United States Department of the Interior
National Park Service

86

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form.* If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

RECEIVED 2280
JAN 29 2016
Nat. Register of Historic Places
National Park Service

1. Name of Property

Historic name: Lincoln Plaza Historic District

Other names/site number: _____

Name of related multiple property listing:

N/A

(Enter "N/A" if property is not part of a multiple property listing

2. Location

Street & number: 4345 - 4545 North Lincoln Boulevard; 416 NE 46th Street

City or town: Oklahoma City State: Oklahoma County: Oklahoma

Not For Publication: ☐ Vicinity: ☐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 X nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

___**national** ___**statewide** X **local**

Applicable National Register Criteria:

X **A** ___**B** ___**C** ___**D**

Jan 25, 2016

Signature of certifying official/Title: **Date**

State or Federal agency/bureau or Tribal Government

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

Signature of commenting official: **Date**

Title : **State or Federal agency/bureau or Tribal Government**

4. National Park Service Certification

I hereby certify that this property is:

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

Signature of the Keeper — Date of Action: 3/15/2016

5. Classification

Ownership of Property

(Check as many boxes as apply.)

Private:	X
Public – Local	
Public – State	
Public – Federal	

Category of Property

(Check only **one** box.)

Building(s)	
District	X
Site	
Structure	
Object	

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

Contributing	Noncontributing	
3	1	buildings
0	0	sites
0	0	structures
2	1	objects
5	2	Total

Number of contributing resources previously listed in the National Register N/A

6. Function or Use
Historic Functions
(Enter categories from instructions.)
DOMESTIC: Hotel
COMMERCE/TRADE: Business
ENTERTAINMENT: Recreation

Current Functions
(Enter categories from instructions.)
VACANT/NOT IN USE
COMMERCE/TRADE: Business
GOVERNMENT: Government Office

7. Description

Architectural Classification
(Enter categories from instructions.)
_MODERN MOVEMENT: New Formalism

Materials: (enter categories from instructions.)
Principal exterior materials of the property: _GLASS

Narrative Description
(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with **a summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph
The Lincoln Plaza Historic District was a 20 to 24 acre development that promised to be a "$15 million office building – motel – trade mart complex" when unveiled to the press on May 28, 1967. Located between NE Lincoln Boulevard and NE Walnut Avenue, from NE 42nd Street to NE 46th Street, it was anticipated "to provide underground parking for more than 1600 automobiles, a theater-banquet hall, restaurants, meeting rooms and other facilities…including a "six-story office building at the northwest corner of the site…an additional four story office complex to be constructed over a natural canyon…surrounded by large courtyards and mall type offices on the ground floor. The motel would be accessed by the highway at the entrance with parking underground, and was at first planned for 200 [hotel] units with the possible expansion for additional units…"[1]

The development is located in a commercial area along a principal north-south boulevard about two miles north of the state capitol along what was once an alignment of Route 66. The site topography is gently sloping with a stream at the bottom of what was described in 1967 as a canyon that was part of the storm drainage system for east Oklahoma City, flowing through the property, a 1961 City bond issue was approved to contain and cover the stream to encourage development on the east side of the city ultimately resulting in the construction of the Lincoln Plaza office, hotel, and trade mart complex. The continued course of the stream is defined by

[1] *The Daily Oklahoman*, May 28, 1967.

Woodland Park across the street to the northeast and by a wooded ravine on the southwest part of the property.

The district includes four buildings, from north to south and in order of construction, a relatively small one story office building on the north, an adjacent large two story office building with underground parking, a seven story crescent shaped hotel (now vacant) and finally a commercial building originally conceived as the trade mart to also contain a performance theater, restaurants, and eventually additional hotel rooms. Other objects and structures that remain include tennis courts to the west and a swimming pool and gazebo in the midst of a recreational landform between the large two story office building and the hotel.

To the east, the property is bounded by North Lincoln Boulevard. In the vicinity along Lincoln Boulevard are auto-oriented commercial establishments, including fast food restaurants and smaller office buildings while further east is a residential area and wooded parkland. Located to the west are surface parking lots and acres of vacant land historically associated with Lincoln Plaza. Further west are light industrial buildings, then smaller residences in turn then bounded by North Walnut Street. The district is about five miles northeast of central Oklahoma City.

Narrative Description

1. 416 NE 46th Street Office Building (1966[2], Contributing Building)

416 NE 46th Street is a one story rectangular shaped building with a flat roof. The building is rotated about 45 degrees from being parallel with either NE 46th Street or Lincoln Boulevard and has a southeast facing facade. Measuring approximately 50 feet by 108 feet the building is nearly 5000 square feet.

The roof has a shallow mansard appearance, the depth of which is also the same distance that the center section is elevated from the height of the two end sections. The roof overhangs beyond the face of the building walls by about three feet. The structural concrete columns and beams are expressed on the building's exterior serving as the means by which the bay articulation is achieved. On the two lower ends of the building the concrete beams are visible and evoke the appearance of rafter tails. The beam ends of the center section are concealed by the depth of the mansard. Similar to the expression of the beams, the concrete columns project from the building face generally matching the occurrence of the beams. The center section of the façade is the only exception.

[2] The Oklahoma County Assessor's records indicate that this building was constructed in 1966. The Polk directories first record the building in 1968. A newspaper article in 1967 announcing the new complex also reported that a small office building, completely occupied, was already on the north end of the site. Historically, the building accommodated two addresses, 416 and 418. The occupant of 416 was the General Adjustment Bureau (appraisals and credit adjustments) and a related company from 1968 – 1985. An occupant for 418 is only listed from 1969-1970; it was occupied by Mann, Garr and Henderson Accountants. The remaining building numbers "416" on the façade serve to confirm the historical address supported by the addresses for properties across the street corresponding with the same block length and including 401-505. The northwest corner property at the intersection of NE 46th Street and Lincoln Boulevard corner faces Lincoln and is addressed as 4701. Today the building is part of the property also containing the larger office building to the south.

Façade

The center portion of the building façade is taller than the two ends, is inset by about six feet and is comprised of eight bays of equal width. The roof overhangs by an additional two or three feet than the overhang for the rest of the building. The floor level is lifted from the elevation of the surrounding parking lot by a concrete platform extending the full width and depth of the inset portion. Three shallow concrete steps project toward the parking lot with deep treads and extend for the entire width of the four center bays. Each bay has a tall window with dark tinted glass that fills the full width between each column. Each window extends from near the concrete platform floor to a shallow arch at the top about 1.5 feet below the bottom of the concrete beams and is divided into two equal vertical sections by a wide metal mullion. The rhythm of the concrete beams for the taller center section, 12 full intervals with one each on either end that is half as wide as the other 12, does not match the column and bay intervals for the other sections. A modest iron railing with vertical pickets is positioned at the edge of the concrete podium on either side of the stairs. The building entrances occur on the side elevations on either end of the short inset.

On each of the end sections of the overall façade there are seven narrower bays each with a shallow arched top similar to the arched tops of the center bays except that the arches spring from a height equal to the bottom of the beams. The brick rowlock window sills are elevated off the ground by about four feet. The area under the window sills is filled with red brick. Most of the window sills are not visible; being obscured by manicured hedges. With windows filling each of the end bays of each of these shorter portions of the façade, red brick infill alternates with the occurrence of a window. The red brick panels repeat the arched top of the adjacent windows.

Northeast Elevation

The side elevation is divided into 12 narrow bays echoing the appearance of the end sections of the façade. As on the façade, the end panels of this elevation are filled with similar windows including the arched tops, brick rowlock sills and manicured hedges. The remaining bays alternate from brick infill to windows. The two centered bays have brick infill. The hedges are limited to the windowed bays; they obscure the brick window sills and the brick panel under the sills.

Northwest Elevation

The grade rises from the front of the building to the back by about two feet. A concrete retaining wall holds the grade back from the back elevation allowing for a sidewalk along the building face. The grade continues to rise toward NE 46th Street and is retained by additional brick faced retaining walls that step up with the grade and vary from about six inches to two feet tall. The grade and retaining walls obscure the bottom of the elevation from the street view. The area of the site contained by the retaining walls is planted with turf and some low evergreen shrubs. The two ends of the elevation are obscured by tall untrimmed hedges or trees.

The roof articulation, height and overhang echoes that of the façade. The bays of the center section of this elevation echo the width of the bays on the lower ends and the side elevation. Each bay has an arched top and alternates between window and brick infill except the seventh

bay from the left has a glass storefront door and transom window matching the adjacent window. The tenth bay from the left has a similar door and transom arrangement instead of the typical window. Each of the end bays of the center section are brick infill. Many of the window bays have trimmed hedges similar to those of the other elevations.

Southwest Elevation

The southwest side elevation is a duplication of the northeast side elevation. The hedges on this side of the building are not as vibrant. There are also four mature evergreen trees that obscure most of this elevation from view.

2. 4545 Lincoln Boulevard Office Building (1969, Contributing Building)

First listed in the Polk Directories in 1969 with one occupant, the Lincoln Plaza Complex was listed in the 1970 directory.[3]

4545 Lincoln Boulevard is three stories with most of the first floor used for parking. The building is a rectangular shaped office building with a flat roof. Similar to the 416 NE 46th Street Office Building, it is not parallel with either Lincoln Boulevard or NE 46th Street. It is rotated about 45 degrees and is parallel with the smaller office building to the north with a northeast facing façade. Measuring approximately 275 feet by 480 feet the building is nearly 266,000 square feet.

Façade

Facing northwest, the building is separated from the parking lot by a wide plaza type sidewalk extending for the full length of the building. Because of the slope of the site, the building face appears as two stories. The two levels are articulated by a frieze like horizontal concrete band divided vertically into six equal sections for the width of each of the 48 vertical structural bays. The roof edge is articulated in a similar manner with a matching band and matching subdivisions. Each structural bay is punctuated by a concrete column. The columns themselves are narrow on the face with proportionally much deeper sides. With a somewhat complex and organic profile, the columns have a split base. The base of the columns is so wide that they nearly touch with only about two feet between. The slender column front is only slightly wider than each of the subdivisions of the horizontal frieze and extends through the frieze to the second level.

