

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1 Name of Property

historic name Peabody Coal Company National Headquarters

other name/site number N/A

2 Location

street & town 301 North Memorial Drive N/A not for publication

city or town St. Louis N/A vicinity

state Missour code MO county St. Louis (Independent City) code 510 zip code 63102

3 State/Federal Agency Certification

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

Mark A. Miles Oct 9, 2008
Signature of certifying official/Title Mark A. Miles/Deputy SHPO Date

Missouri Department of Natural Resources
State or Federal agency and bureau

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

Signature of certifying official/Title Date

State or Federal agency and bureau

4 National Park Service Certification

I hereby certify that the property is: Signature of the Keeper Date of Action

- entered in the National Register See continuation sheet
- determined eligible for the National Register See continuation sheet
- determined not eligible for the National Register.
- removed from the National Register.
- other, (explain): _____

Peabody Coal Company National Headquarters
Name of Property

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

5. Classification

Ownership of Property
(check as many boxes as apply)

Category of Property
(check only one box)

Number of Resources within Property
(Do not include previously listed resources in the count.)

- private
- public-local
- public-State
- public-Federal

- building(s)
- district
- site
- structure
- object

Contributing	Noncontributing	
1		buildings
		sites
		structures
		objects
1		Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing.)

Number of contributing resources previously listed in the National Register

N/A

0

6. Function or Use

Historic Function
(Enter categories from instructions)

Current Function
(Enter categories from instructions)

Commerce/ Trade Business

Vacant

7. Description

Architectural Classification
(Enter categories from instructions)

Materials
(Enter categories from instructions)

Modern Movement: Art Deco

foundation Concrete

walls Stone: Granite

Metal: Aluminum

Glass

roof Asphalt

other

Narrative Description
(Describe the historic and current condition of the property on one or more continuation sheets.)

See continuation sheet(s) for Section No. 7

Peabody Coal Company National Headquarters
Name of Property

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

10. Geographical Data

Acreage of Property less than an acre

UTM References

(Place additional boundaries of the property on a continuation sheet)

1 ⁹⁰⁰ 1/5 ⁹¹⁸⁰ 7/4/4/9/2/5 4/2/7/8/5/9/4
Zone Easting Northing

2 1 ////// //////
Zone Easting Northing

3 1 ////// //////
Zone Easting Northing

4 1 ////// //////
Zone Easting Northing

Verbal Boundary Description

(Describe the boundaries of the property.)

See Attached

Property Tax No

Boundary Justification

(Explain why the boundaries were selected.)

See Attached

See continuation sheet(s) for Section No. 10

11. Form Prepared By

name/title Julie Ann LaMouria
organization Lafser & Associates date March 10, 2008
street & number 1028 North Kingshighway Suite 1 telephone 573-339-4625
city or town Cape Girardeau state MO zip code 63701

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

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

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

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

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

Property Owner

name/title Elizabeth Gladney- Gahber Gladney Trust
street & number 31 Louren Woods telephone 314-991-7806
city or town St. Louis state MO zip code 63124

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. 470 *et seq.*).

Estimated Burden Statement Public reporting burden for this form is estimated to average 18.1 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 Chief Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

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National Register of Historic Places Continuation Sheet

Section number 7 Page 1 **Peabody Coal Company National Headquarters
St. Louis (Independent City), MO**

Summary:

The Peabody Coal Company National Headquarters, located at 301 N. Memorial Drive in St. Louis, Missouri, is a three-story office building designed by architect Ralph Cole Hall in 1957 and completed in 1958. The Modern Movement building was constructed with Art Deco influences, featuring geometric ornamentation with aluminum and granite facing and a set back roofline. The building is rectangular with the southeast corner cut off. This corner façade features three bays that are separated by tall aluminum columns, with leaded glass windows above the three entrance doors and rectangular metal panels between each level. Large granite pillars separate this elevation from the adjoining south and east facades, which feature the same metal paneling and aluminum columns between banded windows. At the roofline, white corrugated metal creates a series of setbacks that rise to the flat roof (Photo #1). The interior of the building continues to retain the open plan it possessed at construction, with offices lining the outer walls. Interior details have been retained, including the granite elevator lobbies, intricate wood cabinetry, paneled walls, aluminum stair rails, and carved wood doors. In addition, the main lobby features a colorful mural painted by local artist Fred Conway, which contrasts significantly with the gray, white, and black décor of the rest of the building. Though some interior alterations have been made to the building (including the addition and removal of cubical offices) the changes have had a very small impact on the overall design of the building. Apart from being enclosed on three sides by the Mansion House complex and Crowne Plaza which have compromised the integrity of setting, the Peabody Building possesses all of its character-defining stylistic features and its historic exterior materials and thus retains integrity in the other six aspects of integrity.

Elaboration:

Site:

The Peabody Coal Company National Headquarters is located on a small lot on the eastern portion of City Block 6490, bounded on the east by Memorial Drive, and by the Mansion House Apartments on the south, west, and north. The Mansion House apartment complex was constructed in 1967 in a U-shape around the Peabody Coal Company National Headquarters, eliminating Olive Street as the southern boundary, with its main facade facing west toward 4th Street. The site includes the building and surrounding yard, measuring approximately 175 feet X 120 feet. The Peabody building sits at the eastern edge of the central business district, with the Jefferson National Expansion Memorial (NR listed 1966) located just to the east across Interstate 70 (Photo # 2). The windows of the Peabody building look out toward the Arch and the Mississippi River. The blocks to the south, west, and north are interspersed with historic, older, and newer buildings, including the International Fur Exchange Building (2-14 South 4th Street- NR listed 1998), the Securities Building (319 North 4th Street- NR listed 2000), and the

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Laclede Building (480 Olive Street- NR listed 1998).

Exterior:

The footprint of the Peabody Coal Company National Headquarters is a rectangle with the southeast corner cut off. The three-story building is constructed of steel, with aluminum and granite facing. The flat roof is hidden by corrugated metal paneling, which is arranged in a series of setbacks. The east and south elevations have a similar window and metal panel design, but the north wall is covered almost entirely by large granite panels. A portion of the north elevation and all of the west elevation are hidden by the exterior walls of the Mansion House apartment complex (constructed touching the Peabody building, but not shared between the structures: the two buildings are completely separate with the exception of a basement door in the Peabody building that opens into the Mansion House three story parking garage).

The main entrance to the Peabody building is located on the southeast corner of the building, accessed by five concrete stairs. This small elevation is divided into three bays, with slender, gray, aluminum columns isolating each section from the other, and gray, metal rectangular panels dividing each level. Each bay contains an aluminum and glass entrance door, with a square leaded glass transom above. Fixed one-over-one aluminum windows fill the second and third level, with a corrugated metal panel just below the roofline (Photo # 3).

The south elevation is symmetrical. A black granite paneled column is found at each corner, and granite paneling continues below the first level windows. This elevation is divided into five bays, with gray aluminum columns separating each section. The original triple banded single-pane windows have been replaced with triple banded fixed two-pane windows that fill each bay, featuring a square metal panel below the central window and corrugated metal panels below the outer windows (Photo #4).

The east elevation is almost identical to the south elevation, with nine bays instead of five. It shares the paneling, columns, and fenestration found on the south elevation.

The north elevation is composed of two large gray granite panels that run the length of the elevation. Below are two rows of square back granite panels, which run up the corner of the building to the concrete capping at the roofline. A ventilation room for the Mansion House Apartment Complex abuts to the rear half of this elevation (Photo #6).

A three-story parking garage for the Mansion House apartment complex touches the west elevation of the building, though the structures share only a door in the Peabody building's basement. The parking garage completely covers the west elevation.

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St. Louis (Independent City), MO**

Interior:

The interior of the Peabody Coal Company National Headquarters features the open plan design, with enclosed offices near the outer walls and large spaces free from walls located in the center of the building. The original drop lighting remains on each level, and many of the original features can still be found, specifically on the upper floors.

The southeast corner entrance doors open to the lobby. Gray carpet fills the room, with black granite tiles leading from the doors to symmetrical stairwells with aluminum railings. These stairs culminate in a landing that accesses the granite encased elevators and corridors that access the remainder of the floor. Three thick cylindrical columns rise to the plaster ceiling. White molding encloses lighting where the walls meet the ceiling (Photo # 7). The east wall contains a built in reception desk. The west wall is the focal point of the lobby, featuring a mural by local artist Fred Conway. In bright reds, yellows, oranges, greens, and blues the artist depicts the process of mining and refining coal for energy use in private homes (Photo # 8). The corridors leading out of the main lobby open to offices (Figure 1). These rooms feature built in wood cabinetry with leaded glass accents. The offices encircle a large open space, with square columns rising to a drop ceiling. Plaster coffering opens the ceiling panels to the original light fixtures (Photo # 9).

The second floor is arranged much as the first (Figure 2). Black marble encased elevators (Photo # 10) open to a small lobby, with a large conference room to the southeast. Offices line the outer walls of the floor, with a large open space located at the center of the floor. The offices feature wood and leaded glass cabinetry, which has been affixed to the walls (Photo #11). The stairwells between the floors are carpeted, and retain the original aluminum railings (Photo 12).

The second and third floors are nearly identical, though the third floor has a few extra offices at the north end of the building and features an executive suite (Figure 3). The third floor contains numerous offices with heavy wood paneling, some painted white and others retaining the wood stain finishes. The most elaborate of these is found in the southeast conference room, where cabinetry fills the entire western wall, featuring metal spindles and wood pilasters. This room also includes a wood stained chair rail, with cabinets under the southeast windows (Photo 13). In some of the offices the paneling rises to the ceiling (Photos #14). Many of these offices include the original wood cabinetry. The executive suite is located in the northeastern corner of the building and can be accessed from the hallway by a heavy two panel wood door (Photo # 15) or through an adjoining conference room. Double wood doors with metal circular handles (Photo #16) open to a rectangular conference room with a single

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St. Louis (Independent City), MO**

door on the north end. This opens to a small "foyer" with an entrance to the tiled bathroom on the west (Photo # 17) and a wood paneled office to the east (Photo # 18).

