Jefferson-First Union Tower

Charlotte-Mecklenburg Historic Landmarks Commission

Local Landmark Designation Report



301 South Tryon Street
Charlotte, North Carolina 28213

Prepared by

Heritage Consulting Group

In partnership with Riverside Development LLC

August 2026

I. General Information

1. Historical Property Names: Jefferson-First Union Tower

   Other Common Names: Jefferson-First Union Plaza and Jefferson Standard Building (name in National Register Nomination), First Union Plaza, Two First Union Center, Two Wachovia Center, Two Wells Fargo Center

2. Physical Address:

   301 South Tryon Street
   Charlotte, North Carolina 28282

3. Tax Parcel Identification Number (PIN): 12505101

4. Current Owner(s) Name(s): 301 S Tryon PropCo LLC
   c/o Riverside Investment & Development Company
   Attn: Anthony Scacco

5. Current Owner(s) Mailing Address(es): 150 N. Riverside Plaza, Suite 1800, Chicago, IL 60606

6. Copy of the most recent tax card: Attached to report

II. Abstract

1. Statement of Significance and Integrity Statement
   The 1971 Jefferson-First Union Tower at 301 South Tryon Street is significant for the Late-Modern design of the property's high-rise Tower as well as for its role in the development of the financial industry in Charlotte. The architecture of the thirty-two-story Tower is a direct result of the commercial significance of the First Union National Bank and the city's rapidly growing banking industry. The Tower specifically ushered in a new era of skyline development in the 1970s led by the leading financial institutions of the period, a trend that has continued into the twenty-first century. When constructed, the Tower was the first Late-Modern skyscraper in downtown Charlotte, reflecting a shift in architectural design trends.

   The designation includes the exterior of the Tower and Hyphen, the land shown on the attached map, the interior of the lobby and the following interior items: lobby configuration, travertine wall cladding in the lobby, cruciform columns in the lobby, configuration (not finishes) of the circulation and mechanical core on each floor, and the historic mail chutes. Please see the Supporting Documentation (V.6) for detailed information about the interior designation parameters.

   The significance of the Jefferson-First Union Tower is derived from the 1971 high-rise Tower which illustrates Late-Modern architecture in downtown

Charlotte. The Tower embodies the distinctive characteristics of its period, and the subsequent alterations to the Complex have not diminished integrity to the point that the Tower can no longer convey this significance.

2. Property and Boundaries

The property is located at 301 South Tryon Street, Charlotte, North Carolina on tax parcel identification number 12505101. The lot is bounded by South Tryon Street, to the northwest, East 3rd Street to the northeast, South College Street to the southeast, and East Martin Luther King Jr Boulevard to the southwest. As stated above, the Tower is part of a complex of five interconnected, yet distinct, buildings constructed in phases between 1955 and 1990. The boundary includes only the 1971 high-rise Tower and the 1971 Hyphen, which connects the Tower to the 1955 building, and select interior spaces and features as described in II.1 above. The designation does not include the 1955 mid-rise building, 1990 atrium, 1971 parking garage, or 1990 plaza. The mid-rise building was altered in 2005 and no longer retains integrity. While the parking garage was constructed in 1971, it was constructed as a functional aspect of the Complex, not as a significant architectural feature that would convey the level of significance necessary for designation. The atrium and plaza were constructed in the 1990s. An aerial map and survey of the boundaries of the property proposed for landmark designation are included in the Supporting Documentation submitted with this designation report.

III. Historic Background

1. Property History: The Tower and larger complex were known by several names throughout its history, most of which referred to the ownership of the building. Historically and throughout this document, the name “Jefferson-First Union Tower” refers to the 1971 Tower and Hyphen, and the name “Jefferson Standard Building” refers to the 1955/1963 mid-rise office building.

The Jefferson-First Union Tower was constructed in 1971. Construction of the thirty-two-story Tower included an eight-level parking garage (Block C) to the south and a twelve-story Hyphen (Block B) on the west elevation that connected the Tower with the twelve-story Jefferson Standard Building (Block D). As stated above, only the Tower and Hyphen are included in the designation.

Post-1971 Alterations

Around 1987, in conjunction with the construction of One First Union Center across College Street, exterior hardscaping at the street level of the Tower (Block A) facing College Street was redesigned. Previously a blank wall at the street level, the new design had terraced landscaping beds with wide granite stairs to access the main lobby on the first floor and retail space at the basement level. The interior of the basement level was reconfigured to access this new entrance. Between the Tower and the parking garage, an arched steel and glass connector was constructed over an existing plaza to carry pedestrian traffic into a skywalk over College Street. On the interior, the historic travertine wall cladding in the lobby was replicated in the redesigned basement and connector.

In 1989-1990 an atrium (Block E) was constructed over what had previously been a narrow open plaza that extended from Tryon Street to College Street, and a new open plaza was developed at the southwest corner of the block. In constructing the glass and steel atrium, glazed walls on the first story of the west elevation of the Tower and south elevation of the Hyphen (Block B) were removed to provide a single, open lobby space. The historic travertine wall cladding of the Tower and Block B was replicated throughout this space. The flooring throughout the first-floor lobby was installed at this time.

The timeline of changes to the upper floors of the Tower and Hyphen is unknown. As is common in large multi-tenant office towers, the finishes within the individual offices spaces at each floor have been changed and updated, as needed, by new tenants.

2. Date(s) of Construction: 1971

3. Date(s) of Additions and/or Alterations:

   1987: Construction of the connector between the parking garage (not included in the historic landmark boundary) and the Tower; reconfiguration of the basement retail space; alterations to the hardscaping along College Street.

   1990: Construction of the atrium (not included in the historic landmark boundary) which required removal of glazing on the first story of the south and east elevations of the Tower; construction of the mezzanine in the Hyphen; alteration of first floor finishes in the Tower and Hyphen.

2005: Recladding and reconfiguration of the 1955 Jefferson Standard Building (not included in the historic landmark boundary).

IV. Assessment

1. Statement of Significance

The 1971 Jefferson-First Union Tower (comprised of a high-rise Tower and Hyphen) at 301 South Tryon Street in downtown Charlotte, Mecklenburg County, North Carolina, is significant for the Late-Modern design of the property's high-rise Tower as well as for its role in the development of the financial industry in Charlotte. The architecture of the thirty-two-story Tower is a direct result of the commercial significance of the First Union National Bank and the city's rapidly growing banking industry. The Tower specifically ushered in a new era of skyline development in the 1970s led by the leading financial institutions of the period, a trend that has continued into the twenty-first century. When constructed, the Tower was the first Late-Modern skyscraper in downtown Charlotte, reflecting a shift in architectural design trends.

In 1971 the Jefferson-First Union Tower was the tallest building in Charlotte and North Carolina at 433'-tall. Jointly constructed by First Union National Bank and the Jefferson Standard Life Insurance Company, the Complex illustrates the commitment of both companies to enhance and develop downtown Charlotte. The Late-Modern design communicates the trend of constructing monumental buildings, particularly buildings to house corporate headquarters, to reflect the growth and expansion of corporations in the late twentieth century. First Union National Bank was established in Charlotte in 1908 with headquarters downtown. After tremendous growth in the late 1950s and early 1960s, First Union National Bank required a larger space to better serve the needs of their customers, opening and expanding the Jefferson Standard Building at the corner of Tryon and 3rd streets in 1955 and 1963, respectively. This need for additional space continued into the early 1970s when they completed their massive expansion to the east and south of their earlier building. Significantly, the 1971 Tower became the focal point and primary portion of the larger complex of interconnected blocks. The entire Complex served as First Union National Bank's headquarters and primary office space through a series of mergers and acquisitions by other banking institutions.

The Tower retains the monumental massing and Late-Modern corporate character, specifically the extreme repetition of the concrete structural columns, the expression of structure as the only ornament, and the paradox of a concrete tower "floating" on

an open base. Designed by the prominent Charlotte architectural firm of J.N. Pease and Associates, the Tower is a statement of the bank's power and prestige. The Tower's Late-Modern design communicates the trend of constructing monumental buildings, particularly buildings to house corporate headquarters, to reflect the growth and expansion of corporations in the late twentieth century. In Charlotte these were largely constructed by financial and banking institutions. The Tower was constructed to address the bank's need for additional space and became the focal point and primary portion of the larger complex of interconnected blocks. Similarly, the accompanying Hyphen complements the Late-Modern architecture of the Tower through the inset base that corresponds to the inset base of the Tower and similar proportions in the gridded curtain walls and overall grid of the Tower. The Tower alone has architectural significance, while the Hyphen is a crucial element to the Complex because it creates a transition to and separation from the previously constructed 1955 office building. The Hyphen allows the Tower to visually stand on its own by enhancing and preserving the Tower's ability to convey its architectural significance despite later alterations to the Complex.

Modern High-Rise Architecture in Charlotte

As Charlotte grew in prosperity and importance as a banking city in the mid-twentieth century, its most prominent banks changed the built environment of its downtown. The growing financial industry, and the employees required to support that industry, needed larger spaces to conduct business.[1] Additionally, the architecture of financial institutions had changed dramatically since the first half of the century, and banks across the country constructed buildings in the International style, the leading architectural style of the post-World War II era.[2]

In Charlotte, the result was a boom in downtown high-rise construction in the mid-twentieth century, most reflecting Modern Movement styles of architecture. In the 1950s and into the 1960s in downtown Charlotte, these office buildings were typically less than twenty stories tall, but the 1970s ushered in the era of thirty-story skyscraper office towers. In Charlotte, two leading architectural firms, J.N. Pease and Associates and A.G. Odell Jr., influenced this shift to Modern architecture through their design of these office buildings.[3]

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[1] Rick Rothacker, *Banktown: The Rise and Struggles of Charlotte's Big Banks* (Winston-Salem, N.C.: John F. Blair, 2010) 22.

[2] Charles Belfoure*, Monuments to Money: The Architecture of American Banks,* (Jefferson, NC: McFarland and Company, 2005), 244-245.

[3] Morrill, Dan L. and Stewart Gray. "Survey of Historic Buildings and Structures in Center City Charlotte." Charlotte-Mecklenburg Historic Landmarks Commission, September 2004. Center-City-Charlotte-Survey.pdf

Notably, First Union and Jefferson Standard, as leading financial institutions in the city, contributed to this development of the physical landscape of downtown Charlotte through the construction of the 1955 Jefferson Standard Building (Block D). Designed by the firm of J.N. Norman Pease, it was the first International style high-rise building in downtown Charlotte, illustrating the larger trend in architectural styles and banking design. Rising nine stories, the building featured a distinct façade with alternating horizontal bands of concrete and glass, illustrating primary tenets of the style.[4] Brick clad the south elevation, which was nearly entirely blank, housing the circulation, mechanical, and restroom core on the interior. More than just a new building, Union National Bank recognized what the modern building represented, as articulated in a 1955 newspaper announcement:

> *With the opening of the door to our new home, there begins a new era of service to the people of this community. This beautiful new home represents another milestone in our progress as well as evidence of our continuing responsibility to provide a complete banking service....*[5]

Growth in downtown Charlotte continued slowly over the next decade. Then in 1964, the City sought to formally develop a plan that would, among other things, guide future development, revitalize the city center, and increase the economic importance of the city to the larger region.10F[6] A 1965 presentation by the Charlotte Downtown Association indicated as much when it said "Charlotte is a city in transition, becoming the heart of the throbbing [North Carolina] Piedmont, rather than an island to itself."11F[7] Notably, during the post-World War II period, key supporters of these plans to improve Charlotte's central business district were also the most prominent local Modernist architects in the city, namely J. Norman Pease and A.G. Odell, Jr. The city hired Odell to develop the city plan in 1966, and Pease, architect of the 1971 building, "became heavily involved with the Chamber of Commerce, politics, and the newspaper in his efforts to promote his work and be a good citizen of the city, looking out for Charlotte's best interests."12F[8] Thus, these leading architects understood the importance of their buildings in the larger context of downtown development.

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[4] See "Construction History" section below. Three stories were added to the building in 1963.
[5] Roy Covington, "Union National Bank to Open Doors of Its New Home Today," *The Charlotte Observer,* February 21, 1955, 17 (newspapers.com).
[6] Charlotte Committee for the Master Plan, *Greater Charlotte Central Area Plan,* (Charlotte, N.C.: 1966), (no page number, page 8 of document).
[7] Art Skibbe, "Slides Tell Story of Charlotte," *The Charlotte News,* June 25, 1965, 3.
[8] Sarah A. Woodard and Sherry Joines Wyatt, *Motorized Landscape: The Development of Modernism in Charlotte, 1945-1965,* (2000), 28.

In 1966, A.G. Odell, Jr. and Associates, Architects, completed a grand plan that envisioned improved parking and traffic flow, new commercial development around Independence Square, a new convention center, and multiple parks and public open spaces. The plan even called for a zoo, stadium, and high-rise residential construction to attract more people to the downtown area and counter the shift to the suburbs that had been occurring since World War II. Similarly, as many businesses followed their customers to the suburbs, one key to Charlotte's 1966 City Plan was private investment in the central business district, such as construction of new office buildings. The plan even specified that investment should be located at the core of downtown Charlotte, in the block bounded by South Tryon, East Trade, College and 4th streets, just north of the Jefferson-First Union property.13F[9] The plan recognized the importance of local banks in fulfilling this goal, as indicated by illustrations of future downtown streetscapes that prominently feature high-rise bank buildings, including First Union National Bank (*Figure 1*).

More planning occurred in the early 1970s, when the City again sought to guide development by creating another Downtown Development Plan. The 1971 plan was to help create "a city center that all citizens will be proud of."14F[10]

The City's plans for the central business district seemingly sparked interest, because in the 1970s, downtown Charlotte saw a surge in development (*Figure 2*). From 1970 to 1974, it was reported that the square footage of office space in Charlotte-Mecklenburg County increased threefold, with the majority of that space in downtown Charlotte.15F[11] Much of this development was due to skyscraper construction such as the Jefferson First-Union Plaza. Being the first such skyscraper, it played an important role in spurring new construction, as recognized by Charlotteans at the time, "the success of the 32-story First Union-Jefferson Standard tower may be the biggest single thing that has sparked Charlotte to its big office building boom since January 1971."16F[12] Three more office towers quickly followed, including the forty-story North Carolina National Bank (NCNB) Plaza, completed around 1974; the thirty-two-story tower that Wachovia Bank and Trust Company opened in 1974; and the Southern National Center that Southern National Bank opened in 1975 (*Figure 2*).17F[13]

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[9] Charlotte Committee for the Master Plan, (no page number, pages 9-10 of document).
[10] As quoted in Allan Sloan, 'A City Center All Will Be Proud Of' *The Charlotte Observer,* March 24, 1971, 8.
[11] "SKYSCRAPERS, Who Will Fill UP Downtown's New Office Space?" *The Charlotte News,* February 25, 1974, 49.
[12] Ellison Clary, "Tower Building Boom's Spark," *The Charlotte News,* March 28, 1972, 44.
[13] Note that these three office towers are the same used in the comparative analysis.

Historic images of the Charlotte skyline show the dramatic changes that occurred within the central business district. Beginning in the 1970s and continuing into the twenty-first century, businesses demolished older, smaller buildings to make space for larger and taller buildings, sending the city through a cycle of scraping and rebuilding (*Figures 3 to 6*). Not only did this showcase their confidence in the growing city, but also their commercial and financial strength, as some of the largest banks in North Carolina at the time. The 1971 Jefferson-First Union Tower, as the earliest of these examples, fueled an ongoing competition among the leading financial institutions of the city to construct the tallest office building, as shown by newspaper headlines.18F[14]

Notably, First Union National Bank and Jefferson Standard Company did not relocate to construct their new Tower but instead continued to invest and expand in their current location. Choosing to place the Tower along College Street rather than the more prominent South Tryon Street "got the ball rolling" for future investment in this area of downtown.19F[15] As the first Late-Modern skyscraper in downtown Charlotte, the Jefferson-First Union Tower introduced the City to the style, and provided an opportunity for later office towers to build off of and refine the style (*Figure 7*).

When constructed, some of these new office towers had high vacancy rates, as reported in an article from 1974. Of the buildings discussed in the article, the Jefferson-First Union Tower was the only one reported to be 100 percent leased, while others had pre-lease rates as low as 30 percent.20F[16] The same article highlights that the new tower at 301 S. Tryon Street was "the first of the new generation of downtown skyscrapers." 21F[17] Vacancy rates for the four office towers noted above fluctuated in the late-1970s, but once constructed, the office towers appear to have filled a need for business in Charlotte. In 1975, it was reported that Jefferson-First Union was 90 percent occupied, and Southern National Bank Building was 80 percent occupied.22F[18] In 1978, the Tower remained at 90 percent occupancy, and in 1979, it was reported that all four office towers had high occupancy rates.23F[19] Thus, these office towers, and the space they offered, provided an opportunity for new businesses

[14] Doug Smith, "Banks wage fight for height on Charlotte skyline," *The Charlotte Observer,* October 19, 1998, 1.
[15] Emery Wister, "College St. Now Becoming Hottest Property In City," *The Charlotte News,* March 28, 1972, 40.
[16] "SKYSCRAPERS, Who Will Fill UP Downtown's New Office Space?"
[17] "SKYSCRAPERS, Who Will Fill UP Downtown's New Office Space?"
[18] John Vaughn, "Office Space? There's Plenty," *The Charlotte News,* May 5, 1975, 1.
[19] Shaw, Whitney, "First Union buying rest of downtown complex," *The Charlotte News,* November 22, 1978. M.S. Van Hecke, "Towers Have Changed Downtown Charlotte," *The Charlotte Observer,* December 9, 1979, 82.

to locate in downtown Charlotte, and further increase the City's status as a central hub in the region.

During this time, several different trends of the period influenced this development, including changes in bank architecture, the evolution of Modern architecture into new subtypes, such as Late Modern, and advancements in high-rise construction. The Jefferson-First Union Tower (minus the Jefferson Standard Building) illustrates each of these trends.

In the financial industry, many banks had moved to the suburbs of larger cities in the immediate years after World War II, following the movement of their customers. But in the 1960s, this trend shifted slightly, as banks sought to reclaim space in downtown financial districts and showcase the security of financial institutions by constructing large office towers.[20] One of the first and the most influential of such buildings was the One Chase Plaza in New York City, completed in 1960 and 1962.[21] Banks across the country started following suit, constructing large modern office towers in the hearts of downtowns, including First National Bank of Chicago in 1964.[22]

In addition to the influence from the architecture of financial institutions, the 1970s office towers in Charlotte also reflected trends in both high-rise construction and architectural styles, such as New Formalism and Late-Modern.

Late-Modern Architecture

Late-Modern describes a style of architectural expression that evolved out of, and in reaction to, the previously dominant Modern Movement architectural style shortly after the mid twentieth century. Evaluating the late 1960s and 1970s to gain perspective on diverging and concurrent architectural trends, scholars Charles Jencks and Marcus Whiffen published independent essays designed to assist in identifying and classifying contemporary architecture. Jencks coined the term "Late-Modern" in 1977.[23] Typically executed in modern materials like metal, glass, and concrete, Late-Modern buildings can share traits with other Modern Movement examples. However, some characteristics delineate the style as a distinct and recognizable expression. The articulated concrete frame building, for instance, first developed by SOM for the Brunswick Building in Chicago in 1962-1965, has closely spaced columns that form a

[20] Belfoure, 272.
[21] Belfoure, 269.
[22] Belfoure, 272.
[23] Charles Jencks, *Late-Modern Architecture and Other Essays*, (Great Britain: Rizzoli, 1980) 8.

rigid perimeter wall.[24] This structural system allowed for larger clear spans without interior columns and dispensed with the horizontal window banding that defined the Modern Movement for decades.

Jencks identified extreme logic, extreme repetition of modular elements, an exaggerated emphasis on constructional metaphors, and a sensuous imagery as defining aspects of the Late-Modern style.[25] Jencks emphasized the "single code," or the goal of taking Modern Movement devices to an extreme for the express and singular purpose of creating an amusing or dramatic aesthetic, as a hallmark of Late-Modern buildings.[26] While Late-Modern does not denote a specific aesthetic, Jenck's identified some specific Late-Modern characteristics, or "notions," which included *extreme repetition*, *structure and construction as ornament*, and the *anti-historical* notion, each of which are expressed in the Jefferson-First Union Tower. The notion of *extreme repetition* was often expressed through structural elements on the exterior. With regard to the notion of *structure and construction as ornament*, Late-Modern buildings rely on exposed construction materials for their aesthetic. An *anti-historical* notion is best expressed by resistance to using past styles in a revival interpretation.

Architectural historian Marcus Whiffen characterized Late-Modern as a rhetorical style, as opposed to the rational International Style. In examining Late-Modern architecture, particularly in comparison with the International Style, Whiffen identified three rhetorical devices commonly used to make an architectural statement: exaggeration, repetition, and paradox.[27]

Jencks and Whiffen define the Late-Modern aesthetic in terms of conceptual ideas rather than specific physical features. The Jefferson-First Union Tower fully embodies the characteristics and concepts of Late-Modern design and is significant as the earliest local example of the articulation of these concepts, reflecting its high artistic expression and innovation within downtown Charlotte.

Late-Modern in the context of Modern Movement and New Formalism

Late-Modern occurred simultaneously with other styles and was not part of a linear progression away from Modern Movement or toward a subsequent expression. Rather, it represented a unique set of ideals that informed design. A comparison and

[24] Carole Rifkind, *A Field Guide to Contemporary American Architecture*, (New York: The Penguin Group, 2001), 283.
[25] Jencks, 8.
[26] Jencks, 8.
[27] Marcus Whiffen, *American Architecture Since 1780: A Guide to the Styles*, (Cambridge: MIT Press, 1992) 285.

contrast of contemporaneous architectural styles helps to understand how Late-Modern is distinguishable as a distinct style.

Modern architecture is a broad term that includes trends and styles spanning the mid- to late-twentieth century and describes a design theory that relies on function to inform design. Modern Movement as a style produces a machine character by embracing contemporary means of construction without ornamentation or historical reference. The style proliferated in the mid-twentieth century as Mies van der Rohe's rhythmic geometry influenced Modern Movement commercial tower construction in the post-World War II era. The resulting expressed exterior grid structure paired with curtain walls composed of glass and contrasting spandrel panels served as a common template for commercial buildings into the 1960s.

Late-Modern adapted and exaggerated some Modern Movement concepts such as repetition. In Modern Movement examples, rhythmic, repeating proportions are informed by the building program and are therefore "rational." In a Late-Modern treatment, extreme repetition is exploited. Where Modern Movement eschewed ornament in favor of undisguised structure and materials, Late-Modern utilized structure and construction *as* ornament.[28] Using a reality of construction—the exterior wall—as a decorative device exemplifies Late-Modern emphasis on construction metaphor.

New Formalism also emerged as another evolution of Modern Movement architecture in the 1960s. The style was a reaction to the purely rigid aesthetic of the International style and sought to blend classical forms, such as arches, columns, and overall proportion with modern materials and technologies. Although similar in concept to some aspects of Late-Modern, New Formalism developed with more defining characteristics, such as symmetry, repetition, heavy roof slabs, smooth wall surfaces, and buildings set on a base or podium. Most notably New Formalism embraced reference to historic forms, specifically the arch, as opposed to the strict absence of classical forms in Late-Modern. [29]

The Architecture of Jefferson-First Union Tower

The 1971 Jefferson-First Union Tower, designed by the prominent local firm of J.N. Pease and Associates, is an excellent local example of Late-Modern high-rise architecture in downtown Charlotte. The Jefferson-First Union Tower expresses the notions that characterize Late Modern Architecture, described by Jencks. These include *the use of structure and construction as ornament* with no applied decoration.

[28] Jenks, 46.
[29] Whiffen, 261.

The Jefferson-First Union Tower with engaged concrete structural columns repeated across each elevation of the strictly symmetrical and rectangular tower, highlights the form of structure, elevating it to a decorative element. The architect J.N. Pease Jr. specified this notion in a 1973 editorial about the building saying, “there are no applied panels or ornamentation.”[30] With regard to the *anti-historical* notion, the building lacks any reference to earlier styles. And when constructed, the hyphen served to further emphasize this notion by separating the Late-Modern Tower from the Jefferson Standard Building.

Both Jencks and Whiffen discuss *extreme repetition* as a defining characteristic of Late-Modern architecture. The Jefferson-First Union Tower exemplifies this concept through the concrete structural grid on each elevation of the building. The repetition is further emphasized in the fixed windows that are carried through each floor of the Tower across each elevation. Additionally, the hyphen expresses this same repetition through the grid in the glazed curtain wall.

Whiffen also described the *paradox* of Late Modern architecture which is expressed in the Jefferson-First Union Tower through the narrow columns and slight flare at the base of the building, which give the solid concrete a delicate appearance, while the recessed and glazed first story give the monumental tower the appearance of lightness. Additionally, the recessed base below solid upper stories is also illustrated in the design of the Hyphen.

The architect’s use of a poured concrete structure reflects what architectural historian Carole Rifkind identified as a distinct type of tall office building construction that emerged in the mid-twentieth century. As she observed, “improvements in concrete and an increasingly precise knowledge of its structure behavior, economy, construction efficiency, scheduling flexibility, and design freedom combined to increase concrete’s competitiveness with steel.”[31] Rather than use an interior steel structure, the architect took advantage of these new advances in concrete that allowed its application as a structural element in skyscrapers. This, in turn, permitted a column-free interior space, giving more flexibility for office arrangement. Again, the architect J.N. Pease Jr. stated in 1973 about the Jefferson-First Union Tower, “In a typical bay every other mullion serves as a structural column with the others serving as mechanical risers. The entire perimeter wall serves architecturally, structurally and mechanically, permitting column-free space for a typical tower floor.”[32]

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[30] J. Norman Pease, Jr., “Tower is Unfairly Criticized,” *The Charlotte Observer,* February 26, 1973, 18 (newspapers.com).
[31] Rifkind, 283.
[32] J. Norman Pease, Jr., “Tower is Unfairly Criticized.”

Comparative Analysis

Banks in the growing financial hub of Charlotte led the trend of high-rise construction in the 1970s, the first of which was the Jefferson-First Union Tower. First Union leaders recognized the important link between the architecture of a building and the image it portrayed to the general public, as stated by bank president C.C. Cameron at the ground breaking ceremony for the Tower, "we have provided the spark today, but we cannot let it blow out…we must encourage private enterprise to become involved in the central city development."[33] The spark seemingly spread to others because by 1975, four banks had constructed twenty-plus story office towers in downtown, changing the skyline and economic trajectory of downtown. The Tower associated with the Jefferson-First Union Tower led this era of new construction. These new towers primarily aligned with New Formalist, Late-Modern, or a merging of the two styles.

One of the succeeding modernist skyscrapers was the forty-story North Carolina National Bank (NCNB) Plaza at 101 S. Tryon St., completed around 1974 (*Figure 8*). Designed by the prominent Charlotte firm of A.G. Odell Jr. and Associates and the Atlanta firm of Thompson, Venchett, and Stanbach, the irregular hexagon-shaped tower features a steel structural system with entirely glazed curtain walls.[34] The only ornament on the tower is the grid created by the thin metal frame of the curtain wall. The building embodies the slick skin form of tall office buildings, as defined by Carole Rifkind, rather than concrete construction.[35] Additionally, it follows the trends of Late-Modern style rather than New Formalism. Rising to just over 500' tall, NCBC Plaza replaced the Jefferson-First Union Tower as the tallest building in Charlotte and held the title until 1986 when First Union constructed a new forty-two-story tower.