The façade is divided by the columns into 48 bays of equal width. Where a column would typically be at each end of the façade, in this design the columns are intentionally missing. The bronze full height storefront type glazing system of the façade's ground floor is setback from the columns by about ten feet creating a colonnade for the entire length of the façade. The only articulation of the primary entrance are the two absent columns, numbers 25 and 26 from the left (22 and 23 from the right) creating a three bay wide approach to two sets of double storefront type doors. A nearly six foot wide arched top canvas awning extends from the colonnade to the curb. Between bays 10 – 12 from the right are glass enclosed staircases projecting forward of the

[3] In 1969 the only occupant was Ledbetter Insurance Agency Inc. In 1970, when the building is first listed as the "Lincoln Plaza Complex," the number of tenants totaled 11 companies with one of them being the Ledbetter Insurance Agency.

storefront glazing, one leading down to the parking garage level and the other leading to the second floor. There are occasional additional entrances that allow direct access to specific tenant spaces from the arcade.

Extending for a distance of about three column bays, starting from the right end of the façade, a metal railing with vertical pickets marks the edge of the wide sidewalk in front of the building. The railing also indicates where the grade begins to drop at this end of the building.

The second floor of the façade is set in only the depth of the concrete frieze, about one foot, from the front face of the columns. The front of the frieze and the columns is the same. The same floor to ceiling bronze tinted glass is used for the infill between each column and completely fills the distance from the top of the first floor frieze to the bottom of the roof frieze. The windows are framed with a dark bronze metal framing system, and each bay is divided into three vertical sections articulated by mullions of the same width and finish as the rest of the frames. There is a short division at the top of the windows conveying the appearance of a transom. This glass character and treatment is the same for all of the glass used in the building.

Northeast Elevation

This elevation is most visible from Lincoln Boulevard and the articulation of the first and second floors match that of the façade in detail, form and finish for the 27 bays across the entire length of the elevation. The face of the building at the first floor is setback the same ten feet from the columns as on the façade. The basement parking level becomes visible on this elevation. The basement level projects forward of the colonnade of the first floor by about 20 feet. For the two bays from the right end, a retaining wall holds back the earth of the upper level. The wall varies in height from about three feet on the right corner to about five feet on the left. A continuous trimmed hedge is set atop the wall and rises to the floor line of the first floor. A second hedge, set back a short distance from the lower hedge, rises to the height of the railing that extends for the full width of the elevation that matches the façade railing in detail, form and finish.

The face of the basement level is similar to the storefront full height glazing system used for the first and second floors. The frequency of columns on this level is significantly less the upper levels and articulate only four long bays across the length of the elevation. The face of the basement elevation storefront is inset from the column faces by about 10 feet. One section of the storefront steps back even further than the 10 feet. A similar frieze treatment identifies the structural depth of the first floor above, but is simplified from the others. The parking garage function of this level lies behind the storefront spaces. Vehicle access to the garage occurs at about the midpoint of the length of the elevation

Southeast Elevation

The articulation of the first and second floors of the northeast elevation matches that of the façade in detail, form and finish for the 48 bays across the entire length of the elevation. The basement level projects forward of the colonnade of the first floor by about 25 feet. At least two-thirds the length of the basement elevation from the right corner, which is divided into seven wide bays, is open and articulated by columns with a storefront matching that of the northeast elevation present for the first three bays from the right. The parking garage function corresponds

to the open portion. The remaining third of the basement elevation is concrete to accommodate the rising grade at that end of the building and site. Each basement bay is equal to the width of about four of the bays of the first and second floors. The extension forward of the rest of the building face forms a wide plaza floor at the first floor level.

Southwest Elevation

The southwest elevation of the Office Building is articulated with 26 bays. The specific design of the bays and the components including the columns, horizontal frieze bands, inset first floor building face, and the storefront glazing systems of the first and second floors matches the designs of the façade and other elevations. The basement garage level is visible and acts as a podium for the upper floors. It is emphasized by the wide plaza deck plan by over 20 feet which also senses as a roof for the garage below. The grade is held off the face of the building at the basement level by the width of at least two driving lanes used to access the garage.

The north end of the elevation is accessed from the street level via a wide concrete stair with six steps at the end of a short sidewalk of matching width. For about the first six bays of the first floor, the grade remains at this level. It then slopes dramatically down to accommodate the driveway level approach to the garage. The garage has nine bays articulated by the structural columns that are similar to the south elevation in articulation and spacing. The ceiling of the garage is an unfinished structural concrete waffle slab.

The south end of the elevation abuts the north end of the hotel. The southernmost bay of the Office Building has a pair of storefront doors accessed via a wide concrete pedestrian bridge over the garage drive lanes and from a driveway that parallels the north side of the trade mart building. The aluminum frame of a curved top frame for a fabric canopy remains (sans the fabric) and covers the entire length and width of the pedestrian bridge. All of the edges of the walkway and the plaza deck are equipped with a metal railing with vertical pickets as described for the other elevations.

Interior Courtyards

Within the plan of the building there are two open air square courtyards. They are positioned and sized so that from an aerial view the building appears as a squared figure “8.” The courtyards act as light wells to the first and second floor office spaces. Centered within each courtyard is an opening in the floor that extends to the floor of the basement garage. The floor of the basement under these openings is filled with large piping generally assumed to be part of the mechanical systems supporting the building. The edge of the openings at the courtyard floor level are protected by a tall horizontal slatted wood fence.

Each building elevation at the courtyards is three bays wide. Each bay is divided into eight vertical sections of storefront glazing. The horizontal frieze components remain as with the rest of the building and have a simplified appearance that matches the same detail used at the top of the garage level. Storefront door openings from both the first and second floors permit pedestrian access into the courtyards. The courtyard floors are exposed aggregate concrete.

3. Lincoln Plaza Inn (1970, Contributing Building)

The curved plan of the Lincoln Plaza Inn is equal to 85 degrees of a circle with a center point located 197 feet north of the north facing elevation. The south building face is set at a radius of 253 feet from the same center point resulting in an overall building depth of 56 feet. The Lincoln Plaza Inn, like many crescent shaped buildings, is actually a series of straight segments along a broad arc, each bay being in a separate plane. The curved portions of the building are comprised of ten full bays with the two ends only half a bay wide. The bays of the north (concave) side are shorter than the bays of the south (convex) side.

In general the building has a flat roof and is seven stories with a small basement. It accommodates the slope of the site by having more exposed levels to the west than on the east end. The west end connects to the basement parking garage of the office building to the north at grade level. The basement (ground floor) plan, at one bay plus the south drive lanes into the garage, is only large enough to accommodate a secondary lobby at the garage level providing access to the upper levels via the west elevators and staircase. The first floor extends from the west end for a little more than half the length of the building, (the sixth bay from the west,) terminating slightly east of another bank of elevators and a staircase. The second floor is the lowest level that extends the full length of the plan and is the first visible level on the east end of the building.

Façade

Serviced by a “circular” driveway from Lincoln Boulevard, the primary lobby doors are located on the east facing elevation which is set at a slight angle to N. Lincoln Boulevard. A one story, flat-roofed porte-cochere formed of pre-cast tinted concrete fascia panels with exposed aggregate covers the full width of the 30 foot wide driveway that projects out from the façade. The west side of the porte-cochere is attached to the building face and the east side is supported by four concrete split base columns matching the detail, form and finish of the columns on the office building to the north. Due to the sloping site, the primary entrance and hotel lobby occurs on the second level of the building, which is even with the grade on the east end of the building. The overall façade has six stories above grade and is divided into four vertical bays by narrow concrete columns. The columns extend uninterrupted from the ground to nearly one-half the height of the seventh level at which point the arched tops of the bays spring from the columns. The surface above the arches to the roof is concrete matching the white concrete of the columns. Each bay is vertically divided into three equal sections.

The “ground” floor bays are fitted with bronze tinted glass storefront set in bronze anodized aluminum frames. The connection between the porte-cochere and the building face is slightly shorter than the porte-cochere and extends across the width of the two center vertical bays. The entrance vestibule is glazed on three sides and projects forward of the building face toward the porte-cochere.

Consistent with the original construction drawings, the windows on floor levels three through seven have similar articulation with the two end sections of each tripartite vertical bay for each floor being one full height window with bronze tinted glass and the center section being a“white” porcelain panel. The windows and porcelain panels are set in bronze anodized aluminum frames.

Each floor for each level is emphasized and articulated by an extension of the concrete floor slab forming a projecting flat concrete awning in multiple rounded shapes with one in each vertical bay rendering a scalloped pattern in plan.

To the left of the original hotel façade is a restaurant addition dating from 1997. The addition is a one story rectangular form with a flat roof measuring about 65 feet on the east elevation. The east face of the addition aligns with the wall that contains the hotel's main entrance doors, but unlike the hotel building it faces N. Lincoln Blvd. The majority of the restaurant's east elevation is painted EIFS (exterior insulating finish system). There is a band of tall windows capped by an aluminum framed continuous canvas pent shaped awning. The windows extend for nearly two-thirds the length of the elevation from the south end. The addition is 20 feet tall from the floor level and extends 11 feet below that point. The site slopes down to the north and a portion of the concrete basement is exposed on the north end of the elevation.

North Elevation

The north elevation is the concave side of the curved building footprint. The landform area north of this elevation contains a swimming pool and sun decks in a park-like setting.

Although the building appears curved, it is actually comprised of twenty-two straight structural bays that form the appearance of a quarter circle. The land slopes down for a distance equal to the height of one entire floor level from the east to the west with the distance accommodated by a staircase along the building face at about the mid-point of the length of the elevation. Two elevator/stair and mechanical penthouses, although accessed from the south side, are visible as they extend two additional floor levels above the roof. One is located near the mid-point of the elevation and the other is near the west end.

Each structural bay is divided into two equally sized column bays. Each column bay is similar to those of the east elevation being articulated by continuous thin columns extending for nearly the entire height of the building with the exception of the arches at the top just below the flat roof line. Each column bay is divided into five vertical modular sections. The vertical modules are interrupted only by the projecting curved horizontal awnings between each vertical column line, which form a scalloped pattern in plan. The five vertical sections differ in width with the center section the widest, then the two sections on either side of the center are equal in width to each other and narrower than the center section. Finally the outermost sections are equal in width to each other but narrower again. All sections are set in bronze anodized aluminum frames with the center section and the two end sections of porcelain panels and the remaining sections of bronze glass. The bottom of the center porcelain panel is typically louvered for the mechanical unit to heat and cool the hotel suites inside.

The restaurant addition of 1997 is visible on the east end of the north elevation. The north (back) elevation of the addition is 67 feet long and finished with painted EIFS. Because of the slope of the site, the entire height of the addition, 31 feet, is visible on this elevation. The addition adjoins the original building on the hotel's north elevation and extends the width of about five bays. The basement of the addition has a metal door at the Far East end. A roll up delivery door with a gate is nearly centered on this lower level. A bank of full height windows is on the west end of the

elevation. The restaurant floor level appears as a second floor level on this elevation. An aluminum framed continuous canvas pent shaped awning extends for nearly the entire length of the elevation and is set at a level over the top of the band of windows on the west end.

