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NPS Form 10-900

United States Department of the Interior
National Park Service
National Register of Historic Places Registration Form

1. Name of Property

Historic Name: One Main Place
Other name/site number: N/A
Name of related multiple property listing: N/A

2. Location

Street & number: 1201 Main Street
City or town: Dallas State: Texas County: Dallas
Not for publication: Vicinity:

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 levels of significance:
 national statewide local

Applicable National Register Criteria: A B C D

Mark Wolfe State Historic Preservation Officer 3/23/15
Signature of certifying official Title Date
Texas 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 or other official Date
State or Federal agency / bureau or Tribal Government

4. National Park Service Certification

I hereby certify that the 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]
Signature of the Keeper

5/15/15
Date of Action

One Main Place, Dallas, Dallas County, Texas

5. Classification

Ownership of Property

<input checked="" type="checkbox"/>	Private
<input type="checkbox"/>	Public - Local
<input type="checkbox"/>	Public - State
<input type="checkbox"/>	Public - Federal

Category of Property

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

Number of Resources within Property

Contributing	Noncontributing	
1	0	buildings
1	0	sites
0	0	structures
0	0	objects
2	0	total

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

6. Function or Use

Historic Functions: COMMERCE/financial institution
 COMMERCE/business

Current Functions: COMMERCE/business
 WORK IN PROGRESS

7. Description

Architectural Classification: MODERN MOVEMENT: International Style and New Formalism

Principal Exterior Materials: Concrete, Glass

Narrative Description (see continuation sheets 7-7 through 7-10)

One Main Place, Dallas, Dallas County, Texas

8. Statement of Significance

Applicable National Register Criteria

<input type="checkbox"/>	A	Property is associated with events that have made a significant contribution to the broad patterns of our history.
<input type="checkbox"/>	B	Property is associated with the lives of persons significant in our past.
<input checked="" type="checkbox"/>	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.
<input type="checkbox"/>	D	Property has yielded, or is likely to yield information important in prehistory or history.

Criteria Considerations: N/A

Areas of Significance: Architecture

Period of Significance: 1964-1968

Significant Dates: 1964

Significant Person (only if criterion b is marked):

Cultural Affiliation (only if criterion d is marked):

Architect/Builder: Skidmore, Owings and Merrill (SOM); Gordon Bunshaft; Harwood K. Smith and Partners

Narrative Statement of Significance (see continuation sheets 8-11 through 8-25)

9. Major Bibliographic References

Bibliography (see continuation sheets 9-26 through 9-29)

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 (*Texas Historical Commission, Austin*)
- Other state agency
- Federal agency
- Local government
- University
- Other -- Specify Repository:

Historic Resources Survey Number (if assigned): N/A

One Main Place, Dallas, Dallas County, Texas

10. Geographical Data

Acreege of Property: Approximately 2.4 acres

Coordinates

Latitude/Longitude Coordinates (use decimal degree format)

Datum if other than WGS84: N/A

1. Latitude: 32.780461 Longitude:-98.802097

Verbal Boundary Description: See continuation page 10-30

Boundary Justification: See continuation page 10-30

11. Form Prepared By

Name/title: Jay Firsching, Sr. Historic Preservation Specialist/ Drew Whatley, Historian
Organization: ARCHITEXAS - Architecture, Planning and Historic Preservation, Inc.
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Date: November 5, 2014

Additional Documentation

Maps (see continuation sheet Map-31 through Map-38)

Additional items (see continuation sheets Figure-39 through Figure-57)

Photographs (see continuation sheet Photo-58 through Photo-70, with Log on Pages 5-6)

One Main Place, Dallas, Dallas County, Texas

Photograph Log

Name of Property: One Main Place
City or Vicinity: Dallas
County, State: Dallas, TX
Photographer: Jay Firsching
Date Photographed: 10-10-2014
Number of Photos: Twenty (20)

The following digital images were submitted to the National Park Service on CD, along with this nomination document. For reference, the images are included at the end of this document, beginning on page 58.

TX_Dallas County_One Main Place_0001
West Elevation

TX_Dallas County_One Main Place_0002
Southwest oblique

TX_Dallas County_One Main Place_0003
Southeast oblique

TX_Dallas County_One Main Place_0004
Northeast oblique

TX_Dallas County_One Main Place_0005
Northwest oblique – detail of lower elevation

TX_Dallas County_One Main Place_0006
Northwest Oblique

TX_Dallas County_One Main Place_0007
View into the west plaza - camera facing northeast

TX_Dallas County_One Main Place_0008
West arcade – camera facing north

TX_Dallas County_One Main Place_0009
Oblique view of east plaza stair – camera facing northeast

TX_Dallas County_One Main Place_0010
Exterior view of typical building entry at street level – camera facing north

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TX_Dallas County_One Main Place_0011

Interior view of typical building entry at street level – camera facing southwest

TX_Dallas County_One Main Place_0012

South lobby – camera facing east

TX_Dallas County_One Main Place_0013

North lobby – camera facing east

TX_Dallas County_One Main Place_0014

West escalator group at first floor – camera facing northeast

TX_Dallas County_One Main Place_0015

Detail of elevators at first floor – camera facing northwest

TX_Dallas County_One Main Place_0016

Second floor banking hall (typ) – south side – camera facing east

TX_Dallas County_One Main Place_0017

East escalator group at plaza level – camera facing northwest

TX_Dallas County_One Main Place_0018

Concourse at plaza level (typ) – Camera facing west

TX_Dallas County_One Main Place_0019

View to tunnel network to the north of the plaza level concourse – camera facing north

TX_Dallas County_One Main Place_0020

Oblique view of original drive-through station in level B1 – camera facing northeast

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 Main Place, Dallas, Dallas County, Texas

Narrative Description

One Main Place is a 33-story high-rise office building in the Dallas central business district. Bounded roughly by Griffin Street to the west, Elm to the north, Field to the east and Main to the south, the building occupies an approximately 2.4-acre site and includes several below-grade levels supporting retail, functional and vehicular spaces. It lies one block to the east of the Westend Historic District and just outside the western boundary of the Dallas Downtown Historic District. The building has a prominent and heavy structural concrete frame with an exposed granite aggregate finish, and features deep and regular fenestration. At street level, the tower occupies less than half of the total site, with broad sidewalks, a large sunken plaza to the west, and a smaller one to the east. One Main Place is in excellent condition and continues to support primarily office use, although a rehabilitation plan proposes to convert a portion to hotel use. The building has changed very little since its completion in 1968 and retains its historic integrity in terms of location, design, setting, materials, workmanship, feeling, and association.

General Setting

One Main Place lies in the heart of the Dallas Business District. The property is located adjacent to the western boundary of the Dallas Downtown Historic District (NRHP 2006) and one block to the east of the Westend Historic District (NRHP 1978) and the county government center. Despite its location in one of the city's oldest developed areas, One Main Place is surrounded by late 20th-century architecture. The city's tallest building, Bank of America Plaza (1985), lies one block to the west. Renaissance Tower (1974 and remodeled by SOM in 1985) sits directly to the north across Elm Street. One block to the northeast is George Dahl's dramatic First National Bank Building (1965). On the block to the south, Belo Gardens Park occupies the site where phase 3 of the Main Place project was to be constructed. South of the park across Commerce Street sits the Earle Cabell Federal Building, completed in 1971. An odd aspect of the One Main Place site sits on its southeast corner at Main and Field Streets. The Guardian Savings Building, completed in 1958, was apparently the lone hold-out to the developers' plans to clear the entire 3 acre site. Originally an International Style building with facades of green porcelain panels, glass and roman brick, the building has been modified beyond recognition and now sits vacant. It is not included within the boundaries of the nominated property.

Exterior

Designed in 1964 by Skidmore, Owings and Merrill (SOM) with Gordon Bunshaft as lead designer, the One Main Place plan is of the International Style, but the use of a massive concrete structural frame is a significant departure from the lightweight metal and glass curtain wall more typical of the style. The design is reminiscent of other SOM buildings constructed for corporate America where, breaking with the tradition of maximizing density across an entire site, a sleek and dramatic tower occupies only a fraction of the site leaving room for broader sidewalks, plazas and retail blocks. However, where SOM's previous compositions in generally placed an emphasis on lightness and volume rather than structure, at One Main Place this idea is turned inside out with a prominent, concrete structural frame becoming its distinguishing feature. Often mistaken as a Brutalist building due to the emphasis on concrete in the design, it lacks that style's more important defining characteristics such as an irregularity in form and clearly-articulated functional divisions in the form of externally-expressed circulation, mechanical and tenant spaces. The concrete is finished in glittering exposed

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granite aggregate from Stone Mountain Georgia, giving the building a sleek form and regularity of fenestration. Functional divisions (circulation, mechanical, and tenant) are largely concealed inside rather than articulated on its exterior as separate and distinct parts of the whole. Similarly, the building exhibits some characteristics of New Formalism, including a plaza and the use of smooth masonry surfaces, though the rigidity of the design defies the one intent of New Formalism which was the softening of modernist design through the application of classical forms. Nonetheless, the building possesses a New Formalist flavor due to its focus on structure, sense of monumentality, exacting symmetry, rhythmic repetition of fenestration and emphasis on mass, weight, and texture.

To fully understand the composition of One Main Place, one must first recognize the context of its design. One Main Place was the first phase of a proposed three-phase superblock project covering more than 10 acres and to be called Main Place. Land for the site was accumulated over a number of years and the proposed design required the realignment of the street grid and the abandonment by the city of the land under Main Street to a depth of 80 feet. For the first phase, One Main Place, the city abandoned Field and Poydras streets between Main and Elm, and realigned Griffin Street to create a boulevard to the west. While the idea of establishing boulevards in the city can be traced back to the Kessler plan of 1910, the Griffin Street boulevard was the first to be competed as a major thoroughfare in downtown. One Main Place was to be connected to Two Main Place and Three Main Place with a massive, underground complex of retail shops, pedestrian tunnels, roadways, freight tunnels and plazas. While the land was cleared for phases one and two, the project proved unsuccessful and was cancelled due to lack of financing.

Visually, One Main Place rises from street level as a structural concrete grid with an exposed aggregate surface. The columns and beams of the building are regular in width, neither being subordinate to the other, and making the building appear almost as a monolith with deeply-punched openings in its surfaces. Fenestration is fixed, regular and deeply recessed. The structural frame of the building flares outward at the base, tapering gradually to the 10th floor level. The fenestration maintains a regular vertical plane, leaving the lower level windows even more deeply recessed than those above. At ground level, the lobby storefronts are further recessed. This arrangement provides the first level exterior with a deep protective arcade, sheltering the windows and entrances from the sun and rain.

The building is rectangular in plan and is sited with its short sides facing east and west. The east and west facades are divided into twelve equal bays, the north and south into twenty-four. The building exterior reveals something of its internal organization simply in the height of its window openings. The single-height first floor, serving as the entry level and primary space for organizing circulation, is surmounted by a double-height banking lobby at the second. Above this, single-level tenant floors are regular in height up to the top row of windows which is slightly taller, elevating the importance of the penthouse space. The building's upper floors up to the flat roof are windowless, obscuring the secondary mechanical and operational spaces beyond.

Sunken Plazas and Overall Site Features (collectively counted as 1 Contributing Site)

The tower itself occupies only 25% of the total site, the building being surrounded on all sides by sidewalks and below-grade plazas (with the exception of the previously-discussed Guardian Savings Building at the southeast corner). The larger of the two plazas is on the west, leaving the office tower placed to the east of center on the site. The plazas and tower also sit slightly south of center on the site, leaving room on the north (Elm Street)

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side for the access ramp to the underground parking levels. From street level, one can look down into both plazas, although at 140-foot square, the west plaza is the more dramatic feature. Both sit one level below grade. The street level guardrail is constructed of a heavy concrete horizontal beam supported by short concrete columns. This concrete is of an exposed aggregate finish matching the main tower. The guardrail was modified at some point for safety reasons, a pipe rail added to infill the gap below the rail, and an angled cap of exposed aggregate concrete added to the top to extend the height and discourage pedestrians from climbing or sitting. These modifications do not detract significantly from the guardrail features and appear to be fully reversible. Below the guardrail, an exposed aggregate fascia band caps the edge of the sidewalk and associates support structure, and forms a low curb adjoining the sidewalk.

The west plaza originally featured a large circular fountain which was replaced by planters and benches in the 1980s. The circular footprint of the fountain is still visible in the pavement of the plaza. The pavement itself, though in poor condition and heavily patched, retains remnants of its original design, that being exposed aggregate concrete with expansion joints extending in a radial pattern from the fountain location. The aggregate in the concrete appears to match that of the tower and other major features, but is much smaller in size. Storefronts of glass and black anodized aluminum are similar to those of the main tower and surround the plaza on all four sides, some being flush with the fascia above, and others being set back several feet to create an overhang above. Behind these are various shops, restaurants and pedestrian corridors, all of which have been extensively remodeled by successive tenants. These spaces all lie beneath the street-level sidewalks, extending roughly to the curb-line of the streets above. The west plaza has no direct connection to street level, but connects to the concourses of One Main Place, and to the underground tunnel system to the north and west. Despite the loss of the original fountain, the exposed aggregate details, storefronts and spatial configuration of the plaza remain as significant, character-defining features.

The East Plaza is much smaller than the west, serving primarily as a circulation space with a connection to the underground tunnel system to the east, and with a massive exposed-aggregate stair providing access to street level above. Like the west plaza, retail storefronts of glass and black anodized aluminum surround the plaza, most of these being set back several feet. The business spaces they serve, located below the sidewalks above, are all now vacant. Paving matches that of the west plaza but with an expansion joint pattern at right angles to the architecture. The southeast corner of the east plaza is occupied by the base of the Guardian Savings Building. Almost all of the architectural details of the east plaza appear to be original.

At street level, the tower and the guardrails surrounding the two plazas are the site's most prominent character-defining features. Paving around the building is dissimilar, indicating it has been repaired or replaced. The original pattern of the paving could not be ascertained. The north side of the site adjoining Elm Street is wider than that on the south. Directly adjoining Elm and immediately to the north of the tower, a ramp leads down to the underground parking. This is screened from the building with a long and narrow planter constructed of exposed aggregate matching the building. The site along Elm Street also includes regularly spaced tree plantings and several raised planters.

One level below the plaza lies a system of vehicular circulation spaces, loading docks and secondary lease space. Historically this level included a US post office (closed in 2006). Below this are three levels of underground parking. The underground levels of One Main place extend roughly to the curb line of the streets above, the planned extension of freight tunnels and parking under Main and Griffin streets having never been

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constructed. Pedestrian tunnels extend below the streets to surrounding buildings, and the main exit ramp for the parking levels extends west under Griffin, existing on the north side of the adjoining Bank-of-America Tower. This ramp easement was established during the construction of One Main Place in anticipation of Two Main Place being constructed on the block to the west. Though the lower levels of One Main Place are included in this nomination, the pedestrian tunnels and vehicular exit ramps which “pass under” the streets are not included within the nominated property’s boundary.

Interior

The exposed aggregate structure is carried to the building interior on the lower floors. The central core of elevators, stairs and restrooms is also of concrete with a Naturbetong, exposed aggregate finish differentiating it from the concrete structure. Floors on the first level and concourses below are of terrazzo resembling polished concrete.

The first floor of One Main Place was designed to serve as a lobby and organizational space for distributing visitors from street level to the building’s various functional areas. Centrally-placed elevators provide access to the buildings low, mid and high rise floors, as well as underground parking. Escalators flanking the elevators to the east and west provide immediate access up to the massive second-floor banking center and down to the plaza level and retail concourses, with further connections to the downtown pedestrian tunnel system. Today the lobby remains largely intact, but with the eastern and westernmost sections subdivided into tenant spaces. The easternmost escalator up to the banking center is now missing. Much of the exposed concrete structural frame and core, central to the aesthetic of the original design, is now hidden behind modern finishes.

The exposed aggregate structure and terrazzo floors continue as a theme in the first two below-grade levels where long corridors are surrounded by retail storefront at the plaza level, and by lease space at the level below. Upstairs, the aggregate concrete structure is particularly prominent at the double-height banking hall on the second floor. The original composition of the banking hall was shaped largely by its interior design features, including carpeting, floor-to-ceiling draperies, granite floors and modern furnishings. Of the bank’s interior composition, only the concrete structure and core, and remnants of the granite flooring remain.

Tenant floors are devoid of historic detail, having been designed specifically for each tenant and changed significantly over time. The penthouse, originally home of the Dallas Club, commands striking views of the city. It features contemporary finishes installed by Bank of America within the last 15 years.

While some changes have been made to the original design, One Main Place retains a remarkable degree of integrity in location, design, setting, materials, workmanship, feeling, and association.

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Statement of Significance

One Main Place represents the first of a three-phase superblock project proposed for downtown Dallas in the 1960s. The other two phases of the Main Place development were never constructed due to a lack of financing. Originally conceived by the 1961 Masters Class of Columbia University, but fully realized and developed into a constructible plan by Skidmore Owings & Merrill (SOM) in 1964, the development was intended to serve as a catalyst project for the revitalization of downtown. Main Place was the city's first and most ambitious attempt at superblock development, and although the overall project was a failure, it influenced city planning in Dallas for another three decades. One Main Place is nominated to the National Register of Historic Places at the local level of significance under Criterion C as an important local example of modernist superblock architecture executed by architects SOM with Gordon Bunshaft as lead designer. The site's design, in which the central tower occupies only a quarter of the overall property, was a significant departure from the way in which similar properties had been developed in the past. The period of significance for the property is 1964 through 1968, with 1964 being the year the fully-developed plan and model for the Main Place superblock was presented by SOM, and 1968 being the year of completion for One Main Place.¹

Dallas in a New Age of City Planning

By the middle of the 20th century, Dallas was facing a series of problems common to most cities of its day: degradation of its downtown core, congestion, suburbanization and related sprawl, and incredible pressure brought on by the popularity and abundance of the automobile. Planning to resolve such functional conflicts in evolving cities is nothing new. In fact, even the works of Leonardo da Vinci include ideas for the separation of pedestrians from other forms of transportation to increase efficiency and reduce functional conflict.² With industrialization came new ideas in town planning intended to respond to the fact that our rapidly-changing cities were becoming gradually more unlivable.

The industrialization and commercialization of cities gave rise to urban planning movements which sought to create cities that were again balanced and livable. For example, the English garden city movement, followed by the new town movement, sought to provide livable and integrated communities with a minimum of conflict between the pedestrian and the automobile. Planned areas, called superblocks, were carefully designed to provide human-scaled functionality and were carefully knitted together with similar blocks to create larger communities. While they had a significant and lasting influence on our built environment and on city planning, these two-dimensional exercises in new development did little to address the problems of revitalizing existing, dense urban areas.³

¹ One Main Place is significant for its plan and design, which is over fifty years old. Therefore, although its 1968 completion date (and the ending date of the Period of Significance) overlaps the fifty-year period at the time of this nomination, it does not need to meet Criteria Consideration G, as outlined on page 41 of the National Park Service's National Register Bulletin *How to Apply the National Register Criteria for Evaluation*, revised edition, 1997.

² Charissa N. Terranova, "Ultramodern Underground Dallas: Vincent Ponte's Pedestrian-Way as Systematic Solution to the Declining Downtown." *Urban History Review / Revue d'histoire urbaine*, vol. 37 (2009), p. 18-29.

³ W. Dennis Keating, Norman Krumholz (2000). "Neighborhood Planning." *Journal of Planning Education and Research* 20 (1): p. 111-114.