Also in 1974, Wachovia Bank and Trust Company opened a thirty-two-story tower at 400 S. Tryon Street in 1974 (*Figure 9*). Designed by William R. Little and Associates, the tower best expresses the ideals of New Formalism through the arched openings on the first story, continuous projecting narrow tinted windows, the use of repetition and symmetry, and the prominent cap to the tower.

Southern National Bank opened its Southern National Center at 200 South College Street in 1975 (*Figure 10*). Although the shortest among the 1970s wave of high-rise construction at twenty-two stories, it displayed a combination of Late-Modern and New Formalist styles, using the base-shaft-capital arrangement of the earliest skyscrapers.

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[33] Roy Covington, Pageantry, Balloons Color Groundbreaking For Tower," *The Charlotte Observer,* August 22, 1968 (Charlotte-Mecklenburg Public Library Special Collections, Jefferson-First Union Plaza Vertical File).
[34] NCBC (Bank of America) Plaza. North Carolina Architects Builders: A Biographical Dictionary, NCNB (Bank of America) Plaza (accessed November 14, 2025).
[35] Rifkind, 297.

The perceived height of the tower was enhanced through the design, which featured wide block of slightly projecting glazing that rise the height of the tower. The dark tinted glazing is contrasted by unpainted concrete panels. The base and capital are distinctly horizontal, with contrasted with the vertical blocks of glazing in the "shaft." A prominent top caps the building.

Of these four office towers constructed in downtown Charlotte in the early 1970s, the Jefferson-First Union Tower stands out as an excellent example of Late-Modern design. NCNB Plaza differs greatly from the Jefferson-First Union Tower in its complete lack of ornament, smooth wall surfaces, steel versus concrete construction, and irregular shape. Southern National Center, more closely aligns with New Formalism in the distinct base and classical proportions, while the curtain walls allude to Late Modernism.

Both the Jefferson-First Union Tower and the Wachovia Bank and Trust Center share similarities. Both have repetitive exterior, expressed concrete structure and symmetry. Notably, however, the structure of the buildings is wholly different, with the Jefferson-First Union Tower utilizing an exterior concrete structure, while the Wachovia Center has an internal steel frame.[36] Additionally, Wachovia Center illustrates the New Formalism style, most clearly through the use of the arch at the first story, while the Jefferson-First Union Tower represents Late-Modernism. Thus, although one of several Modern high-rise office towers in downtown Charlotte, the Jefferson-First Union Tower stands out as the earliest of these office towers that ushered in a wave of high-rise construction in 1970s downtown Charlotte and as the best representation of Late-Modern architecture.

The Construction of the Jefferson-First Union Tower Complex

The Jefferson-First Union Tower was constructed in 1971. Construction of the thirty-two-story tower included an eight-level parking garage (Block C) to the south and a twelve-story hyphen (Block B) on the west elevation that connected the Tower with the twelve-story Jefferson Standard Building (Block D).

The Jefferson Standard Building (Block D, not part of this designation) was constructed as a joint investment of Jefferson Standard Life Insurance Company and Union National Bank (predecessor to First Union). By 1963, First Union had grown and required extra space within its downtown headquarters. As a result, and as originally accounted for by the architects, three new floors were constructed at the top

[36] Emery Wister, "HIGH, Y'ALL!," *The Charlotte News,* January 11, 1973, 19 (newspapers.com).

of nine-story Jefferson Standard Building.[37] Fueled by First Union's continued growth in the 1960s, by the end of the decade, the company was poised to once again expand operations and construct new facilities in downtown Charlotte. In 1967, First Union National Bank and Jefferson Standard Life Insurance Company purchased the property at East 3rd and South College Street, to the east of its headquarters, for $590,000. The property had been owned by the City Savings Bank and contained their offices and two additional buildings. Initial plans conceived of a thirty-story tower and a five-hundred-car parking garage on the site.[38]

As they had in the early 1950s, First Union and Jefferson Standard again hired the firm of J. Norman Pease, now J.N. Pease Associates, to design new facilities. By 1968 plans had been drawn and a ground-breaking ceremony was held on August 21, 1968. North Carolina governor Dan Moore spoke at the ceremony, highlighting the importance of this "ultra-modern new building" to the state of North Carolina.[39] At the time, the "Jefferson First Union Tower" was estimated to cost $15 million, be completed in 1970, and be the "the tallest building in the Carolinas."[40] Five buildings on the site were demolished, beginning in September 1968, to make space for the new tower.[41] Construction continued over the next three years, with J.A. Jones Construction Company as the general contractor and Paul H. Graham acting as project manager.[42]

The Jefferson-First Union Tower was completed in 1971. The thirty-two-story tower and twelve-story Hyphen showcased the prominence and wealth of both companies and reflected trends in bank design and architectural styles. When constructed, it was reported to be the tallest building in both North and South Carolina at 433' tall.[43] The exterior was clad with Rnue concrete and the interior featured travertine. Twelve elevators provide vertical circulation through the tower—six low-rise and six-high-rise.

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[37] "Accounts of Ladies Will Receive Special Attention," *The Charlotte Observer,* September 8, 1963 (Charlotte-Mecklenburg Public Library Special Collections, First Union National Bank Vertical File).
[38] Roy Covington, "Local Bank Buys Property For New 30-Story Building," *The Charlotte Observer,* June 2, 1967, 4 (newspapers.com).
[39] Full-page advertisement for groundbreaking, *The Charlotte Observer,* August 21, 1968, 27 (newspapers.com).
[40] Full-page advertisement for groundbreaking.
[41] "'Dream' Climbs to Reality," *The Charlotte Observer,* October 10, 1970, 6 (newspapers.com).
[42] "'Dream' Climbs to Reality."
[43] Jefferson First Union Plaza Guidebook, (Charlotte-Mecklenburg Public Library Special Collections, Jefferson First Union Plaza Vertical File).

The twelfth floor of the hyphen (Block B) held an auditorium space that could seat two hundred people and featured a projection room and film processing area.[44]

The Tower and Hyphen offered 500,000 square feet of tenant space. First Union occupied roughly 50 percent of the building, with executive offices on the twenty-eighth floor, and most other departments on floors one to twelve. Jefferson Standard had offices on the twenty-ninth floor, and other businesses, such as real estate firms, accountants, and attorneys, occupied offices throughout the Tower.[45] The "Top of the Tower" restaurant, open to the public, had space on the twenty-ninth and thirtieth floors, with space for four hundred people and the ability to feed up to 1,500 people per hour. The restaurant was removed at an unknown date. To accommodate employees and visitors, the parking garage had space for over 650 cars.[46] By 1975, the building reported a 90 percent lease rate.[47]

J.N. Pease and Associates

In 1938 Colonel J. Norman Pease Sr. and James A. Stenhouse established J. Norman Pease and Company as an architect-engineering firm in Charlotte. Pease worked as an engineer in the firm and Stenhouse as an architect. In 1940, George Rawlins joined the firm as chief design engineer, and these three men led the company into the 1970s.[48] In 1940, the firm received a major contract to supervise construction of roads and barracks at Fort Bragg in North Carolina, and it became the first of many military projects in the firm's portfolio.[49] Pease served as a colonel in World War I, and in 1942 he was sent to serve in the military in the South Pacific. Prior to leaving for this service J.N. Pease and Co. was restructured as a corporation.[50]

Military construction and contracts were the firm's primary focus during the 1940s. In 1947 J. Norman Pease Jr. began working at the firm as an architect. During the 1950s, commissions expanded to commercial, institutional, and industrial design but retained

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[44] Jefferson First Union Plaza Guidebook.
[45] *Hill's Charlotte (Mecklenburg County, N.C.) City Directories* (Richmond: Hill Directory Company, 1973).
[46] Jefferson First Union Plaza Guidebook.
[47] "Office Space? There's Plenty," *The Charlotte News*, May 5, 1975, 1 (newspapers.com).
[48] "Over the Years…," *Profiles,* vol. 1, no. 1, (Pease Associates records, MS 578, J. Murrey Atkins Library Special Collections and University Archives, University of North Carolina at Charlotte).
[49] "Over the Years…"
[50] Demont Roseman, "Pease: For Charlotte Another Trademark!", *The Charlotte Observer,* August 18, 1957 (Pease Associates records, MS 578, J. Murrey Atkins Library Special Collections and University Archives, University of North Carolina at Charlotte).

some military contracts such as housing at Fort Bragg and Seymour Johnson Air Force Base.[51] In 1955 Jefferson Standard and Union National Bank hired the firm to design the nine-story office building at 301 S. Tryon Street.

The company's portfolio expanded further in the 1960s to include higher education, research and computer facilities, and telecommunications. The company also began to focus on urban design during this decade. In 1962, the name changed to J.N. Pease Associates, Architects-Engineers.[52] In the 1970s, the firm designed several major projects in downtown Charlotte, including the Jefferson-First Union Tower, Knight Publishing Company, and Duke Power and Electric Center. They also expanded to other states such as Georgia, New Jersey, and Utah.[53]

From the beginning, J.N. Pease and Associates assembled a diversified staff to cover all aspects of the design process. By the mid-1970s they had employees trained in landscape architecture, planning and urban design, and interior design, while the engineering department had individuals trained in civil and environmental engineering. The various units and expertise all worked together to produce a complete design, limiting the need for outside consultants on a project.[54]

Major changes came to the firm in the late-1970s. Col. Pease and Rawlins retired in 1975, and J.N. Pease Jr. became president of the firm. In 1977 Stenhouse retired, and J.N. Pease Jr. took on the additional role of chairman of the company.[55] By 1978 the firm had 125 people on staff and had several long-term clients with over one hundred commissions each, including the Southern Bell Telephone Company (290 commissions over thirty years), the City of Charlotte (138 commissions over forty years) and the U.S. Army Corps of Engineers (110 commissions over forty years). According to the list they had completed sixty-four commissions for First Union National Bank over a period of thirty years.[56] The firm continued throughout the late-

[51] "Over the Years…"
[52] "Over the Years…"
[53] "Over the Years…"
[54] J.N. Pease Associates- Architects/ Engineers/ Planners, (Pease Associates records, MS 578, J. Murrey Atkins Library Special Collections and University Archives, University of North Carolina at Charlotte).
[55] "Over the Years…"
[56] J.N. Pease Associates, "Repeat Clients," (Pease Associates records, MS 578, J. Murrey Atkins Library Special Collections and University Archives, University of North Carolina at Charlotte).

twentieth and early twenty-first-centuries. In 2010 they joined with LaBella Associates, a design firm with offices throughout the southern and eastern U.S.[57]

Brief History of First Union National Bank and Jefferson Standard Life Insurance

The first bank in North Carolina opened in 1804 when the state legislature chartered two banks. Notably, one of these banks, the bank of Cape Fear, also opened a branch in Fayetteville around the same time. This began a legacy of branch banking that helped North Carolina become the second largest banking state in the country, with Charlotte, and First Union National Bank, at the center of the activity.[58]

Stockholders held the first meeting of Union National Bank on April 29, 1908, with Chair W.I. Henderson Sr. and Secretary H.M. Victor. The bank's first office opened on June 2, 1908, at 135 S. Tryon Street in Charlotte. [59] The bank grew quickly and by 1912 it moved to a new and larger space at the northeast corner of South Tryon Street and East 4th Street. H.M. Victor was elected president in January 1913, and T.M. Wade served as Chair of the Board. Union National Bank operated from the Tryon/ 4th Street building for thirty-five years, remodeling and expanding the space four different times during that tenure. [60]

Union National Bank grew steadily in the early 1900s and survived the banking crisis in 1929 and the economic downturn of the 1930s. In January 1947 the bank became the first in Charlotte to open a branch facility, which was located at 609 Providence Street.[61] With two locations, the bank could better serve its customers and benefited from more opportunities for growth. Under the direction of Chair H.M. Victor, and President George S. Crouch, Union National Bank continued to expand, and in 1949 reported total deposits of $37 million.[62]

By the 1950s, the bank had grown to include six offices in Charlotte. On January 8, 1952, Carl G. McCraw was elected president and Crouch became Chair.[63] With the growing number of branch banks, Union National Bank needed new and larger

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[57] Pease Associates records, MS 578, J. Murrey Atkins Library Special Collections and University Archives, University of North Carolina at Charlotte. https://findingaids.charlotte.edu/repositories/4/resources/1514 Accessed November 13, 2025.
[58] Rothacker, *Banktown,*4, 7.
[59] "Union National Bank Has Grown Steadily," *The Charlotte News,* January 31, 1956, 24 (newspapers.com).
[60] "Union National Bank Has Grown Steadily."
[61] "Union National Bank Has Grown Steadily."
[62] Julian Scheer, "First Union, Wilson Bank Plan To Merge," *The Charlotte News*, October 29, 1959, 1-2 (newspapers.com).
[63] "Union National Bank Has Grown Steadily."

headquarters. In 1953 they announced a partnership with Jefferson Standard Life Insurance Company to construct a new office building in downtown Charlotte. Although a partnership between the companies, one *Charlotte Observer* article indicated that Union National President McGraw "planned the project and developed it over a period of many months."[64] When the Jefferson Standard Building (currently Block D) was completed in 1955, Union National Bank's headquarters occupied the entire first floor.

Operating out of their new headquarters, the Union National Bank announced an expansion of all services and activities. Earnings in 1955 were 13 percent higher and deposits 17 percent higher than in 1954. President McGraw reported on the bank's move to the "ultra-modern, much larger quarters" and plans for and ongoing construction of three more offices throughout Charlotte.[65]

With the expansion of services allowed by the new headquarters, Union National Bank dramatically increased profits in the late 1950s. In 1956 it had a capital stock of $1 million, a surplus of $4 million, and undivided profit of $107,366.[66] By 1957, deposits reached $66 million.[67] A major change came in July 1958 when Union National Bank merged with First National Bank of Asheville, and changed its name to First Union National Bank (First Union).[68] With this merger, First Union continued to grow, expanding three more times before November 1959 through the acquisition of Durham Industrial Bank, two banks in Lenoir, and the National Bank of Wilson. These expansions served to double the size of the bank, expand operations to twenty-seven offices in nine cities, and increase resources to $150 million. After these mergers, First Union was among the 200 largest banks in the country and one of the top five in North Carolina.[69]

Growth continued in the 1960s as First Union opened branch banks in towns across the state, including Brevard, Lenoir, and Asheville. This growth also required increased space in the bank's Charlotte headquarters. To this end, three floors were added to the top of the 1955 Jefferson Standard Building in 1963 to add banking space and

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[64] Hazel M. Trotter, "8-Story Office Building Will Be Erected In City," *The Charlotte Observer,* July 2, 1953, 1 (newspapers.com).
[65] "Charlotte Banks Report 1955 Earnings Rise At Annual Meetings," *The Charlotte News,* January 11, 1956, 12 (newspapers.com).
[66] "Union National Bank Has Grown Steadily," *The Charlotte News,* January 31, 1956, 24 (newspapers.com).
[67] Scheer, "First Union, Wilson Bank Plan To Merge."
[68] David Hayhow, "Union National Bank, Asheville Firm Join," *The Charlotte Observer,* July 19, 1958, 3 (newspapers.com).
[69] Scheer, "First Union, Wilson Bank Plan To Merge."

offices for First Union.[70] By 1966, First Union operated out of forty-three cities in North Carolina with ninety-four total offices. It ranked seventy-sixth in the list of largest banks in the United States with deposits of $580 million and total assets of $663 million.[71]

In 1967, C.C. Cameron became president and chair of First Union and continued the pace of rapid change and expansion.[72] In July of 1967, First Union once again announced plans to partner with Jefferson Standard Life Insurance to construct a new office building. Like the 1955 building this new thirty-story office tower was to be completely modern in architectural style and mechanical function and would allow First Union to further expand and grow.[73] As Gene Clark a First Union official said at the time, "from Jefferson Standard's viewpoint, it's an investment…From ours, we need the room. We've got space, now, in seven other buildings, and we've got to 'reconsolidate.'"[74] This new office tower would provide vital space for the bank to develop, while the modern architectural style emphasized the evolution of the bank as a leading financial institution in Charlotte.

The following year, 1968, Cameron oversaw a major change in First Union's structure, when they established First Union National Bancorp as a one-bank holding company. It was the first bank in the United States to be organized as such, and others soon followed. Although by law the First Union National Bank was only allowed to operate in North Carolina, the other subsidiary companies in the corporation could operate throughout the country, allowing the new corporation to expand its reach.[75]

The Jefferson-First Union Tower opened in 1971. First Union continued to occupy the first floor of the older Jefferson Standard Building (Block D) but also occupied space on at least 16 floors of the tower.[76] Operating from this expanded space and new headquarters, by 1972 First Union had 163 offices in seventy-six cities in North

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[70] "Accounts of Ladies Will Receive Special Attention."
[71] First Union National Bank of North Carolina, Statement of Condition, December 31, 1966 (Charlotte-Mecklenburg Public Library Special Collections, First Union National Bank Vertical File).
[72] Roy Covington, "Local Bank Buys Property For New 30-Story Building," *The Charlotte Observer,* June 2, 1967, 4 (newspapers.com).
[73] Covington, "Local Bank Buys Property For New 30-Story Building."
[74] Dot Jackson, "$15-Million Building Growing Steadily Toward the Clouds," (Charlotte-Mecklenburg Public Library Special Collections, First Union National Bank Vertical File).
[75] Jim Parks, "Businessman in the Bank, FUNB's Cliff Cameron," *The Charlotte Observer,* August 3, 1969, 1 (Charlotte-Mecklenburg Public Library Special Collections, First Union National Bank Vertical File).
[76] Jefferson First Union Plaza Guidebook.

Carolina.[77] A slight economic recession in the mid-1970s impacted financial institutions across the country, including First Union. The company reported layoffs and hiring freezes at the end of 1975, and a loss in profits from the previous year. By 1976, the downturn had reversed, and earning and profits were on the rise.[78] In 1978, First Union had the means to buy out the interest of the Jefferson-First Union Tower and Jefferson Standard Building from Jefferson Standard, and the building was renamed the First Union Plaza.[79] The 1980 annual report for First Union National bank reported $3.3 billion in assets, with 264 offices spread across eleven states and four countries.[80]

By 1985, First Union Corp. was North Carolina's third largest bank holding company.[81] Continuing the path of rapid growth and expansion, in the mid-1980s, First Union constructed a new office forty-two-story office tower across College Street, and the bank's headquarters moved into the space. The building became known as One First Union Center, and the First Union Plaza was renamed Two First Union Center.[82]

In 2001 First Union, under the direction of CEO Ed Crutchfield expanded further and merged with Wachovia Bank.[83] Wachovia had been established in Winston-Salem North Carolina in 1879. It had grown rapidly and like First Union, was one of the first banks to establish branch banks.[84] In the early 2000s, Wachovia was one of the largest banks in the state.[85] With the merger, First Union changed its name to Wachovia, and the new bank was one of the four largest in the country. With expansion, Wachovia needed its offices to reflect the modern institution, and to this end, they undertook a major renovation to the former Jefferson Standard Building. During the financial crash of 2008, Wells Fargo purchased Wachovia, and that bank operates out of the building today.[86]

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[77] Jim Whitfield, "First Union national Is Giving More Authority to Its Regions, Library," The *Charlotte News,* October 8, 1972 (Charlotte-Mecklenburg Public Library Special Collections, First Union National Bank Vertical File).
[78] Roy Covington, "Spring Brightens Cameron's Outlook," *The Charlotte Observer,* March 21, 1976 (Charlotte-Mecklenburg Public Library Special Collections, First Union National Bank Vertical File).
[79] Whitney Shaw, "First Union buying rest of downtown complex," *The Charlotte News,* November 22, 1978, 9 (newspapers.com).
[80] First Union Corporation, 1980 Annual Report, 1 (Charlotte-Mecklenburg Public Library Special Collections, First Union National Bank Vertical File).
[81] "What's in a Name," *The Charlotte Observer,* January 31, 1988, (newspapers.com).
[82] "What's in a Name."
[83] Rothacker, *Banktown,* xi.
[84] Rothacker, *Banktown,* 8.
[85] Rothacker, *Banktown,* 4.
[86] Rothacker, *Banktown,* xii.

Jefferson Standard Life Insurance Company

In 1907, P.D. and Charles W. Gold established the Jefferson Standard Life Insurance Company (Jefferson Standard) in Raleigh, North Carolina. The Gold family had made money in the newspaper business, and the brothers used that wealth to fund the initial operation of Jefferson Standard. More than just an insurance company, the Golds envisioned Jefferson Standard as a way to use their wealth to bring money and prosperity to the South during the years of Reconstruction.[87]

In 1912 Jefferson Standard merged with both Security Life and Annuity Company and the Greensboro Life Insurance Company, and at the same time, the headquarters moved to Greensboro. After these mergers, Jefferson Standard's assets were $3.6 million, and by 1919, the company's total assets had nearly tripled to $10 million.[88] Like most businesses in the financial industry, the company struggled during the economic depression of the 1930s, but stayed intact by modifying policies to make it easier for clients to pay the dividends.[89] During the prosperity of the Post-World War II period, the company expanded and the company's capital stock grew from just $1 million in 1926 to $15 million by 1950.[90]

In Charlotte, the company harnessed this growth by partnering with First Union National Bank to construct their nine-story office tower in the heart of the city's growing financial center, known as the Jefferson Standard Building. By 1957, the company occupied offices on the second floor.[91]

In 1957 Jefferson Standard boasted an insurance in force of $1.5 billion.[92] By 1960, that number increased to $2 billion, and by the end of the 1960s, the company had clients in thirty-two states, Washington DC, and Puerto Rico.[93] Another major shift in the company occurred in 1968 when, under the leadership of W. Roger Soles, the company reorganized into the Jefferson-Pilot Corporation (Jefferson-Pilot), a holding company that integrated Jefferson Standard, Pilot Life Insurance Company and the Jefferson Standard Broadcasting Company.[94]

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[87] Jefferson-Pilot Corporation, Company-Histories.com (https://www.company-histories.com).
[88] Jefferson-Pilot Corporation, Company-Histories.com.
[89] Alexander R. Stoesen, "Jefferson-Pilot Corporation," NCpedia, State Library of North Carolina, April 2022. (https://www.ncpedia.org/jefferson-pilot-corporation).
[90] Stoesen, "Jefferson-Pilot Corporation."
[91] *Hill's Charlotte (Mecklenburg County, N.C.) City Directories* (Richmond: Hill Directory Company, 1957).
[92] Jefferson-Pilot Corporation, Company-Histories.com.
[93] Jefferson-Pilot Corporation, Company-Histories.com.
[94] Stoesen, "Jefferson-Pilot Corporation."

Once again, the company marked this growth by partnering with First Union National Bank to construct a new office tower and parking garage. When the tower was completed in 1971, Jefferson Standard occupied offices on the twenty-ninth floor.[95] In 1978, First Union National Bank bought Jefferson-Pilot's 80 percent interest in the building, but Jefferson Standard retained its offices.[96]

The insurance industry as a whole declined in the 1970s and 1980s due to changing regulations, and Jeferson-Pilot's growth slowed during this time. To counteract this contraction, Jefferson Standard diversified into new financial markets in the 1970s, and by 1978, the company had insurance in force at $6 billion.[97] Jefferson-Pilot continued to grow in the following decades. After a series of acquisitions in the early 1990s, it was the fifth-largest life insurer in the country in 1995. In 2006, Lincoln National Corporation purchased Jefferson-Pilot and the company ended.[98]

2. Architectural Description

The Jefferson-First Union Tower is located at 301 South Tryon Street in downtown Charlotte.[99] The 1971 thirty-two-story rectangular Late-Modern high-rise office Tower (Block A) is located at the northeast corner of the parcel. Cruciform columns at the first story support poured concrete walls with engaged structural columns in the thirty-one stories of the Tower. West of the Tower, Block B is twelve-story flat-roof Hyphen constructed in 1971 to connect the high-rise Tower to the 1955 mid-rise office building which was entirely reconstructed in 2005 and is not included in the historic landmark boundary. The Hyphen has historic dark-tinted glazed curtain walls on the upper stories and large round metal columns with non-historic glazed curtain walls at the first and second stories. The Tower retains its historic circulation, mechanical, and restroom core throughout, while finishes and some interior demising walls in the upper floors of the Tower and Hyphen have been updated to accommodate tenants. The Tower and Hyphen retain historic integrity as a significant Late-Modern building.

Setting & Site

The Jefferson-First Union Tower fills the northeast quadrant of the block bounded by East 3rd Street on the north, South College Street on the east, East Martin Luther

[95] *Hill's Charlotte (Mecklenburg County, N.C.) City Directories*, 1973, 535.
[96] Shaw, "First Union buying rest of downtown complex."
[97] Stoesen, "Jefferson-Pilot Corporation."
[98] Stoesen, "Jefferson-Pilot Corporation."
[99] The Building was known by several names throughout its history, most of which referred to the ownership of the building. During the period of significance (1971) it was known as the "Jefferson-First Union Plaza and the Jefferson Standard Building".

King Jr. Boulevard on the south and South Tryon Street on the west.[100] A mix of mid-rise and high-rise commercial buildings fill the surrounding blocks and create the dense, urban core of downtown Charlotte. Most surrounding buildings date to the late-twentieth century or early twenty-first century, with some dating to the early twentieth century.

Concrete sidewalks line the Tower and Hyphen along East 3rd Street and South College Street. An enclosed pedestrian bridge (1987) connects the hyphen to an adjacent building across East 3rd Street. This is not included in the proposed boundary due to lack of historic association with the building in 1971.

Non-historic terraced granite landscaping beds line the front of the Tower (Block A) along South College Street. At the corner of South College Street and East 3rd Street, a wide granite stair leads down to the basement level. At the center of the Tower (Block A) along South College Street, a wide granite stair leads up to the first story.

Jefferson-First Union Tower

The Jefferson-First Union Tower consists of a thirty-two-story, 1971 Tower (Block A) located at the northeast corner of East 3rd Street and South College Street and a twelve-story Hyphen (Block B) to the west, also constructed in 1971. The Tower and Hyphen are part of a larger Complex of five interconnected, yet distinct, buildings (Block C: 1971 parking garage, Block D: 1955 mid-rise building, and Block E: 1990 atrium). Thus, the narrative below discusses these other blocks as necessary, but they are not included in this designation.

High-rise Tower (Block A)

The thirty-two-story rectangular Tower has a reinforced concrete foundation and a poured concrete structure with Rnue concrete coating that organizes the exterior form.[101] A flat roof caps the symmetrical building. Cruciform columns at the inset first story support the upper thirty-one stories. The second story of the tower creates a visual and structural base for the tower. It is slightly broader than the upper floors of the tower; no openings pierce the tall narrow concrete panels that clad this level. Engaged concrete columns rise from the second story to the top of the building, dividing each elevation into narrow, evenly spaced inset vertical window bays. Unless noted otherwise, historic fixed aluminum-framed windows fill each upper story bay. Historic louvers at the thirteenth and thirty-first stories denote mechanical rooms at these levels; the thirteenth story is double height. Mechanical space also fills the thirty-

[100] Note the street grid of downtown Charlotte is on a northwest-southeast axis. For clarity in this description, north denotes the true northeast direction (facing East 3rd Street), with other cardinal directions following.
[101] A promotional brochure for the building describes Rnue concrete as “liquid concrete.”

second story, which has a smaller footprint and is set back from the main façade of the building. Excepting the twenty-ninth and thirtieth stories, concrete spandrel panels define each story of the tower. Dark glass spandrel panels define the twenty-ninth and thirtieth stories that historically corresponded to a restaurant.