West Elevation

The west elevation is nearly devoid of glass and porcelain panels. A "basement" level clad in concrete block provides an entrance from the Basement parking lot under the neighboring office building. The entrance is centered on the width of the elevation and is accompanied by a window opening on either side, and they are centered within the sections of wall on either side of the door. The compact auxiliary lobby accommodates the west elevators and stairways which provide access to the hotel levels above. All of the hotel levels above this basement level project 35 feet west beyond the parking level access wall.

The vertically articulated column bays of the elevation are similar to the other elevations terminated by arches near the roof. However, instead of glass and porcelain panels, the bays are infilled with painted concrete blocks in a stacked bond pattern. The projecting flat concrete awnings in a rounded shape in each vertical bay rendering a scalloped pattern in plan are not incorporated into the design of this elevation.

Three stepped retaining walls accommodate the grade increase from the north end toward the south along the west elevation of the restaurant. The restaurant level is 75% storefront windows that resemble the smaller runs on the other elevations. The walls are finished with painted EIFS. The aluminum framed continuous canvas pent shaped awning in place on the other elevations is repeated here and extends about 80% of the length of the elevation There are two pairs of storefront type doors providing access to the restaurant space from the outdoor recreation area. The section of the elevation nearest the hotel has a metal railing atop the roof.

South Elevation

The design vocabulary of the south elevation is similar to the other elevations including the vertical column bays that terminate in a wide concrete arch at the top of each bay. In addition to the arched column bays, there are two painted projecting concrete block stair/elevator towers. One tower is located near the west end of the building and the second is located near the mid-point of the length of the building. Both towers extend above the overall roof level by two additional floor levels. The slope of the land descends from east to west exposing more of the building's floor levels on the west end. The parking level walls are visible as painted concrete block on the far west end. The eastern two-thirds of the south elevation reveal the second through seventh levels while the first floor, which only extends from the west to a little more than half of the overall length of the building, is concealed in part by a retaining wall. Near the building a sidewalk provides access to the hotel room doors on the other side of the retaining wall.

The 22 bays are articulated with continuous columns from grade level up to the typical concrete arches just below the roof level. The column bays of this elevation are wider than those of the South elevation because this is the convex side of the curved form and the radius of the circle that sets the form for the south side is larger. Each column bay is subdivided into five sections.

Each section is articulated in a manner similar to the north elevation with the center section and the two end sections made of porcelain panels. The other two sections are glazed with bronze glass. All sections are contained by bronze anodized aluminum frames. The center porcelain panel has a louvered vent across the bottom for the mechanical unit that heats and cools the space inside. The column bays of the easternmost two-thirds of the elevation each have a slab door in place of the easternmost window opening providing access directly from the adjacent parking spaces into the hotel room. Upper rooms above the second floor are accessed via the interior elevators and stair towers.

The column bays near the stair towers and elevators are narrower and divided into only three vertical sections. Each floor for each level is emphasized and articulated by an extension of the concrete floor slab forming a projecting flat concrete awning in a rounded shape in each vertical bay rendering a scalloped pattern in plan.

Interior

The east end at grade, second floor level, retains the modest single bay, two-story lobby. It is finished in smooth painted surfaces and has expressed concrete beams and piers. A curving balcony at the southwest corner connects the third floor to the upper part of the lobby.

Behind the lobby is the narrow centered arced corridor, extending east to west. The double-loaded corridor extends nearly the full length of the curved building. The guest rooms facing north are narrower and correspondingly deeper than those facing south which are wider and correspondingly shallower. Each room appears to have about the same square footage. Simple enclosed concrete stairs with square steel railings are just off the lobby and internal to the building's curved plan. Other stairs are near the center of the length of the building, positioned south of the primary corridor and just south of two elevators set along short axial halls. Stairs and two additional elevators are situated at the west end. These two sets of stairs are also enclosed, but the concrete block enclosures project out from the buildings convex side (south). In total, there are three sets of stairs and four elevators. Stairs in the center and west bays extend up to the elevator penthouses and also provide access to the flat roof. At the east end of the building on the floors above the lobby area, two regular sized guest rooms are combined to create suites each with a sitting area, small kitchenette and additional bathroom. The end suites on the top two floors each have a raised, mosaic tile-covered whirlpool tub in the corner of the bedroom. The first floor, set at grade level at the west end, also has a central corridor with rooms in its west half but with storage and laundry facilities in its below-grade east half. Except for the lobby and the first floor, each floor has nearly the same plan.

4. Tennis Court (before 1991, Contributing Object)

The tennis court does not appear on the original site plans for the development. An aerial photograph from 1970 does not show the tennis courts, however, that image appears to have been taken before the sitework for the hotel was finished. A survey from 1991, documents the existence of the tennis courts. Two full sized courts located on the westernmost property line and across the parking lot from the buildings are enclosed with a tall chain link fence. The courts have a concrete base with an aged painted playing surface and court layout.

5. Pool (circa 1970, Contributing Object)

The large outdoor recreation area situated between the 4545 N Lincoln Blvd. Office Building and the north side of the Inn included a pool with integrated waterfall and walkways. The recreation area was modified during the construction of the Jimmy Johnson's restaurant addition to the Inn and included regrading, constructing new retaining walls and removing the waterfall feature. The pool remains in the popular kidney shape of the time. Also popular in the 1960s/1970s was the use of exposed aggregate for paving which was in place and to be repaired according to the 1997 drawings. Currently, the paving around the pool is red concrete paver blocks and the date of the change is unknown.

6. Gazebo (Circa 2000, Non-Contributing Object)

The site drawings for the Jimmy Johnson's addition to the Inn (1997) identify the circular object in the area of the gazebo as an existing whirlpool with no plans for it to be modified. However, currently the whirlpool has been filled in and an octagonal shaped gazebo with a pitched octagonal roof is present in the former whirlpool location. It is non-contributing due to age.

7. Trade Mart Building (1974, Non-Contributing Building)

The first mentioned opening of the trade mart is an advertisement in the Oklahoman newspaper of the anticipated dinner theater opening on May 2, 1974[4]. By 1979, the owner/developer announced that another 36 hotel suites were to be constructed as a third floor addition to the trade mart building. The trade mart was set further back from and parallel to Lincoln Boulevard allowing for parking spaces in front of the building. Images of the original trade mart exterior appearance show that it had many of the same architectural features as the neighboring Inn including the scalloped flat concrete awnings, and porcelain panels alternating with the full height fixed windows.

A major adaptive reuse project for the trade mart building was completed in 2013. The resultant project included significant changes to the exterior and the interior of the building such that it no longer resembles the original building. All of the scalloped concrete awnings were removed. A large addition was constructed as a third floor over the back half of the building. The façade and a portion of the side elevations have been covered with EIFS and the remaining building faces have been textured and painted. All of the porcelain panels and the original windows have been removed and window openings have been reconfigured. The trade mart building is non-contributing due to modifications.

8. Landscape:

Parking opportunity is pivotal to a resource of this nature which is automobile dominant. Each building of the complex is surrounded by varying quantities of surface parking that augment the covered parking available under the large office building. The one exception is the recreational area between the large office building and the Inn. Most of the existing parking areas are original to the development. Additional surface parking lots have been constructed on land further away from the buildings over time.

[4] Although the Oklahoma County Assessor's office records the date of the Trade Mart Building as 1967, newspaper articles document that the building was not yet under construction until 1972.

The outdoor recreational area was designed to take advantage of the slope across the developed area. Although portions of the recreational area have changed over time, key features such as the swimming pool, the paved areas, and a staircase along the north face of the Inn remain intact.

Alterations

Besides the acquisition of additional surrounding property for additional surface parking, the site and setting of the Lincoln Plaza Historic District remains largely unchanged. Recent changes to the trade mart building have been extensive enough that the building no longer represents the original appearance. No known changes of note have been made to the 4545 N. Lincoln Blvd. Office Building or the smaller 416 NW 36th Street office building. Notable exterior alterations to the Inn include the removal of an elevated one story connector (2014), the construction of a one-story restaurant addition (1997), and remodeling of the park-like recreation area on the north side of the building (1997 and later).

The elevated one-story connector was the width of a single bay of the Inn at the middle of the south (convex) side of the building at the central elevator/stair lobby. It spanned about 30 feet and had the form of a simple box with glass and porcelain panel sides. The connector extended from the third floor lobby of the Inn and connected to the trade mart building to the south. Based on the completion date for the trade mart building, this feature was likely built in 1974. The connector was removed during the adaptive reuse project for the trade mart building in 2014.

The Jimmy Johnson's restaurant addition was constructed to the north of the Inn at the east end in 1997. Five of the 22 bays on the first floor, north side of the Inn were covered to accommodate the width of the addition. Alterations to the landform area north of the Inn and associated with the restaurant addition were confined to the reconfiguration of retaining walls and removal of a waterfall feature associated with the pool. Later, the whirlpool west of the pool was filled in and a gazebo was built on a concrete slab at the place where it had been. The concrete ring outlining the boundaries of the whirlpool remain.

Integrity

The Lincoln Plaza Historic District retains its original location, design, style, setting, materials, feeling and association, with the noted exceptions. The majority of the buildings and features are contributing resources to the district and reflect the modest actualization of the grand conception for the development.

8. Statement of Significance

Applicable National Register Criteria
(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

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

Criteria Considerations
(Mark “x” in all the boxes that apply.)

- [ ] A. Owned by a religious institution or used for religious purposes
- [ ] B. Removed from its original location
- [ ] C. A birthplace or grave
- [ ] D. A cemetery
- [ ] E. A reconstructed building, object, or structure
- [ ] F. A commemorative property
- [x] G. Less than 50 years old or achieving significance within the past 50 years

Areas of Significance
(Enter categories from instructions.)
COMMUNITY PLANNING AND DEVELOPMENT

Period of Significance
1966-1974

Significant Dates
1966, 1967, 1970, 1974

Significant Person
(Complete only if Criterion B is marked above.)

Cultural Affiliation
N/A

Architect/Builder
Halley Riek and Hester Architects; Bob Riek, principal designer
John Lewis, Developer

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

Lincoln Plaza represents the culmination of Oklahoma City post war expansion encouraged by City civic and political leaders in the 1940s and 1950s. Having prepared the northeast part of the city for expansion by widening Lincoln Boulevard from two lanes to six in 1956 and appropriating funds for significant storm water management improvements in 1961 in the specific area of the future Lincoln Plaza, the development stage was set for a monumental complex that would complement the efforts of downtown renewal and development dreams born of the ambitious annexation efforts of the previous post war decades.

