

United States Department of the Interior
National Park Service

For NPS use only

National Register of Historic Places
Inventory—Nomination Form

received

date entered

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic Majestic Hotel

and/or common DeSoto Hotel

2. Location

street & number 1017-23 Pine Street and 200-10 North 11th Street not for publication

city, town St. Louis vicinity of

state Missouri code 29 county City of St. Louis code 510

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input checked="" type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<u>N/A</u> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
		<input type="checkbox"/> no	<input type="checkbox"/> military

- museum
- park
- private residence
- religious
- scientific
- transportation
- other: vacant; to be converted to offices

4. Owner of Property

name 1. Edward L. Sherwood

street & number 1526 Dogwood

city, town Charleston vicinity of state WV 25314

5. Location of Legal Description

courthouse, registry of deeds, etc. St. Louis City Hall

street & number Market Street at Tucker Boulevard

city, town St. Louis, state MO 63101

6. Representation in Existing Surveys

title 1. Architectural Survey of the Central Business District, St. Louis has this property been determined eligible? yes no

date October 1975; revised, April 1977; February 1982 Louis federal state county local

depository for survey records Landmarks Association of St. Louis, Inc. 721 Olive Street, Room 1113

city, town St. Louis state MO 63101

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Owner of Property, cont.

2. Robert E. Sherwood
1818 LaSalle Street
St. Louis, MO 63104

3. Allen P. McDaniel
c/o Salomon Brothers
Atlanta Center, #2100
Atlanta, GA 30308

4. J. Scott Crabtree
c/o Salomon Brothers
Atlanta Center, #2100
Atlanta, GA 30308

Item #6

2. Missouri State Historical Survey
August 1983
Historic Preservation Program
Missouri Department of Natural Resources
P. O. Box 176
Jefferson City,

STATE

MO 65102

7. Description

Condition		Check one	Check one
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

The Majestic Hotel is a nine-story steel frame structure with brick curtain walls and concrete floors. Constructed in 1913-14, the building is located at 11th and Pine Streets in the heart of downtown St. Louis.

Fronting 109 feet on North Eleventh Street and 70 feet on Pine Street, the building's two principal facades command a prime corner site. A classical tripart division of the hotel into a base, shaft and capital is established by the use of white terra cotta (fashioned to resemble blocks of cut stone) in the two lower stories and the top story. (Photo #1) The main entrance on North Eleventh Street is marked by three large paired terra cotta consoles which carry a small projecting balcony, now without balusters. Second story triple windows on both facades are enriched with terra cotta ornament; the two central bays on North 11th Street are installed with casement windows while all others employ double hung sash. (Photos #1 and #2) Classically detailed white terra cotta also embellishes the top of the building where ninth story windows are capped with hoods and the original cornice wraps around the primary elevations. The six-story shaft is faced with light cream colored enameled brick; windows are headed with smooth terra cotta lintels. The interior walls of the light well at the rear (east) elevation are faced with glazed white brick while red brick is employed on the north elevation fronting on an alley.

A comparison of Photo #1 with Photo #3 (showing the building circa 1915) reveals very little exterior alteration. A metal canopy once installed over the 11th Street entrance has been removed and metal sheathing applied to the first story appears to have good potential for easy removal. The terra cotta ornament and brick facing both appear to be in very good condition. With the exception of an ornamental plastered ceiling (presently concealed) in the lobby, the interior of the hotel survives with no other significant architectural features.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/ humanitarian
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> theater
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> transportation
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> other (specify)
		<input type="checkbox"/> invention		

Specific dates 1913-14

Builder/Architect Harry F. Roach or A. B. Groves

Statement of Significance (in one paragraph)

The Majestic Hotel qualifies for listing in the National Register of Historic Places according to Criteria A and C and is eligible under the following areas of significance: ARCHITECTURE: Constructed in 1913-14, the hotel is one of downtown St. Louis' few remaining hostelries dating from the pre-World War I period. The restrained Renaissance Revival design of the building is a well-preserved example of classical academic styles popular in St. Louis commercial architecture in the second decade of the twentieth century. Built to serve middle-income patrons, the hotel nonetheless boasted modern, up-to-date fireproof construction, functional design, two restaurants and a rathskeller. COMMERCE: Among the first group of hotels to locate west of Seventh Street, the Majestic's construction at 11th and Pine Streets was a significant indicator of the city's physical expansion and commercial growth. The hotel met St. Louis' need for modern hostelries to lodge an increasing number of merchants and buyers who visited the city in its heyday as a regional commercial capital.