On the first story, large cruciform columns clad in travertine line the perimeter of the Tower on the east and north elevations. The recessed first story has historic fully glazed metal frame walls. Two fully glazed historic revolving doors access the first floor on the east elevation, and one pair of fully glazed historic metal frame doors provide access on the north elevation. On the north half of the west elevation, the Hyphen (Block B) abuts the first twelve stories while the non-historic Atrium (not part of the designation) obscures the first two stories of the tower's south half.

The second story flares out from the upper Tower, creating a slightly larger story than the rest of the Tower. The cruciform shape of the first story columns is carried through each corner of the Tower as a three-part stepped/inset corner. The structural columns of the upper stories define thirty bays on the east and west elevations and eighteen bays on the north and south elevations.

Interior

The configuration and finishes of the interior vary on each floor based on function. The first floor is an open public lobby that internally connects with the first stories of the Hyphen, the Atrium, and the non-historic garage connector to the south. Mechanical spaces fill floors two, thirteen, thirty-one, and thirty-two, each floor has exposed concrete floors, walls, and ceilings. Office suites fill the remaining floors.

At the center of the building is a historic rectangular mechanical, circulation, and restroom core. From the second to the twelfth floors, this central core has (from north to south): a U-shaped concrete stair with metal railing, enclosed by CMU walls; a low-rise (floors one through twelve) elevator lobby with three elevators on the north and three on the south; mechanical space; men's and women's restrooms; a second elevator lobby with six high-rise elevators (floors one through thirty-one; and a second U-shaped stair and a service elevator. Floors thirteen and fourteen are slightly different, with only the south elevator lobby, no restrooms and two U-shaped stairs at the north end. Floors fifteen through thirty have only the south bank of elevators and the north stair shifts south, adjacent to the mechanical spaces.

The first floor of the Tower is open lobby space. At the center are two banks of six elevators that rise through the tower and a historic escalator that descends to the basement. Historic travertine clads the walls and non-historic ceramic tile covers the floors. Ceilings are a grid of non-historic faux wood tiles divided by bands of fluorescent lights.

Historic glazed walls on the west and south sides of the first floor were removed in 1990 to create a single, open space between the Tower (Block A), the Hyphen, and the Atrium. The historic cruciform columns seen on the exterior continue into the lobby and define the western and southernmost ends of the Tower within this open space.

The office floors of the Tower have varying non-historic configurations and finishes based on the needs of the tenants. Full-height partitions define individual offices, conference rooms, closets, and other spaces on each floor. Most floors have non-historic carpet tile flooring with rubber base and non-historic acoustical tile ceilings. Doors are wood or glass with metal frames. Many doors have a single narrow sidelight. An office space on the northwest corner of the nineteenth floor appears to have historic finishes, including historic partitions, wood cabinetry, doors and trim, acoustical tile ceiling, and carpet flooring. The historic executive offices on the twenty-eighth floor, and original restaurant space and offices on the twenty-ninth and thirtieth floors were removed at an unknown date.

Bathrooms have ceramic tile floors with metal partitions. Flooring in some bathrooms appears to be historic. Within the elevator lobbies, each elevator has two historic round indicator lights and historic numbers indicating the floor level. Even in floor lobbies where finishes have been updated or renovated, these elements were retained. A historic mail chute runs through the building on the west wall of the circulation core.

The basement was reconfigured in 1987 in conjunction with exterior improvements and a new entrance at the northeast corner of this floor. The historic east-west escalator and a non-historic north-south corridor organize the basement. Retail space lines the east side of the corridor and fills the northwest and southwest corners of this floor. This floor has non-historic finishes, including wall cladding that mimics travertine, tile floors, and acoustical tile ceilings.

Hyphen (Block B)

The historic twelve-story flat-roof Hyphen was constructed in 1971 to connect the Tower (Block A) with the 1955 mid-rise building (Block C) to the west. The north and south elevations are setback from the adjacent Blocks and have dark, glazed curtain walls, emphasizing the secondary nature of the Hyphen within the larger complex. Due to its function, the Hyphen does not have an east or west elevation.

On the north elevation of the Hyphen, three square concrete columns rise from the first to the second story and support the cantilevered upper floors. Behind the columns is a metal frame glazed wall with paired doors at the center. The date of this glazing at the first and second stories is unknown. It does not appear in the 1968 plans for the building; however, it was in place by 1986. At the second story, between the two

easternmost columns, a pedestrian walkway (outside the project boundary) connects to the building across East 3rd Street. A historic glass curtain wall clads the upper stories. Thin metal frames create a grid of windows and spandrels. Contrasting the Tower, the current wall features light-tinted windows between dark-tinted spandrels and columns. On the south elevation, Block E obscures the first two stories while the upper stories contain an identical window wall as the north elevation.

Interior

As on the exterior, the first and second floors of the interior are distinct from floors three to twelve, based on the function of the space. Vertical circulation in the hyphen is only between the first floor and mezzanine, as described below; from floors three to twelve, the vertical circulation in Blocks A and D provides access to the Block B office suites.

The lobby of the first floor became an extension of the lobby of the Tower (Block A) in 1987. When the non-historic atrium (Block E) was constructed in 1990, the first-floor lobby was also opened to this atrium. Large historic square columns dot the lobby. A non-historic elevator along the west wall of the lobby and a non-historic escalator at the southwest corner provide access from the first floor to the non-historic mezzanine. A non-historic etched glass railing with a metal handrail encircles this level. A ramp at the center of the mezzanine leads north to the skywalk over 3rd Street (not within landmark boundary). The mezzanine likely dates to 1990 when Block E was constructed.

The first and second floors have similar finishes as the remainder of the lobby, including non-historic colored tile floor in a geometric pattern on the first floor, acoustical tile ceilings, and historic travertine cladding on the walls. The second floor has non-historic carpet flooring. Tenant spaces, unfinished storage rooms, and mechanical areas fill the basement level.

Floors three through twelve are accessed from Blocks A and D and have varying non-historic configurations and finishes. On the east side of each floor, the connection between Blocks A and B is fairly open with fewer walls and, as on floors eight and eleven, spaces that span both Block A and B. The connection between Blocks B and D is limited, with only two single doors providing access between the blocks on each floor. Throughout floors three through twelve, full-height partitions define individual offices, conference rooms, closets, and other spaces on each floor. Most floors have non-historic carpet tile or vinyl tile flooring with rubber base and non-historic acoustical tile ceilings. Doors are wood or glass with metal frames. Historically, an auditorium filled the twelfth floor. The auditorium is no longer extant; however, this floor remains largely open space and was most recently used as a TV studio.

3. Archaeological Comment

   There is no archaeological significance formally identified at this site. Several buildings, including Liberty Hall College, the Mecklenburg County Courthouse, and potentially a cemetery were located on the site prior to construction of the Jefferson-First Union Tower. The potential for buried cultural resources will be considered in any future development of the property.

4. Evaluation of Integrity:
   a. *Design:* GOOD to FAIR. With regard to integrity of design, the Tower retains the original design of concrete structural tubes that rise the height of the building, anchored by a solid concrete base on the second story. The entire Tower sits on an open base supported by wide cruciform columns that are still legible on the public-facing elevations. The fenestration remains unchanged, as well as the concrete spandrels between floors and below windows. Similarly, the Hyphen retains its original dark-tined glazing with a regular rhythm of aluminum framing. On the interior, the first floor of both the Tower and Hyphen remains an open circulation space with high ceilings and a connection between interior and exterior space. At the center of the first floor of the Tower, the elevator lobbies provide a solid contrast to the otherwise lightness of the space and serve as the central focus, directing people to the upper floors. On the upper floors, the overall floorplan and circulation systems remain unchanged consisting of a central utility and circulation core surrounded by office space. Integrity of design has been somewhat diminished by construction of the 1987 connector, the 1990 atrium and associated alterations to interior and exterior finishes, and alterations to the original plaza along College Street; however, the building still clearly illustrates Late-Modern architecture in downtown Charlotte.
   b. *Setting:* GOOD. The Tower and Hyphen remain in the same setting in the dense urban core of downtown Charlotte, surrounded by office towers from the mid- to late-twentieth century. The surrounding buildings have evolved thought new construction and alterations; however, the urban character of the downtown setting remains consistent.
   c. *Workmanship:* GOOD. With regard to workmanship, the poured concrete structure and wide cruciform columns of the Tower and intact. This expressed structural craftsmanship, a hallmark of Late-Modern design, is clearly evident and has not changed since the building was constructed.

d. *Materials:* GOOD. With respect to integrity of materials, the Tower retains historic concrete cladding and poured concrete structural system, the historic fixed metal windows on the upper floors, historic glazed walls and revolving doors on the first story, and travertine on the interior walls and exterior columns. Similarly, the Hyphen retains is original dark-tinted glazing on the upper floors. Finishes have been replaced in the upper floor levels as is typical of a multi-tenant office building.
e. *Feeling:* GOOD. Modifications to the College Street plaza have minimally altered the feeling of the Tower from street level. However, the Tower readily conveys the feeling of Late-Modern architectural expression through the monumentality and structural modernism of the overall form and continues to read as a high-rise office tower.
f. *Association:* GOOD: The Tower and Hyphen retain the association with the 1970s movement of office tower construction in downtown Charlotte. Constructed by a leading bank and insurance company during a major expansion of the city's skyline, the Tower and Hyphen also retain the association with prominent financial institutions of the period.

5. Boundary Justification

The local landmark designation boundary is a tight polygon around the 1971 high-rise Tower and Hyphen known as the Jefferson-First Union Tower, as illustrated in the aerial map and survey included in the Supporting Documentation of this report. While the Complex also includes the parking garage, 1955 mid-rise building, atrium, and plaza, these structures are secondary in nature or were constructed or altered in the late twentieth or early twenty-first century. Therefore, inclusion is unnecessary. The 1971 parking garage was constructed as a functional aspect of the Complex, not as a significant architectural feature that would convey the level of significance necessary for designation. The mid-rise building was altered in 2005 and no longer retains integrity. The atrium and plaza were constructed in the 1990s. This report seeks to designate both the exterior and interior of the high-rise Tower and Hyphen as a historic landmark.

V. Supporting Documentation

1. Site Plan and Map: This report includes an aerial site plan and survey of the property and the boundaries of the area proposed for landmark designation.
2. Photographs: This report includes photographs of the property with an accompanying photo key.

3. Floor Plan: This report includes the pre-rehabilitation floor plans for the building as part of the photo key.

4. Plat/Tax Map: This report includes a tax map.

5. Additional Information: This report includes figures (referenced in the narrative) showing historic and current images of downtown buildings.

6. Interior Designation Parameters: This report includes a list and photos of the specific interior elements to be designated.

VI. Bibliography/Source Citations

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HERITAGE
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Supporting Documents

#1 Site Plan and Map

Jefferson-First Union Tower
Charlotte, NC
Charlotte-Mecklenburg HCL Landmark Designation Report

Site Plan

Source: Base map from
Mecklenburg County GIS

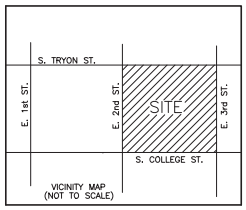


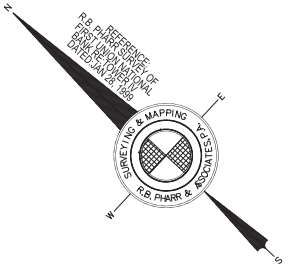
Legend

Local Landmark Boundary

Block A - 1971 Tower
Block B - 1971 Hyphen
Block C - 1971 Parking Garage
Block D – 1955/1963/2005 Office Building
Block E – 1990 Atrium

Jefferson-First Union Tower
Local Landmark Designation
Survey Map with Designation Boundary





TREE TABLE	
TREE	TYPE OF TREE
1	FLOWERING CHERRY (PRUNUS SERRULATA)
2	WATER OAK (QUERCUS NIGRA)
3	WILLOW OAK (QUERCUS PHELLOS)
4	HONEYLOCUST (GLEDITSIA TRIACANTHOS)
5	CHINKAPIN OAK (QUERCUS MUEHLENBERGII)
6	NORWAY MAPLE (ACER PLATANOIDES)
7	CREPE MYRTLE (LAGERSTROEMIA INDICA)
8	AMERICAN BEECH (FAGUS GRANDIFOLIA)

LEGEND
C.V. . . . CONTROL VALVE
SP . . . SIGNAL POST
SB . . . SIGNAL BOX
EB . . . ELECTRICAL BOX
PMH . . . POWER MANHOLE
L.P. . . . LIGHT POLE
TMH . . . TELEPHONE MANHOLE
P.B. . . . POWER BOX
LPST . . . LAMP POST
P.M. . . . PARKING METER
W.M. . . . WATER METER
W.B. . . . WATER BOX
F.H. . . . FIRE HYDRANT
WMH . . . WATER MANHOLE
A.S. . . . AUTO SPRINKLER
W.V. . . . WATER VALVE
G.V. . . . GAS VALVE
G.M. . . . GAS METER
SDMH . . . STORM DRAIN MANHOLE
C/B . . . CATCH BASIN
RCP . . . REINFORCED CONCRETE PIPE
SSMH . . . SANITARY SEWER MANHOLE
C/O . . . CLEAN-OUT
R/W . . . RIGHT-OF-WAY
NCGS . . . NORTH CAROLINA GEODETIC STATION
FFE . . . FINISHED FLOOR ELEVATION

80 30 15 0 30 90
1" = 30'
SCALE IN FEET

UTILITIES:

POWER
DUKE POWER CO.
(704) 594-6355

TELEPHONE
BELL SOUTH TELECOMMUNICATIONS
(704) 357-6974 NEW CONNECTIONS
(704) 357-9580 EXISTING SERVICES

WATER & SEWER
CHAR.-MECK. UTILITY DEPT. (CMUD)
(704) 399-2221

GAS
PIEDMONT NATURAL GAS CO.
(704) 525-5585 NEW CONNECTIONS
(704) 525-5585 EXISTING CONNECTIONS

CABLE TELEVISION
1-800-632-4949

NOTES:
1. THE LOCATION OF UNDERGROUND UTILITIES SHOWN ON THIS MAP IS APPROXIMATE, BASED ON INFORMATION PROVIDED BY OTHERS OR BY FIELD LOCATION. UTILITY LOCATIONS AS SHOWN HEREON ARE INTENDED FOR PLANNING ONLY. ACTUAL LOCATION, SIZE, OR DEPTH OF LINE SHOULD BE VERIFIED WITH THE INDIVIDUAL UTILITY COMPANY BEFORE CONSTRUCTION.
2. THIS SURVEY WAS PERFORMED WITHOUT BENEFIT OF A TITLE COMMITMENT REPORT. R.B. PHARR & ASSOCIATES, P.A. DOES NOT CLAIM THAT ALL MATTERS OF RECORD WHICH MAY OR MAY NOT AFFECT THE SUBJECT PROPERTY ARE SHOWN HERE ON.
3. ELEVATIONS BASED ON NCGS MONUMENT "MO55", ELEVATION=710.99 FEET
4. GRANITE SIDEWALK ENCROACHMENT AGREEMENT RECORDED IN DEED BOOK 5760, PAGE 49.
5. NO RECOVERABLE NCGS MONUMENT LOCATED WITHIN 2,000 FEET OF SUBJECT PROPERTY.

ZONING: UMUD
ZONING RESTRICTIONS AS PER ZONING ORDINANCE:

MINIMUM LOT AREA: NONE REQUIRED
MINIMUM SETBACK: NEW BUILDING 12 FEET
EXISTING BUILDING 8 FEET
(DISTANCES ARE FROM BACK OF CURB, WITHOUT REGARD TO THE LOCATION OF THE PROPERTY LINE.)
MINIMUM SIDEYARD: NONE REQUIRED
(UNLESS ADJOINING LOT CONTAINS AN EXISTING RESIDENTIAL STRUTURE).
MAXIMUM HEIGHT: NONE REQUIRED
(UNLESS ADJOINING LOT CONTAINS AN EXISTING RESIDENTIAL STRUCTURE).

SITE AREAS
TOTAL SITE AREA TO PROPERTY LINE: 149,111 SQ.FT. OR 3.4231 ACRES
TOTAL SITE AREA TO BACK OF CURB: 164,920 SQ.FT. OR 3.7860 ACRES

FLOOD CERTIFICATION
THIS IS TO CERTIFY THAT THE SUBJECT PROPERTY/ALL LOCATED IN A SPECIAL FLOOD HAZARD AREA AS SHOWN ON MAPS PREPARED BY THE FEDERAL EMERGENCY MANAGEMENT AGENCY, FEDERAL INSURANCE ADMINISTRATION, DATED FEBRUARY 4, 2004 PANEL # 370159 0186 E

THIS IS TO CERTIFY THAT ON THE 23RD DAY OF AUGUST, 04, 20 — AN ACTUAL SURVEY WAS MADE UNDER MY SUPERVISION OF THE PROPERTY SHOWN ON THIS PLAT, AND THAT THE BOUNDARY LINES AND THE IMPROVEMENTS, IF ANY, ARE AS SHOWN HEREON, THIS PLAT MEETS THE MINIMUM STANDARDS OF PRACTICE FOR LAND SURVEYING IN NORTH CAROLINA, BOARD RULE .1600 (21 NCAC 56) AND THE RATIO OF PRECISION DOES NOT EXCEED AN ERROR OF CLOSURE OF ONE (1) FOOT PER 10,000 FEET OF PERIMETER SURVEYED NOR 20 SECONDS TIMES THE SQUARE ROOT OF THE NUMBER OF ANGLES TURNED.

SIGNED _____

NORTH CAROLINA PROFESSIONAL SEAL L-4430 LAND SURVEYOR JUSTIN F. CLONINGER

LEGAL DESCRIPTION
First Union National Bank
Tower IV Site
South Tryon Street

Being a parcel or tract of land located in the City of Charlotte, Mecklenburg County, North Carolina, and being more particularly described as follows:

BEGINNING at an existing nail located at the intersection of the southeasterly margin of South Tryon Street (variable right-of-way) with the southwesterly margin of East Third Street (variable right-of-way), and runs thence with the southwesterly margin of East Third Street South 42-14-52 East 398.09 feet to an existing brass cap at the intersection of the southwesterly margin of East Third Street with the northwesterly margin of South College Street (variable right-of-way); thence with the northwesterly margin of South College Street the following two (2) courses and distances: 1.) South 50-31-35 West 177.96 feet to an existing brass cap; 2.) South 50-42-09 West 191.94 feet to an existing brass cap on the northeasterly margin of East Second Street (variable right-of-way); thence with the northeasterly margin of East Second Street North 43-20-52 West 401.03 feet to a new nail at the intersection of the northeasterly margin of East Second Street with the southeasterly margin of South Tryon Street; thence with the southeasterly margin of South Tryon Street North 50-59-39 East 377.74 feet to the point and place of BEGINNING ; containing 149,111 square feet or 3.4231 acres as shown on a map by R. B. Pharr and Associates, P.A., dated August 23, 2004, (Map File W-2348).

TOTAL AREA OF STIE:
149,111 SQ.FT.
OR 3.4231 ACRES

REVISIONS
9/2/04 - TO ADD FFE'S

BOUNDARY AND PHYSICAL SURVEY FOR
WACHOVIA – UPTOWN CAMPUS
RE: TOWER IV
301 & 327 SOUTH TRYON STREET
CHARLOTTE, MECKLENBURG COUNTY, N.C.
DEED BOOK 5050-54, 5050-56, 5392-447, 1621-382, 2927-569 AND 5303-117
TAX NUMBER: 125-051-01

R.B. PHARR & ASSOCIATES, P.A.
SURVEYING & MAPPING
420 HAWTHORNE LANE CHARLOTTE, N.C. 28204 TEL. (704) 376-2186

CREW:	DRAWN:	CHECKED:	SCALE:	DATE:	FILE NO. W-2348C
BC	FH	FH	1" = 30'	AUGUST 23, 2004	JOB NO. 62700

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Supporting Documents
#2 Photographs and Photo Key

Jefferson-First Union Tower
Charlotte, NC
Charlotte-Mecklenburg HCL Landmark Designation Report

HERITAGE
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Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

Exterior Photos 1-23
Yellow arrow indicates starting point

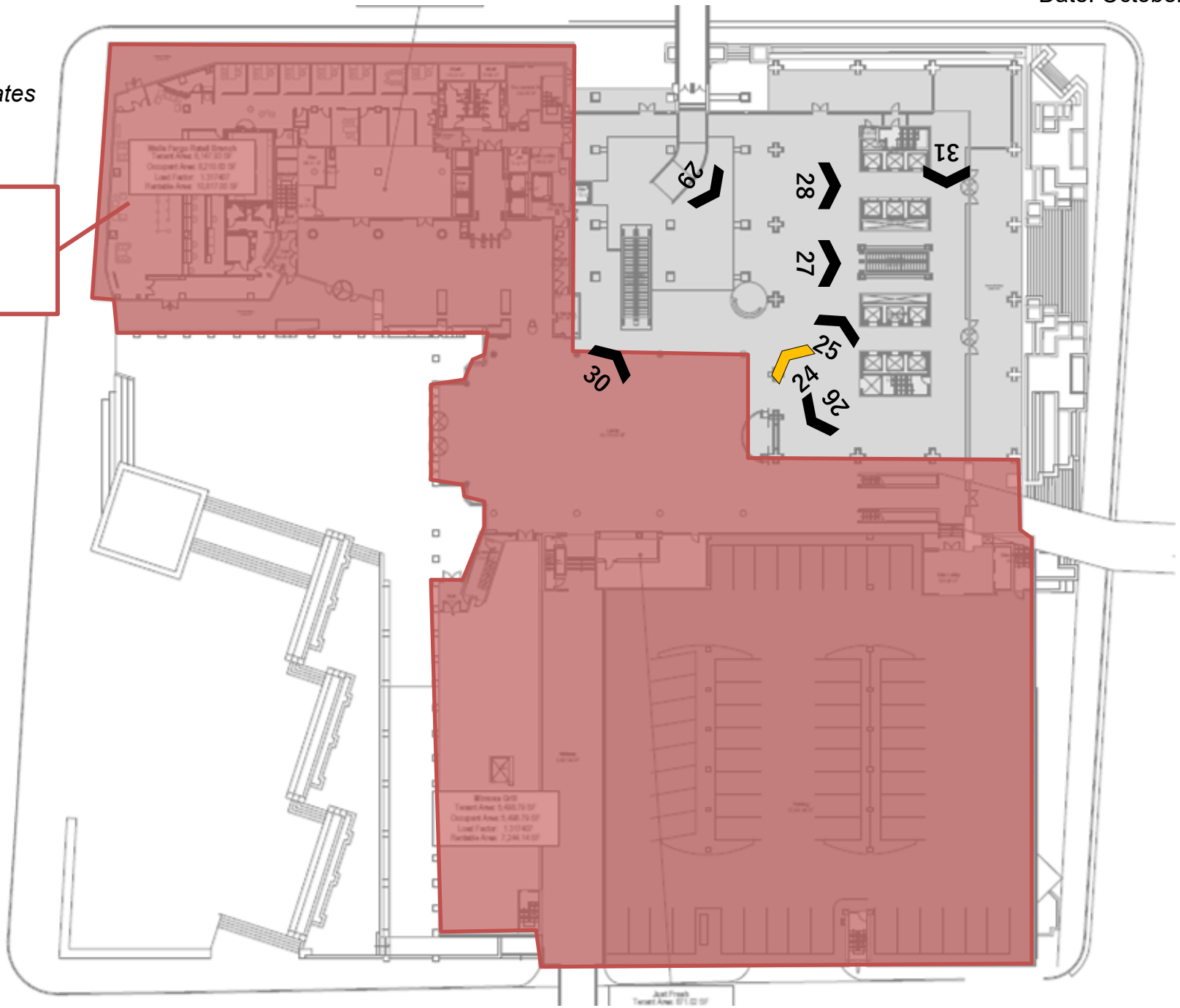


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Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

First Floor
Photos 24-31
Yellow arrow indicates starting point

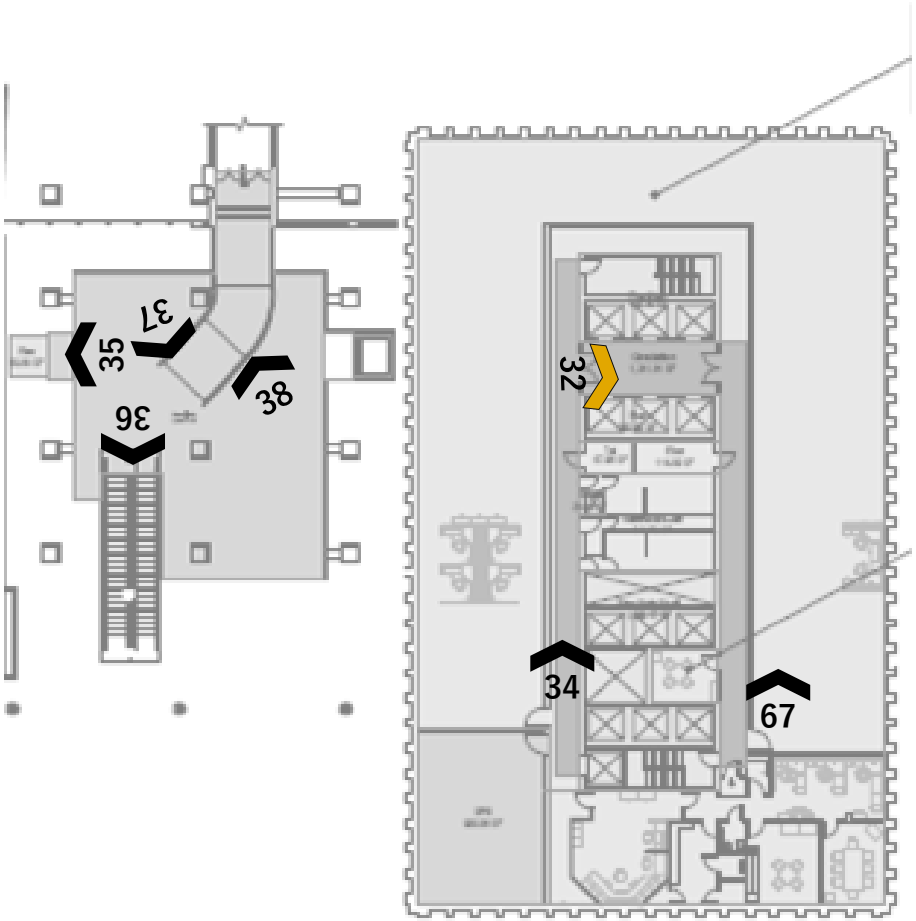
Not part of landmark application



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Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

