850 in 1956 to 496,250 in 1959. Between 1940 and 1950, Memphis grew from 32<sup>nd</sup> largest city in the nation to the 26<sup>th</sup>. The population then rose 25.3% to 623,530 by 1970.<sup>4</sup>

In 1959 Memphis was home to more than 900 industries with revenues of manufactured products exceeding \$475 million. According to a 1959 Chamber of Commerce Report, Memphis was also the world's largest cotton market and cottonseed products center, the largest inland hardwood lumber market and the South's largest center for mixed feed manufacture at that time.<sup>5</sup> Locally real estate sales climbed from \$54,665,873 in

<sup>3</sup> James McFayden, "Changes in Manufacturing Employment in Shelby County due to New Industry, Plant Expansions and Plant Closings 1956-mid-1967 (Memphis, TN: Bureau of Business and Economic Research), 1-2.

<sup>4</sup> Ibid, 4.

<sup>5</sup> Ibid, 20.

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1945 to \$217,743,369 in 1958. <sup>6</sup> In 1959 Memphis had seven major banking institutions, including 36 branches and combined assets and deposits of \$823,217,996. <sup>7</sup>

This economic vitality was reflected in the built environment. The original Memphis Airport was constructed during the Depression. By April 1957 there were 64 weekday departures, although nonstop flights did not reach beyond Chicago, Washington DC, Atlanta, New Orleans, Houston and Ft Worth. The first scheduled jets from Memphis were Delta 880s starting in July–August 1960; nonstop–flights to Los Angeles began in 1964 and to New York in 1965. This increase in passenger traffic was the impetus, in 1959, for beginning construction of the current terminal which cost \$6.5 million to build and opened on June 7, 1963.

### **Builder**

It was in this atmosphere of unbridled optimism and growth that contractor and developer Harry Bloomfield conceived the idea of building a speculative skyscraper in the downtown area. A January 18, 1962 article in the *Memphis Commercial Appeal* stated: “a multimillion-dollar 22-story office building-apartment house is planned for the southeast corner of Main and Adams -- opposite Hotel Claridge -- it was announced by Harry Bloomfield, Memphis contractor and president of Bloomfield Industries.....The property lies on the southern fringe of Memphis' Civic Center”.

The detailed plans for the building were announced later in the September 17, 1962 *Memphis Commercial Appeal* in an unattributed article. At that time the project was a 32-story, five million dollar building. According to Kay Pittman, in a *Memphis Press-Scimitar* article dated August 30, 1963, the building had grown to a \$6.5 million dollar project and was proposed to be 38 stories. A ground breaking ceremony held that day was attended by city and country officials, the Memphis Housing Authority Director and dignitaries with 150 people attending a celebratory champagne luncheon.

Native Memphian Harry Bloomfield was born in 1910 to Russian immigrant parents. As a boy, Bloomfield worked 80 hours a week to earn \$6.50. Later, due to the Great Depression, Bloomfield was forced to drop out of engineering school. When WWII broke out he was accepted into Officer’s Candidate School and commanded a unit of engineers who built hospitals, warehouses and other buildings in France. After the war ended he started a small contracting company and began moving up in the world of construction. He decided he wanted to have an ownership interest in his buildings and founded Bloomfield Building Industries (BBI) in 1961 which was later traded on the New York Stock Exchange.

His multi-story 1955 Holiday Inn Towers in Memphis was the first building in the world to be completely built by the slip-form technique of concrete construction. The buildings he constructed locally include the 1962 St. Jude Hospital, the 1966 Memphis City Hall, various apartment buildings including the 1966 Parkway House on N. Parkway, and The Mayfair House on Union Avenue.

According to an article by Lois Ray Crowe in the September 12, 1956 *Memphis Press Scimitar*, in 1956 Bloomfield built the 1956 1770 West End Building in Nashville which was the first suburban Nashville

<sup>6</sup>McFayden, “Changes in Manufacturing Employment in Shelby County, 1-2.

<sup>7</sup> Ibid, 9.

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office building to have an elevator. He also had projects in Houston, TX; Atlanta, GA; Raleigh, NC; Huntsville, AL; New Orleans, LA; and Milwaukee, WI. According to an unattributed August, 1964 *Memphis Press Scimitar* article, at the time of the 100NM's construction, the firm had over \$30 million worth of buildings under construction locally and an additional \$40 million nationally.

### **Architect**

The skyscraper was designed by the firm of Robert Lee Hall and Associates. Robert Lee Hall (1923-1979) was a Jackson, TN, native, a graduate of the Memphis Academy of Arts (Memphis College of Art), and received an honorary architecture degree from the University of Tennessee, Knoxville. He served in the Army Air Corps during WWII. In 1943, while working for the Fisher Aircraft Corporation, he married Memphis socialite Annie McGee who had also studied at the Memphis Academy of Arts (Memphis College of Art). The civic-minded Hall was a past president of the Memphis chapter of the AIA, a one-term Germantown, TN, city council member, a Mason and a Shriner, a Boy Scout leader and a trustee at the Germantown United Methodist Church that he also designed.

Hall's firm was responsible for designing several Memphis area churches, the old Holiday Inn Rivermont, and he was an architect of record for the 1959-1967 International Trade Mart (New Orleans World Trade Center) (NR listed 6/9/2014) in partnership with Edward Durrell Stone and Associates. Prior to designing the 100NM Building, the firm designed an almost identical 1962 building (minus the revolving restaurant) in Milwaukee, WI. Hall's firm, in partnership with Furbringer and Ehrman, designed the 1963 Memphis Mid-South Coliseum (NR listed 12/6/2000).

Completed the same year as the 100NM Building, his firm designed the 1965 White Station Tower, a 22-story, 274-foot-tall high-rise office building. Located at 5050 Poplar Avenue, it was one of the first skyscrapers built away from the downtown skyline, about 15 miles away. Similar to 100NM, the top floor of that building was a revolving restaurant. And, Hall's firm was the architect for the adjacent building to White Station Tower, the 1972 Clark Tower, Memphis' largest office building (based on square footage).<sup>8</sup>

### **Architectural Style**

The 100NM Building is the best local example of the mid-century effort to update past styles with new technologies and design elements in architecture, as practiced nationally by architects such as Edward Durrell Stone, the firm of Skidmore, Owings & Merrill, and some of the middle-period work of Philip Johnson. This International style building utilizes the pilotis as exterior commercial space, entrances, and the sloping terrain to the east allows for an eight-level parking garage in the rear. In fact, when the building was advertised, standard office space was said to be designed by architects but only included carpet, tile ceiling, dry wall, and a few standard amenities. "Special wall treatments" were an optional item. The exterior wall

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<sup>8</sup> Memphis Press Scimitar, 6/29/1943: Memphis *Commercial Appeal* 6/26/1990

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serves only as a “skin” and, unconstrained by load-bearing considerations, additional commercial spaces were added to the ground floor façade, north elevation and rear of the structure.

The single architectural feature that most distinguishes the 100NM Building is its revolving top-floor restaurant. According to *A History of Buildings that Rotate, Swivel, and Pivot*, the first revolving tower with a restaurant opened in 1959 in Dortmund, Germany.<sup>9</sup> Seattle architect John Graham, an early shopping mall pioneer, is said to have been the first in the United States to design a revolving restaurant atop an office building at the Ala Moana Center in Honolulu in 1961.<sup>10</sup>

In keeping with the economic growth of this era and the dawn of the “Space Age” with the 1957 Russian Sputnik launch and the first American space launch in 1961, the “Top of the 100” rotating restaurant, which comprises the 100NM Building’s 38th floor, offered a “vision of future prosperity engendered by a marriage of capitalism and high technology.” This structure represents an intersection of tower/skyscraper construction techniques, interest in the space-age technologies, and the perennial desire for restaurant diners to have a good seat and “a view.”<sup>11</sup>

The “Top of The 100’s” design was based on the 1961 Space Needle built for the Century 21 Exhibition in Seattle, WA. The customers, tables and chairs revolve around the building’s core on a turntable riding on rubber rollers set into the floor. The West Coast icon with its extensive use of wood, a circular padded bar, slanted windows and a patented rotating system using auto tires developed a local connection when it was immortalized in the 1963 Elvis Presley film *It Happened at the World’s Fair*.

Because spilled drinks and motion sickness could destroy ambiance, the “Top of the 100” has a platform mounted on 75 passenger-car tires instead of hard-rubber rollers. The inventor of the “Top of the 100” revolving mechanism was D. Bruce Johnston. His patented invention used automobile tires which provided a rotating restaurant with a floor that turns with such uniform motion that diners do not feel the motion and are conscious of it only to the extent that they notice from time to time their change in position.