The basement of the Peabody building is fairly open, with a few conference rooms and small divisions in the southern part of the building and the remainder used for open storage (Figure 4). The conference rooms were updated in the late 1960s and few original elements remain.

The interior of the Peabody building, especially the upper floors and public spaces, has been preserved much as it looked at construction, though updates were implemented in the 1970s. With the exception of the cooling tower added to the roof (which is unseen from the street) and a door added in the basement that accesses the parking garage, the exterior of the building has not changed. Recently the "Peabody" signs were removed from the front of the building. The Peabody Headquarters retains many of the original elements that it possessed at construction. The view from the front windows has changed little in the last 50 years, but the downtown has continued to undergo revitalization.

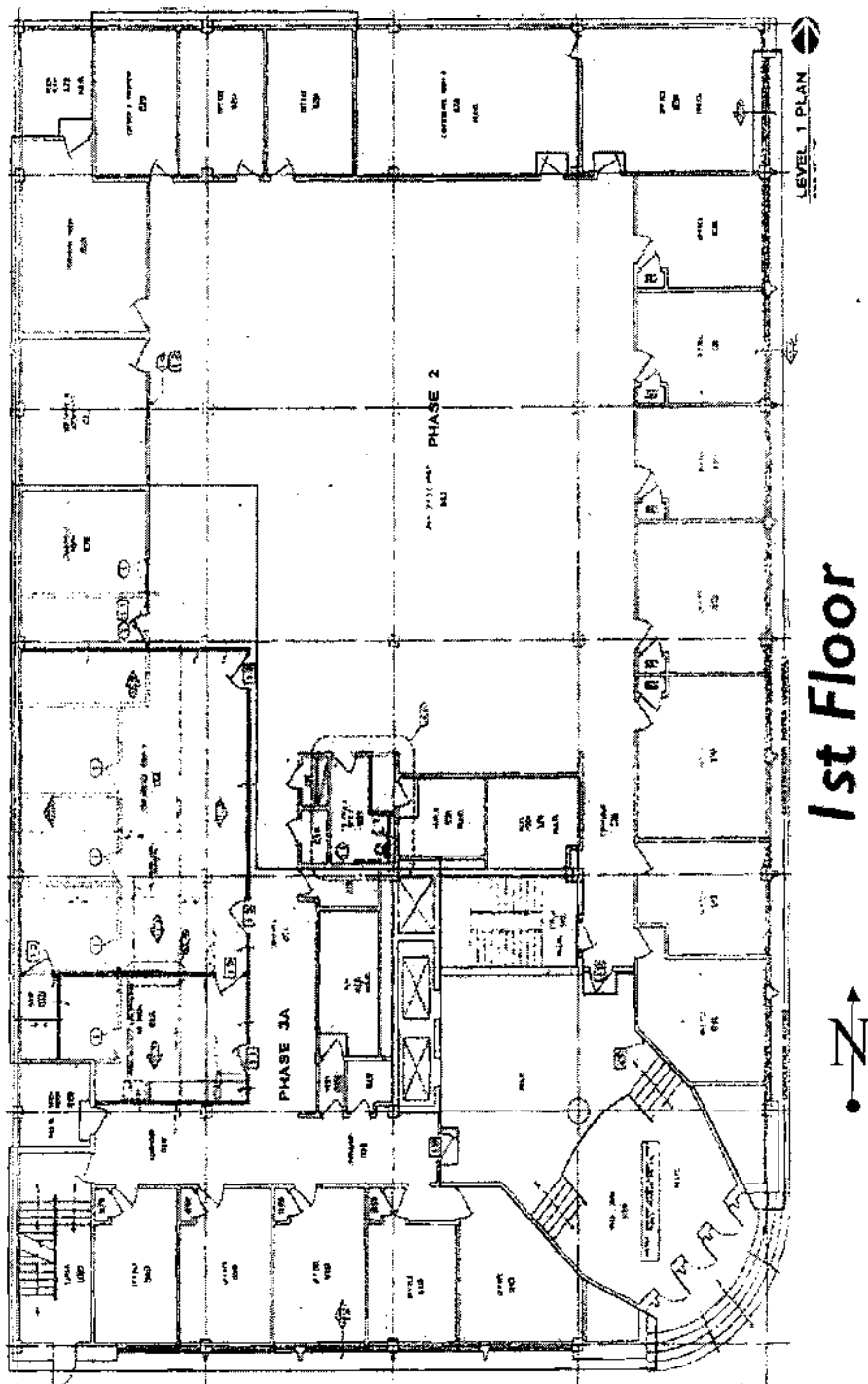
When it was built, Peabody was the only new building on the new city block 6490, which was otherwise occupied by dilapidated and condemned factories and office buildings. City Block 6490 was designed after the Mark Twain Expressway extension of Interstate 70 was directed through the downtown area in 1955, and plans for redevelopment of the riverfront were well underway. When Peabody moved into its headquarters building St. Louis anticipated that growth would continue along 4th Street and Memorial Drive. The Mansion House apartment complex fulfilled this expectation in 1967, creating a large housing opportunity with storefronts and a parking garage. With plans released in 1959, and construction occurring nearly a decade later, the Mansion House complex was designed to fill the space around the Peabody building. Though the high rise apartments are found on the northern side of Peabody, the elements of the Mansion House complex to the immediate west are between one- and three-stories tall. Additionally, the Crowne Plaza was constructed to the south of the Peabody headquarters, rising three-stories and facing 4th street. It does not structurally impact the Peabody building. Though these changes to the street have occurred, the building continues to look out over the highway and the Mississippi River, facing the Jefferson National Expansion Memorial, just as it did when constructed.

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Figure 1- Level 1 Plan
On file with Colliers International: Turley Martin Tucker
7701 Forsyth Suite 200 St. Louis, MO 63105.



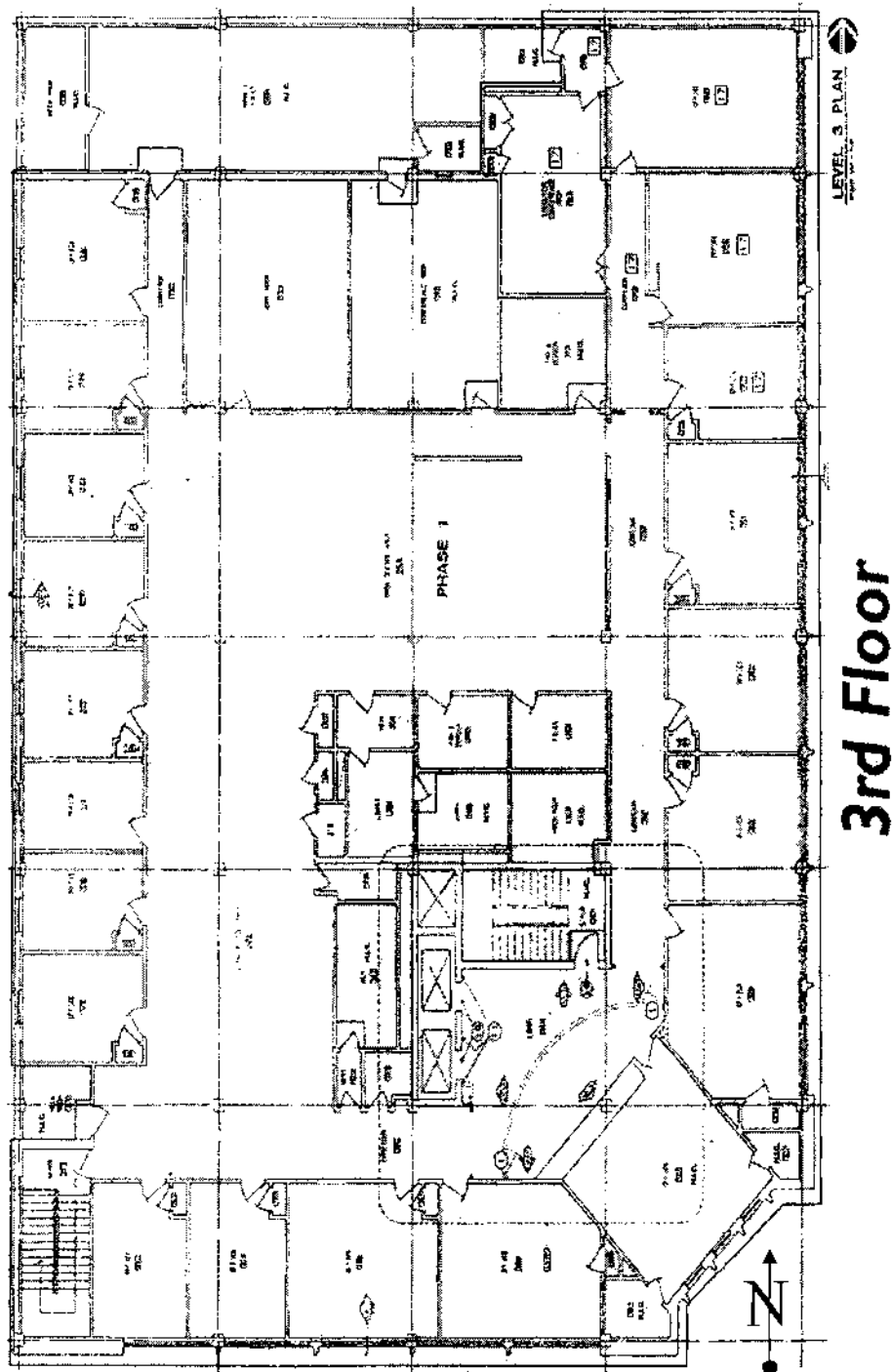
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**Peabody Coal Company National Headquarters
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Figure 3- Level 3 Plan
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7701 Forsyth Suite 200 St. Louis, MO 63105.