Second Floor
Photos 32-38
Yellow arrow indicates starting point

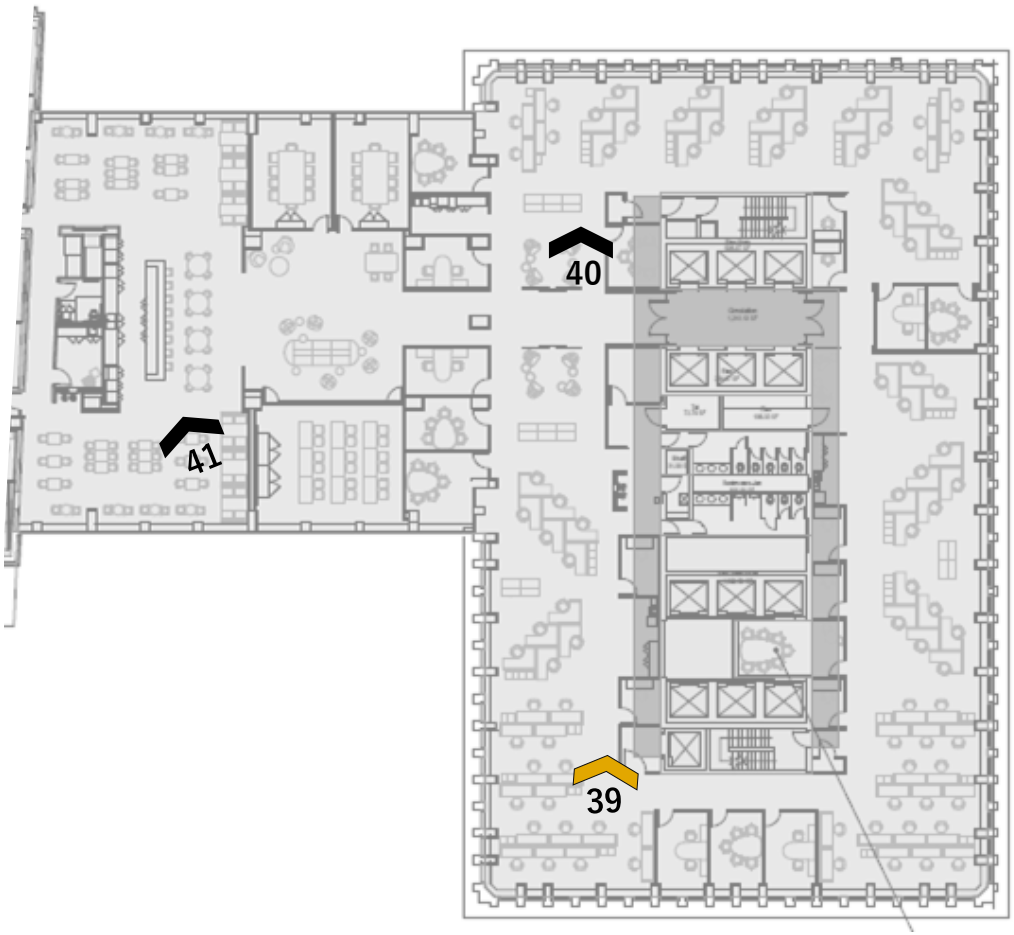


N

HERITAGE
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Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

Fourth Floor
Photos 39-41
Yellow arrow indicates starting point

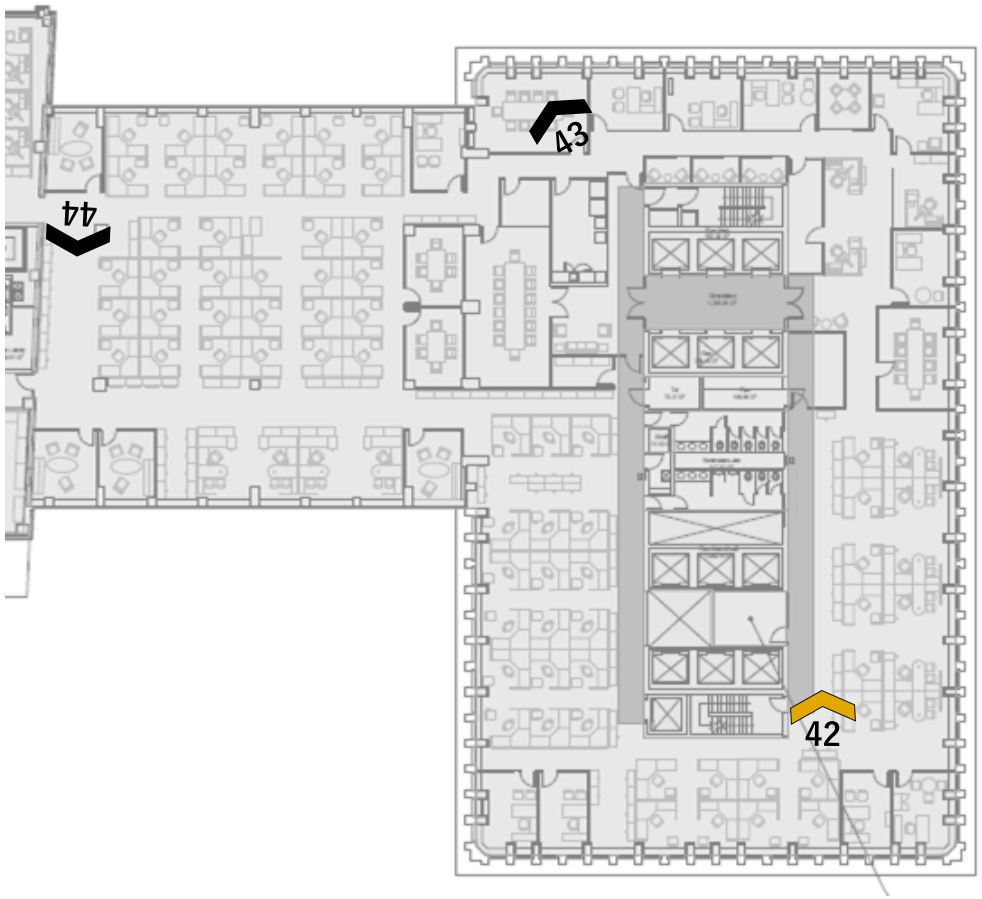


N

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CONSULTING GROUP

Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

Ninth Floor
Photos 42-44
Yellow arrow indicates starting point

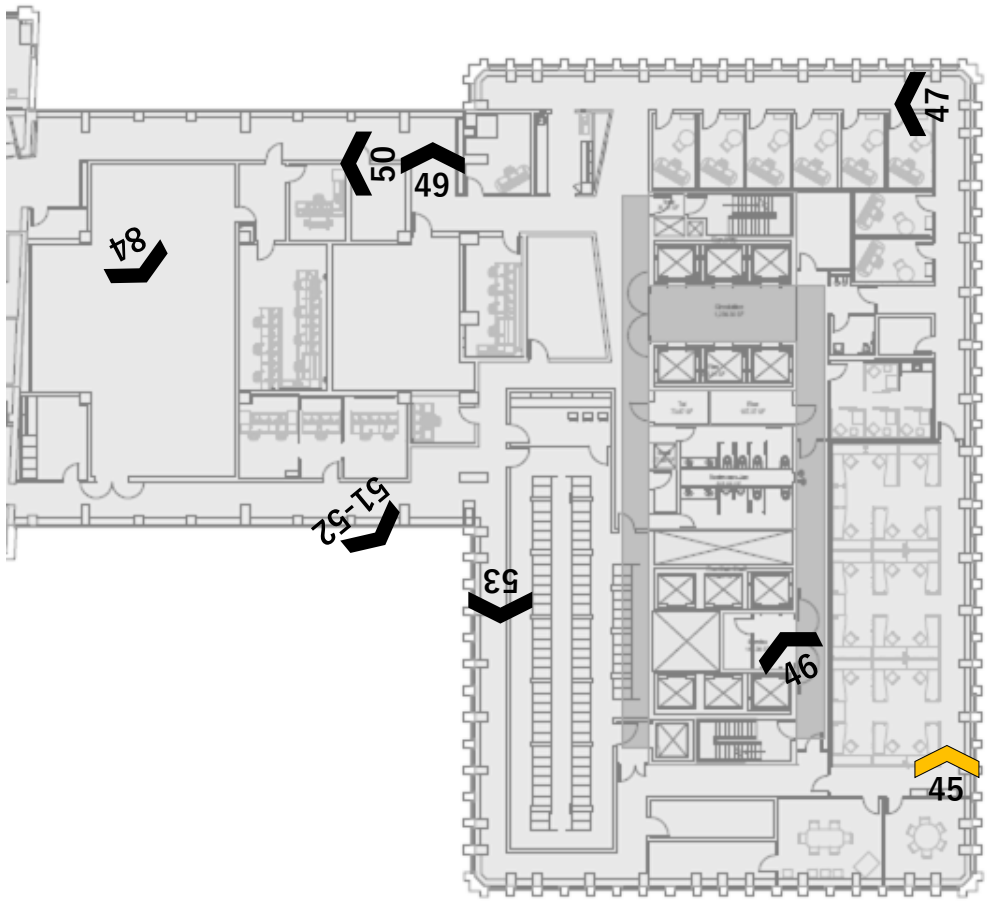


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Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

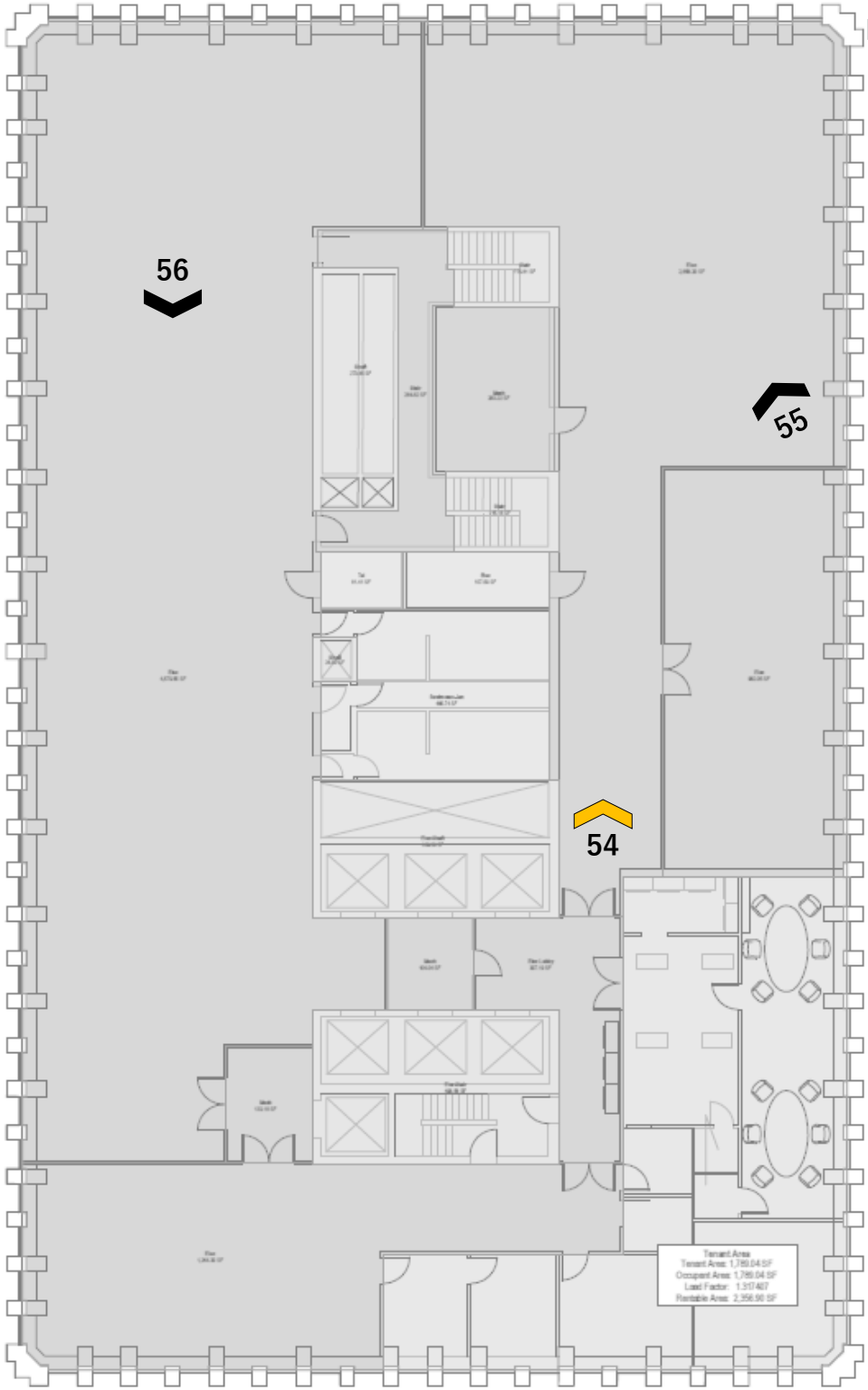
Twelfth Floor
Photos 45-53
Yellow arrow indicates starting point



N

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Thirteenth Floor
Photos 54-56
Yellow arrow indicates starting point

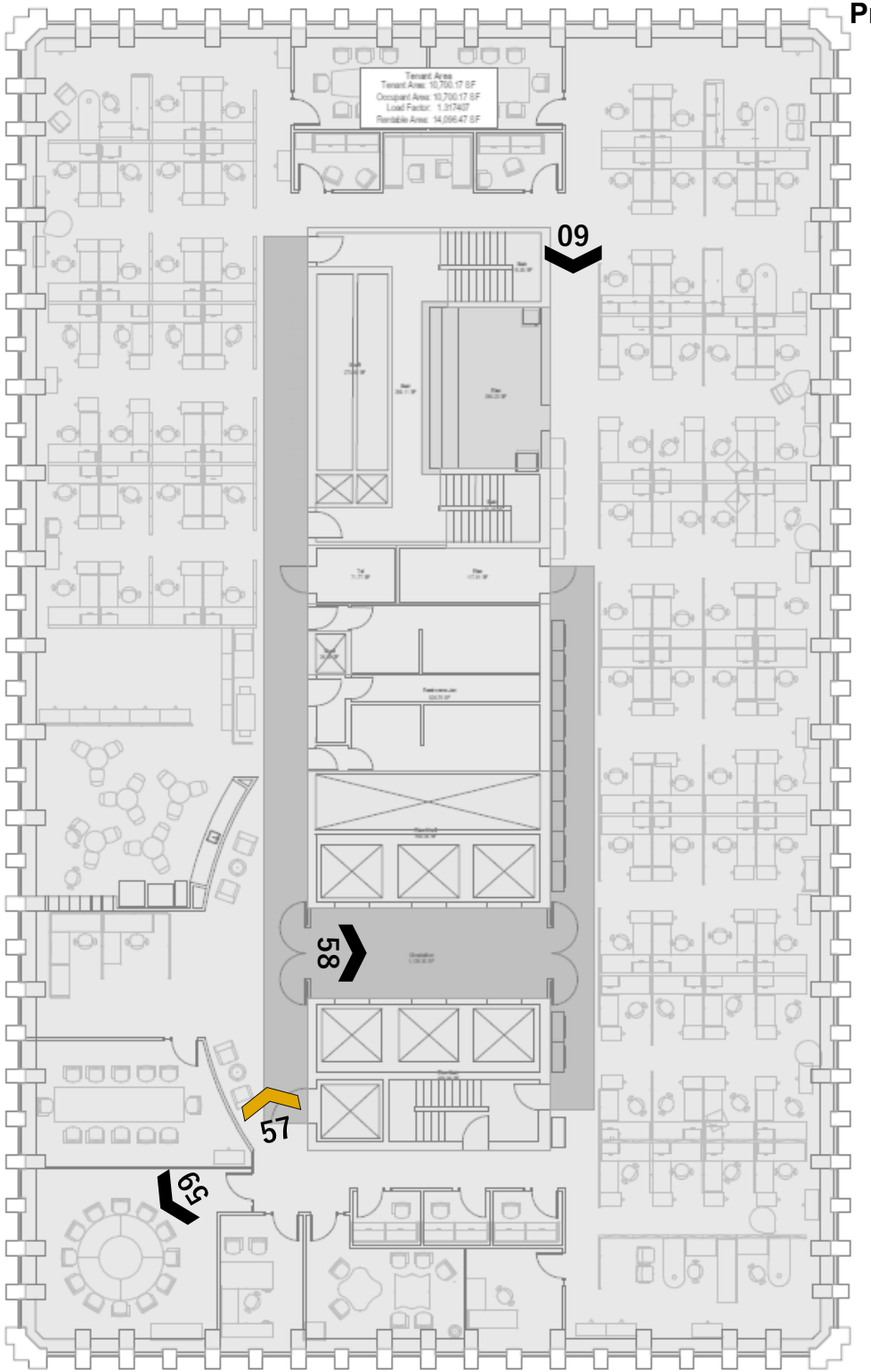


Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

N

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Fourteenth Floor
Photos 57-60
Yellow arrow indicates starting point