Upon the announcement of the project to the public, Northeast Chamber of Commerce president Delbert Cravens remarked, "This is the kind of project we've been looking for to kick off the inevitable development of the east side of Oklahoma City and complement the development of the medical center and state capitol complex…"[5] With widespread support from state and local leaders the groundbreaking for the first monumental component of the complex, the office building at 4545 N. Lincoln Blvd. occurred on June 12, 1967.[6]

Because it was convenient to the state capitol, Lincoln Plaza Inn also enjoyed a reputation as a center for political meetings and 'horse trading' among state leaders. Although the resultant development never fully achieved the scale of regional activity originally dreamed of as a major convention and office complex, it continues to represent an important trend in civic design and urban planning on a local and regional level. The Lincoln Plaza complex is an enduring legacy of an innovative developer who aspired to create at this suburban location a major new focal point using bold contemporary architecture.

Design work on the district began in the early 1960s initiated by a city bond appropriation to contain and cover the stream and ravine, part of the natural storm drainage system, running through the property to the north and west. Construction of the first building was completed in 1966 and of the last building in 1974. Therefore, Criterion Consideration G for exceptional significance must be met.

Criteria Consideration G

The Lincoln Plaza Historic District meets Criteria Consideration G as an exceptionally significant development encouraged by state and local leaders to develop northeast Oklahoma City and enhance the economic growth of the city overall. Strategically located near the state's governmental, medical, educational, business, and cultural center, the initial planning for development is documented to have begun as early as 1961 with the appropriation of city funds to contain the stream and fill in the remaining ravine diagonally intersecting the site. Consistent with the monumental buildings related to state government and the trend to replace small individual buildings with larger structures, the Lincoln Plaza complex was perfectly suited for

[5] *The Daily Oklahoman*, May 28, 1967.
[6] *The Daily Oklahoman*, June 13, 1967.

the prominent location between the emerging automobile interstate transportation system to the north and the medical and state capital complex to the south.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

Development History and Historical Context

A story in the September 22, 2007 edition of the Oklahoman outlines an unusual, late night meeting in a hotel stairwell between iconic celebrity, Elvis Presley, and a future Oklahoma governor, George Nigh in the late 1960s. The brief exchange described therein is emblematic of the vision that local developer, John Lewis, had for his Lincoln Plaza Complex in northeast Oklahoma City – monumental and multi-story complex of a handful of modern styled buildings located outside of downtown. Designed to be part of a conference center that could spur economic development, cater to upscale travelers and bring together politicians, businessmen from the oil and gas industry, as well as visiting celebrities; Lincoln Plaza was the first of its kind with this type of comprehensive development in Oklahoma City.

Because of its proximity to the state capitol and its convenient parking, the Lincoln Plaza complex became a popular gathering spot for politicians and businessmen. Former governor George Nigh called it a "favorite gathering spot for state officials, lobbyists and industry titans."[7] Historian Dr. Bob Blackburn also characterizes the complex as a focal point of state politics in the 1970s.[8]

Following World War II, Oklahoma City was expanding geographically as residents and businesses moved beyond the downtown core where more space and modern amenities could be made available. During this period of expansion encouraged by City civic and political leaders, the Lincoln Plaza development was conceived, designed, and built to challenge other conference centers in the region, spur development of northeast Oklahoma City and serve all of the needs of a wide range of travelers who would not need or want to be downtown. Lincoln Plaza is located on North Lincoln Boulevard approximately two miles north of the Oklahoma State Capitol. According to a 1955 Oklahoma Department of Transportation map the north/south alignment of Lincoln Boulevard from the state capitol building north past the Lincoln Plaza complex was identified as a section of Route 66. The Boulevard terminated less than a mile north of the hotel at the east/west alignment of Route 66 that later became Interstate Highway 44.

In the 1950s and 1960s, Oklahoma City was at a crossroads. The community that had become a tent city overnight was now the center of government, business, education, healthcare and much more for a relatively young state. It was experiencing tremendous growth, but the growth was perceived as out of control and in need of an overarching plan. In March of 1958, the city council of Oklahoma City released a proposal for the creation of an Oklahoma City Redevelopment Authority. In 1961, the city council formally authorized the creation of an Urban Renewal Authority. A video, "A Tale of Two Cities," released as part of the renewal efforts illustrated the "blight" of downtown as like a "deadly mold" - a "tumor" that needed to be expertly removed.

[7] *The Daily Oklahoman*, September 22, 2007.
[8] Interview, April 2, 2015

Worn out hotels in downtown are specifically mentioned as problematic in attracting new residents and businesses to the area.

City leaders selected renowned architect, I.M. Pei, in the early 1960s to develop a plan to regenerate the downtown core and to establish a master plan for the city's future that would address the needs of government, business, education, and recreation presently and for generations to come. One of the issues the city wished to address with the Pei plan was the "flight" of downtown merchants and investment to other areas of the city because of perceived "blight" and other issues such as parking and traffic congestion (Urban Renewal video).

Pei's Plan was extremely modern in style but allowed for the retention of some historic landmarks. As part of his plan, though, Urban Renewal acquired and subsequently demolished upwards of five hundred (500) buildings in downtown, the Oklahoma Health Center Area, and in the John F Kennedy neighborhood to make way for designed public spaces, office buildings, and dense housing. A number of historic hotels, including the original Biltmore Hotel, were victims of Urban Renewal. A large convention center, the Myriad[9], as well as a street lined with hotels to the north of the convention center, were key elements of I.M. Pei's plan. The only hotels to survive the demolition of Urban Renewal were the Skirvin and the old Holiday Inn at 520 West Main Street.[10] The street lined with hotels never materialized. The Century Center Hotel at 1 North Broadway (now a Sheraton), constructed in 1975, was the only hotel part of Pei's Plan ever to be built. While local government and city leaders were focused on improving conditions downtown, developers did not wait for the completion and implementation of Pei's ambitious plan. Development outside the city core continued toward the vision of Oklahoma City's expansion encouraged by the leaders of the previous post-war decades.

Developer background

In 1960, the north end of Lincoln Boulevard was a blank slate. It was here that banker turned developer John Lewis envisioned a grand commercial and recreational complex, close to major transportation routes and the seat of state government. Desiring to be modern in every sense, but also wishing to make a strong statement, the design of the buildings alluded to monuments of the past while using futuristic materials.

John Lewis, president of First Fidelity Corporation, was the developer and guiding force behind the Lincoln Plaza development. The site came to his attention when he built an office building directly across the street. Because of the topography and the stream running through this site, it was considered largely unbuildable. Upon the unveiling of the project to the press and referencing the bond funds approved by the City in 1961, Delbert Cravens, president of the Northeast Chamber of Commerce, who was a member of the "watchdog committee" of citizens

[9] Cox Convention Center (construction began in 1969 and the building, originally known as the Myriad Convention Center, opened in November 1972). The convention center was seen as the "Centerpiece" of the Pei Plan. It became a large scale convention center with capacity of up to 15,634 for concerts. An adjacent hotel sought to provide services for event goers. The convention center replaced State Fair Park Arena as the main indoor sports venue; a role that was subsequently been taken on by the Chesapeake Arena (2002).

[10] The Holiday Inn located at 520 West Main Avenue, built 1964, is a ten story modern style building that is now a rehabilitation center.

for expenditure of bond funds, said that "we're going to be very interested in getting that storm sewer installed with every possible speed now." The wooded ravine and stream remain visible to the east and west of the complex. Lewis conceived the plan to cover the creek with a vast platform that would be used as a parking garage beneath an office building, which was successfully financed by gaining a major tenant, Wilson Foods. Lewis' vision was to create on this 24-acre site a sprawling office center, hotel, trade mart and ample underground parking and that would compete with Dallas as a wholesale merchandising, purchasing and shipping hub. Likely not considered a duplication of effort regarding the convention center project promoted by the Pei Plan, the complex had the support of state and local government and evidenced by the exuberant participation of representatives including City Councilwoman Patience Latting, Lt. Governor George Nigh and Northeast Chamber of Commerce President Delbert Cravens.

The anticipated development was characterized by Lewis as "South American Style", referring to the buildings of Brasilia, Brazil's then-new capital and implying a bold but simple modern style like those designed by Oscar Neimeyer. After the office building was erected and before the hotel was begun, local financing dried up and Lewis had to go to New York for additional financing. Budgets were tightened and the design ideas were simplified. Lewis' boosterism, vision and perseverance created a regional attraction with the promise of economic development for northeast Oklahoma City and a center for local and state politics.

Architects

Interesting, unusual and innovative architecture between the 1950s and 1970s designed by architects originating from the state and graduating from architecture programs at state supported Oklahoma State University and the University of Oklahoma is represented by several modern styled buildings in Oklahoma City. Some of this work has been documented and listed on the National Register in recent years including Citizens State Bank (Gold Dome) (NRIS 03000875, 9/4/2003, Criterion C), Citizens Bank Tower (NRIS 09000978, 3/8/2010, Criteria C and g), First Christian Church Historic District (NRIS 11000081, 3/14/2011, Criteria C and g), and United Founders Life Tower (NRIS 13000076, 3/13/13, Criteria C and g). It was an age of bold, innovative "form-making" to set the new architecture apart from traditional buildings and the hollow interpretation of the functional emphasis promulgated by the Bauhaus philosophy that was becoming more prevalent.

In the 1960s, a group of young architects, Gene Jones, Ralph Hester, Bill Bates and Bob Riek collaborated to form the parent firm of Jones, Hester, Bates and Riek (JHBR). They were approached in 1964 by developer John Lewis to begin the design process for the Lincoln Plaza complex, which they describe as "the state's first multi-use hotel and conference center."[11] This commission was formative for the firm and quickly led to additional work including the design of the "first full service hospital" on the city's south side, South Community Hospital (1965/1966). Combined with the notoriety of the Lincoln Plaza and this hospital project JHBR was "propelled" into "being a leader in the Oklahoma healthcare design industry."[12]

[11] JHBR Architecture, available online at http://jhbr.com/, accessed December 2014.

[12] Ibid. The firm remains in business, although all of the founding partners have retired. JHBR was recently commissioned to design the new Moore Medical Center. The former medical center was destroyed by a tornado in 2014.

Bill D. Halley (1923-2008) received his degree in architecture from Oklahoma State University in 1950. He started his own practice in 1960, soon he took on partner Bob Riek and the firm became Halley & Riek. At the time of the design of the Lincoln Plaza complex, the firm had three partners and was known as Halley Riek and Hester Architects.