Less than a decade before the Majestic Hotel was built, St. Louis' principal hotels were concentrated several blocks east between Fourth and Sixth Streets in the commercial hub of the city. By the end of the nineteenth century, however, considerable strides already were being made toward shifting the focus of the business district westward away from the riverfront. The completion in the mid-1890s of a new City Hall at Market and 12th Streets and the Union Station six blocks west at 18th Street established the western-most edge of downtown and stimulated realty values on major corridors west of Seventh Street. As early as 1892, a parcel on Pine Street near Tenth was one of several "western" sites proposed for the reconstruction of the famous Planters Hotel although it was finally decided to erect the new Planters on the original site on Fourth Street between Pine and Chestnut. By the turn of the century, St. Louis' position as the nation's fourth largest city in population and manufacturing and second largest rail center was generating the redevelopment of the expanding business district with tall new office buildings. As the "Queen City of the Southwestern Empire," the steady influx of merchants from surrounding states created parallel demands for new hotels conveniently located near the center of activity.

The first major hotel to forge west of the nineteenth century hotel district was the 500-room, thirteen-story Jefferson Hotel built in 1904 at 12th and Locust Streets to host visitors to St. Louis' Worlds' Fair which also opened that year. Three years later, the 12-story, 275-room American Hotel (demolished) located at Seventh and Market and the smaller, eight-story Maryland Hotel were built at Ninth and Pine¹ -- the first indication of new development on Pine Street since the 1890s. After the closing in

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1912 of the Southern, one of St. Louis' most prominent Victorian hostelrys once located on Broadway (Fifth Street), a flurry of plans for new hotels was announced the next year including proposals for four large hotels on Pine Street between Ninth and 17th Streets and another at 12th and Market.² However, only one of the projects, the Majestic Hotel, was realized until the post-World War I boom revived new construction downtown.

Detailed descriptions and drawings of the new hotel were published in both of the leading local newspapers in July 1913, before construction began. Replacing a three-story structure, the nine-story, \$250,000 Majestic was viewed as an encouraging sign of the revitalization of Pine Street, up to then a "more or less neglected" street. The location of the Majestic was cited as one of the city's best for hotel purposes, "having streetcar lines on Pine Street to Union Station and being only half a block from Olive Street, the great east/west thoroughfare of St. Louis."³ The proposed hotel along with the recently completed Laclede Gas & Light Company building at 11th and Olive (a "stone's throw" from the Majestic) were reported as significant indicators of the westward expansion of the business district.

The exterior design was described as in the "Renaissance" style constructed of enameled light-colored brick trimmed with white terra cotta. One of the building's functional features noted by the press was the fireproof construction which employed no wood; concrete floors were to be covered with a "specifically prepared" flooring. A central light court at the rear provided an outside exposure for each room assuring generous light and ventilation. The building was equipped with two passenger and a freight elevator and piped for vacuum cleaning and cool drinking water. Each of the two hundred rooms was installed with a private shower or tub bath, ample electric lighting, a telephone and electric fan. In addition to a rathskeller in the basement (cooled by iced air in the summer), the Majestic offered guests a lobby, a Grillroom for men and a Dining Room open to all.⁴

Conflicting information leaves unanswered the question of who designed the hotel. Articles which appeared in the St. Louis Post-Dispatch and the St. Louis Globe-Democrat in July 1913 (when drawings of the hotel were also published), credit the building to architect Harry F. Roach while building permits issued for the foundation and structure in September and November 1913, record Albert B. Groves as architect. Never in partnership, Groves and Roach were prominent St. Louis architects who designed numerous commercial buildings in the city employing a wide vocabulary of classical forms; both men also designed other hotels. A graduate of M.I.T., Roach in 1891 began work in the architectural office of his father, Henry E. Roach; after 1900, he practiced independently and received commissions for major commercial, industrial and residential buildings. Cornell-trained Groves became a junior member of the St. Louis firm of Grable, Weber & Groves in 1891 and after 1905, worked alone. He became well known for the versatility of his portfolio which included prominent churches, houses, commercial and industrial buildings in St. Louis and commissions in Tampa, Florida, Denver, Oklahoma and New York.