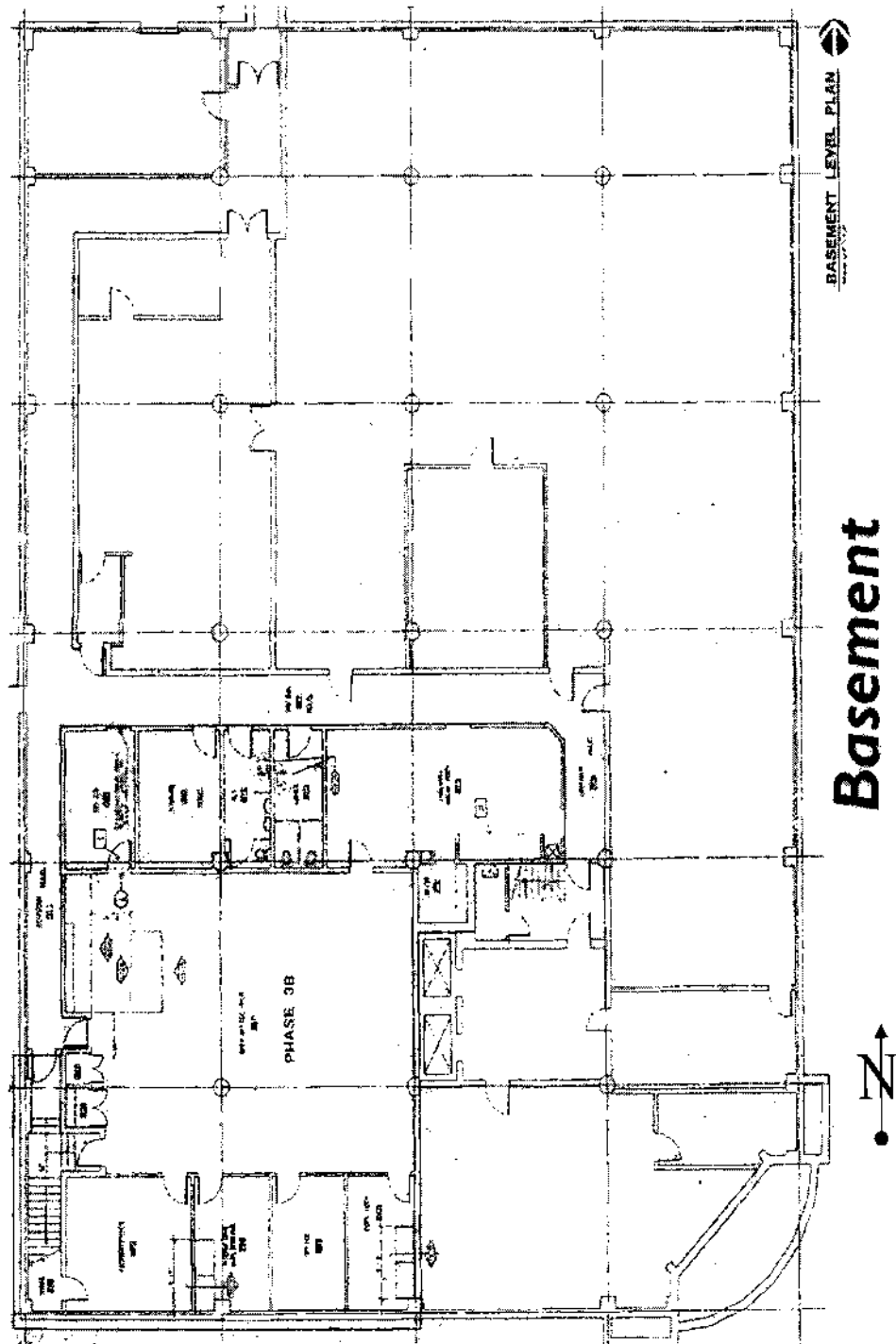


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Figure 4- Basement Level Plan
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**Peabody Coal Company National Headquarters
St. Louis (Independent City), MO**

Summary:

The Peabody Coal Company National Headquarters is locally significant under National Register Criterion C in the area of Architecture. Located at 301 North Memorial Drive in St. Louis, Missouri, the building was designed in 1957 and constructed in 1958 as the headquarters for two newly-merged coal companies on the verge of vastly expanded production and sales. At the time of construction, Peabody Coal Company had been in operation for 75 years and grew to fuel approximately 10 percent of all U.S. electricity and more than 2 percent of worldwide electricity. The structure is one of the earliest examples of new development as part of the revitalization of the St. Louis Central Business District. Located one block west of the Jefferson National Expansion Memorial, the Peabody Headquarters was built on a new city block created after construction of the Mark Twain Expressway. The building's unique Modern characteristics were designed by well respected local architect, Ralph Cole Hall, incorporating Modern materials and muted Art Deco styling into one of the smaller examples of corporate architecture found in the downtown. The 1957-58 period of significance represents the phase of development and construction.

History:

The Peabody Coal Company began in a small store in Chicago, Illinois, called Peabody, Daniels and Company. Francis Stuyvesant Peabody entered the coal, wood and coke retail business in 1883 with a start up capital of \$100. Within two years Peabody bought out his partner, Edwin F. Daniels, and became sole proprietor of Peabody and Company. In 1890 Francis incorporated to sell coal to both wholesale and retail markets, and obtained his first major contract, supplying coal to the Steamer Dahlia.¹ By 1901, Peabody and Company owned four of its coal supplying mines, and in 1913, Peabody signed his first long-term coal supply contract, which eventually led to 12 million tons of coal for military use in World War I. Under the supervision of his son, Stuyvesant "Jack" Peabody, Francis's company was listed **on the Chicago Stock Exchange in 1919 and on the New York Stock Exchange by his grandson, Stuyvesant Peabody, Jr. in 1949.**²

The union workers went on strike in 1950, and the next three years were plagued with problems that caused production to drop to under 9 million tons and a net loss of nearly \$640,000 in 1954. The significant financial stress resulted in Stuyvesant's replacement by Otto Gressens in 1955. Gressens negotiated a merger between the underground mining Peabody Coal Company and the Sinclair Coal Company, occupied mostly with surface mining. When the deal was complete the Kelce brothers, who owned the Sinclair reserves and surface mines across much of the Midwest, took charge of Peabody. Merl C. Kelce became president of the company in 1957, and quickly opened a new headquarters building for the Peabody Coal Company in St. Louis. At that point the company owned 25 mines in Kentucky, Indiana, Missouri, Illinois, Ohio, and Oklahoma (See Figure 5).³

A significant portion of the mining reserves were located in southwestern Illinois, and the company utilized the efficiency of large water ways such as the Mississippi River to transport their product

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Peabody Coal Company National Headquarters St. Louis (Independent City), MO

across the country. St. Louis was deemed a centralized and easily accessible location for the company, and the new building was constructed across the Mississippi River from the Peabody River King Dock located in Illinois.⁴ Originally conceived as a two-story office building, the headquarters was designed on a foundation strong enough to hold five stories, with a basement parking facility. It was to house about one quarter (100) of the company's administrative employees, as well as the principal operating, engineering, sales, and purchasing and finance divisions. When the building's designs were solidifying, Peabody was the second largest commercial producer of bituminous fuel in the United States, and the leading supplier of coal to electric utilities in the country⁵ with nearly 4500 employees.⁶

The company's expansion plan in the St. Louis area was not limited to the new headquarters. At the same time the building was being designed, the company was developing the River King Mine in Freeburg, Illinois, which was one of the largest combined strip and slope mines in the United States. In addition, the company purchased the St. Louis and Belleville Electric Railway to bring coal to the new River King Dock, and the company had marketed more than 26 million tons of coal in 1955.⁷ With the success of the expansion plan almost imminent, the Peabody Coal Company included a third story on its headquarters building and began construction in 1957.

Merl Kelce brought the company back from its slump, doubling production within ten years and more than doubling sales. He used long-term agreements to lock in electric utility supply, and used the unit train shipping concept to cut transportation costs by sending a single train from mine to destination and cutting time in the switch yards. The company became the leading coal supplier in the nation in 1961, and went international in 1962, selling to Australian and Japanese markets.⁸ In 1968 Peabody Coal was sold to Kennecott Copper Corporation, but the deal was considered in violation of the Clayton Anti-Trust Act, and Kennecott sold the Peabody Coal Company shares to the newly created Peabody Holding Company, Inc. in 1977. The company was then reorganized and decentralized, with five regional offices across the Midwest devoted to the development of the local mines. In 1998 the Peabody Group emerged as an independent company out of the regional segregations. Establishing itself as BTU on the New York Stock Exchange, the Peabody Group moved the coal company's headquarters out of the small office on Memorial Drive and down the street to 701 Market, though it still utilized the 1957 building until 2004. Today the company is still the nation's largest coal producer, fueling 10% of U.S. and 2% of the world wide electricity.⁹

Peabody and St. Louis Redevelopment:

When the Peabody Coal Company National Headquarters was constructed between 1957 and 1958, St. Louis was working to change its image and return to the glory days of the Worlds Fair. Revitalization and the redevelopment of the downtown were on the lips of urban planners, city officials, and businessmen alike. Hoping to redeem the city's scarred reputation, Mayor Darst formed

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**Peabody Coal Company National Headquarters
St. Louis (Independent City), MO**

Civic Progress Incorporated (a collection of business men from large St. Louis based companies) and charged it with the renewal of the downtown. Together with several other groups, Civic Progress Inc. raised awareness for a \$110.6 million dollar public improvement bond. Upon the bond's approval in May of 1955, \$7 million was allocated to the eight mile long Mark Twain Expressway. This highway ran the length of the city from Third Street to the western limits, and bordered the east side of the Jefferson National Expansion Memorial (See Figure 6).¹⁰

In order to construct the new highway and keep inner city travel near the riverfront possible, Third Street was expanded as part of the highway. An outer road, called Memorial Drive, was created on the east and west side of the expressway, to allow access to downtown and the riverfront. Before highway construction began, City Block 88 contained a paper box factory, a hat warehouse, the Buxton Skinner Printing and Stationery Company, the Landreth Building, and the Stock Exchange Building, with the southeast corner occupied by a picture frame store and a printing company (See Figure 7).¹¹ When the project was completed, new city blocks were designated on the west side of the highway, between Washington Avenue and the Poplar Street Bridge. These blocks retained their dilapidated and hazardous constructs until the redevelopment boom of the mid 1960s¹², with the exception of one plat at Olive Street and Memorial Drive, on the former City Block 88.