Halley left the firm in 1971 to become University Architect and Director of Architectural Services for OSU. There, he was committed to maintaining the Georgian Revival style as a unifying theme of the Stillwater campus. He retired in 1986. Halley's designs were generally more traditional, such as his Neo-Gothic First Presbyterian Churches in Oklahoma City and Stillwater and his Neo-Georgian Westminster Presbyterian Church in Oklahoma City. His designs for the Stephens County Courthouse and the Cameron Building in Oklahoma City are illustrative of his simple and fairly undecorated Early Modern designs.

Later, with the addition of two partners the name settled in as Jones, Hester, Bates and Riek, today known as JHBR. Bill Bates (1927-2015) graduated from the Architecture program at Oklahoma State University in 1950. Bob Riek also graduated from OSU in 1958 and earlier had worked for another architectural firm before joining JHBR. Ralph Hester was a graduate of the University of Oklahoma.

At the time this project was under design and construction Halley, Riek, and Hester was a fairly new firm with "the principals, a draftsman or two and a secretary"[13]. Each principal was in charge of his own projects and Bob Riek was the chief designer of the Lincoln Plaza project. Earlier he had worked for Bailey, Bozalis, Dickenson and Roloff and had participated in the design of the Citizens Bank Tower (NRIS 09000978). According to Bob Riek, the form of the district was dictated by the unusual topography of the site. The shape of the hotel derived from the need to tie in to an angled parking garage at one end and to approach Lincoln Boulevard at the other. He noted their awareness that the crescent shape was a trend being showcased in hotel architecture at the time. He also explained that the evolution of the project design proceeded from the office building to the hotel to the trade mart.[14]

Oklahoma City's Modernist Period

The Lincoln Plaza complex was part of a wave of innovative architecture in the early postwar years that has distinguished Oklahoma City. This development shares common themes with other city landmarks of this era including 1) a location outside of downtown Oklahoma City, presence along or near a major boulevard; and 2) the use of bold architecture to gain attention such that the development itself could become a draw, for example using monumental or unusual shapes such as dome, hexagon, circular, or crescent.

Like other Oklahoma City landmarks of this era, the Lincoln Plaza complex was designed by a local architectural partnership whose principals had exposure to innovative trends in modern design at one of the state's two architecture schools.[15] The University of Oklahoma in Norman,

[13] Interview with Bob Riek, April 14, 2015
[14] Interview with Bob Riek, April 14, 2015

under the leadership of Bruce Goff (1943-1955), stressed innovative forms in a decorated style, drawing on American themes, natural forms and the inspiration of Frank Lloyd Wright. Oklahoma State University in Stillwater, by contrast, promoted the "form follows function" mantra of Mies van der Rohe and Le Corbusier[16].

The Lincoln Plaza complex merits recognition as the best local example of large scale and multi-story New Formalist style buildings, as well as the only early extant example of a large scale integrated, planned development built outside the downtown corridor. The handful of buildings in the Lincoln Plaza Historic District represent related, but different, interpretations of the New Formalism style.

Modern Convention Center and Hotel Design

In the post-World War II period, there was a nationwide boom in hotel and convention center construction. Many of the iconic hotel brands in existence today began in that time period, such as Holiday Inn. As the 1960s progressed, there was a major shift regarding the location of new hotels. Historically, hotels had been built near the hubs of train transportation, typically in the downtown core. In Oklahoma City, that was near Union Station and the Santa Fe Depot. However, with increasing availability and popularity of automobile and air transportation, there was a shift away from downtown locations. Building outside of the downtown core gave developers greater flexibility in design. While there were unique, independent hotels, standardized design in so-called “chain” hotels created a sense of reliability and predictable comfort for travelers. The development of Real Estate Investment trusts (REITs) in the 1960s led to the construction of even more hotels across the country.[17]

It was during this same time period that the concept of the conference center originated. Combining a conference center with a hotel allowed for the “mixing of business and pleasure” to promote “team spirit as conference members meet not only in meetings and symposiums but poolside, in the restaurants, and at the spa.”[18] Hotels to support conference activities were sited such that “large numbers of people moving from place to place can be accommodated at a single time.”[19]

In the mid-1960s, in the midst of a massive downtown Urban Renewal Project, Oklahoma City developer and banker John Lewis embarked on an ambitious plan to create a center of commerce and recreation on North Lincoln Boulevard. His plan was reflective of larger nationwide trends in conference center planning and design. Lewis’s vision was for a twenty-four acre complex to include a hotel tower, trade center, market center, office center, and a seven-story motor inn, complete with underground parking, to be located north of the state capitol building along Route 66. According to Lewis, “There will be a lot of consolidation here of offices from all over the

[16] according to 1958 OSU graduate Bob Riek, interview, April 14, 2015
[17] Brian McDonough and others, *Building Type Basics for Hospitality Facilities* (New York: John Wiley and Sons, 2001): 13.
[18] Ibid., 103.
[19] Ibid., 111.

country because of the efficiencies made possible by this location and facilities."[20] Lewis contended that the planned trade mart "would put Oklahoma City in competition with Dallas as a wholesale shipping hub."[21] Further, advertising for the complex touted it as "America's only unitized motel, office, market center."[22]

Not all of Lewis's original vision came to be. His plan was announced in May 1967 with groundbreaking for the first element of his plan, the office complex, on June 11, 1967. The first tenants moved into the office complex at 4545 North Lincoln in late summer 1969.[23] The seven-story motor inn was also included in the first phase of construction, with the 7th floor under construction by November 1969.[24] Unfortunately, original cost estimates ($15 million according to a September 22, 2007 *Oklahoman* article) fell short and plans for the complex changed drastically, with entire buildings being shifted around on the site and other buildings being highly modified or even eliminated. In November 1969, the developer announced an influx of capital in the amount of $5 million dollars from the John Hancock Mutual Life Insurance Company. But even additional funds were not sufficient to ensure the fulfillment of Lewis's vision. The trade mart idea had been abandoned by the time the seven-story motor inn opened as a Quality Inn in the summer of 1970, the hotel tower was never built, and the market center was scaled down, built without the originally planned additional hotel rooms.[25] While the realized vision may not have been as grand or the exact architectural expression originally desired, the result remains intact as related, yet differing, interpretations of the New Formalism style.

The subsequent history of Lincoln Plaza is much like the history of the oil and gas industry that its developer sought hard to serve, boom or bust. The 1970s were a prosperous time for the facility, when the Inn was a "top destination for travelers, politicians, executives and couples."[26] But the success was short lived, as the Oklahoma economy experienced a downturn and banks collapsed.[27]

The first sale of the property came in 1984, when the office building at 4545 North Lincoln Boulevard was sold separately from the hotel and the market center (often referred to as the Forum or the Market Forum)[28]. Another sale occurred in 1991 and then another in 1993 which ultimately resulted in the first foreclosure. In 1998, the hotel reopened as the Clarion Hotel and Convention Center[29] with the addition of the Jimmy Johnson themed restaurant on the northeast end of the hotel.[30] The hotel was re-branded as a Ramada in 2003. The hotel and market center

[20] Steve Lackmeyer, "No Vacancy – Fabled Past Fills Vacant Halls of Lincoln Plaza," *The Daily Oklahoman*, September 22, 2007; originally located at "Abandoned Oklahoma" http://www.abandonedok.com/lincoln-plaza/, accessed December 2014.
[21] Ibid.
[22] *The Daily Oklahoman*, January 11, 1970.
[23] *The Daily Oklahoman*, September 28, 1969.
[24] *The Daily Oklahoman*, November 15, 1969.
[25] *The Daily Oklahoman*, September 22, 2007.
[26] Ibid.
[27] Ibid.
[28] Oklahoma County Clerk Records, Book 5133 Page 1132.
[29] *Oklahoma City Polk Directory*, 1998.
[30] *The Daily Oklahoman*, September 22, 2007.

was acquired by local developer, Tom Parrish, in 2006. Despite dramatic plans for revitalization, the buildings remained vacant and the lender foreclosed in June 2010. In August 2014, ownership of the Market Forum building at 4345 North Lincoln was transferred and the building was remodeled and expanded to move a government agency, the Oklahoma Health Care Authority, from the Lincoln Plaza Office Building. The Lincoln Plaza complex has changed hands and brands, yet remains much the same, an iconic development north of the state capitol.

Lincoln Plaza was the first example in Oklahoma City of a new type of large development designed to be near automotive transportation corridors (like Route 66), sufficient in size to serve specialized business needs, conferences and conventions. In reviewing commercial construction projects from 1955 to 1969, there were no other projects constructed in Oklahoma City to rival the size of Lincoln Plaza.[31] Lincoln Plaza was a complex, full-service resort offering many more services and amenities.

New Formalism

Most popular forms of Modern architecture evolve from the International Style, with its historicist focus devoid of decoration. But in the mid-1960s, one reaction to the austerity of the International Style is a design style known as New Formalism (also referred to as Neo-Formalism) that embraced, "Classical precedents such as building proportion, scale, and classical columns" essentially giving designers the option to restore "long-exiled beauty to architecture."[32] This style was typically used on larger, urban projects and "used symmetry and grand axis to achieve monumentality."[33] Most New Formalist buildings are clad in concrete, brick, and metal.[34] Despite the use of heavy materials, New Formalist buildings attempt to appear "delicate" as opposed to the heaviness apparent in Brutalist designs of the same period. The most notable Architects associated with this style are Edward Durell Stone, Minoru Yamasaki, and Phillip Johnson. [35] The style was extremely popular for monumental, governmental, civic, and university buildings during the 1960s,

Lincoln Plaza Inn was designed to attract attention. At seven-stories, the hotel towered above the one, two, and three-story buildings in its vicinity. The building is symmetrical in design and emphasizes the semi-circular axis. At over six acres of space (the size of almost 5 football fields) distributed over a little more than two floors and under one roof, the Office Building is memorable for its huge land area coverage and the repetitive and delicate pattern of the exterior. In terms of materials, the Lincoln Plaza complex was all modern. The related yet differing visible expression of the structure of the buildings are variations on the classical column. For the

[31] 4801 S Shields Blvd. and 3305 SW 29 St. (1955), 3402 NE 23rd St. (1956), 601 N Walker Ave. (1959), 3030 S I-35 Svc Rd, 1400 NE 63rd St., 1401 E 144 Svc Rd, and 1600 Richmond Square (1960), 3022 NW Expressway (1964), 5405 N Lincoln Blvd., 5301 N Lincoln Blvd., 3520 NW 39th St. and 3528 NW 39th St. (1965), 2801 NW 39th Service Rd (1968), and 2200 W I-44 Service Road (1969).