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Shortly after opening in late September 1914, the Majestic was reported filled with guests and attracting a large patronage; a 1915 regional Hotel Directory listed it as one of the city's leading hostelries.⁵ Rooms were priced at \$1.50 to \$2.50 -- the average daily rate for a single room at the time. Adopting the slogan "Comfort without Extravagance,"⁶ the Majestic fulfilled its promise by offering guest rooms installed with all of the modern conveniences advertised by the city's largest and finest establishments but eliminating the latter group's luxurious parlors, ballrooms, dining rooms, etc. By providing each room with a private bath at a popular price, however, the Majestic introduced a competitive feature available only in some rooms of the largest hotels.

In the mid-1920s St. Louis' trade territory was ranked the third largest commercial market in the country. Twenty-six railroads radiated from the city connecting it to the five-state regional area over which St. Louis dominated as well as points further west and south where lines of commerce were well established.⁷ As St. Louis products were increasingly advertised and distributed nationally, the city was regularly visited by a large number of buyers who required overnight lodging. Lists of prospective buyers registered at the Majestic between 1918 and 1920 reveal a large percentage originating from states within St. Louis' sphere of trade influence: out-state Missouri, Arkansas, Mississippi, Tennessee, Kentucky, Kansas, Oklahoma, Nebraska, Texas, Colorado plus a few west coast states.⁸

After the Statler Hotel was completed in 1917, downtown St. Louis experienced a construction boom of new hotels during the 1920s. (Two of the major hotels of this period have been listed in the National Register and are still successfully operating: the Statler-Gateway and the Mayfair, both located at the northern edge of the business district.) The Great Depression terminated hotel construction downtown and left it dormant for over three decades until the Bel-Air East opened at Fourth and Washington in 1963.⁹ The location of the Bel-Air in the old nineteenth century hotel district marked a revival of the riverfront area as the entertainment site of the Gateway Arch and Busch Memorial Stadium. Other glass and steel hotels constructed in the 1970s helped re-establish the eastern edge of the business district as the city's primary hotel center while many of the historic hotels further west were closed, demolished or converted to housing. In 1973, the last of St. Louis' major nineteenth century hotel buildings was lost when the former Planters Hotel was razed.

The Majestic Hotel (renamed the DeSoto) was still open as late as 1979 when it was announced that it too would be demolished because of renovation costs required to bring the building up to code.¹⁰ The threat of replacing the hotel with a parking lot or garage was removed only recently when the building was transferred to new owners. Plans to rehabilitate and adaptively reuse the Majestic as office space will preserve one of the few remaining and oldest historic hotels in downtown St. Louis.

FOOTNOTES

¹Norbury L. Wayman, "Rivertown Hospitality: The Story of St. Louis Hotels and Restaurants," paper for Community Development Agency, St. Louis, Missouri, 1981,

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pp. 40-47. (Typewritten.)

²St. Louis Post-Dispatch, 13 July 1913 and 20 July 1913.

³St. Louis Globe-Democrat, 22 July 1913.

⁴St. Louis Globe-Democrat, 27 July 1913; St. Louis Post-Dispatch, 27 July 1913.

⁵Hotel Clerks Association, Missouri-Texas Hotel Reference Book (St. Louis: Hotel Clerks Association, 1915).

⁶St. Louis Post-Dispatch, 4 October 1914.

⁷Lewis Francis Thomas, The Geography of the Saint Louis Trade Territory (St. Louis: St. Louis Globe-Democrat, 1924), pp. 5-7 and p. 22.

⁸"Hotel Arrivals," St. Louis Daily Record, 1 January 1919; 17 July 1919 and 10 July 1920.

⁹Wayman, p. 68.

¹⁰St. Louis Globe-Democrat, 17 April 1979.

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St. Louis Globe-Democrat, 22 July 1913; 27 July 1913; 17 April 1979.

St. Louis Post-Dispatch, 13 July 1913; 20 July 193; 27 July 1913; 30 August 1914; 4 October 1914; 11 October 1914.