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In 1922, Swiss planner and architect Le Corbusier unveiled the first major concept in three-dimensional superblock planning. His “City of Tomorrow” sought to solve the problem of density and overcrowding by taking the concepts of garden city planning vertical, creating a city that was uncluttered, calm and elegantly proportioned.⁴ Layering of functions and the elimination of the typical street grid allowed for segregation of pedestrian circulation paths from roadways and glorified the use of the automobile as a means of transportation.⁵ Many hailed his plan as visionary, others as a sterile and unlivable monstrosity.⁶ In any case, Le Corbusier’s ideas are largely credited with starting the modern movement and strongly influenced a wide variety of approaches to urban planning, some of which are still used today.

The problems facing Dallas in the 1950s and 1960s were a clear example of the urban decay and suburbanization superblock proponents sought to reverse. Ironically, it was growth and prosperity that created these destabilizing pressures. True to international trends, in a growing Dallas, small scale commercial blocks gave way to ever larger and taller buildings and greater density. Downtown streets, choked with pedestrians and automobiles became ever more difficult and unpleasant to navigate. The city’s central residential areas were in decline in favor of suburbs to the north and east. Both Dallas and Fort Worth, its sister city to the west, found themselves in need of a plan to reverse these trends.

Planning and Power and Dallas

Dallas as a city developed rapidly in the late 19th-century, the growth spurred on by the arrival of the Houston and Texas Central Railroad in 1872. The arrival of two other major lines over the next decade brought a surge in activity and a population that grew from approximately 3,000 in 1871, to more than 38,000 in 1890. As might be expected, the Dallas boom brought with it congestion and new problems, most notably a snarl of tracks, depots and freight terminals overlaying a traditional street grid designed to accommodate pedestrians, horses and wagons.⁷

By the 20-th century, the city was eager for a plan, but it was widely perceived by Dallas citizens that the competing interests of the city’s alderman made it impossible for the community to move forward in a unified and pragmatic manner. As a result, in 1907 the citizens of Dallas voted to amend the city charter to shift from an aldermanic to a commission form of government.⁸

In 1910, a plan was presented to the City of Dallas by George Kessler, a prominent city planner and designer of his day. This plan was the first adopted by the city that stressed an idea central the success of downtown: for the city to function effectively, the problem of congestion must be addressed and the efficient flow of people and goods promoted. Kessler called on the city to eliminate the complex and inefficient web of railroad tracks and depots from downtown, eliminate at-grade railroad crossings, and establish a system of boulevards and connecting loops to ease traffic. Kessler’s vision was that the city’s major transportation networks would

⁴ Le Corbusier and Eleanor LeVieux. *Looking at City Planning*. New York: Grossman Publishers (1971).

⁵ Percy Johnson-Marshall, *Rebuilding Cities*, Chicago: Aldine Pub. Co. (1966), p. 137.

⁶ Victor Gruen, *The Heart of our Cities: The Urban Crisis, Diagnosis and Cure*. Simon and Shuster: New York (1964), p. 178-181.

⁷ William H. Wilson, "Adapting to Growth: Dallas, Texas, and the Kessler Plan, 1908–1933," *Arizona and the West* 25 (Autumn 1983), p. 245-248.

⁸ Robert Fairbanks, *For the City as a Whole: Planning, Politics, and the Public Interest in Dallas, Texas, 1900-1965*. Ohio State University Press: Columbus (1998), p. 13-23.

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operate with as little interference with one another as possible. Only a fraction of Kessler's ideas were realized, although many—such as the realignment of the Trinity River, the establishment of a boulevard system, and a city-wide parks plan—were highly significant.⁹ A lesser known outcome was the construction of the city's first downtown tunnel system, part of a massive underground freight terminal under the Gulf, Colorado and Santa Fe Warehouses.¹⁰

While Kessler's plan did lead to many improvements in the city, the shift to a commission form of government was not the panacea many had hoped it would be. Kessler's broad plan failed to address the associated costs and rivalries formed to compete for available funds. Two camps of powerful business men formed groups to promote their own areas of investment: The Dallas Property Owners Association led by newspaper man George Bannerman Dealey,¹¹ and the Central Improvement Association led by businessman, Clayton Brown. These rivalries prevented broad and even implementation of Kessler's ideas.¹²

In 1925 Dallas city government resolved to try again at a comprehensive plan. E. A Wood, a former representative of George Kessler and hired as city plan engineer, sought to revise the city's planning efforts.¹³ Under his direction a five-member citizens' committee was formed with Charles E. Ulrickson as chair. The Ulrickson Plan called for \$23.9 million in bond-funded improvements to be placed on the 1927 ballot. The 13 bond-funded proposals largely revisited many of the plans made previously by Kessler but never implemented and once passed did result in some additional progress. This was, however, limited largely to the realignment of the Trinity River, levee construction, and the completion of a number of viaducts connecting Dallas with Oak Cliff to the south. The broader effort at city-wide improvements was again a failure.¹⁴

Frustrated yet again by an inability to implement a comprehensive plan, a push was made to again modify the city charter and establish a new form of government. A hard-fought battle led to the establishment of the council-manager form of government in 1930. This, it was hoped, would lessen the exertion of political power and the granting of special favors.¹⁵

In the early 1930s, competition of the Texas Centennial Exposition ushered in a new period of political influence in Dallas. San Antonio, Houston and Dallas, under the leadership of banker R. L. Thornton, all put forth proposals for hosting the event. Thornton gathered the financial power and influence of the Dallas business community to offer a cash commitment of almost \$7.8-million and securing the 1936 event for the city.¹⁶ Thornton's considerable success in both winning the competition and hosting the Centennial prompted him to expand his efforts to further influence city development. He formed the Dallas Citizens Council (DCC) in 1937 with membership limited to the city's company presidents and board chairmen. While comprised of about 100 members who met once a year, the core organization was comprised of 22 to 25 of the city's

⁹ George Kessler, *A City Plan for Dallas*. Dallas, Texas (1910), p. 5-8.

¹⁰ Kessler, p. 13-16.

¹¹ Fairbanks, p. 31.

¹² Fairbanks, p. 32.

¹³ Fairbanks, p. 50.

¹⁴ Fairbanks, p. 51-54.

¹⁵ Fairbanks, p. 73.

¹⁶ "TEXAS CENTENNIAL," Handbook of Texas Online (<http://www.tshaonline.org/handbook/online/articles/lkt01>), accessed February 13, 2015. Uploaded on June 15, 2010. Published by the Texas State Historical Association.

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wealthiest and most powerful businessmen who met monthly to discuss strategy and common interests. The DCC in turn established the Dallas Citizens Association, a political arm with the purpose of utilizing the DCC's considerable financial resources to promote the interests of the DCC. With this structure in place, the DCC was considerable influence over city politics and it was generally understood that, to get a project through city hall, the support of the DCC was essential. While organizations such as the Citizens Charter Association formed to promote competing interests, they lacked the resources to effectively compete.¹⁷

While the city moved again to create a new city plan in 1939, these efforts were interrupted by World War II.¹⁸ In 1943 the city finally resolved to commission a new city-wide planning study. St. Louis planning expert, Harland Bartholomew eventually presented with city with a sweeping 12-volume plan of city improvements with the goal of implementing the proposals at the completion of the war.¹⁹ With the plan in place and the DCC in a powerful position to ram it through, it would seem the stage was finally set for the city to enact sweeping improvements. However, the end of the war brought rapid growth with the population increasing from 505,000 in 1945 to 795,000 in 1955. Overwhelmed by the growth, the city found itself unable to keep up, much less implement the proposals of the Bartholomew Plan, completing only piecemeal components.²⁰

In 1953, DCC founder R. L. Thornton was elected mayor. He commissioned the Dallas Master Plan Committee with D. A Hulcy as chairman to review the city's planning efforts to date. The committee's report, while recognizing the many achievements made as part of the city's three major planning efforts, bemoaned Dallas' inability to comprehensively implement them. "When planning proposals were completely disregarded or only partially followed, serious economic liabilities have been incurred."²¹ While additional planning studies were commissioned in ensuing years, none were of the comprehensive nature of past efforts. Notable among these was city planning engineer Marvin Springer's plan for a new system of highway improvements including a freeway loops around the central business district.²²

It is worth noting that government-funded urban renewal programs implemented in the years after World War II did not have a major impact on development in Dallas. Title 1, passed in 1949 and authorizing the clearing of urban slums to make way for new development, was a tool used in many major metropolitan areas, most famously by Robert Moses in his efforts as part of city and state government to reshape the City of New York. The provisions of Title 1 proved unpopular in Dallas, a city where individual property rights were highly valued, and efforts to clear slums such as those found in West Dallas, were roundly rejected.²³

Superblock Planners Come to North Texas: The 1961 Columbia Plan

In the 1950s, visionary urban planners such as Victor Gruen and Vincent Ponte were promoting the idea of efficient multi-level cities on a scale that George Kessler might never have imagined possible. These planners

¹⁷ Fairbanks, p. 110-113.

¹⁸ Fairbanks, p. 125.

¹⁹ Fairbanks, p. 126.

²⁰ Fairbanks, p. 171-174.

²¹ "A Look at Past Planning for the City of Dallas" prepared by the Dallas Master Plan Committee for the Dallas City Council. January 1956.

²² Fairbanks, p. 216.

²³ Fairbanks, p. 219-220.

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drew on the ideas promoted by Le Corbusier and other planners with similar approaches, but sought to overcome what was perceived as their greatest flaw—a lack of humanity and human scale.²⁴

Gruen and Ponte drew on the historical precedents they believed made towns and cities livable. Historically, city cores were comprised of commercial, residential, religious, and civic activities within a compact and livable area. Gruen and Ponte sought to create relatively compact, diverse and fully-integrated superblocks in which people could work and live with great convenience and personal satisfaction. These would then be connected to similar adjoining superblocks to cover the larger urban core. Automobiles would be confined to outer freeway loops and funneled to central parking garages. Transportation within the superblock system would be provided by pedestrian tunnel systems, moving sidewalks and personal conveyances. The superblocks they envisioned were still quite large, covering many acres and bridging the traditional street grid. As such, they were a monumental undertaking, requiring the accumulation of urban land, significant financial investment, and cooperation between public and private interests to be successful.²⁵

In 1956, the City of Fort Worth commissioned Victor Gruen to develop a plan for its central business district. True to the ideals of multi-level planning and superblock development, Gruen designed a plan that eliminated surface parking lots downtown to create plazas, providing instead six massive centralized parking structures served by an outer highway loop. People would be moved throughout the core with a system of dedicated above- and below-ground walkways and automatic conveyances. Other forms of transportation such as trucking, rail and commuter traffic would be separated from pedestrians with their own networks. In discussing his illustrations for the newly-envisioned city, Gruen said that the traditional and uniform street grid would be “enlivened by the introduction of plazas, the narrowing of some streets and the construction of new buildings, the covering of some streets, and by the introduction of various exhibit and selling facilities in the center of streets and plazas.” The illustrations depict a downtown Fort Worth that appears as a series of interconnected shopping malls and office towers. From a historical standpoint, implementation of the Gruen plan would have been disastrous, with much of the historic downtown core we see today lost to demolition.²⁶

In Dallas, Gruen’s work in Fort Worth did not go unnoticed. The Dallas Texas Corporation soon initiated its own plan for a Dallas superblock, the city’s first. The Dallas Texas Corporation was the brainchild of William W. Overton, Jr., Chairman of the Texas Bank and Trust, Co. and founding member of the Dallas Citizens Council (DCC). Murchison’s office overlooked the area of downtown buildings along Main and Griffin streets, some of which he already owned. While full of thriving businesses at the time, Overton saw the collection of aging buildings as an area of decline and eventual blight. In 1953 he approached another area businessman and member of the DCC, Clint Murchison, who also owned property in the area, including his offices in a small building at 1201 Main. The two men resolved to combine their property holdings on Main Street into a single entity, the Overton-Murchison Interests, and work together to purchase the remaining tracts in order to construct a major new development.²⁷

Overton and Murchison both relied heavily on the talents of their sons in managing their combined interests. Clint Murchison was joined by his sons, Clint Jr. and John, while Overton was joined by his son William W.

²⁴ Gruen, p. 178-181.

²⁵ Gruen, Victor. *The Heart of our Cities*.

²⁶ Gruen, p. 219.

²⁷ “Dream to Prevent Downtown Blight Now Coming True.” *Dallas Morning News*; Page 7 (05-31-1964).

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Overton.²⁸ A 1958 article on the younger Overton described him as “A man going places.” Then 30-years old, he was already a junior director of Texas Bank and Trust, president of W. W. Overton Company, president of Dallas Downtown Investment Company, director of Overton Real Estate Company, and director of Dal-Tex Aviation. Overton was in the spotlight at the time for his efforts to establish the Addison Airport. Utilizing the combined political and financial influence of the Overton-Murchison Interests, he succeeded in developing the state’s largest private airport at the time, an in developing the surrounding area for industrial use.²⁹ He played a leading role in the effort to redevelop the Murchison-Overton section of Main Street.

The Overtons and Murchisons created the Dallas Texas Corporation as the entity to undertake their new development and began to accumulate additional property along Main Street in the heart of downtown. With the blessing of the city and the DCC, the corporation also funded its own study of the Dallas central business district centered on the idea of constructing a superblock as a catalyst project for the redevelopment of the downtown core.³⁰ The plan was presented in 1961.

Conceived by the Columbia University School of Architecture Masters Program, the ideas in the plan closely paralleled those of Le Corbusier, Ponte and Gruen, and the plan was even described in the press as Dallas’ “City of Tomorrow”.³¹ The plan described the major problems facing U.S. cities of the 1960s as an inability of their central cores to cope with growth, density and new technologies. According to the plan, cities were forced to expand ever outward, diluting the financial, intellectual and creative power traditionally housed at their cores. Only by creating infrastructure to provide an efficient comingling of these functions could inner cities properly respond to change.³²

According to the 1961 Columbia plan, successful development projects at the hearts of our cities would have to focus first on accommodating the city’s dominant activities of finance, government, and corporate management. Then, secondary activities—such as financial, legal and corporate consulting, retail, housing, and cultural activities—would soon follow, creating a need for additional subordinate activities. These primary, secondary and subordinate functions should be grouped into related and overlapping clusters to provide continuity without congestion across the entire central core.³³ In addition to providing facilities for various interrelated functions, the study also found the connections of these facilities to one another to be of critical importance. Specifically, the study called for all manner of transportation systems to be layered horizontally and vertically with a minimum of conflict and interference with one another.³⁴

Visually, the plan was striking. Covering thirty-six blocks, the proposal would have enveloped the street grid between Austin Street on the west and Akard on the west, Pacific to the north and Jackson to the south. The superblock plan included below-grade service and parking levels. At grade, the street grid was to provide distribution of cars and transit across the entire superblock. Other above-ground levels were reserved for pedestrians. Parking for the massive complex was to include both flat parking and parking pits. The centerpiece of the superblock was a pair of massive twin towers bridging Main Street.

²⁸ “Dream to Prevent Downtown Blight Now Coming True.”

²⁹ “A Man Going Places: William W. Murchison” *Dallas Magazine*, p. 58 (November 1958).

³⁰ “Dream to Prevent Downtown Blight Now Coming True.”

³¹ “Group Formed in 1959 to Revitalize Area” *Dallas Morning News*, p. 18 (04-29-1962).

³² *Main Place, Dallas, Texas*. Masters Class, Columbia University (1961). p. 7-8.

³³ *Main Place, Dallas, Texas*. Columbia University. p. 8-9.

³⁴ *Main Place, Dallas, Texas*. Columbia University. Fold-out section & p. 28-29.

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If properly implemented, the Columbia plan further called for an even larger but integrated system of core activities limited by the maximum distance at which a pedestrian, with the assistance of automatic conveyances, could efficiently and enjoyably participate. To begin the process toward this goal, the Columbia plan insisted that major new development projects be of sufficient size to serve as catalysts to continued growth within the core. Such superblock projects, it was predicted, would trigger inevitable and expanding reinvigoration of the central city. As a project initiated by private interests, cooperation and partnership with the public sector would be critical to the success of Main Place.³⁵

According to the Columbia Plan, Main Place was to be implemented in three phases. The first phase was to cover the almost 10-acres already owned by the Dallas Texas Corporation. The second phase would include the 36-block area as conceived in the plan and illustrated in its pages. Finally, the third phase would cover a full 63 blocks. A diagram of the complete superblock showed that it would stretch from Ross Avenue to the north, Akard Street to the east, Young street to the South, and Houston Street to the west.³⁶ Such a plan, if implemented, would have erased the western portion of downtown, and with it the entire Dallas County Government Center, the Adolphus Hotel, and Republic National Bank Buildings, among many others.

Skidmore, Owings & Merrill and the 1964 Plan for Main Place

While the lofty aspirations of the Columbia plan might have seemed out of reach to the Dallas Texas Corporation, it is clear that many of the major ideas for the superblock were embraced and that the company believed it could, in fact, complete some version of the massive project. Representatives of the company and of the city of Dallas travelled to a number of major North American cities to examine various approaches being undertaken elsewhere.

Most significantly, an 85-person delegation made up largely of members of the Dallas Central Business District Association visited both Constitution Plaza in Hartford, Connecticut, and Place Ville Marie in Montreal, Canada. Constitution Plaza, constructed on the site of one of Hartford's oldest neighborhoods, was under construction and designed as a series of interconnected buildings bridging the street grid. Place Ville Marie, on the other hand, pushed the lower levels of the superblock below ground, leaving much of the street grid intact.³⁷ It is clear that the approach taken in Montreal impressed the delegation. The Dallas Texas Corporation immediately appointed David Owen, vice president of Webb & Knapp Canada and director of development of Place Ville Marie, to its staff and board of directors. Owen would be head of construction and leasing responsibilities at Main Place.³⁸ Dallas' appreciation of the Montreal scheme would be further exemplified by the hiring of Ville Place Marie planner Vincent Ponte in 1968.

In May of 1964 a plan for phase one covering the initial 10 acres and developed by Skidmore, Owings & Merrill (SOM), with Gordon Bunshaft as lead designer, was revealed in the *Dallas Morning News*.³⁹ Plans were revealed again in July of that year in *Architectural Record*. Gone from the plan were Columbia's visions for a vast 36-acre island of infrastructure bridging the downtown street grid, mechanical pedestrian conveyors, and

³⁵ *Main Place, Dallas, Texas*. Columbia University. p. 27-29

³⁶ "Group Formed in 1959 to Revitalize Area"

³⁷ "85 Leaders Visit Montreal, Hartford" *Dallas Morning News*, p. 5 (05-22-1962).

³⁸ "Dallas Corp. Appointees Announced," *Dallas Morning News*, p. 1 (12-16-1962).

³⁹ "Huge Project Planned in Downtown Dallas," *Dallas Morning News*, p. 1 (05-31-1964).