In 1957, Peabody Coal Company made a strategic decision to become part of the new St. Louis riverfront skyline. As Merl Kelce noted, the company needed:

a downtown location because of the business facilities that are available there...We looked at property up and down the length of Third Street, and came to the conclusion that the site we selected was the most valuable and desirable for our purpose. We hope we are not going to be the only new building on the fine new Third Street Interregional Highway, and frankly, we don't think we will be.¹³

The headquarters was one of the first buildings to be constructed in the Central Business District after a period of stagnation caused by two world wars and the Great Depression. Between 1933 and 1955, \$22.4 million were spent on construction downtown, with sixty percent concentrated on alteration of existing structures.¹⁴ The "make-do" philosophy permeated all aspects of life, including corporate building design. Architectural style had shifted considerably during the first decades of the twentieth century, resulting in the "modern movement" of simple design elements that eliminated ornamentation and expressed construction methods by utilizing concrete, steel, and glass as structural and facing material. Several companies in St. Louis's downtown wished to modernize their corporate identity in the 1950s, but could not afford to construct a new building. To express the functionalism and streamlined philosophy of modern business, many buildings in the Central Business District underwent "facelifts" in the decade after World War II. Typically, these downtown buildings were re-skinned, leaving little decorative ornamentation on the exterior due to the application of large concrete or stone panels to the entire facade. New fenestration wrappings and coverings enabled architects to change the size and shape of tall, narrow, or rounded windows to

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exert a more horizontal design with squat or rectangular openings. Cornice lines and belt courses were removed to allow paneling to rise all the way to the roofline. The smooth, box-like facades implied a simple and structural design that reflected modern business and architectural philosophy.

Two examples of the re-skinned buildings in the Central Business District are the Commercial Building and the Farm and Home Savings and Loan Association Building. Both lost their dramatic revival style detailing and instead donned metal and stone paneling in a streamlined design. (See Figures 8 & 9). The Commercial Building (circa 1900, nonextant) was a nine-story Chicago Style office building, occupied by several stores on the first level. Paired sash windows separated by pilasters rose vertically to the arcaded brick cornice and corner piers. Multiple belt courses divided the building into three sections, with decorative brickwork featured on the first few levels. The building was re-skinned in 1950, covering the decorative façade with smooth concrete panels. The \$1,000,000 remodel also replaced the four pane wood windows with bands of smaller metal lights featuring thick panel lintels that ran horizontally across the length of the building. The lower level was enclosed with only a few glass door entrances, and dark paneling created a sweeping awning.

Likewise, the Farm and Home Savings and Loan Association Building at 1001 Locust underwent a sweeping exterior modification. Recognized by the Globe-Democrat as "one of the largest and most dramatic building modernizations in the downtown area," the changes were revealed in March of 1955. These alterations included the re-skinning of the entire façade, eliminating the dramatic window surrounds and belt courses and covering the decorative brick that previously boasted Renaissance Revival styling. The new façade left a smooth finish all the way to the roofline, featuring granite, enameled porcelain, and Bedford limestone paneling, and completely scrapping the decorative cornice.¹⁵

Peabody's headquarters building was a fresh new addition to the redeveloping city. Aloys P. Kaufmann, President of the Chamber of Commerce, praised company's decision to construct a new building on the St. Louis riverfront, remarking that the "magnificent new office building at Olive and Third becomes the first in what we feel confident is going to be an ever-growing riverfront development."¹⁶ Its architecture was notably different than the other buildings found in the Central Business District at the time, and its modernist design would remain unique for nearly a decade. While Civic Progress Inc. tried to encourage corporate offices to remain in the downtown and revive the Central Business District, a hope of attracting new companies to the city instituted a need for new buildings. This was accomplished primarily in the 1960s when the Civic Center Redevelopment Project resulted in the redevelopment of the area located between Third and Eleventh Streets, Poplar and Market, plus Market to Pine between Broadway and Seventh (See Figure 10). The construction of the Equitable Building (1971), the Boatman's Bank Building (1976), and the Gateway Tower (1968) replaced blighted areas with income producing corporate architecture, and the inclusion of Busch Stadium (1966- non-extant) as the project's focal point beckoned the city downtown for activities other than work. But the Civic Center Redevelopment Project relied heavily on the blighting of the buildings in this large grid on the southeast part of the Central Business District, which did not occur

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**Peabody Coal Company National Headquarters
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until 1967¹⁷. A decade before construction at the eastern end of the Civic Center began, the Peabody Coal Company building made its mark on the landscape.

The Design of the Peabody Coal Company National Headquarters:

As one of the first new buildings to be constructed in the downtown, Peabody needed a headquarters that reflected the history and new goals of both the city and the company. The company chose local architect Ralph Cole Hall to compete the project. Hall was a well known local architect. After studying at Washington University, Hall joined the Naval Air Force, fighting in both World War I and World War II and achieving the rank of commander. Between the wars, Hall partnered with Victor Proetz in an architectural firm that specialized in revival style residential buildings. In the early 1930s Hall and Proetz designed and constructed the public rooms of the Art Deco Park Plaza Hotel, as well as the alterations for the Aldophus Hotel in Dallas, TX.¹⁸ After World War II the retired commander became Chief of the Department of Design for the State Department, designing United States Embassies in Peru and Iran, and restoring the Margherita Palace as an embassy in Rome. He also co-authored the book Georgetown Houses of the Federal Period, Washington DC, 1780-1830 in 1944 and Alexandria Houses, 1750-1830 in 1946. He returned to St. Louis in 1955, continuing work on residential projects and also taking on some larger developments, such as the campus of the St. Louis Country Day School on Warson Road.¹⁹

The Peabody building was unique to the St. Louis skyline, and also to Hall's repertoire of St. Louis buildings. As one of the few commercial structures Hall designed, the headquarters differs enormously from his residential productions found in the high end subdivisions in the county. His well known projects are for the most part revival styles, even those constructed in the 1960s and 1970s. One example is the home at 22 Fairway Drive on the grounds of the St. Louis Country Club. Constructed in 1965 in a French Colonial Revival style, the building is representative of his St. Louis work and his residential designs, incorporating decorative brickwork, classical entrance surrounds and a distinctive cornice line (See Figure 11).²⁰

When Hall embarked on what the Globe Democrat referred to as, "the first building of contemporary design to face the St. Louis riverfront,"²¹ he tackled the challenge of incorporating modern design theory within the historic context of the surrounding turn-of-the-century buildings. Modern architecture called for the use of new materials, with concrete, glass, and metal as important elements in building composition.²² With ornamentation considered passé, Hall had to design a building small in stature that could be considered worthy of a riverfront view and monumental enough to represent the corporation that it housed. When the company moved into it in 1958, the Peabody Coal Company National Headquarters was a shadow of the development to come, including the Gateway Arch, for which plans had long been in the making.

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Peabody Coal Company National Headquarters St. Louis (Independent City), MO

The design of the Peabody Coal Company National Headquarters combines Modern architectural theory with a few Art Deco characteristics (See Figure 12). Using aluminum, granite, glass, and corrugated metal, Hall implemented verticality and geometric design into the exterior of the headquarters. Leaded glass with angular patterns, rectangular relief in metal panels, and the set back roofline accentuate the geometric forms of the building, emphasizing the angular elements commonly associated with the Art Deco style. Peabody Coal Company Headquarters includes austere façade elements, strips of windows, and low relief ornamentation around door and window openings executed in the same material as the building. These elements, along with the verticality achieved by the incorporation of thin aluminum beams and metal setbacks instead of cornice caps reflect Art Deco design systems that beckon the building even higher.²³ The subtle tribute to the Art Deco style is reflective of the zigzag variation of the form as found in other large cities, such as Tulsa, Oklahoma. However, the building displays the design attributes of Modern architecture that were popular after World War II.

Architectural design theory had evolved into functionalist modernism by the end of World War II, but St. Louis's downtown had not experienced new construction to reflect the changing ideas of corporate building philosophy, and most of the architectural changes that had occurred in the Central Business District were concerned with the streamlining of existing buildings by sheathing the façade. Amid the Chicago Style and Sullivanesque towers that made up the majority of the buildings in the Central Business District, the new Peabody Coal Company building stood out as a stamp of new design along the city's riverfront (See Figure 13). The building's cold gray metal and dark granite paneling were significantly different than the brick and stone facades built in the decades before the headquarters' construction. In the years to come, mirrored glass skyscrapers would become the new look of corporate architecture across the city, but at the time Peabody's building was unique and innovative.

The Central Business District produced few if any corporate buildings during the first half of the 1950s, but by the following decade new construction was in full swing. Between 1959 and 1969 at least six new office buildings were built downtown, and that number doubled by 1979. These new structures engaged a number of different motifs, creating a new and drastically taller skyline for St. Louis. City planners saw a rejuvenation of the Central Business District as new companies made their home downtown, and other businesses migrated back to the city from the surrounding suburbs. A diversity of architectural design reflected the nature of the companies that built the new structures as well as the multiple architects that worked on the projects.

Situated along the riverfront, the Gateway Tower and the Pet, Inc. Headquarters (Pet Plaza, NR listed 10/19/04) are examples of the assortment of structures that began to dot the skyline in the 1960s. Located at 1 South Memorial Drive, the Gateway Tower is a 19-story rectangular office building constructed of concrete, aluminum, and bronze glass. Horizontality is created by bands of windows and cantilevered balconies on each level and a three-story paneled base (See Figure 14). Distinctly different, the Pet building exhibits a Brutalist design of concrete columns and inset windows and a projecting top

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**Peabody Coal Company National Headquarters
St. Louis (Independent City), MO**

level (See Figure 15).²⁴

By the 1970s the downtown was filling up with International Style glass boxes. The Equitable Building and Boatman's Tower (See Figures 16 & 17), located on the south and north side of the courthouse, respectively, are excellent examples of this design. The Equitable Building is a 21-story tower of mirror glass with minimal mullions that create a reflective box with a two-story concrete base. Just two blocks north, the Boatmen's Tower is a 22-story rectangular structure with a two-story entrance lobby made of reflective glass with aluminum girders that create a grid-like scheme.²⁵ Like the Gateway Tower and Pet, Inc, Headquarters, these buildings represent the growing trend for modern architecture in St. Louis's Central Business District that took place in the two decades following Peabody's construction. These tall structures implement similar materials as used on Peabody's headquarters, and yet they reject the unique verticality and ornamentation that Hall incorporated into his office structure.