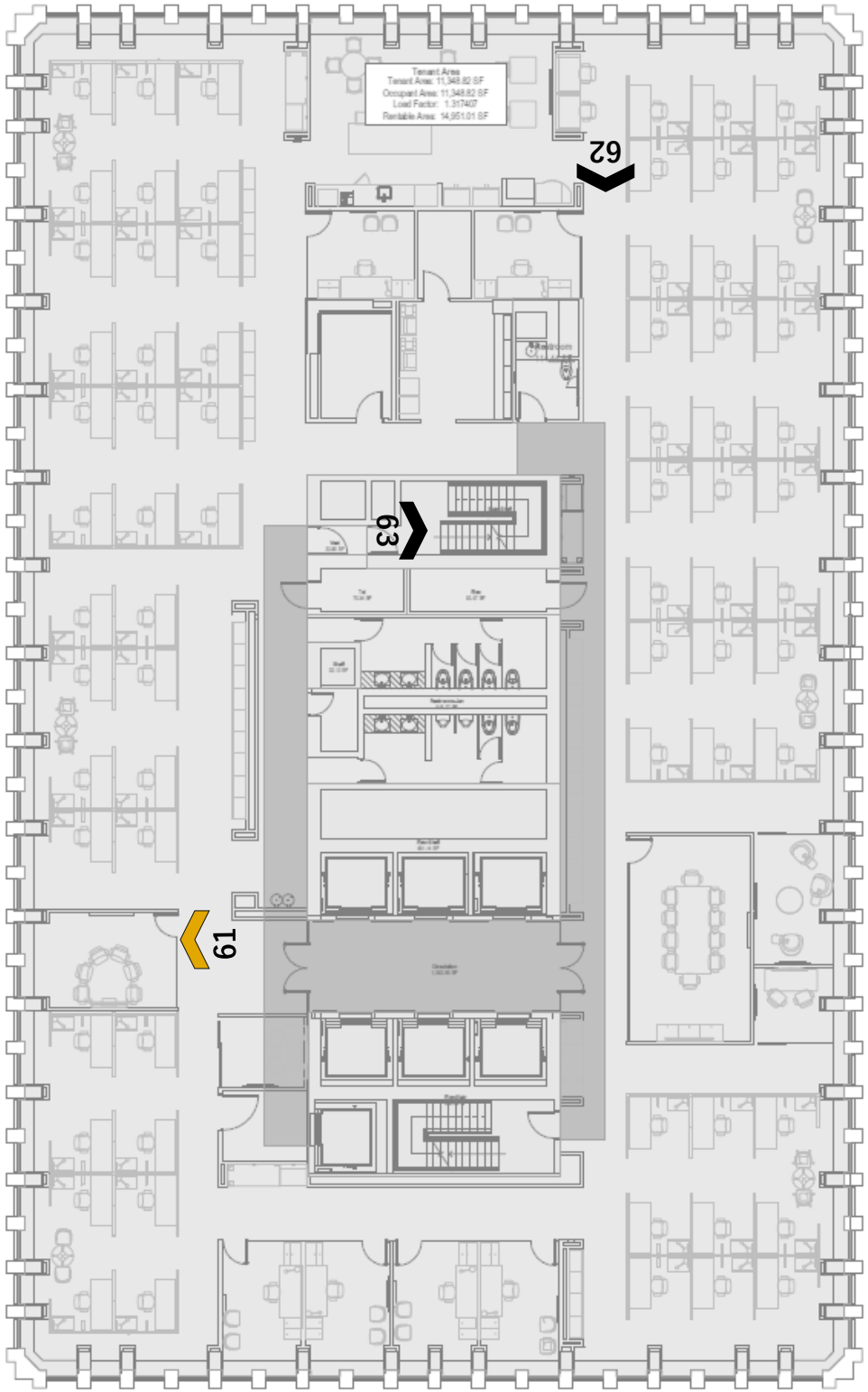


Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

N

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CONSULTING GROUP

Seventeenth Floor
Photos 61-63
Yellow arrow indicates starting point

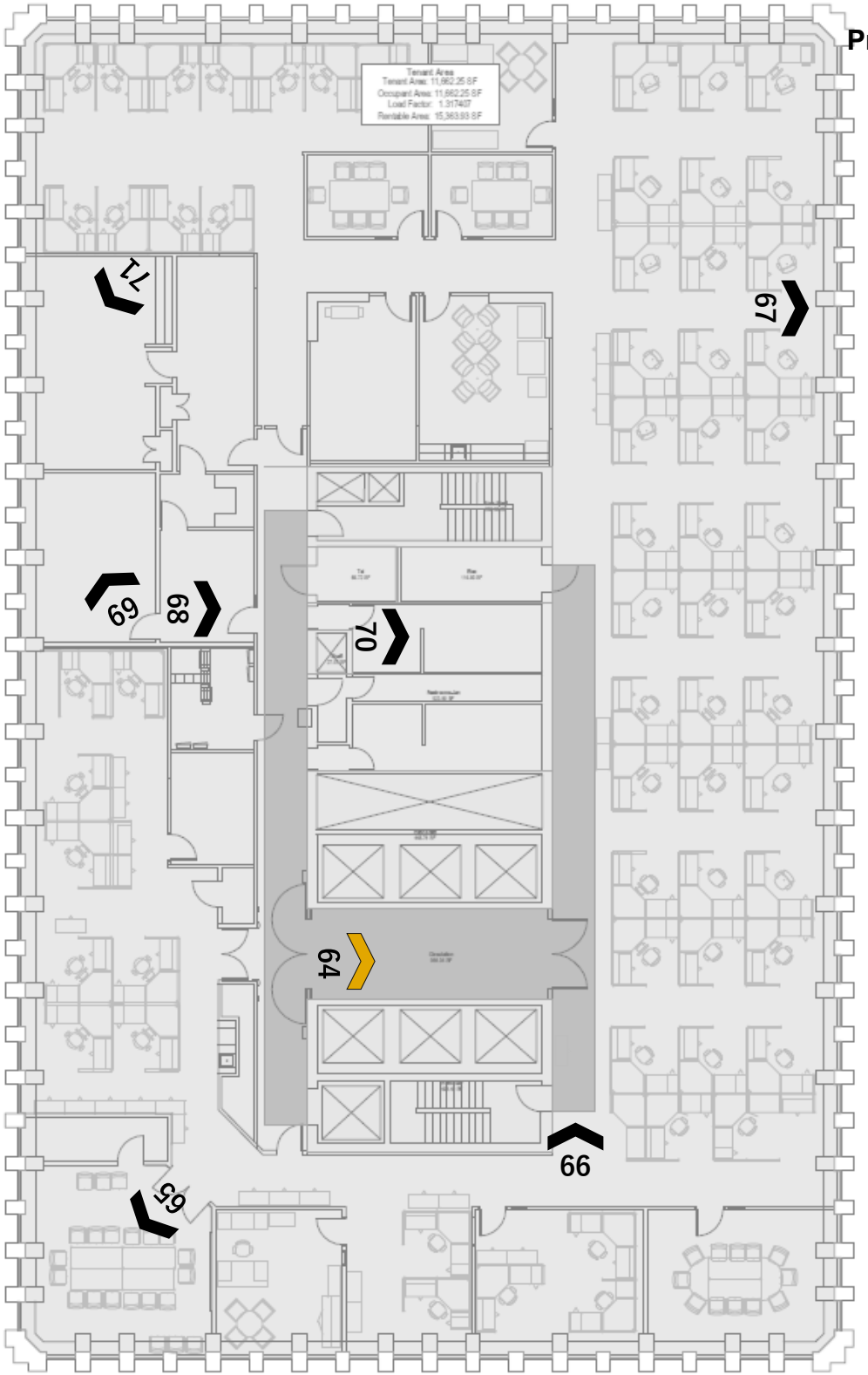


Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

N

HERITAGE
CONSULTING GROUP

Nineteenth Floor
Photos 64-71
Yellow arrow indicates starting point

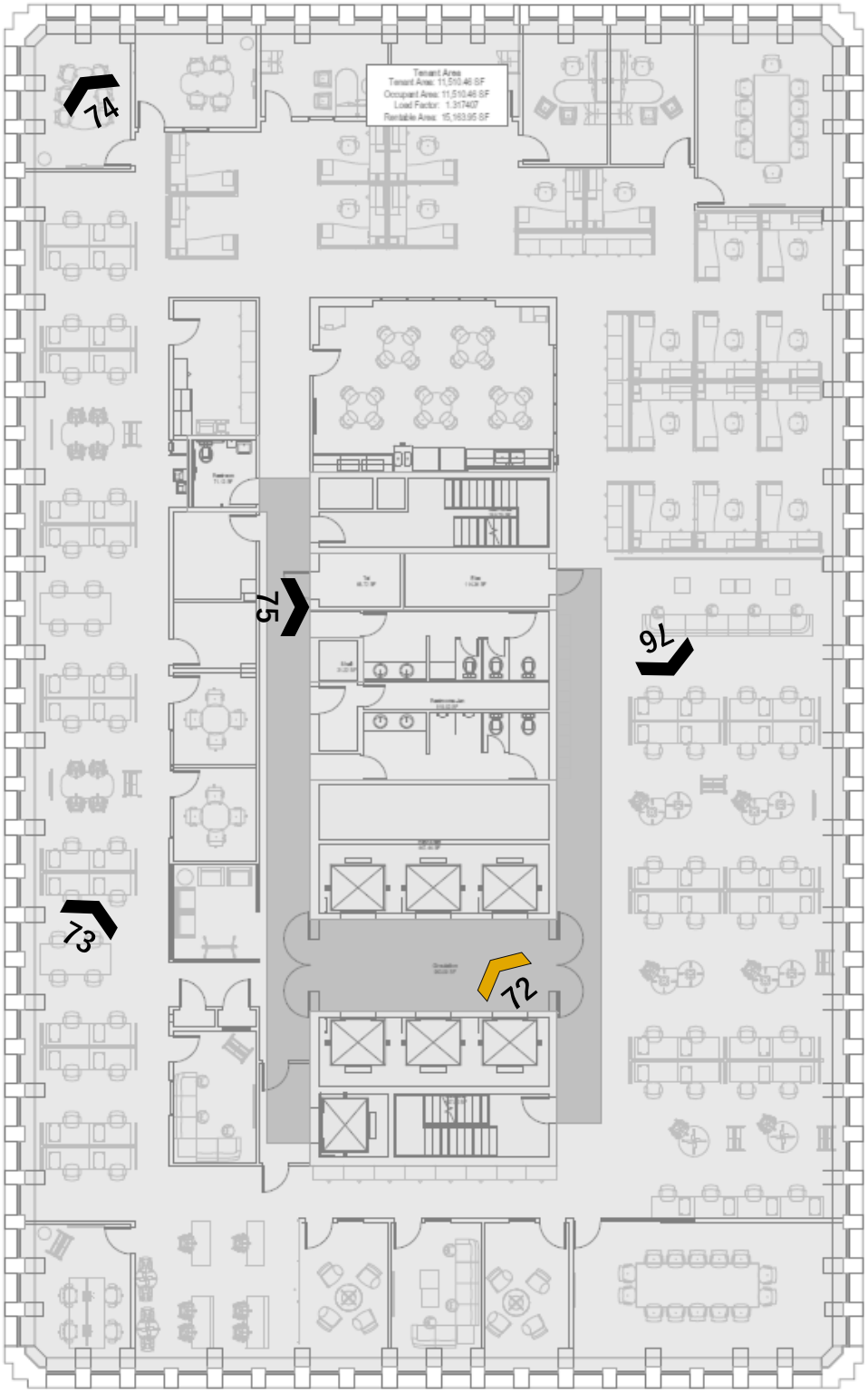


Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

N

HERITAGE
CONSULTING GROUP

Twenty-Third Floor
Photos 72-76
Yellow arrow indicates starting point

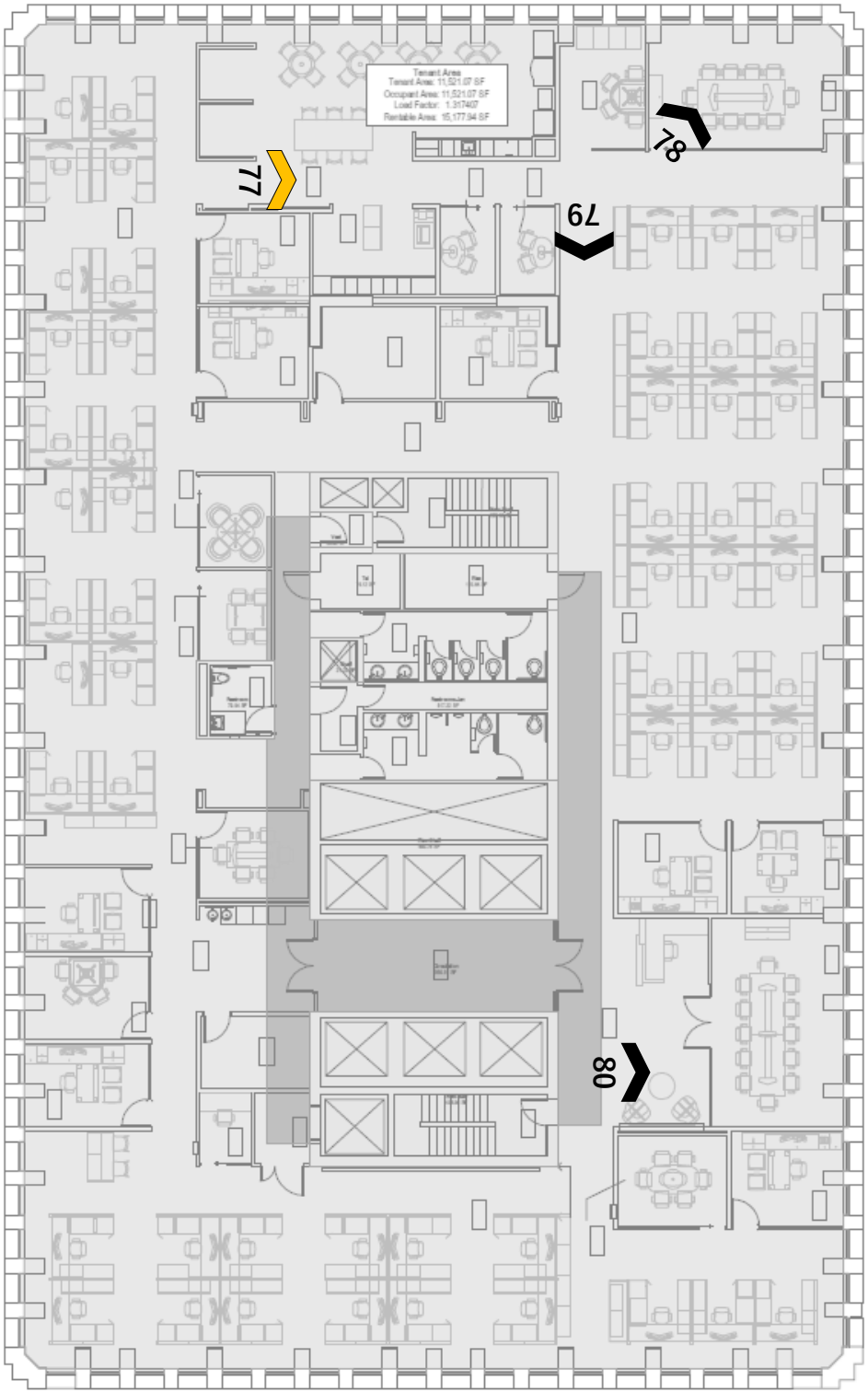


Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

N

HERITAGE
CONSULTING GROUP

Twenty-Sixth Floor
Photos 77-80
Yellow arrow indicates starting point

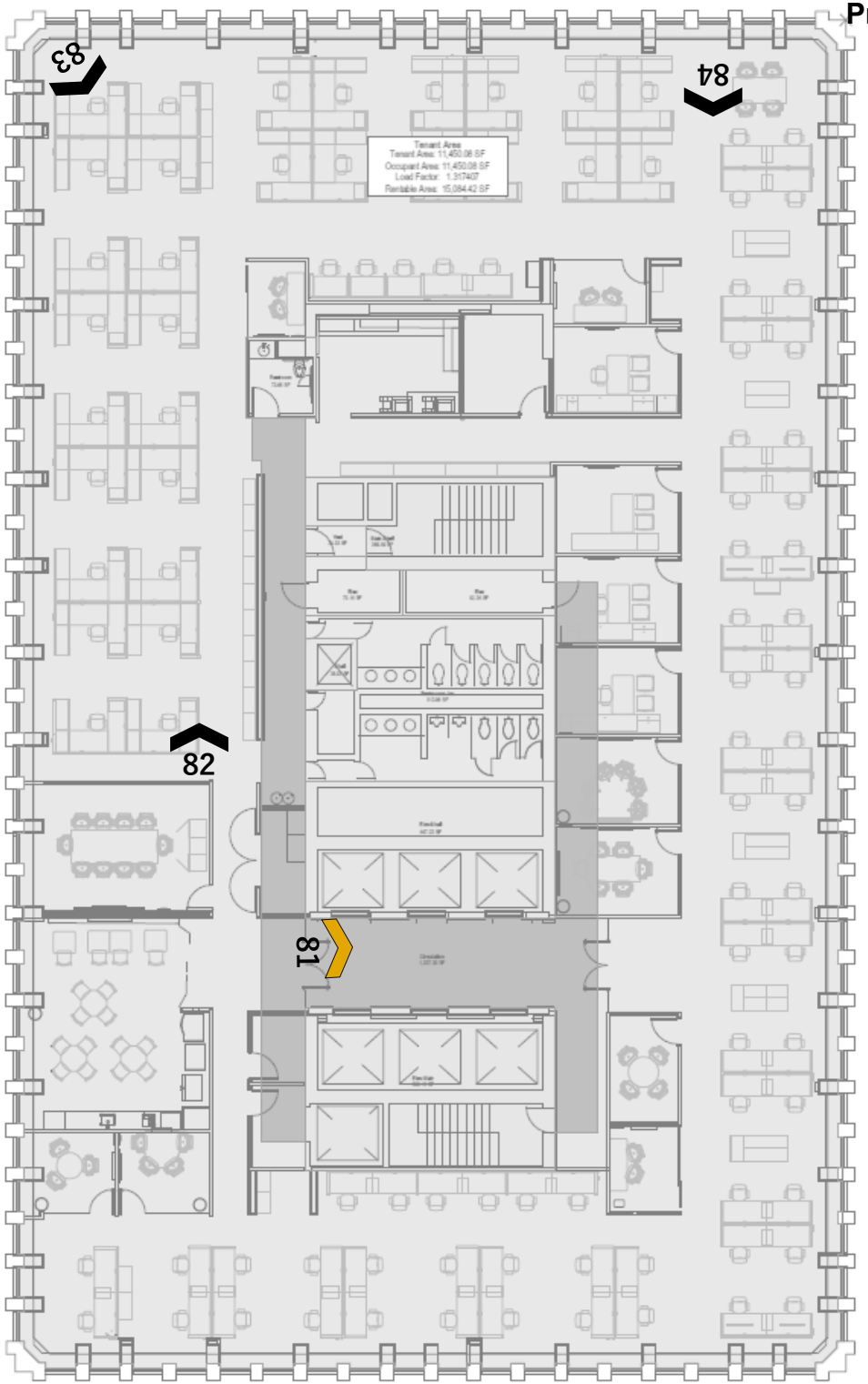


Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

N

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Twenty-Ninth Floor
Photos 81-84
Yellow arrow indicates starting point

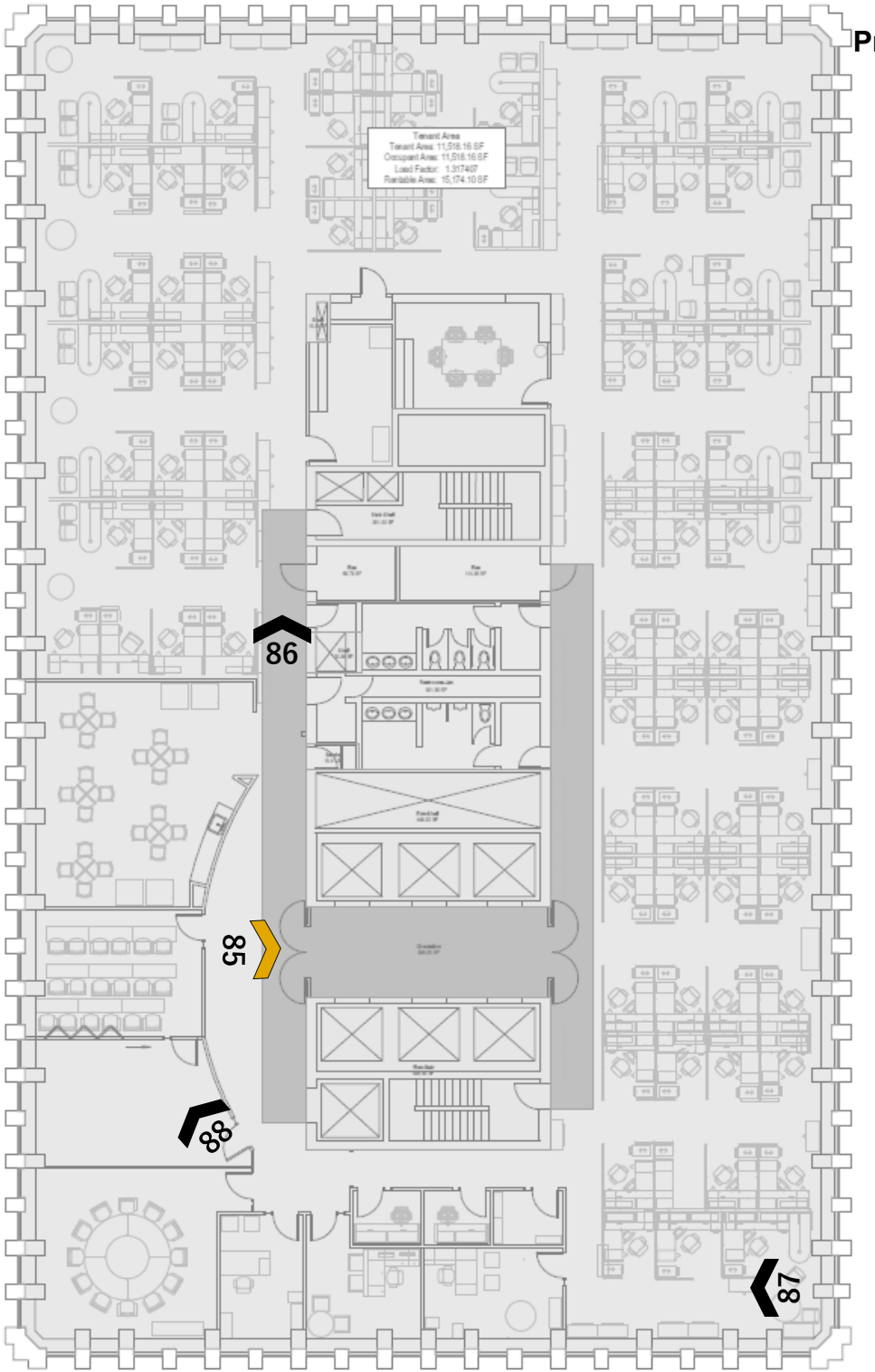


Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

N

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Thirtieth Floor
Photos 85-88
Yellow arrow indicates starting point

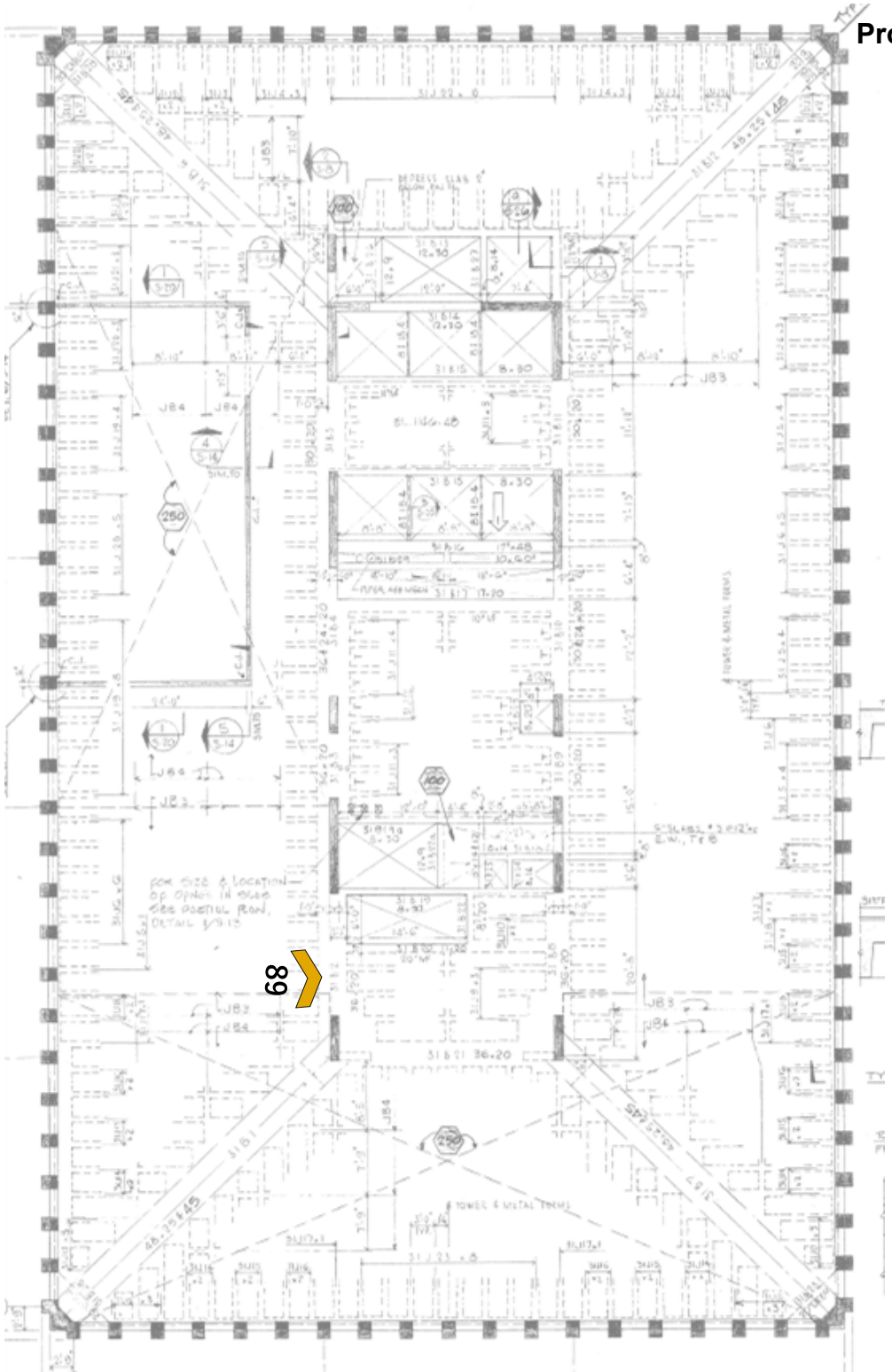


Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

N

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Thirty-First Floor
Photos 89
Yellow arrow indicates starting point



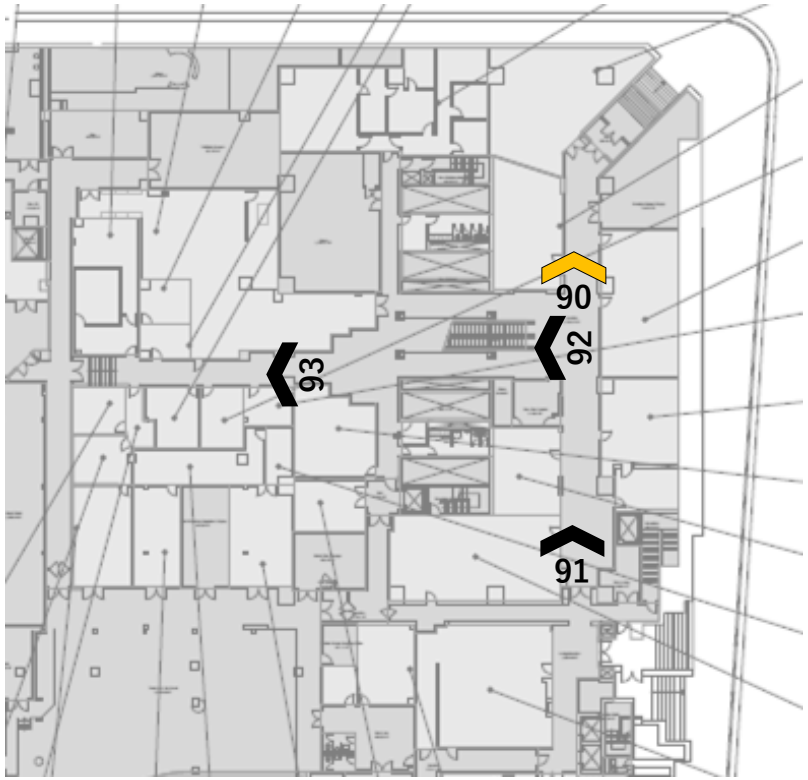
Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

N

HERITAGE
CONSULTING GROUP

Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

Basement
Photos 90-93
Yellow arrow indicates starting point



N



1. Exterior, North and East Elevations of 1971 Tower, view looking west.



2. Exterior, East and South Elevations of 1971 Tower, view looking north.



3. Exterior, East and South Elevations of 1971 Tower, view looking north.



4. Exterior, East and South Elevations of 1971 Tower and Parking Garage, view looking north.



5. Exterior, East and South Elevations of 1971 Tower and skywalk, view looking northwest.



6. Exterior, South and West Elevations of Complex, view looking northeast.



7. Exterior, 1971 Hyphen, North Elevation, view looking southwest.



8. Exterior, 1971 Tower and Hyphen, view looking south.



9. Exterior, North Elevation of Jefferson Standard Building and 1971 Hyphen, view looking west.



10. Exterior, North Elevation of 1971 Tower, view looking southwest.



11. Exterior, North Elevation of 1971 Tower, view looking northwest.



12. Exterior, East Elevation of 1971 Tower, view looking southwest.



13. Exterior, North and East Elevations of 1971 Tower, view looking west.



14. Exterior, Detail of East Elevation of 1971 Tower, view looking northwest.



15. Exterior, Entrance to 1971 Tower, view looking northwest.



16. Exterior, Entrance to 1971 Tower, view looking northwest.



17. Exterior, Detail of entrance to 1971 Tower, view looking northwest.



18. Exterior, Detail of entrance to 1971 Tower, view looking northwest.



19. Exterior, Detail of entrance to 1971 Tower, view looking north.



20. Exterior, View of building from roof of parking garage, view looking northeast.



21. Exterior, View of building from roof of parking garage, view looking northeast.



22. Exterior, View of 1971 Tower from roof of parking garage, view looking east.



23. Exterior, View of 1971 Tower from roof of parking garage, view looking northeast.



24. Interior, First Floor lobby of 1971 Tower, view looking northwest into the 1971 Hyphen.



25. Interior, First Floor lobby of 1971 Tower, view looking northeast.



26. Interior, First Floor lobby of 1971 Tower, view looking southwest into the Atrium.



27. Interior, First Floor lobby of 1971 Tower, view looking east.



28. Interior, First Floor lobby of 1971 Tower, view looking east.



29. Interior, First Floor lobby of 1971 Hyphen, view looking southeast in to 1971 Tower and Atrium.



30. Interior, First Floor lobby of 1971 Hyphen, view looking northeast.



31. Interior, First Floor Lobby of 1971 Tower, view looking south.



32. Interior, Second Floor elevator lobby 1971 Tower, view looking east.



33. Interior, Second Floor 1971 Tower, view looking north.



34. Interior, Second Floor 1971 Tower, view looking north.



35. Interior, Second Floor 1971 Hyphen, view looking west.



36. Interior, Second Floor 1971 Hyphen, view looking south.



37. Interior, Second Floor 1971 Hyphen, view looking southeast.



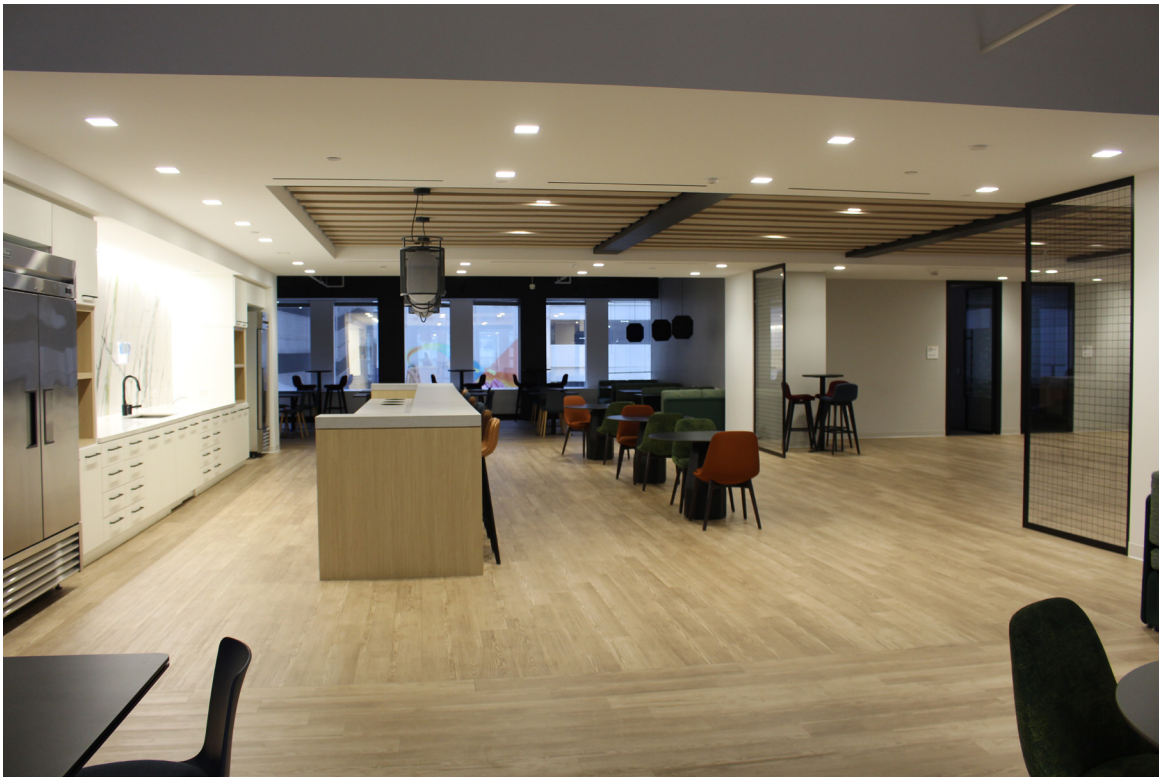
38. Interior, Second Floor 1971 Hyphen, view looking northwest.



39. Interior, Fourth Floor 1971 Tower, view looking north.



40. Interior, Fourth Floor 1971 Tower, view looking north.



41. Interior, Fourth Floor 1971 Hyphen, view looking northwest.



42. Interior, Ninth Floor 1971 Tower, view looking north.



43. Interior, Ninth Floor 1971 Tower, view looking northwest.



44. Interior, Ninth Floor 1971 Hyphen, view looking south.



45. Interior, Twelfth Floor 1971 Tower, view looking north.



46. Interior, Twelfth Floor Elevator Lobby of 1971 Tower, view looking northwest.



47. Interior, Twelfth Floor 1971 Tower, view looking west.



49. Interior, Twelfth Floor 1971 Hyphen, view looking southeast.



48. Interior, Twelfth Floor 1971 Hyphen, view looking north.



50. Interior, Twelfth Floor 1971 Hyphen, view looking west.



51. Interior, Twelfth Floor 1971 Hyphen, view looking southeast at exterior of 1971 Tower.



52. Interior, Twelfth Floor 1971 Hyphen, view looking southeast at exterior of 1971 Tower.



53. Interior, Twelfth Floor 1971 Tower, view looking south.



54. Interior, Thirteenth Floor of 1971 Tower, view looking north.



55. Interior, Thirteenth Floor of 1971 Tower, view looking northwest.



56. Interior, Thirteenth Floor of 1971 Tower, view looking south.



57. Interior, Fourteenth Floor of 1971 Tower, view looking northwest.



58. Interior, Fourteenth Floor elevator lobby of 1971 Tower, view looking east.



59. Interior, Fourteenth Floor of 1971 Tower, view looking southwest.



60. Interior, Fourteenth Floor of 1971 Tower, view looking south.



61. Interior, Seventeenth Floor of 1971 Tower, view looking west.



62. Interior, Seventeenth Floor of 1971 Tower, view looking south.



63. Interior, Seventeenth Floor Stairwell in 1971 Tower, view looking east.



64. Interior, Nineteenth Floor elevator lobby of 1971 Tower, view looking east.



65. Interior, Nineteenth Floor of 1971 Tower, view looking southwest.



66. Interior, Nineteenth Floor of 1971 Tower, view looking north.



67. Interior, Nineteenth Floor of 1971 Tower, view looking east.



68. Interior, Nineteenth Floor of 1971 Tower, view looking east.



69. Interior, Nineteenth Floor of 1971 Tower, view looking northwest.



70. Interior, Nineteenth Floor Restoom of 1971 Tower, view looking east.



71. Interior, Nineteenth Floor of 1971 Tower, view looking southwest.



72. Interior, Twenty-Third Floor Elevator Lobby of 1971 Tower, view looking northwest.



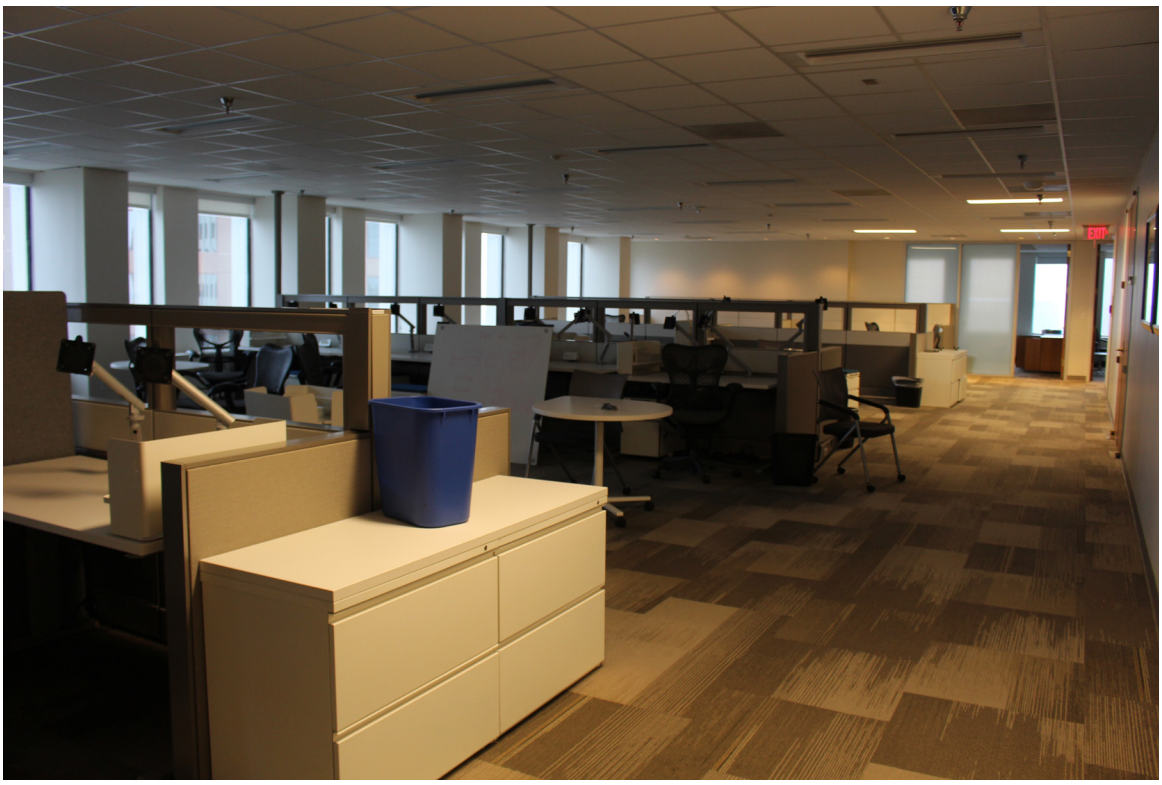
73. Interior, Twenty-Third Floor of 1971 Tower, view looking northeast.