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complex automated parking systems. What remained were the plan's more fundamental concepts laid-out on the Dallas Texas Corporation's proposed 10-acre site. The above-ground hierarchy of layers for pedestrian, auto and freight traffic was pushed below ground. Automobile and bus circulation would remain at street level. Primary pedestrian circulation, including a network of tunnels connecting major downtown buildings, was placed on the first level below ground, thus eliminating pedestrian and automobile conflict at street level. This level also included plazas, retail amenities and other conveniences.⁴⁰

Architecturally, phase one of the superblock plan was broken down into three sub-phases. One Main Place was to be 33 above-ground stories with 1,000,000 square feet of office space. Two Main Place, spanning Main Street much as the central architectural piece of the Columbia plan had envisioned, was to be 50 stories with 1,400,000 square feet of office space. Finally, Three Main Place was to include a 300,000 square foot department store with a 400 room hotel above. Below grade and surrounding the plazas and courtyards was to be 225,000 square feet of retail and recreational amenities, a drive-through bank and 3,000 parking spaces. Freight docks were also placed at this level in anticipation of a future downtown freight tunnel system dedicated completely to truck traffic. Missing was any attempt at providing a residential component or the amenities necessary for residential living.⁴¹

According to the developer, the Main Place concept was designed to function as a single unit so that pedestrians would have continuous access over the entire ten acres; maximize the site's incomparable access from all parts of the metropolitan area to the massive underground parking garage; ease the flow of traffic into and out of the project by separating conflicting movements; relate complimentary uses to produce a dynamic union of various activities; and create on this vast land area carefully organized open areas which blend with each other and the building masses surrounding them to develop a true urban scale.⁴² The July 1964 article in *Architectural Record* identified another important principle: a "two-shift city," which would be achieved by programming the plazas for social activities after business hours. It also underscored the opportunity for Main Place to promote the "development of neighboring sites by inviting peripheral buildings to connect under the Street to Main Place."

It is not clear how the Dallas Texas Corporation came to select SOM and Gordon Bunshaft as their architectural designer. The firm and Bunshaft had gained national acclaim for the design of Lever House and the Union Carbide Building in New York, among others. They also made local news for their designs for the Medical Center and Great Southern Life Buildings in Houston, and the First National Bank Building in downtown Fort Worth. Certainly SOM was the go-to firm at the time for corporate branding through architectural design, making them an obvious choice as architect. It is worth noting that in attributing any of SOM's buildings to a particular lead designer, we are not being entirely faithful to the principles of the firm or to Gordon Bunshaft. SOM is known for fostering a climate of collaboration and for a reluctance to place credit for a design in the hands of any single team member. This is a climate in which Bunshaft preferred to work and in which he thrived.⁴³

The ideas driving the architectural design details of Main Place are not well documented in the architectural record. In fact, outside of Dallas, One Main Place was not heralded as an important example of SOM's work,

⁴⁰ *Main Place*. (Marketing Publication) Dallas Texas Corporation (May 1964).

⁴¹ *Main Place*. Dallas Texas Corporation.

⁴² *Main Place*. Dallas Texas Corporation.

⁴³ Reinhold Martin, "The Bunshaft Tapes: A Preliminary Report." *Journal of Architectural Education* (Nov 2000) p. 80-87.

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perhaps because the entire vision for the superblock was never fully realized. In interviews concerning his career, Gordon Bunshaft insisted that his designs were based on a collaborative process between himself, his colleagues and his clients. He said his clients were central to creating a composition that reflected the ideals of their corporate culture. He also stressed that the designs were in part evolutionary, capitalizing on the successes of past efforts, and casting aside those design ideas he found to be problematic. Building forms were also shaped significantly by functional needs and environmental limitations.⁴⁴

While many of Bunshaft's designs in the northeast featured elegant and lightweight skins of glass and aluminum, his compositions for buildings in the south were typically given heavier and more robust facades of stone and concrete, deeply recessed windows, and even walls devoid of windows altogether. This was apparently in response to the climate, where heavier massing and protection from the summer sun were critical to efficient building function. This seems a logical characteristic of the architectural designs at Main Place.

One Main Place, the first and only building constructed in the Main Place superblock, provides room for comparison with other SOM buildings designed under Bunshaft's influence. With Lever House, Bunshaft set a precedent by placing a central tower, occupying only a quarter of the site, atop a broader base of several stories housing parking, retail, service and other functions. At first glance, One Main Place abandons this idea, eliminating the larger base altogether. However, in studying the building in section, the similarities of the designs becomes clear, with the base section simply pushed below the street level. This approach addressed the problem of providing uninterrupted connectivity across the entire site with the added benefit of protection from the intense summer heat.⁴⁵

The Public-Sector Plan for Dallas (1965)

In the shadow of Victor Gruen's multi-layered plan for Fort Worth, the privately-funded Columbia plan, and with SOM's concept for Main Place under development, the City of Dallas found itself playing catch up and commissioned its own plan for the city focusing largely on traffic and transportation. Conducted by DeLeuw, Cather and Company of Chicago and released in July 1965, the plan was yet another comprehensive example of a multi-layered city plan. The DeLeuw, Cather document included detailed studies of traffic and growth patterns downtown and made specific recommendations for future development including those related to freeway loops, centralized parking structures and transportation terminals, layered transportation networks, elevated conveyances, subterranean freight tunnels, and new street alignments.⁴⁶

The 1965 plan for downtown made direct references to the Main Place development for which land was already being cleared and prepared. Though construction of the Main Place buildings was yet to commence, maps, diagrams and even artwork in the public plan clearly identified Main Place as a central part of the overall proposal. Although the public plan coordinated closely with the ideas of the Dallas Texas Corporation for the Main Place development, it failed to effectively address how the massive new infrastructure proposed for downtown might be constructed. Clearly any such proposal would require broad cooperative buy-in by private and public interests to be successful. While many of the more grandiose ideas put forth in the plan never saw

⁴⁴ Martin. "The Bunshaft Tapes." p. 80-87.

⁴⁵ *Main Place*. Dallas Texas Corporation.

⁴⁶ DeLeuw, Cather and Company Consulting Engineers. *Long Range Transportation Plan for the Central Business District*, Dallas, Texas (July 1965).

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the light of day, other of its suggestions were implemented. The expressway loop around downtown was completed, though the parking and transportation terminals it was to feed were not. The downtown street grid was modified as suggested by the planners and the Griffin Street connector completed through the heart of the proposed Main Place development.

Also in 1965, the first segment of an underground pedestrian network was constructed under three blocks immediately to the east and northeast of One Main Place. It was an 800-foot long collection of tunnels connecting the Davis, First National Bank, and Metropolitan Federal Savings Buildings. The meandering tunnel included several shops.

One Main Place Construction (1965 – 1968)

In the late 1950s when the Dallas Texas Corporation began accumulating land for the Main Place development, the 10 acre, multi-block area was home to some 50 commercial buildings. The site where One Main Place would be constructed was mainly two-story retail buildings constructed in the late 19th and early 20th centuries.⁴⁷ Notable among these was the old Tenison National Bank Building (1917), which drew some attention in the local paper when a slip-cover was removed during demolition, exposing the beautiful original façade.⁴⁸ Several more substantial buildings occupied the blocks to the west and south that were to become home to Two and Three Main Place. These included the 12-story Western Indemnity Building, the St George Hotel and its 8-story annex, the Gaston and Kahn Buildings, and the 5-story North Texas Building.⁴⁹

By 1965, the nearly 3-acre site for One Main Place was fully cleared and the massive excavation of the site was well underway, an effort the *Dallas Times Herald* claimed to be the largest excavation project for a single building in history.⁵⁰ Notable aspects of the construction included the building's foundation. The 225,000 ton tower was considered too heavy to be supported on individual piers. Structural engineers instead dug a deep foundation, through the Austin Chalk that typically supported Dallas buildings, and down to the Eagle Ford Shale below. There was placed a massive reinforced concrete mat foundation, the city's first, 8-feet thick and weighing over 2,000 tons.⁵¹

The building's exposed structure and core included two distinct methodologies for producing exposed aggregate finishes. At the cores, the Naturbelong process, developed in Norway by Erling Vicksjo, involved placing one-inch aggregate into the building forms and pumping cement through injection ports at the base until it flowed out the top. Once cured, the surfaces were sandblasted to fully expose the aggregate.⁵² At the structural columns, the Arbeton Process was utilized. The Arbeton Process was developed and patented by James Shilstone at the request of SOM and was first utilized in the design of the Great Southern Life Insurance Building in Houston (now demolished). The process is similar to standard reinforced concrete construction, but includes the addition of a cage of wire mesh placed three inches from the interior surfaces of the forms.

⁴⁷ Sanborn Fire Insurance Maps of Dallas, Texas. Volume 1, Sheets 3 & 4, 1921.

⁴⁸ "Bank Has Another Brief Day in Sun." *Dallas Morning News*, Section 3, p. 1 (03-14-1965).

⁴⁹ Sanborn Volume 1, Sheets 3 & 4, 1921.

⁵⁰ "Main Place Excavation Bared Eons of History," *Dallas Times Herald*. One Main Place Special Section, p. 3 (12-01-1968).

⁵¹ "How to Support Skyscraper?" *Dallas Morning News*, p. 26 (11-28-1965).

⁵² "From Norway... Exposed Aggregate Concrete Murals by Sandblasting," The Aberdeen Group (1968).

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Decorative aggregate is placed between the mesh and form. A specially-formulated cement is then placed at the center of the column and, with the use of vibration, made to flow into the voids of the decorative stones.⁵³

Technologically, the building was among the most advanced of its day. The building was the first in Dallas to be fully electric in its operations and, if the entire Main Place complex had been completed, would have been the largest of its type in the world.⁵⁴ The mechanical systems featured advanced computer controls programmed to adapt over time to provide the most efficient operation possible.⁵⁵ The building also included the nation's first Vertically Improved Mail (VIM) system. With a fully operational postal substation in the second concourse level, mail was sorted continuously and distributed throughout the building via a series of computer-controlled conveyors.⁵⁶

Upon its completion in 1968, the building was already 75% leased. One Main Place was immediately sold to Equitable Life Insurance Company of the United States for \$40.5 million plus 50% of net income through 1984.⁵⁷ The Dallas Texas Corporation would continue on in its efforts to complete phases 2 and 3 of the Main Place superblock development.

Gordon Bunshaft and SOM

Gordon Bunshaft (1909-1990) was born in Buffalo, New York, the son of David, an egg merchant, and Yetta Bunshaft. After attending public schools in Buffalo, Bunshaft earned bachelors and masters degrees from the Massachusetts Institute of Technology. After a year's work for Harold Field Kellogg, he won a travelling scholarship which allowed him to study architecture in western and southern Europe.⁵⁸

Soon after his return from Europe, Bunshaft moved to New York City and by the end of 1937 was employed by Skidmore and Owings. The company took on a third partner shortly after his arrival and became Skidmore, Owings and Merrill. Except for several years in the Army Corps of Engineers (1942-1946) he remained at SOM for the entirety of his career, becoming an associate in 1946 and a full partner in 1949.⁵⁹

With a broadly-talented team of architects and designers, including Bunshaft, SOM grew to become the nation's largest architectural firm. In 1984, Bunshaft was awarded a gold medal by the American Academy and Institute of Arts and Letters, an institution to which he would later be elected. In 1988 he received the Pritzker Architecture Prize in recognition of his work, most notably Lever House in Midtown Manhattan (1952, NRHP 1983).⁶⁰

⁵³ James M. Shilstone, "Architectural Concrete: A Close-Up Look." *American Institute of Architects Journal* 44.5 (1965): 58. ProQuest. Web. 28 Apr. 2014.

⁵⁴ "GE Executive Praises Main Place Innovations," *Dallas Morning News*, Section H, p. 16 (12-01-1968).

⁵⁵ "Electronic Weatherman is World's First," *Dallas Morning News*, Section H, p. 3 (12-01-1968).

⁵⁶ "VIM System Built In," *Dallas Morning News*, Section H, p. 2 (12-01-1968).

⁵⁷ "Equitable Buying One Main Place," *Dallas Morning News*, page 8 (12-07-1968).

⁵⁸ Carol Herselle Krinsky, "Bunshaft, Gordon"; <http://www.anb.org/articles/17/17-01121.html>; American National Biography Online Feb. 2000. Access Date: Thu Oct 2 2014 10:15:35 GMT-0500 (Central Standard Time).

⁵⁹ Krinsky.

⁶⁰ Krinsky.

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Lever House is arguably the building upon which SOM's reputation was built. The design made a bold post-war statement, expressing a new era of progress and modernity. Constructed on a section of Park Avenue dominated by massive stone skyscrapers, Lever House, at twenty-four stories, was small in comparison and covered only 25% of its site. Open, light and accessible, the building was such a success it ushered in a new era of branding through architecture, providing the Lever Company with publicity and expressing the company's modern and progressive image.⁶¹

SOM's first major Texas commission drew dramatically from the Lever House design. Houston's Medical Towers Building (1957) included similar massing and esthetic details, although the pedestrian-friendly base of Lever House was repurposed to provide parking in response to Houston's car culture. Later Bunshaft works in the south were clearly designed to respond to climatic conditions, with heavy, shaded outer skins.⁶² A dramatic example was Houston's First City National Bank Building (1961) which features a marble clad structural frame and a window wall set back a full five feet to provide shading to protect interiors from the sun.⁶³ Fort Worth's First National Bank Building (1962) was designed using similar details. One Main Place uses similar shading techniques with its deeply-set windows and heavy concrete structural frame.

Lever House's break from the conventional walled effect of most tall buildings in urban settings was unique. A few years later, Mies van der Rohe's Seagram Building solidified acceptance of the "tower in a park/plaza" concept for urban, commercial settings. So influential was the concept that New York changed its zoning laws, essentially mandating a plaza or "open space" for tall buildings. This had a ripple effect across the country and the type proliferated. SOM became the masters at designing this type of property in both quality and quantity. While early examples featured compositions of glass and steel and the feeling of lightness, by the 1960s there was an increasing emphasis on the effects of structure, weight, mass, texture and contrasts between light and shade—much of which was influenced by the contemporary improvements in concrete technology.

The Ponte-Travers Plan (1969) and Superblock Planning in Dallas, Post-Period of Significance

In 1969, with One Main Place fully complete and the future of the remaining development hanging in the balance, the City of Dallas completed a revised study for downtown. Compiled by Vincent Ponte, the visionary behind Montreal's massive underground network, and traffic planner Warren Travers, the plan revised and expanded upon DeLeuw and Cather's 1965 effort. The team was also hired to provide an update to the plan, which was complete in 1986.

Many of Ponte's ideas for revitalizing the downtown cores of major cities again called for the development of large, centrally-located land areas or superblocks controlled by a single owner. Such developments would become part of a network of similar, contiguous developments connected to one another through the cooperation of public and private interests. As with his contemporaries, he envisioned dense cores with large central parking facilities served by outer freeway loops, vertically-separated transportation networks, and the provision of multiple overlapping functions including business, residential, civic, and service.⁶⁴ In 1957, Ponte

⁶¹ "A Selected Chronology of Gordon Bunshaft's Work," *Columbia University. Graduate School of Architecture, Planning and Preservation. Newslines* 1.2 (1989): 3. ProQuest. Web. 28 Apr. 2014.

⁶² Kevin Alter, "SOM in Houston." *Cite: The Architecture and Design Review of Houston*, 40 (1997).

⁶³ "First City National Bank, Houston, Texas," *Bauen und Wohnen* 16 (1962): 22-7. ProQuest. Web. 28 Apr. 2014.

⁶⁴ Vincent Ponte, "Montréal's Multi-level City Center," *Traffic Engineering*, (September 1971).

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famously implemented his ideas in his home town of Montreal, where he, along with developer William Zeckendorf and architect I. M. Pei, designed Place Ville Marie, a superblock development and catalyst for what would grow to become one of the largest underground complexes in the world. With over 20 miles of above and below ground connections, the system serves 500,000 people daily.⁶⁵ Representatives of the city and the Main Place developers had visited this project early in the planning phases for Main Place.

The Ponte-Travers plans shared many of the basic concepts of earlier plans, stressing the need to improve efficiency in the core by carefully controlling various modes of transportation to reduce conflicts and related congestion. However, while Ponte expressed very clearly his appreciation of commercial superblocks as a positive influence on downtown revitalization, he did not stress their development as the catalyst for change. His 1969 plan focused less on futuristic ideas such as car-veyors and moving sidewalks and more on improving the efficiency of the existing street grid and the use of traditional means of transit. Also central to the Ponte-Travers plans was the incremental establishment of a layered transportation network and an extensive pedestrian network that was to be placed primarily underground with strategically-placed overhead connections.

One Main Place was praised in the 1969 Ponte-Travers Plan as a shining example of what could be achieved and of the high standards with which an extensive pedestrian network should be completed. Ponte stressed the importance of establishing design standards for the tunnels to ensure they were of uniform width and height, conveniently accessible, constructed with durable and attractive finishes, and had a minimum of blank walls in favor of retail storefront. The tunnels would improve efficiency, provide shops and amenities to attract visitors much as suburban shopping centers did, and provide a critical link to a future subway/commuter rail system.

In their 1969 document, Ponte and Travers agreed that the construction of a downtown freight tunnel system was a necessity. Ponte developed a far more detailed plan for a zoned system of nine independent freight terminals serving specific areas. Such a system, he said, would be more efficient for freight operators, could be implemented in phases as development allowed, and would cause far less disruption downtown during construction. Several small sections of the freight tunnel network were eventually completed.

Abandoning the Main Place Superblock Concept

With Ponte's plan released in 1969, and with One Main Place completed, the newspapers continued to describe the Main Place superblock as an important ongoing development. Downtown's first superblock was still seen as the catalyst project for a new area of revitalization in the city. Then in early February 1970, William T. Overton was found dead in his north Dallas apartment, the apparent victim of a murder suicide at the hands of his estranged wife, Dorothy.⁶⁶

It is unclear whether the death of Overton directly impacted ongoing negotiations to fund Phase 2 of Main Place. However, with all of the drama, planning and exposure the project received over more than 15 years, the announcement of its demise was remarkably subdued. In April 1970, after months of negotiations with various investors, a short article in the *Dallas Morning News* indicated that funding for the project had fallen through.⁶⁷

⁶⁵ Mark Pimlott, (2007.) "Place Ville Marie, Montréal" in *Without and Within: Essays on Territory and the Interior* (Episode Publishers: Rotterdam) / artdesigncafe. Retrieved October 10, 2014.

⁶⁶ "W. T. Overton, Wife Found Shot to Death," *Dallas Morning News*, p. 1 (02-05-1970).

⁶⁷ "Funds Hangup Endangering 2 Main Place." *Dallas Morning News*, p. 1 (04-11-1970).

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W. T. Overton, Jr, retired soon thereafter. Today, the northern portion of the site for Two Main Place contains Bank of America Plaza, Dallas' tallest skyscraper. The southern portion is a surface parking lot. The site of Three Main Place is Belo Gardens Park.

Although the Main Place superblock was not ultimately the catalyst project the Dallas Texas Corporation envisioned, the idea of a multi-layered city continued to have an influence downtown for years to come. Other attempts were made to construct superblock projects downtown. In fact, the Bank of America Plaza was envisioned as Main Place Center, a project that would have included a twin tower connected to the existing one over Main Street, an 800 room hotel, and an extensive underground pedestrian network. As with Main Place, Main Place Center failed after completion of the first phase.

In the late 1960s, Wesley Goyer, Jr., gathered 32 acres of land near the convention center to create a large multi-purpose superblock development. Phase one was to be the construction of the cylindrical 913-foot Dallas Tower, which was to be surrounded by office buildings, retail shops, night clubs and be surmounted by three rotating restaurants. The land, consisting largely of railroad freight warehouses, was cleared for the development, the plans for the major tower abandoned, one small structure completed, and the project shut down due to lack of financing.⁶⁸ Other large building projects were undertaken downtown in the years to follow and these new developments aligned more closely with the ideas put forth by Ponte and Travers. Lower levels included extensive parking and retail arcades tied to the tunnel system. Lacking was significant connectivity between buildings, residential components, and the amenities that would support downtown living. Some properties were tied to the underground freight system where it was available.