A complete circuit around the core was completed in 90 minutes, traveling about a mile a day, giving the restaurant’s guests alternating views of Memphis and the Mississippi River.

When designing the 100NM Building, Robert Lee Hall borrowed heavily from his experience with the 1959-1967 New Orleans World Trade Center (WTC) (NR 6-9-14) which was one of the first buildings in that city to be supported on pre-stressed concrete pilings. In Memphis they were driven 40 feet into the ground to find sufficiently stable clay strata. Identical to the WTC building, 100NM has a reinforced concrete structural frame and floors. The building’s elevation is composed in the tripartite design of a base, middle, and concluding elements as well.<sup>12</sup>

The upper body of the building in its lighter colors appears to float free, thus expressing the building’s reliance on structural innovation. From this base rise thirty-two stories sheathed in a curtain wall composed

<sup>9</sup> Chad Randl. *A History of Buildings that Rotate, Swivel, and Pivot*, (New York, Princeton Architectural Press), 102.

<sup>10</sup> Ibid, 105.

<sup>11</sup> Chad Randl. 111.

<sup>12</sup> Danielle Del Sol. “Grand Slam”, *Preservation in Print*, (New Orleans: Preservation Resource Center, September, 2013, 19-21).

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of panels of pre-cast exposed aggregate concrete panels and glass windows. Both the panels and the windows are arranged in alternating vertical bands running up the building and emphasizing its height.

Like the WTC, the tiers of office spaces finish with a flat roof that has in its center a cylindrical structure which accommodates a cocktail lounge with an outside platform that revolves to provide dramatic views of the city and the Mississippi River and decisively concludes the building. Like the WTC, the 100NM Building creates a distinctive high-rise building that is specific to its site and its role at the intersection of the city, the Mississippi River, and visually beyond to the entire Mid-South.

### **Architectural Context**

Many of the Mid-century skyscrapers in downtown Memphis housed banks or their headquarters, including the 100NM Building. Memphis-based Union Planters Bank was an original investor in the 100NM building by virtue of a 1962 construction mortgage and it housed a branch office there from the building's opening. The first building in the United States to receive a building permit after World War II was the sleek glass curtain wall skyscraper, the Equitable Savings and Loan Association Building (now the Commonwealth Building) in Portland OR which Pietro Belluschi designed. Equitable Savings and Loan Association was one of the largest savings and loans company in the country and its International style design created much discussion in the financial world as to the idea that an attractive and impressive modern office building was needed to emphasize the financial stability of a banking institution.

The December 8, 1954 groundbreaking for Home Federal Savings & Loan Building, was Memphis' first major office building project since the ill-fated 1930 Sterick Building (NR listed 10-2-78) opened at the beginning of the Great Depression. Completed in 1956, the Home Federal Building is a Modern Movement Commercial style, low-rise skyscraper located at Jefferson Avenue and North Second Street, a half-block from the 100NM Building. The rectangular plan, twelve-story office building with a glazed aluminum curtain wall and brick and limestone cladding, and was the first building in downtown to have an attached parking garage.

Also constructed in the immediate area of the 100NM Building is the 1962 Memphis Bank and Trust Building (NR listed 8-5-13), situated on the northeast corner of North Second Street and Court Avenue in downtown Memphis. Inspired by the spare style of the adjacent Home Federal Savings & Loan Building, The 12-story Memphis Bank and Trust Building is also a Modern Movement Commercial Skyscraper style with an aluminum and glass curtain wall system, and smooth limestone and brick veneer wall cladding which enhances its sleek vertical thrust. Both of these bank buildings played a significant role in revitalizing the metropolitan area in post-World War II Memphis

The Memphis skyscraper that compares most closely to 100NM Building is the 1964 First National Bank of Memphis (First Tennessee). Late in 1961, plans were announced for the construction of a 23-story bank and office building at Madison Avenue and Third Street. Designed by the firm of Walk Jones Jr., the architects adapted Mies van der Rohe's iconic and lavish 1958 Seagram's Building (NR listed 2-24-06) to modest Memphis circumstances.<sup>13</sup>

<sup>13</sup> Robert Johnson and Robert D. Russell, Jr., *Memphis: an Architectural Guide*, (Knoxville: University of Tennessee Press, 75).

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While it shares many of the architectural tenets of the International style with the 100NM Building, the First Tennessee Building copies the spare corporate modernism style of the Seagram's Building, and the 100NM Building, built only a year later, is imbued with later International style features as well as expressing all the hallmarks of the style from its origins in the 1930s.

### **Recent Building History**

Soon after the 100NM Building was put into service in January, 1965, disaster struck. Bloomfield's firm suffered major financial losses and he was forced to sell his luxurious family home in February 1965. Burton Fruhman noted in a Memphis *Commercial Appeal* article on August 24, 1966 that Bloomfield sold his flagship 100 North Main Building to the Percy D. Galbreath Company, a local mortgage and property management firm. In 1971, the property changed hands again, this time the new owner was locally owned Union Planters Bank which had maintained a branch and a consumer department there since 1964. They erected a large sign on the roof of the revolving restaurant which defined the downtown Memphis skyline for decades.

In August, 1974 the city's tallest building sold again for \$10.5 million to the Massachusetts Mutual Life Insurance Company according to an article by Barton Fruehman in the August 24, 1976 edition of the Memphis *Commercial Appeal*. The economic forces sweeping the rest of the country during the 1970s affected the local real estate market including the 100NM Building. According to the Shelby County tax assessor's website, the building was sold to Myron Zimmerman in 1978 for an undisclosed amount. Zimmerman sold it in 2013 for \$5 million to the current owners who hope to adaptively reuse this unique skyscraper for Class A office space and residential use.

Not only is the building technology notable locally for being the tallest poured concrete structure in the Mid-South at the time of its construction, it was also the first high-rise structure to use lightweight structural concrete for floors, walls and columns and the first building in the area to be supported by high capacity concrete piles (each capable of supporting 140 tons). It was the first local high rise to use Cadwell connectors in splicing high strength reinforcing bars which permitted the use of smaller columns than conventional reinforcing steel, and DuPont polystyrene insulating foam was used to back the marble chip sheathing. In addition, it was the first building locally to have a revolving restaurant. Harry Bloomfield's goal of building the tallest building in Memphis is still a reality in 2015 as the 100 Hundred North Main Building remains the tallest building in Memphis, TN.

One Hundred North Main Building  
Name of Property

Shelby County, Tennessee  
County and State

One Hundred North Main Building  
 Name of Property

Shelby County, Tennessee  
 County and State

**9. Major Bibliographic References**

**Bibliography**

- Del Sol, Danielle. "Grand Slam", *Preservation in Print*. New Orleans: Preservation Resource Center, 2013.
- Johnson, Robert and Robert D. Russell, Jr. *Memphis: an Architectural Guide*. Knoxville: University of Tennessee Press, 1990.
- McFayden, James. "Changes in Manufacturing Employment in Shelby County due to New Industry, Plant Expansions and Plant Closings 1956-mid-1967", Memphis: Bureau of Business and Economic Research, 1967.
- Randl, Chad. *A History of Buildings that Rotate, Swivel, and Pivot*. New York: Princeton Architectural Press, 2008.

Previous documentation on file (NPS):		Primary location of additional data:	
preliminary determination of individual listing (36 CFR 67 has been requested)	X	State Historic Preservation Office	
previously listed in the National Register		Other State agency	
previously determined eligible by the National Register		Federal agency	
designated a National Historic Landmark		Local government	
recorded by Historic American Buildings Survey #		University	
recorded by Historic American Engineering Record #		Other	
recorded by Historic American Landscape Survey #		Name of repository:	
Historic Resources Survey Number (if assigned):			

One Hundred North Main Building  
Name of Property

Shelby County, Tennessee  
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**10. Geographical Data**

---

**Acreage of Property** 1.004 acres **USGS Quadrangle** Northwest Memphis, TN-AR  
404NE

**Latitude/Longitude Coordinates**

Datum if other than WGS84:  
(enter coordinates to 6 decimal places)

1. Latitude: 35.147667 Longitude: -90.051335

**Verbal Boundary Description**

The boundaries of the building are Adams Avenue on the North, North Second Street on the East, and North Main Street Mall to the West and the southern boundary is the property line. It is parcel number 002012 00001C found on Shelby County Tax Map 132F.