[32] Oklahoma State Historic Preservation Office, "Reconnaissance Level Survey of Modern Architecture in Oklahoma City" (Oklahoma City, OK: 2009), 18, available online at http://www.okhistory.org/shpo/architsurveys/RLSofmodernOKC.pdf, accessed December 2014; Marcus Whiffen and Frederick Koeper, *American Architecture Volume 2: 1860-1976* (Cambridge: MIT Press, 2001), 384.

[33] "Reconnaissance Level Survey of Modern Architecture in Oklahoma City," 18.

[34] Ibid.

[35] Whiffen and Koeper, 384.

hotel the columns are tall and thin converging with arches that articulate the roof plane. For the Office Building the columns are squat with a widened split base yet thin as they rise to be capped by a horizontal band that defines the roof. The 416 NE 36th Street office building has yet another visible interpretation of expressed column and beam structure. All of the buildings utilize concrete, concrete block, or brick combined with large, fixed pane bronze tinted glass windows set in bronze anodized aluminum frames. The Inn and the original design of the trade mart introduced the use of white porcelain panels alternating with nearly equally sized panels of glass. Instead of being aligned with Lincoln Avenue, all of the buildings except the trade mart addressed the adjacent streets at an angle. The pool and recreation area is visually prominent instead of hidden behind building mass.

Other large Oklahoma City developments that include both conference facilities and hotel functions and date to this period include the "new" Biltmore on North Meridian at Interstate 40 and the Crowne Plaza on Northwest Expressway. Each was constructed in 1972 and built outside the downtown corridor along a major transportation route. The Biltmore is a two-story, multi-building hotel and conference center complex that boasts being the city's largest hotel. With its name alluding to one of the city's tallest historic hotels lost to Urban Renewal, the lobby area possess some New Formalist elements but multiple, smaller hotel buildings have no distinctive style. The Crowne Plaza has no distinctive style and its roof has been significantly modified. In comparing Lincoln Plaza to other contemporary hotels with conference facilities in the area, it is apparent that the Lincoln Plaza is the best and largest extant example of the New Formalist style among them, as well as being the first large, multi-use development built outside the downtown corridor. There are no examples of the hotel and conference combination that also include a massive office building that also include some retail and service businesses. Lincoln Plaza was truly conceived and built as one of a kind.

Oklahoma City Reconnaissance Level Architectural Survey

Oklahoma City has a great concentration of landmarks from the Modernist period. In 2009, a reconnaissance level architecture survey was undertaken by the Oklahoma State Historic Preservation Office (OK/SHPO). The survey considered Modern Movement style buildings within the city limits of Oklahoma City and constructed between 1946 and 1971. The Lincoln Hotel was within the boundaries of the surveyed area. Overall, one hundred ninety-one (191) buildings were inventoried and assessed as to their National Register eligibility. In consultation with the National Park Service, the survey expanded upon the architectural classification "Modern Movement" to identify eleven distinctive and discernible types of modern architecture.

The Oklahoma City Modern Survey identified eight New Formalist style buildings within the survey boundaries. Four of these buildings were determined as National Register eligible and included a two-story office building at 4100 North Lincoln Boulevard, a single story office building to the north of Lincoln Plaza Inn at 416 NE 46th Street, the three-story Colcord Center at 421 NW 46th Street, and the two-story Oklahoma Bar Association building located south of the capitol at 1901 North Lincoln Boulevard.[36] In comparison to these buildings, the Lincoln Plaza

[36] "Reconnaissance Level Survey of Modern Architecture in Oklahoma City," 19.

development is an example of the monumentality usually associated with the New Formalist style.

Although cited as an "excellent example" of the new "larger, multi-story hotel facility" that evolved in the late 1950s and 1960s.[37], at the time of the Oklahoma City Modern Survey, the Lincoln Plaza Inn was determined not individually eligible for the National Register due to alterations including changes to windows and wall materials.[38] Original drawings not available to the survey researchers at the time of the survey, indicate that the existing windows are original and in their original openings. Originally conceived and constructed porcelain panels continue to flank the bronzed windows. Exterior concrete features remain unaltered, with the exception of the addition of the restaurant on the northeast end and the removal of the walkway that connected the hotel to the trade mart to the south. None of the other buildings in the district were individually cited in the report, however, the entire district is contained within the boundaries of the Santa Fe Industrial Park that was cited as warranting further study.

Although the Lincoln Plaza Historic District is on the east boundary of the noted Santa Fe Industrial Park, is warrants independent recognition for its significance in the Community Planning and Development of northeast Oklahoma City. The storm water management improvements funded by the city bond issue was noted in the press release for the Lincoln Plaza development as being needed to address runoff from the industrial areas to the west.[39] The Santa Fe industrial area predates the Lincoln Plaza district. Although the trade mart may have been a convenient location for conventions and trade shows that might have included products produced or represented in the buildings of the neighboring industrial park, the specific siting and development of Lincoln Plaza was more importantly related to economic development for northeast Oklahoma City and the specific relationship to the state capital complex and the developing interstate highway system.

Just as the 1,000-room Hilton Washington Plaza aspired to be a grand new center for Washington politics, conventions and social life, the Lincoln Plaza Inn became a center for Oklahoma state politics, business and social life[40]. The complex remains much as it was in the 1970s when Elvis Presley and George Nigh met by chance in the stairwell of the Inn: a planned modern monument designed for the mingling of businessmen, politicians, and pleasure seekers outside the chaos and constraints of downtown.

[37] "Reconnaissance Level Survey of Modern Architecture in Oklahoma City," 30.
[38] "Lincoln Plaza," *Oklahoma Landmarks Inventory*, Oklahoma State Historic Preservation Office.
[39] *The Daily Oklahoman*, May 28, 1967.
[40] *The Daily Oklahoman*, September 22, 2007. p. 1-13, quoting former Gov. George Nigh; interview, April 2, 2015 with Dr. Bob Blackburn, Executive Director, Oklahoma Historical Society.

9. Major Bibliographical References

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

"A Tale of Two Cities. c. 1964" YouTube. YouTube, 14 November 2012. Accessed 18 February 2015.

Architectural Forum, 5-65, p. 8; 11-65, p. 28.

Architectural Record, 6-71, p. 15; 10-70, pp. 12-13; 5-65, p. 14; 7-65, pp. 146-50; 10-65, p. 41; 3-70, p. 37; 7-70, p. 12

Citizens Bank Tower National Register nomination. Listed, March 19, 2010.

The Daily Oklahoman

"Growing with Pride-Oklahoma City Urban Renewal. c. 1960-1970" YouTube. YouTube, 20 April 2012. Web Accessed 18 February 2015.

Hotel Management-Review & Innkeeping, 11-66, pp. 34-38; 10-66, p. 71.

JHBR Architecture

McDonough, Brian and others. *Building Type Basics for Hospitality Facilities*. New York: John Wiley and Sons, 2001.

Oklahoma City Polk Directory

Oklahoma Landmarks Inventory

Oklahoma State Historic Preservation Office. "Reconnaissance Level Survey of Modern Architecture in Oklahoma City." Oklahoma City, OK: 2009.

United Founders Life Tower National Register nomination, listed March 13, 2013.

Whiffen, Marcus and Frederick Koeper. *American Architecture Volume 2: 1860-1976*. Cambridge: MIT Press, 2001.

Further Source Notes

A. Interview with Bob Riek, April 14, 2015

B. Interview with Dr. Bob Blackburn, April 2, 2015

Previous documentation on file (NPS):

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

Primary location of additional data:
____ State Historic Preservation Office
____ Other State agency
____ Federal agency
____ Local government
____ University
____ Other
Name of repository: _____

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property __30 acres MOL_____

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates
Datum if other than WGS84:_____
(enter coordinates to 6 decimal places)

A.	Latitude: 35.515041	Longitude: -97.503454
B.	Latitude: 35.515083	Longitude:-97.506906
C.	Latitude: 35.515503	Longitude:-97.506872
D.	Latitude: 35.515543	Longitude:-97.507645
E.	Latitude: 35.515962	Longitude: -97.507681
F.	Latitude: 35.515963	Longitude: -97.506643
G.	Latitude: 35.516153	Longitude: -97.506631
H.	Latitude: 35.516161	Longitude: -97.506710
I.	Latitude: 35.516802	Longitude: -97.506668
J.	Latitude: 35.516838	Longitude: -97.505501
K.	Latitude: 35.518554	Longitude: -97.505386
L.	Latitude: 35.518586	Longitude: -97.503386

Verbal Boundary Description (Describe the boundaries of the property.)

PT NW4 SEC 15 12N 3W BEG SE/C NW4 TH N290.59FT, W650.00FT, S303.80FT, W12.60FT, S350.70FT, W387.40FT, S174.00FT, E35.00FT, S130.00FT, W263.27FT, S164.50FT, E125.10FT, S164.50FT, E1174.40FT TO BEG

Boundary Justification (Explain why the boundaries were selected.)
The nominated property includes all of the land area originally included in the planned development of the Lincoln Plaza district.

---

11. Form Prepared By

name/title: Kelli Gaston/Consulting Architectural Historian, Norman, Oklahoma; Steven McQuillin/Steven McQuillin and Associates, Consulting Architectural Historian, Westlake Ohio; Catherine Montgomery AIA/President, Preservation and Design Studio, Oklahoma City, Oklahoma
organization: submitted by Preservation and Design Studio
street & number: 11 North Lee Avenue, Suite #310
city or town: Oklahoma City state: Oklahoma zip code: 73102
e-mail cm@panddstudio.com
telephone: (405) 601-6814
date: July 23, 2015

Additional Documentation

Submit the following items with the completed form:

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

- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.

- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

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

Photo Log

Name of Property: Lincoln Plaza Inn

City or Vicinity: Oklahoma City

County: Oklahoma State: Oklahoma

Photographer: Preservation and Design Studio
Sara Werneke and Nazanin Seyed Hosseini

Date Photographed: October 2014 and July 2015

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

Number	Subject	Direction
0001	416 NE 46th Street Façade (right) & SW (left) Elevation	North
0002	416 NE 46th Street Façade (left) & NE (right) Elevation	West
0003	416 NE 46th Street Façade with 4545 N. Lincoln in foreground	Northwest
0004	4545 N. Lincoln Blvd. Façade & partial SW Elevation	East
0005	4545 N. Lincoln Blvd. Façade (right) & Partial NE Elevation	Southwest
0006	4545 N. Lincoln Blvd. NE Elevation	Southwest
0007	4545 N. Lincoln Blvd. NE Elevation (right) & SE Elevation (left)	West
0008	4545 N. Lincoln Blvd. Courtyards from above	North
0009	4545 N. Lincoln Blvd. Courtyard interior	East
0010	4545 N. Lincoln Blvd. Detail	Southwest
0011	4545 (right) and 4445 (left) N. Lincoln Blvd.	Southwest
0012	4545 (left) and 4445 (right) N. Lincoln Blvd. Connection	Northeast
0013	4445 N. Lincoln Blvd. East Elevation and Entrance	Northwest
0014	4445 N. Lincoln Blvd. East Elevation and Entrance	Southwest
0015	4445 N. Lincoln Blvd. North Elevation &4545 Plaza Deck	Southwest
0016	4445 N. Lincoln Blvd. Stepped Feature	Southeast
0017	4445 N. Lincoln Blvd between neighboring buildings	East
0018	4445 N. Lincoln Blvd. South Elevation	Northeast
0019	4445 N. Lincoln Blvd. Hotel Lobby	Down and Southeast

Number	Subject	Direction
0020	Parking lot and tennis courts (right) in distance	Southwest
0021	Tennis Courts	Northeast
0022	Pool and part of recreation area	South
0023	Gazebo	South
0024	4345 N. Lincoln Blvd. Façade and North Elevation	Southwest
0025	4345 N. Lincoln Blvd. South (right) & West (left) Elevations	Northeast

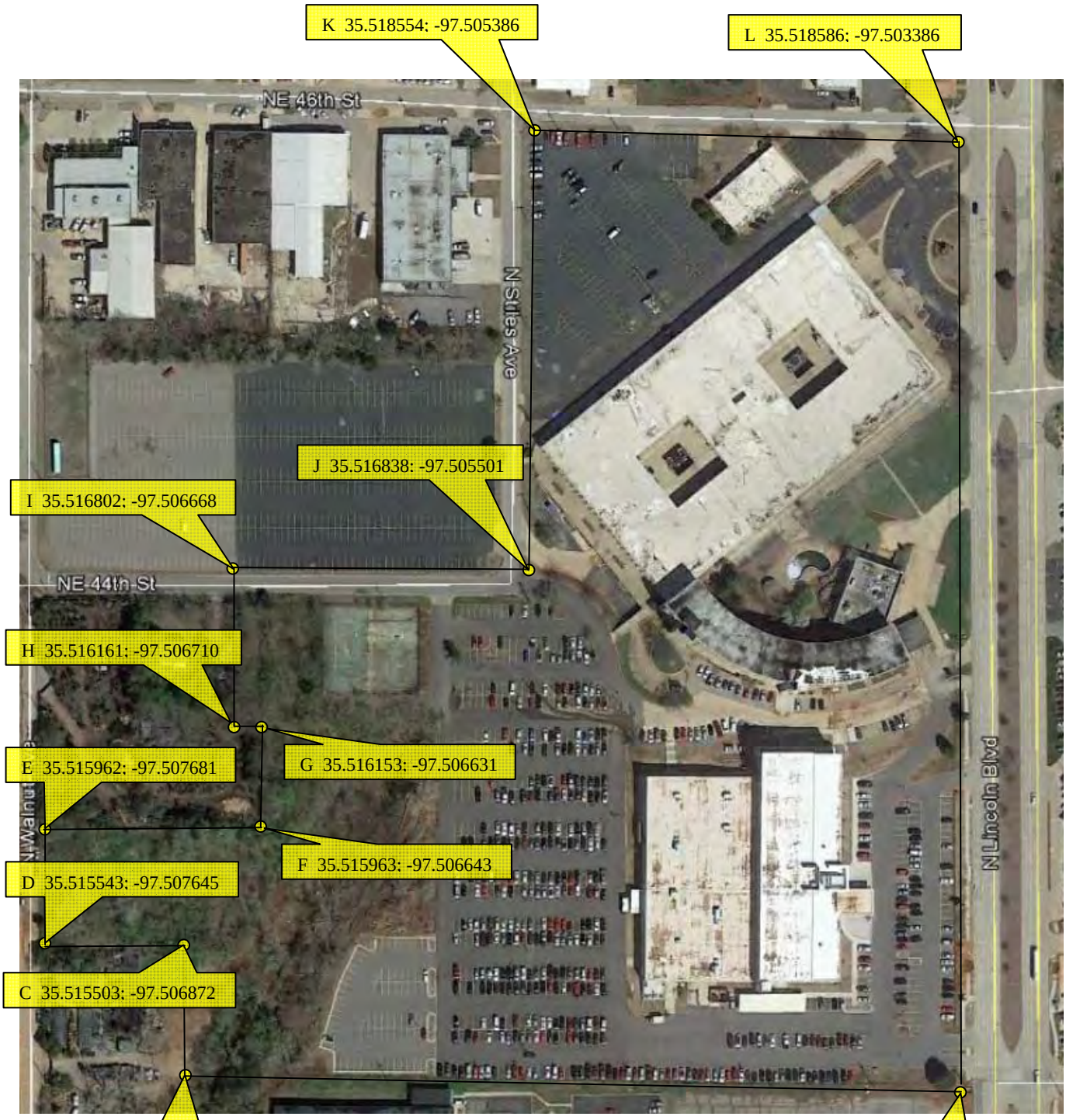
Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain 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.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Lincoln Plaza Historic District
Name of Property
Oklahoma County, Oklahoma
County and State
N/A
Name of multiple listing (if applicable)

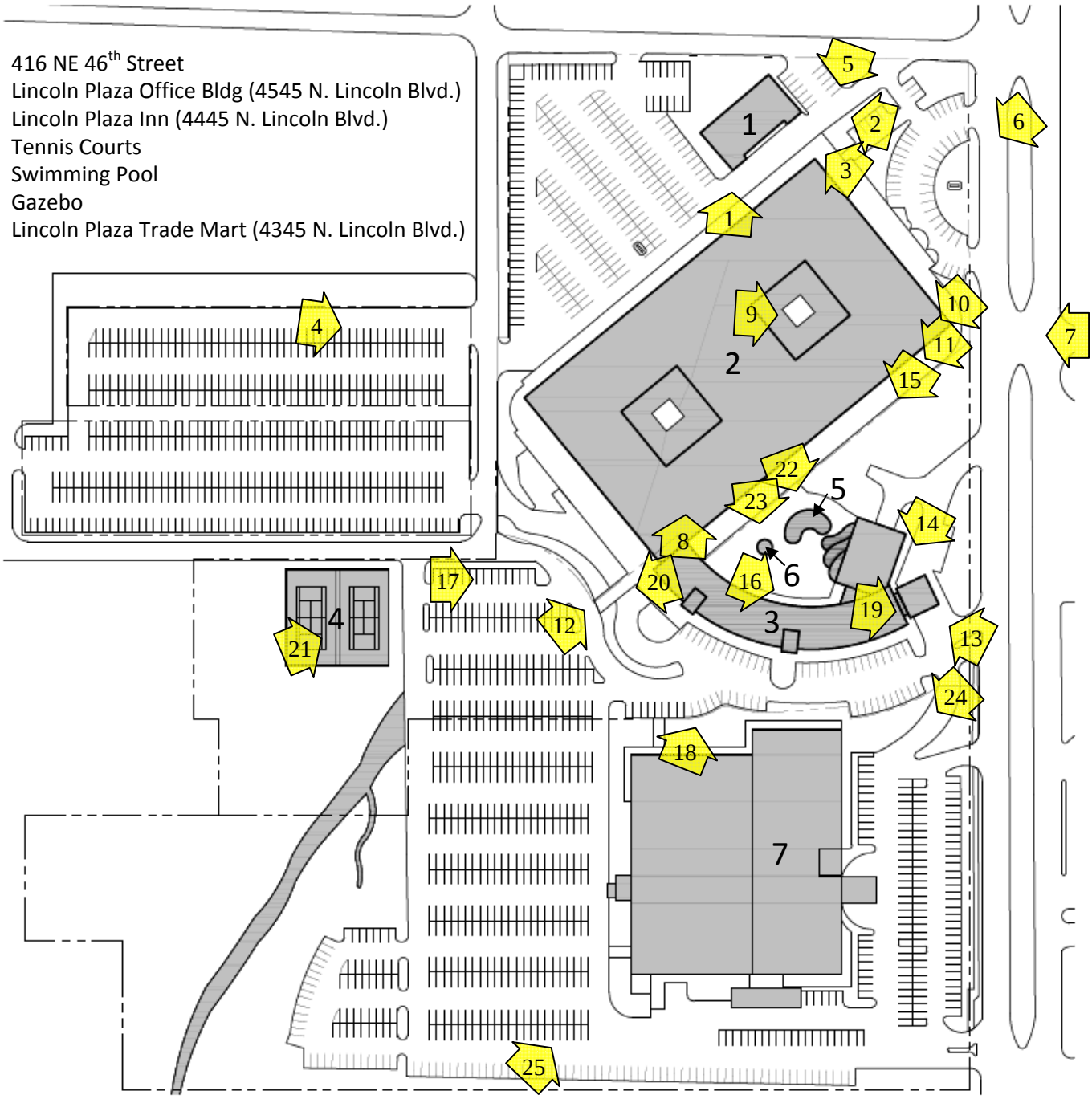
Section number 10 Page 1



Legal description proceeds clockwise from here.

Photo Tag

1 416 NE 46th Street
2 Lincoln Plaza Office Bldg (4545 N. Lincoln Blvd.)
3 Lincoln Plaza Inn (4445 N. Lincoln Blvd.)
4 Tennis Courts
5 Swimming Pool
6 Gazebo
7 Lincoln Plaza Trade Mart (4345 N. Lincoln Blvd.)



Source and date unknown. Contributed by Owner.

Source and date unknown. Contributed by Owner.