74. Interior, Twenty-Third Floor of 1971 Tower, view looking northwest.



75. Interior, Twenty-Third Floor Mail Chute in 1971 Tower, view looking



76. Interior, Twenty-Third Floor of 1971 Tower, view looking southeast.



77. Interior, Twenty-Sixth Floor of 1971 Tower, view looking east.



78. Interior, Twenty-Sixth Floor of 1971 Tower, view looking northeast.



79. Interior, Twenty-Sixth Floor of 1971 Tower, view looking south.



80. Interior, Twenty-Sixth Floor of 1971 Tower, view looking east.



81. Interior, Twenty-Ninth Floor Elevator Lobby of 1971 Tower, view looking east.



82. Interior, Twenty-Ninth Floor of 1971 Tower, view looking north.



83. Interior, Twenty-Ninth Floor of 1971 Tower, view looking southeast.



84. Interior, Twenty-Ninth Floor of 1971 Tower, view looking east.



85. Interior, Thirtieth Floor Elevator Lobby of 1971 Tower, view looking east.



86. Interior, Thirtieth Floor of 1971 Tower, view looking north.



87. Interior, irtieth Floor of 1971 Tower, view looking west.



88. Interior, irtieth Floor of 1971 Tower, view looking northwest.



89. Interior, Thirty-First Floor of 1971 Tower, view looking east.



90. Interior, Basement, view looking east.



91. Interior, Basement, view looking north.



92. Interior, Basement, view looking west.



93. Interior, Basement, view looking west.

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Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

Exterior Photos 1-23
Yellow arrow indicates starting point

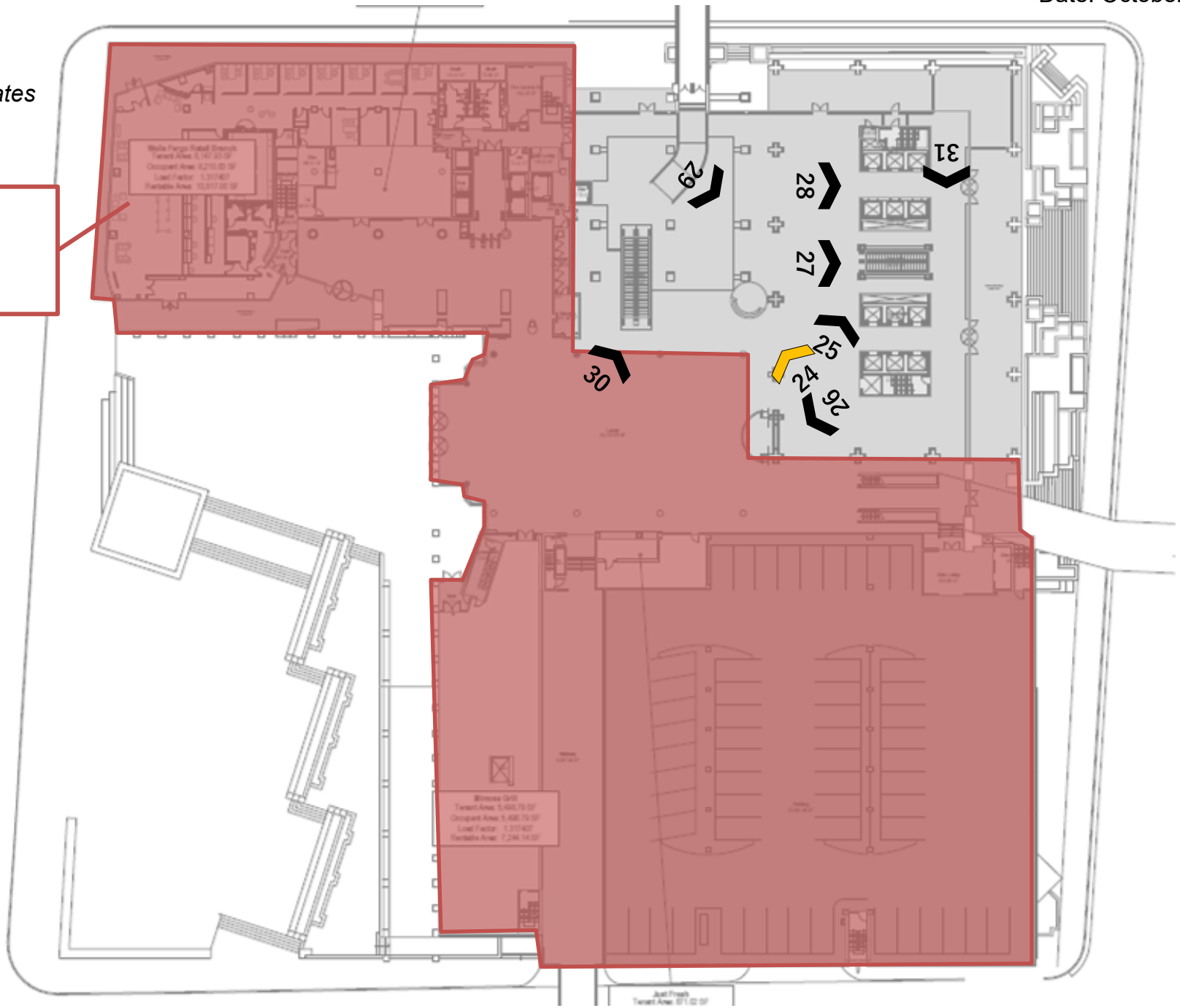


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Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

First Floor
Photos 24-31
Yellow arrow indicates starting point

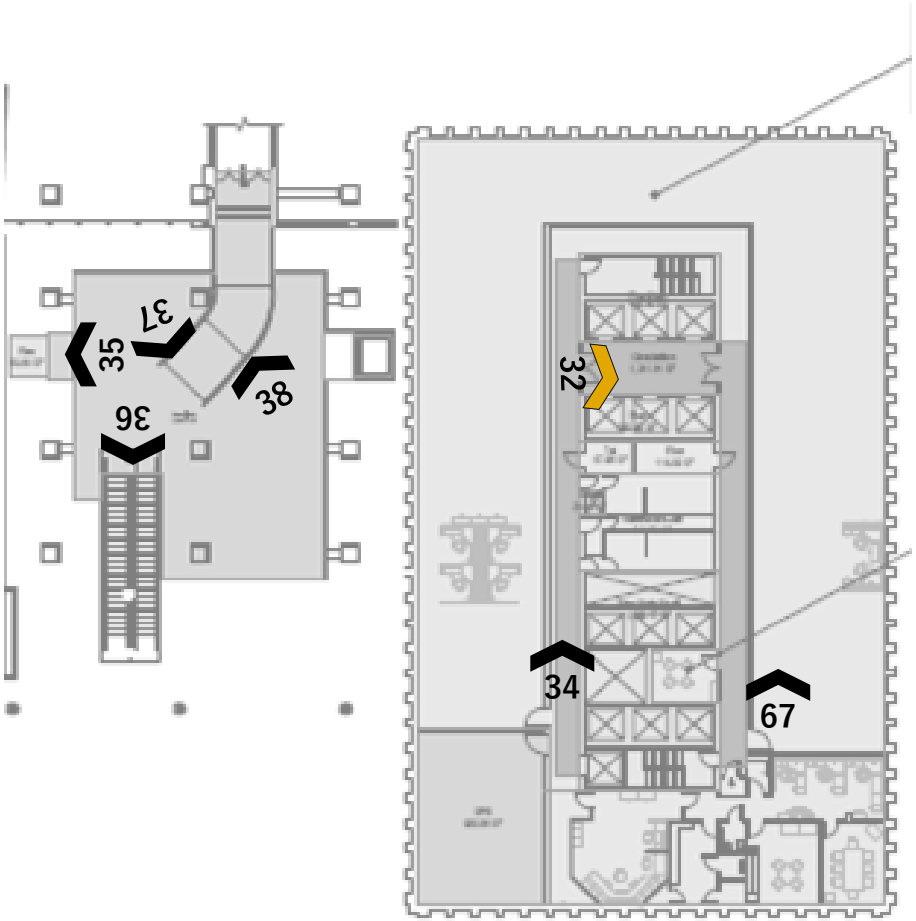
Not part of landmark application



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Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

Second Floor
Photos 32-38
Yellow arrow indicates starting point

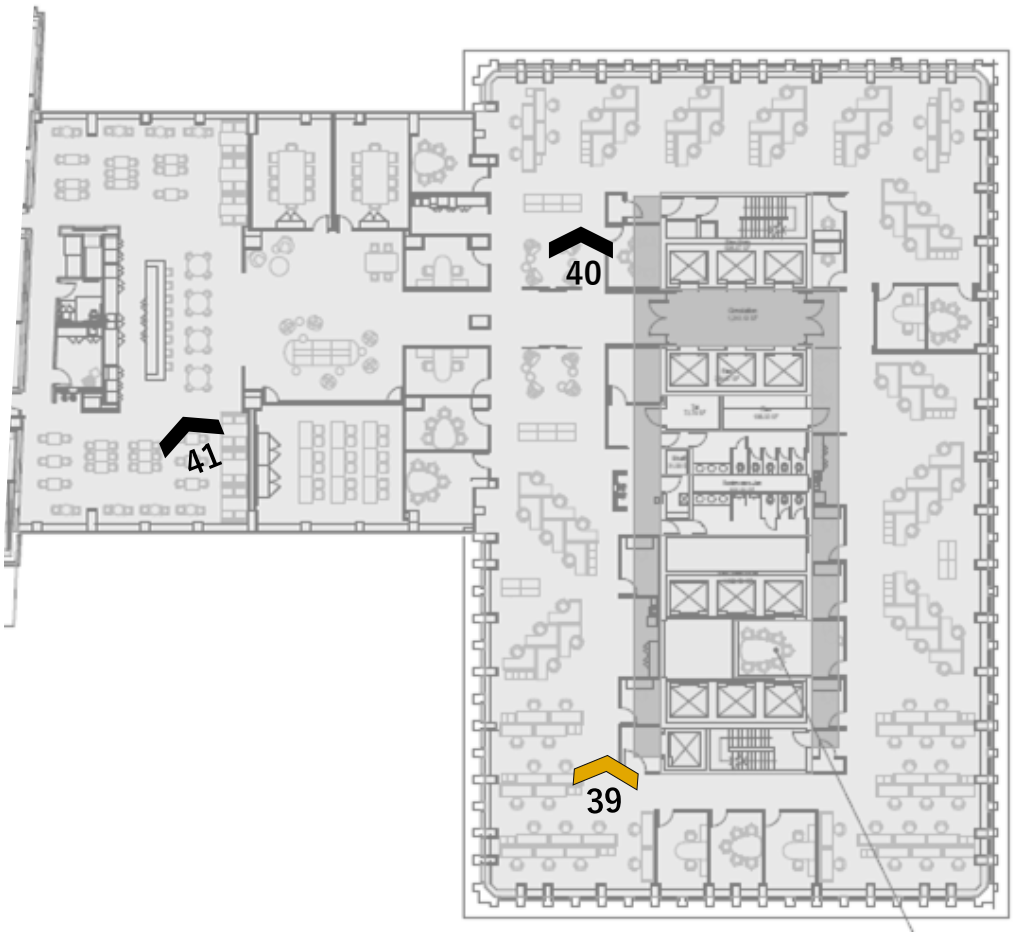


N

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Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

Fourth Floor
Photos 39-41
Yellow arrow indicates starting point

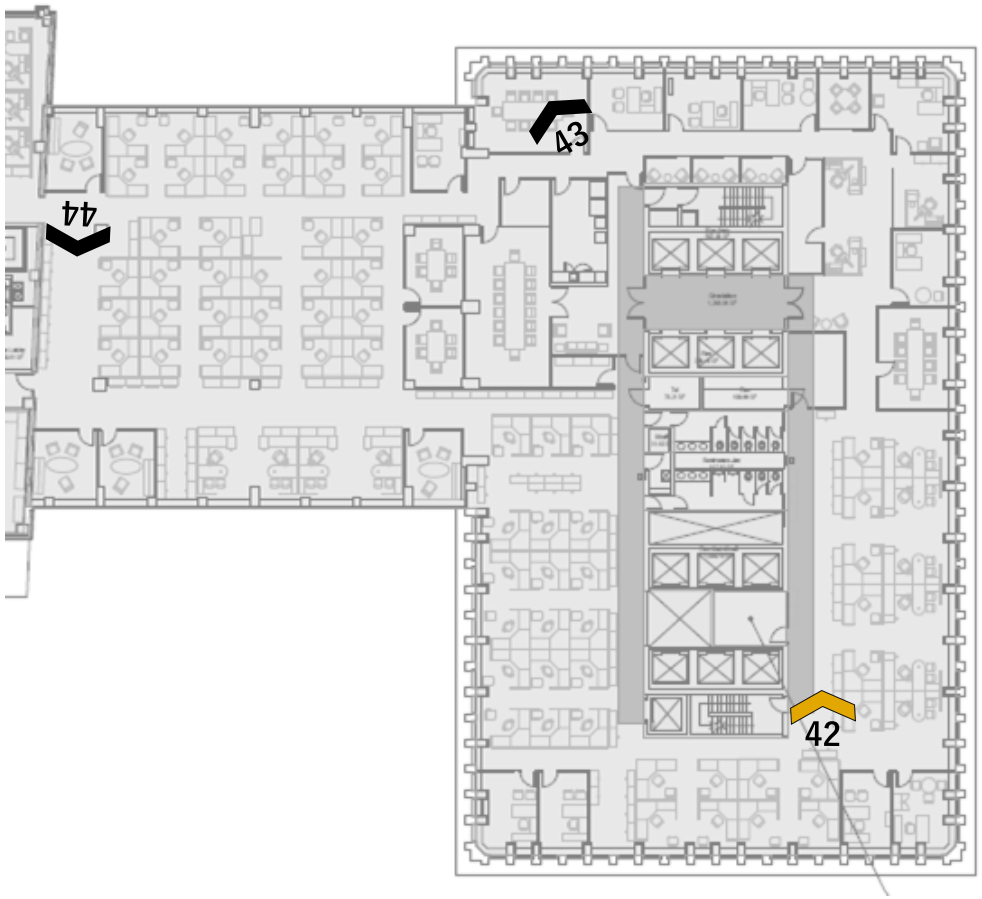


N

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Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

Ninth Floor
Photos 42-44
Yellow arrow indicates starting point

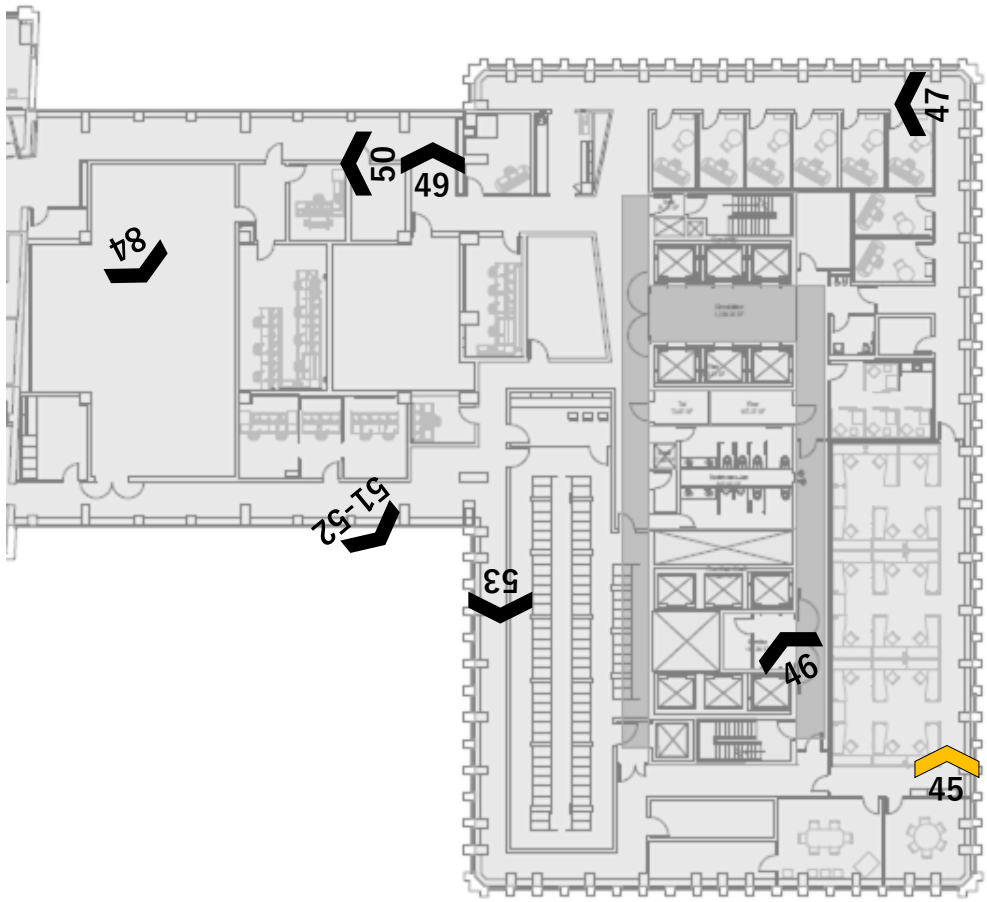


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Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

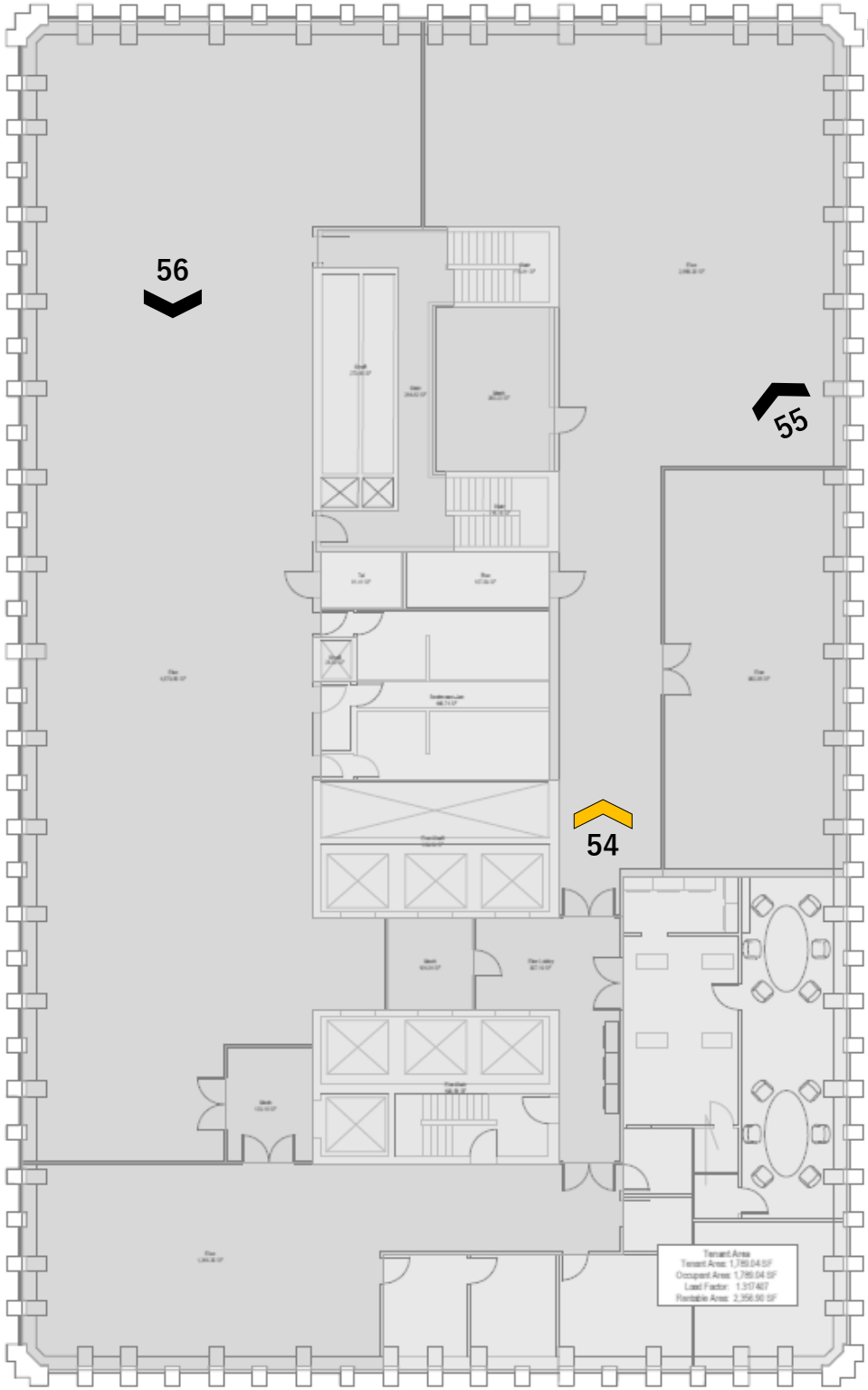
Twelfth Floor
Photos 45-53
Yellow arrow indicates starting point



N

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Thirteenth Floor
Photos 54-56
Yellow arrow indicates starting point

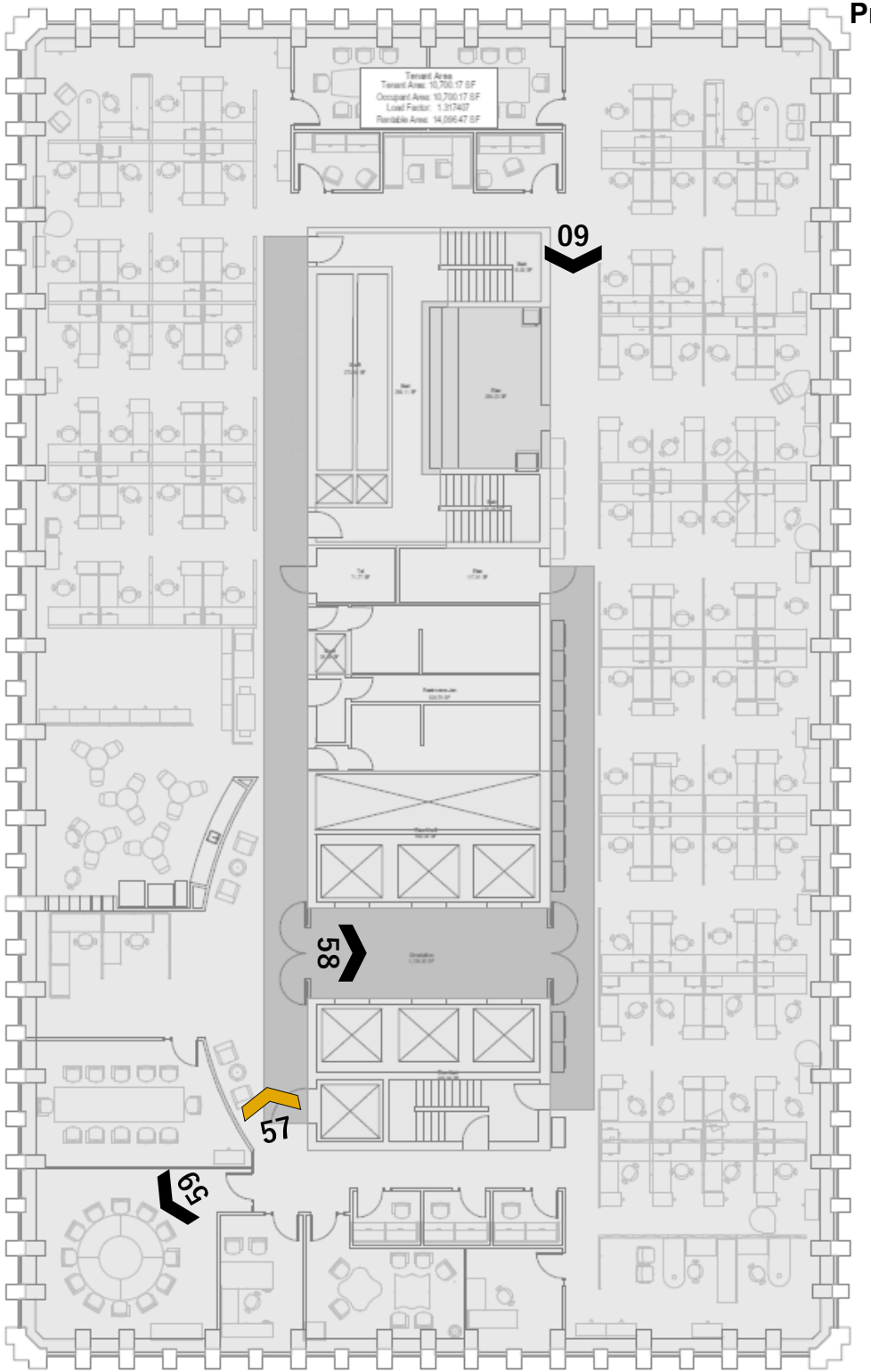


Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

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Fourteenth Floor
Photos 57-60
Yellow arrow indicates starting point