The small stature of Peabody's corporate building is also unique to the St. Louis Central Business District. Tall towers engulfed the skyline in the years following Peabody's construction, with buildings like the Missouri Division of Employment Security Building, the American Zinc, Lead & Smelting Company Building (NR 5/4/98), and the General American Life Insurance Company National Headquarters (NR 3/27/08) comprising the only other low level corporate architecture in the Central Business District (See Figures 18-20). Constructed just a year after Peabody, the Employment Security Building on Washington Avenue was also a three-story office structure. Utilizing a rhythmic pattern of paired windows and flared concrete piers, its rectangular design with a low pitched roof and projecting eaves emphasizes horizontality. Likewise, the American Zinc Building emphasizes horizontality in its four-story rectangular design. Constructed in 1967, this building has a grid-like plan of mirror glass and stainless steel with rounded window corners and concrete supports. A decade later, the General American Life Insurance Company National Headquarters building was constructed of patterned mirror glass, contrasting triangular and cylindrical shapes, and red brick interior and exterior facings. This six-story headquarters emphasizes horizontality in its fenestration but also employs verticality in its raised northern half. While all of these low level corporate buildings were built at around the same time, have flat roofs and feature bands of windows, the Peabody Coal Company building is distinctively different. The main differences are its setback roofline and aluminum pilasters implying verticality and, together with the granite pillars, a level of ornamentation not usually seen in other post war designs.

Another element that stands out as part of the Peabody's distinctive design is the Fred Conway mural found in the lobby (See Figure 21). Conway was a graduate from Washington University who later became a professor at the same institution. As a modernist, Conway was, "concerned with depicting his own vision of the frenetic pace of modern life." Though he was known for murals painted in the First National Bank in Tulsa, Oklahoma, and the Kansas City Federal Building, Conway was best known for his depictions of St. Louis.²⁶ Recognized as the "quintessential St. Louis artist," Conway painted with almost anything, and his favorite medium was encaustic- a mixture of oil and wax

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**Peabody Coal Company National Headquarters
St. Louis (Independent City), MO**

applied with a heated palette knife.²⁷ His design for the Peabody Company depicts the process of coal conversion for private energy, including the mining, shipping and use after converted for electricity in homes. The bright colors contrast sharply with the grays, whites, and blacks in the remainder of the building. The mural underwent restoration between 1984 and 1987 to refurbish the vivid paint choices.²⁸

The National Headquarters building served the Peabody Company until after the turn-of-the-century. For years it stood as the only new development along the riverfront (See Figure 22) until construction under the Civic Center Redevelopment Project produced several new buildings in the mid and late 1960s. Apart from the Gateway Arch that reached completion in 1965, other new construction included the Crown Plaza (located to the south of the Peabody building) that was also constructed in 1965 as well as the Mansion House Apartment Complex that developed around the Peabody building in 1967.²⁹ Today the skyline reflects the Modern constructs of redevelopment. The housing and office buildings represent the progress of the late 20th century, and the "new St. Louis" that was constructed during that time.

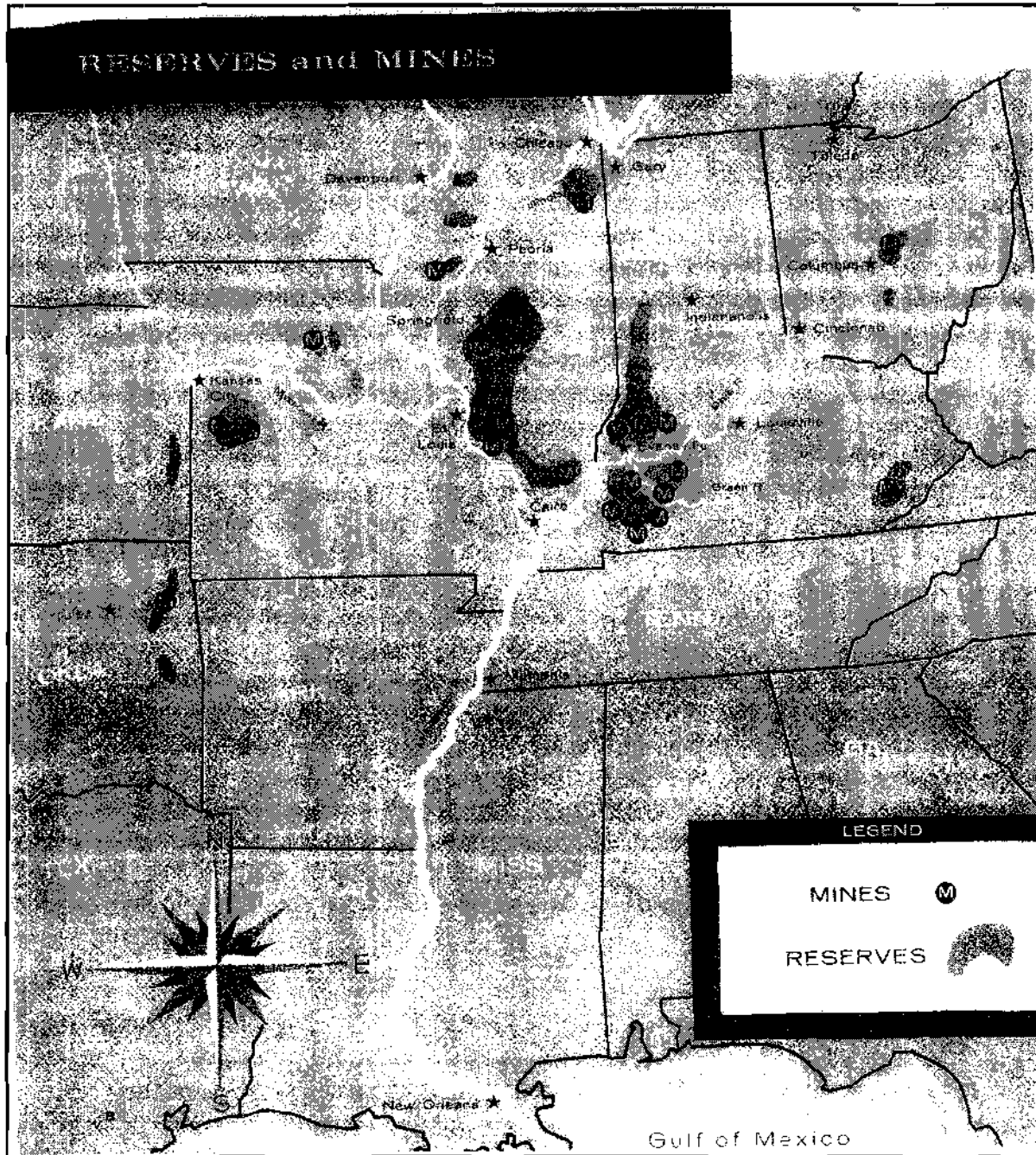
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**Peabody Coal Company National Headquarters
St. Louis (Independent City), MO**

Figure 5: Peabody Coal Company Reserves and Mines. Taken from the 1958 Annual Report. On file with the Peabody Group: 701 Market Street St. Louis, MO.



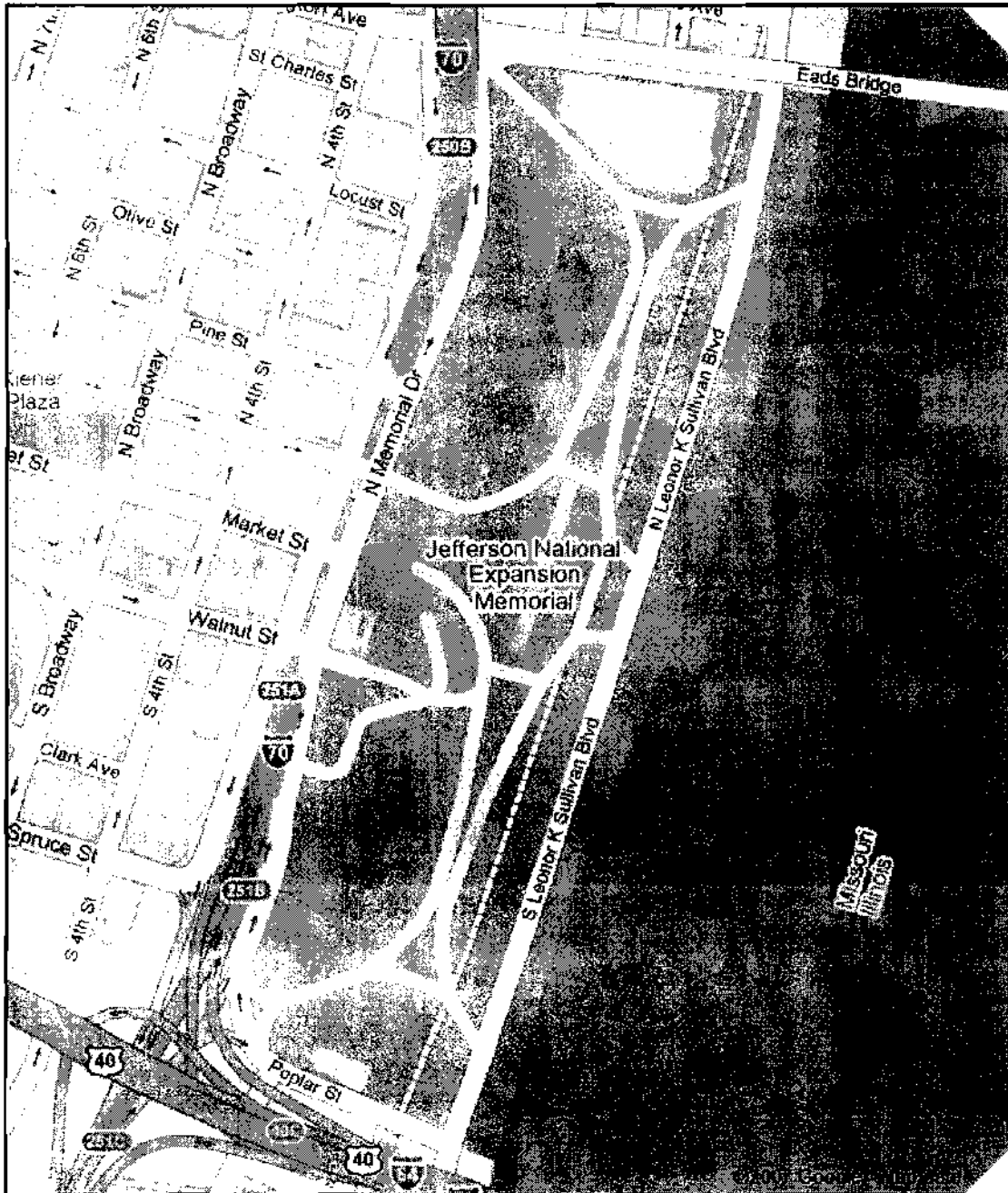
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**Peabody Coal Company National Headquarters
St. Louis (Independent City), MO**