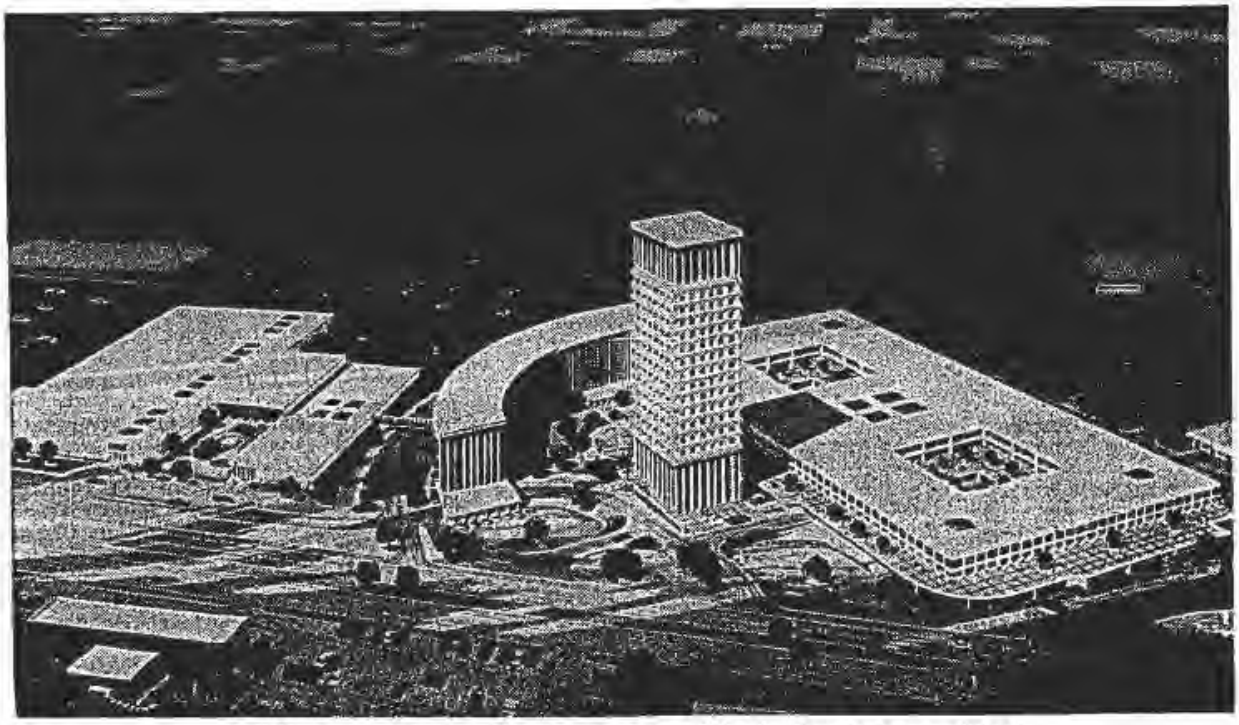
The following pages include published images of the planned development from latest to earliest. They document the evolution of the design from the grand plans of the late 1960s to the more modest and closest image to the fully realized project in the mid-1970s.

Photograph used for publication with caption: “The Plaza layout is shown with the new Forum on the left, in the center is the motel with overhead connection and on the right the building with offices, club and shops.” June 20, 1974, Chamber Publication

Photograph used for a newspaper owned by the Oklahoma Publishing Company. Caption: "Architect's drawing shows the entire Lincoln Plaza complex, with the proposed $3 million market center at the extreme left." June 24, 1973

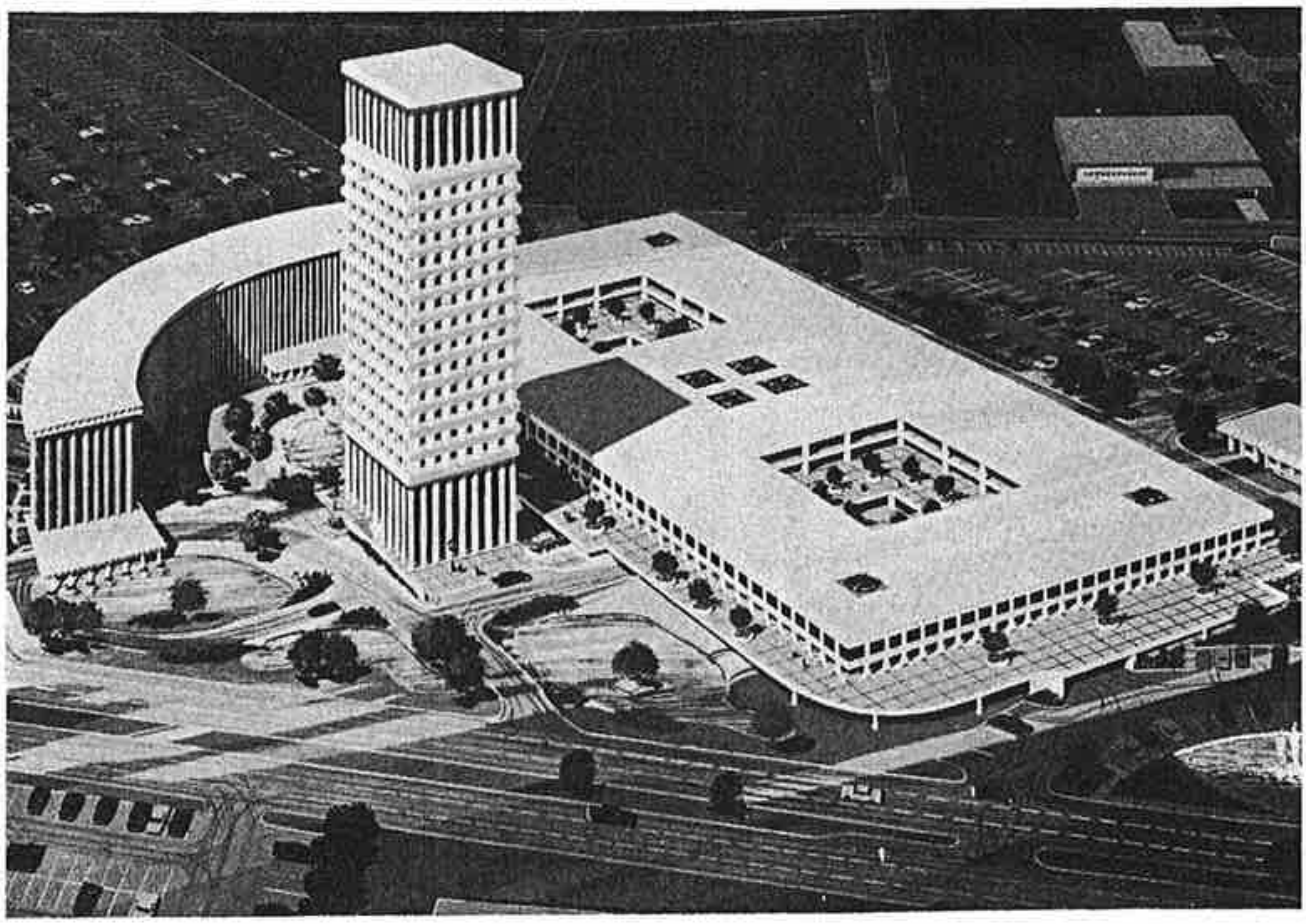
IMMEDIATE EXPANSION of the next phase of Lincoln Plaza, a 137,500 square foot market center, will be made possible by the creation of a joint venture by Lincoln Plaza Inc. and Nothern Union Holdings Corp., Cleveland. Lincoln Plaza Inc., a subsidiary of First Fidelity Corp., Oklahoma City, will be managing partner of the center which already includes a motel and office center. Value of the center was placed at $10 million by John S. Lewis, president of First Fidelity. Value of the soon-to-be constructed market center will be $4 million; shown in left half of picture, it includes an 18-story tower and vast exhibit halls.

Photograph and caption used in The Daily Oklahoman publication. November 19, 1972



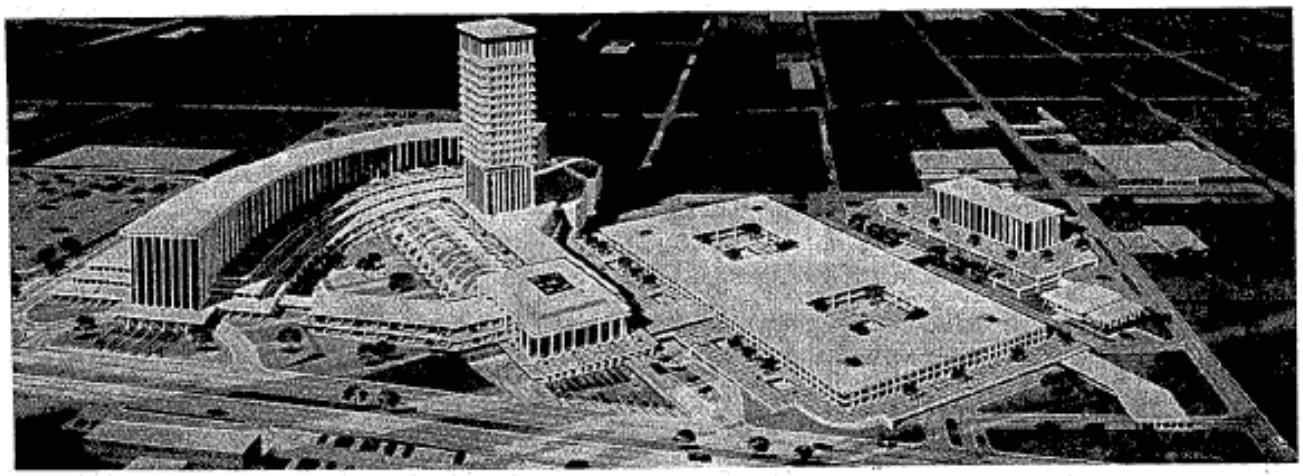
Artist's sketch shows Lincoln Plaza as it will look when it is completed

Photograph and caption used in The Daily Oklahoman publication. January 26 1969



"The summer of 1969 will be remembered for the major announcement by Wilson & Company that they will move their corporate offices to Oklahoma City The firm has leased space in Lincoln Plaza located adjacent to Lincoln Boulevard. The building in the foreground of the architects' drawings above will be known as the Wilson Building. The move will be made from Chicago after the first of the year." September 4, 1969 Chamber publication.

Only a few days after this publication the newspaper reported that the original expectation of 400 Wilson families slated to move to Oklahoma City, only 150 families would be relocating due to company reorganization. (*The Daily Oklahoman* September 10, 1969.)



"The Lincoln Plaza, shown in an architect's drawing above as announced some months ago, is beginning to come out of the ground on North Lincoln Boulevard, near NE 43. The first unit in the $15 million project is the Lincoln office Plaza…which will include part of an underground parking facility to handle 1,600 automobiles. The completed project is to include a high rise motor hotel, a huge trade mart, convention and meeting facilities, said John S. Lewis, president of First Fidelity Corp., project owner."

Photograph and caption used in newspaper publication. (*The Daily Oklahoman*. January 7 1968)

LINCOLN PLAZA
Office Park
4545
FOR LEASE

FIRE LANE

CANOPY
CLEARANCE
9'4"

LAKE GRILL

EXIT

Oklahoma
Health Care
Authority