The expansion of the tunnel system both by the city and by private developers was disjointed and uncoordinated and, with a lack of design standards, resulted in a network that is not functionally or aesthetically ideal. The subway system and its stations, so integral to the success of the network, were constructed at-grade, a decision contrary to the recommendations of every city plan, even that of George Kessler in 1911. Although some isolated nodes of the underground remain successful today, other sections lie in disrepair or have been closed altogether.

There is an ongoing debate in Dallas on the question of whether the tunnels promoted in the Ponte-Travers plan accelerated the demise of downtown by removing pedestrians from the streets, thereby killing street-level retail. Many advocate for the closure of the tunnel system altogether. These arguments ignore the history of planning and the issues facing planners in the middle of the 20th century. It is possible that with the ongoing, coordinated and cooperative efforts of public and private interests to complete significant projects, the concepts promoted by superblock planners might have resulted in a revitalized downtown core. It is clear that had those plans been implemented across the core, the face of Dallas would be much different today and its historic architecture largely lost to demolition. It is also apparent that the implementation of piecemeal aspects of the plan had some negative impacts on the downtown core. For example, the construction of an inner freeway loop around downtown further exacerbated problems in the core by disrupting the street grid, requiring the demolition of significant residential and commercial neighborhoods, disconnecting surrounding areas from the core, and by

⁶⁸ Steve Brown, "'Stovepipe' skyscraper was once planned for Dallas Convention Center hotel site," *Dallas Morning News* (05-21-2010). <http://www.dallasnews.com/business/columnists/steve-brown/20100520-Stovepipe-skyscraper-was-once-1076.ece>. Accessed 03-03-2014.

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bringing yet more automobiles downtown without the planned garages and transportation systems necessary to alleviate congestion. Similarly, the construction of a pedestrian network that provided access to relatively few amenities or conveniences, and without direct connection to the transit system, was doomed to failure.

Conclusion

One Main Place is nominated to the National Register of Historic Places under Criterion C in the area of Architecture at the local level of significance. Designed by the highly influential firm of Skidmore, Owings and Merrill with Gordon Bunshaft as lead designer, it is an important local example of their interpretation of superblock principles in a multiphase development. Additionally, One Main Place represents the first building in downtown Dallas to exhibit the principles Gordon Bunshaft originally demonstrated at Lever House in New York, where rather than filling the site from property line to property line, the tower occupies only 25% of the total site, relieving the street wall and providing room for wide sidewalks and plazas. It also stands as a representative example of the early 1960s transition from the purely International Style lightweight skin of metal and aluminum in favor of a heavy and imposing concrete structural frame.

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Section 10: Boundary Continuation Sheet

Verbal Boundary Description:

The Dallas Central Appraisal District identifies the property at 1201 Main Street with Commercial Account #00000100489000000, and with the following legal description:

BLK 61 LT 1 & 149X20.21 BLK50/54
539.5X100X50X100X489.6X200-ELM TO
MAIN ES GRIFFIN TO FIELD-61 & 69

The nominated portion of the property is bounded on the west by Griffin Street, on the north by Elm Street, on the east by Field Street and on the south by Main Street, with the exception of the Guaranty Saving Building property (1217 Main) on the corner of Field and Main, which measures roughly 50 feet fronting Main and 100 feet fronting Field. See Google Earth map on page 32 for visual depiction of this boundary.

The underground levels of the nominated property extend slightly beyond the street-level property line and align roughly with the location of the street curb above. The property line and curb line, and the perimeter limits of the underground portions of the building are represented on the Site Survey and Plaza Level Site Survey, respectively, and included as exhibits to this nomination on pages 35-36.

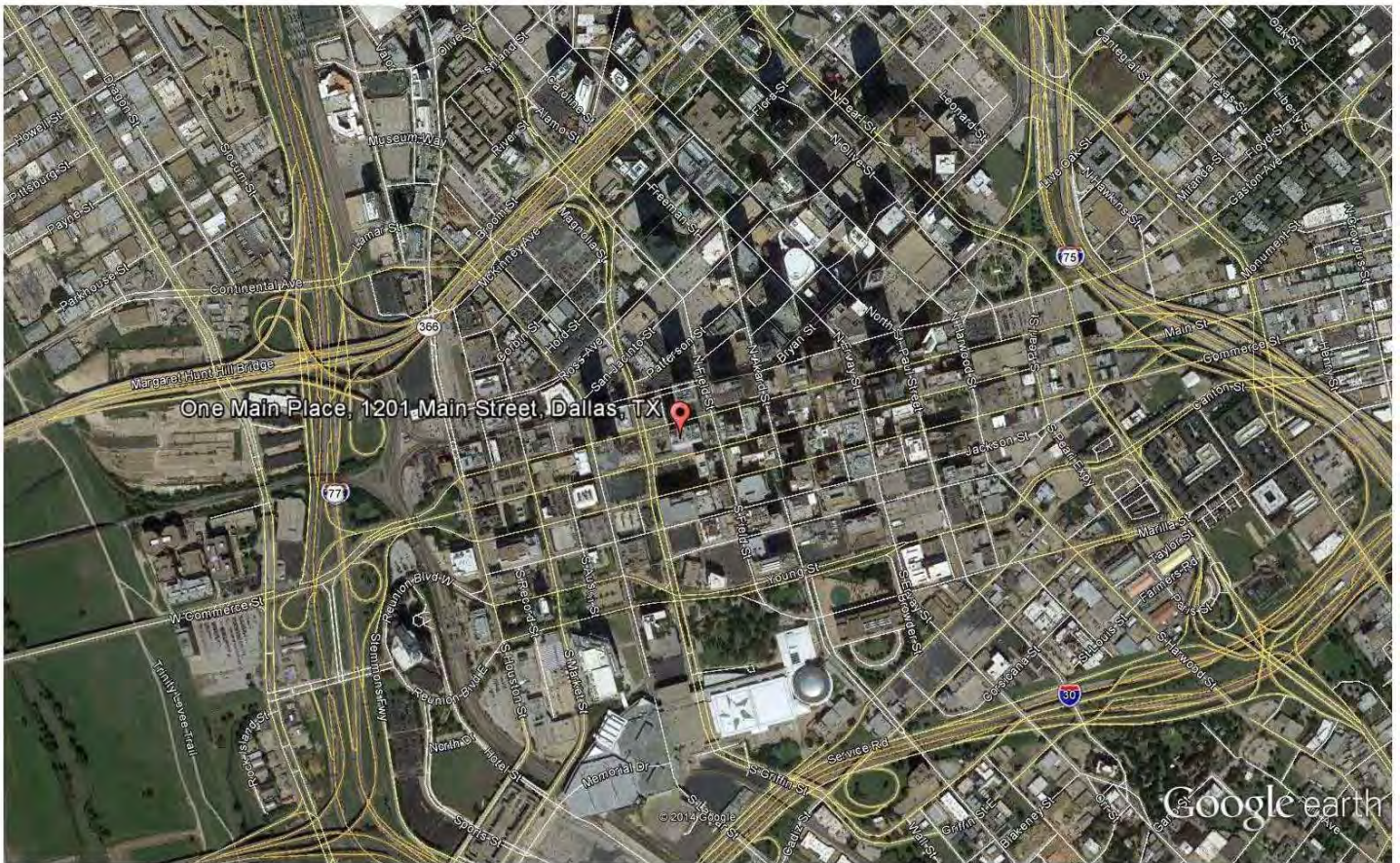
A series of easements exist around the building site under the adjoining streets as represented on the Plaza Level Site Survey. These easements were established as part of the original development plan that included additional construction under the street rights-of way-and on blocks to the west and south. These easement areas are not part of the nomination. For example, the underground pedestrian tunnels that extend under the adjoining streets to the west, north, and east are not part of the nomination. Additionally, the property's garage-level exit ramp extends under Griffin Street near Elm to the adjoining block to the west. This ramp is not included in the nomination.

Boundary Justification:

The legal description of the property corresponds to the historical limits of the property as originally designed and constructed. The nomination includes those below-ground portions of the original building construction that extend slightly beyond the grade-level property line as they are integral parts of the main structure. Automobile and pedestrian tunnels extending beyond those limits to adjoining properties are excluded as they are not character-defining parts of the main structure and, in the case of the pedestrian tunnels, under separate ownership.

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Map 1: Scaled Google Earth map depicts property's location within downtown Dallas.

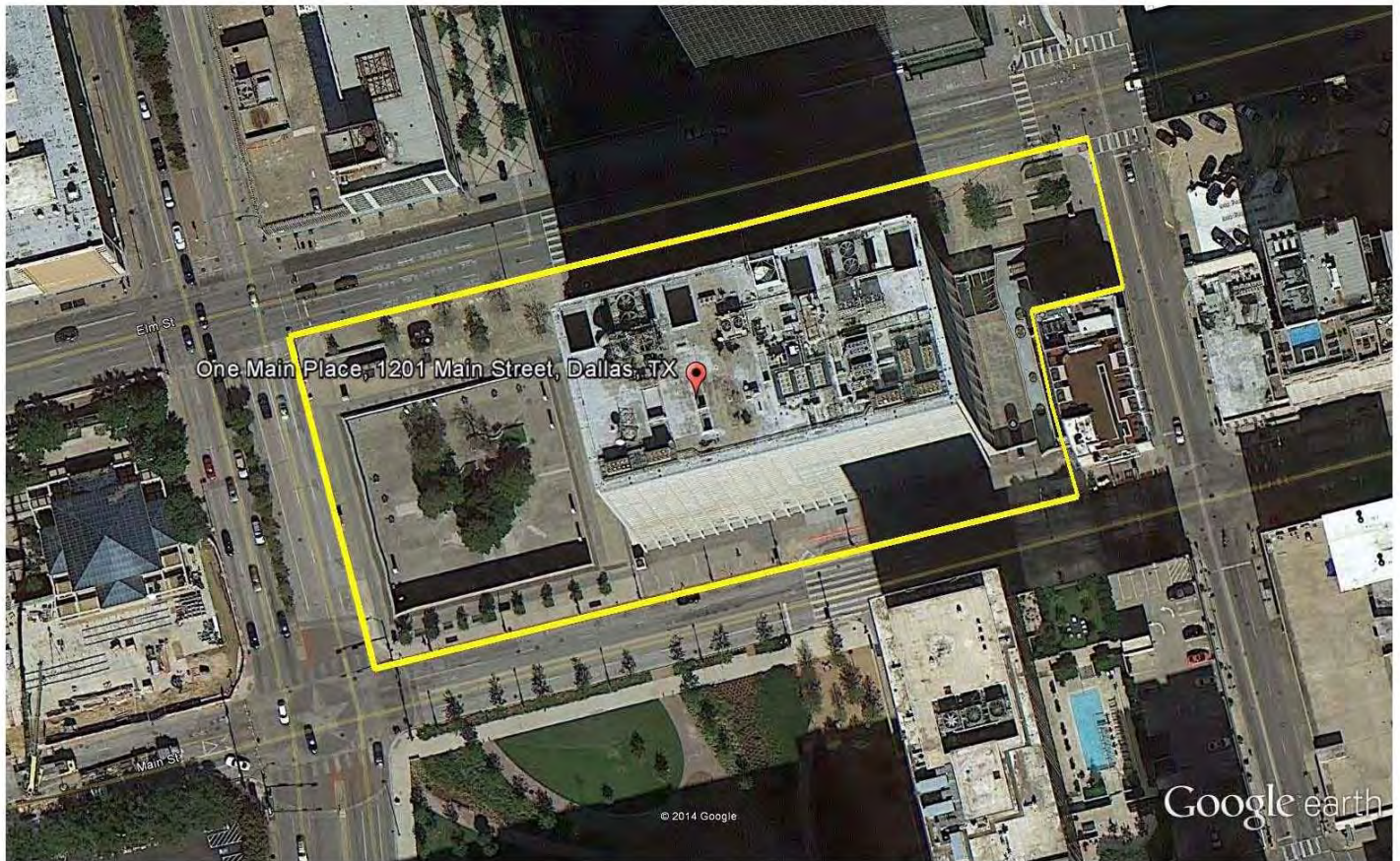


Google earth



One Main Place, Dallas, Dallas County, Texas

Map 2: Scaled Google Earth map depicts the approximate boundary of the nominated property.
Latitude: 32.780461 Longitude:-98.802097

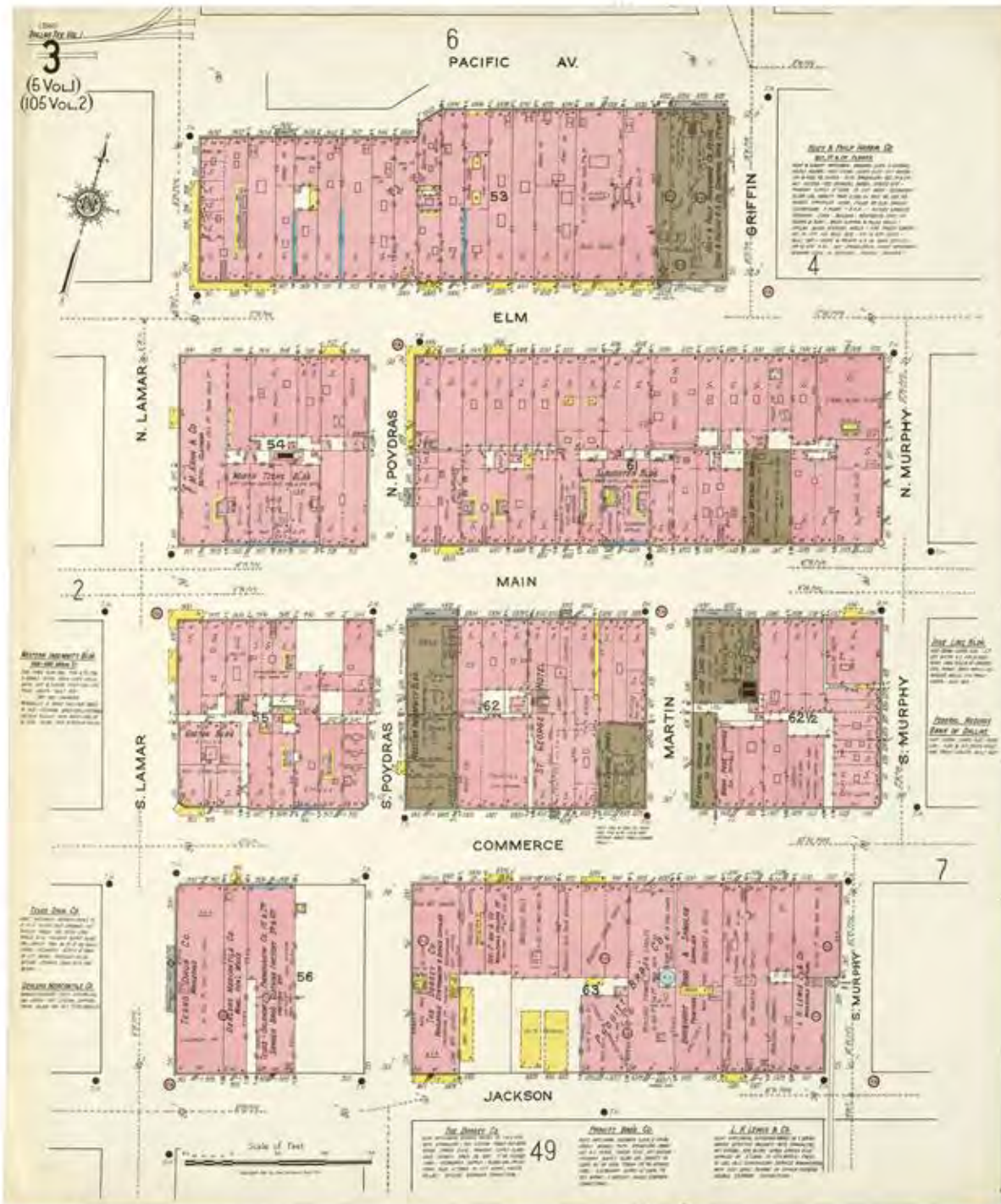


Google earth



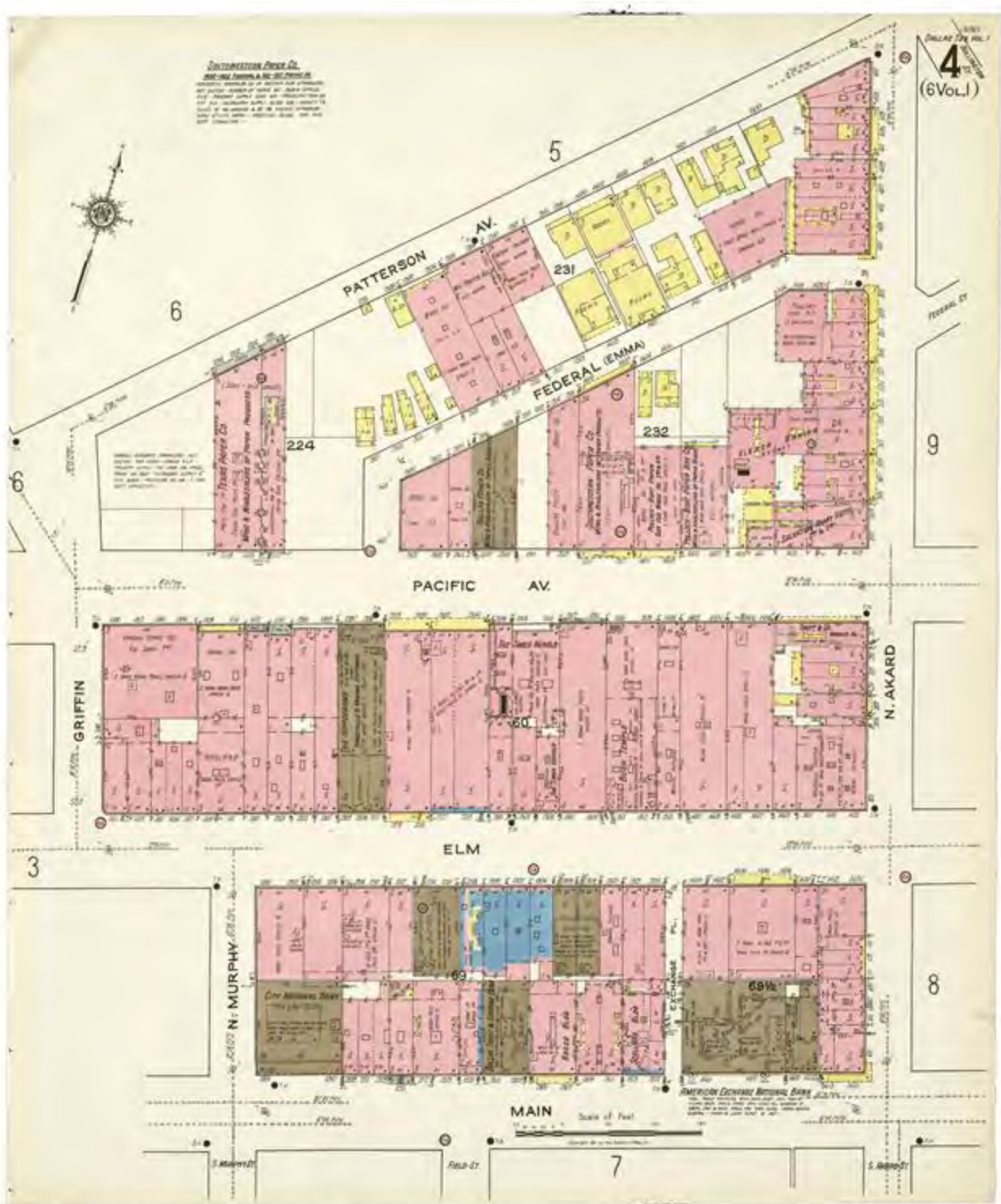
One Main Place, Dallas, Dallas County, Texas

Maps 3 and 4 (next page): Two sheets of the 1921 Sanborn Fire Insurance Map illustrating street grid prior to Main Place realignment. Current alignment is illustrated on the Site Survey Key Plan, on page 35.