Thomas, Lewis Francis. The Geography of the St. Louis Trade Territory. St. Louis: St. Louis Globe-Democrat, 1924.

Wayman, Norbury L. "Rivertown Hospitality: The Story of St. Louis Hotels and Restaurants. Paper for the Community Development Agency, St. Louis, Missouri, 1981. (Typewritten.)

Item number 11

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2. James M. Denny, Chief, Survey and Registration
Department of Natural Resources
Division of Parks & Historic Preservation
P.O. Box 176
Jefferson City

August 2, 1983
314/751-4096

Missouri 65102

9. Major Bibliographical References

See attached.

10. Geographical Data

Acreeage of nominated property less than one acre

Quadrangle name Granite City, IL/MO

Quadrangle scale 1:24,000

UTM References

A	1 5	7 4 4 1 2 0	7 2 7 9 0 9 0	B			
	Zone	Easting	Northing		Zone	Easting	Northing
C				D			
E				F			
G				H			

Verbal boundary description and justification

The Majestic Hotel is located in City Block 279 and fronts 109 feet on North 11th Street and 70 feet on Pine Street.

List all states and counties for properties overlapping state or county boundaries

state	code	county	code

11. Form Prepared By © 1983, Landmarks Association of St. Louis, Inc.

name/title Mary M. Stiritz, Research Associate

organization Landmarks Association of St. Louis, Inc. date 1 August 1983

street & number 721 Olive Street, Room 1113 telephone 314-421-6474

city or town St. Louis, state MO 63101

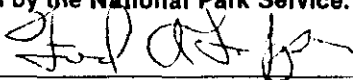
12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature



Director and State Historic Preservation Officer
title Department of Natural Resources

date 12/12/83

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I hereby certify that this property is included in the National Register