**Boundary Justification**

The boundaries of the One Hundred North Main Building include only the property lines historically related to the development of the building and defined by the City of Memphis Property Assessor.

One Hundred North Main Building  
Name of Property

Shelby County, Tennessee  
County and State

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**11. Form Prepared By**

---

Name Judith Ann Johnson, architectural historian

Organization J. Johnson & Associates

Street & Number 158 Windover Road #6 Date September 10, 2014

City or Town Memphis Telephone (901) 603-0054

E-mail Judithjohnson73@gmail.com State TN Zip Code 38111

**Additional Documentation**

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to map.
- **Photographs** (refer to Tennessee Historical Commission National Register *Photo Policy* for submittal of digital images and prints)
- **Additional items:** (additional supporting documentation including historic photographs, historic maps, etc. should be included on a Continuation Sheet following the photographic log and sketch maps)

**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 100 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.

One Hundred North Main Building

Name of Property

Shelby County, TN

County and State

**Photo Log**

Name of Property: One Hundred North Main Building

City or Vicinity: Memphis

County: Shelby

State: TN

Photographer: Judith Johnson

Date Photographed: December, 2013

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

- 1 of 37. Northeast oblique. Photographer facing southwest.
- 2 of 37. East rear elevation. Photographer facing southwest.
- 3 of 37. Southeast oblique. Photographer facing northwest.
- 4 of 37. Detail of east rear elevation. Photographer facing west.
- 5 of 37. Sidewalk detail on north of building. Photographer facing east.
- 6 of 37. South elevation. Photographer facing northeast.
- 7 of 37. Southwest oblique. Photographer facing northeast.
- 8 of 37. Façade elevation. Photographer facing east.
- 9 of 37. West entrance canopy. Photographer facing east.
- 10 of 37. West entrance. Photographer facing east.
- 11 of 37. West entrance detail. Photographer facing south.
- 12 of 37. South elevation parking lot detail. Photographer facing northwest.
- 13 of 37. East elevation detail. Photographer facing west.
- 14 of 37. Lower elevator lobby. Photographer facing south.
- 15 of 37. Escalators on second floor. Photographer facing west.
- 16 of 37. Entry in northeast exterior commercial space. Photographer facing southeast.
- 17 of 37. Second floor lobby. Photographer facing west.

One Hundred North Main Building

Shelby County, TN

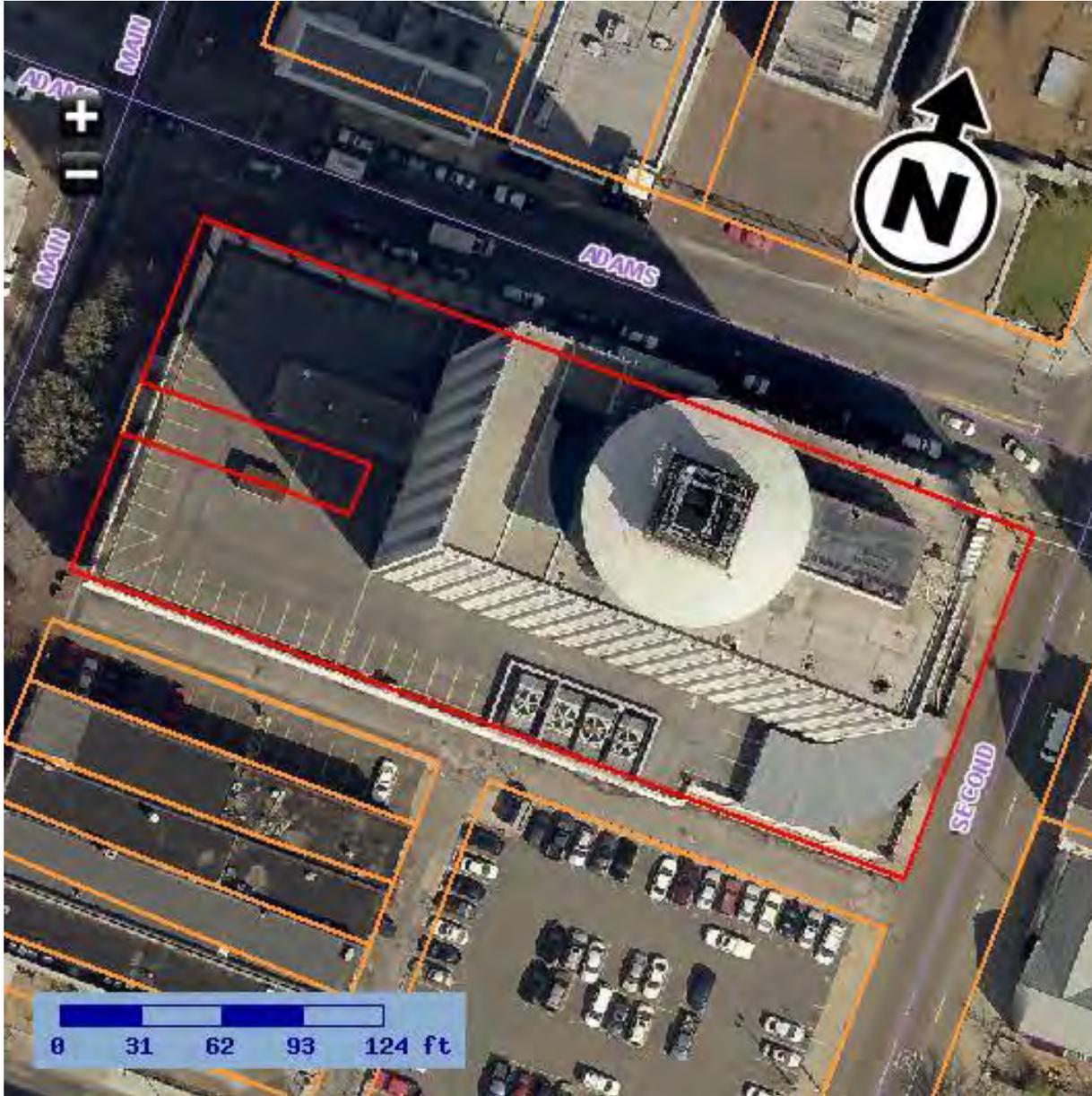
Name of Property

County and State

- 18 of 37. Commercial space on second floor. Photographer facing west.
- 19 of 37. Typical office space finish out. Photographer facing north.
- 20 of 37. Typical upper floor elevator lobby and hall. Photographer facing southwest.
- 21 of 37. Typical office space finish out. Photographer facing southwest.
- 22 of 37. Hall leading to garage on 2<sup>nd</sup> floor. Photographer facing southeast.
- 23 of 37. Unfinished office space on upper floor. Photographer facing southwest.
- 24 of 37. Seating area of 37<sup>th</sup> floor. Photographer facing southeast.
- 25 of 37. Elevator lobby and bar, 38<sup>th</sup> floor. Photographer facing northeast.
- 26 of 37. Center bar on 38<sup>th</sup> floor. Photographer facing north.
- 27 of 37. Roof garden on 37<sup>th</sup> floor. Photographer facing southeast.
- 28 of 37. Roof garden and revolving restaurant elevation, 37<sup>th</sup> floor. Photographer facing northwest.
- 29 of 37. Entrance to parking garage on east elevation. Photographer facing northwest.
- 30 of 37. Entrance into ground floor of building from garage. Photographer facing west.
- 31 of 37. Interior of 36<sup>th</sup> floor. Photographer facing northwest.
- 32 of 37. Lobby of 35<sup>th</sup> floor. Photographer facing north.
- 33 of 37. Typical elevator lobby on lower floors. Photographer facing north.
- 34 of 37. Interior of 36<sup>th</sup> floor. Photographer facing north.
- 35 of 37. Interior of 36<sup>th</sup> floor. Photographer facing south.
- 36 of 37. Interior of 36<sup>th</sup> floor. Photographer facing northeast.
- 37 of 37. Bathroom of 36<sup>th</sup> floor. Photographer facing east.