Original located at the Dolph Briscoe Center for American History, University of Texas at Austin

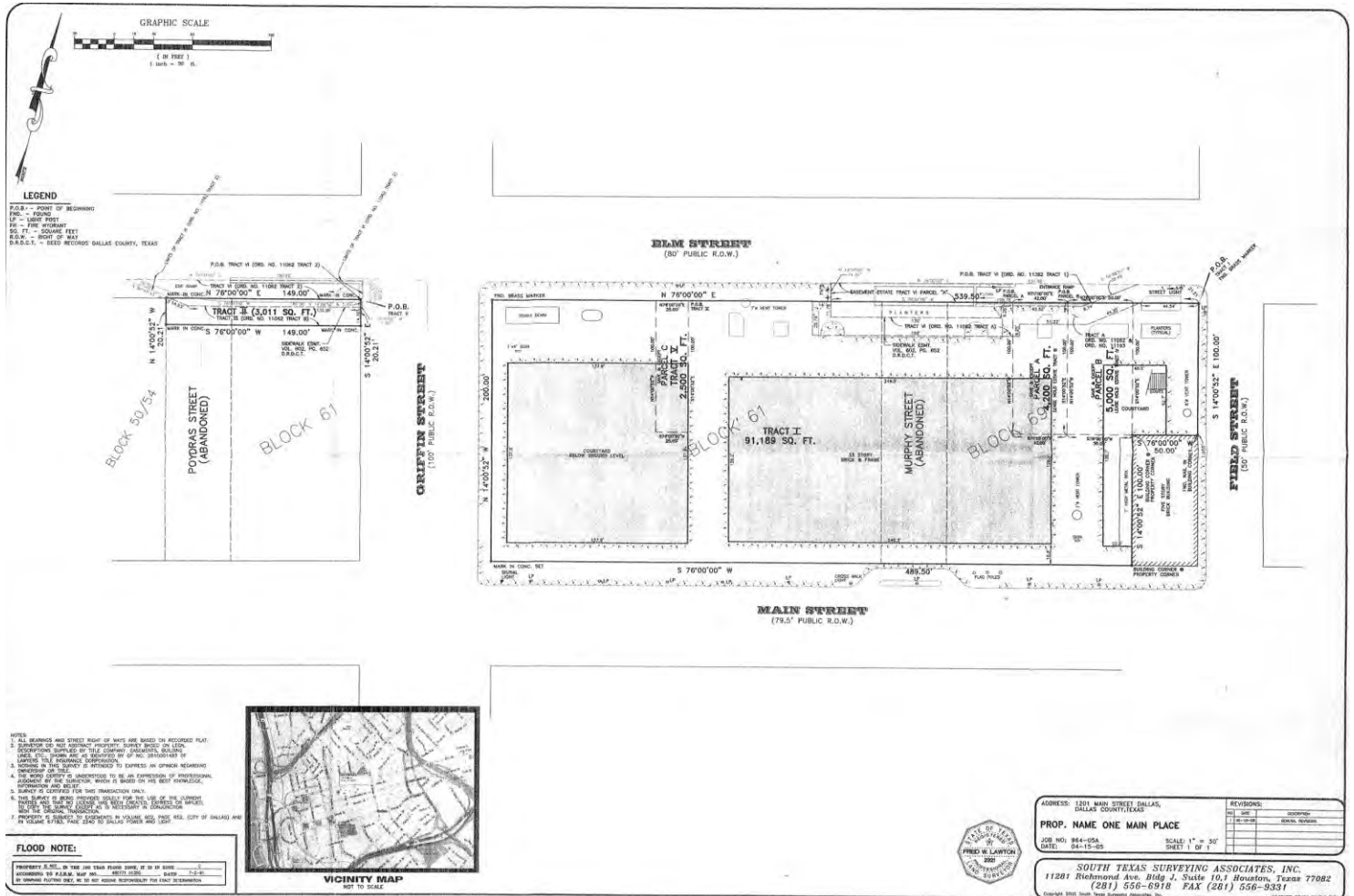
One Main Place, Dallas, Dallas County, Texas



Original located at the Dolph Briscoe Center for American History, University of Texas at Austin

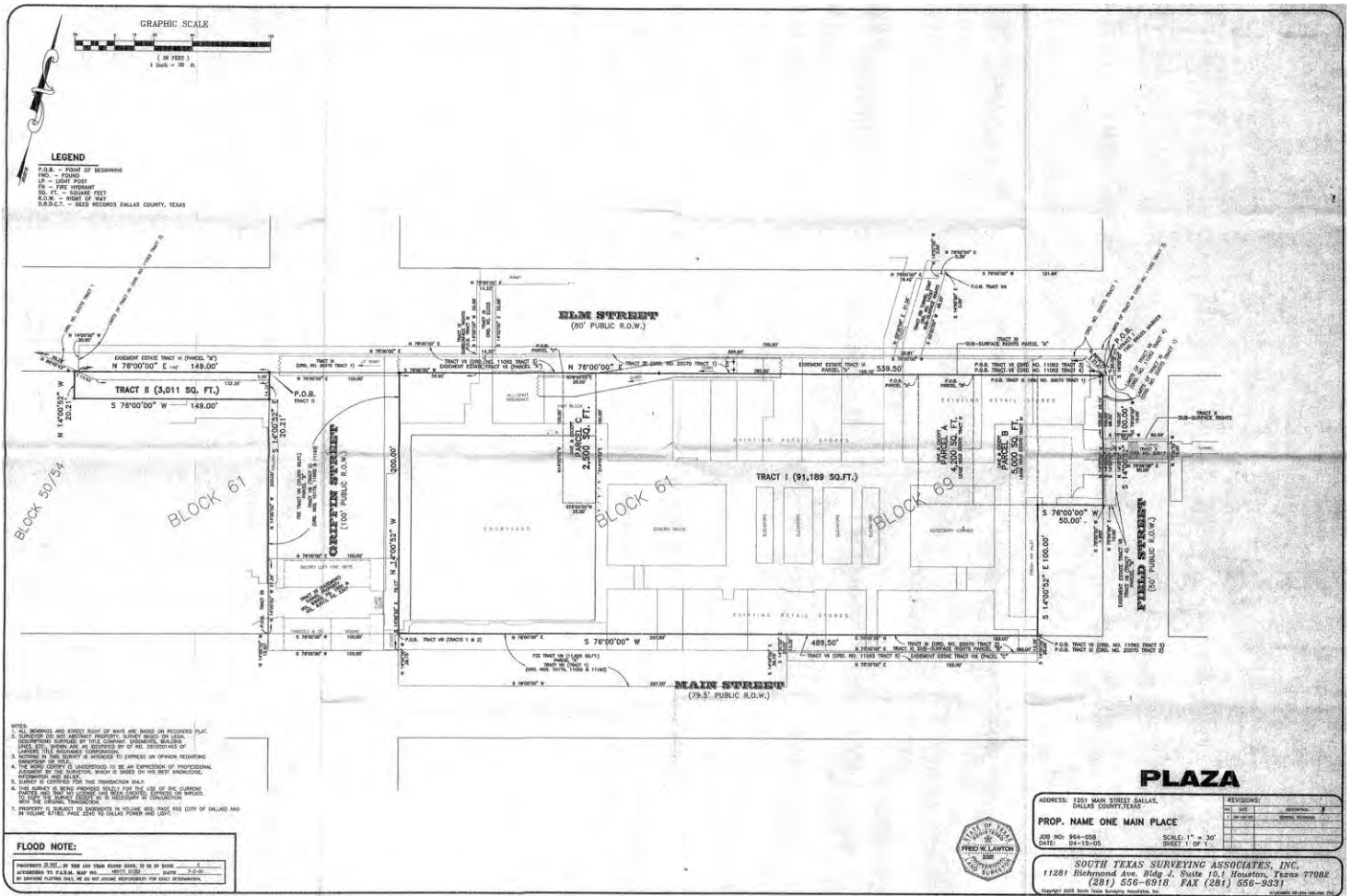
One Main Place, Dallas, Dallas County, Texas

Map 5: Street-Level Site Survey Plan, 2005, depicting the locations of the abandoned Poydras and Murphey streets, which were abandoned in planning for the Main Place superblock project.



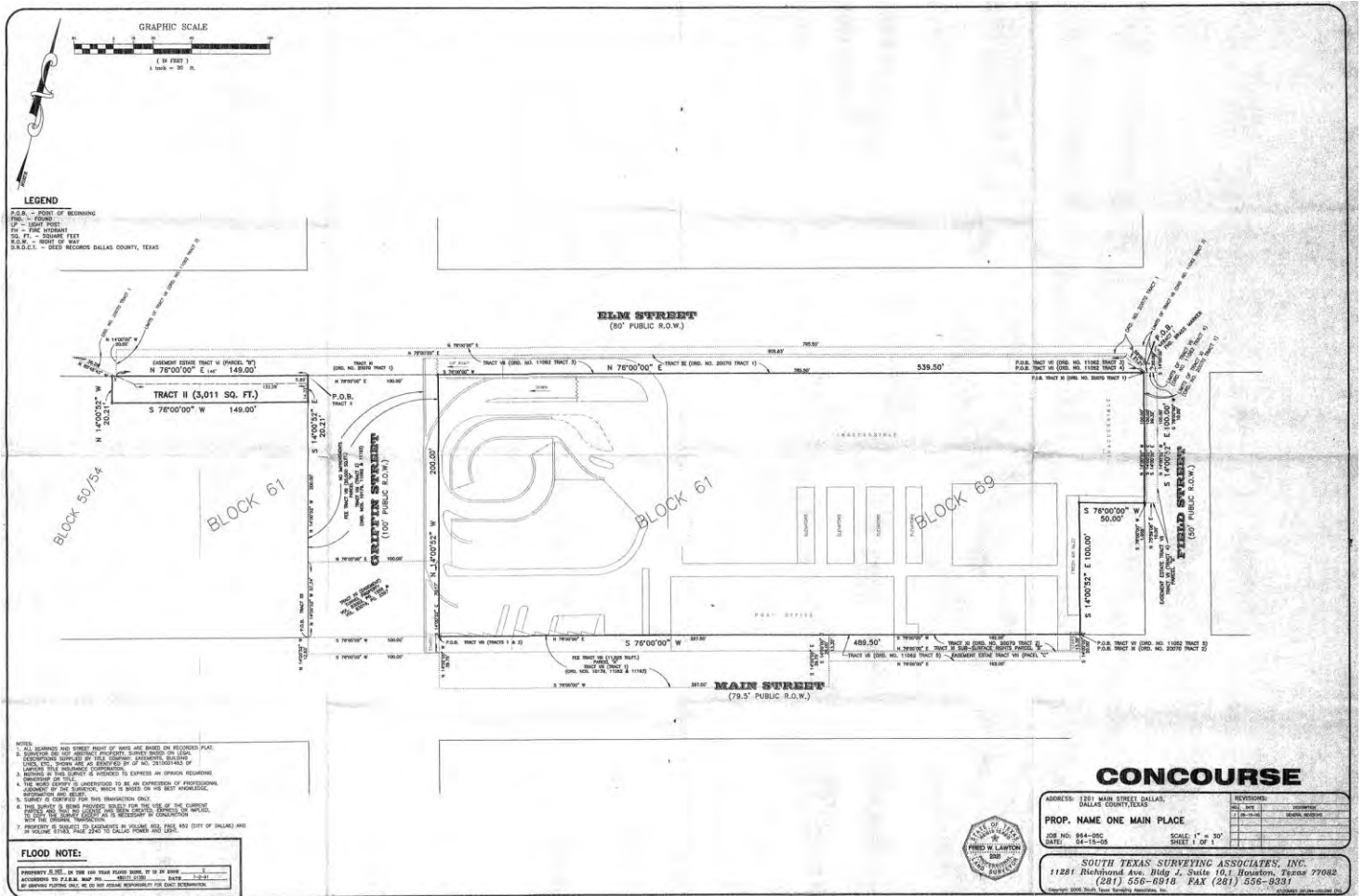
One Main Place, Dallas, Dallas County, Texas

Map 6: Plaza-Level Site Survey, 2005, depicting plaza-level retail space and courtyards. Note: Pedestrian tunnels under streets are not included as part of this nomination, nor is the parking garage exit ramp on the west side of Griffin Street (labelled here as Tract II).



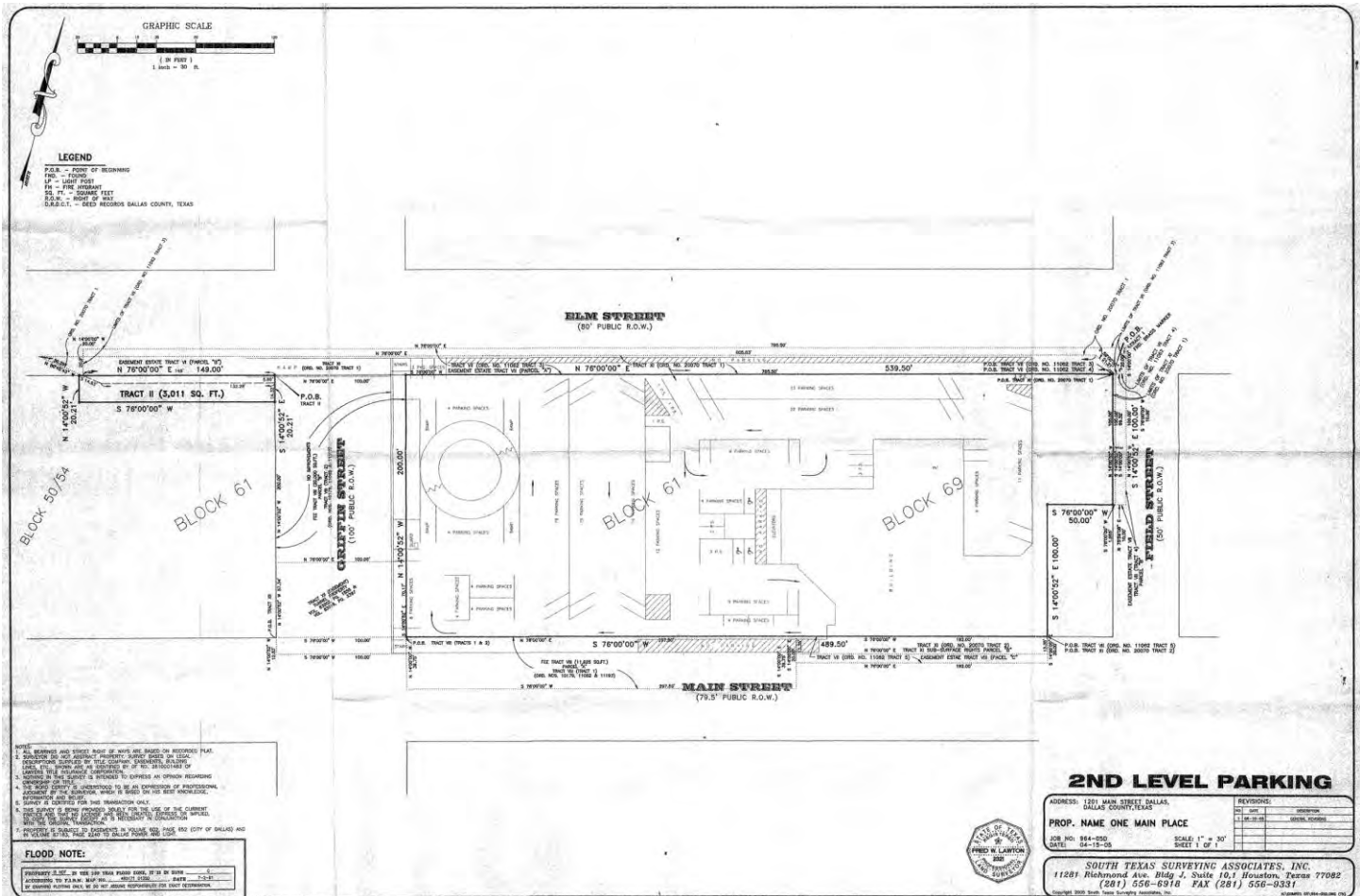
One Main Place, Dallas, Dallas County, Texas

Map 7: Concourse-Level Site Survey, 2005. Note: Pedestrian tunnels under streets are not included as part of this nomination, nor is the parking garage exit ramp on the west side of Griffin Street (labelled here as Tract II).



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Map 8: Parking Level Site Survey, 2005. Note: The parking garage exit ramp on the west side of Griffin Street (labelled here as Tract II) is not included as part of this nomination.



One Main Place, Dallas, Dallas County, Texas

Figure 1: Image of Model from Columbia Plan, published 1961.

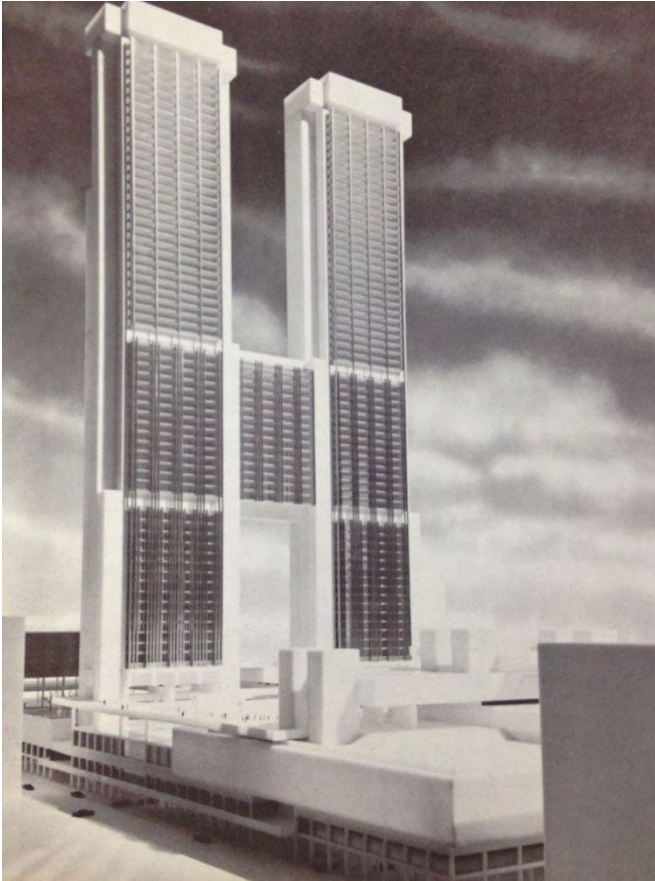
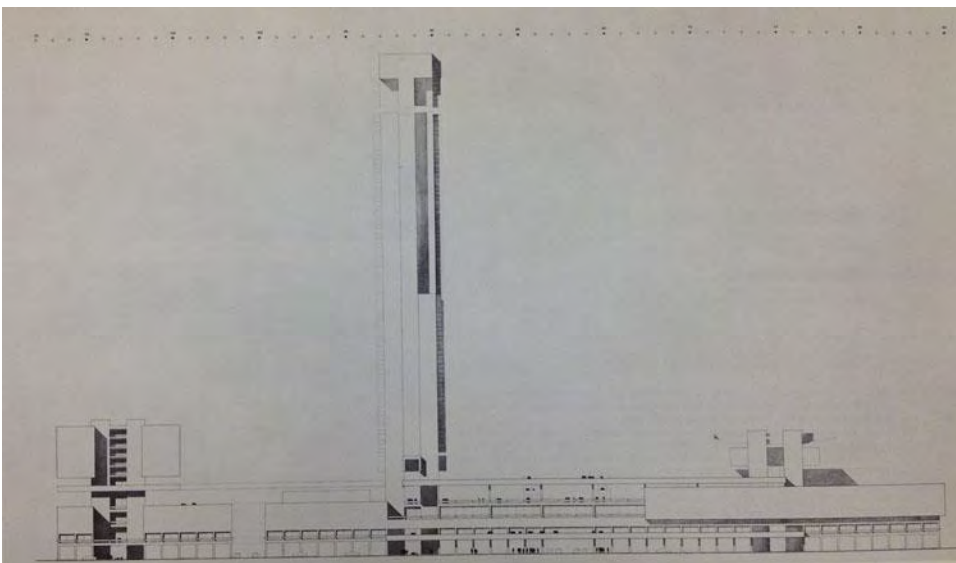


Figure 2: Concept section drawing Columbia Plan for Main Place, published 1961.