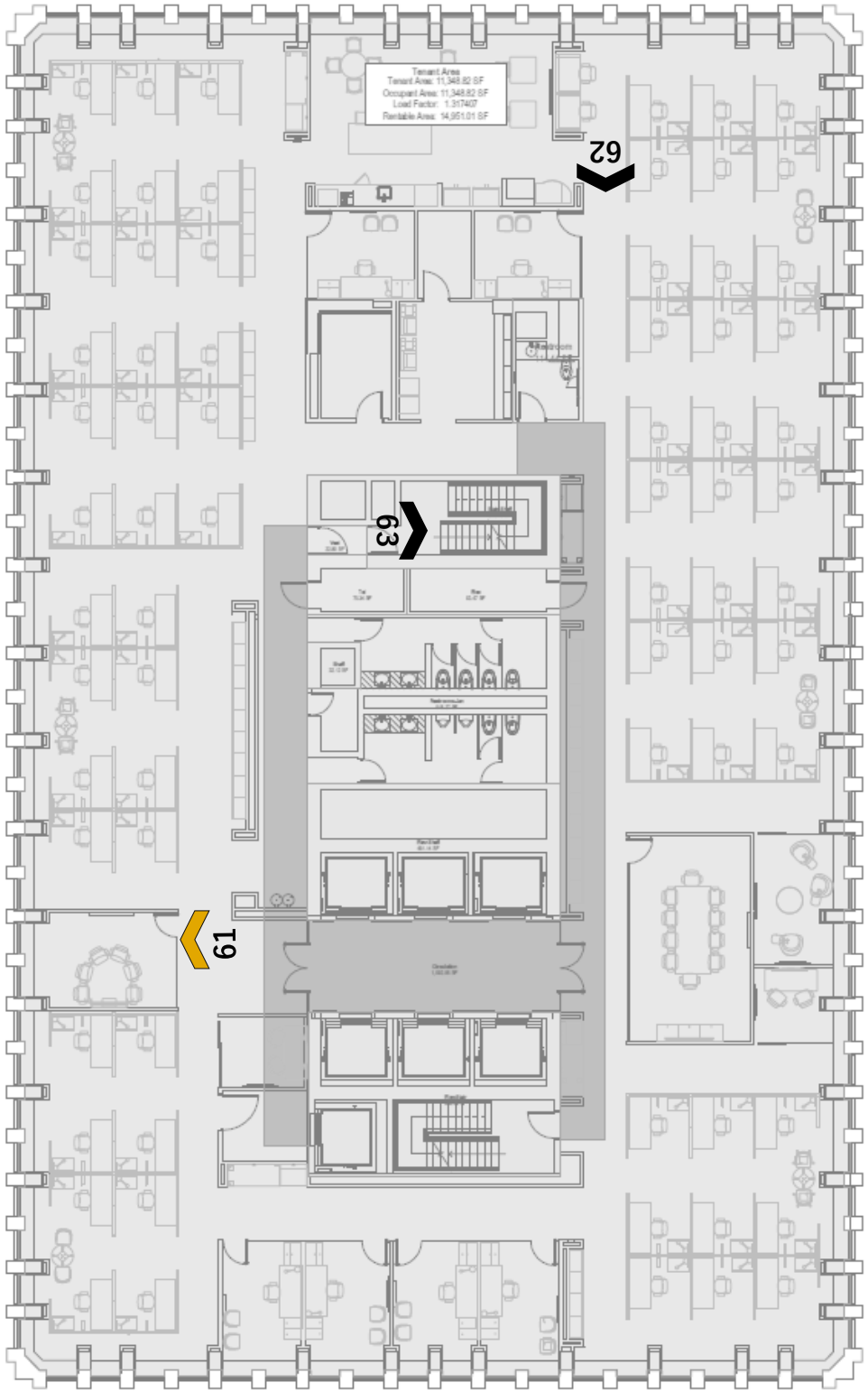


Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

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Seventeenth Floor
Photos 61-63
Yellow arrow indicates starting point

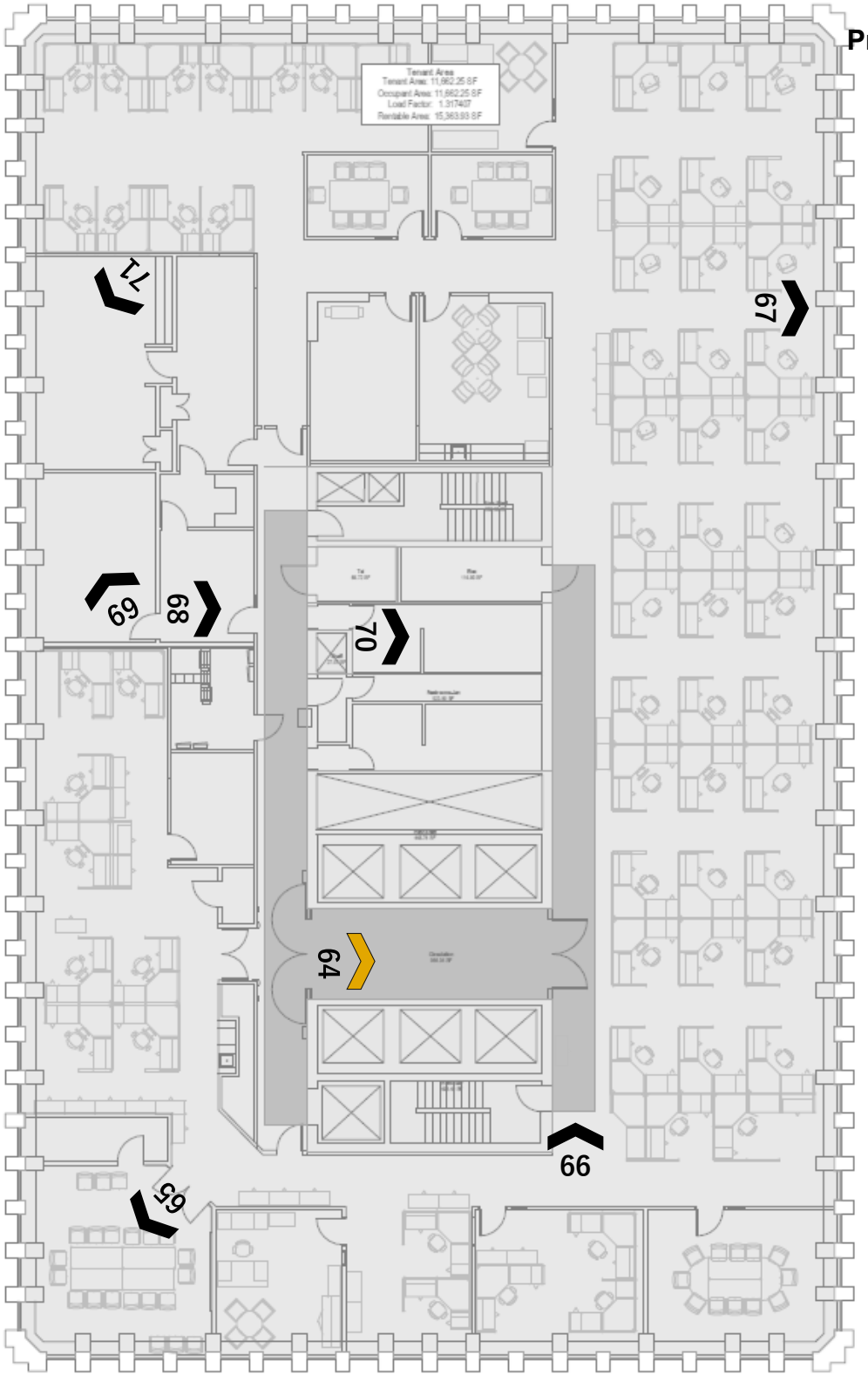


Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

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Nineteenth Floor
Photos 64-71
Yellow arrow indicates starting point

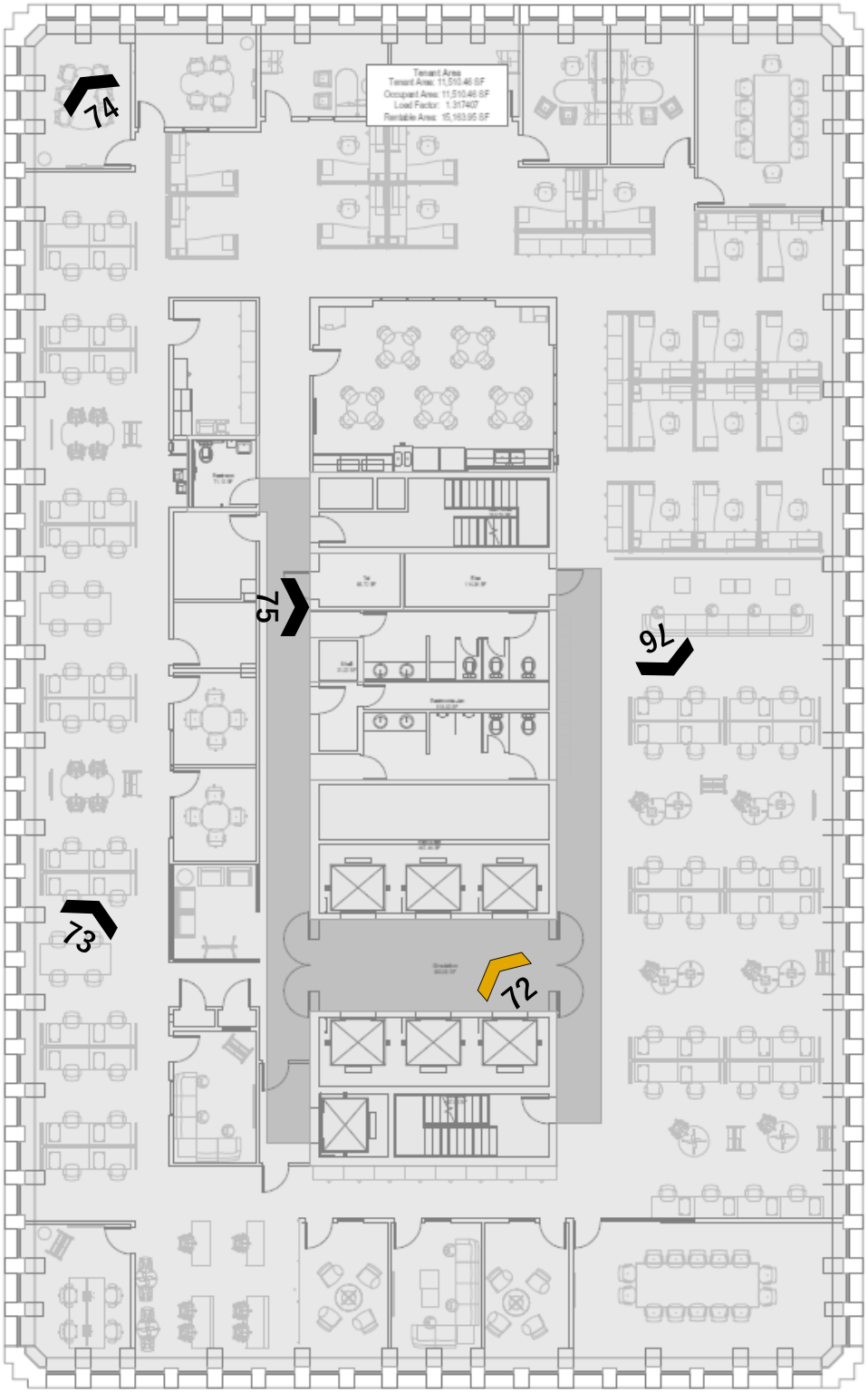


Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

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Twenty-Third Floor
Photos 72-76
Yellow arrow indicates starting point

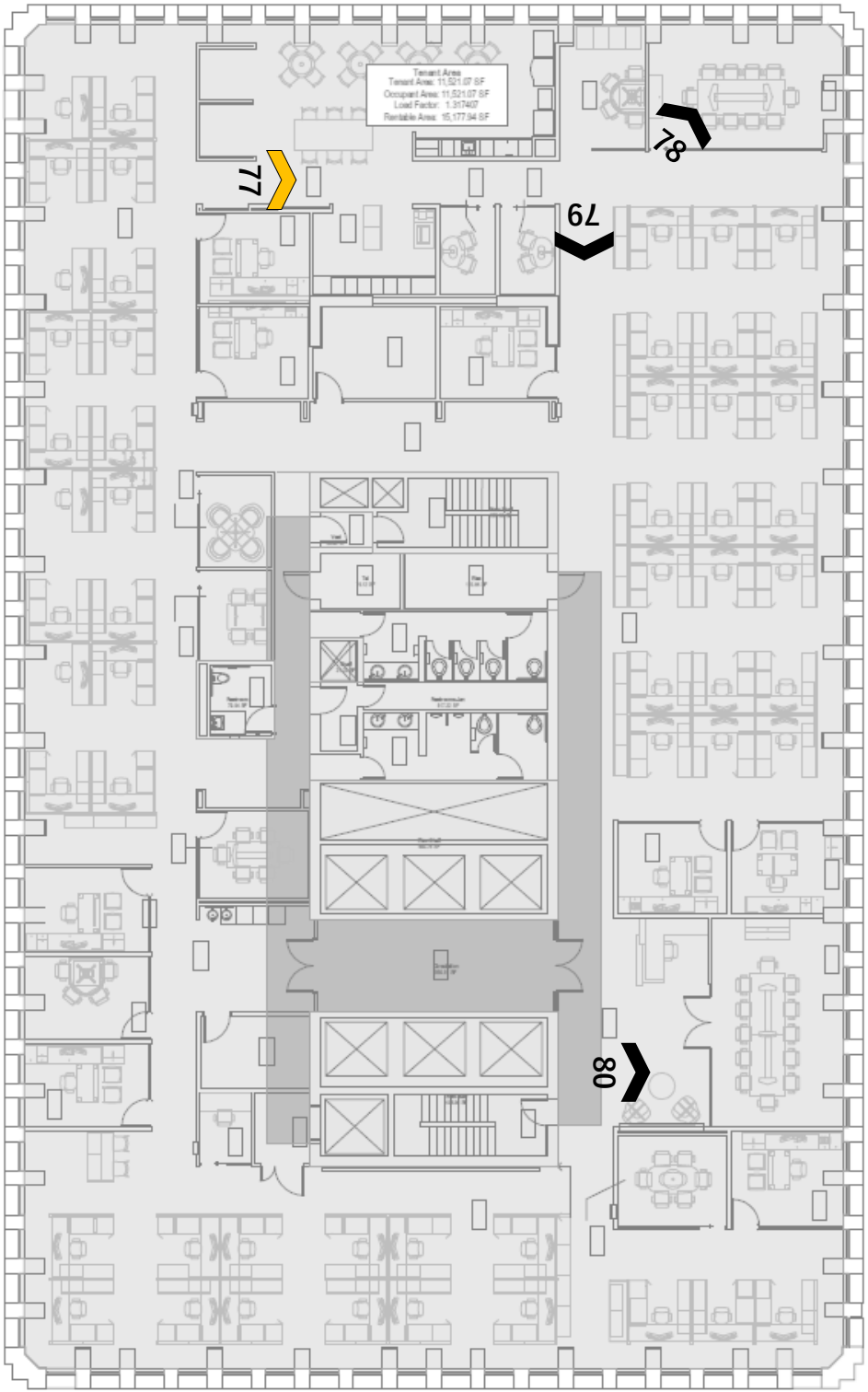


Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

N

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Twenty-Sixth Floor
Photos 77-80
Yellow arrow indicates starting point

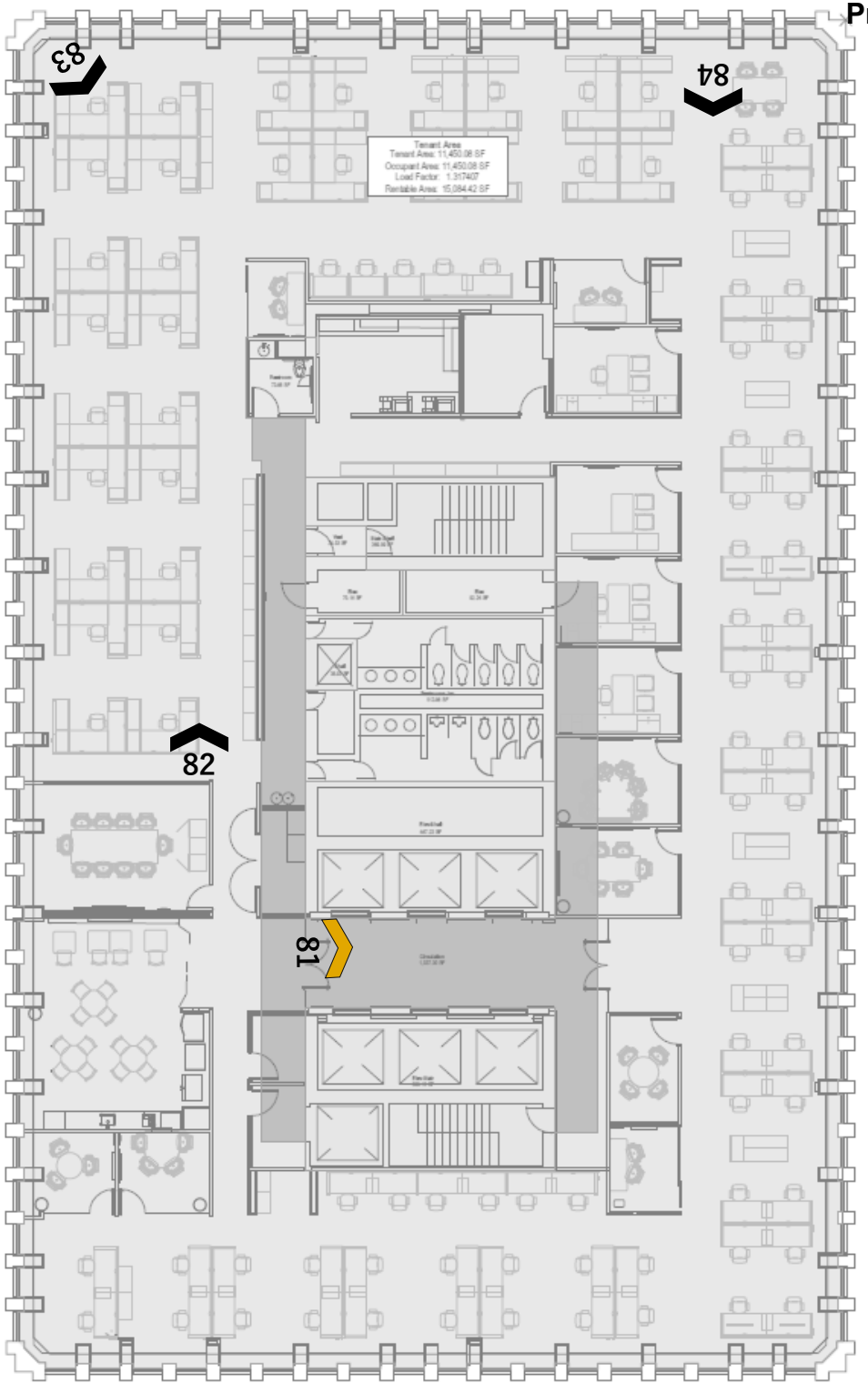


Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

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Twenty-Ninth Floor
Photos 81-84
Yellow arrow indicates starting point

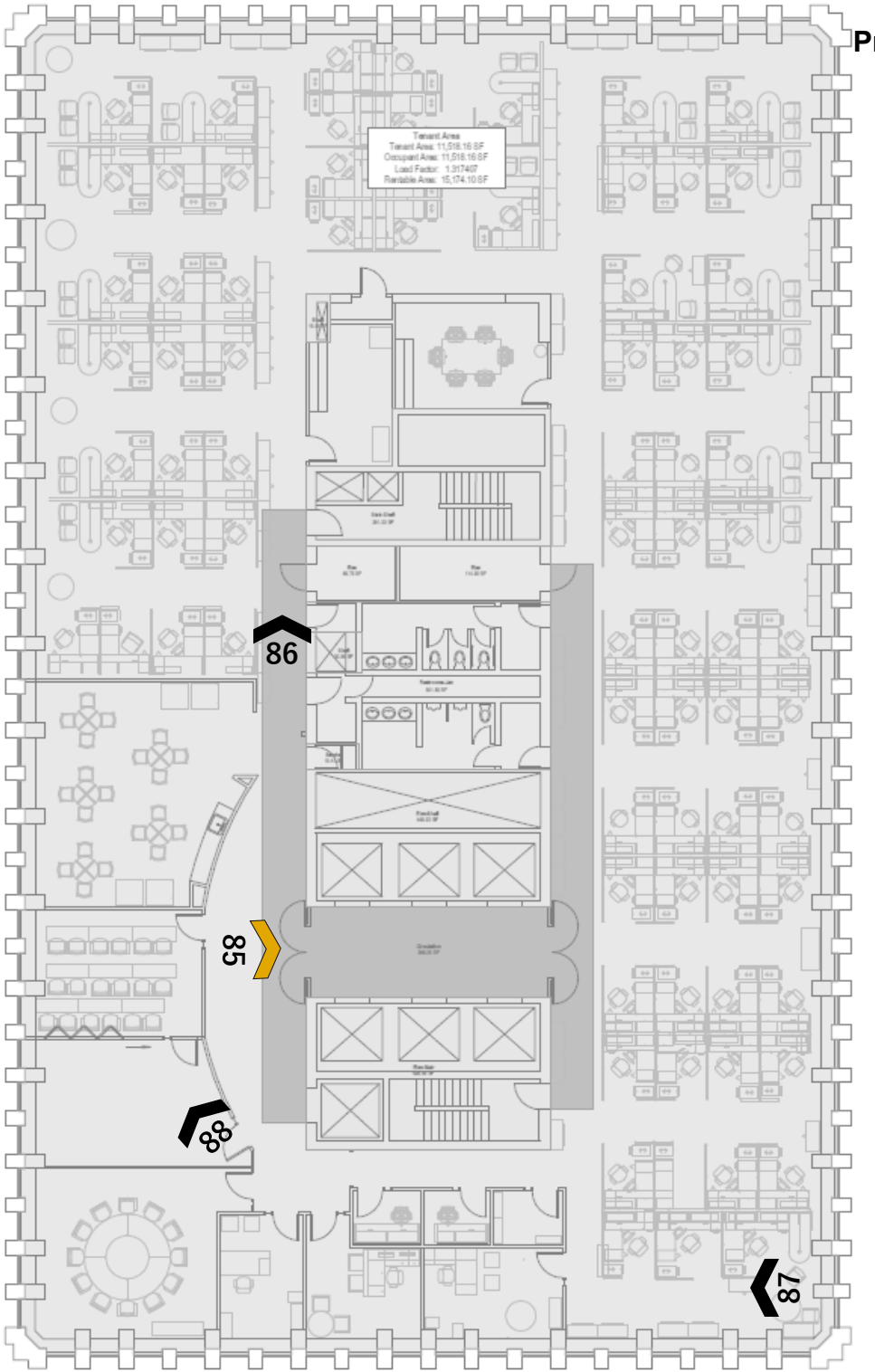


Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

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Thirtieth Floor
Photos 85-88
Yellow arrow indicates starting point

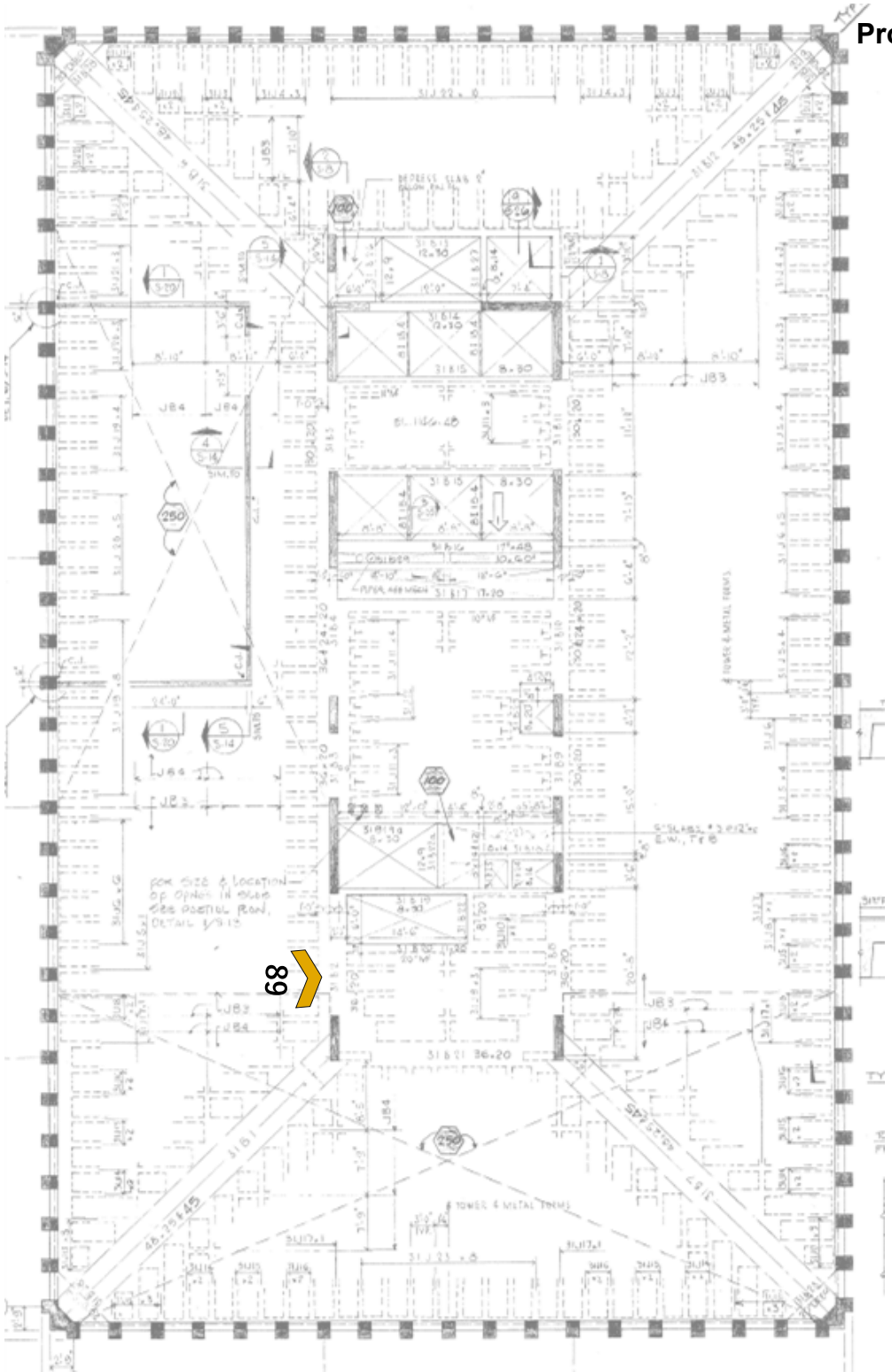


Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

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Thirty-First Floor
Photos 89
Yellow arrow indicates starting point