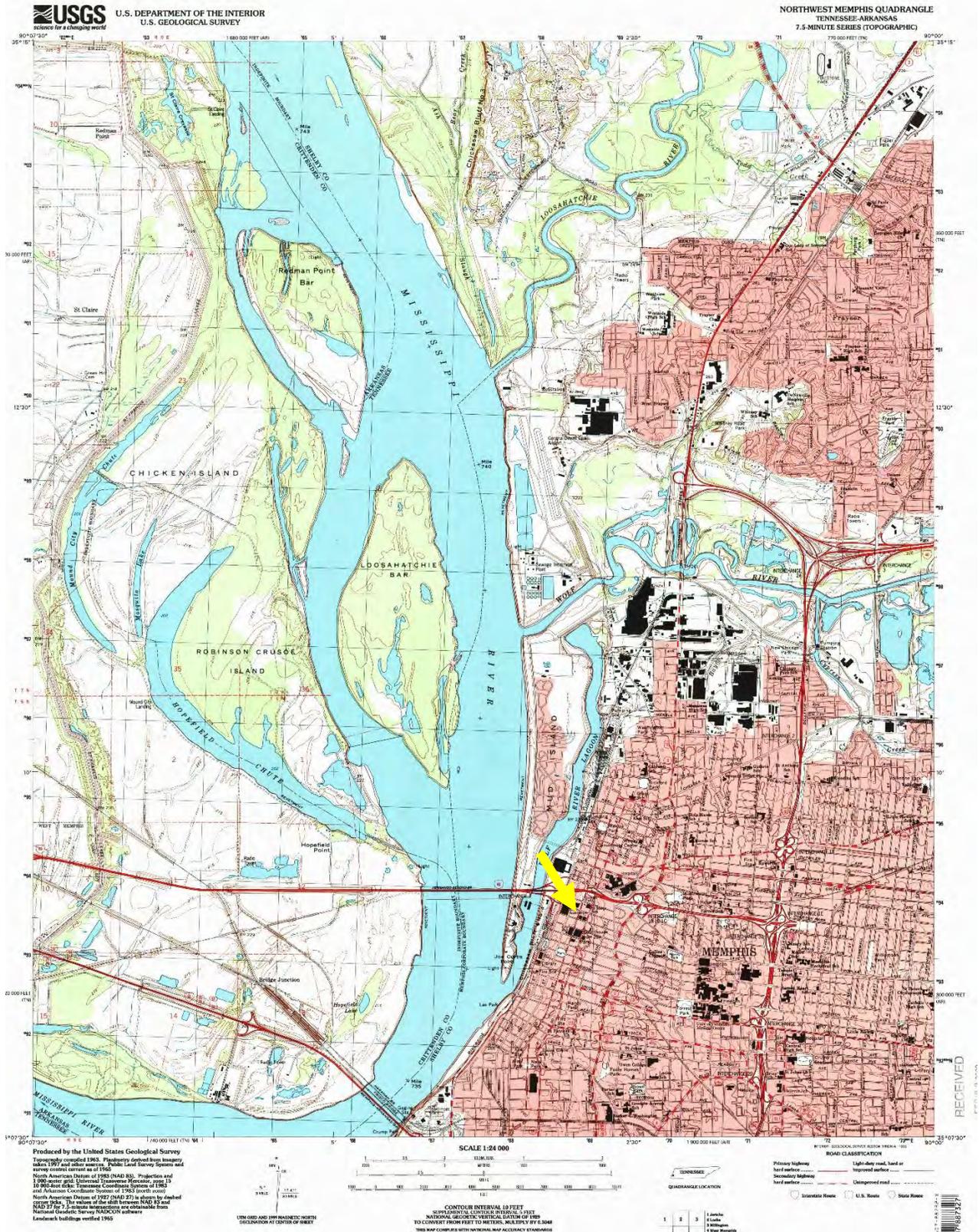
One Hundred North Main Building  
Name of Property

Shelby County, TN  
County and State



One Hundred North Main Building  
Name of Property

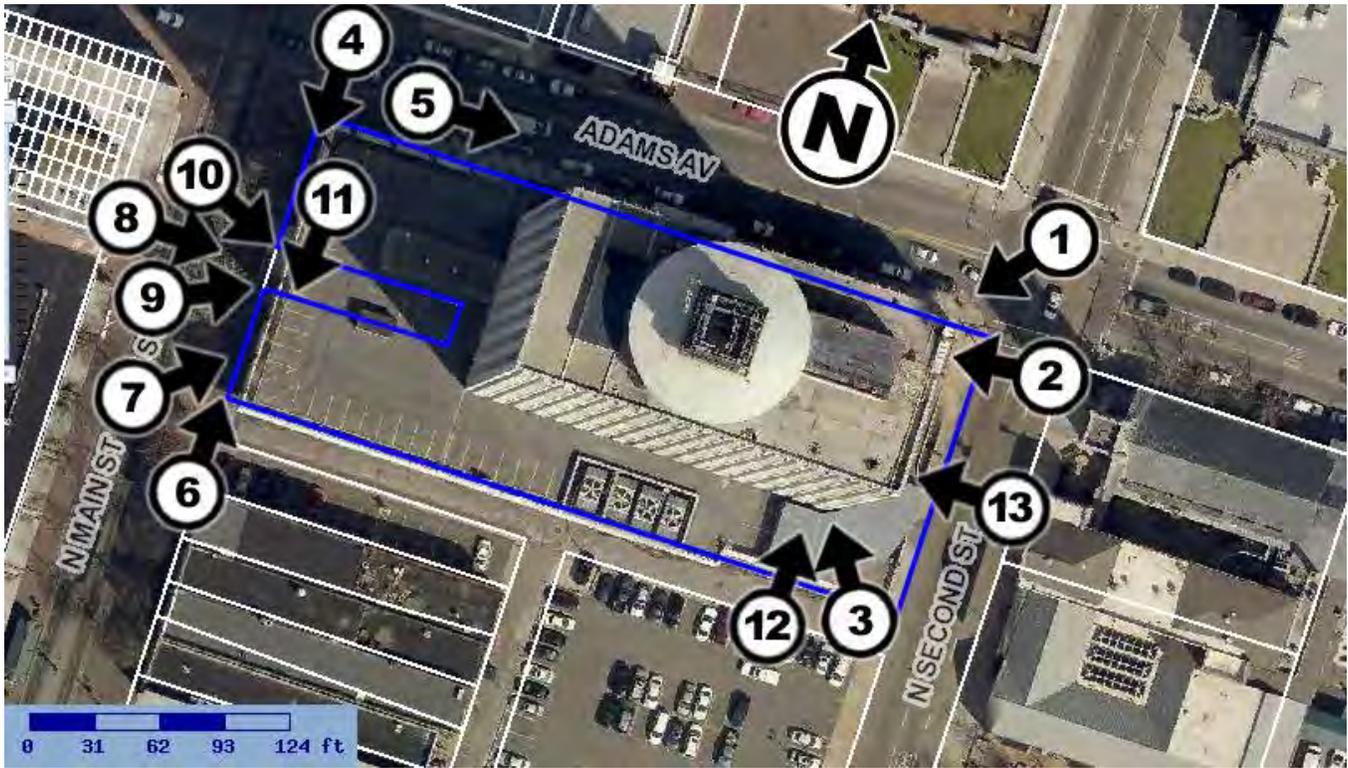
Shelby County, TN  
County and State



One Hundred North Main Building  
Name of Property

Shelby County, TN  
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**Site Plan:**