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Figure 3: Chapter page from DeLeuw and Cather Plan for Dallas showing One Main Place, published 1965.



Figure 4: Concept drawing from DeLeuw and Cather Plan for Dallas showing Main Street freight tunnel, published 1965.

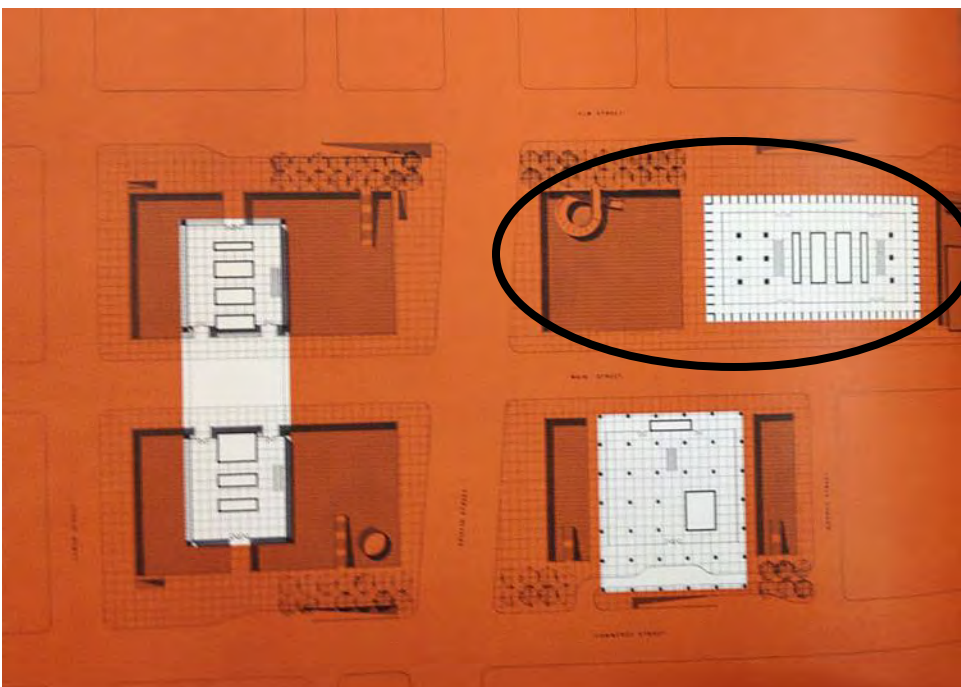


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Figure 5: Area plan of proposed Main Place development from marketing book by the Dallas Texas Corporation, published 1965. Nominated property is circled.



Figure 6: Plot plan of proposed Main Place development from marketing book by the Dallas Texas Corporation showing buildings and plazas, published 1965. Nominated property is circled.



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Figure 7: Model of proposed Main Place development – view from the northwest, from marketing book for One Main Place by the Dallas Texas Corporation, published 1965. Nominated property indicated with arrow.

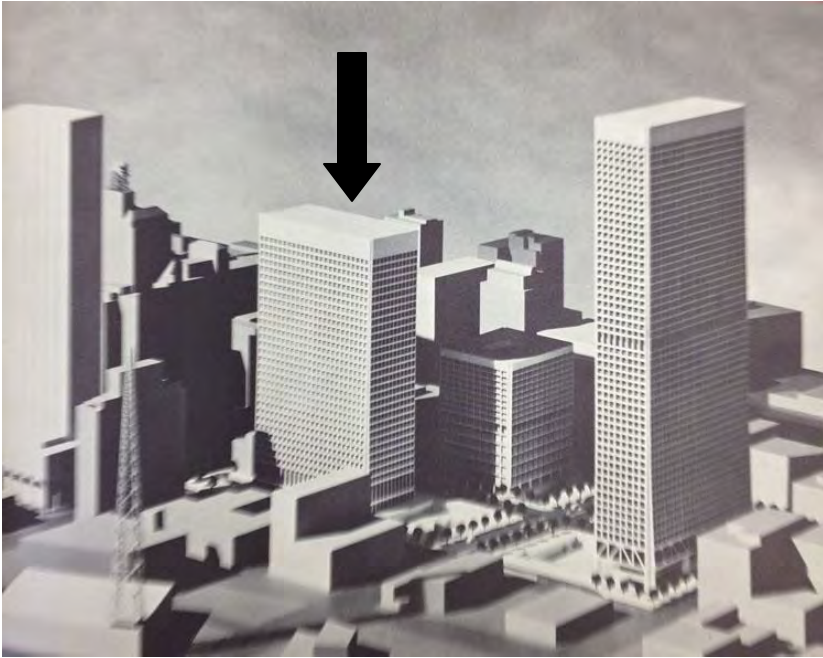
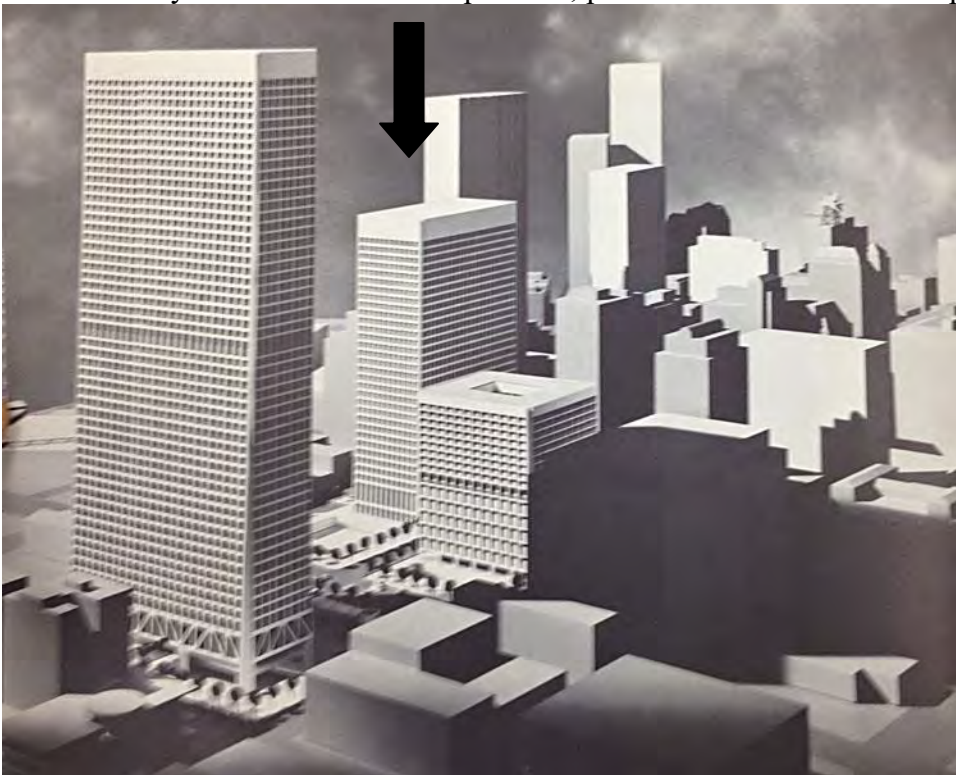


Figure 8: Model of proposed Main Place development – view from the southwest, from marketing book for One Main Place by the Dallas Texas Corporation, published 1965. Nominated property indicated with arrow.



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Figure 9: Rendering of proposed One Main Place development – view from the northwest, from marketing book for One Main Place by the Dallas Texas Corporation, published 1965.



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Figure 10: Rendering of proposed One Main Place development – detail of west plaza, from marketing book for One Main Place by the Dallas Texas Corporation, published 1965



Figure 11: Section through proposed Main Place development from marketing book – view from the north, from marketing book for One Main Place by the Dallas Texas Corporation, published 1965

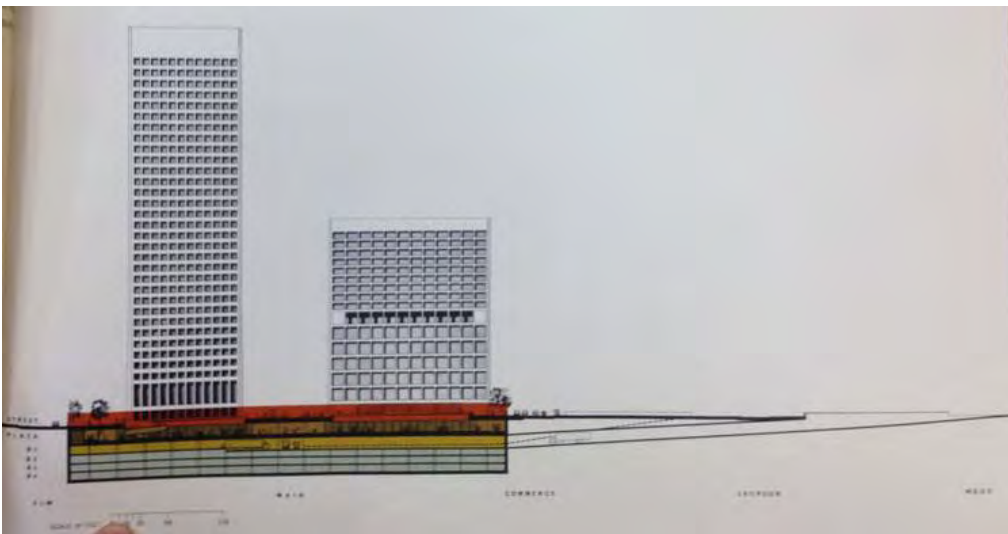


Figure 12: One Main Place, Transverse Sections, 1966.

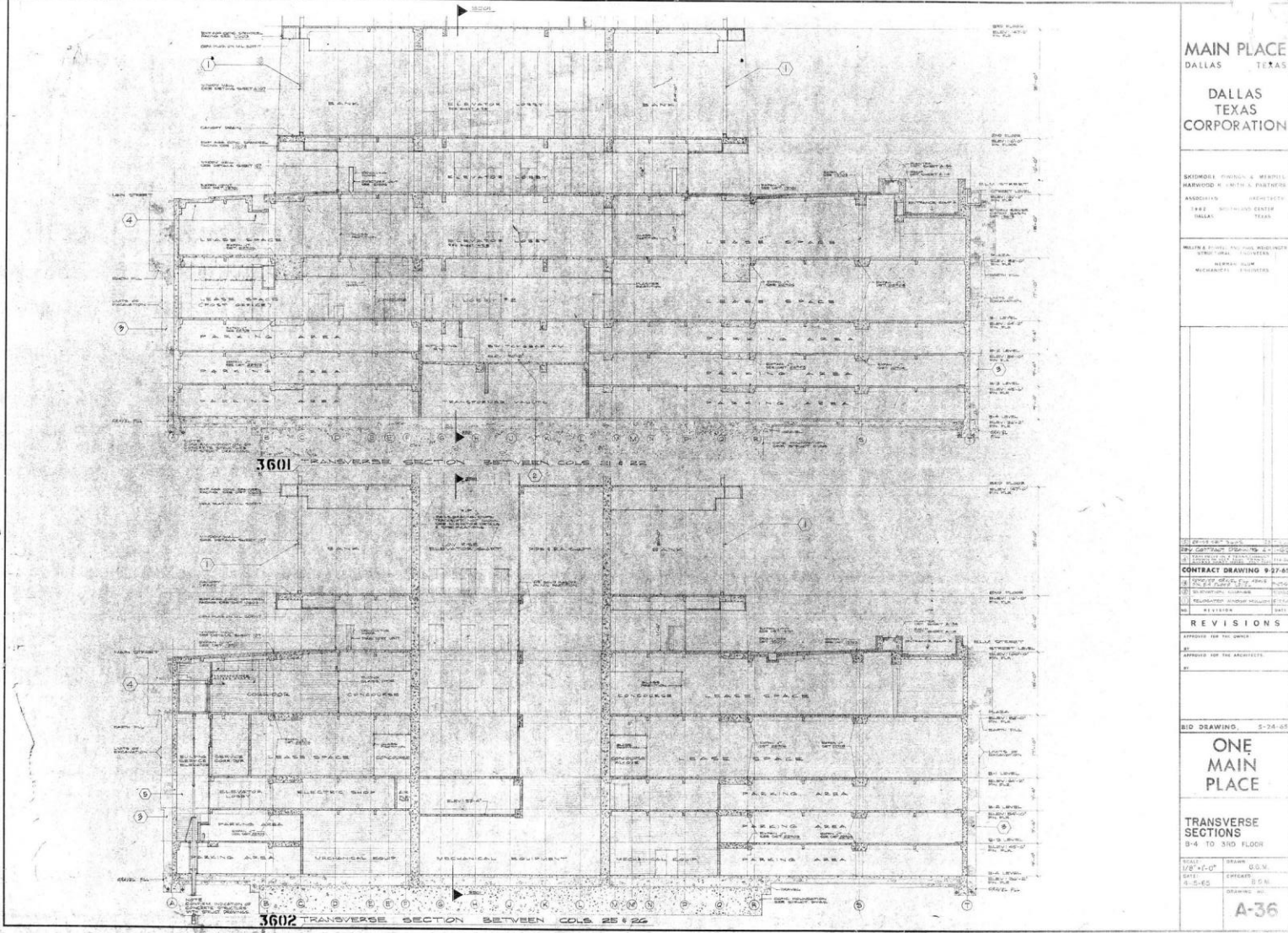
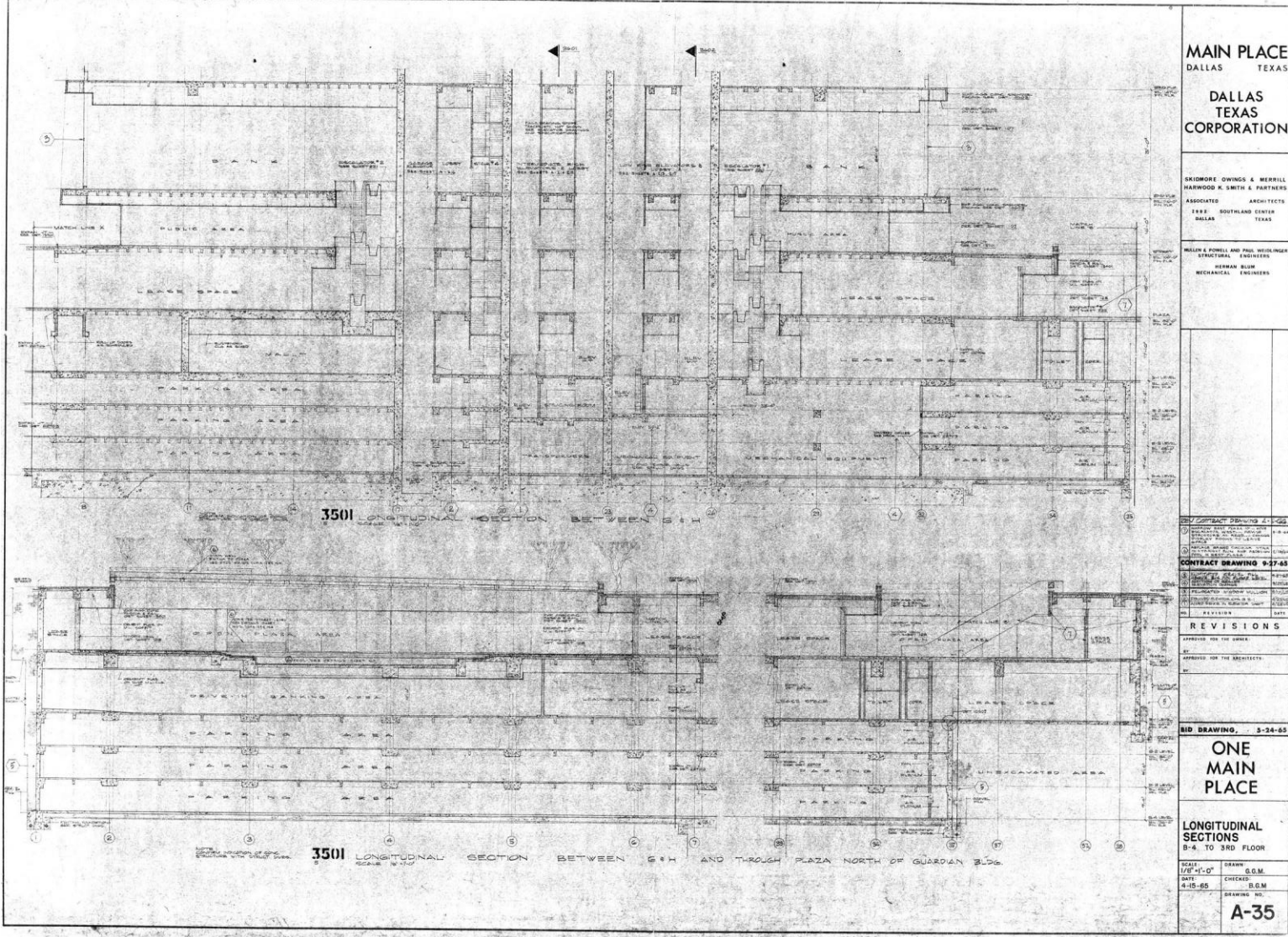


Figure 13: One Main Place, Longitudinal Sections, 1966.



One Main Place, Dallas, Dallas County, Texas

Figure 14: One Main Place, Floor plan, 14-15th floor, 1965.