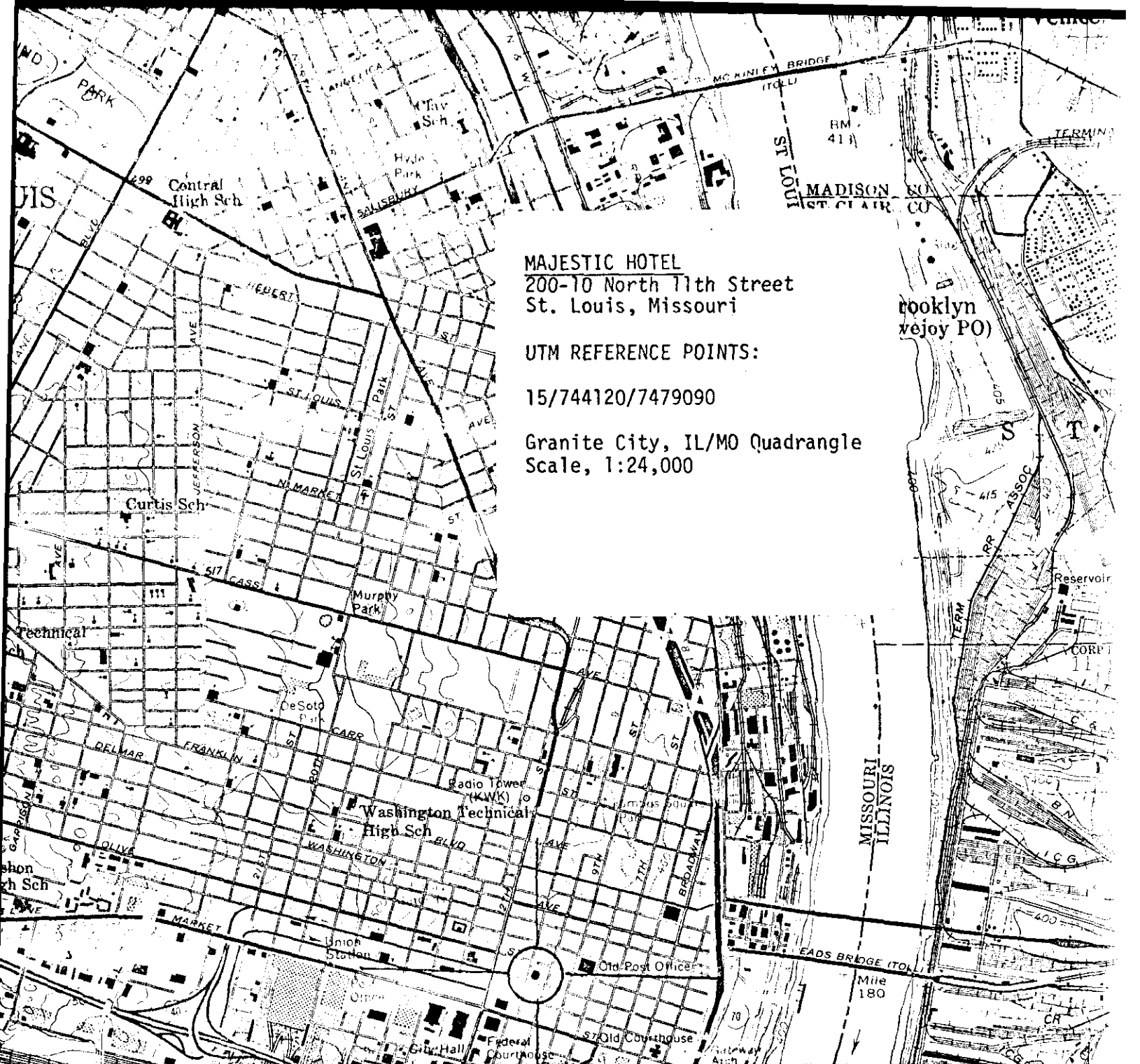
date

Keeper of the National Register

Attest:

date

Chief of Registration



MAJESTIC HOTEL
 200-10 North 11th Street
 St. Louis, Missouri

UTM REFERENCE POINTS:

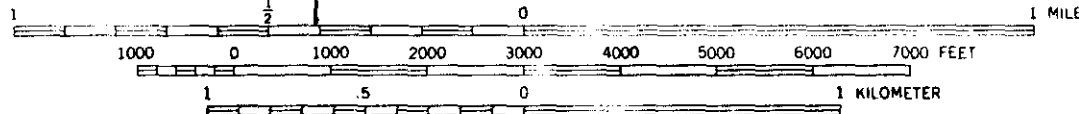
15/744120/7479090

Granite City, IL/MO Quadrangle
 Scale, 1:24,000

Brooklyn
 Rejoice PO)

(CAHOKIA) 0.3 MI. TO 155
 2961 (1 SW)

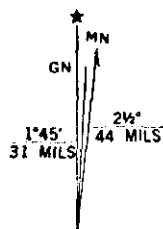
SCALE 1:24 000



CONTOUR INTERVAL 10 FEET
 DASHED LINES REPRESENT 5-FOOT CONTOURS
 NATIONAL GEODETIC VERTICAL DATUM OF 1929

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
 FOR SALE BY U. S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092,
 STATE GEOLOGICAL SURVEY, URBANA, ILLINOIS 61801,
 AND THE DIVISION OF GEOLOGY AND LAND SURVEY
 MISSOURI DEPARTMENT OF NATURAL RESOURCES, ROLLA, MISSOURI 65401
 A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

Revisions sh
 from aerial
 Map edited
 Purple tint



UTM GRID AND 1982 MAGNETIC NORTH
 DECLINATION AT CENTER OF SHEET

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

MAJESTIC HOTEL
200-10 North 11th Street
St. Louis, Missouri

#1 of 3 Principal (west) and
south elevations.

Photographer: Jane M. Porter

Date: June 1983

Negative: Landmarks Association
of St. Louis, Inc.

Camera facing east.



MAJESTIC HOTEL
200-10 North 11th Street
St. Louis, Missouri

#2 of 3 Detail of principal
(west) elevation.

Photographer: Mary M. Stiritz
Date: July 1983
Negative: Landmarks Association
of St. Louis, Inc.



MAJESTIC HOTEL
200-10 North 11th Street
St. Louis, Missouri

#3 of 3 South and west (principal) elevations.

Photocopy: St. Louis Post-Dispatch

Date: circa 1915

Negative: Landmarks Association
of St. Louis, Inc.

Camera facing northeast.