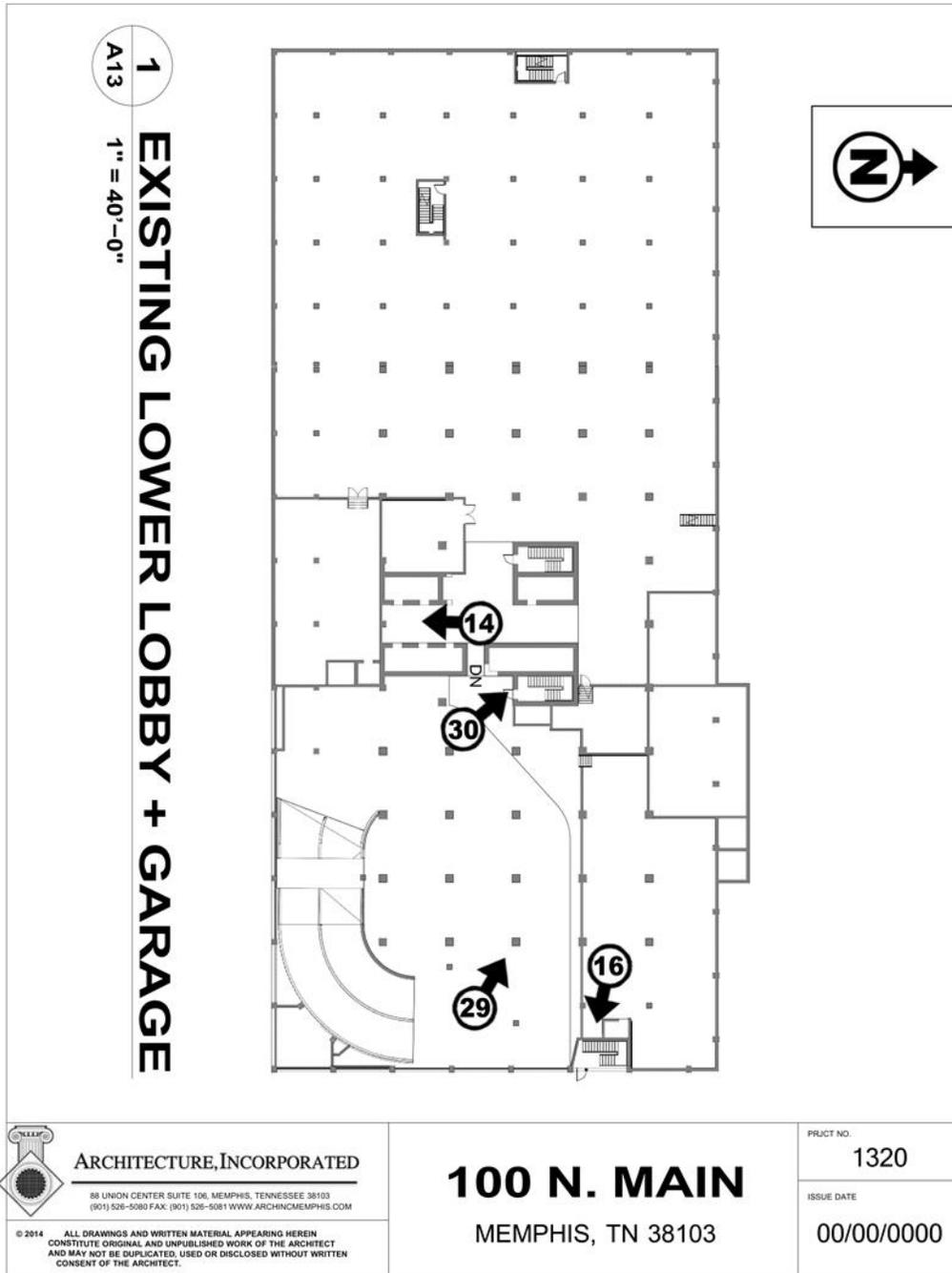


**100 North Main Site Plan Photo Key**

One Hundred North Main Building  
Name of Property

Shelby County, TN  
County and State

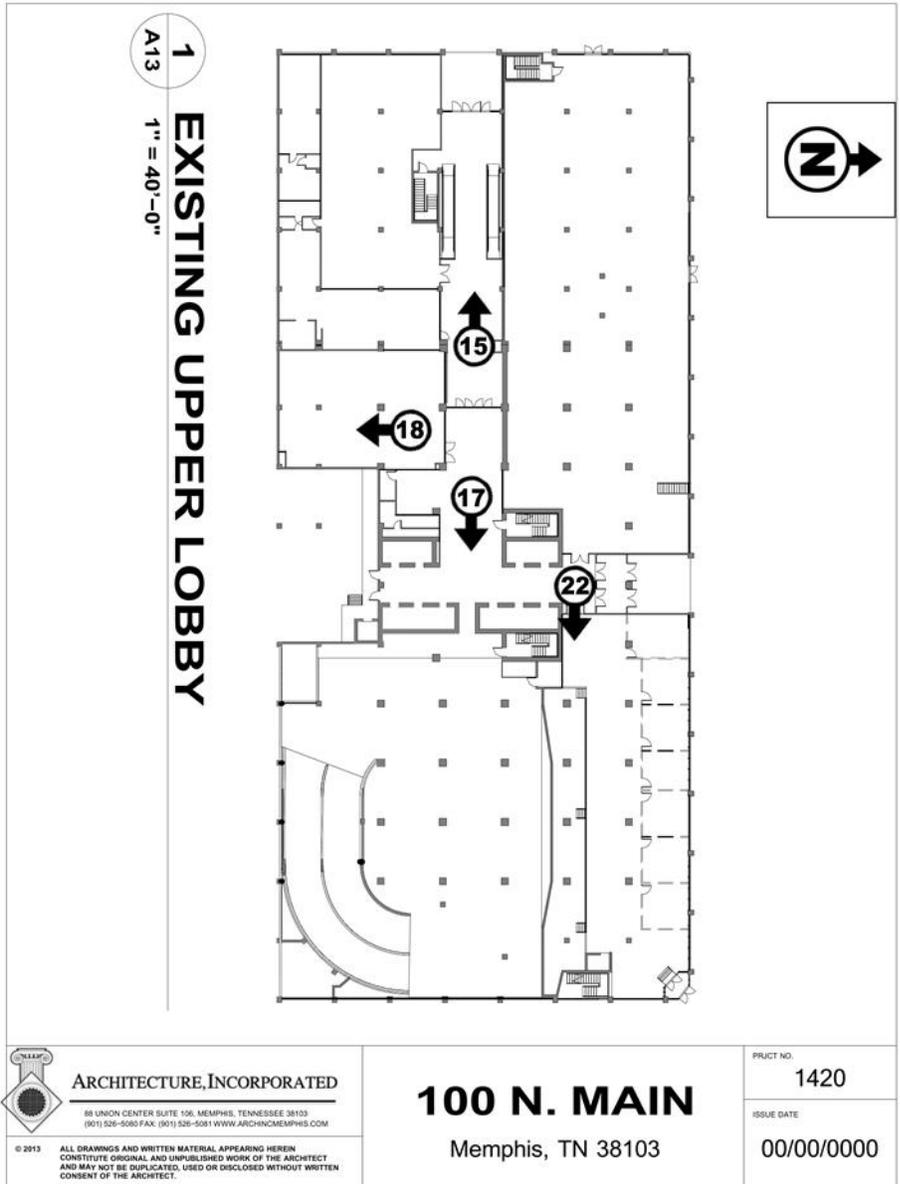
**100 North Main Ground Floor Plan and Photo Key**



One Hundred North Main Building  
Name of Property

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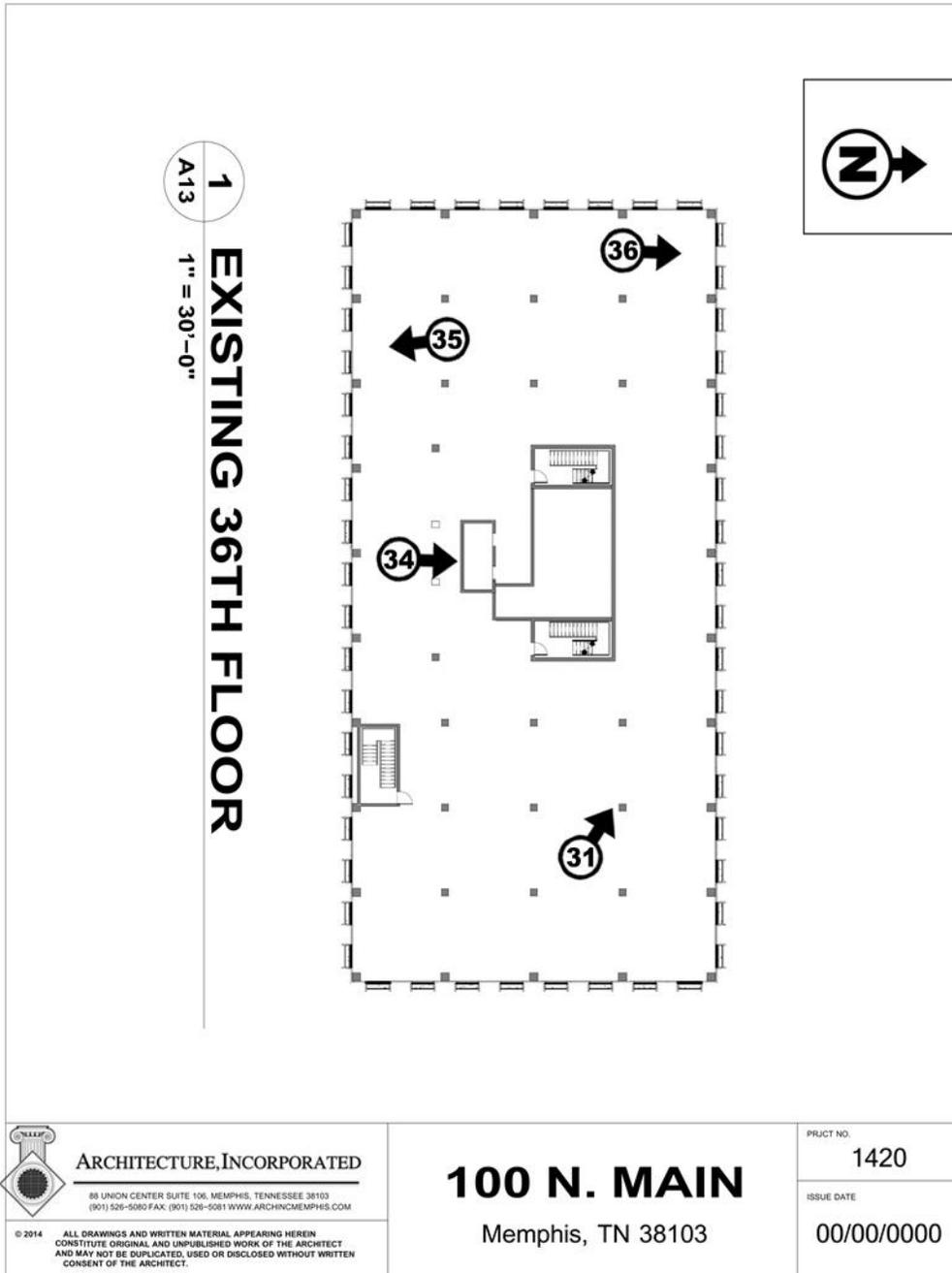
**100 North Main Second Floor Plan and Photo Key**



One Hundred North Main Building  
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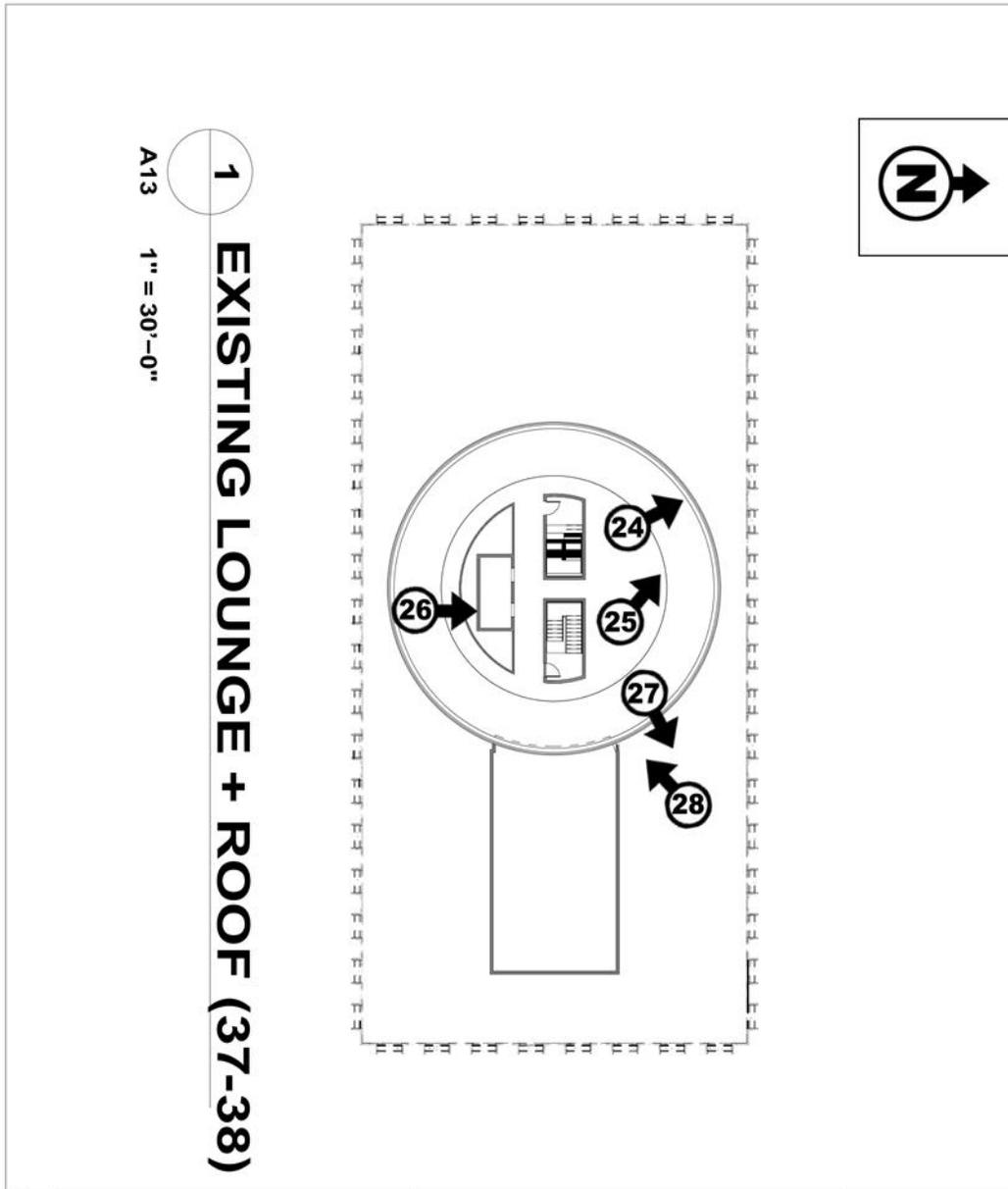
**100 North Main 36<sup>th</sup> Floor Plan and Photo Key**



One Hundred North Main Building  
Name of Property

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**100 North Main 37<sup>th</sup> & 38<sup>th</sup> Floors Plan and Photo Key**



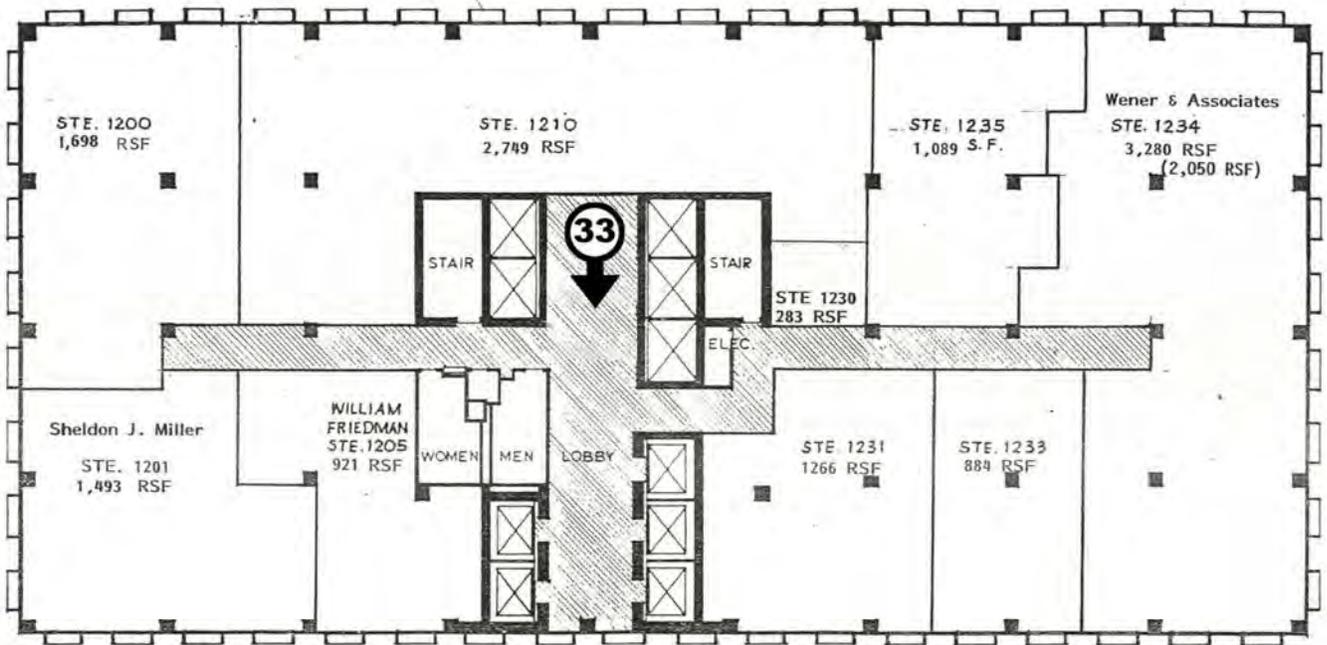
 <p><b>ARCHITECTURE, INCORPORATED</b> 88 UNION CENTER SUITE 106, MEMPHIS, TENNESSEE 38103 (901) 526-5080 FAX: (901) 526-5081 WWW.ARCHINCMEMPHIS.COM</p>	<p><b>100 N. MAIN</b> MEMPHIS, TN 38103</p>	PRJCT NO. 1320
		ISSUE DATE 00/00/0000

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One Hundred North Main Building  
Name of Property

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**Floor Plan Lower Floors**



100 NORTH MAIN BUILDING/MEMPHIS, TENNESSEE



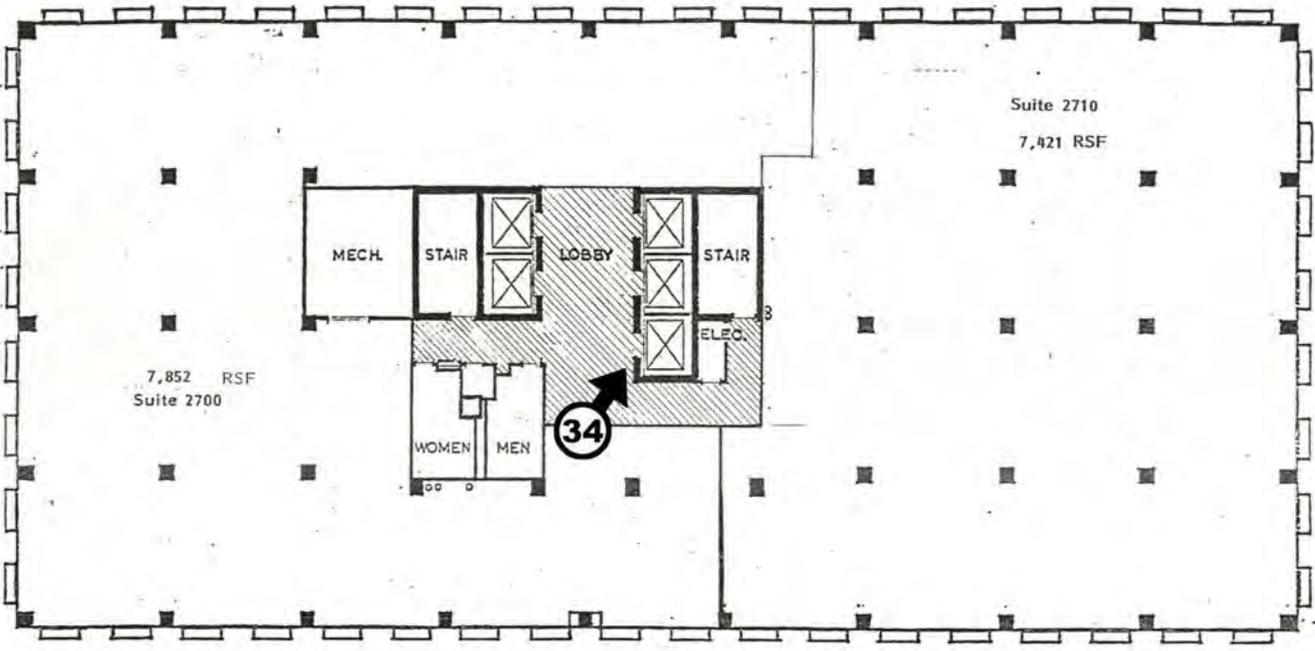
- 15,764 S.F. FLOOR AREA
- 3,211 S.F. MECH. & CIRCULATION AREA
- 12,553 S.F. LEASEABLE AREA
- 12,108 S.F. LEASEABLE AREA SHOWN (445 S.F.)

**TYPICAL LOWER FLOOR PLAN**

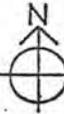
One Hundred North Main Building  
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**Floor Plan Upper Floors**



100 NORTH MAIN BUILDING/MEMPHIS, TENNESSEE



15,764 S.F. FLOOR AREA  
2,149 S.F. MECH. & CIRCULATION AREA  
13,615 S.F. RENTABLE AREA  
13,999 S.F. RENTABLE AREA SHOWN (+384 S.F.)

**TYPICAL UPPER FLOOR PLAN**

# National Register of Historic Places Continuation Sheet

One Hundred North Main Building

Name of Property  
Shelby County, Tennessee  
County and State

Name of multiple listing (if applicable)



100 N. Main Building Plan- Memphis *Press Scimitar* November 11, 1962

**National Register of Historic Places  
Continuation Sheet**

One Hundred North Main Building

Name of Property  
Shelby County, Tennessee  
County and State

Name of multiple listing (if applicable)



"-TAIRS"

Main Lobby on Lower Level-Memphis *Press Scimitar*, January 10, 1965

United States Department of the Interior  
National Park Service

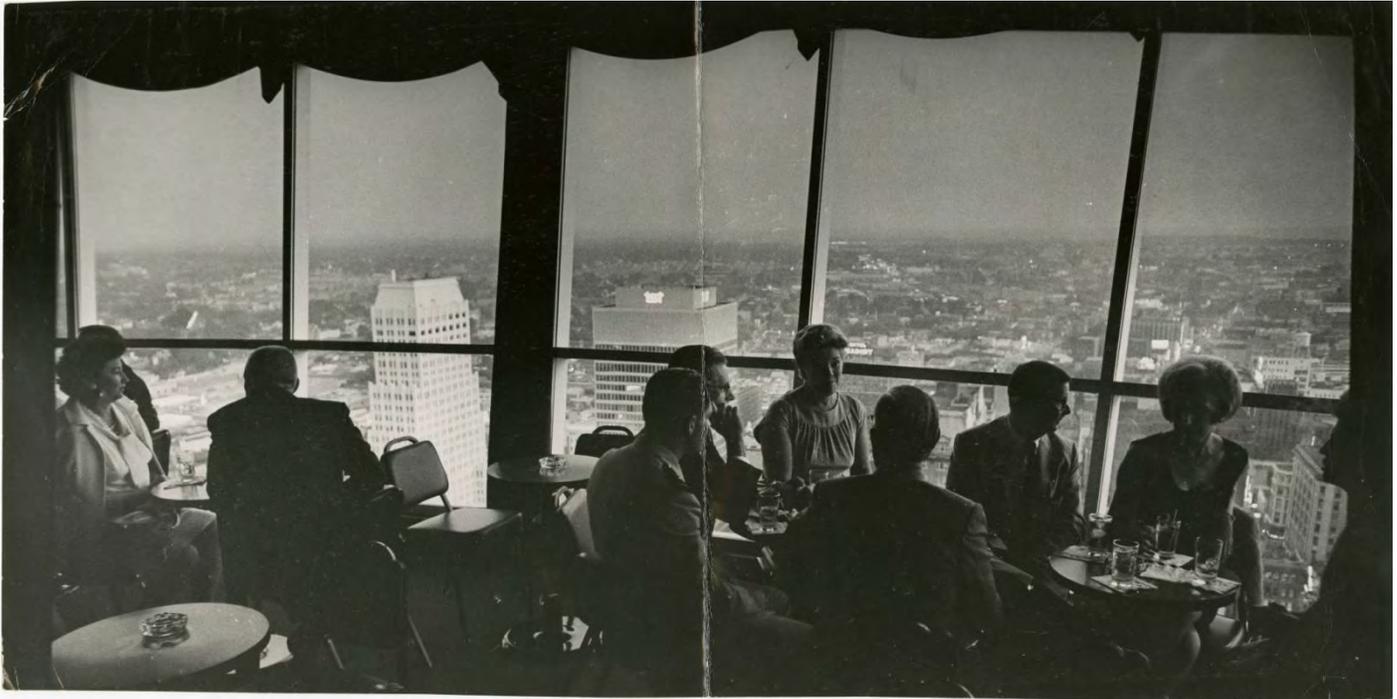
## National Register of Historic Places Continuation Sheet

One Hundred North Main Building

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Name of multiple listing (if applicable)



“Top of the Hundred Lounge”-*Memphis Press Scimitar*, August 13, 1965.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

One Hundred North Main Building

Name of Property  
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Japanese Garden-Memphis *Press Scimitar*, June 24, 1965.