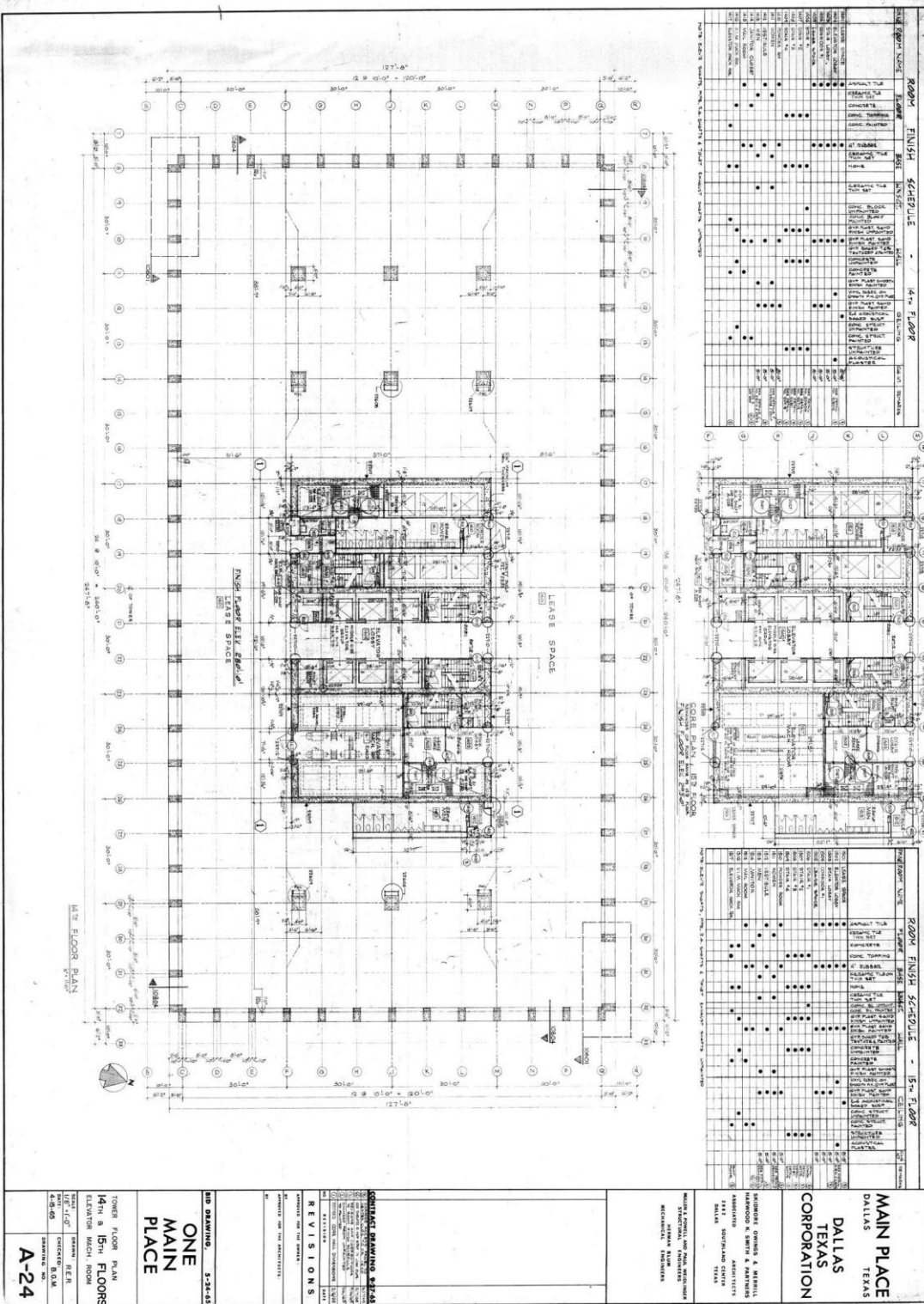
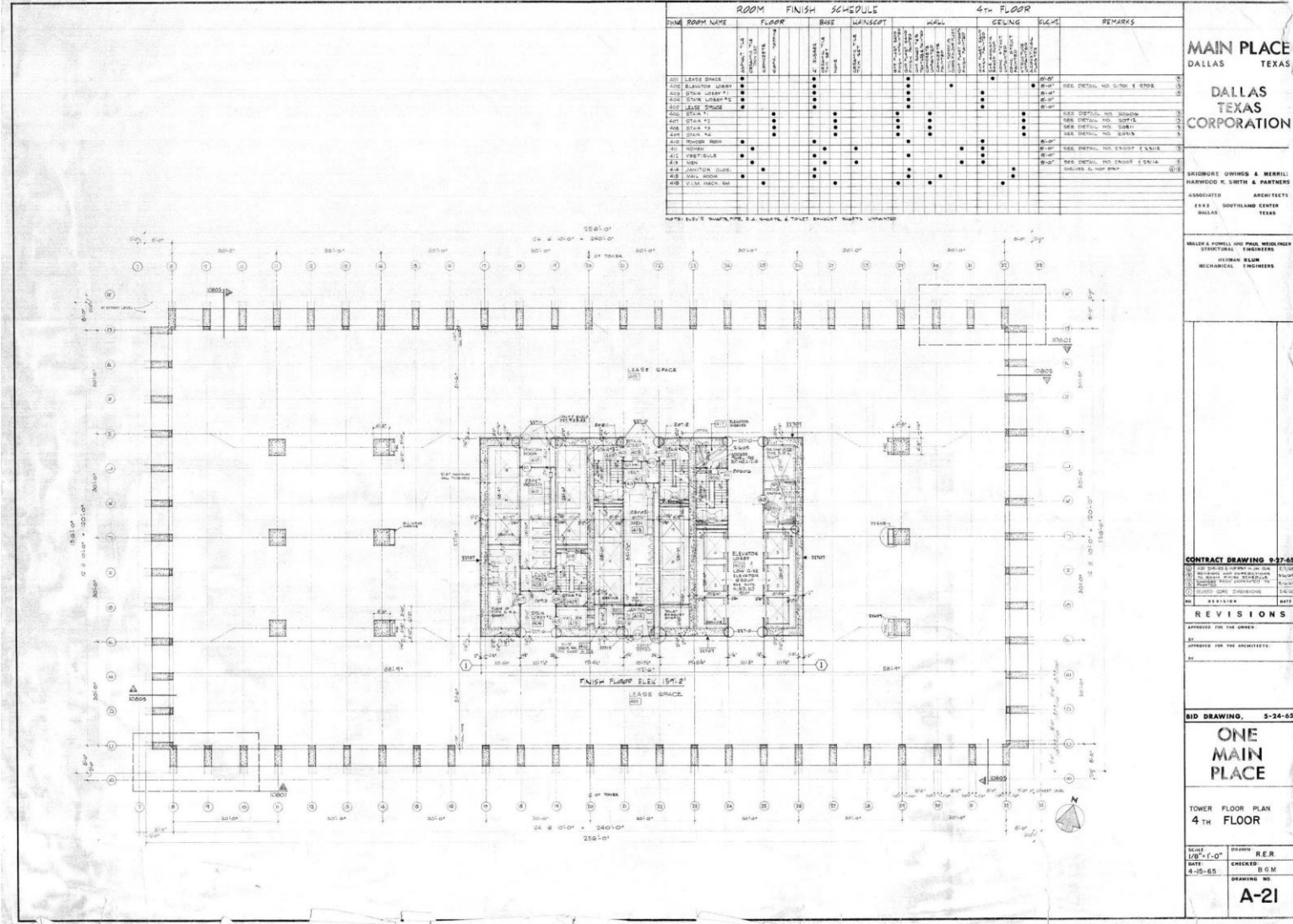
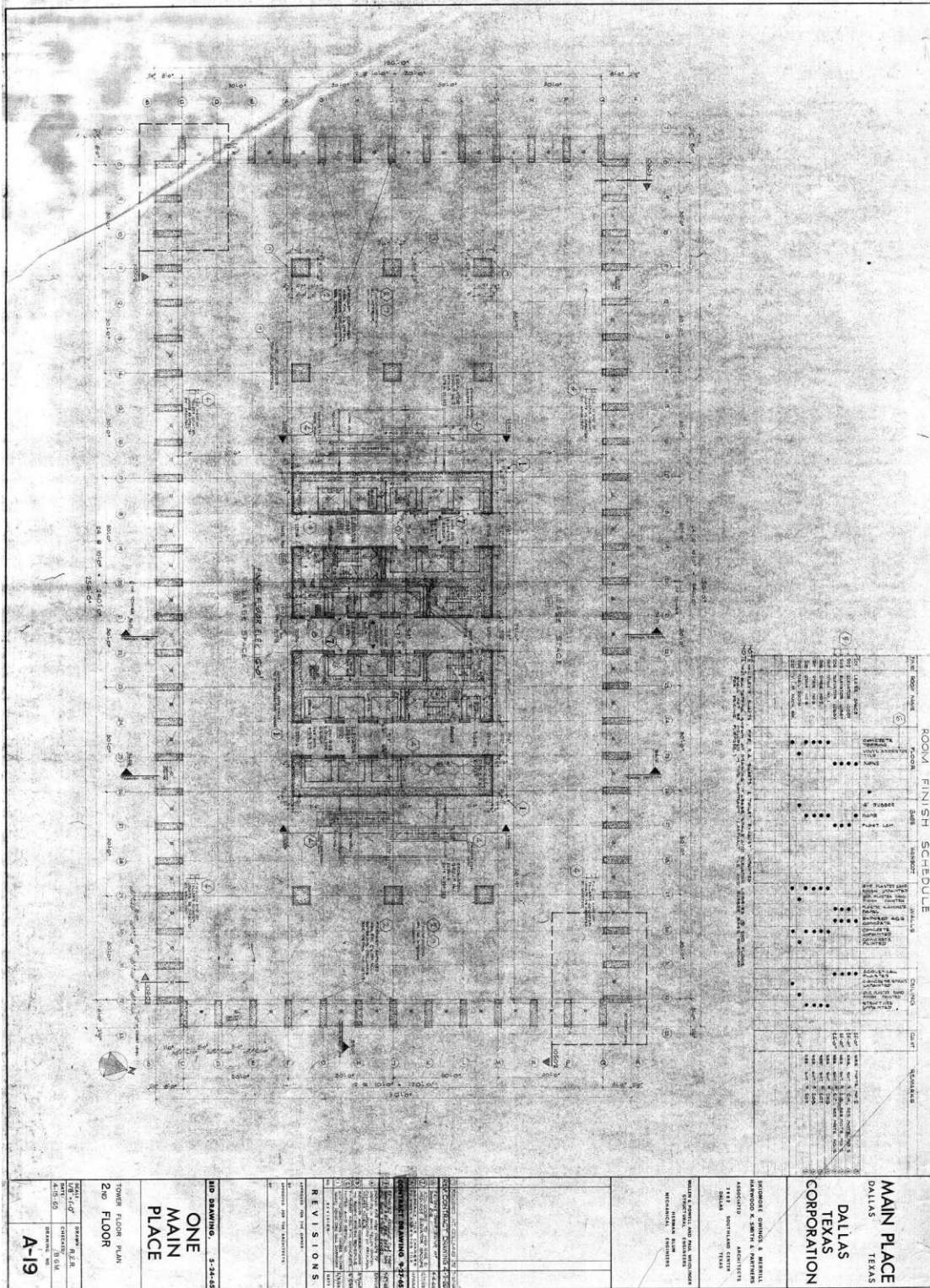


Figure 15: One Main Place, Floor plan, 4th floor, 1965.



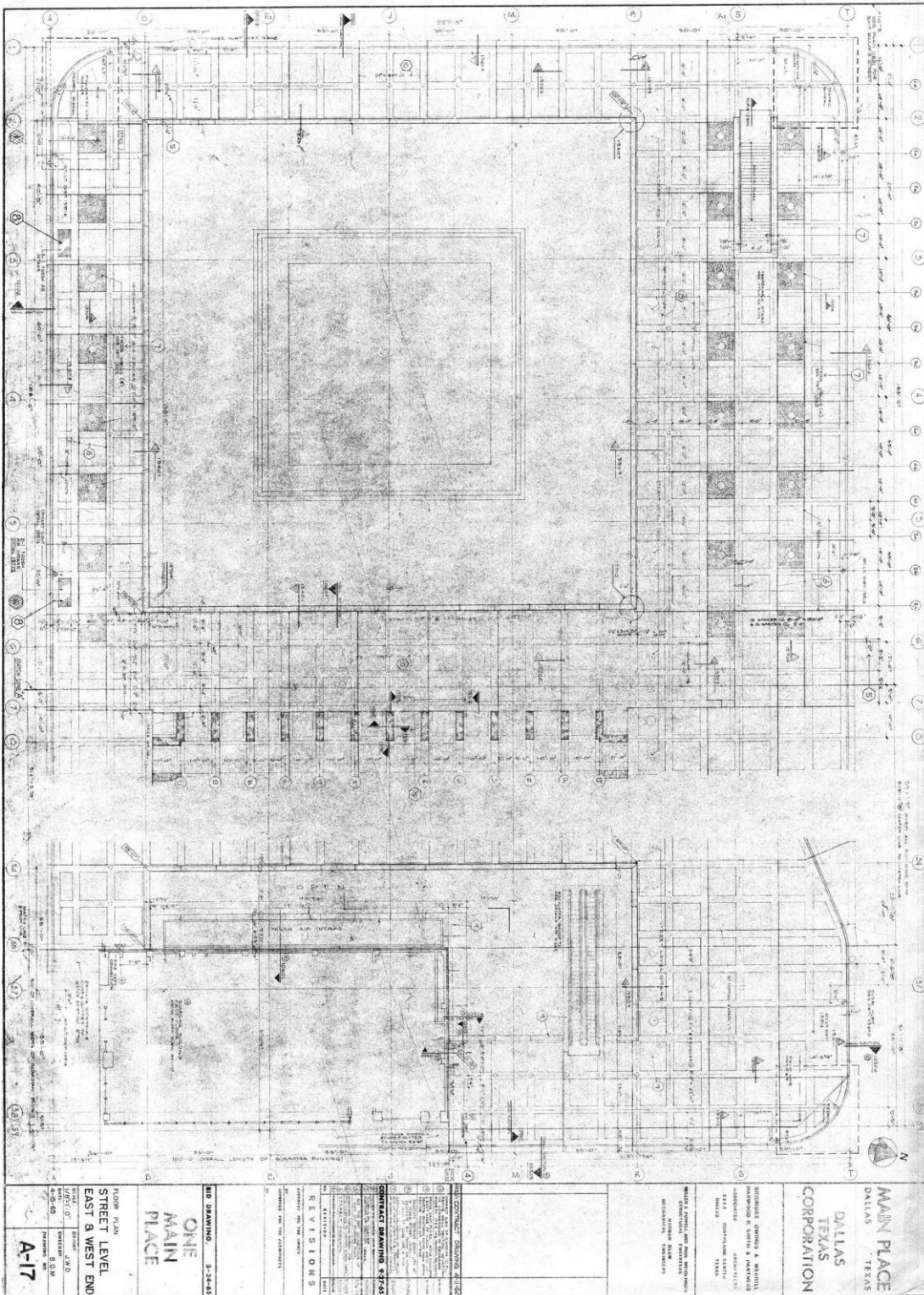
One Main Place, Dallas, Dallas County, Texas

Figure 16: One Main Place, Floor plan, 2nd floor, 1966.



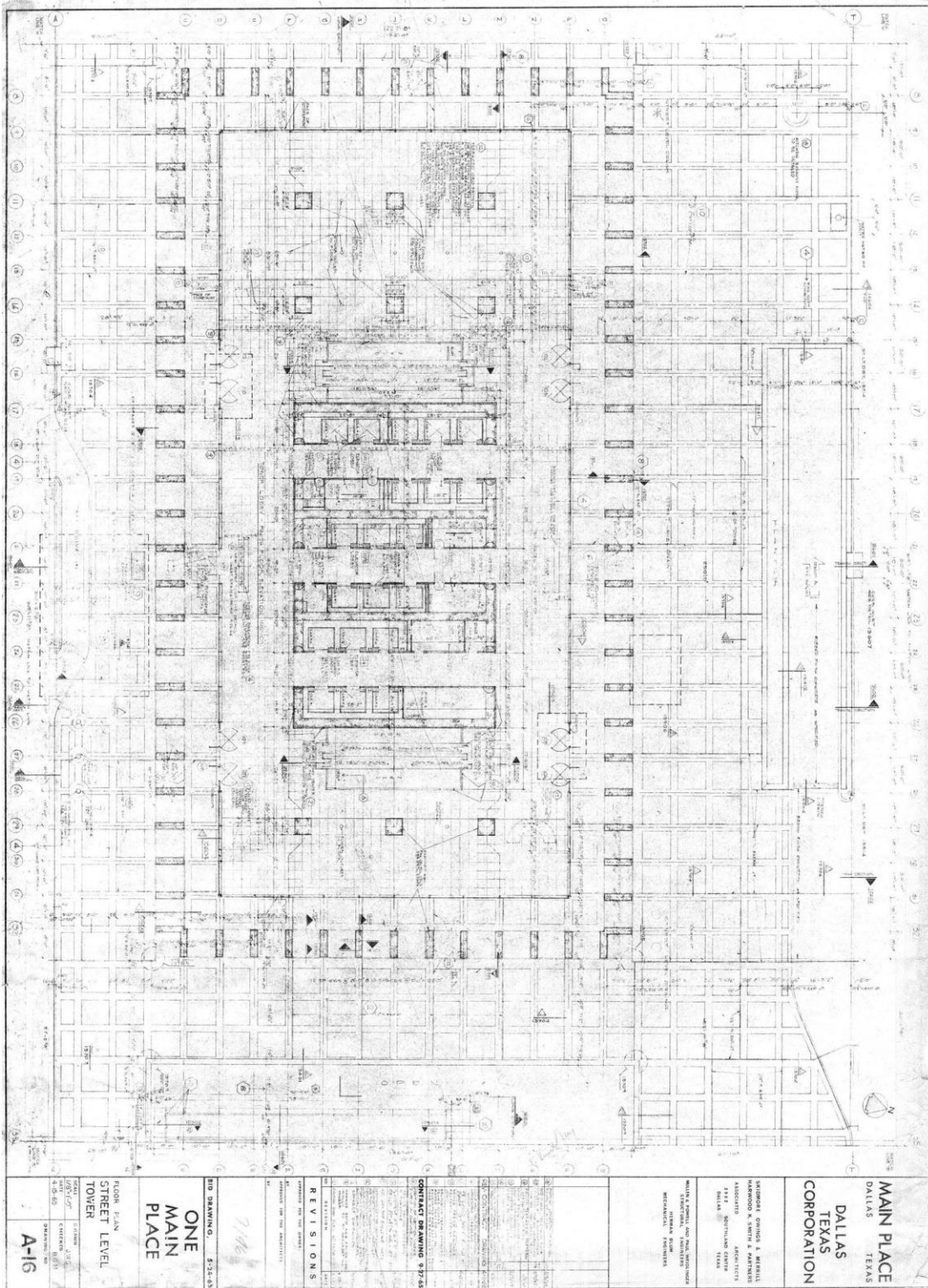
One Main Place, Dallas, Dallas County, Texas

Figure 17: One Main Place, Plazas at street level, 1966.



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Figure 18: One Main Place, Floor plan, tower, street level (1st floor), 1966.



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Figure 19: View of excavated pit and foundation for One Main Place – View from the southwest
Photographer: Hank Tenney Industrial and Architectural Photography, 3-29-1966.