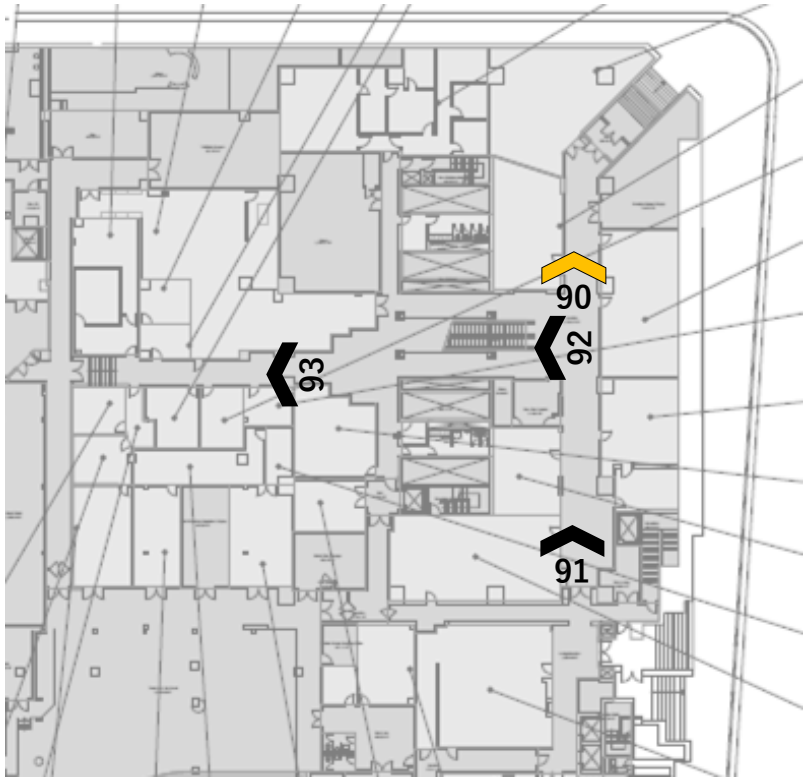
Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
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Project Name: Jefferson-First Union Tower
Address: 301 S Tryon Street
City, State: Charlotte, NC
Date: October 2025

Basement
Photos 90-93
Yellow arrow indicates starting point



N

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Supporting Documents

#3 Floor Plan

Jefferson-First Union Tower
Charlotte, NC
Charlotte-Mecklenburg HCL Landmark Designation Report

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Supporting Documents

#4 Plat/Tax Map

Jefferson-First Union Tower
Charlotte, NC
Charlotte-Mecklenburg HCL Landmark Designation Report

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Supporting Documents

#4 Plat/Tax Map

Jefferson-First Union Plaza
Charlotte, NC
Charlotte-Mecklenburg HCL Landmark Designation Report

Mecklenburg County ~ Property Record Card Property Search

PARCEL ID: 12505101
327 S TRYON ST CHARLOTTE NC

FIRST UNION NATIONAL BANK OF NC,C/O
CORP RE CONS-1 #427
PO BOX 2609
CARLSBAD CA 92018

Total Appraised Value
$204,040,600

KEY INFORMATION

Land Use Code	**O400**	Neighborhood	**OF01**
Land Use Desc	**OFFICE**	Land	**149411.00 SQUARE FEET**
Exemption / Deferment	**-**	Municipality	**CHARLOTTE**
Last Sale Date	**07/11/1985**	Fire District	**CITY OF CHARLOTTE**
Last Sale Price	**$0**	Special District	**DOWNTOWN DISTRICT 3**
Legal Description	**NA**		

ASSESSMENT DETAILS

2026 Real Estate Assessed Value	
Land Value	**$42,843,600**
Building Value	**$159,787,200**
Features	**$1,409,800**
Total	**$204,040,600**

LAND

USE	UNITS	TYPE	NEIGHBORHOOD	ASSESSMENT
O400	149411.00000	SQUARE FEET	OF01	$42,843,600

BUILDING

BUILDING (1)

Finished Area	**830,446**
Year Built	**1955**
Built Use / Style	**OFFICE HI-RISE B > 4 STORIES**
Grade	**GOOD**
Story	**2.5 STORY**
Heat	**FORCED AIR - DUCTED**
Fuel	**GAS**
Foundation	**HIGH RISE**
External Wall	**FACE BRICK**
Fireplace(s)	**0**
Full Bath(s)	**0**
Half Bath(s)	**0**
Bedroom(s)	**0**
Total (SqFt)	**1,116,392**



FEATURES

YEAR BUILT	TYPE	QUANTITY	UNITS	VALUE
1955	FREIGHT ELEV	1	12	$142,000
1955	PENTHOUSE	1	2378	$40,000
1955	PENTHOUSE	1	3934	$66,100
1955	PENTHOUSE	1	6156	$103,400
1955	PSSNGER ELEV	2	17	$388,600
1955	PSSNGER ELEV	4	30	$1,253,600
1955	PSSNGER ELEV	9	12	$1,336,100
1970	PENTHOUSE	1	11883	$199,600
1971	PSSNGER ELEV	1	3	$66,000
1971	PSSNGER ELEV	2	7	$205,300
1988	ESCALATOR	1	2	$119,000
1989	ESCALATOR	1	2	$119,000
1989	FREIGHT ELEV	1	3	$59,600
1989	PSSNGER ELEV	1	3	$66,000
1989	STAND	1	576	$3,000

RECENT SALES HISTORY

The sales history includes only qualified sales made since January 1, 2016. A sale is qualified when it has been verified, by the appraiser, as an arm's length transaction for fair market value. Only qualified sales are considered in the appraisal process. For a complete history of sales and other transfers, please visit Polaris. The Register of Deeds records, indexes, and stores all real estate related documents that are presented for registration.

No data to display

VALUE CHANGES

The value change history shows only changes in appraised value; it does not show exemptions, exclusions or deferrals that could reduce a property's taxable value. If any of these are in effect for a particular tax year, it will be shown on the property tax bill for that year. It is also possible that some previous value changes might be missing from this list or listed in the wrong order. If you have any questions, please call the County Assessor's Office at 980-314-4226.

DATE OF VALUE CHANGE	EFFECTIVE FOR TAX YEAR	REASON FOR CHANGE	NEW VALUE
03/01/2024	2023	BER Decision	$182,615,100
03/26/2023	2023	COUNTYWIDE REVALUATION	$204,040,600
02/28/2020	2019	BER Decision	$193,218,900
01/15/2019	2019	COUNTYWIDE REVALUATION	$198,901,800
08/20/2015	2014	Board of Equalization and Review - Decision	$122,570,000
12/13/2014	2011	REVALUATION REVIEW - PEARSON	$133,609,500
12/13/2014	2012	REVALUATION REVIEW - PEARSON	$144,043,600
03/17/2011	2011	COUNTYWIDE REVALUATION	$115,544,200
04/26/2007	2007	REMODELED IMPROVEMENTS AND/OR NEW ADDITION	$102,246,800
03/15/2003	2003	COUNTYWIDE REVALUATION	$92,064,200

PERMITS

For information on building, electrical, mechanical or plumbing permits issued for this property in the last six years, please visit Mecklenburg County Code Enforcement's searchable permit site.





Disclaimer

Mecklenburg County makes every effort to produce the most accurate information possible. **No warranties, expressed or implied, are provided for the data herein, its use or interpretation**.

HERITAGE
CONSULTING GROUP

Supporting Documents

#5 Additional Figures

Jefferson-First Union Tower
Charlotte, NC
Charlotte-Mecklenburg HCL Landmark Designation Report

HERITAGE
CONSULTING GROUP

Supporting Documents

#5 Additional Figures

Jefferson-First Union Tower
Charlotte, NC
Charlotte-Mecklenburg HCL Landmark Designation Report

Figure 1: Illustration from the 1966 Greater Charlotte Area Master Plan, showcasing the First Union National Bank (red arrow).

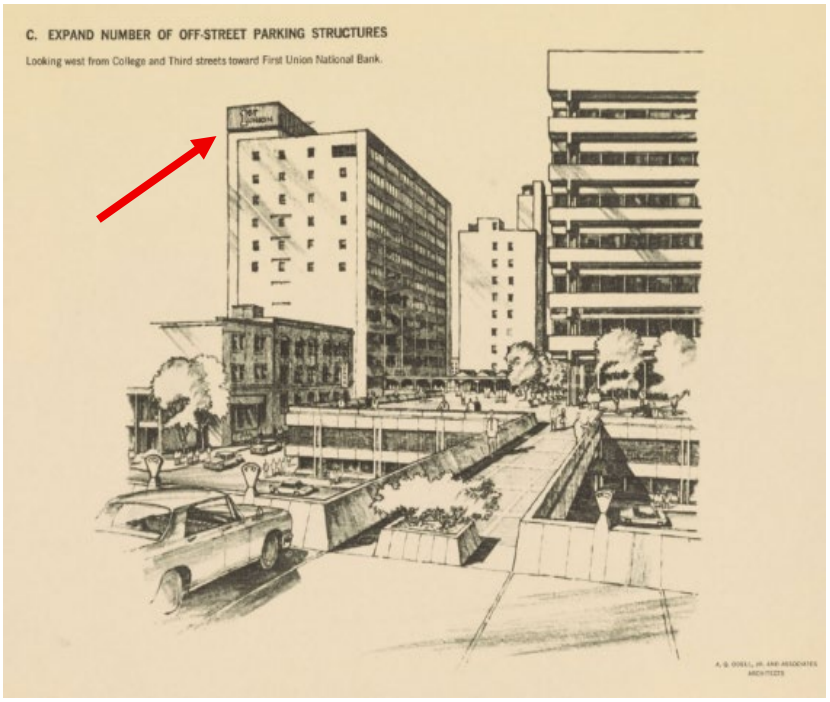


Figure 2: Historic photo, 1974, aerial view of downtown Charlotte with prominent buildings and proposed construction identified. *Source: The Charlotte Observer, December 2, 1974*

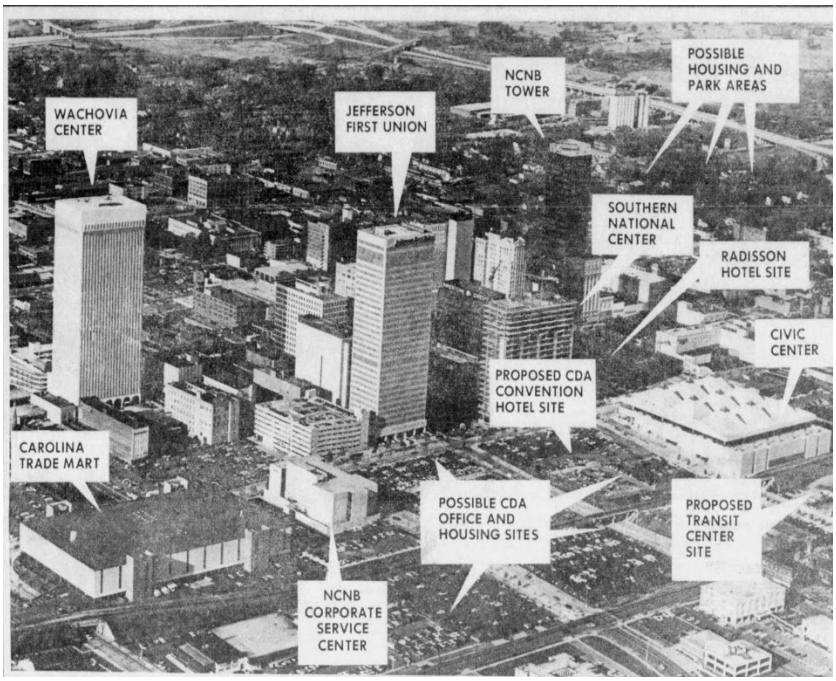


Figure 3: Postcard of Charlotte in 1930 (above) and 1950 (below). Both postcards pre-date the construction of the subject property and show that the downtown area is largely comprised of low- to-mid-rise buildings with a few scattered high-rise buildings, but no modern skyscrapers. The Johnston Building (1924, 1929) is indicated with a red arrow in both images for comparison in development. *Source: Charlotte Postcard Collection, Charlotte-Mecklenburg Library Online*.

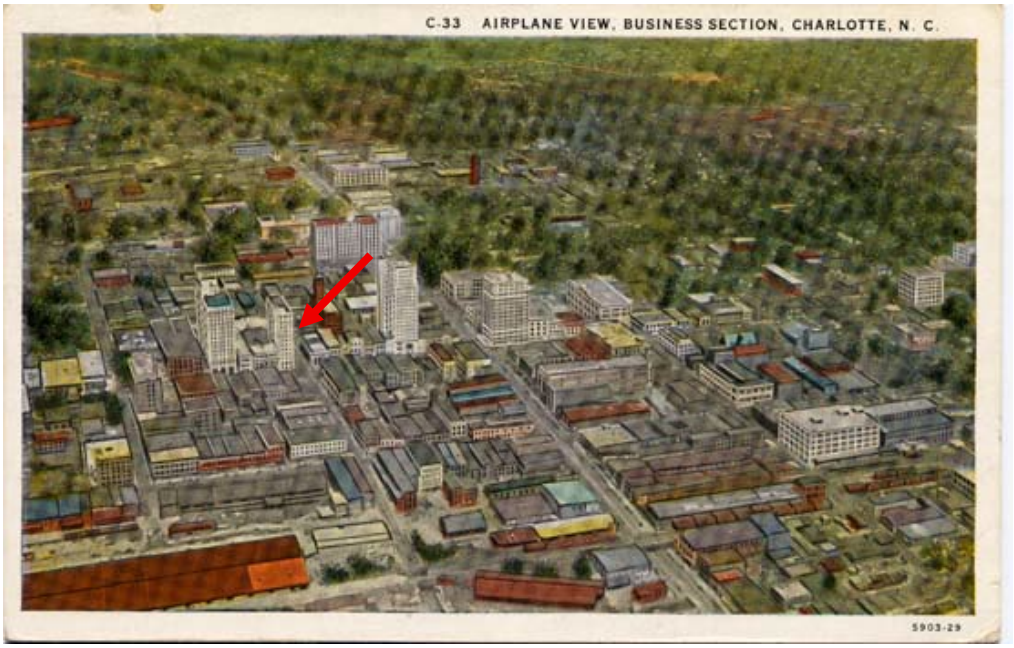




Figure 4: Aerial view of Charlotte, 1973, Jim Doane (above) and ca. 1975 (below). The top image shows the subject property as the tallest building downtown. Both images show the beginning of downtown redevelopment in Charlotte. The subject property is indicated by a red arrow. *Sources: Charlotte Postcard Collection, Charlotte-Mecklenburg Library Online and Charlotte Stories.*

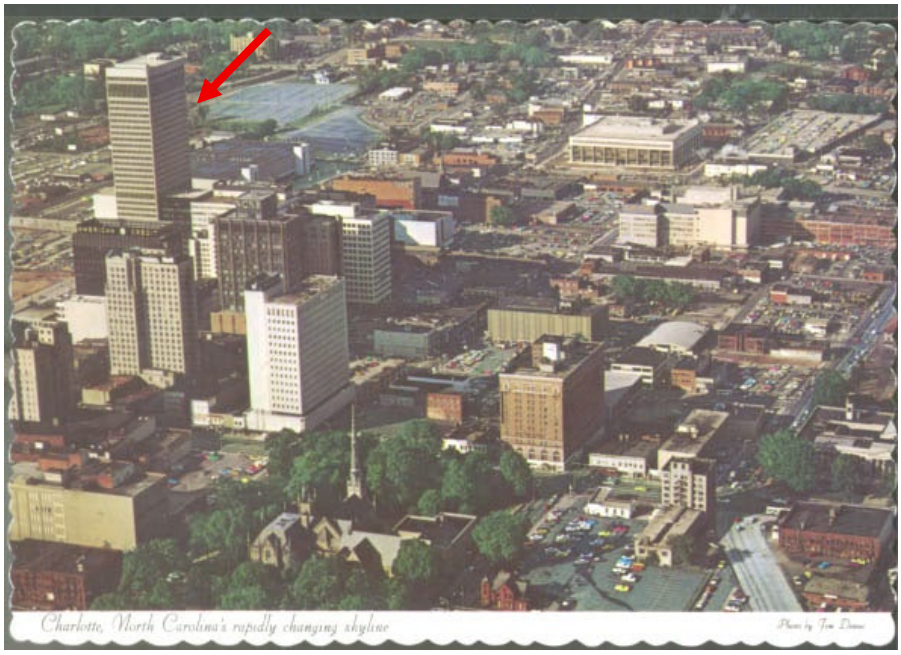




Figure 5: Aerial view of Charlotte ca. 1989 (above) and ca. 2005 (below). Both images show the largescale redevelopment and construction of other skyscrapers that began shortly after the construction of the subject building. The subject property is indicated by a red arrow. *Source: Charlotte Stories and Wikimedia Commons.*





Figure 6: Aerial view of Charlotte today (ca. 2024) showing the development that began in the 1970s with the construction of the subject and continues today. The subject property is indicated by a red arrow. *Source: Google Earth*.

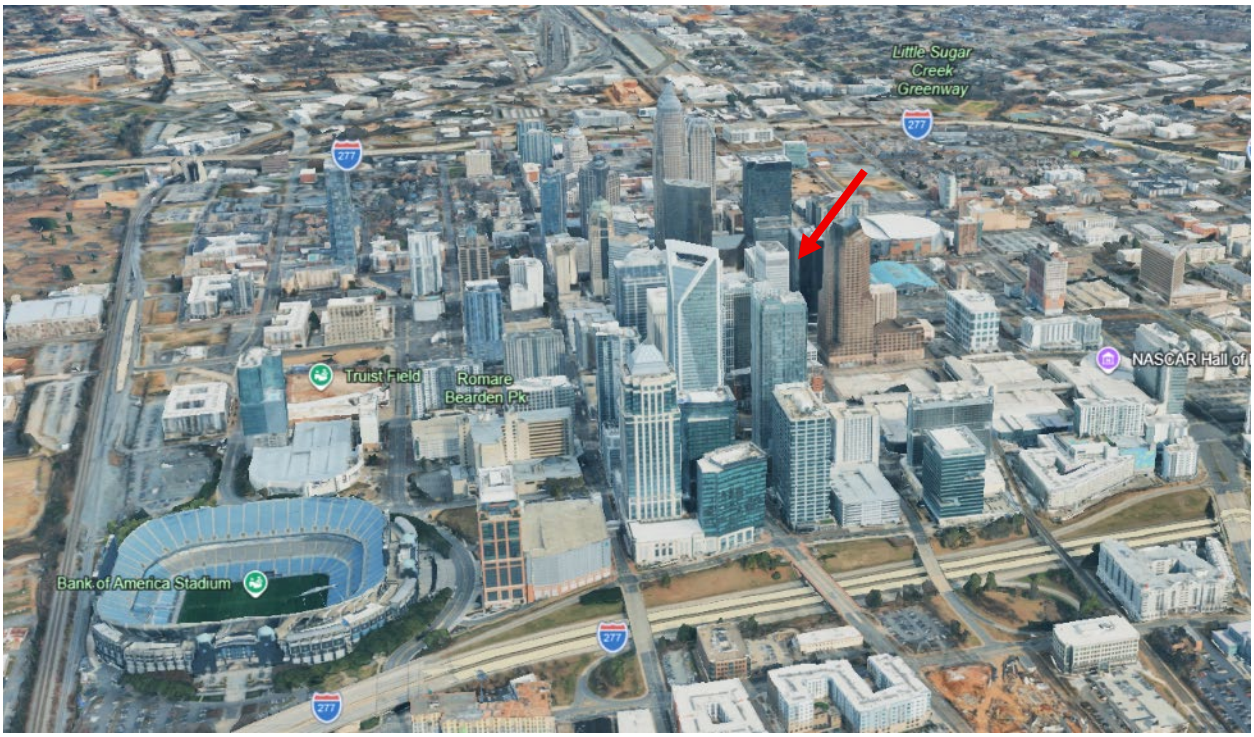


Figure 7: Clipping from a 1979 newspaper article, highlighting the prominence of the 1971 Tower. *Source: M.S. Van Hecke, "First Union Plans to Add To Its Plaza," The Charlotte Observer,* March 10, 1979, 6.

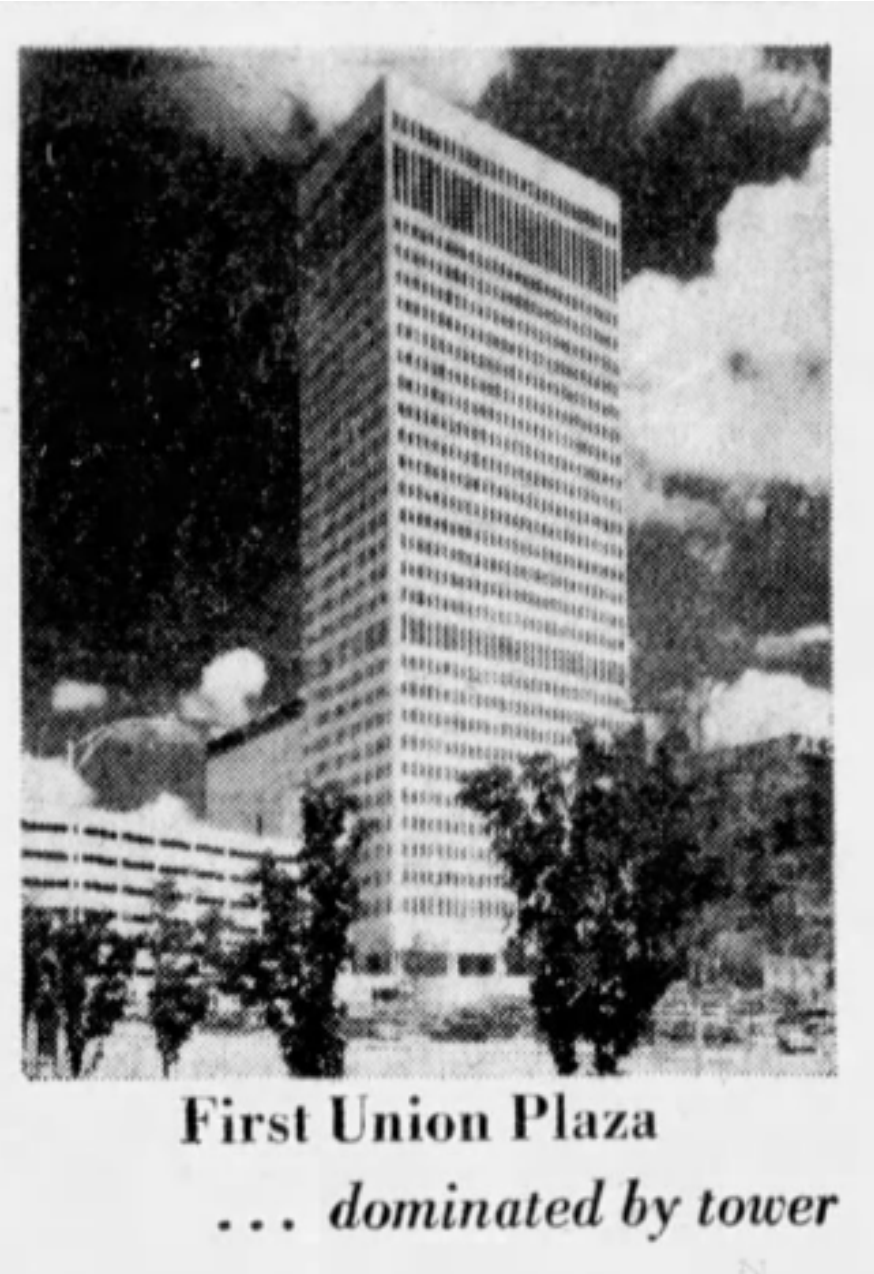


Figure 8: North Carolina National Bank (NCNB) Plaza, 101 S. Tryon St. *Source: One South.*



Figure 9: Wachovia Bank and Trust Center, 400 S. Tryon Street. *Source: Charlotte Business Journal.*



Figure 10: Southern National Center, 200 South College Street. *Source: Wikimedia Commons.*



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Supporting Documents

#6 Interior Designation Parameters

Jefferson-First Union Tower
Charlotte, NC
Charlotte-Mecklenburg HCL Landmark Designation Report

INTERIOR DESIGNATION PARAMETERS

In support of their request for landmark designation of the interior of the Jefferson-First Union Tower, the property owners have provided written consent for interior review of the building pursuant to N.C. Gen. Stat. § 160D-947(b). Areas which retain character-defining features are, as seen on the photo keys of the Local Designation Report or named in the Architectural Description are the first-floor lobby and the central core from the basement to the 30th floor. Character-defining features are enumerated below, and photos are included in the table on the following pages.

Features Located on the First Floor:

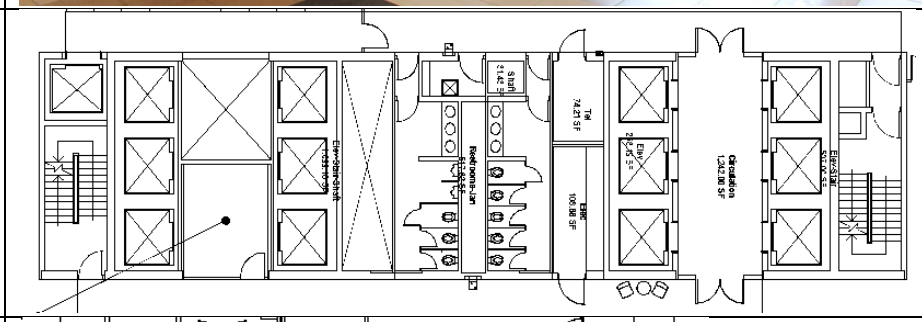
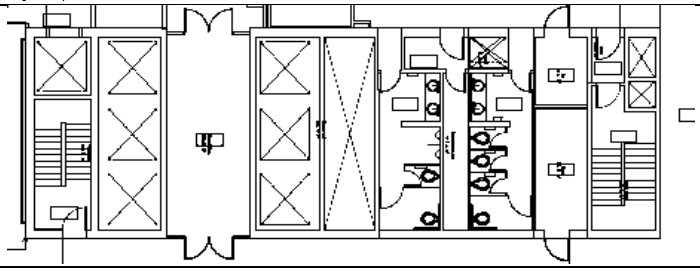
- Open Lobby Configuration
- Travertine wall cladding
- Cruciform columns

Features Located on Every Floor (Basement through 30):

- Configuration (not finishes) of the circulation and mechanical core. The configuration is generally the same on each floor, as illustrated in the table below, but differs slightly on the basement, 1st floor, 13th floor, and 14th floor.
- Historic mail chutes

Character-Defining Features of the interior of the Jefferson-First Union Tower

Feature	Photo/ Plan Location	Photo/ Plan
Open lobby Configuration	1st Floor, view southwest	
Travertine wall cladding	1st Floor, view south	

Feature	Photo/ Plan Location	Photo/ Plan
Cruciform columns	1st Floor, view southeast	
Configuration of Central Core	10th Floor, Representative Plan of 2nd Floor to 12th Floor.	
Configuration of Central Core	20th Floor, Representative Plan of 15th Floor to 30th Floor	

Feature	Photo/ Plan Location	Photo/ Plan
Mail Chutes	17th Floor, view east. Photo representative of all floors	