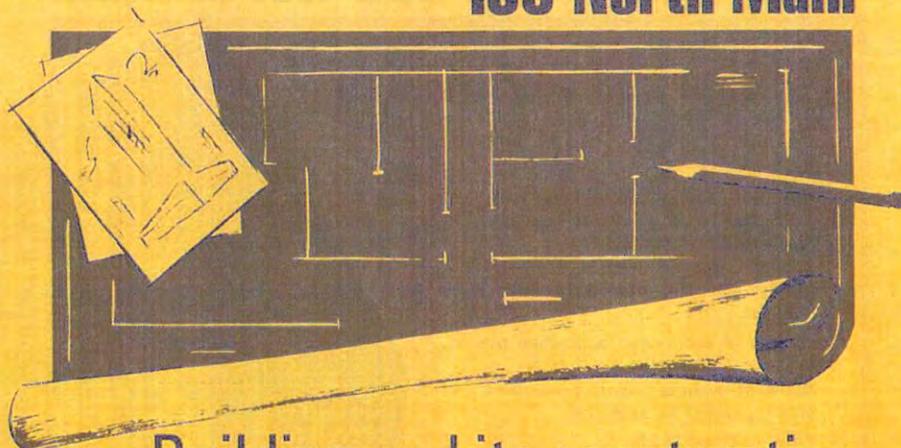
## National Register of Historic Places Continuation Sheet

One Hundred North Main Building

Name of Property  
Shelby County, Tennessee  
County and State

Name of multiple listing (if applicable)

# 100 North Main



## Building and its construction

### BASIC FACTS:

**Architects**—Robert Lee Hall & Associates.

**Structural Engineers**—Ellers and Reeves.

**Year completed**—1965.

**Height**—450 feet, 38 stories.

**Construction**—reinforced concrete on 770 pilings 42 feet deep; design based on central core system with all facilities radiating from elevators. Pre-cast exterior skin with glistening white marble chips completely insulated from remainder of structure with one-inch thick layer of expanded polystyrene.

**Area**—site one-half block, 753,000 square feet gross floor area, 525,000 square feet of rentable office and commercial space (excluding garage), average net floor area of tower floors 12,500 square feet.

**Elevators**—10 high speed, plus 4 for freight and private use.

**Garage**—eight levels, houses over 500 cars, covered loading for six trucks.

**Heating and air conditioning**—central forced air, zone controlled. Air conditioning system 1,273 tons; heat 200 H.P. steam boilers.

For additional information on offices, and other facts, see other data sheets.

"We are proud of the part we played in adding the 100 North Main Building to the Memphis Skyline. We wore the Structural Engineers on this project and it was built under our supervision. It is supported on high-strength piling driven to the heavy sand and gravel strata underlying Downtown Memphis. The frame is composed of high-strength lightweight concrete and reinforcing steel. It was designed and built to become a lasting part of Downtown Memphis."

James B. Ellers,  
President  
Ellers & Reeves,  
Consulting Engineers

"The 100 North Main building has another very important feature in addition to the outstanding architectural appearance and firesafe concrete construction. It has been checked by Civil Defense authorities, and they found that there is room for 23,300 people to have protection against fallout in case of an atomic attack. Few office buildings can offer this protection to such a large group of citizens if and when it becomes necessary."

John L. Feagin  
District Engineer  
Portland Cement Assoc.

Managers and leasing agents for 100 North Main



## National Register of Historic Places Continuation Sheet

One Hundred North Main Building

Name of Property  
Shelby County, Tennessee  
County and State

Name of multiple listing (if applicable)

# 100 North Main

## Design and construction of offices

Planning and efficient layout of your 100 North Main offices is done without charge by professional architects, subject to your approval. **Standard offices include:**

**Ceiling** of suspended acoustical tile in 2' by 4' enameled steel grid.

**Walls** of gypsum board on metal studs, painted as selected.

**Floor** of carpet with rubber base.

**Windows** of double pane insulated glass, aluminum frame, slide to open.

**Venetian blinds** furnished for all windows.

**Doors** of flush hardwood throughout. Door frames are metal.

**Lighting** of 4-tube fluorescent fixtures recessed and movable within ceiling grid.

**Electrical outlets** designed for your convenience.

**Heat and air conditioning** engineered to each office from central system.

### Other options available:

- Special wall treatments of wall paper, vinyl, grass cloth, etc.
- Paneling and carpeting.
- Built-in bookshelves and/or credenzas.
- Other special decor and decorative treatments available, subject to approval of building management.

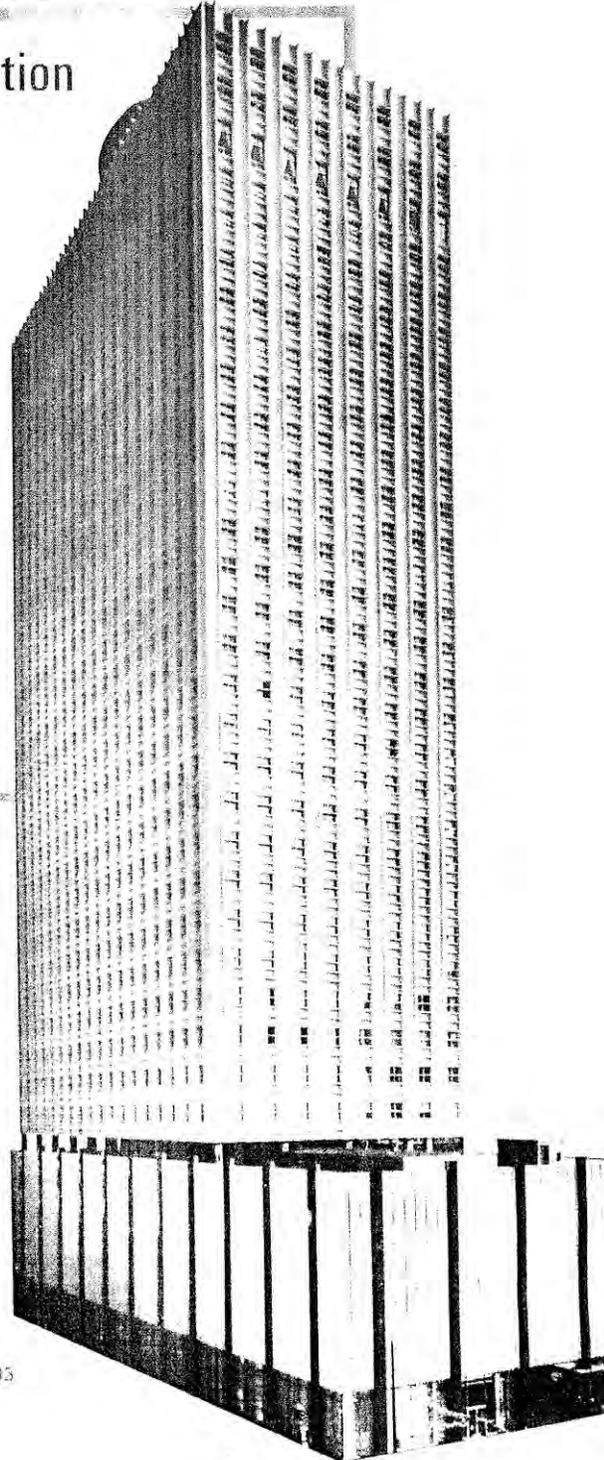
Attractive offices need not be expensive. Ask your 100 North Main leasing agent to show you some of the fine examples now in the building.



Managers and leasing agents for 100 North Main

32nd Floor, 100 North Main, Memphis, Tenn. 38105

Phone 525-3681







←

USPS

CONSTRUCTION



K-JAY'S

NO PARKING  
IN THIS ZONE  
EXCEPT AS  
SHOWN

OFFICE  
BUILDING  
NO. 100  
ST. JAMES  
ST.









Market & Metro

THE COVER  
WIRE STREET



**WELCOME!**

- Downtown Memphis is a vibrant, walkable neighborhood with a mix of historic and modern architecture.
- The area is home to a variety of shops, restaurants, and cultural institutions.
- Downtown Memphis is a great place to live, work, and play.
- The area is a great place to visit and experience the best of Memphis.

**MEMPHIS**



100 NORTH MAIN

ACCESSIBLE  
PARKING

100 NORTH MAIN







**NO PARKING  
IN ALLEY**  
LOADING  
ZONE  
30 MINUTE LIMIT  
TOW-AWAY ZONE  
PLASERS MUST  
BE OPERATING

95

95N.2ND

**FREEDOM  
BAIL BONDS**  
524-5444  
355-2930 Notary Public

OPEN



ELEVATORS  
ALL FLOORS TO 22 >  
< LOWER LOBBY

ELEVATORS  
ALL FLOORS TO 22  
< LOWER LOBBY





OTIS  
ESCAL-AIRE















EXIT





