Figure 6: Memorial Drive and the Jefferson National Expansion Memorial. Map rendering from "St. Louis, Missouri- united States of America- Google maps. www.google.com



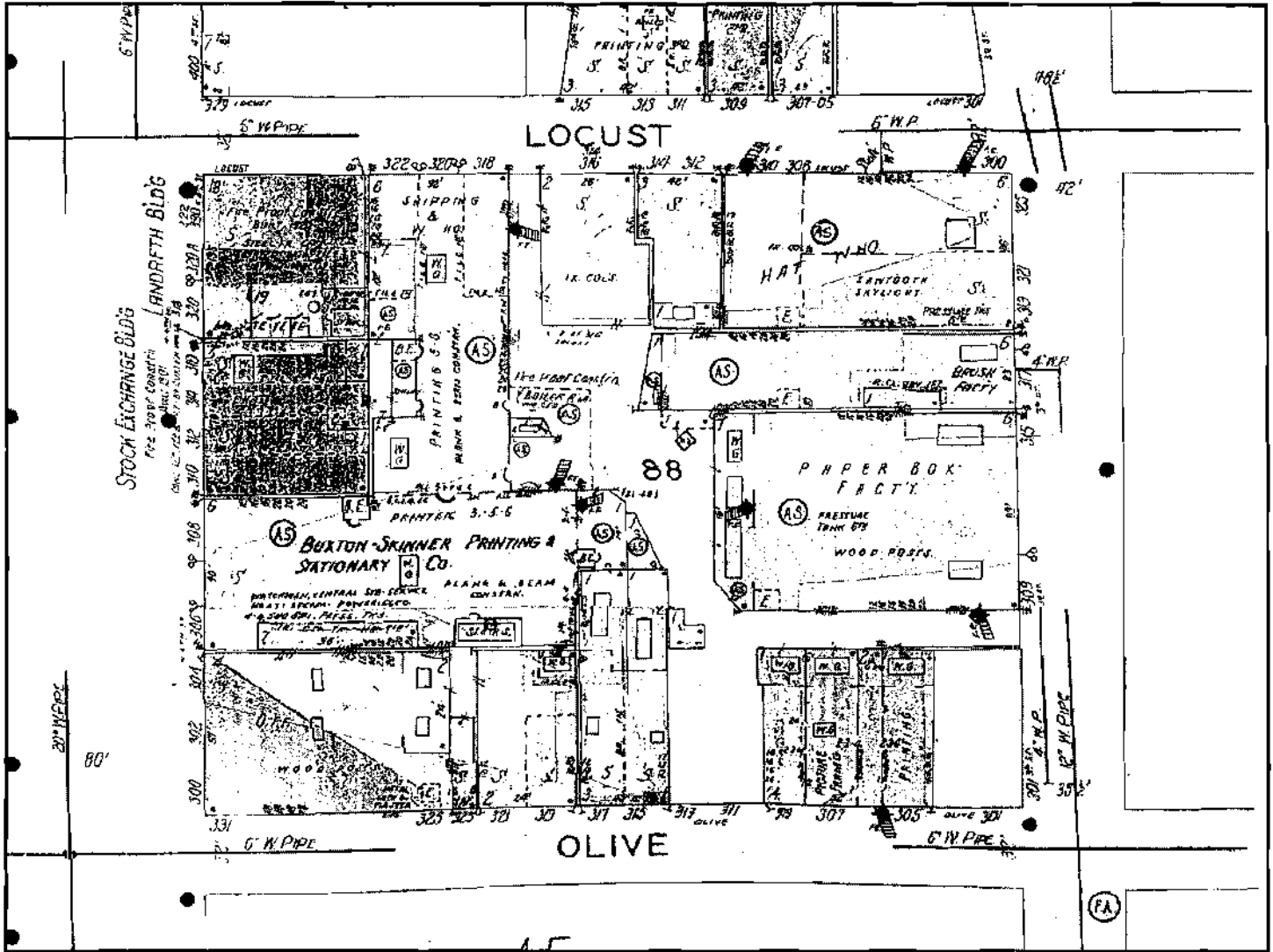
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Peabody Coal Company National Headquarters
St. Louis (Independent City), MO

Figure 7: Sanborn Fire Insurance Map, 1951-Volume 1, Sheet 33.



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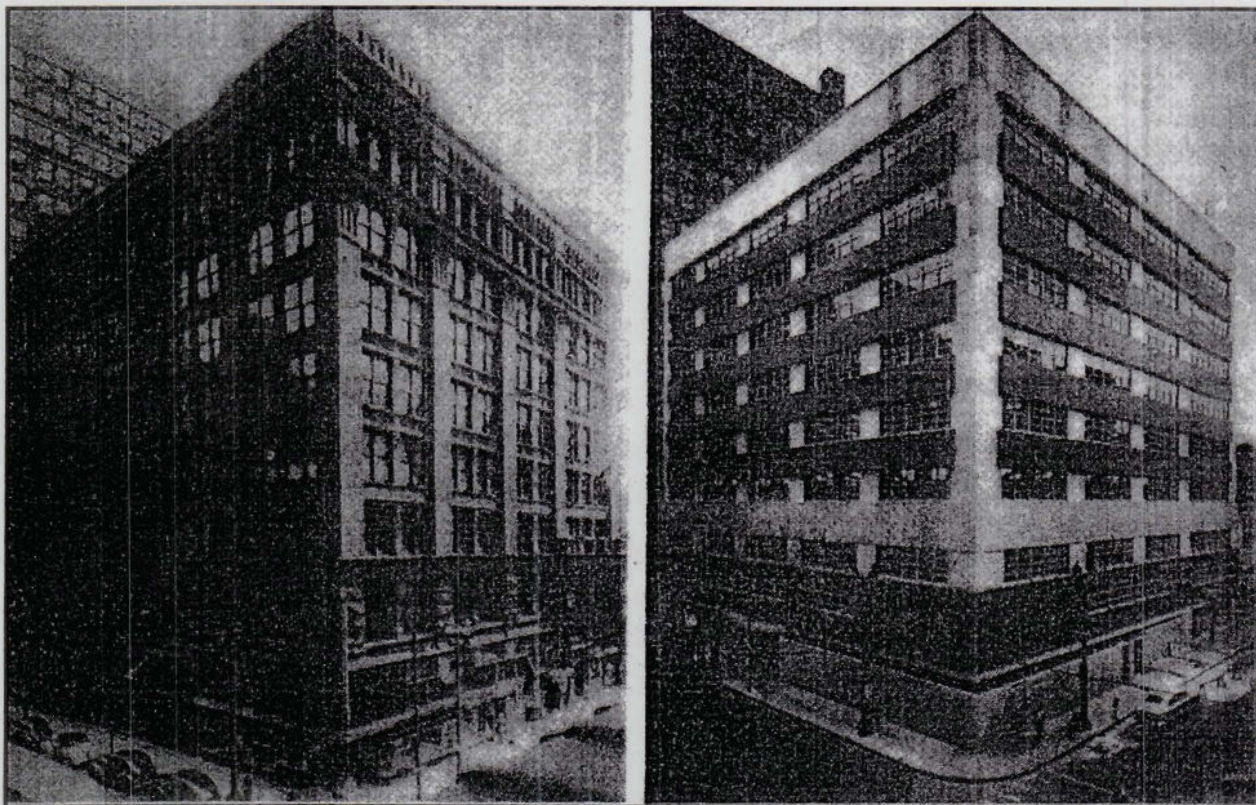
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**Peabody Coal Company National Headquarters
St. Louis (Independent City), MO**

Figure 8: Commercial Building (1900, re-skinned 1950- non-extant)

On file with the St. Louis Public Library.