Figure 20: One Main Place under construction – view from the southwest
Photographer: Hank Tenney Industrial and Architectural Photography, 8-10-1966



One Main Place, Dallas, Dallas County, Texas

Figure 21: One Main Place under construction – view from the northwest
Photographer: Hank Tenney Industrial and Architectural Photography, 10-10-1966

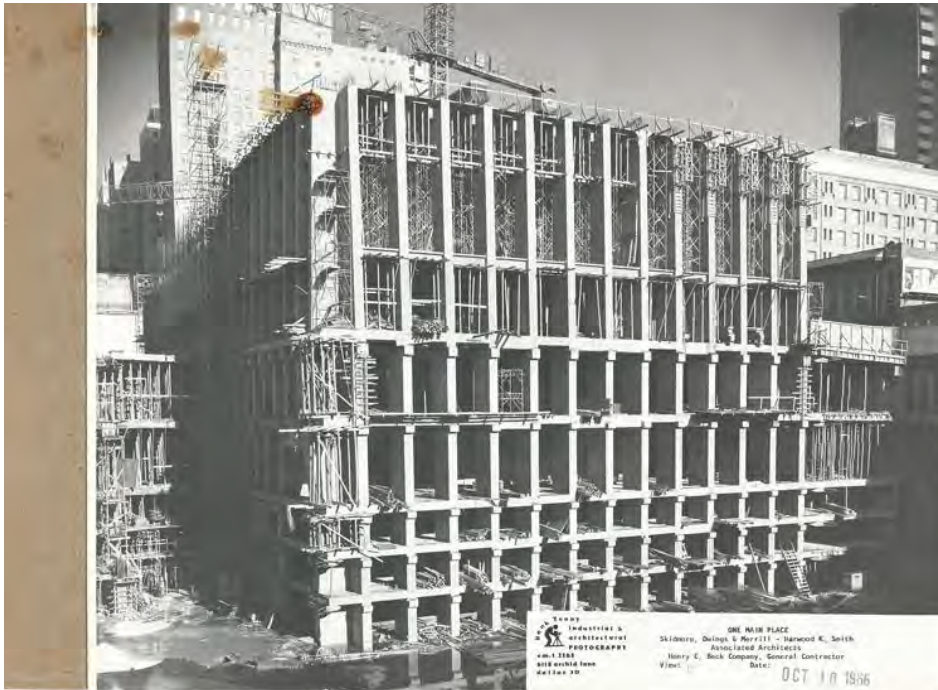


Figure 22: One Main Place under construction – view from the northeast
Photographer: Hank Tenney Industrial and Architectural Photography, 12-29-1966



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Figure 23: One Main Place under construction – aerial view from the southwest
Photographer: Hank Tenney Industrial and Architectural Photography, 5-24-1966



Figure 24: One Main Place under construction – view from the southwest
Photographer: Hank Tenney Industrial and Architectural Photography, 5-24-1966.



One Main Place, Dallas, Dallas County, Texas

Figure 25: Advertisement for One Main Place with rendering of building – view from the northwest, 1973.

the one main place for metroplex banking

THE Texas Bank, a major bank in the most important banking center in the Southwest, can be the open door to your corporate needs.

THE Texas Bank, through its state-wide network of 250 correspondent banks, is capable of fulfilling all the banking needs of today's business. Through continued expansion of our resources and international banking services, we are dedicated to the future growth of the Southwest Metroplex.

When you make your decision to expand your business interests into this area, let THE Texas Bank become your financial center.

The Texas Bank One Main Place
DALLAS

Member F.O.I.C.

Figure 26: Articles from owner's files with image of One Main Place from the northwest – source unknown, 1973c.

One Main Place rated "Best Skyscraper"

The Main Place has been designated as "The Best Skyscraper" in Dallas. In a national poll, "The Observer" ranked the Main Place as "Best Skyscraper" in Dallas. In a national poll, "The Observer" ranked the Main Place as "Best Skyscraper" in Dallas. In a national poll, "The Observer" ranked the Main Place as "Best Skyscraper" in Dallas.

CPR training insures safety

In February, the staff of the Equitable-Servco and Equitable building at One Main Place participated in a two-part seminar on Cardiopulmonary Resuscitation.

The Main Place skyscraper Dallas Dallas

Popcorn man becoming Dallas celebrity

Every day, at the delight of the visitors and tenants at One Main Place, there is a fellow willing to present on the Comstock Level between Brennan's and Dan Frito's restaurants. And "The Popcorn Man" is rapidly becoming everybody's friend.

The Popcorn Man is Dan Stallings, an attractive, personable young man who gives a service as unobtrusive as it is essential to the popcorn business.

"According to Stallings, the idea of going into business for himself was an attractive one. "I liked the notion of being in control and having a certain amount of freedom," said Stallings.

"After investigating various possibilities, I decided to sell popcorn for a living."

According to Stallings, being a popcorn vendor is lucrative as well as fun. But he doesn't sell just any kind of popcorn. With careful scientific research and immediate feedback from his customers, Stallings discovered that low-grain popcorn is the best, and that delivery method is preferable to the common old tin in general used in "batters" popcorn.

"One thing I have learned about people is that they can't be fooled. No one should ever assume that people will buy just anything," he noted. And from his vantage point at One Main Place, he has had ample opportunity to experiment and to eventually create the formula for his "premium" popcorn.

Stallings has made many good friends since he began his popcorn business last May. "The advantage of this job is a good deal of good working," he observed. "As a matter of fact, the standout comment on the main made one day particularly remarkable," he added. But Stallings only receives occasional praise. He is happily content.

Customers who stop at the popcorn machine usually receive, along with their popcorn, a little philosophy and a step or so. "I believe in people, paying attention to how they really feel about what's best for them. Sometimes it takes a while to find out what you really want to do in life. Think about it. Look at those people who in school, there was no category that popcorn vendor. But that's what I'm happy doing," Stallings remarked.

There are a few disadvantages to popcorn vending as there are to every other type of job. For instance, one major afternoon Stallings was found repairing his machine, and had some time to talk about his business. "I see everything that goes on here, from children like Mickey Rooney and George Remus to successful people. I have even witnessed a couple of others - but that's about the only bad thing that has happened," he pointed out.

People almost always stop to chat with Stallings, and he is usually so busy that he doesn't have time to a lunch break. What does he do about that? "Well, I never get tired of popcorn," he grinned, and began to reach for a

One Main Place, Dallas, Dallas County, Texas

Figure 27: View in plaza from the southwest showing fountain, 1970c.




Figure 28: Marketing flyer for One Main Place, 1970c.


One Main Place - Dallas

Structure	941,000 square feet of beautifully designed office space with underground parking.
Location	1201 Main Street, Dallas, Texas 75250. Located in the western sector of downtown Dallas.
Access	Affords immediate access to major freeways and thoroughfares to points throughout Dallas and the entire Metroplex.
Design	32-story tower of exposed aggregate panels with high efficiency solar glass. Designed by the architectural firm of Skidmore, Owings and Merrill, New York.
Parking	640 underground parking spaces on three garage levels.
Security	Security system consisting of Diebold surveillance equipment with 24-hour uniformed personnel providing controlled access after regular business hours.
Fire & Life Safety	State-of-the-art integrated Gamewell life safety system which interfaces a fire detection alarm system and selective voice paging.
HVAC	Multi-zoned air conditioning and heating incorporating automatic temperature control with a Trane Sentinel 1000 computerized building automation system.
Elevators	Eighteen Westinghouse Selectomatic Mark IV elevators servicing three banks of low, intermediate and high rise, providing efficient elevating service to all floors.
Tunnel System	Pedestrian tunnel system which provides sheltered connection from One Main Place to other major office buildings, a hotel, and a number of shops and restaurants.
City Club	The prestigious City Club, one of the oldest in the Southwest, offers fine dining, conference and banquet rooms and athletic facilities.
Features	On-site management by The RREEF Funds. Office suites ranging in size from 2,000 to 27,000 square feet on an entire floor. Massive ten-foot-wide windows on every floor capitalize upon the outstanding view from One Main Place. Custom designed office layouts, carpet and wall color finishes to exact tenant specifications. Quality wall-to-wall carpeting and vinyl in all corridors. Plaza Level conveniences include a collection of fine shops, stores, restaurants and service facilities. The U.S. Post Office is located on the Concourse Level.

For leasing information, contact Robert Allen, The RREEF Funds, 1201 Main Street, Suite 930, Dallas, Texas 75250, 214-745-1701. Or call Robert A. Elliott or Bud Brooks, Cushman & Wakefield of Texas, Inc., 214-745-1701.

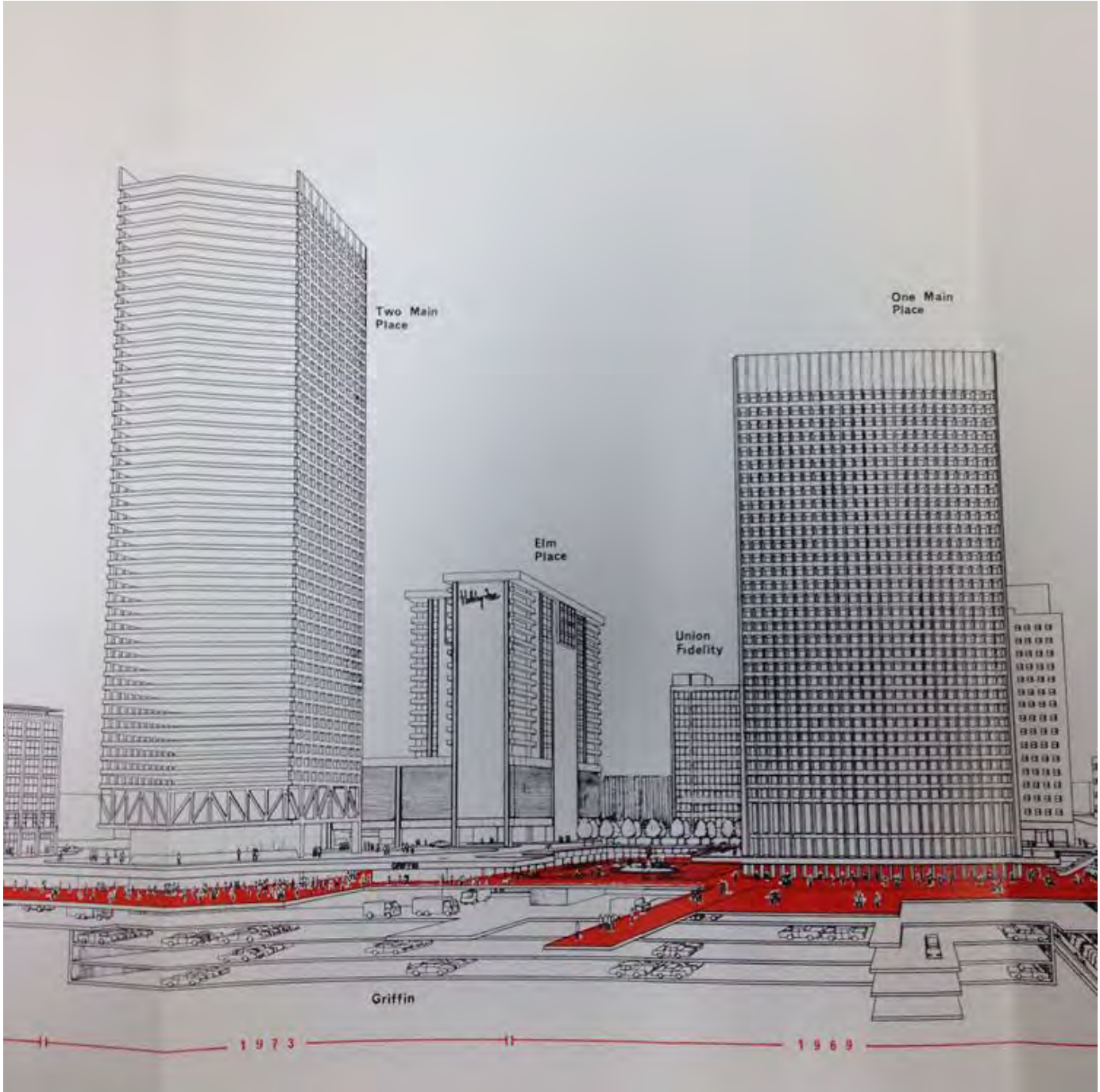


A Landmark in Downtown Dallas.



One Main Place, Dallas, Dallas County, Texas

Figure 29: Image from 1968 Ponte-Travers Plan for Dallas showing Main Place and underground.



One Main Place, Dallas, Dallas County, Texas

CURRENT PHOTOS OF THE NOMNATED PROPERTY

The following photos were also submitted to the National Park Service as high quality digital files.

TX_Dallas County_One Main Place_0001
West Elevation



One Main Place, Dallas, Dallas County, Texas

TX_Dallas County_One Main Place_0002
Southwest oblique



One Main Place, Dallas, Dallas County, Texas

TX_Dallas County_One Main Place_0003
Southeast oblique



One Main Place, Dallas, Dallas County, Texas

TX_Dallas County_One Main Place_0004
Northeast oblique



One Main Place, Dallas, Dallas County, Texas

TX_Dallas County_One Main Place_0005
Northwest oblique – detail of lower elevation



One Main Place, Dallas, Dallas County, Texas

TX_Dallas County_One Main Place_0006
Northwest Oblique



One Main Place, Dallas, Dallas County, Texas

TX_Dallas County_One Main Place_0007
View into the west plaza - camera facing northeast



TX_Dallas County_One Main Place_0008
West arcade – camera facing north



One Main Place, Dallas, Dallas County, Texas

TX_Dallas County_One Main Place_0009
Oblique view of east plaza stair – camera facing northeast



TX_Dallas County_One Main Place_0010
Exterior view of typical building entry at street level – camera facing north



One Main Place, Dallas, Dallas County, Texas

TX_Dallas County_One Main Place_0011

Interior view of typical building entry at street level – camera facing southwest



TX_Dallas County_One Main Place_0012

South lobby – camera facing east



One Main Place, Dallas, Dallas County, Texas

TX_Dallas County_One Main Place_0013
North lobby – camera facing east



TX_Dallas County_One Main Place_0014
West escalator group at first floor – camera facing northeast

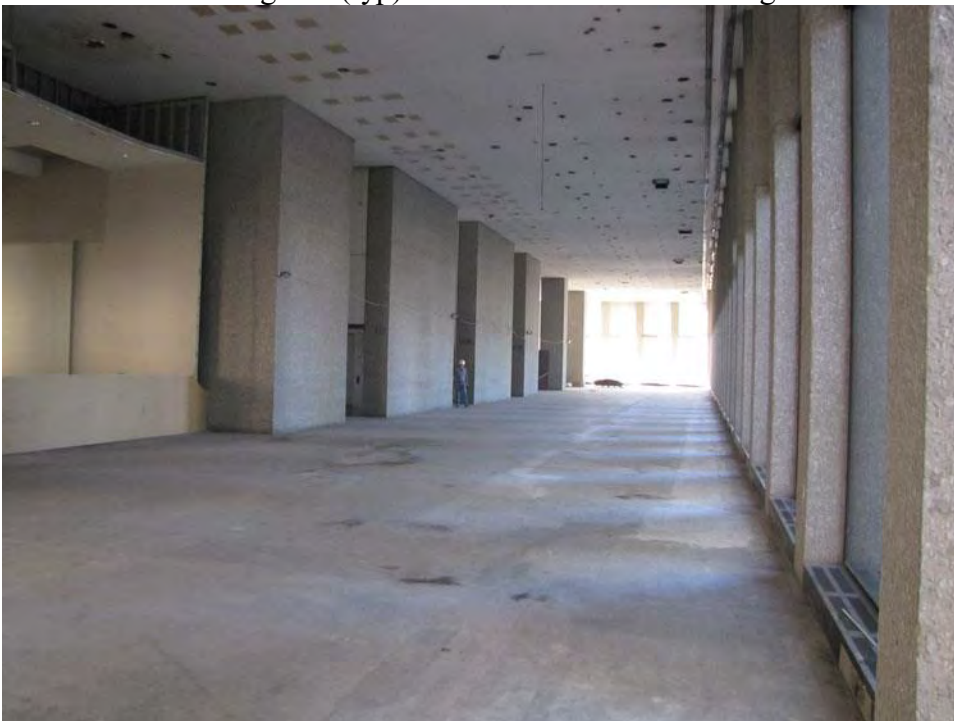


One Main Place, Dallas, Dallas County, Texas

TX_Dallas County_One Main Place_0015
Detail of elevators at first floor – camera facing northwest



TX_Dallas County_One Main Place_0016
Second floor banking hall (typ) – south side – camera facing east



One Main Place, Dallas, Dallas County, Texas

TX_Dallas County_One Main Place_0017
East escalator group at plaza level – camera facing northwest



TX_Dallas County_One Main Place_0018
Concourse at plaza level (typ) – Camera facing west



One Main Place, Dallas, Dallas County, Texas

TX_Dallas County_One Main Place_0019

View to tunnel network to the north of the plaza level concourse – camera facing north



TX_Dallas County_One Main Place_0020

Oblique view of original drive-through station in level B1 – camera facing northeast











INCORPORATED

P











BOARDWOK GRILL

POPCO



SMOKING
NOT PERMITTED
IN PUBLIC AREAS

SMOKING
NOT PERMITTED
IN PUBLIC AREAS





EXIT















Renaissance Tower





RESERVED

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY One Main Place
NAME:

MULTIPLE
NAME:

STATE & COUNTY: TEXAS, Dallas

DATE RECEIVED: 4/03/15 DATE OF PENDING LIST: 4/24/15
DATE OF 16TH DAY: 5/11/15 DATE OF 45TH DAY: 5/19/15
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 15000245

REASONS FOR REVIEW:

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

COMMENT WAIVER: N

___ ACCEPT ___ RETURN ___ REJECT ___ DATE

ABSTRACT/SUMMARY COMMENTS:

One Main Place is locally significant under National Register Criterion C (Architecture). Located in Dallas' thriving central business district, the 33-story highrise office building is a fine local example of International Style design by master architect Gordon Bunshaft and his collaborative team at SOM. Departing from the then popular glass-curtain wall office building, One Main Place's heavy structural concrete frame featured deep, regularly-spaced fenestration altered only by elongated mezzanine (banking lobby) level windows placed above an arcaded ground floor commercial space. With its exacting symmetry, rhythmic openings, and slightly flared ground floor level, the building emphasized its mass and weight, typical of several of SOM's designs in the southwest. The first phase of a proposed 10-acre, downtown superblock redevelopment project (unrealized), the building occupies only one quarter of its site with SOM's signature sunken landscape plazas set to the east and west of the 445' tower accessing subsurface level commercial spaces and pedestrian tunnel systems--modern urban planning elements that saw their first true implementation in One Main Place and would influence much of Dallas' later downtown planning.

RECOM./CRITERIA Accept Criterion C

REVIEWER Paul R. Lusignea DISCIPLINE HISTORIAN

TELEPHONE _____ DATE 5/15/15

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.

TEXAS HISTORICAL COMMISSION

real places telling real stories



TO: Edson Beall
National Park Service
National Register of Historic Places
1201 Eye Street, NW (2280)
Washington, DC 20005

FROM: Carlyn Hammons
Texas Historical Commission

RE: New Submission, National Register Nomination
One Main Place, Dallas County, TX

DATE: March 30, 2015

The following materials are submitted:

<input checked="" type="checkbox"/>	Original National Register of Historic Places form and electronic locational data (in .kmz format) on CD. The enclosed disk contains the true and correct copy of the nomination for <u>One Main Place</u> to the National Register of Historic Places. <i>OR</i>
	Resubmitted nomination.
<input checked="" type="checkbox"/>	Original NRHP signature page signed by the Texas SHPO.
	Multiple Property Documentation form on disk.
	Resubmitted form.
	Original MPDF signature page signed by the Texas SHPO.
<input checked="" type="checkbox"/>	CD with twenty (20) TIFF photograph files.
	Correspondence

COMMENTS:

- SHPO requests substantive review (cover letter from SHPO attached)
- The enclosed owner objections (do) (do not) constitute a majority of property owners
- Other:

