HISTORIC AMERICAN BUILDINGS SURVEY

HIBS CK-2022-1

ALLSTATE CORPORATE CAMPUS: COVER DOCUMENT

Location: The Allstate Corporate Campus is located at 2775 Sanders Road in Northbrook, Illinois. It is situated on a 201-acre parcel that is bounded by I-294 on the east, Sanders Road on the west, Willow Road on the north, and the Glenview Place residential subdivision on the south. The parcel includes parts of the Southeast Quarter and the Northeast Quarter of Section 19, Township 42 North, Range 12, East of the Third Principal Meridian, in Northfield Township, Cook County.

Present Owner: Dermody Properties

Present Use: Vacant

Significance: The Allstate Corporate Campus in Northbrook was established in 1967 on a 122-acre rural parcel adjacent to the Tri-State Tollway (I-294). The site selection was indicative of the relocation of corporate headquarters to suburban locations along newly constructed expressways that occurred nationwide in the post-World War II era. Allstate, an insurance company founded in 1931 as a unit of Sears, Roebuck Company to sell auto insurance, grew at a phenomenal rate in the 1950s and 1960s, necessitating the construction of a new headquarters on a site amenable to horizontal expansion.

Allstate's campus featured the North Plaza (1967) and South Plaza (1974) complexes, both of which were designed by Schmidt, Garden & Erikson, a prominent, Chicago-based firm. Its award-winning landscape—featuring reflecting pools and extensive natural greenery that contrasted with the geometry of the buildings—was designed by Franz Lipp. Allstate added 70 acres to its headquarters property in 2001, when it purchased an adjacent campus with a sprawling office building erected in the 1970s for the A.C. Nielsen Company with a landscape designed by M. Paul Friedberg & Associates of New York City. The Nielsen Building was renamed Willow Plaza. All three of the modernistic office complexes on the Allstate campus are sheathed with precast concrete panels, a mass-produced covering popular in the 1960s and 1970s. Allstate became an independent company in 1995 and sold its Northbrook campus in 2021.

PART I. HISTORICAL INFORMATION

A. Physical History

1. Dates of construction:
   1967: North Plaza complex
   1974: South Plaza's G building
   1972: Willow Plaza Building

2. Architect:
   Schmidt, Garden & Erikson, Chicago (North and South Plaza complexes)
   Welton Becket & Associates, Chicago Office (Willow Plaza Building)

3. Contractor/Builder:
   W.E. O'Neil, Chicago (North and South Plaza complexes)
   Pepper Construction, Chicago (Willow Plaza Building)

4. Landscape Architects:
   Franz Lipp & Associates, Chicago (north 80 acres of Allstate's original 122-acre tract surrounding the North Plaza complex)
   M. Paul Friedberg & Associates, New York City (the original 70-acre tract surrounding the Willow Plaza Building)

5. Original plans and construction:
   See individual outline reports on the North, South, and Willow Plaza complexes and the following essays below: "Development of the Allstate Corporate Campus in Northbrook" and "Overview History of the A.C. Nielsen Company and its Northbrook Headquarters."

6. Additions:
   1978: H and I buildings added to the South Plaza complex's existing G building
   1980: Z wing addition to Willow Plaza Building
   1982: U wing addition to Willow Plaza Building
   1987: Additions to the North Plaza's B and D buildings
   1991: Addition to the South Plaza's G building

   See individual outline reports for North and South Plaza complexes and the Willow Plaza Building for information on interior alterations.

B. Historical Context:

1. Overview History of the Allstate Corporation

Allstate was formed in 1931 as a unit of Sears, Roebuck & Company to sell auto insurance through the Sears catalog and by direct mail. The fledgling company moved into Room 124 of the Sears Administration Building on Chicago's West Side and closed out its first year with 20 employees and 4,217 policy holders. Allstate moved to the top floor of the Sears Printing Building in 1933, the year that active policies reached 22,000, and the company posted its first profit of $93,000.[1] The growing company expanded to an additional floor in 1935, and in 1937 it moved to the 12th floor of the Civic Opera Building on Chicago's Wacker Drive.[2]

Allstate grew dramatically in the post-World War II era, nearly doubling in size every two years. In 1945 revenues were $12 million; in 1955 that number swelled to $252 million. Allstate reacted to its rapid expansion by decentralizing its operations and instituting a three-tiered structure that stretched from the company's headquarters to its zone offices and ultimately to the regional offices. Some regional offices were further broken down into district service offices and local sales centers. Free-standing agencies joined Sears store offices as sales outlets.[3]

In 1948, Allstate commissioned Carr & Wright to design a ten-story Modernist style headquarters building at 3245 W. Arthington Street, within the complex of Sears buildings on Chicago's Near West Side.[4] The building was completed in 1950, when the company employed 3,707 people who served 994,760 policy holders.[5] Also in 1950, Allstate premiered its long-standing advertising campaign, "You're in Good Hands with Allstate." The slogan, coupled with the use of easy-to-understand policies complete with pictures, helped make Allstate a household name.

Allstate grew at a phenomenal rate in the 1950s when it expanded its product lines beyond auto insurance to include personal liability insurance, residential fire insurance, commercial fire insurance, personal theft insurance,

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1 *Allstate 50th Anniversary, 1931-1981* (Northbrook, Illinois: Allstate Insurance Company, 1981) 3.

2 Allstate Insurance Company, "Allstate Home Office – Building for the Future," 1967. Unpublished manuscript in the Allstate Corporation Archive.

3 "Allstate Corporation," in: https://www.encyclopedia.com/economics/economics-magazines/allstate-corporation.

4 "Ground is Broken for New Allstate Insurance Building," *Chicago Tribune* (March 28, 1948).

5 Allstate Insurance Company, "Allstate Home Office – Building for the Future," 1967. Unpublished manuscript in the Allstate Corporation Archive.

homeowners' insurance, personal health insurance, and commercial liability insurance, as well as boat, group life, and group health insurance.[6]

In 1953, Allstate relocated its headquarters to northwest suburban Skokie, where it was housed in a sprawling, three-story, Modernist style building at 7447 Skokie Boulevard, on the west side of the Edens Expressway.[7] In the same year, Allstate became a multinational corporation by opening its first Canadian office. In 1957, Allstate formed the subsidiary Allstate Life Insurance Company, which grew at an astronomical rate, bringing in $1 billion in life insurance revenues after just six years in business.[8]

Allstate continued to expand its product lines throughout the 1960s, introducing workers compensation, surety bonds, and ocean marine insurance. Allstate Enterprises, Inc. was launched in 1960 as the umbrella for a number of non-insurance based activities including a motor club and finance businesses, such as vehicle financing, mortgage banking, and mutual fund management.[9]

In 1967, Allstate moved its headquarters to northwest suburban Northbrook, where it built a large office complex on a 122-acre parcel adjacent to the Tri-State Tollway, a fast-growing commercial corridor. (See essay below on the development of Allstate's Northbrook campus.) Allstate was considered a pioneer throughout the United States in its suburban office building construction during the 1960s, when it boasted more than 20 large regional office buildings in or near suburban areas.[10]

Allstate was the sixth largest U.S. insurance group by 1980, posting a net income of $450 million on revenues of $6.2 billion and a maintaining a workforce of 12,500, the largest in the industry. In 1995 Sears decided to spin off Allstate and allow it to operate independently.[11]

At the turn of the twenty-first century, Allstate was the second-largest personal property-casualty insurer in the United States, providing insurance to more than 14 million American households. In 2010, the Northbrook-based company enjoyed revenues of over $31 billion and employed 8,600 in the Chicago area and almost 36,000 nationwide. Late in 2011, Allstate expanded

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6 *Allstate 50th Anniversary, 1931-1981* (Northbrook, Illinois: Allstate Insurance Company, 1981) 6-8.
7 "Architect's Drawing of Allstate's Chicago Regional Office," *Chicago Tribune* (July 18, 1957).
8 *Allstate 50th Anniversary, 1931-1981* (Northbrook, Illinois: Allstate Insurance Company, 1981) 7.
9 Ibid, 12.
10 "Allstate Plans Big Office Complex at Northfield," *Chicago Tribune* (March 21, 1963).
11 "Allstate Corporation," in: https://www.encyclopedia.com/economics/economics-magazines/allstate-corporation.

its operations with the purchase of Esurance Insurance Services Inc., a firm that offers car insurance direct to consumers online and over the phone in 31 states, as well as home, renters, health, and life insurance coverage.[12]

2. Development of the Allstate Corporate Campus in Northbrook

Planning and Construction

On July 27, 1962, Allstate's Board of Directors appropriated $750,000 for the purchase of land for a new corporate headquarters to accommodate the needs of the rapidly growing company. Allstate's long-range plan projected doubling the size of its business volume by 1970. The new headquarters had to meet the Home Office and Special Accounts personnel requirements, estimated at 2,100 employees in 1970, an increase of 929 employees. In addition, five percent expansion beyond 1970 was planned to allow for departmental flexibility and added growth.[13]

In 1963, Allstate purchased a rural 122-acre site in unincorporated Northfield Township, between the Tri-State Tollway (I-294) and Sanders Road, and subsequently had it rezoned to B3 (office) classification. Land in the area was then zoned for residential and compatible business uses and several quality single-family subdivisions had been developed nearby since 1950. The total cost of the Allstate property was $736,549 or $6,037 per acre. The cost of the new headquarters building, and site development was estimated to be $13.6 million.[14] The advantages of the location were explained in the March 1963 issue of Allstate's company newsletter:

> There will be land available for expansion. Northfield is easy to get to. Major north-south and east-west arteries crisscross the area. Furthermore, the location is linked to Chicago by fast expressways and tollways. O'Hare International Airport is ten minutes away. The new Home Office will be in the middle of things. It is located near the center of Chicagoland's greatest growth area, the northwestern suburbs. Within easy driving distance are some of the finest residential communities in the land.[15]

Allstate's building project was announced in the *Chicago Tribune*, which stated:

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12 Janice L. Reiff (Ed.). *Chicago Business and Industry* (Chicago: The University of Chicago Press, 2013) 192.

13 Allstate Insurance Company, "New Home Office for Allstate Insurance Companies," information sheet in the Allstate Corporate Archive, 1967.

14 Ibid.

15 "The Where, When, and What of Allstate's New Home Office," *AIM for Allstate Employees*, March 1963 Special Issue.

> Allstate Insurance Companies disclosed yesterday that the organization is seeking to build a multimillion-dollar home office building on 122 acres in Northfield township west of the Tri-State Illinois toll road. Plans for the construction came to light Friday thru an application filed with the Cook County zoning board of appeals for permission to use the area for business rather than residential purposes. The application will be considered by the board at 3 pm Tuesday in the Northfield village hall.
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> The western boundary of the 122 acres is Sanders Road starting about one-third of a mile south of Willow Road and running south about two-thirds of a mile. Most of it is farmland. Prices for land in that area are quoted at a minimum of $5,000 an acre, which would put the land acquisition in excess of $600,000.[16]

The *Chicago Tribune* article was accompanied by a drawing of the proposed headquarters building by Schmidt, Garden & Erikson, a large, Chicago-based firm that was selected by Allstate as the project architect. The initial design resembled the final executed project and featured a complex of six interconnected buildings: a high-rise administration building connected internally to a low-rise central building that was flanked by four, two-story buildings, each of which featured a hollow square design with an inner courtyard. The tower was initially designed as a seven-story, windowless edifice with decorative sheathing.[17] (See Figure 19.) Allstate's new headquarters design was finalized by August 1965, as evidenced by a photograph of Allstate President Judson B. Branch and Chairman Calvin Fentress Jr. with a model of the building, published in the *Chicago Tribune*.[18]

W.E. O'Neil Construction Company was selected as the general contractor for the new Allstate complex, work on which began in the summer of 1965 and proceeded rapidly. The northernmost 80 acres of the 122-acre site were developed with the building complex, parking lots, and a five-acre lake. The remaining 42 acres contained the site's original farmhouse and farmland; a historic photograph shows cows grazing in a field while building construction was underway. (See Figure 27.) By the end of 1965, foundations were poured for the five low-rise buildings and the superstructure of one of those buildings was almost completed. The erection of the pre-cast concrete exterior walls began in January 1966.

While planning for the Allstate property was underway in the early 1960s, Culligan Inc. purchased a large nearby site across Willow Road, adjoining the Tri-State Tollway, and had it rezoned to industrial use with the intention of

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16 "Allstate Plans Big Office Complex at Northfield," *Chicago Tribune* (March 21, 1963).

17 Allstate Insurance Company, "New Home Office for Allstate Insurance Companies," information sheet in the Allstate Corporate Archive, 1963.

18 "Allstate's New Complex," *Chicago Tribune* (August 5, 1965).

building a manufacturing plant. The spot rezoning was strongly opposed by Allstate and eleven other property owners in the vicinity, who together filed an appeal to the Circuit Court of Cook County in 1965 asking the court to issue a permanent injunction forbidding Culligan from proceeding with its construction plans. The suit was ultimately successful and demonstrated Allstate's vested interest in the future development of the area for high-end office and residential uses, rather than manufacturing use, as highlighted in an unpublished report written by company officials in 1965:

> We stand with the others who say that the Culligan plant will attract other factories and will drive away desirable homeowners and office and professional buildings. We purchased our Northfield property at a substantial cost and in so doing we placed complete reliance on the B3 (office) classification of the property. We also placed unqualified faith in the fact that the surrounding areas would remain in the residential zoning classification.
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> …The action in which we and the other plaintiffs are involved is based on the fact that a residential-office area may become an area of factories. There are 87 Allstate families—as well as hundreds of families living within reach of this unpleasant prospect. We owe it to these families and to ourselves to see that this doesn't happen.[19]

By 1966 Judson Branch—who played a key role in moving the Northbrook project forward—had become Allstate's Chairman of the Board and Archie R. Boe was President. The two men "topped off" the administration building of the new complex during a ceremony held on August 3, 1966, which heralded the construction of its 10th and final story.[20]

North Plaza complex's Original Appearance and Uses

The North Plaza complex—originally called Allstate Plaza prior to the construction of the South Plaza complex—was completed in May 1967, the month that employees began working on-site. The complex was comprised of four interconnected, two-story departmental buildings (A, B, D, and E buildings) that were grouped around a two-story central service building (C building), which was linked to a ten-story administration building (F building) that faced east toward, and was easily visible from, the Tri-State Tollway.

The complex featured a total area of 722,783 square feet, which was triple the floor space of the company's former headquarters in Skokie. Each of the four identical departmental buildings had 41,000 square feet per floor, while the administration building contained nearly 1,200 square feet of space per floor.

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19 Allstate Insurance Company, "New Home Office Progress Report," December 1965.

20 "Allstate Tops Out at 10," *Chicago Tribune* (August 4, 1966).

The central building had a total of 134,000 square feet of space.[21] The final cost of the new building complex was about $19 million or $26.30 per square foot.[22]

The complex was described by Schmidt, Garden & Erikson as "Contemporary American Architecture in the Functional Tradition of the Chicago School," according to an unpublished document in the Allstate Company archive.[23] The administration building's recessed, glass-enclosed lobby was surrounded by columns, and it possessed a geometric beauty through the grid-like appearance of its elevations. The glass-enclosed galleries connecting the various buildings of the complex offered expansive views of the beautifully landscaped grounds.

The flat-roofed, low-rise buildings of the North Plaza complex were surrounded by minimalist colonnades which provided an austere, Classical temple-like appearance as well as protection from the sun and elements. Each of four departmental buildings had a hollow-square plan arranged around a landscaped inner courtyard. Their structural system was based upon a module of 5'3" with bays measuring 21'0" square.[24]

The exterior of the North Plaza complex featured the use of precast, sand-blasted, concrete panels made by Crest Schokbeton at Lemont, Illinois, using a patented process. The concrete mix was poured into reinforced fiberglass molds that vibrated, causing the mix to completely fill the form. After curing for about 24 hours, the panels—which incorporated window framing—were taken out of the forms. Allstate's order for the North Plaza was one of the largest precast concrete contracts ever placed in the Midwest.[25]

The precast panels on the outer walls of the North Plaza complex were comprised of limestone concrete utilizing white Portland cement; those on the inner courtyard walls of the four departmental buildings were comprised of concrete with exposed white quartz aggregate. The load-bearing panels on the five low-rise buildings were two stories high and supported the intermediate floors. Each panel measured 10'6" wide by 27'0" high and weighed about 10 tons. The one-story high panels on the F building were non-load-bearing. Each measured 5'3" wide by 13'6" high and weighed about two tons. Outside

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21 Allstate Insurance Company, "Allstate Plaza," [brochure], 1967.

22 "Home Office Property – Northfield Township," n.d.; unpublished document in the Allstate Insurance Company archive.

23 Ibid.

24 "Allstate Insurance…beneficiary of quality concrete," *Concrete Today*, Vol. 2, No. 2, 1967: 6.

25 Ibid.

windows were tinted grey. Black panels were a volcanic glass called Obsidian.[26]

The entire complex was climate controlled; it was cooled by a 3,000-ton air-conditioner and heated by three gas boilers. The air was circulated throughout the buildings by 28 strategically placed fan rooms. Air conditioning, including heat, was distributed through slots on the sides of selected light fixtures. There were 16,500 light fixtures in Allstate Plaza. [27]

Electricity was supplied by a dual setup, with the supply coming from two different substations of Commonwealth Edison to minimize the possibility of disruption. For communications, the home office was provided with Illinois Bell's latest Centrex Telephone System. A modern pneumatic tube system transferred written materials to any department in the complex at a rate of 25 feet per second. The draperies throughout the complex were made with fire resistant fiberglass and covered some 27,000 lineal yards or over 5 miles.[28]

North Plaza contained a closed-circuit television system with a camera at each entrance. A central control guard station was used to monitor the cameras for persons entering or leaving the buildings outside normal working hours. Each building had its own reception area and receptionist. There was a main conference room in each of the departmental wings and one on each floor of the administration building; each could accommodate about 25 people.[29]

Public entrance to the North Plaza complex was through the recessed, glass-enclosed lobby in the administration building (F wing), which was two stories in height and featured travertine marble columns, terrazzo flooring, and a west wall sheathed in teakwood paneling. A mezzanine, overlooking the lobby, was situated above the elevator foyer. Upon completion, the administration building housed the Communications, Public Affairs, and Safety Departments (third floor); Corporate Personnel (fourth floor); Life-Health Actuaries, Pricing, and Reinsurance Departments (fifth floor); a vacant sixth floor; Corporate Planning and International Operations Departments (seventh floor); corporate offices (eighth floor); the offices of the Chairman Emeritus Fentress, Chairman Judson Branch, and President Archie Boe (ninth floor); and mechanicals (tenth floor).[30]

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26 Allstate Insurance Company, "Allstate Plaza," [brochure], 1967.
27 Ibid.
28 Ibid.
29 Allstate Insurance Company, "Allstate Plaza," [brochure], 1967.
30 *Impact* [Allstate's Sales Magazine], No. 8, 1967.

The central building (C building) behind the administration building housed the general services departments. The first floor included the tabulating department, library, infirmary, mail room, duplicating room, and it opened onto the receiving dock. The second floor featured the kitchen, employees lounge, officers' dining rooms, a large employees' cafeteria, the employees' dining room, which opened onto a rooftop terrace, and a multi-purpose room.[31] The central building also had an auditorium, which was comprised of a large space with removable chairs, a pull-out stage, and a projection booth. It could accommodate up to 400 seated employees for larger company meetings.[32]

The employees' dining room in the C building could accommodate more than 1,200 people and featured a pyramidal pattern in the acoustical plaster of the ceiling. The walls were of Kettle Falls quartzite stone and the flooring was terrazzo. Seven private dining rooms located near the cafeteria were available to department managers, directors, and officers for entertaining business guests. These dining rooms had walls of teakwood paneling; two of them seated 14, while the others seated eight. In addition to the main employee's lounge, additional lounges adjoined the women's restrooms.[33]

The four buildings that flanked, and were connected to, the central building, featured open floor plans to house Allstate's larger departments in number of personnel. A general conference room was located on each floor of these buildings; additionally, many departments had their own small conference rooms. These four buildings contained the following departments:

A building: Computer and Accounting (first floor); Auditing, Financial Control, Property, Budget (second floor).
B building: Training, Services, Purchasing (first floor); Services (second floor)
D building: Special Accounts, Reinsurance (first floor); Product Development, Underwriting, Advertising, Marketing (second floor)
E building: Special Accounts, Reinsurance (first floor); Investments and Financial Enterprises (second floor)[34]

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[31] "Home Office Property – Northfield Township," n.d.; unpublished document in the Allstate Insurance Company archive.
[32] Allstate Insurance Company, "An Atmosphere of Achievement: Sears and Allstate Directors Meetings, Allstate Plaza, December 7, 1967."
[33] *Impact* [Allstate's Sales Magazine], No. 8, 1967; Allstate Insurance Company, "Allstate Home Office – Building for the Future," 1967. Unpublished manuscript in the Allstate Corporation Archive.
[34] Ibid.

Allstate celebrated its new headquarters in many ways. Officers of the company received a photo album titled "An Atmosphere For Achievement." Some of those photos are included as figures at the end of this report. The Allstate Training Division produced a movie titled "Atmosphere of Accomplishment" about the new complex, showing both exterior and interior features. Tour scripts were prepared to acquaint both employees and visitors with the many innovations of the complex.

The Allstate property originally had four large parking lots, located adjacent to the A, B, D, and E buildings, allowing employees to park next to the building in which they worked. Together they had a total capacity for over 1,500 cars. A small underground parking garage was situated beneath the administration building and intended for executives and visitors. The property was accessed from Sanders Road, its western boundary, via two roadways with gatehouses.

Landscape Design

Allstate hired Franz Lipp, a prominent, Chicago-based landscape architect, to design the grounds of its new corporate campus, and the Grundstrom Company of Glenview, Illinois, was selected as the landscape contractor. The northernmost 80 acres of the 122-acre site were developed with over 7,000 trees, shrubs, and evergreens to create a park-like effect. The natural greenery contrasted with the functional geometry of the buildings. The grounds immediately adjacent to the North Plaza complex were laid with 31,700 square yards of Windsor sod, while the remainder of the 80 acres were seeded with Kentucky bluegrass. Panels of Pozzolith concrete with exposed Meramec gravel aggregate paved courtyards among the departmental buildings.[35]

The landscape was watered by an automatic sprinkler system. The water came from two, 1,600-foot-deep wells in opposite corners of the property. The water was pumped to two tanks, each of 25,000-gallon capacity, located on the 10th floor of the administration building. Of the 50,000 gallons, 38,000 was reserved for fire protection, and the remainder was for regular, daily usage.[36]

The landscape was also distinguished by reflecting pools, one of which fronted the administration building, featuring fountains that were illuminated at night. At the rear of the Allstate property, near Sanders Road, was a five-acre lake with an average depth of eight feet. This lake handled the drainage for the entire 122 acres and the air conditioning run-off from the buildings.[37]

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35 "Allstate Insurance…beneficiary of quality concrete," *Concrete Today*, Vol. 2, No. 2, 1967: 5.
36 "Pop! Goes Home Office Population," *All Hands: The Home Office Employee's Newspaper* (July 1967).
37 Allstate Insurance Company, "Allstate Plaza," [brochure], 1967.

Lipp's landscape design was described in the June 1967 of *All Hands*, the company's employee newspaper:

> We have contracted for a park-like landscape plan complete with automatic sprinkler system. Evergreens, flowering trees and shrubs will be planted informally around the buildings and in the parking islands. The entire setting will be enhanced with 31,700 square yards of sod. On the east side of the Plaza five illuminated fountains will be installed.
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> If you are located in the A or E Building you might wish to know that your courtyard will feature a mounded, free form design utilizing trees, bushes and ground cover. It will be a pleasant scene, winter and summer. The courts in B and D Buildings will be enhanced by trees and shrubs planted in informally arranged tubs. The same pattern will prevail on the terraces surrounding the dining room.[38]

In 1968, Allstate Plaza received a Commercial Landscaping Award from the American Association of Nurserymen, which was presented by Ladybird Johnson, First Lady of the United States, at their sixteenth annual landscape awards banquet in Washington, D.C. An article on the award, published in *All Hands*, stated: "In her address to the 300 guests, Mrs. Johnson emphasized that the businessman who improves his neighborhood and community by making it a more attractive pace in which to live and work not only wins greater public respect but also increases the profit potential of his business."[39]

South Plaza Building: Original Design and Construction

In June 1972, construction began on the South Plaza, which was designed by Schmidt, Garden & Erikson, and situated on the south 40 acres of the Allstate property. The edifice initially consisted of only the central G building, which was completed by November 1974.

South Plaza's G building provided 346,643 square feet of floor space and was built to accommodate 1,200 employees. The edifice consisted of two portions: the west portion, a four-story Data Processing Center, and the east portion, a six-story office facility. To provide larger, clear floor areas, the computer portion used steel frame construction, while the office building was built of reinforced concrete.[40]

The ground floor of the new facility contained computer disk and tape drives, the computer tape library, the Sears package room, a supply room, the main guard security center, and the loading dock. The glazed "windows" on the

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38 "We're In!," *All Hands: The Home Office Employee's Newspaper* (June 1967).
39 "To Ladybird There's No Place Like Home Office," *All Hands* (November 1968).
40 "Allstate Plaza South—open for business," *Allstate Now*, November 1974.

ground floor were obscured glass backed up with solid masonry walls to maintain security of the computers without altering the exterior building design.

The first floor of the Data Processing Center (western portion of the building) held computer hardware and a total of five massive computers. Floors were raised and the area was designed to accommodate routing of cables down to the tape and disk drives on the ground floor. Provisions were also made to accommodate routing of cables between the first and second floors, should the need arise. Next to the columns were spaces that could be opened for these cable drops. The columns camouflaged the cables. This special design feature allowed the Data Processing Center to grow with a minimum of cable length restrictions.

The second floor of the west portion contained Data Processing Administration, Computer Production Control, Systems Development, Tabulating and Keypunch. The third floor consisted of an employee cafeteria and a large dining room surrounded by floor-to-ceiling windows.

The first floor of the east portion of the South Plaza's G building included a lobby, a large meeting room, an office facility for company agents, a cashier's cage, a mailroom, a duplication room, an office area, and an infirmary. The infirmary had a doctor's office, a nurse's office, a waiting room, and five first-aid rooms. A nurse was on duty during working hours.

The second floor of the east portion of the G building housed the Commercial Region administration offices and the Home Office South Personnel office. The third floor of the east portion housed the Reinsurance Department; the fourth contained the Commercial Region; the fifth, the Commercial Region and Group Life and Health Department; and the sixth the Group Life and Health Department.

A separate utility building, which was partially underground, was located west of G building. It housed electrical power transformers, air conditioning equipment, 500,000 gallons of water to cool the air conditioning equipment (and for fire protection) and vehicle and storage spaces. It also housed an emergency generator and the Uninterrupted Power System (UPS). UPS ensured that the computers never had a system failure because of power drop. A pedestrian and utility tunnel connected the utility building to the South Plaza's G building.[41]

[41] Ibid.

Roads connected Allstate's North and South Plaza buildings and a van transported people between the two buildings every half hour. Although the South Plaza didn't have a tube system for mail, monitors picked up and delivered mail, which was transported between the two office facilities via the van, also on a half hour basis.

A 1974 Allstate newsletter stated the need for the new South Plaza facility: "The increased volume of business and the necessary additional personnel created the need for more space. With the addition of the new building, our computer service will be able to provide better support to Home Office and our field offices. The building has provisions to handle our future growth."[42]

South Plaza was expanded in 1977-78, when the H and I buildings were constructed on either side of the G building to provide more space for departments located in that facility. Each of the new 116,000 square foot buildings were connected to the G Building by an enclosed walkway. The new buildings were constructed into a slope, having two stories facing the tollway and three stories on the west side. New parking lots were also built around South Plaza in the 1970s and two new lakes were installed at the western periphery of the property, adjacent to Sanders Road, during that decade.[43]

Post-1980 changes to the Allstate Campus

The Allstate Campus and its buildings experienced a variety of changes in the 1980s. The North Plaza's B and D buildings received additions in 1986-87 to accommodate new meeting rooms and rest rooms due to the company's rapid expansion. The additions to both buildings provided a total of 120,000 square feet of space to the complex and housed employees from relocated North Plaza departments. The interior of the North Plaza's C building was renovated at this time to include three large conference rooms behind the auditorium, which was remodeled with an upgraded audio/visual system in its ceiling as well as new indirect lighting. Skylights were also installed in the main corridor of the C building's new conference center.

An 864-foot-long elevated walkway was completed by the end of 1989, linking the North and South Plaza complexes.[44] No documentation was found on the architect, but it was presumably designed by Schmidt, Garden & Erikson. Other changes to the Allstate campus in the late 1980s included the replacement of all original dual globe light posts with new light fixtures and the expansion of parking lots to accommodate more employees.[45] Allstate also

42 Ibid.
43 "Expansion set for Plaza South," *Allstate Now*, No. 6 (1976).
44 "A walk on the high side," *Home Office Happenings* (December 1989).
45 "What's up above the dock?," *Home Office Happenings* (May 1987).

expanded its campus across Sanders Road in the late 1980s, when it built the West Plaza, an X-shaped, reinforced concrete office building sheathed with green granite and green tinted glass.[46] (This building is located outside of the project area.)

The main lobby of the South Plaza's G wing was enlarged and received new finishes in the 1980s. This building was expanded to the west in 1991, when it was connected to the existing, and formerly separate, utility building.

Allstate added 70-acres to its Northbrook campus in 2001, when it purchased the adjacent campus owned by the Chicago-based consulting firm Accenture Ltd., expanding its northern boundary to Willow Road. The parcel included an expansive office building that was erected in early 1970s for the A.C. Nielsen Company and was renamed the Willow Plaza Building. The edifice—sheathed with precast concrete panels—was designed by the Chicago office of Welton Becket & Associates and later expanded with additions. The property was originally landscaped by M. Paul Friedberg & Associates of New York and featured a large reflecting pool.[47] (See article below titled, "The A.C. Nielson Company and its Northbrook Headquarters.)

The North and South Plaza complexes underwent a $50 million renovation from 2010-12. A fact sheet on the renovation stated, "We are moving to a mostly cubicle environment." Individual cubicles were reduced in size, enabling the company to accommodate 25 percent more people. However, the number of group spaces increased and included "huddle rooms" – a larger number of small, enclosed conference rooms for meetings of six to eight people; and "enclaves" – small, enclosed rooms to accommodate meetings of two to three people. The 9th floor of the North Plaza's F building, which originally housed executive offices, was remodeled with large meeting rooms for employee use.[48]

Technology enhancements included the installation of full wireless access on all floors and flat screen monitors in all public conference rooms. Corridors were upgraded, with many walls replaced by glass to provide more natural light and a more contemporary appearance. Restroom renovations included the new tile finishes and fixtures as well as energy efficient lighting and a hands-free environment. Environmentally friendly features of the remodeling included more energy-efficient lighting; the use of carpeting and acoustic ceiling tile manufactured from recycled materials; and the installation of new

46 Allstate Insurance Company, "Allstate Home Office Additions," [company brochure], c. 1987.
47 "Allstate has eye on Accenture site," *Crain's Chicago Business* (October 20, 2001).
48 Allstate Insurance Company, "Home Office Renovation Q&A (as of 9/23/10)."

filtered water fountains. Two parking lots were expanded and two additional surface lots were built to accommodate the increased population in the North and South Plazas.[49]

In November 2021, Allstate reached an agreement to sell its Northbrook headquarters for $232 million to Nevada-based Dermody Properties, an industrial developer, that plans to demolish the buildings and replace the corporate campus with a massive logistics facility. "Allstate is selling the property as employees have more choice about where they work and many are choosing to work from home," the company said in a news release.[50] The transformation of a once-bustling suburban corporate headquarters into a logistics center is a sign of the times, where the COVID-19 pandemic has made both remote work and online shopping the new normal.

3. Overview History of the A.C. Nielsen Company and its Northbrook Headquarters (Willow Plaza Building)

The A.C. Nielsen Company was established in 1923 and over the next half century grew to become the world's largest marketing research firm, best known for its radio, and later television, ratings system. Its founder, Arthur C. Nielsen Sr. (1897-1980), grew up in west suburban Berwyn, was a graduate of Morton High School in nearby Cicero, and he received an engineering degree from the University of Wisconsin. Nielsen founded his namesake firm after leaving the H.P. Gould Company, a business magazine publisher. He raised the initial capital for the firm of $55,000 from University of Wisconsin classmates and other friends.[51]

The early Depression years were challenging for the fledging company, as most of its clients were machine tool firms whose business had been decimated. As a result, Nielsen soon pivoted the focus of his company to consumer buying habits, bringing scientific analysis to market research. The quest to determine what was selling involved test marketing of new products, measuring product sales using random samples, and various statistical sampling, especially in the food, drug, and liquor industries. Later, radio and television commercials became powerful influences on consumer buying habits, and the Nielsen company became famous for its audience measurement systems relied on by advertisers in buying commercial time.

Arthur C. Nielsen, Jr., (1919-2011) joined his father's company after serving four years in World War II and immediately ordered the first electronic

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49 Ibid.

50 "Allstate reaches agreement to sell Northbrook campus," Allstate press release (November 29, 2021); "Allstate to sell Northbrook campus for $232M," *Chicago Tribune* (November 30, 2021).

51 "A.C. Nielsen, ratings firm founder, dies," *Chicago Tribune* (June 3, 1980).

computer ever built to assist the company in statistical research. Univac No. 1 took five years to develop and went into operation in 1951.[52] The younger Mr. Nielsen became president of the company in 1957 and its chairman in 1975. He moved the company into new areas, such as the creation of a clearinghouse for coupons. He also led the company into tracking subscription data for magazines and even tracking oil and gas wells in the United States and Canada.[53]

The A.C. Nielsen Company's annual revenues were about $60 million by the mid-1960s, when it employed nearly 7,000 people around the country.[54] By that time, the expanding company had outgrown its original headquarters building at 2101 W. Howard Street in Chicago's Far North Side Rogers Park community. The sprawling, four-story, brick-clad edifice was built in the 1930s and received numerous additions over the years.

In March 1971, A.C. Nielsen officials announced that they had selected Welton Becket & Associates, a California-based firm with a nationwide practice, to design a new headquarters building on a 70-acre rural tract at Willow Road and the Tri-State Tollway in Northfield Township. Pepper Construction of Chicago was selected as the general contractor. The Becket firm retained M. Paul Friedberg and Associates of New York as landscape architect of the entire complex.[55]

Construction of the Nielsen headquarters began in November 1971, as noted by a *Chicago Tribune* article on the edifice, which described the design of the building and site:

> The three-story, 225,000 square foot structure will mass as a 400-foot-long series of squares and rectangles overlooking a formally landscaped, one-acre reflecting pool and storm water retention basin. The building consists of three levels plus a basement providing some 20,000 square feet for general storage. The exterior will be reinforced concrete highlighted by precast concrete spandrels. Exposed aggregate used for the exterior will be complemented by solar bronze glass in an aluminum window system.
>
> A combination of exterior and interior lighting will outline the structure at night. The building complex is sited on the east end of the 70-acre tract. A lighted, tree enclosed parking area is being laid out adjacent to the building, in which some 600 persons will be employed. Parking will be provided. A double row of terraces will separate the parking area from the pond. The parking area is also separated from the building by earth banks rising 10 to 15 feet. An earth platform is being employed to

52 "Nielsen pioneered market research," *Chicago Tribune* (June 25, 1990).
53 "A.C. Nielsen Jr., Who Built Ratings Firm, Dies at 92," *New York Times* (October 4, 2011).
54 Janice L. Reiff (Ed.). *Chicago Business and Industry* (Chicago: The University of Chicago Press, 2013) 237.
55 "Nielsen Plans Move," *Chicago Tribune* (March 18, 1971).

> elevate the building to increase the low-profile structure's visibility. The site originally was gently sloping farmland virtually devoid of trees. When completed, trees and shrubs chosen for ease of maintenance and beauty will be used.
>
> The architects turned an ordinance to provide on-site floodwater-holding facilities into an advantage by designing a reflecting pool complete with landscaped islands to hold a major portion of the storm water. One pool will contain a minimum of two feet of water with added capacity for another acre-foot in case of heavy rain. This pool will be supplemented by another overflow pool at a lower level holding about four acre-feet.
>
> Islands will be accessible to pedestrians via a small bridge to the mainland. An animated water feature with a recirculating capability is being planned for ornamentation. A low concrete wall and gravel walk will surround the ponds. The pond and terrace areas will be easily accessible to the employee cafeteria, which will offer a breathtaking view of the landscaping. Three sides of the cafeteria, capable of seating up to 240 persons, will be enclosed by glass.
>
> Nielsen had stipulated the need for approximately 70 private offices per floor with as many as possible along the exterior walls. The Becket design provides for 91 percent of the offices to offer outside views, while still permitting outside views from clerical areas.
>
> The interior layout of the building was accomplished following a space planning study by the Becket firm. The arrangement frees 12,000 to 15,000 square feet of space for future expansion. The interior is generally devoted to open flowing work space pierced only by two service cores and open stairways.
>
> Offices and work spaces are related to six-by-six modules, each of which contains individual lighting and electrical fixtures. The modules in the rooms can be arranged at will for greater flexibility. Conference rooms and audio-visual facilities are located throughout the building. The executive area features a double conference room with movable partitions and a galley capable of meal preparation.[56]

Charles R. Kuglin, Director of Welton Becket's Chicago office, was quoted in the article as saying that, "It's an honest, straightforward exterior with spandrels and columns highlighting the structure frame. The horizontal elements dominate the verticals. The L-shaped corners are treated symmetrically, relating to both sides so as not to favor one side or the other."[57] Kuglin also later said the architects designed a horizontal structure and placed it on a berm, or earth mound, to offset the fact that the nearby Allstate Insurance Company building was higher.[58]

The 70-acre tract was not yet landscaped as of January 1972. A *Chicago Tribune* article published that month noted that, "Site development and

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56 "Start Nielsen Building," *The Daily Herald* (November 4, 1971).
57 Ibid.
58 "New Nielsen Offices," *Chicago Tribune* (January 2, 1972).

landscaping will cost about $1.5 million. Paul Friedberg & Associates of New York is the landscaping architect."[59] A.C. Nielsen relocated its offices to its new Northbrook facility in 1973. The company placed a display advertisement in the *Chicago Tribune* on February 1, 1974, announcing the sale of its Chicago headquarters building. The building's "Z" and "U" wings were added in 1980 and 1982, respectively. Floors in all wings generally featured "conventional" plans, with offices along the periphery and surrounding open space for clerical workers.

At the end of the 1970s, A.C. Nielsen had become the nation's leading market research firm, with $400 million in annual sales and 17,000 employees nationwide. By the time of Arthur C. Nielsen Sr.'s death in 1980, the company operated in 23 countries and provided 80 business services.[60] Arthur C. Nielsen Jr. retired from active leadership in 1983 and became chairman emeritus. In 1984, the A.C. Nielsen Company became a division of the Dun & Bradstreet Corporation of New York and subsequently featured several divisions, as described by one writer in 1990:

> Its Nielsen Media Research division in New York provided audience information to advertisers and their agencies, television stations, broadcast and cable networks, programmers, and syndicators. Nielsen's Marketing Research division, in Northbrook, is the primary source of marketing data for 43 of the nation's 50 largest consumer packaged-goods companies. A third segment, Nielsen's Information Services & Technology division, provides technical support and computer operations and produces customized data for individual clients. In addition, Nielsen operates a coupon clearinghouse for retailers and a computerized service for magazine mailing labels.[61]

In 1994, the Nielsen Company sold its Northbrook headquarters site with its Welton Becket & Associates-designed building to Andersen Consulting and moved its corporate offices to the Woodfield Corporate Center in Schaumburg. The Nielsen Media Research and Nielsen Marketing Research divisions were purchased between 1999 and 2001 by VNU, a Dutch media company. VNU was acquired by a group of private-equity firms in 2007 and renamed Nielsen Holdings, due to the wide brand recognition of the Nielsen name. In many circles of the television business, ratings are still often referred to simply as "the Nielsens." The firm expanded into internet and mobile ratings and other forms of market analytics.[62]

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59 Ibid.
60 "A.C. Nielsen, ratings firm founder, dies," *Chicago Tribune* (June 3, 1980).
61 "Nielsen pioneered market research," *Chicago Tribune* (June 25, 1990).
62 Reiff, 238.

In 2020, the United Kingdom-based Nielsen Holdings had more than 26,000 consumer business employees in 100 countries. Nielsen officially split into two separate companies in 2021, with its consumer market research unit based in Chicago, and its media research business based in New York. The Chicago office is located within a 28-story tower at 200 W. Jackson Boulevard, where the company had consolidated its Chicago area operations in 2017, and it focuses on compiling data on shopping and consumer packaged goods trends.[63]

4. Post-World War II Suburban Office Developments

Allstate's decision to move its corporate headquarters from downtown Chicago first to Skokie, and then to a rural tract of land in unincorporated Northfield Township, Illinois, was emblematic of the redistribution of people, retail establishments, and businesses that began in the early twentieth century and accelerated at a rapid pace following World War II. The post-war suburban building boom included residential subdivisions, regional shopping malls, office developments, and industrial parks. Rapid growth outside central cities nationwide from the 1950s onward was spurred by a variety of factors, including an enormous pent-up demand for both new housing and modern office space following a quarter-century of economic depression and war. The 1956 Federal Highway Act, which financed new highway construction, opened up land far beyond reach of the old cable-car and commuter rail lines, while the availability of low-interest, government-guaranteed mortgages through the GI Bill helped facilitate home ownership for returning veterans. [64]

Coinciding with the post-war skyscraper boom that occurred in downtowns nationwide was the growth of suburban office developments, where a preferred managerial workforce (white, educated, married men) was moving. Louise Mozingo detailed the origins of these corporate environments in her 2011 book, *Pastoral Capitalism: A History of Suburban Corporate Landscapes*. In contrast with the city, "the suburbs were predicable, spacious, segregated, specialized, quiet, new and easily traversed—a much more promising state of affairs to corporations bent on expansion," according to Mozingo.[65]

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63 "New Nielsen company to have HQ in Chicago," *Chicago Tribune* (September 30, 2020).

64 The complex of expressways in the Chicago metropolitan region that facilitated suburbanization included the Bishop Ford Freeway (begun 1953, completed 1956), the Edens Expressway (1951-58), the Tri-State Tollway (1953-58), the Eisenhower Expressway (1954-60), the East-West Tollway (1958-72), the Kennedy Expressway (1958-60), the Dan Ryan Expressway (1961-62), and the Stevenson Expressway (1964-66). Source: Ann Durkin Keating, *Chicago Neighborhoods and Suburbs: A Historical Guide* (Chicago: The University of Chicago Press, 2008) 37.

65 Hunter Oatman-Stanford, "Why are America's Most Innovative Companies Stuck in 1950s Suburbia," *Collectors Weekly* (April 18, 2016).

Mozingo identified three major forms that dominated these novel suburban environments for business: the corporate campus, corporate estate, and the office park. Corporate campuses were initially developed to house research-and-development divisions in a collegiate environment that would allow them to compete with major universities for job candidates. However, all kinds of suburban office sites—including Allstate's Northbrook headquarters—are often called campuses for their use of low-rise buildings, quadrangles or courtyards, and pastoral greenery. AT&T Bell Telephone Laboratories pioneered the first corporate campus, acquiring land in the suburbs near Summit, New Jersey, during the 1930s. Company officials sought a quiet space for research away from the density of Manhattan. After more than a decade of planning and construction, the new Bell Labs—resembling a leafy college campus—opened in 1942 to much critical acclaim.[66]

A "corporate estate" was typically the site of a company's executive headquarters, nestled within sprawling landscaped grounds and featuring high-end amenities. General Foods, a processed-food manufacturer that ballooned in size after World War II, was one of the earliest companies to relocate its entire headquarters from the city to the suburbs, relocating from Manhattan to Westchester County, New York, in the mid-1950s. Another highly influential project was commissioned by Connecticut General Life Insurance, which moved from Hartford to Bloomfield, Connecticut, in 1956. The company selected the firm of Skidmore, Owings & Merrill (SOM) to design its building in partnership with landscape designer Joanna Diman and artist Isamu Noguchi, who created sculptures for the grounds. Its new corporate estate included snack bars, ping-pong tables, shuffleboards, bowling alleys, tennis courts, horseshoe pits, a barbershop, beauty parlor, game room, media library and meditation room—more than half a century before Google and Facebook added such amenities.[67]

In the post-World War II period, large corporations, like IBM, came to regard such suburban office environments, whether they were dedicated to research, production, or administration, as part of their branded image, and almost as representative of the company as the products it made. And like those products, the buildings were required to feature cutting-edge designs and incorporate the latest materials and technologies to prove that the company was at the forefront of innovation. The architects of most major outlying office buildings—whether located in corporate campuses, estates, or office

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66 Louise A. Mozingo, *Pastoral Capitalism: A History of Suburban Corporate Landscapes* (Cambridge, Mass.: The MIT Press, 2011) 59, 61.

67 Mozingo, 113.

parks/developments—were usually prominent local firms also heavily involved with prestigious buildings downtown, while landscaping was often entrusted to leading landscape architects.

In contrast to campuses/estates built by for a single corporation, office parks were designed as speculative developments with buildings rented to smaller commercial tenants, like branch offices for major corporations. Areas like Silicon Valley, south of San Francisco, were developed from farmland into office parks. Unlike industrial parks on which they were modeled, office parks were located in upscale residential suburbs and catered to white-collar management tenants. Rapid expansion of such office parks was hastened by the construction of airports and highways, and such developments became the most widespread type of suburban business landscape.[68] The most important concentrations of suburban office buildings occurred where expressways intersected.

In the Chicago region, new office zones followed the expressways north and west of the city, especially the Tri-State Tollway (I-294) north of O'Hare International Airport; the East-West Tollway (I-88) between Oak Brook and Aurora; the Northwest Tollway (I-90) from O'Hare to Elgin; and, more recently, the North-South Tollway (I-355).

Allstate was one of the many corporations to build sprawling, and lushly landscaped, office campuses/estates along the fast-growing Tri-State Tollway in the 1960s and 1970s. Others included Abbott Laboratories, which built a massive complex on a 400-acre rural tract near the western periphery of Libertyville starting in the late 1960s, which included office, production, and research facilities. Perkins and Will developed a master plan for the complex—called Abbott Park—which one contemporary writer described as "more like a campus than a center of industrial production."[69]

In the early 1970s, SOM was hired by Baxter Travenol (now Baxter International) to design a master plan for its 179-acre site in Deerfield—just north of the Allstate campus and also along Sanders Road—which featured a cluster of flexible, two- and three-story modular office pavilions connected to a central facilities building.[70] Both the Abbott and Baxter complexes—like the Allstate headquarters—have served as prominent visual landmarks along the Tri-State Tollway for the past 50 years.

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68 Robert Bruegmann, "The Recentering of the Metropolitan Area," in: *Chicago Architecture and Design, 1923-1993*. John Zukowsky, Ed. (Munich: Prestel-Verlag, 1993) 154.

69 "Abbott Park Creates Campus Effect," *Chicago Tribune* (August 30, 1970).

70 "Baxter International, Inc." in: https://www.som.com/projects/baxter-international-inc/ (Accessed August 30, 2022).

The office buildings erected in these environments from the 1950s through the early 1970s were often designed in the "International Style," a term that entered the lexicon in 1932 with an exhibit organized at the Museum of Modern Art (MOMA) in New York by Henry Russell Hitchcock and Philip Johnson. The exhibit and its accompanying catalogue, *The International Style: Architecture Since 1922*, documented the work of European architects that included Le Corbusier in France, Walter Gropius and Ludwig Mies van der Rohe in Germany, and JJP Oud in Holland during the 1920s. Hitchcock and Johnson demonstrated that these architects had developed a distinctive architectural style that both reflected twentieth-century century concerns with functionalism and responded to the social upheaval in Europe following World War I. The architects involved used innovative structural techniques and materials in ways that rejected styles of the past.

Hallmarks of the International Style, as seen mainly in Europe during the 1920s and 1930s, included flat roofs, lack of ornamentation, windows arranged in continuous horizontal ribbons of glass, rectilinearity, and smooth wall surfaces. Such buildings were typically no more than two stories in height. Among the first buildings to emulate this style in the United States were those designed by the German emigre, Ludwig Mies van der Rohe, for the campus of the Armour (now Illinois) Institute of Technology (IIT) in Chicago. The low-rise, flat-roofed, steel-framed buildings designed by Mies for IIT were built after World War II and featured infill panels of glass or tan brick. They were distributed across a landscaped superblock and designed according to a 24-square-foot module that theoretically permitted rapid growth and reconfiguration.

The modernist glass-and-steel, low-rise prototype pioneered by Mies at IIT was widely imitated, as corporations moved their headquarters to suburbia in the 1950s and 1960s. One such project indebted to the International style, and especially the modular uniformity of the Mies-designed buildings at IIT, was the General Motors Technical Center in Warren, Michigan. The campus featured low-slung, flat-roofed, research buildings—arranged around a twenty-two-acre lake—that were sheathed in mass-produced, glazed, modular curtain-wall units. The massive, one-square-mile campus site and its buildings were occupied in 1956 and designed by the father and son team of Eliel and Eero Saarinen, with landscaping by designer Thomas D. Church.[71]

The Connecticut General Life Insurance Company's suburban headquarters in Bloomfield, Connecticut—built on 280 acres of farmland—featured a main,

[71] "General Motors Technical Center" in: https://sah-archipedia.org/buildings/MI-01-MB3 (Accessed August 30, 2022).

three-story building designed by Gordon Bunshaft of Skidmore, Owings and Merrill. Another celebrated modernist masterpiece, the elegant, flat-roofed building—now known as the Wilde Building—has curtain walls sheathed in strips of aluminum and sheets of glass.[72]

Not all suburban office buildings embodied the Spartan, smooth-walled surfaces of the International style. The nine-story administrative building designed by Eero Saarinen for the John Deere Headquarters in Moline, Illinois, features an exposed structural frame of unpainted Cor-Ten steel, a material that oxidizes with age to the color of brownstone, giving the building a rugged and earthy look. The 1,400-acre corporate site with wooded land overlooking the Rock River Valley was created in the early 1960s and landscaped by Sasaki, Walker and Associates.[73]

Some architects eschewed the use of glass and steel curtain walls altogether for their suburban office buildings and sought more individualistic expressions. For the PepsiCo World Headquarters in Harrison, New York, architect Edward Durrell Stone designed a building complex consisting of seven three-story buildings joined at their corners around a cruciform courtyard. The white ziggurat-like buildings were clad in alternating stacks of glass and patterned concrete. A curvilinear drive through the 112-acre site landscaped by British garden designer Russell Page led to two parking lots hidden among the woods.[74]

The embrace of mass-produced, pre-cast concrete panels as sheathing was yet another response to severe Miesian designs of the post-World War II era. Such aggregate panels added texture with a pebbled finish, while the use of smooth concrete walls exhibited the natural state of raw concrete. The use of concrete was often associated with Brutalism, a style that flourished from the 1950s through the 1970s. Hallmarks include the widespread use of concrete and sculptural, or blocky forms that are usually top-heavy, with deep-set windows. These characteristics set Brutalist buildings apart from other modernist styles in the same period, which appear lighter and more transparent. Brutalist buildings communicate a sense of permanence and monumentality, sometimes appearing fortress-like with large angular forms.

The design of buildings constructed with unfinished concrete were influenced by the work of pioneering modernist Le Corbusier and his use of *béton brut*, or raw concrete. Some concrete office buildings featured cellular elevations,

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72 Mozingo, 115.

73 "Deere and Company administrative Center" in: https://sah-archipedia.org/buildings/IL-01-061-0027 (Accessed August 30, 2022).

74 Mozingo, 137.

like their glass and steel counterparts, while others featured horizontal strips of slit windows.

Regardless of exterior style, many post-World War II urban and suburban office buildings featured open floor plans, without permanent partitions or structural columns. In this new approach to designing office interiors, personnel were placed at work stations grouped according to departmental needs, and all furniture and privacy barriers were designed to be easily movable. Private offices were eliminated, and managers and clerical workers shared the same open space. In his 1978 book, *Open Office Planning: A Handbook for Interior Designers and Architects*, John Pile described the typical elements of open plan offices:

> A large open space is carpeted throughout and equipped with a consistent ceiling system incorporating lighting, acoustical treatment, and air conditioning distribution. Across the open floor are arranged the light table desks of office workers in clusters that relate to the daily work patterns of various groups. There are no partitions. Managers and executives occupy larger areas, close to the staff with which they are involved. Light, movable screens offer them some limited privacy and are also used to break up long vistas that might be unattractive. There are no file cabinets, only light, open file carts.[75]

The design of the North and South Plaza complexes and the Willow Plaza building (aka Nielsen Building) featured both open floor plans and "conventional plans," which were previously used in the headquarters buildings of large organizations, such as the major mail order houses, insurance companies and certain government agencies. Here, hundreds of clerical workers were seated at desks arranged in neat rows in vast, unpartitioned spaces. Pile noted in his 1978 book that such offices "while quite literally open, are not examples of open planning in the sense in which the term is now used. They are, in fact, quite conventional, in that managerial personnel are given private spaces and executives are usually located in special areas removed from the vast, open pools."[76]

Precursors of the open plan idea included Mies van der Rohe's twin apartment towers at 860-880 Lake Shore Drive in Chicago, built 1948-51, which featured column-free interiors that could be used to suit changing requirements. Such spatially flexible interiors—which Mies dubbed "universal space"—were quickly appropriated for the use of corporate headquarters

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[75] John F. Pile, *Open Office Planning: A Handbook for Interior Designers and Architects* (New York: Whitney Library of Design, 1978) 24.

[76] Pile, 16.

buildings during the 1960s and 1970s. However, it was a German management consulting group called the Quickborner Team, based near Hamburg, which developed new ways of designing such open plan offices while working to improve their functional performance. Their office projects featuring the open plan concept was widely published in the United States in the early 1960s. "These early plans generated amazement; there were no private offices, no rooms at all, and desks and other equipment seemed to be strewn about totally without pattern or with patterns so erratic and varied as to be almost more disturbing than total randomness," said Pile.[77]

Open plans—with their elimination of private offices—were more flexible than conventional plans and could easily accommodate changing uses, such as departmental reorganization. Advocates of open planning also noted that it sprang from the desire to make contact between manager and staff easy and informal, and from the need to reduce emphasis on formal organization and hierarchy.

5. <u>Schmidt, Garden & Erikson, Architect of the North and South Plaza Complexes</u>

The North and South Plaza Complexes were designed by Schmidt, Garden & Erikson, a large, full-service firm that specialized in institutional projects (healthcare and educational facilities) during the 1960s and maintained an office at 104 S. Michigan Avenue in Chicago. The firm was formed in 1926 as the successor of Schmidt, Garden & Martin, which was established a quarter-century earlier by partners Richard Ernest Schmidt (1865-1958), Hugh Mackie Gordon Garden (1873-1961), and Edgar D. Martin (1871-1951).

Richard E. Schmidt was born in Bavaria, Germany, and moved to Chicago with his family as an infant after the Civil War. He studied architecture at the Massachusetts Institute of Technology and worked for several architects (Adolph Cudell and Charles Sumner Frost) before starting his own practice in 1887. In 1895, he asked Hugh Garden to join him as chief of design. Garden, a native of Toronto, Canada, had moved to Chicago in the late 1880s, apprenticing with several architectural firms, including Flanders & Zimmerman, Henry Ives Cobb, and Shepley, Rutan & Coolidge. He then became a freelance renderer, which brought him jobs with Howard Van Doren Shaw, Louis Sullivan, and Frank Lloyd Wright.[78]

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77 Pile, 18.

78 "Questionnaire for Architects' Roster and/or Register of Architects Qualified for Federal Work Projects," May 15, 1946.

The Schmidt, Garden & Martin firm was established in 1906 with the addition of Edgar D. Martin, a native of Burlington, Iowa who studied advanced engineering, mathematics and art in Paris, France. He was a skilled structural engineer who was able to solve technical problems associated with large industrial buildings and modern materials, such as the Montgomery Ward & Co. Catalog House on the North Branch of the Chicago River, a massive, and early, building constructed of reinforced concrete. Schmidt brought business leadership and social connections to the partnership, while Garden was responsible for firm's progressive approach to design. The style and details of Garden's architectural designs were so unique that they often are referred to with the term "Gardenesque."[79]

Among the many noteworthy buildings designed by either the Schmidt-Garden partnership or the Schmidt, Garden & Martin firm are several that are designated Chicago landmarks. These include the Madlener House at 4 W. Burton St. (1902); Schoenhofen Brewery at 18th and Canalport streets (1886 Administration Building and 1902 Powerhouse); the Chapin and Gore Office Building at 63 E. Adams St. (1904); the Humboldt Park Boathouse (1907); and the Montgomery Ward and Company Catalog House at 600-18 W. Chicago Ave. (1908). Other notable designs by the firm include the Bunte Brothers Candy Company Building, a powerfully designed factory/office building at 3301 W. Franklin (1921), and the Illinois Athletic Club Building at 820 N. Michigan Avenue (1927), a Gothic Revival style skyscraper.[80]

Schmidt, Garden & Martin received numerous commissions for commercial and industrial buildings, and it also became well-known as a designer of hospitals. Early hospital designs by the firm in Chicago included St. Anne's Hospital at 4850 W. Thomas Street (1901); Michael Reese Hospital at 2800 S. Ellis Avenue (1907; razed); Cook County Hospital on the Near West Side (1913; renovated as a hotel); and Illinois Central Hospital at 5800 Stony Island Avenue (1916; razed). The firm also designed Evanston Hospital (1919) and Oak Park Hospital (1923) in Illinois.[81]

Carl A. Erikson (1888-1958) became a partner in 1926 after the departure of Edgar Martin the previous year and the firm was renamed Schmidt, Garden & Erikson. Erikson graduated from the University of Pennsylvania with an architecture degree in 1910 and worked for Otis & Clark Architects until 1913

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79 "Schmidt, Garden and Martin," in: https://webapps1.chicago.gov/landmarksweb/web/architectdetails.htm?arcId=13.

80 List of commissions take from: Alice Sinkevitch (Ed.). *AIA Guide to Chicago, Second Edition* (Orlando: Harcourt, 2004) and the Chicago Historic Resources Survey (1996), undertaken by the Chicago Department of Planning and Development and the Commission on Chicago Landmarks.

81 Ibid.

when he began work for Schmidt, Garden & Martin. Erikson became the dominant partner by the mid-1940s and was by then responsible for 90 percent of the business that came into the office. Richard Schmidt and Hugh Garden were both semi-retired at that time. Erikson chose nine people from the office to become equal partners in 1956; by 1961, all of the original founding partners were deceased.[82]

Schmidt, Garden & Erikson specialized in the design of health care and educational buildings—from elementary schools to college campuses—in the post-World War II era, a period in which there was enormous pent-up demand for such facilities. The firm expanded rapidly during this period; in 1946 it had about 90 people and half of them were engineers. The number of employees increased to 150 by 1950 and to 250 by the 1970s.[83]

Among the firm's educational commissions were elementary schools in Oak Park, Illinois, and a large high school for Bloomfield Township in Chicago Heights.[84] Its $2.5 million addition to Riverside-Brookfield High School in Riverside, Illinois, was completed in 1953 and contained 21 classrooms, an auditorium, two gymnasiums and a swimming pool.[85] Its 20-story tower for the IIT Research Institute at 35th and State streets in Chicago was the tallest building on the campus of the Illinois Institute of Technology upon its completion in 1964.[86]

Schmidt, Garden & Erikson designed Marillac Catholic High School at 315 Waukegan Road in Northfield, near the Allstate campus, with both commissions completed in 1967. The $3.5 million Marillac High School—which featured three large, modernistic buildings on a 15-acre campus located two miles west of the I-294 Expressway—received an award from the American Institute of Architects.[87] Another notable educational commission of the 1960s was the design of an entire campus for Marian College in Fond du Lac, Wisconsin.[88]

Schmidt, Garden & Erikson's greatest strength over the years, however, was the design of hospitals and it received hundreds of commissions for such

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82 "Interview with Paul Durbin McCurry by Betty J. Blum," Chicago Architects Oral History Project, The Art Institute of Chicago, 1988: 90, 110.
83 Ibid, 93.
84 Ibid, 101, 104.
85 "School Annex Stone to be Set in Riverside," *Chicago Tribune* (October 30, 1952). "School Annex Stone to be Set in Riverside," *Chicago Tribune* (October 30, 1952).
86 "Illinois Tech's Tallest," *Chicago Tribune* (July 27, 1963).
87 "St. Louise de Marillac School Opens," *Chicago Tribune* (September 10, 1967).
88 "Interview with Paul Durbin McCurry by Betty J. Blum," Chicago Architects Oral History Project, The Art Institute of Chicago, 1988: 104.

facilities nationwide in the twentieth century. By the firm's own count, it designed 84 of the 271 hospitals in Illinois and 38 of 67 in the Chicago area by 1985.[89] The firm had more than $720 million in hospital facilities either on the drawing boards or under construction in 1967. Some of the projects then underway included the new Loyola medical and dental school complex in Maywood, Illinois, Mt. Sinai Hospital in Chicago, and the 800-bed U.S. Naval Hospital at Great Lakes, Illinois.[90] In the late 1960s, Schmidt, Garden & Erikson averaged $30 million a year in the field of hospital design alone and commissions outside Illinois included Luther Hospital in Eau Claire, Wisconsin; Xavier Hospital in Dubuque, Iowa; and the Winona General Hospital in Winona, Minnesota.[91]

The Schmidt, Garden & Erikson firm was dissolved in 1996.

6. <u>Franz Lipp, Landscape Architect of Allstate Campus</u>

The original, award-winning landscape of Allstate's Northbrook campus was designed in the 1960s by Franz Lipp (1897-1996), who was then one of the nation's foremost landscape architects. Franz Lipp was born in Leipzig, Germany. He graduated from high school at the age of sixteen and left home to seek his fortune sailing around the world aboard merchant ships. For the duration of World War I, Lipp was detained with his fellow crewmates in New South Wales, Australia, where he learned basic horticulture and engineering from other German internees.[92]

Lipp returned to Germany after the war where he obtained a combined degree in horticulture and landscape architecture in 1921, met the eminent German nurseryman Karl Foerster, and arranged a year of study at the Arnold Arboretum of Harvard University under E.H. Wilson. Intrigued by the work of prolific landscape architect Jens Jensen, Lipp moved to Chicago in 1923 to work briefly as a construction supervisor for Jensen. He returned to Germany long enough to marry, then worked for several firms in New York and Chicago between 1925 and 1929, when he established his own practice in Chicago.[93]

During the Depression, Lipp searched for an additional career outlet and found it in photography. He worked in a commercial studio for a year and then joined Hedrich Blessing, the architectural photography firm. Lipp used a

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89 Steve Kerch, "Health-care architects have designs on new image," *Chicago Tribune* (April 21, 1985).
90 "Firm Hired to Design Hospital," *The Times* (Munster, Indiana) (July 20, 1965).
91 "Architect Chosen for New Winona General Hospital," *The Winona Daily News* (Winona, Minnesota) (May 7, 1967).
92 "A Creator and his Eden: Cantigny still touched by its first green thumb," *Chicago Tribune* (July 14, 1992).
93 Ibid.

large format camera to make a photographic survey of national parks and monuments during the 1940s, focusing on Yellowstone National Park. The resulting photographs were displayed at the Art Institute of Chicago.

Lipp returned to landscape design after World War II, working in conjunction with landscape engineer Carl Pathe. Lipp was joined by Marvin "Bud" Wehler in 1959, who became a partner in Lipp's firm in 1970, although Lipp remained chief designer until retiring in 1981.[94]

Franz Lipp's reputation in the post-World War II era was made through his work for commercial buildings, shopping centers, hospital, schools, and churches throughout the Midwest. He maintained long-standing relationships with many of Chicago's noted architectural offices, including Schmidt, Garden & Erikson. In fact, Paul McCurry, who became a partner in the Schmidt firm in 1956, said in a later interview that his "personal preference [in landscape architects] was always Franz Lipp and, well, he was well known in the Chicago area and he did do a good many of our buildings."[95]

Lipp also collaborated with Perkins and Will; Holabird and Root; Loebl, Schlossman and Bennett; and Ernest A. Grunsfeld, III. His Chicago-area commissions from the 1960s included landscapes for the Brunswick Company's campus in Skokie and Randhurst Mall in Glenview, the latter of which involved transporting 20-foot-tall palm trees and other tropical plants from Florida.[96] He was a landscape architect for 21 years for the University of Notre Dame and helped design the grounds of Ravinia Park.[97]

Lipp's work for Colonel Robert R. McCormick's estate, Cantigny, in Wheaton, Illinois, began in 1967 and continued for nearly ten years. His designs at Cantigny included an area with special plantings, as well as the overall landscaping of the northern half of the 500-acre estate. The formal gardens were divided into sections devoted to specific themes, such as a dry garden with desert plants, one with plants mentioned in Shakespeare, a rock garden, and another with biblical plants growing in it.[98]

Franz Lipp won awards from the American Association of Nurserymen for his work on Allstate's Northbrook campus (1968) and for Cantigny (1971). In

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94 Franz Lipp Papers, 1930-1997. The Art Institute of Chicago Archives, Research Center, Finding Aid published 1998.

95 "Interview with Paul Durbin McCurry by Betty J. Blum," Chicago Architects Oral History Project, The Art Institute of Chicago, 1988: 112.

96 "Little Bit of Florida Being Transported to Randhurst," *Arlington Heights Herald* (July 12, 1962).

97 "Franz Lipp," *Chicago Tribune* (August 18, 1996).

98 "Franz Lipp, 99; honored for his landscape designs," *Chicago Tribune* (August 13, 1966).

recognition of his contributions to the profession of landscape architecture, Lipp was awarded the Hutchinson Medal from the Chicago Horticultural Society in 1977 and a Distinguished Service award from the Chicago Chapter of American Institute of Architects in 1980. A resident of St. Charles, Illinois, he died in 1996.[99]

7. <u>Welton Becket & Associates, Architect of the Willow Plaza (aka Nielsen Plaza) Building</u>

The Willow Plaza (aka Nielsen Plaza) Building was designed by the Chicago office of Welton Becket & Associates, a large, full-service architectural and engineering firm based in Los Angeles. The firm's origins date to 1933 when Welton Becket (1902-1969) and Walter Wurdeman (1903-1949)—who were classmates at the University of Washington—formed a partnership with established Los Angeles architect Charles Plummer. The trio gained considerable local publicity with their award-winning design for the Pan Pacific Auditorium in 1935, which facilitated their entry into Hollywood film circles. The following years saw a series of residential commissions for movie starts such as James Cagney, Ceasar Romero and Robert Montgomery, most executed in traditional period revival styles.[100]

Incorporated as Wurdeman & Becket in 1939 after Plummer's death, the firm designed more than 14,000 housing units for military and civilian families during World War II. The partnership's best-known designs included Bullock's Department Store (1944) in Pasadena and buildings for General Petroleum (1946) and Prudential Insurance (1947). While working with Wurdeman, Becket developed the concept of "total design," whereby the firm handled all aspects of a project, from planning through supervision of construction to the decoration, signage, and landscaping.[101]

After Wurdeman's untimely death in 1949 at the age of 46, Becket renamed the firm Welton Becket Associates, and he maintained sole ownership of the firm until his own death twenty years later. The firm expanded rapidly during the post-World War II era, opening regional offices in San Francisco (1949), New York (1950), and Houston (1960). Welton Becket Associates designed all types of buildings, except single family houses, and specialized in large commercial projects. Works designed by the firm included some of Los Angeles' most iconic midcentury architecture, including the circular Capitol

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[99] Franz Lipp Papers, 1930-1997. The Art Institute of Chicago Archives, Research Center, Finding Aid published 1998.

[100] Welton Becket Architectural Drawings and Photographs, 1913-2009: https://oac.cdlib.org/findaid/ark:/13030/c8639v5d/admin/#aspace_1fbc6cb685377b187fb96e1501a017b5.

[101] "Welton Becket, Noted Architect, Dies at 66," *The Los Angeles Times* (January 18, 1969).

Records Tower (1956), the Santa Monica Auditorium (1958), the Cinerama Dome (1963), and the Music Center of Los Angeles County (1968).[102]

Welton Becket appointed his nephew, MacDonald Becket, as president of the architectural firm a week before he died in 1969. At that time, the firm employed 500 persons in its various offices and the work it placed into contract amounted to $209 million.[103]

Welton Becket & Associates opened a Chicago office in 1970, following its acquisition of Childs & Smith, a 60-year-old Chicago architectural firm. The office was located at 20 N. Wacker Drive and initially headed by Director Charles Kuglin, while Arthur M. Love served as Chief of Design.[104] Love, a graduate of the University of Illinois' School of Architecture, joined the Becket firm in 1960, working in its Los Angeles office. He then worked out of the firm's Chicago office from its establishment until 1981, when he returned to Southern California.[105]

In 1970, Welton Becket's Chicago office was working on plans for the new Hiton hotel near O'Hare International Airport.[106] Although that project ultimately went to another firm/CF Murphy, the Becket firm soon landed the prestigious commission to design the A.C. Nielsen's corporate headquarters in Northbrook on a rural, 70-acre tract.

In 1972, the Chicago office of Welton Becket designed a $20 million, 23-story office building anchored by Central National Bank of Chicago on the northwest corner of Monroe and Wells streets in Chicago's Loop, which was completed the following year. It featured a recessed, glass-enclosed lobby, an exposed concrete exterior and grey tinted glass in wide bands of windows, and large, column-free interior spaces.[107]

Another prominent 1972 commission for Welton Becket's Chicago office was the Kemper Insurance Company headquarters at Route 22 and Old McHenry Road in Long Grove. The 500,000 square foot edifice had a concrete exterior; recessed, tinted glass windows; and was designed with a splayed H footprint and its four wings featuring free-flowing interior spaces. The glass-walled cafeteria allowed for views of a terrace with a reflecting pool and fountain.

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102 "Welton Becket & Associates," in: https://www.laconservancy.org/architects/welton-becket-associates.

103 "Welton Becket, Noted Architect, Dies at 66," *The Los Angeles Times* (January 18, 1969).

104 "Childs & Smith Acquired by Becket," *Chicago Tribune* (March 29, 1970).

105 "Arthur Love," in: http://collections.lib.purdue.edu/pankow/?page=bio&bioid=AL.

106 "New Architect in Town Hints Big Things Coming," *Chicago Tribune* (April 5, 1970).

107 "Plan New 23-Story Building in Loop," *Chicago Tribune* (January 27, 1972).

The landscaped, 70-acre site featured a meandering stream that flowed into a nearby lake.[108]

In 1988, the firm Welton Becket Associates joined with Ellerbe Associates of Minneapolis, to form "Ellerbe Becket." Franklin Ellerbe founded this Minnesota firm in 1909. At this merger, Ellerbe took control of Becket, and the headquarters moved to Minneapolis.[109]

8. M. Paul Friedberg & Associates, Landscape Architect of the Willow Plaza (aka Nielsen Plaza) Building

M. Paul Friedberg (b. 1931), the landscape designer for the Nielsen Company's new campus in Northbrook in the 1970s, was born in New York City and studied ornamental horticulture at Cornell University, graduating with a B.S. in 1954. He briefly pursued a career in horticulture prior to establishing the New York City-based M. Paul Friedberg and Associate in 1958. Over the ensuring decades, Friedberg became a leading landscape architect of new public spaces, including municipal and corporate plazas, main-street malls, and small urban pocket parks.[110]

In 1965 Friedberg designed an innovative play area at Riis Park Plaza (demolished in 2000) on Manhattan's Lower East Side, where a series of dynamic play structures—pyramids, mounds, and a tunnel—could be used by children of various ages simultaneously and in many different ways. Peavey Plaza (listed in the National Register of Historic Places in 2013) in downtown Minneapolis, Minnesota, the Fulton County Government Plaza in Atlanta, Georgia, and other projects in the 1970s and 1980s, contain signature design elements, including paths and bridges interspersed among pools, ponds, and water courses. The pools at Pershing Park in Washington, D.C., at the Olympic Plaza in Calgary, and at Peavey Plaza, also served as platforms for winter skating. This flexible approach to space originated with Friedberg's earlier revolutionary playground designs, as well as his continued observations of what made public spaces successful.[111]

Friedberg taught at many universities over the course of his career, including Harvard and Yale, and in 1970 he founded the program in urban landscape architecture at the City College of New York. His books include *Play and Interplay* (1970) and *Handcrafted Playgrounds: Designs You Can Build Yourself* (1975). In 1979 Friedberg was made a Fellow of the American

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108 "Kemper Offices in Long Grove," *Chicago Tribune* (April 2, 1972).
109 "Becket, Welton D. and Associates," in: https://pcad.lib.washington.edu/firm/29/.
110 Chad Randel, "Biography of M. Paul Friedberg." The Cultural Landscape Foundation (March 28, 2012).
111 "M. Paul Friedberg," in: https://www.tclf.org/pioneer/m-paul-friedberg.

Society of Landscape Architects, which awarded him its Design Medal in 2004, and its highest honor, the ASLA Medal, in 2015.[112]

PART II. ARCHITECTURAL INFORMATION

A. Site:

1. General setting and orientation:
The Allstate Corporate Campus is situated on a 201-acre parcel that is bounded by I-294 on the east, Sanders Road on the west, Willow Road on the north, and the Glenview Place residential subdivision on the south. The site features three sprawling office complexes, all of which are on the eastern half of the property: North Plaza is in middle, flanked by South Plaza on the south, and Willow Plaza (aka Nielsen Building) on the north. The North and South Plaza complexes are connected by an 874-foot-long elevated walkway and both oriented eastward, towards the I-294 tollway. The main entrance to the Willow Plaza building faces west and is approached on foot via an allee of mature trees. Other buildings on the property include a post-1982 daycare center and a salt shed, both located near Sanders Road.

   The Allstate Campus is accessed from three entrances, each with a gatehouse: one on Willow Road and two on Sanders Road. The property has a total of 16 large parking lots, which are adjacent to the office complexes, as well as landscaped four retention ponds, which are situated along Sanders Road on the western periphery of the site. Parking lots are connected by concrete roadways and the campus is encircled by gravel walking paths. A large reflecting pool with small, landscaped islands is situated on the west side of the Willow Plaza Building and is separated from that building by brick-paved terraces. Baseball diamonds are situated near the northeast and southwest corners of the property and basketball courts are located to the west of Willow Plaza's reflecting pool. All other portions of the property are covered with grass, trees, and shrubbery. Such landscaping is most evident near the office complexes and within the numerous exterior and interior courtyards of the North Plaza complex.

2. Historic landscape design:
See essays above, titled: "Development of the Allstate Corporate Campus in Northbrook: Landscape Design," and "Overview History of the A.C. Nielsen Company and its Northbrook Headquarters (Willow Plaza Building)." Both essays provide contemporary descriptions of the original landscape design for the Allstate Campus and the campus surrounding the A.C. Nielsen Building,

[112] Ibid.

which was later incorporated into the Allstate Campus and renamed Willow Plaza.

3. Buildings:
See individual HIBS outline reports for architectural information on the North and South Plaza Complexes and the Willow Plaza (aka Nielsen Plaza) Building.

PART III. SOURCES OF INFORMATION

A. Architectural Drawings:
See individual HIBS outline reports for a listing of historic architectural drawings reviewed for the North and South Plaza Complexes and the Willow Plaza Building.

B. Bibliography:

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Reiff, Janice L. (Ed.). *Chicago Business and Industry*. Chicago: The University of Chicago Press, 2013.

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C. Likely Sources Not Yet Investigated:

The Schmidt, Garden and Martin Records, 1903-c. 1985 are on file at the Art Institute of Chicago Archives, Research Center. The collection documents of the work of this firm, and its successor, Schmidt, Garden and Erikson, and includes business records, photographs, drawings, and published material.

The Franz Lipp Papers, 1930-1997 are on file at the Art Institute of Chicago Archives, Research Center. The collection includes images and other papers documenting German-American landscape architect Franz Lipp's designs for residential, commercial, and institutional properties mainly in the Upper Midwest. It consists of five boxes that contain mainly photographic prints.

D. Sketch Plans:

E. Supplemental Material: Representative digital photographs, historic photographs, and site plans of the Allstate Corporate Campus are attached to this report.

PART IV. METHODOLOGY OF RESEARCH

A. Research Strategy:

The research strategy was to review a variety of primary and secondary sources, including books, newspaper and journal articles, Allstate Corporation newsletters and other unpublished resources, as well as historic photographs, floor plans and site plans, to develop a thorough history of the Allstate Corporate Campus, and evaluate its historic and architectural significance within the context of post-

World War II suburban office developments. A site visit to the campus was planned for undertaking large-format black and white HIBS photography as color digital photography of the buildings and the overall site.

B. Actual Research Process:

Dermody Properties provided Dr. Guarino with original architectural drawings of the North and South Plaza Buildings, as well as later architectural drawings, which were useful in identifying additions/alterations that were undertaken through the years. Although Dermody does not possess a full set of original architectural drawings for Willow Plaza Building (aka Nielsen Plaza), electrical plans from 1972 were useful in showing the original configuration of the floor plans. Dermody was also able to provide later architectural drawings for the Willow Plaza Building, showing its "Z" and "U" wing additions.

A wealth of useful information on the planning and construction of Allstate's Northbrook campus and its North Plaza Building during the 1960s was found at the Allstate Corporate Archive in Schaumburg. Allstate Archivist Betsy Glenn was extremely helpful in gathering relevant materials for review, such as company newsletters and brochures, early site plans, correspondence, and historic photographs. Normally, however, this archive is not open to the public. The Willow Plaza property—which was built in the early 1970s by the A.C. Nielsen Company—was not purchased by Allstate until 2001. As a result, the Allstate Corporate Archive does not have historic materials relating to this building or its landscape. Efforts to contact the Nielsen Company to inquire about whether they have retained historic materials related to its Northbrook campus were unsuccessful.

Research was conducted at the Chicago History Museum's (CHM) Research Center, which has black and white prints of the Allstate campus taken by Hedrich Blessing. They can be found under the following call numbers: HB-35071 (7 photographic prints of the North Plaza Building, A-G); HB-39674 (28 photographic prints of the South Plaza Building, many of which are duplicates. Other pertinent materials at CHM include the following books: *Allstate 50th Anniversary, 1931-1981* (1981); *The Story of Allstate in America, 1931 to 1956* (1956); and *Greater Prosperity Through Market Research: The First 40 Years of A.C. Nielsen Company* (1964).

The Newspapers.com database was extensively searched and provided an abundance of contemporary articles related to the planning, design, and construction of the Allstate and Nielsen campuses; the histories of both companies and their architects and landscape designers; and on post-World War II suburban office development in general, and in the Chicago metropolitan region.

The University of Illinois at Chicago's Daley Library was useful for the review of secondary sources, including Louise A. Mozingo's book, *Pastoral Capitalism: A History of Suburban Corporate Landscapes* (The MIT Press, 2011), which provides a comprehensive overview on the emergence and design of suburban office developments. John F. Pile's contemporary book, *Interiors: 3rd Book of Offices* (Whitney Library of Design, 1976) provides context on the emergence of the "open planning" concept, used in part in the North and South Plaza Buildings.

C. Archives and Repositories Used: Allstate Corporation Archive, Schaumburg, Illinois; Chicago History Museum's Research Center; University of Illinois at Chicago's Daley Library, Chicago; Northbrook Public Library.

D. Project Team:

1. Supervision and Primary Preparer: All aspects of this project were supervised by Jean L. Guarino, Ph.D., architectural historian, 844 Home Ave., Oak Park, Illinois. Dr. Guarino researched and wrote the HIBS Cover Report, Outline Reports, and took color digital photographs of the site and its buildings.

2. Sketch plans: Sketch floor plans of the Willow Plaza Building were developed by Lucas Howser, 812 Willow Street, Kirkland, Illinois, using CAD. He also produced the site plan.

3. HABS Photographer: Black and white HABS photography was taken by Leslie Schwartz, Leslie Schwartz Photography, 2147 N. Claremont Avenue, Chicago.

PART V. PROJECT INFORMATION

This HIBS documentation project was undertaken to mitigate the adverse effects of Dermody Property's Development Project on cultural resources within the project area. The terms of the mitigation were agreed upon and executed to ensure compliance with the Illinois State Agency Historic Resources Preservation Act (20 ILCS 3420).

HIBS PHOTOGRAPHIC IDENTIFICATION SHEET

Photographer: Leslie Schwartz, Leslie Schwartz Photography
2147 N. Claremont Avenue
Chicago, IL
773.359.8172
Photos taken August 17-19, 2022

HIBS CK-2022-1.1:	North Plaza Building, F wing, view west.
HIBS CK-2022-1.2:	North Plaza Building, recessed first floor of F wing, view northwest.
HIBS CK-2022-1.3:	North Plaza Building, F (left) and E (right) wings, view southwest.
HIBS CK-2022-1.4:	North Plaza Building, E wing's east façade, view northwest.
HIBS CK-2022-1.5:	North Plaza Building, B wing, view southwest.
HIBS CK-2022-1.6:	North Plaza Building, B wing, view northwest.
HIBS CK-2022-1.7:	North Plaza Building, detail of B wing, view southwest.
HIBS CK-2022-1.8:	North Plaza Building, courtyard between A (left) and B (right) wings, view southeast.
HIBS CK-2022-1.9:	North Plaza Building, A wing connected to elevated pedestrian walkway, view northwest.
HIBS CK-2022-1.10:	North Plaza Building with A wing (left) and F wing (right), view northwest.
HIBS CK-2022-1.11:	North Plaza Building, link between C wing (left) and F wing (right), view northwest.
HIBS CK-2022-1.12:	North Plaza Building, link between A wing (left) and C wing (right), view west.
HIBS CK-2022-1.13:	North Plaza Building, A wing, view southwest.
HIBS CK-2022-1.14:	North Plaza Building, F wing lobby, view north.
HIBS CK-2022-1.15:	North Plaza Building, F wing lobby with reception desk and main entrance.
HIBS CK-2022-1.16:	North Plaza Building, F wing lobby, view south.
HIBS CK-2022-1.17:	North Plaza Building, F wing lobby showing stairway to basement.
HIBS CK-2022-1.18:	North Plaza Building, corridor linking the F and C wings.
HIBS CK-2022-1.19:	North Plaza Building, F wing's elevator lobby, view southeast.
HIBS CK-2022-1.20:	North Plaza Building, F wing, 4th floor, representative open plan.
HIBS CK-2022-1.21:	North Plaza Building, second-story corridor between E and D wings.
HIBS CK-2022-1.22:	North Plaza Building, E wing, 2nd floor, representative open plan.
HIBS CK-2022-1.23:	North Plaza Building, second-story corridor between C and E wings.
HIBS CK-2022-1.24:	North Plaza Building, C wing, exterior courtyard stairway.
HIBS CK-2022-1.25:	North Plaza Building, A wing, second floor, perforated wall next to open plan space.
HIBS CK-2022-1.26:	North Plaza Building, representative stairwell.
HIBS CK-2022-1.27:	South Plaza Building, G wing, view southwest.

HIBS CK-2022-1.28: South Plaza Building, G wing portico detail.
HIBS CK-2022-1.29: South Plaza Building, view southwest.
HIBS CK-2022-1.30: South Plaza Building, view northwest.
HIBS CK-2022-1.31: South Plaza Building, view northwest toward North Plaza Building.
HIBS CK-2022-1.32: South Plaza Building, H wing, view southeast.
HIBS CK-2022-1.33: South Plaza Building, view southeast.
HIBS CK-2022-1.34: South Plaza Building, I wing, view northeast.
HIBS CK-2022-1.35: South Plaza Building, I wing portico, view south.
HIBS CK-2022-1.36: South Plaza Building, I wing, view east.
HIBS CK-2022-1.37: South Plaza Building, I wing, second floor, representative open plan.
HIBS CK-2022-1.38: South Plaza Building, G wing, third floor cafeteria.
HIBS CK-2022-1.39: South Plaza Building, G wing, stairway leading to third floor cafeteria.
HIBS CK-2022-1.40: South Plaza Building, G wing, main lobby.
HIBS CK-2022-1.41: Willow Plaza Building, U wing, view northeast.
HIBS CK-2022-1.42: Willow Plaza Building, U wing detail, view northeast.
HIBS CK-2022-1.43: Willow Plaza Building, W wing main entrance, view east.
HIBS CK-2022-1.44: Willow Plaza Building, X (left) and Y (right) wings, view southeast.
HIBS CK-2022-1.45: Willow Plaza Building, U (left) and W (right) wings, view north.
HIBS CK-2022-1.46: Willow Plaza Building, U (left), W (middle) and X (right) wings, view northeast.
HIBS CK-2022-1.47: Willow Plaza Building, view northeast with Y wing in foreground.
HIBS CK-2022-1.48: Willow Plaza Building, main entrance lobby in W wing, view northeast.
HIBS CK-2022-1.49: Willow Plaza Building, first floor corridor with terrazzo flooring.
HIBS CK-2022-1.50: Willow Plaza Building first floor, representative open plan.
HIBS CK-2022-1.51: Willow Plaza Building, representative stairwell.

HIBS CK-2022-1.1

HIBS CK-2022-1.2

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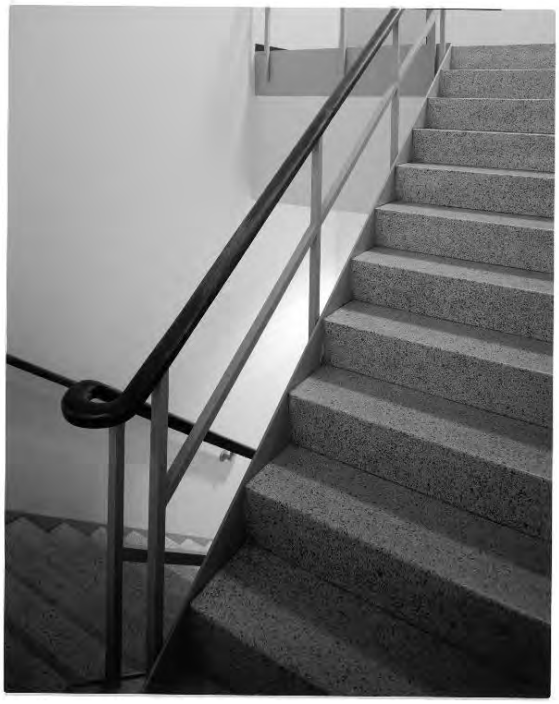

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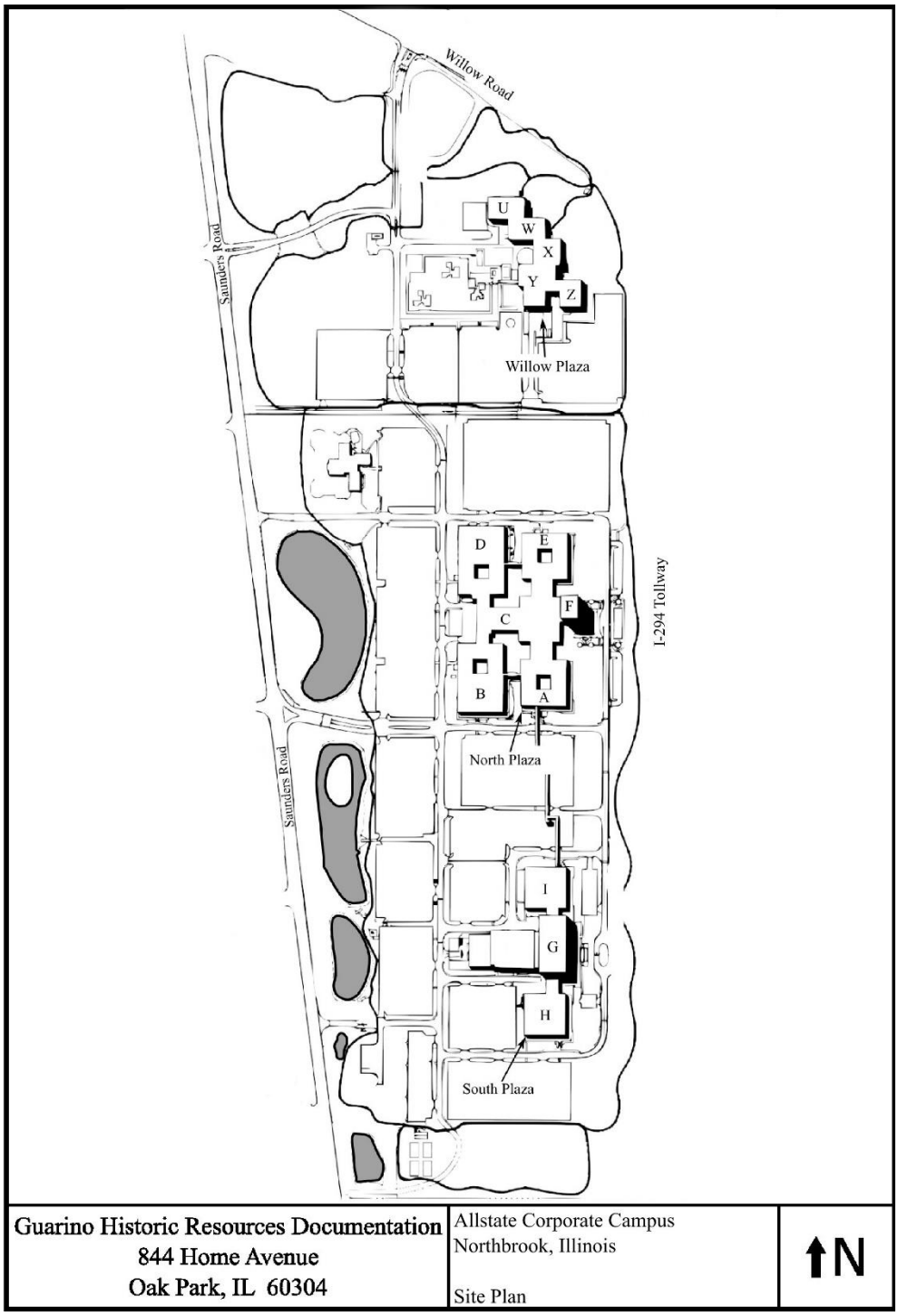


Figure 1: Site plan of the Allstate campus, 2022, drawn by Lucas Howser.

Figure 2: Guard house at the main entrance to the campus on Sanders Road, August 2022.

Figure 3: Landscaped roadway, view west toward main entrance on Sanders Road, August 2022.

Figure 4: Secondary (south) entrance of campus on Sanders Road, view southwest, August 2022.

Figure 5: Lake and landscaped grounds on west periphery of property, near Sanders Road, view southwest, August 2022.

Figure 6: Lake and landscaped grounds on west periphery of property, near Sanders Road, view north, August 2022.

Figure 7: Eastern periphery of the campus with South Plaza (left) and Building F of the North Plaza (right), view northwest, August 2022.

Figure 8: Elevated walkway connecting the North and South Plaza complexes, view southwest, August 2022.

Figure 9: Elevated walkway connecting the North and South Plaza complexes, view north, August 2022.

Figure 10: Interior of the elevated walkway lining the North and South Plaza complexes, view south, August 2022.

Figure 11: View northeast towards the South Plaza complex, as seen from one of the property's vast parking lots, August 2022.

Figure 12: Reflecting pool with islands in front of Willow Plaza Building, view southeast, August 2022.

Figure 13: Allee of trees leading to main entrance of Willow Plaza Building, view east, August 2022.

Figure 14: Representative landscaping near the Willow Plaza Building, view northwest, August 2022.

Figure 15: Basketball court near the north end of the campus, view northwest, August 2022.

Figure 16: I-294 Tollway as seen from Allstate campus, view northeast, August 2022.

Figure 17: Aerial photo of the future site of the Allstate campus in unincorporated Northfield Township about 1963. Graphic courtesy of the Allstate Corporation Archive.

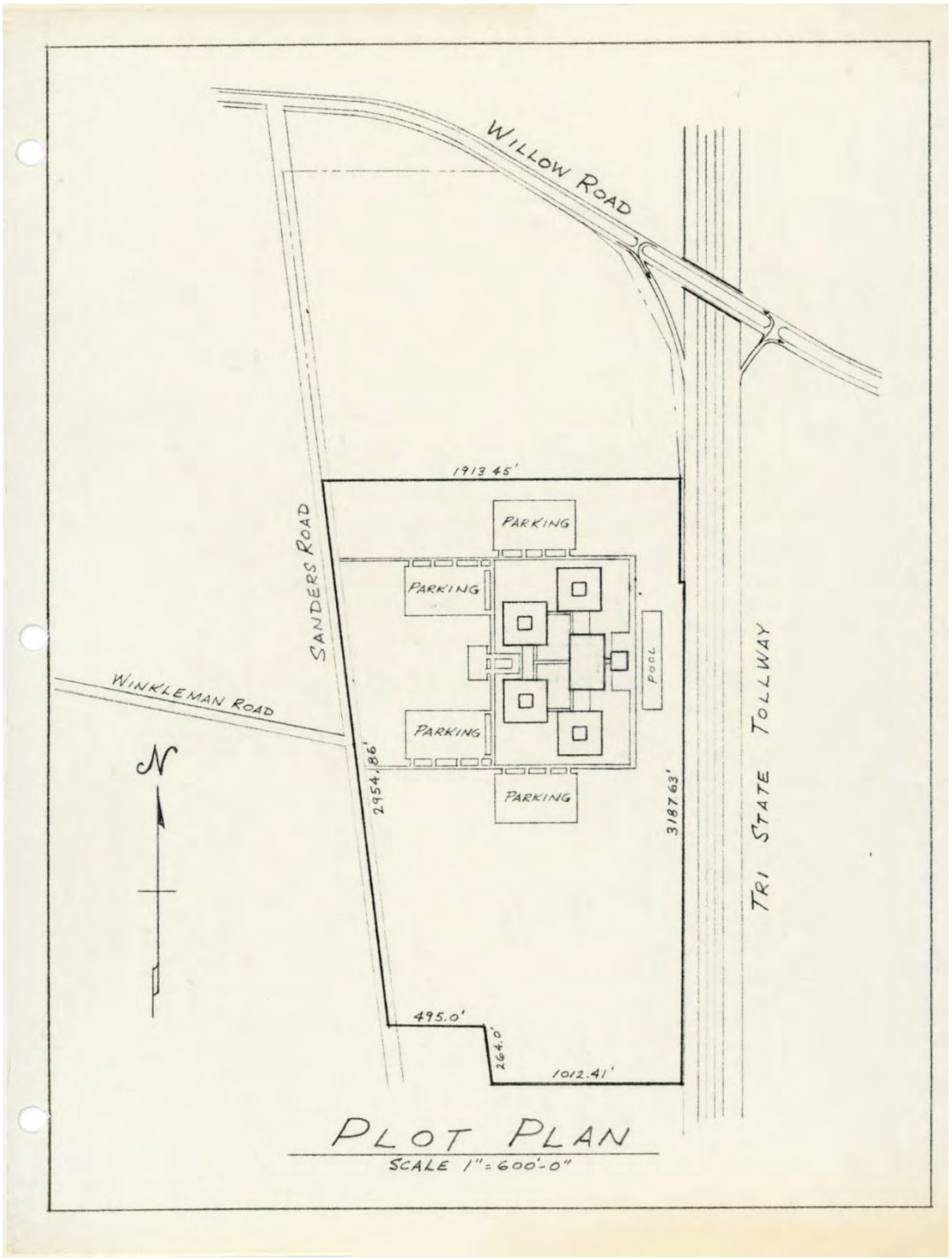


Figure 18: Plot Plan showing boundaries of Allstate campus and North Plaza Building. Graphic courtesy of the Allstate Corporation Archive.

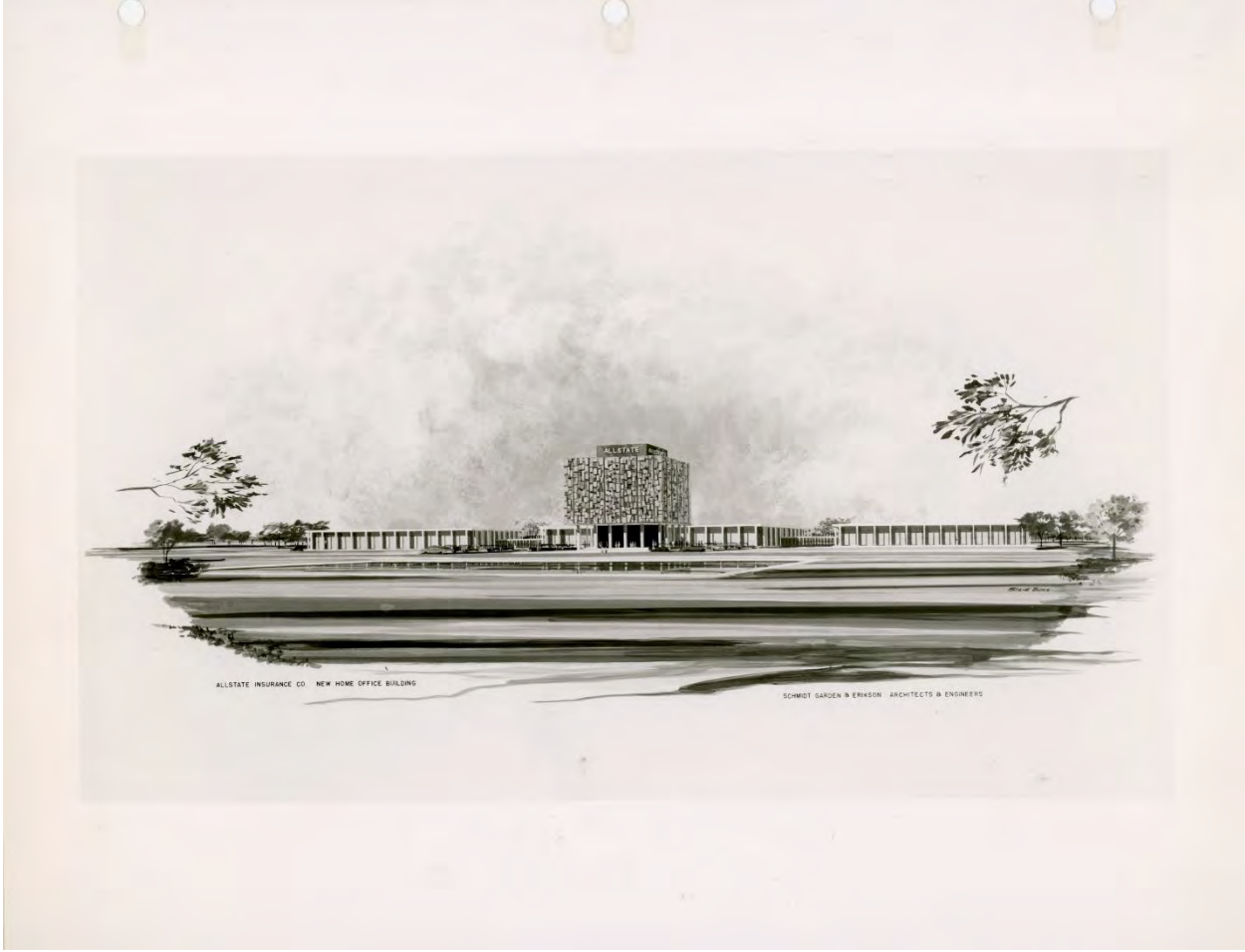


Figure 19: Drawing of the North Plaza complex, about 1963, showing Schmidt, Garden & Erikson's original conception of the high-rise administration building (building F). Graphic courtesy of the Allstate Corporation Archive.

Figure 20: North Plaza complex under construction.
Photo courtesy of the Allstate Corporation Archive.

Figure 21: North Plaza's Building F and its underground garage under construction.
Photo courtesy of the Allstate Corporation Archive.

Figure 22: One of the North Plaza buildings under construction.
Photo courtesy of the Allstate Corporation Archive.

Figure 23: North Plaza complex under construction.
Photo courtesy of the Allstate Corporation Archive.

Figure 24: Interior of unidentified North Plaza building under construction.
Photo courtesy of the Allstate Corporation Archive.

Figure 25: Topping off ceremony of the North Plaza complex held on August 3, 1966, which heralded the construction of its 10th and final story.
Photo courtesy of the Allstate Corporation Archive.

Figure 26: North Plaza complex under construction.
Photo courtesy of the Allstate Corporation Archive.

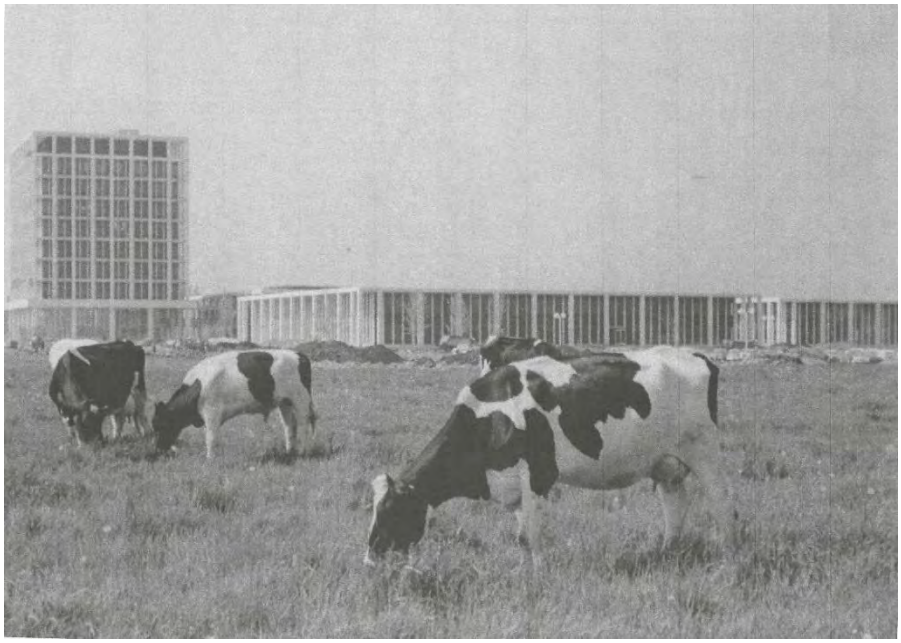


Figure 27: Cows grazing on Allstate campus while North Plaza complex was under construction, underscoring the then-rural nature of the property's surroundings.
Photo courtesy of the Allstate Corporation Archive.

Figure 28: One of the North Plaza complex's buildings under construction.
Photo courtesy of the Allstate Corporation Archive.

Figure 29: One of the North Plaza complex's buildings under construction.
Photo courtesy of the Allstate Corporation Archive.

Figure 30: One of the North Plaza complex's buildings under construction. Photo courtesy of the Allstate Corporation Archive.

Figure 31: Example of the original dual-globe light standards that originally graced the Allstate campus. Photo courtesy of the Allstate Corporation Archive.

Figure 32: Unidentified lecture room in the North Plaza complex, 1960s.
Photo courtesy of the Allstate Corporation Archive.

Figure 33: Drawing by Schmidt, Garden & Erikson of the North Plaza complex, 1967.
Graphic courtesy of the Allstate Corporation Archive.

Figure 34: Reflecting pool and foundations illuminated at night in front of the North Plaza complex's F building, 1967. Photo courtesy of the Allstate Corporation Archive.

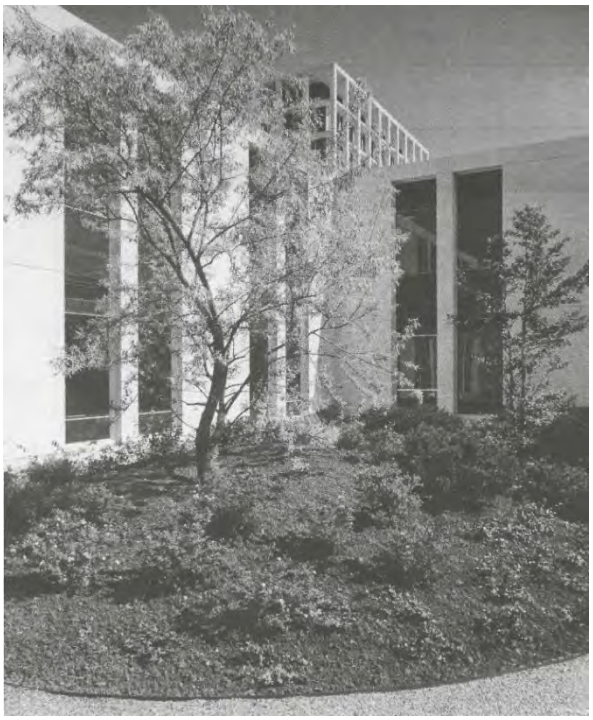


Figure 35: North Plaza's original landscaping, 1967.
Photo courtesy of the Allstate Corporation Archive.

Figure 36: North Plaza's original landscaping.
Photo courtesy of the Allstate Corporation Archive.

Figure 37: North Plaza courtyard with reflecting pool and fountain.
Photo courtesy of the Allstate Corporation Archive.

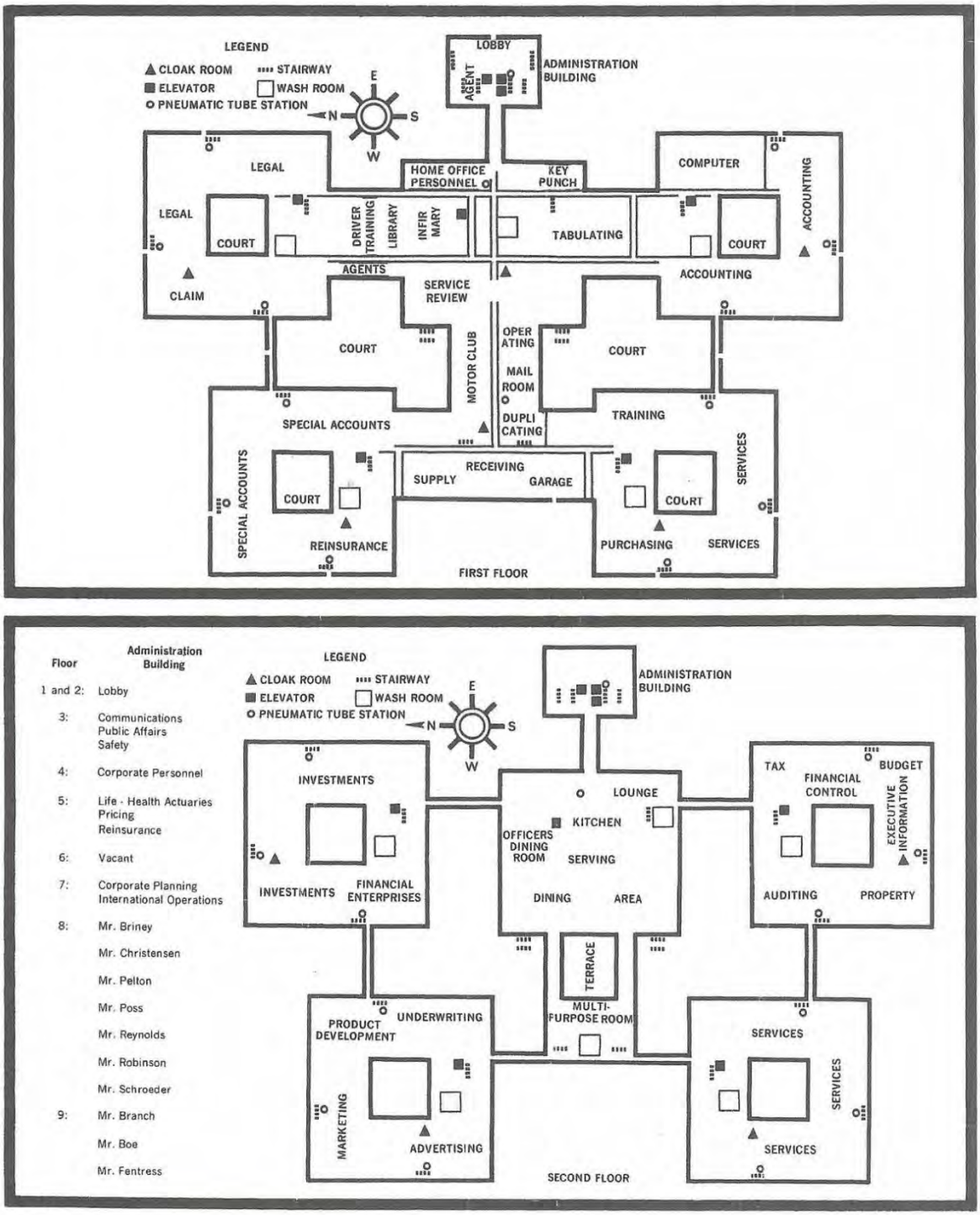


Figure 38: Plans of North Plaza complex showing original locations of departments on the first and second floors. Source: Allstate Insurance Company, "Allstate Plaza," [brochure], 1967. Graphic courtesy of the Allstate Corporation Archive.

Figure 39: Chairman Branch accepts the landscape award from Ladybird Johnson and Dr. Melville B. Grosvenor, chairman of the board of the National Geographic Society. Landscape designer Franz Lipp is on the far left. Photo courtesy of the Allstate Corporation Archive.

HISTORIC AMERICAN BUILDINGS SURVEY

HIBS CK-2022-1

ALLSTATE CORPORATE CAMPUS: NORTH PLAZA COMPLEX

Location: The North Plaza Complex is situated in the center of the Allstate Corporate Campus, which is located at 2775 Sanders Road in Northbrook, Illinois. The campus is situated on a 201-acre parcel that is bounded by I-294 on the east, Sanders Road on the west, Willow Road on the north, and the Glenview Place residential subdivision on the south. The property includes parts of the Southeast Quarter and the Northeast Quarter of Section 19, Township 42 North, Range 12, East of the Third Principal Meridian, in Northfield Township, Cook County.

Present Owner: Dermody Properties

Present Use: Vacant

Significance: The North Plaza Complex was designed by Schmidt, Garden & Erikson, a prominent, Chicago-based architecture firm, and built in 1965-67 to serve as the new headquarters for the Allstate Insurance Company. The sprawling complex consists of four interconnected, two-story departmental buildings (A, B, D, and E buildings) that are grouped around a two-story central service building (C building), which is linked to a ten-story administration building (F building) that faced east toward, and is easily visible from, the adjacent Tri-State Tollway (I-294). The modernistic complex features the use of precast, concrete panels which incorporate window framing infilled with grey-tinted and opaque glass. The high-rise administration building possesses geometric beauty through the grid-like appearance of its elevations, while the low-rise buildings are surrounded by minimalist colonnades that provide an austere, Classical temple-like appearance. The D and E wings were expanded in 1986-87, providing the complex with a total of 842,783 square feet of office space, much of which features floor plates with open plans that allow for maximum flexibility.

See Cover Document for Statement of Significance for the Allstate Corporate Campus.

PART I. HISTORICAL INFORMATION

A. Physical History

1. Dates of construction: 1965-67

2. Architect: Schmidt, Garden & Erikson, Chicago

3. Contractor/Builder: W.E. O'Neil, Chicago

4. Landscape Architect: Franz Lipp & Associates, Chicago

5. Original plans and construction:
Upon completion in 1967, the North Plaza Complex was comprised of four interconnected, two-story departmental buildings (A, B, D, and E wings) that were grouped around a two-story central service building (C building), which was linked to a ten-story administration building (F building) that faced east toward, and was easily visible from, the Tri-State Tollway. The flat-roofed buildings of the complex were linked by two-story, glass-enclosed galleries. The complex featured a total area of 722,783 square feet. Each of the four identical departmental buildings had 41,000 square feet per floor, while the high-rise F building contained nearly 1,200 square feet of space per floor. The central building had a total of 134,000 square feet of space. Ramps on the north and south sides of the F building descended to a basement garage for visitors and executives.

   The modernistic complex featured the use of precast, concrete panels which incorporated window framing infilled with grey-tinted and opaque glass. The concrete panels were arranged in a gridlike design on the high-rise administration building, which had a recessed, glass-enclosed lobby and open floor plans around a central circulation core. The low-rise buildings were surrounded by minimalist colonnades that provided an austere, Classical temple-like appearance. Each of four departmental buildings had a hollow-square plan arranged around a landscaped inner courtyard. Their structural system was based upon a module of 5'3" with bays measuring 21'0" square. Flooring throughout the complex consisted of vinyl tiles, and ceilings featured lay-in acoustical tile systems with fluorescent lighting.

6. Alterations and Additions:
   The North Plaza's B and D buildings received additions in 1986-87 to accommodate new meeting rooms and rest rooms due to the company's rapid expansion. The additions to both buildings provided a total of 120,000 square feet of space to the complex. The interior of the C building was renovated at this time to include three large conference rooms behind the auditorium, which was remodeled with an upgraded audio/visual system in its ceiling as well as new indirect lighting. Skylights were also installed in the main corridor of the C building's new conference center.

   A major interior renovation in 2010-12 included the installation of glass-walled conference rooms and small meeting rooms on various floors throughout the complex. However, most floor plates largely retained their open plan design. Technology enhancements included the installation of full wireless access on all floors and flat screen monitors in all public conference rooms. Corridors were upgraded, with many existing partition walls replaced by glass to provide more natural light and a more contemporary appearance.

   All vinyl tile flooring was replaced with wall-to-wall carpet tiles and new lay-in acoustical tile ceilings were installed throughout the complex. Restroom renovations included new tile finishes and fixtures as well as energy efficient lighting and a hands-free environment. More energy-efficient lighting was installed, as were new filtered water fountains.

   A large spiral staircase was added to the C building, linking the first and second floors. The cafeteria and large employees' dining hall on the second floor of the C building were completely remodeled, replacing all original finishes. The teakwood paneling on the west wall of the F building's public lobby and on its mezzanine level was replaced by marble sheathing. The 7th through 9th floors of the F building were remodeled to incorporate glass-walled offices/conference/meeting rooms for employees.

B. Historical Context:
   See the Cover Document for the following contextual essays:

1. Overview History of the Allstate Corporation
2. Development of the Allstate Corporate Campus in Northbrook
3. Overview History of the A.C. Nielsen Company and its Northbrook Headquarters (Willow Plaza Building)
4. Post-World War II Suburban Office Development
5. Schmidt, Garden & Erikson, Architect of the North and South Plaza Complexes
6. Franz Lipp, Landscape Architect of the Allstate Campus

7. Welton Becket & Associates, Architect of the Willow Plaza (aka Nielsen Plaza) Building
8. M. Paul Friedberg & Associates, Landscape Architect of the Willow Plaza (aka Nielsen Plaza) Building

PART II. ARCHITECTURAL INFORMATION

A. General Statement:

The North Plaza Complex is comprised of four interconnected, two-story departmental buildings (A, B, D, and E buildings) that are grouped around a two-story central service building (C building), which is linked to a ten-story administration building (F building) that faces east toward, and is easily visible from, the Tri-State Tollway (I-294). The flat-roofed buildings of the complex are linked by two-story, glass-enclosed galleries. Extensions to the D and E buildings in 1986-76 increased the square footage of the complex to of 842,783 square feet. Ramps on the north and south sides of the F building descend to a basement garage. The central, C building has a rear loading dock and houses general services, such as the employee cafeteria and dining room as well as a conference center. The remainder of the complex is devoted to office use.

The modernistic complex features the use of precast, concrete panels which incorporate window framing infilled with grey-tinted and opaque glass. The concrete panels are arranged in a gridlike configuration on the high-rise administration building, which has a recessed, glass-enclosed lobby and open floor plans around a central circulation core. The low-rise buildings are surrounded by minimalist colonnades that provide an austere, Classical temple-like appearance. Each of four departmental buildings have a hollow-square plan arranged around a landscaped inner courtyard. Their structural system is based upon a module of 5’3” with bays measuring 21’0” square. Flooring throughout the complex consists of wall-to-wall carpet tiles and ceilings feature lay-in acoustical tile systems with fluorescent lighting.

B. Description of Exterior

1. Foundations

Foundation plans were omitted from the set of original plans/drawings by Schmidt, Garden & Erikson that were reviewed for the North Plaza Complex. However, it is presumed that the various buildings are supported by concrete caissons that descend to bedrock.

2. Over-all dimensions
   The complex features six buildings of varying sizes that are internally connected by enclosed two-story galleries. The overall dimensions of the various buildings are as follows:

   F building: 79'-1" east-west by 105'-3" north-south
   C building: 358'-0" east-west by 207'-8" north-south
   A and E buildings: 213'-4" east-west by 213'-4" north-south
   B and D buildings: 213'-4" east-west by 318'-3" north-south

3. Walls
   The walls of the North Plaza Complex feature precast, sand-blasted concrete panels, which incorporate window framing. The panels are comprised of limestone concrete using white Portland cement; those on the inner courtyard walls of the four departmental buildings are comprised of concrete with exposed white quartz aggregate.

   The load-bearing panels on the five low-rise buildings are two stories high and support the intermediate floors. Each panel measures 10'-6" wide by 27'-0" high and weighs about 10 tons. The one-story high panels on the F building are non-load-bearing. Each measures 5'-3" wide by 13'-6" high and weighs about two tons. Outside plate glass windows are tinted grey or opaque.

   The geometric grid of the F building's precast concrete superstructure extends beyond its wall plane of plate glass windows, rising above a steel girder that wraps around the building and is supported by a squared, precast concrete columns at its base. The five two-story buildings are surrounded by porticos featuring squared, precast concrete columns that are two stories in height, supporting the overhang of the flat roofs. The two-story galleries connecting the various buildings have walls comprised of steel-framed plate glass windows that are either opaque or tinted grey.

4. Structural system
   Loads from the F building's reinforced concrete superstructure are transferred to large, widely spaced columns at its base through a steel girder that wraps around the building. The five low-rise buildings are surrounded by two-story high load-bearing concrete columns that support the weight of the roof.

5. Openings:

   a. Doorways and doors
      Exterior doors throughout the complex are plate glass with steel frames, arranged alone or in pairs. Exceptions are the main entrances to each

building, which have glass revolving doors framed in steel. The loading dock on the west side of the C building has overhead metal garage doors, as do the two entrances to the underground garage flanking the F building on the east side of the complex.

b. Windows
Plate-glass windows used throughout the complex are tinted grey or opaque. Those in the low-rise buildings are arranged in vertical strips. Fenestration on the high-rise F building is arrangement in horizontal bands.

6. Roof

a. Shape, covering
The various buildings that comprise the North Plaza Complex and their connecting galleries have flat concrete slab roofs covered with a built-up membrane.

C. Description of Interior:

1. Floor plans:
The F (administration) building's floor plates are arranged around a central circulation core that contains three passenger elevators flanked on either side by a stairwell, and men's and women's restrooms on each floor. The east side of the first-floor plan includes a public lobby with twin stairways to both the basement and the mezzanine level. Upper floors have open plans arranged around the central circulation core. The seventh- through ninth floors are divided into offices and/or small meeting rooms/conference rooms. The tenth-floor features mechanicals, as does the basement level, which also includes a small garage accessed via ramps on either side of the F building.

The two-story C building in the center of the complex contains several stairwells, an elevator, and public spaces of varying sizes on its east side, which includes a large auditorium that can accommodate 400 removable chairs, several large conference rooms, a cafeteria, and an employees' dining room. The west side of the building includes utility spaces and the loading dock. A large, non-original, circular stairway is situated in the center of the C building, which also has several secondary stairwells, an elevator, and men's and women's restrooms.

Each of four, two-story departmental buildings has a hollow-square plan that is arranged around a landscaped inner courtyard. Their structural system is based upon a module of 5'3" with bays measuring 21'0" square. Floor plates feature open plans with some glass-walled meeting rooms. Each of these four

buildings has a circulation core adjacent to the C building consisting of a main stairwell, elevator, and men's and women's restrooms. In addition each building has three secondary stairwells that are adjacent to their three exterior entrances.

2. Stairways
   Typical stairwells throughout the complex have plaster walls and steel stairways with terrazzo treads and risers, terrazzo stair landings, metal railings, and wood handrails.

3. Elevators
   Automatic high speed passenger elevators with aluminum doors are situated in each building of the North Plaza complex. The F building has 5 passenger elevators, and each of the five low-rise buildings has one elevator.

4. Flooring
   The F building's public lobby has terrazzo flooring. The flooring in virtually all other spaces throughout the complex is covered with wall-to-wall carpet tiles. Bathrooms have ceramic tile flooring. Basement flooring is generally exposed concrete.

5. Wall and ceiling finish
   Partition walls throughout the complex are generally finished with either plaster or gypsum board. Some offices/meeting rooms have glass walls. The west wall of the F building's public lobby has travertine marble columns; its west wall and the walls of the mezzanine level above are finished with brown veined marble. Ceilings are generally finished with lay-in acoustical tile systems.

6. Openings

   a. Doorways and doors
      Interior doors throughout the complex are generally wood although those installed as part of glass-walled offices are glass. Doors have accessible metal handles.

7. Mechanical equipment

   a. Heating
      The entire complex is climate controlled; it is cooled by a 3,000-ton air-conditioner and heated by three gas boilers. The air is circulated throughout the buildings by 28 fan rooms.

b. Lighting
Fluorescent lighting within lay-in acoustical tile systems is used throughout the complex.

c. Plumbing
Women's and men's restrooms throughout the complex have standard sinks as well as toilets with metal partitions.

D. Site:

1. General setting and orientation
The North Plaza Complex is situated on the eastern side of the Allstate campus, at the center of the property, and its 10-story administration tower (F building) faces east toward the I-294 tollway. The complex is accessed from Sanders Road via a roadway that loops around the entire facility, which is surrounded on three sides by massive, concrete-paved, parking lots. Two small parking lots are situated on either side of the F building, as are two ramps that descend to its underground parking garage. The complex and its exterior and interior courtyards are landscaped with grassy lawns and extensive vegetation comprised of trees and shrubbery. Paved patios are situated on the east side of the B and D wings, at the ground floor level.

PART III. SOURCES OF INFORMATION

A. Architectural Drawings: Schmidt, Garden & Erikson, floor plans/elevations/sections for the North Plaza Complex dated January 20, 1966. Schmidt, Garden & Erikson, floor plans/elevations/sections for B and D building expansion, May 16, 1986.

B. Bibliography: See Cover Document.

C. Likely Sources Not Yet Investigated: See Cover Document.

D. Supplemental Material: All color digital photographs of the North Plaza Building that are attached to this report were taken by Jean L. Guarino on August 17-19, 2022. All historic photographs were obtained from the Allstate Corporate Archive unless otherwise noted. Special thanks for archivist Betsy Glenn for digitizing these images.

PART IV. METHODOLOGY OF RESEARCH

A. Research Strategy: See Cover Document.

B. Actual Research Process: See Cover Document.

C. Archives and Repositories Used: See Cover Document.

D. Project Team: See Cover Document.

PART V. PROJECT INFORMATION

This HIBS documentation project was undertaken to mitigate the adverse effects of Dermody Property's Development Project on cultural resources within the project area. The terms of the mitigation were agreed upon and executed to ensure compliance with the Illinois State Agency Historic Resources Preservation Act (20 ILCS 3420).

Figure 1: Aerial view of the North Plaza Complex, view east. Source: Google Earth.


Figure 2: North Plaza Complex, F building, view northwest.

Figure 3: North Plaza Complex, detail of F building.

Figure 4: North Plaza Complex, F building's front façade, view northwest.

Figure 5: North Plaza Complex, F building's main entrance, view west.

Figure 6: North Plaza Complex, F building detail, view west.

Figure 7: North Plaza Complex, F building's north lobby wall, view west.

Figure 8: North Plaza Building, views of F wing (left) and E wing (right).

Figure 9: North Plaza Complex, link between F (left) and C (right) buildings.

Figure 10: North Plaza Complex, E building, view northwest.

Figure 11: North Plaza Complex, courtyard between D (left) and E (right) buildings, view north.

Figure 12: North Plaza Complex, D building (right), view south.

Figure 13: North Plaza Complex, D building detail.

Figure 14: North Plaza Complex, C building loading dock, view southeast.

Figure 15: North Plaza Complex, B building, view northeast.

Figure 16: North Plaza Complex, B building portico, view west.

Figure 17: North Plaza Complex, B building corner detail.

Figure 18: North Plaza Complex, view of B building from the portico of A wing, view northwest.

Figure 19: North Plaza Complex, courtyard between B building (left) and A building (right), view north.

Figure 20: North Plaza Complex, A building showing connection to elevated walkway, view north.

Figure 21: North Plaza Complex, C (left) and F (right) buildings, view northwest.

Figure 22: North Plaza Complex, F building lobby.

Figure 23: North Plaza Complex, F building lobby.

Figure 24: North Plaza Complex, F building lobby, detail of glass walls.

Figure 25: North Plaza Complex, F building lobby showing stairway to basement.

Figure 26: North Plaza Complex, F building mezzanine level.

Figure 27: North Plaza Complex, F building elevator bank, first floor.

Figure 28: North Plaza Complex, C building, non-original spiral staircase.

Figure 29: North Plaza Complex, fourth floor of F building showing typical open plan.

Figure 30: North Plaza Complex, F building, typical elevator bank.

Figure 31: North Plaza Complex, F building, typical women's restroom.

Figure 32: North Plaza Building, remodeled 8th floor of F building.

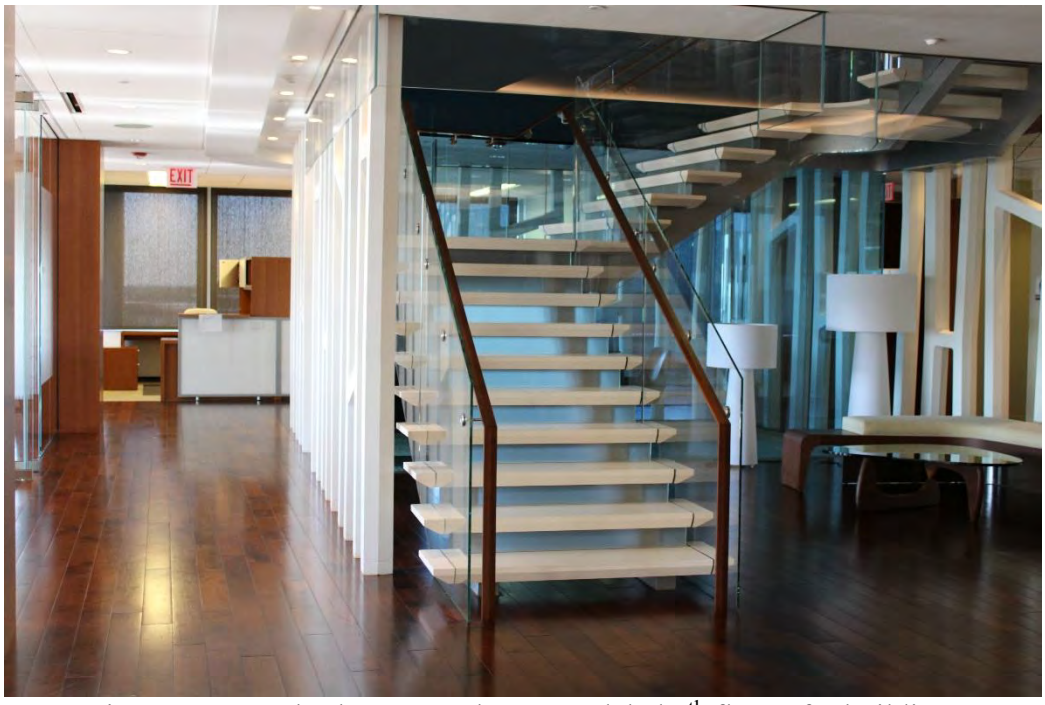


Figure 33: North Plaza Complex, remodeled 7th floor of F building.

Figure 34: North Plaza Complex, 2nd floor link between F and C buildings, view west.

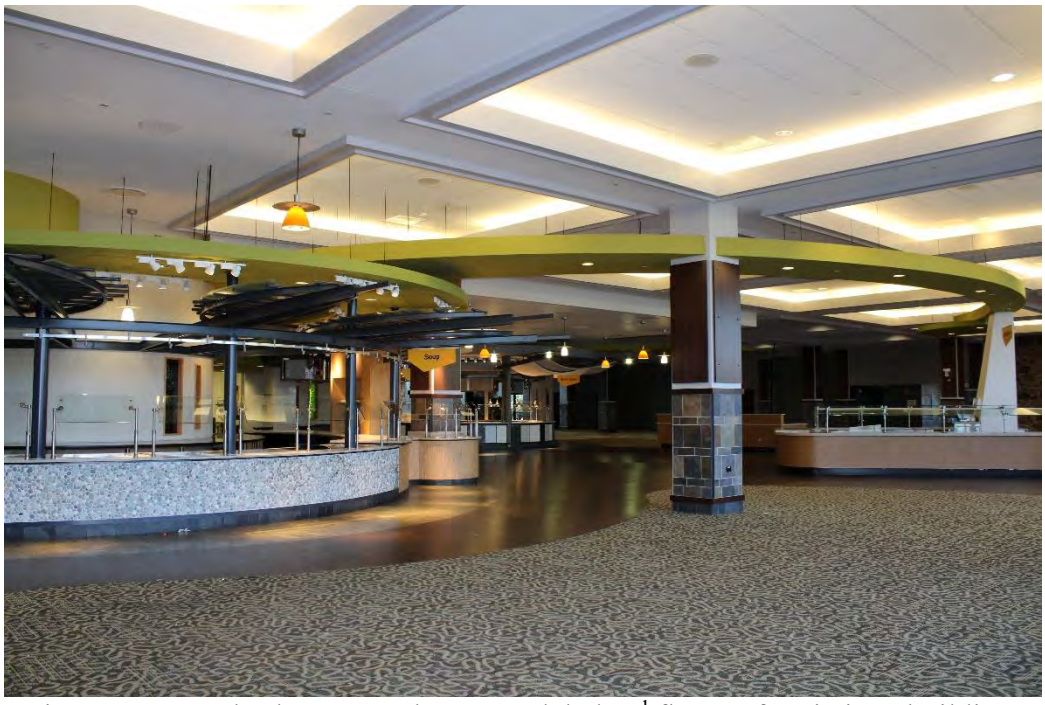


Figure 35: North Plaza Complex, remodeled 2nd floor cafeteria in C building.

Figure 36: North Plaza Complex, 2nd floor of E building showing typical open plan.

Figure 37: North Plaza Complex, 2nd floor of D building showing open plan with glass-walled perimeter offices.

Figure 38: North Plaza Complex, 2nd floor of D building addition, view west.

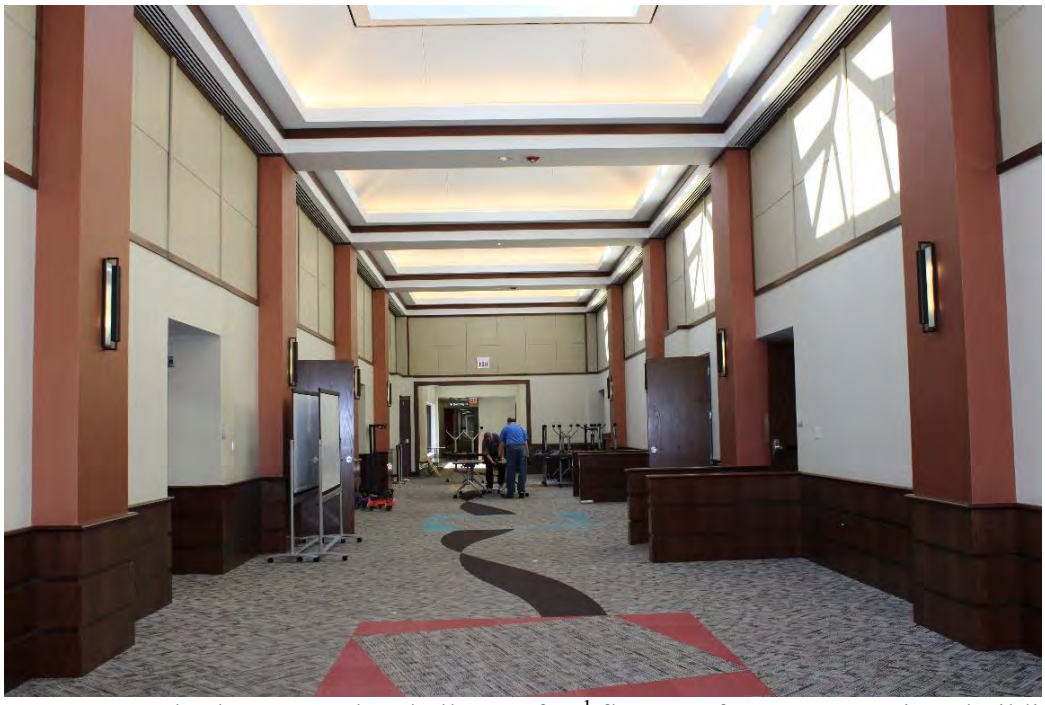


Figure 39: North Plaza Complex, hallway of 2nd floor conference center in C building, view south.

Figure 40: North Plaza Complex, typical conference room on 2nd floor of C building.

Figure 41: North Plaza Complex, typical stairway

Figure 42: North Plaza Complex, 2nd floor of B building showing typical open plan.

Figure 43: North Plaza Complex, 2nd floor corridor between A and B buildings.

Figure 44: North Plaza Complex, 2nd floor of A building showing typical open plan.

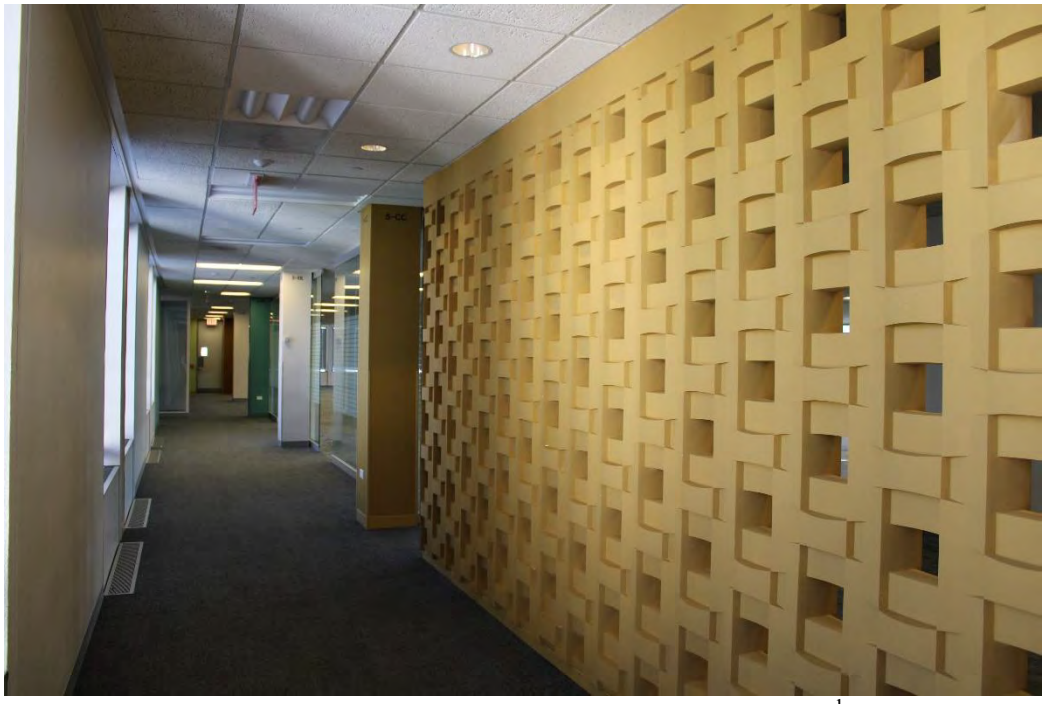


Figure 45: North Plaza Complex, hallway with perforated wall on 2nd floor of A building.