Before

After

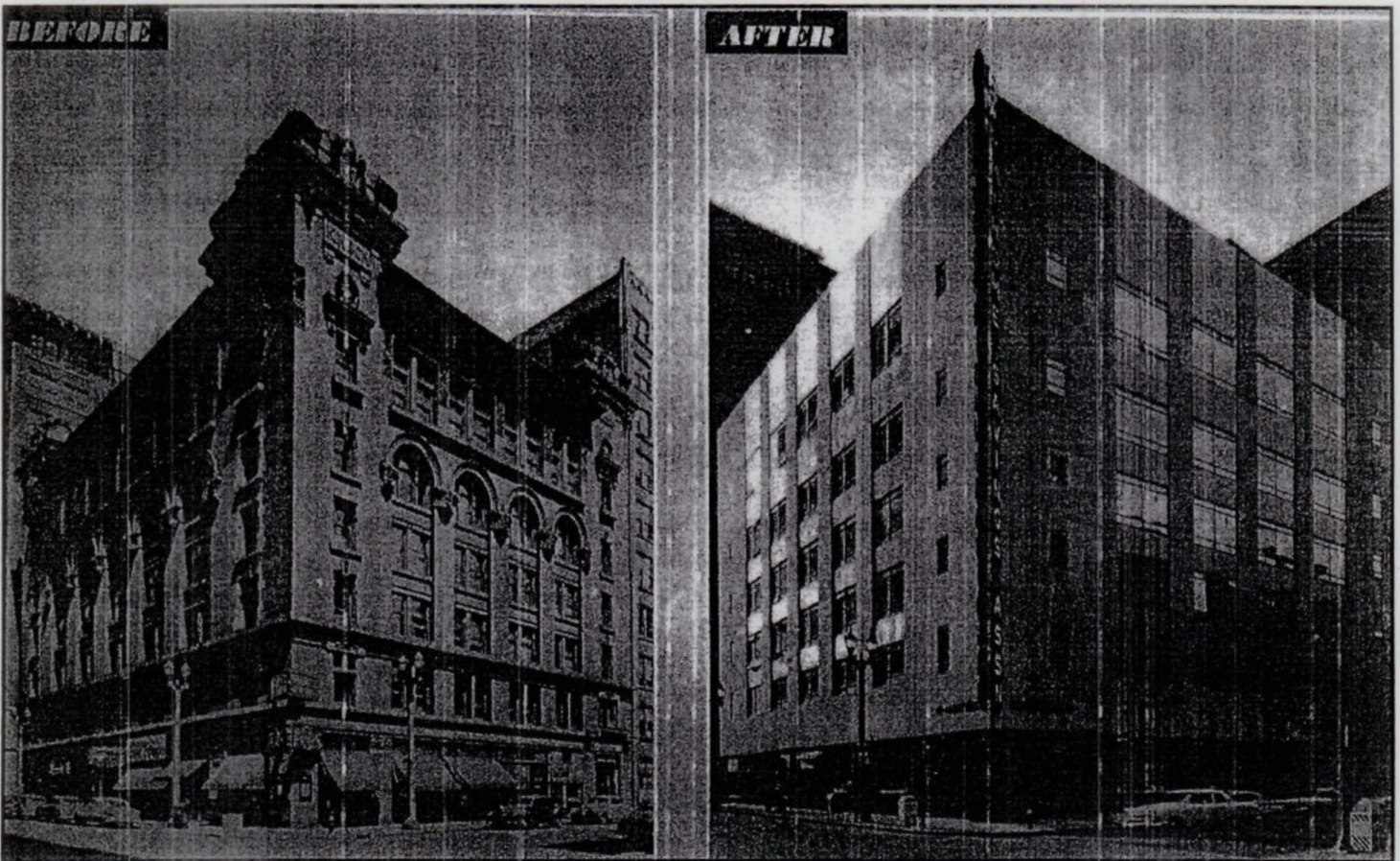
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**Peabody Coal Company National Headquarters
St. Louis (Independent City), MO**

Figure 9: Farm and Home Savings and Loan Association Building, 1001 Locust Street (1905, sheared 1954).
Photo on File with the St. Louis Public Library Olive Street St. Louis, MO



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**Peabody Coal Company National Headquarters
St. Louis (Independent City), MO**

Figure 11: 22 Fairway Drive, St. Louis, MO (1965)

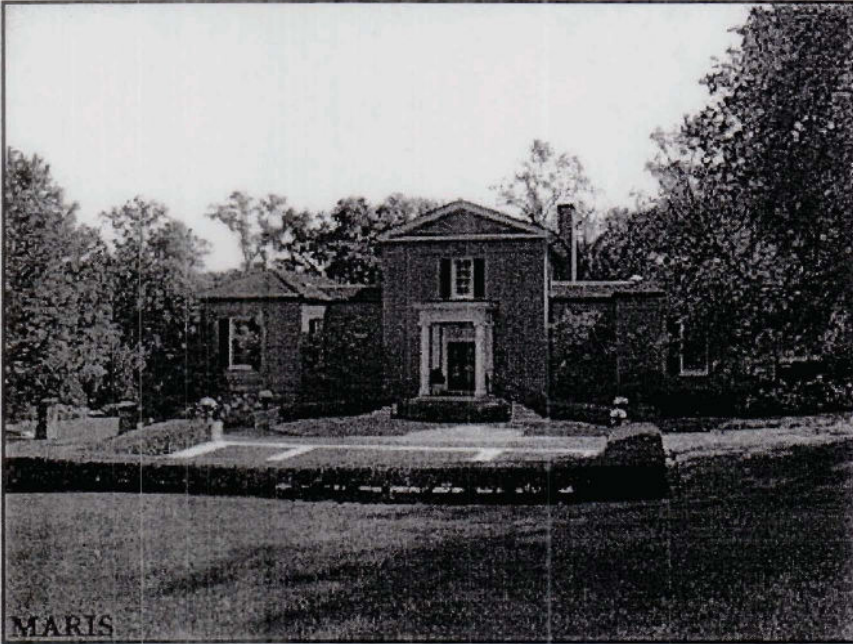
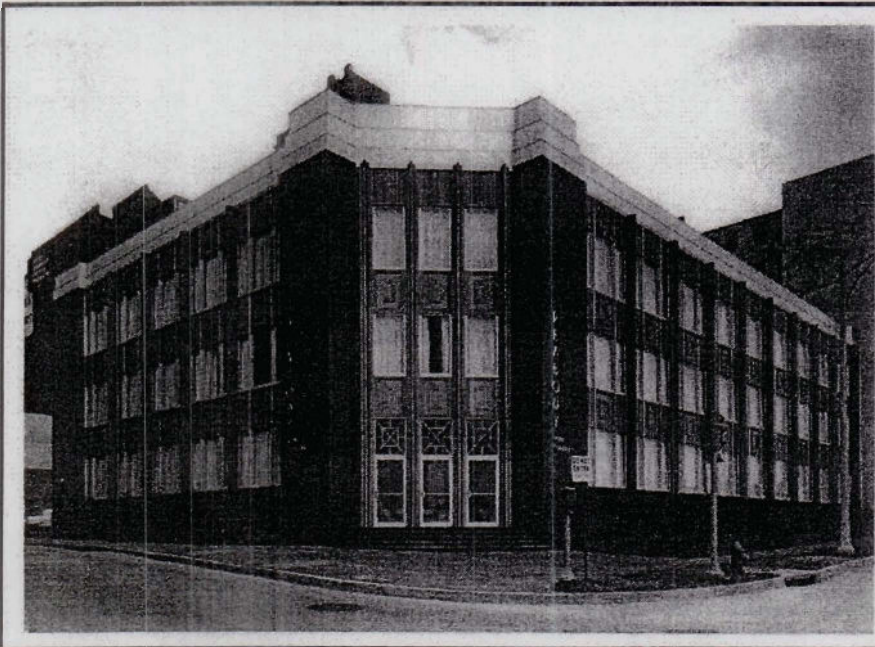


Figure 12: Peabody Building circa 1958. On file with the Peabody Group: 701 Market Street St. Louis, MO.



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**Peabody Coal Company National Headquarters
St. Louis (Independent City), MO**

Figure 13: Peabody Building Circa 1958.
On file with the Peabody Group 701 Market Street St. Louis, MO



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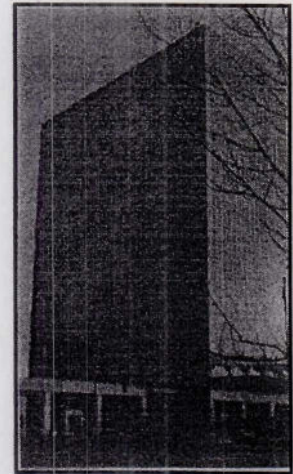
**Peabody Coal Company National Headquarters
St. Louis (Independent City), MO**



Figure 15: Pet, Inc. Headquarters
(1968) 1 South Memorial Drive



Figure 16: Equitable Building
(1969) 200 South Fourth Street



Gateway

(1971) 10 South Broadway



Figure 17: Boatman's Tower
(1976) 100 North Broadway

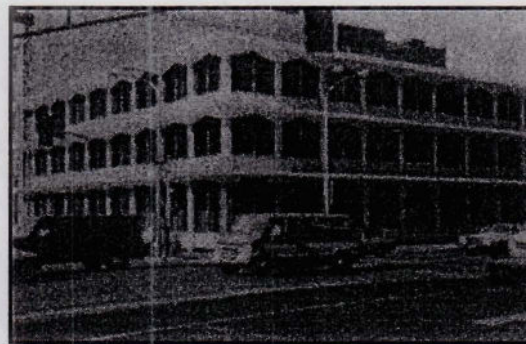


Figure 18: Missouri Division of
Employment Security
(1959) 505 Washington Avenue

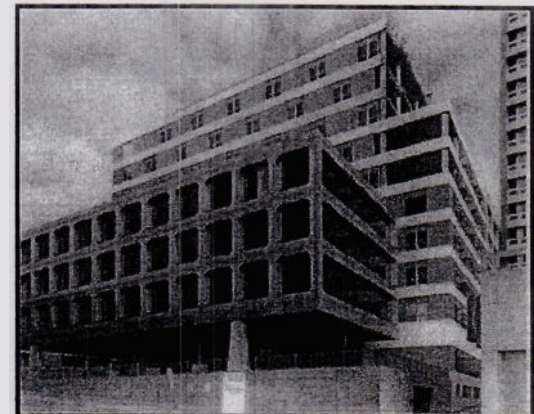


Figure 19: American Zinc, Lead, and
Smelting Company Building
(1967) Walnut & 4th Streets

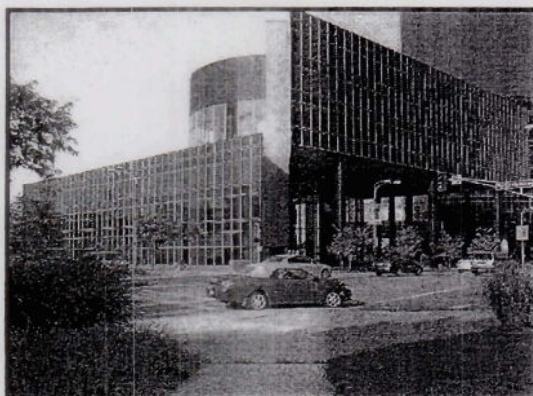


Figure 20: General American Life Insurance Company Building
(1976) 701 Market Steet
Photo taken by Julie Woolldridge, September 2006.

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**Peabody Coal Company National Headquarters
St. Louis (Independent City), MO**

Figure 20: Peabody Mural circa 1958.
On File with the Peabody Group 701 Market Street St. Louis MO



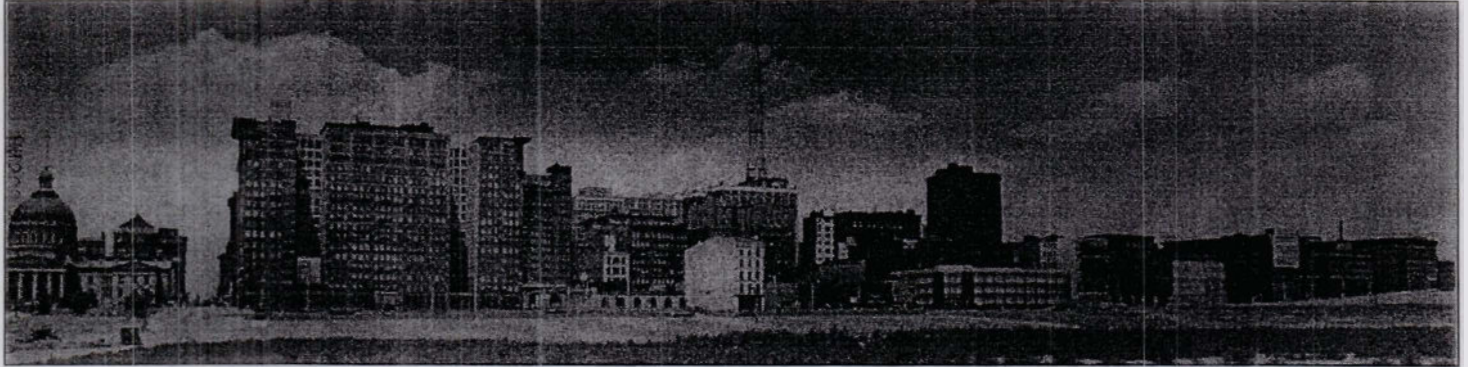
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**Peabody Coal Company National Headquarters
St. Louis (Independent City), MO**

Figure 22: The St. Louis Skyline circa 1960. Peabody is located just right of center, the court house is on the left edge of the photograph. Photo on file with the Peabody Group, 701 Market Street St. Louis, MO



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**Peabody Coal Company National Headquarters
St. Louis (Independent City), MO**

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² Ibid, 5-20.

³ Ibid, 20.

⁴ Ibid, 20.

⁵ "Peabody Coal Company Plans Office Building Here." *St. Louis Post Dispatch*, 14 October 1956, 6C.

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⁸ Ibid, 20.

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¹⁰ James Neal Primm. Lion of the Valley: St. Louis, Missouri 1764-1980. (St. Louis: Missouri Historical Society Press, 1998), 465-467

¹¹ Sanborn Fire Insurance Company. Sanborn Fire Insurance Maps, Missouri. (Teaneck, N.J.: Chadwyck-Healy, 1983).

¹² Primm, 455-457.

¹³ "Peabody Coal Company Announces Major Expansion in This Area." *St. Louis Commerce*, October 1956.

¹⁴ City Planning Commission. Central Business District Space Use Study. (1958), 16. On file with the St. Louis Planning and Urban Design Agency, 1015 Locust, Suite 1200, St. Louis, MO 63101

¹⁵ "Former Kinloch Building Completely Modernized for Farm & Home Savings." *St. Louis Globe Democrat*. 13 March 1955.

¹⁶ "Peabody Coal Company Announces Major Expansion in This Area." *St. Louis Commerce*, October 1956.

¹⁷ Primm, 469-473.

¹⁸ "St. Louis Style." (Accessed 10 December 2007.) Articles on main page and October 2006 addition. Available online at http://tedwight.typepad.com/st_louis_real_estate_blog/

¹⁹ "Ralph Cole Hall, Architect, Dies." *St. Louis Globe Democrat*. (15 February 1977), 15 A.

²⁰ "St. Louis Style."

²¹ Ibid.

²² Ernest Burden. Illustrated Dictionary of Architecture, Second Edition. (New York: McGraw-Hill, 2002), 210.

²³ Art deco architectural characteristics taken from Gebhard, David. The National Trust Guide to the Art Deco in America (New York: Preservation Press, 1996), 4-9.

²⁴ George McCue. The Building Art in St. Louis: Two Centuries. St. Louis: The St. Louis Chapter, American Institute of Architect Foundation, 1981, 26.

²⁵ McCue, 27.

²⁶ "Fred Conway, Noted St. Louis Artist and Professor, Dies." *St. Louis Globe Democrat*. (7 August 1973), 13A.

²⁷ St. Louis Mercantile Library. "Fred Conway: the Artist and His City." (Accessed 10 December 2007.) Available Online at www.umsl.edu/mercantil/mexhibevents/Fred%20Conway%Exhibit/Index.htm

²⁸ Preparer's oral interview with Christ Taylor, Manager of Communications Services for Peabody Energy. 15 November 2007.

²⁹ Building Permits on file with the St. Louis Comptroller's Office.

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St. Louis (Independent City), MO**

Verbal Boundary Description:

The Peabody Coal Company National Headquarters encompasses a lot on the eastern portion of City Block 6490 as follows: At a point on approximately 528 feet north of the Memorial Drive and Pine Street intersection, travel approximately 175 feet north up Memorial Drive; proceed west approximately 120 feet; proceed south approximately 175 feet; proceed east approximately 120 feet to Memorial Drive, the point of origin.

Boundary Justification:

The boundary includes the property historical associated with the Peabody Coal Company National Headquarters, including the building itself and the landscaped lot.

Photo Log:

The following is true for all photographs-

Peabody Coal Company National Headquarters

St. Louis (Independent City) MO

Photographer: Julie Ann LaMouria

Date: November 19, 2007

Negatives on file with: Lafser and Associates
1028 North Kingshighway Suite 1
Cape Girardeau, MO 63701

- Photo # 1 Main/ Southeast façade from Memorial Drive
- Photo # 2 Memorial Drive facing south, Peabody on right
- Photo # 3 Main/ Southeast façade from Memorial Drive
- Photo # 4 South façade from Memorial Drive
- Photo # 5 East façade from Memorial Drive
- Photo # 6 North façade from Memorial Drive
- Photo # 7 Main lobby
- Photo # 8 Lobby mural on south wall
- Photo # 9 First floor main office space
- Photo # 10 Second floor elevator lobby
- Photo # 11 Original built-in cabinets
- Photo # 12 Southwest stairwell
- Photo # 13 3rd floor conference room
- Photo # 14 3rd floor office
- Photo # 15 Entrance to the executive office
- Photo # 16 Executive conference room doors
- Photo # 17 Executive bathroom
- Photo # 18 Executive office



Peabody Coal Company
National Headquarters
St. Louis (Independent City)
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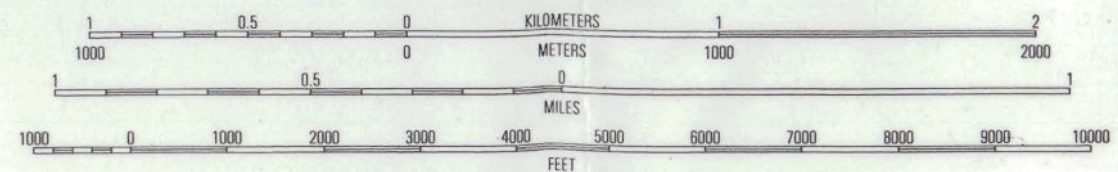
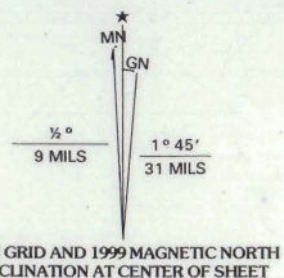
Produced by the United States Geological Survey
 Topography compiled 1952. Planimetry derived from imagery taken 1993 and other sources. Photoinspected using imagery dated 1998; no major culture or drainage changes observed. PLSS and survey control current as of 1954. Boundaries, other than corporate, verified 1999

North American Datum of 1983 (NAD 83). Projection and 1000-meter grid: Universal Transverse Mercator, zone 15
 10 000-foot ticks: Illinois (west zone) and Missouri (east zone) Coordinate Systems of 1983

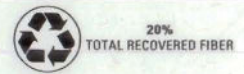
North American Datum of 1927 (NAD 27) is shown by dashed corner ticks. The values of the shift between NAD 83 and NAD 27 for 7.5-minute intersections are obtainable from National Geodetic Survey NADCON software

Contours that conflict with revised planimetry are dashed

There may be private inholdings within the boundaries of the National or State reservations shown on this map



CONTOUR INTERVAL 10 FEET
 SUPPLEMENTARY CONTOUR INTERVAL 5 FEET
 NATIONAL GEODETIC VERTICAL DATUM OF 1929
 TO CONVERT FROM FEET TO METERS, MULTIPLY BY 0.3048
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 AND ILLINOIS GEOLOGICAL SURVEY, CHAMPAIGN, ILLINOIS 61820
 AND DIVISION OF GEOLOGY AND LAND SURVEY.
 MISSOURI DEPARTMENT OF NATURAL RESOURCES, ROLLA, MISSOURI 65401
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