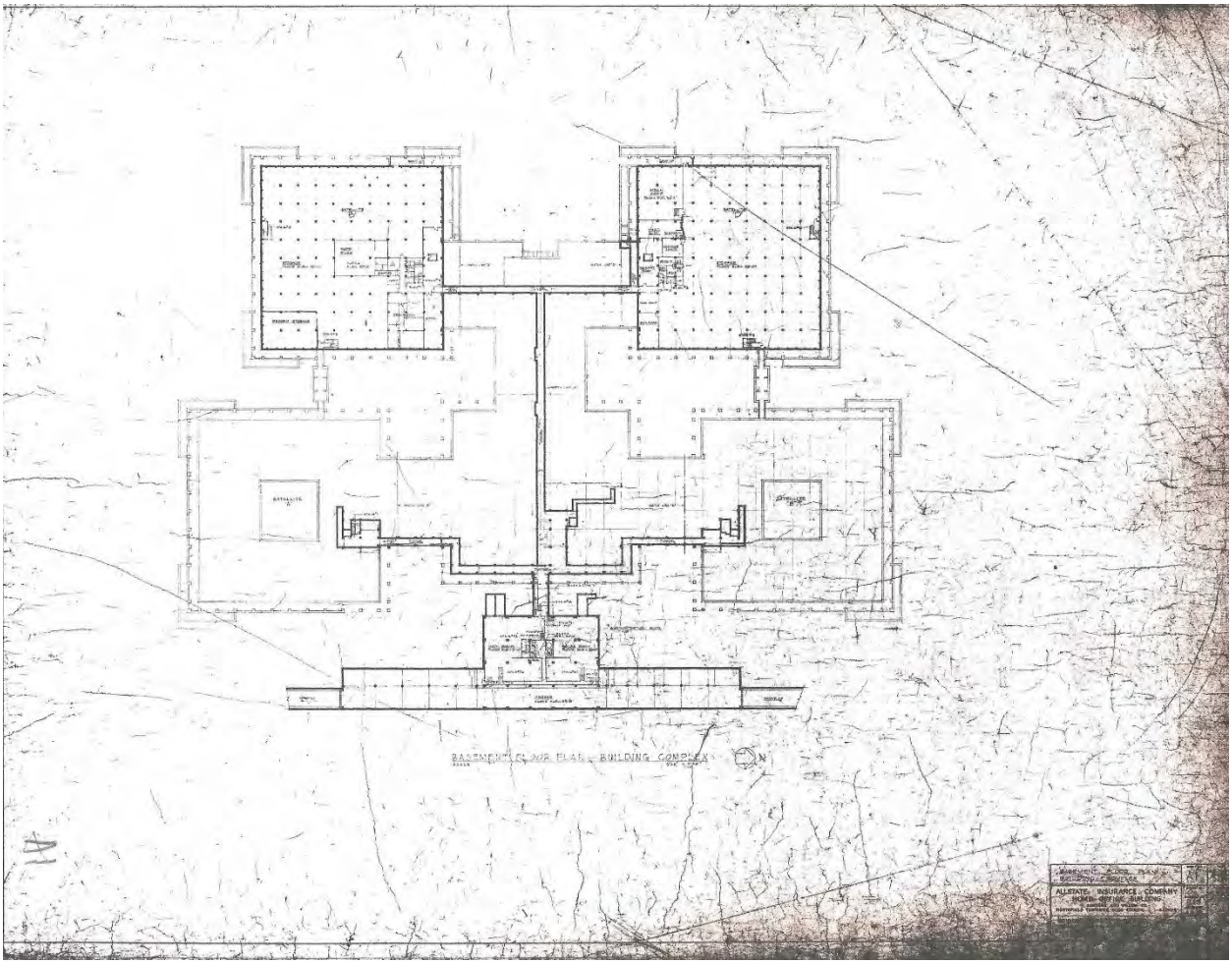


Figure 46: Schmidt, Garden & Erikson, Sheet A1, Basement Plan of North Plaza Complex, January 20, 1966.

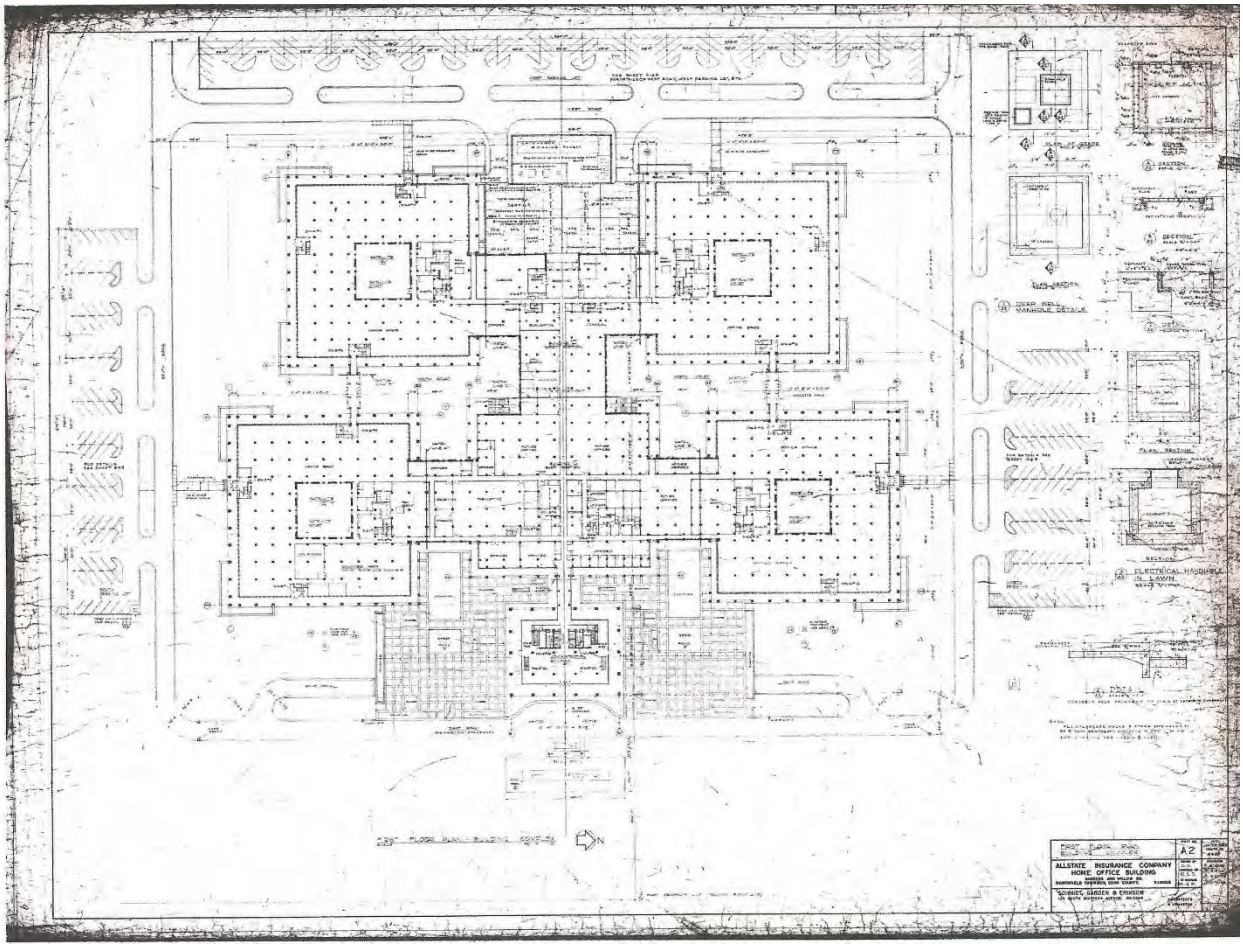


Figure 47: Schmidt, Garden & Erikson, Sheet A2, First Floor Plan of North Plaza Complex, January 20, 1966.

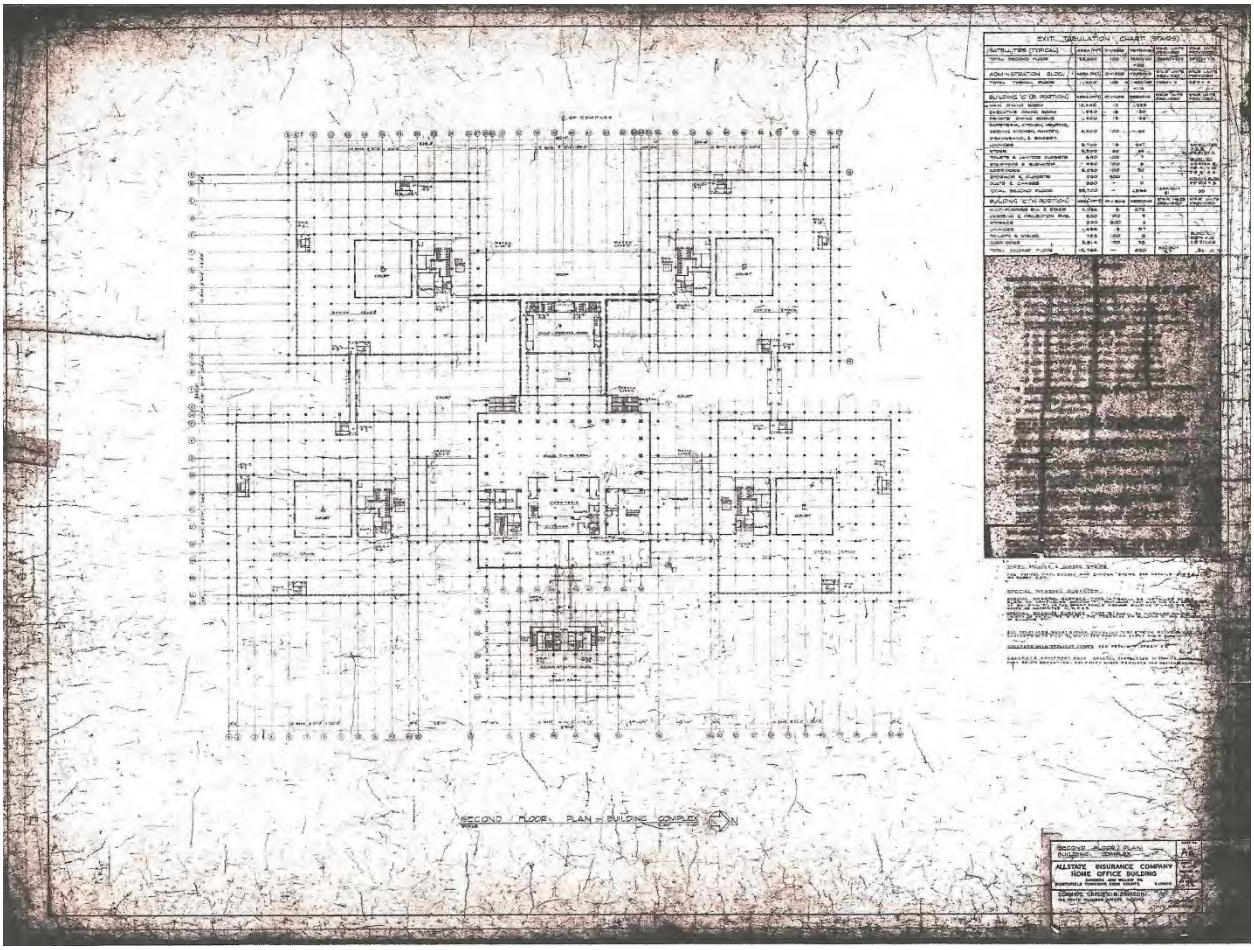


Figure 48: Schmidt, Garden & Erikson, Sheet A3, Second Floor Plan of North Plaza Complex, January 20, 1966.

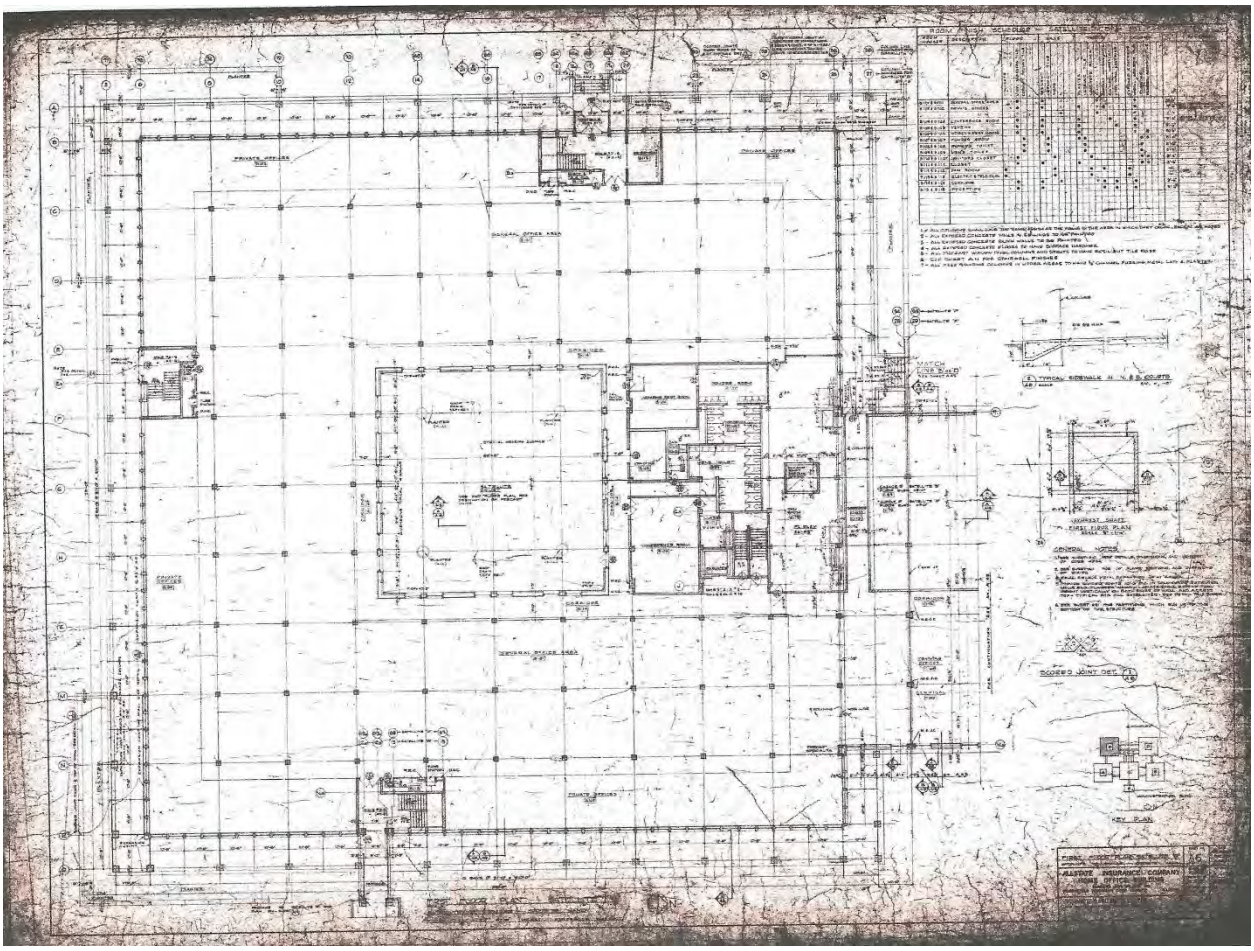


Figure 49: Schmidt, Garden & Erikson, Sheet A6, First Floor Plan of B building, D building similar – opposite hand, January 20, 1966.

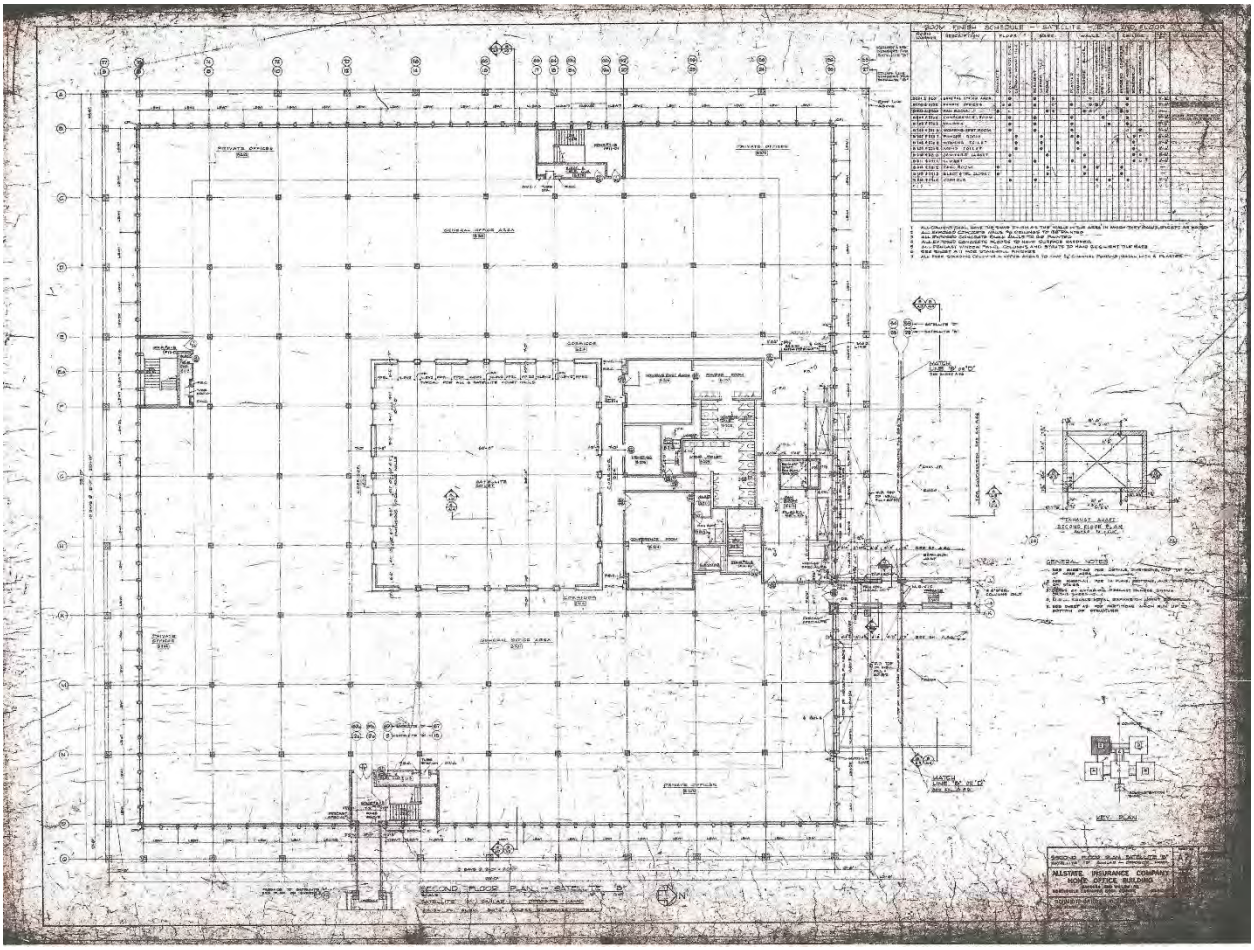


Figure 50: Schmidt, Garden & Erikson, Sheet A7, Second Floor Plan of B building, D building similar, opposite hand, January 20, 1966.

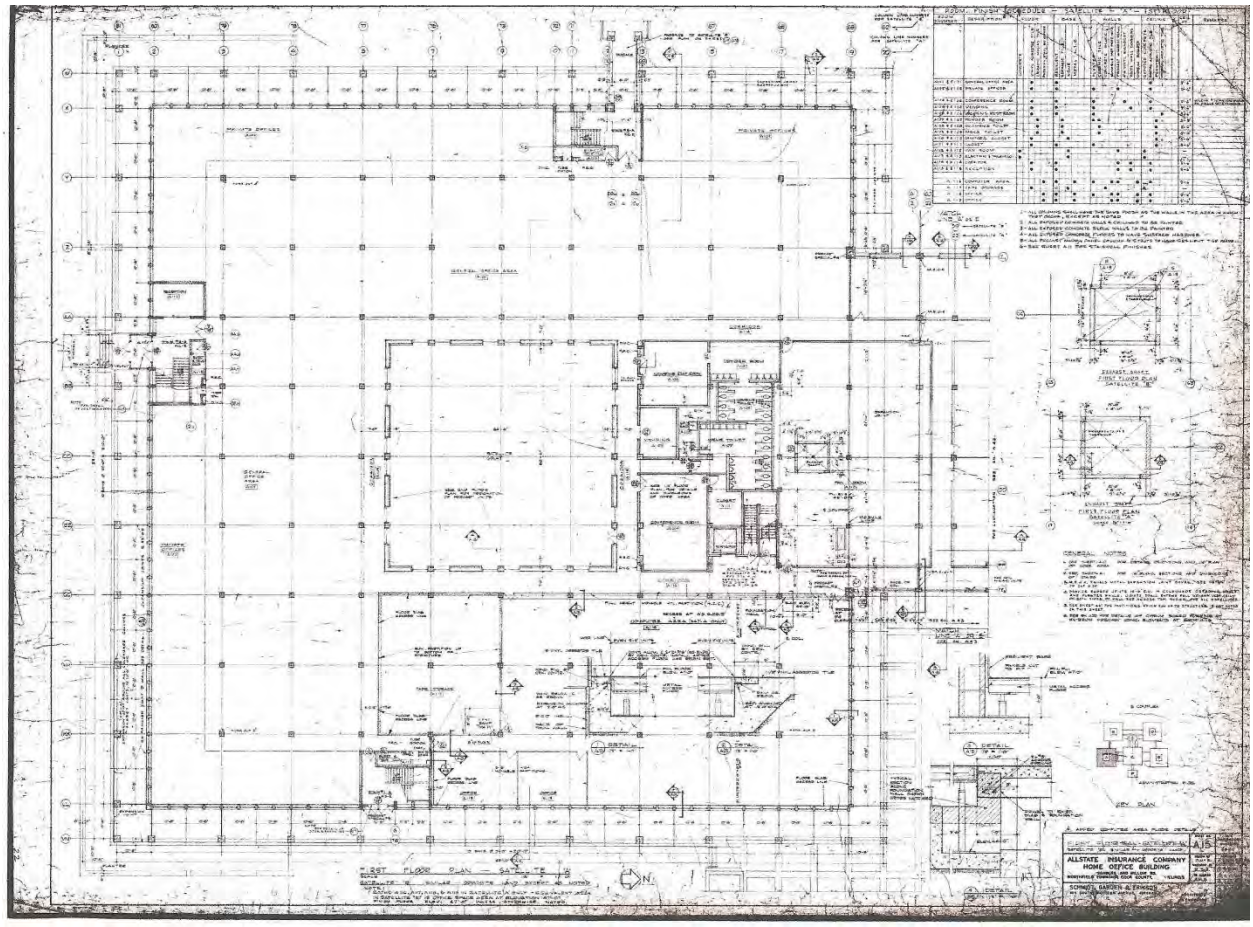


Figure 51: Schmidt, Garden & Erikson, Sheet A15, First Floor Plan of A building, E building similar – opposite hand, January 20, 1966.

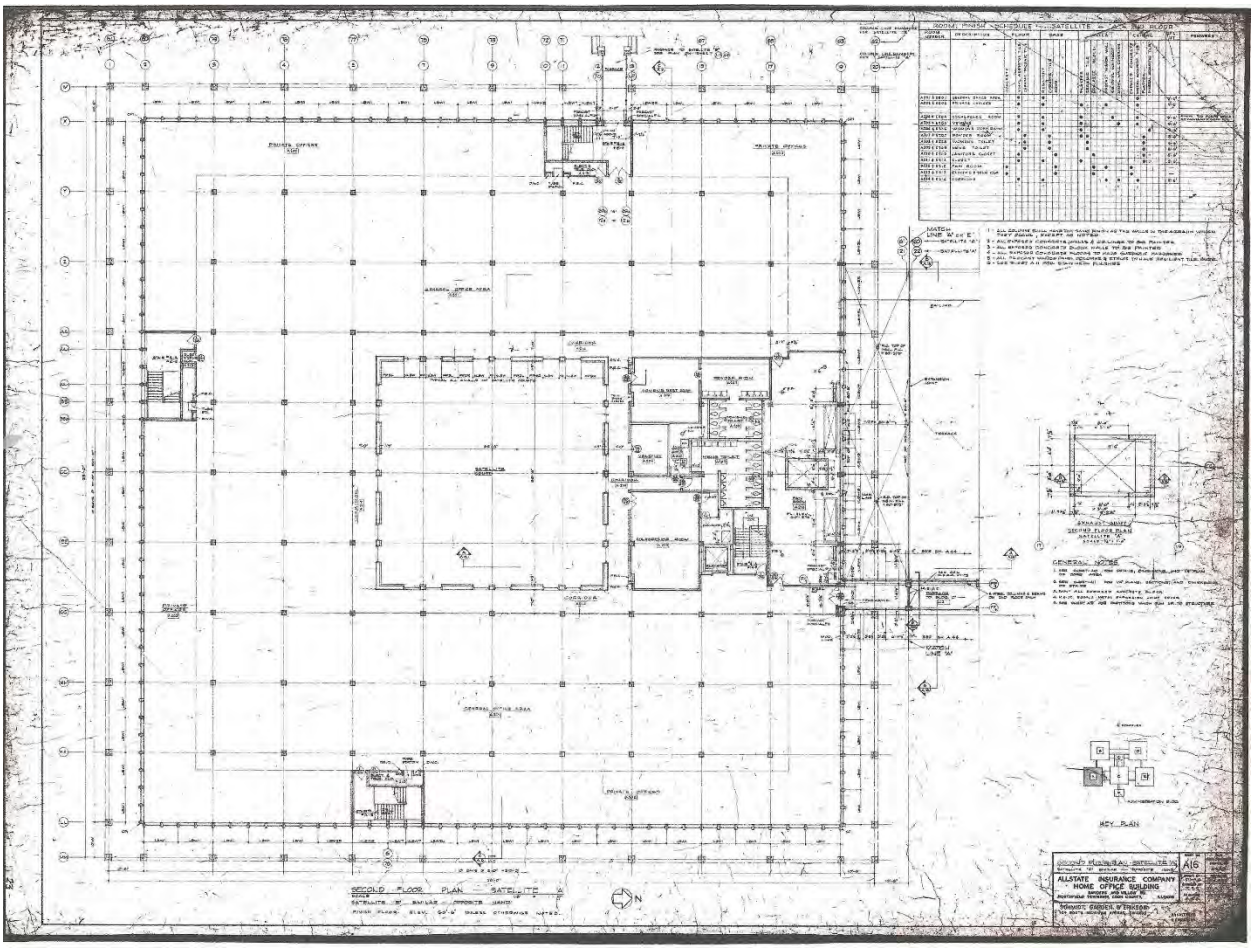


Figure 52: Schmidt, Garden & Erikson, Sheet A16, Second Floor Plan of A building, E building similar – opposite hand, January 20, 1966.

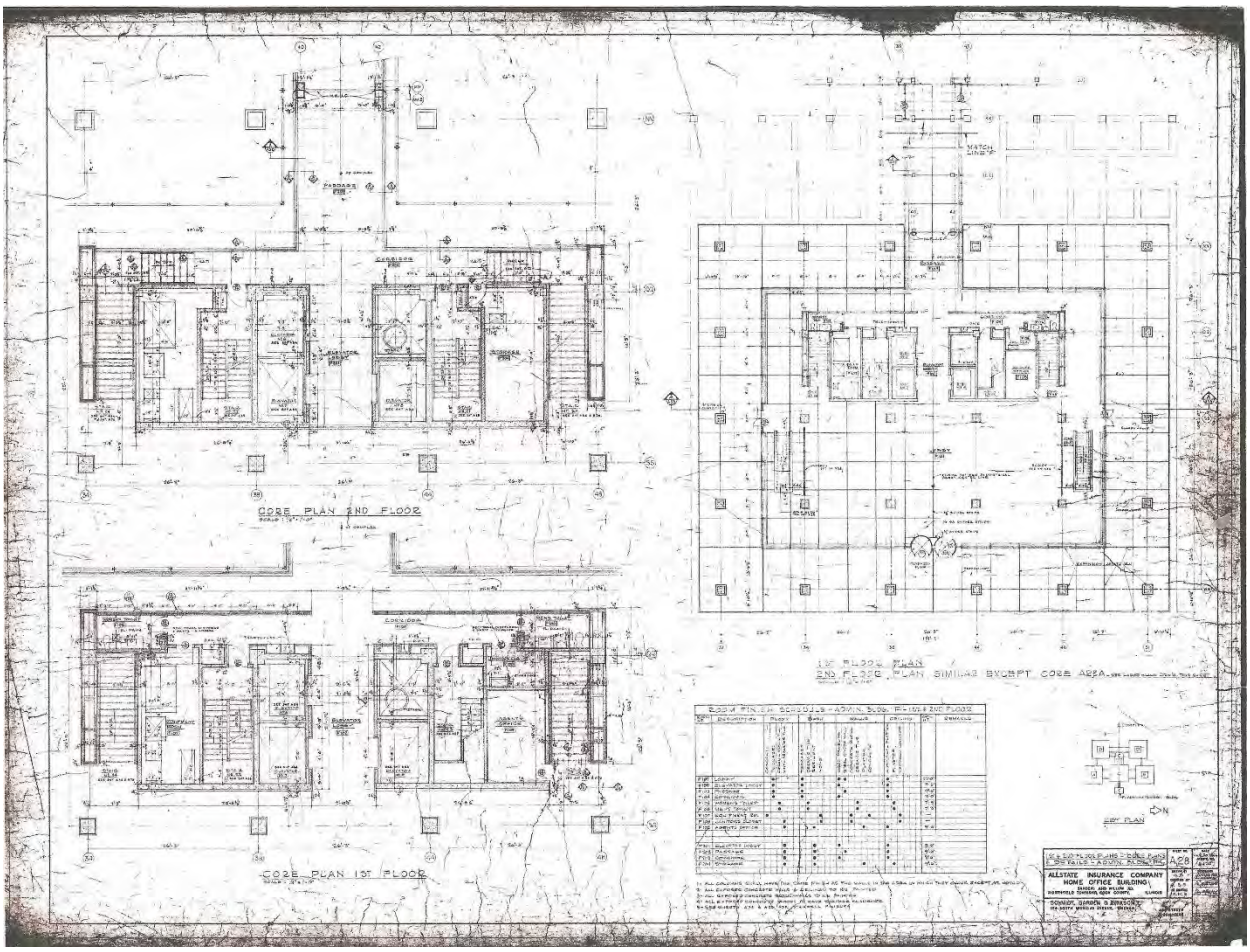


Figure 53: Schmidt, Garden & Erikson, Sheet A28, First and Second Floor Core Plans of F building, January 20, 1966.

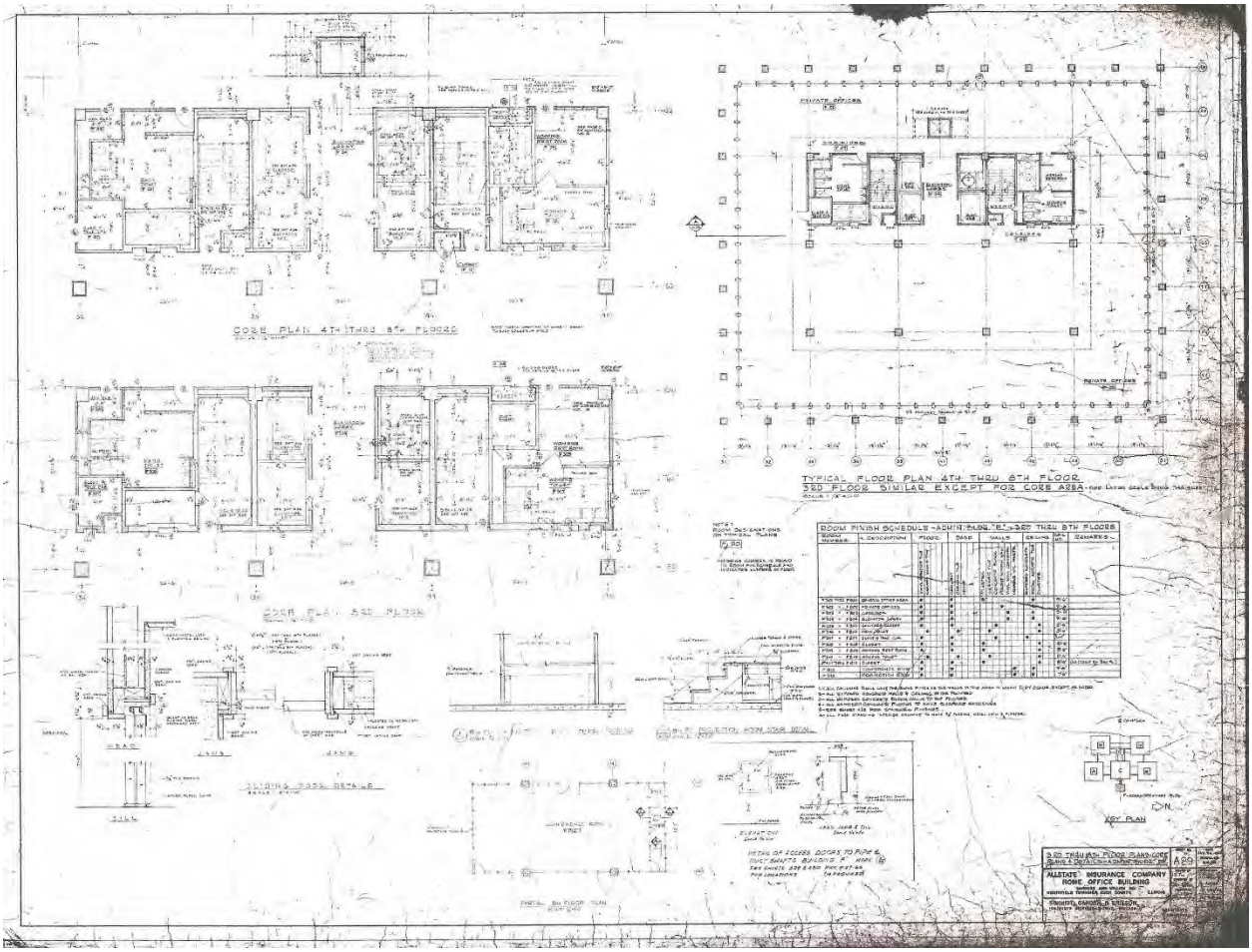


Figure 54: Schmidt, Garden & Erikson, Sheet A29, Typical Floor Plan and Core Plans of F building, January 20, 1966.

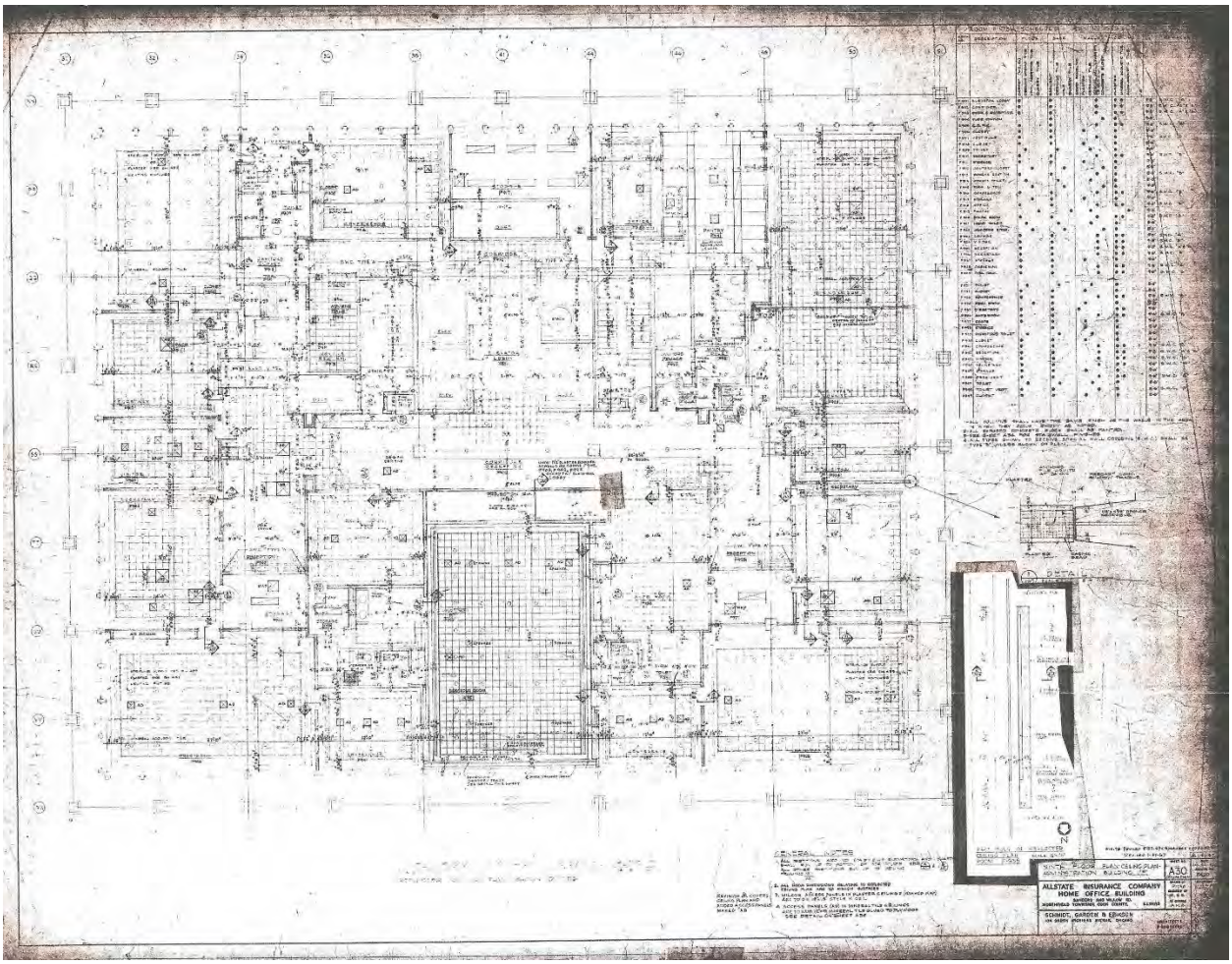


Figure 55: Schmidt, Garden & Erikson, Sheet A30, Ninth Floor Plan of F building, January 20, 1966.

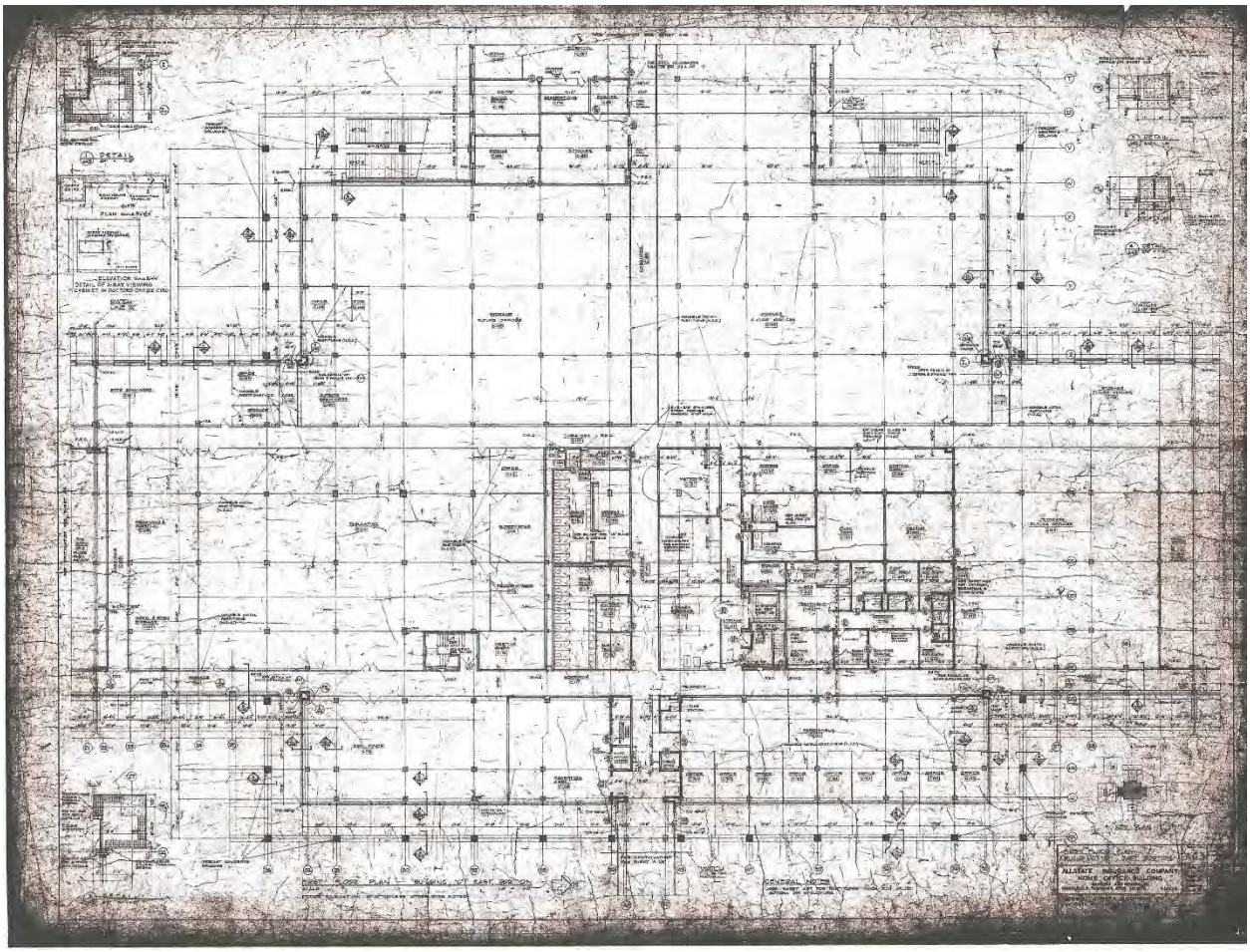


Figure 56: Schmidt, Garden & Erikson, Sheet A43, First Floor Plan, east portion of C building, January 20, 1966.

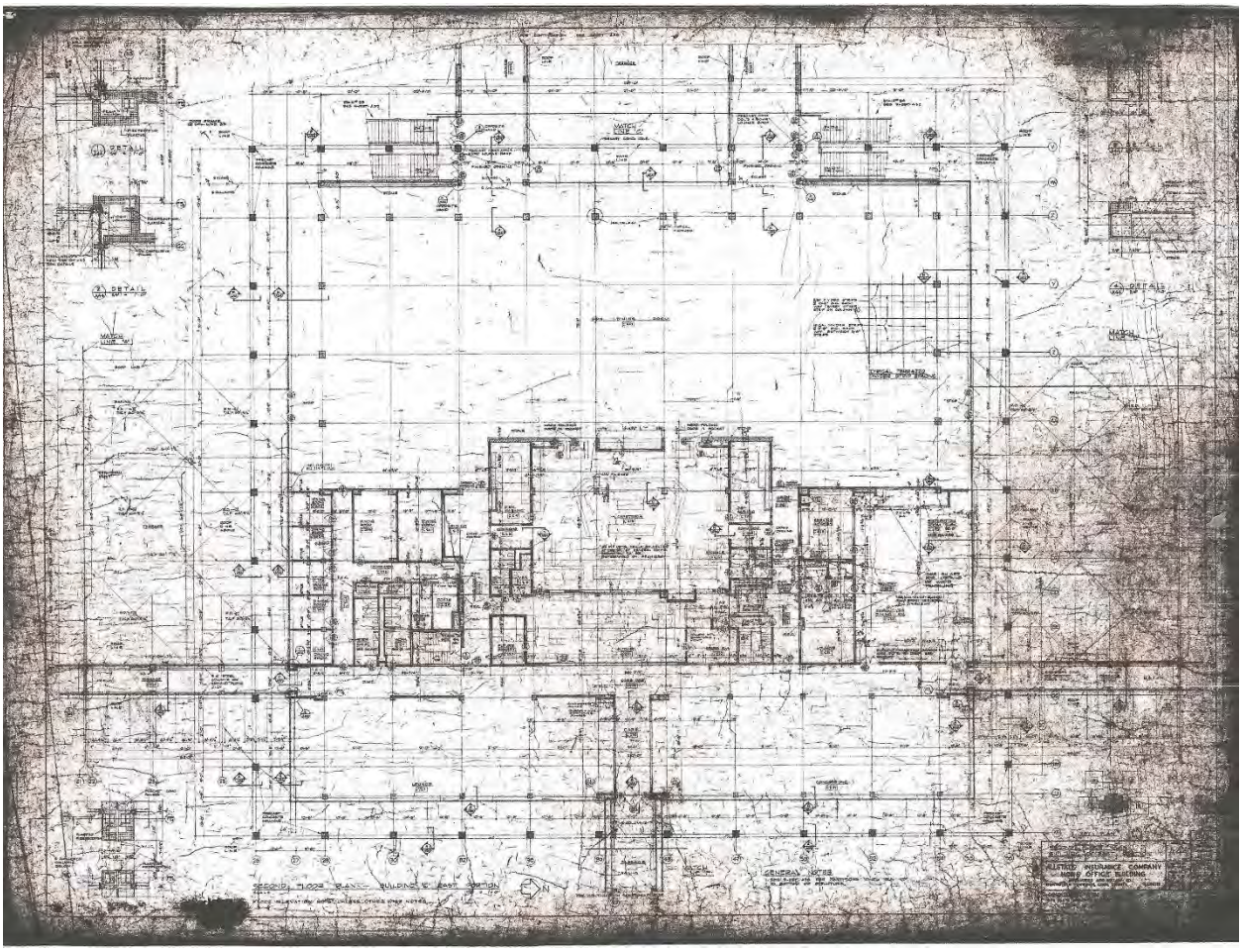


Figure 57: Schmidt, Garden & Erikson, Sheet A44, Second Floor Plan, east portion of C building, January 20, 1966.

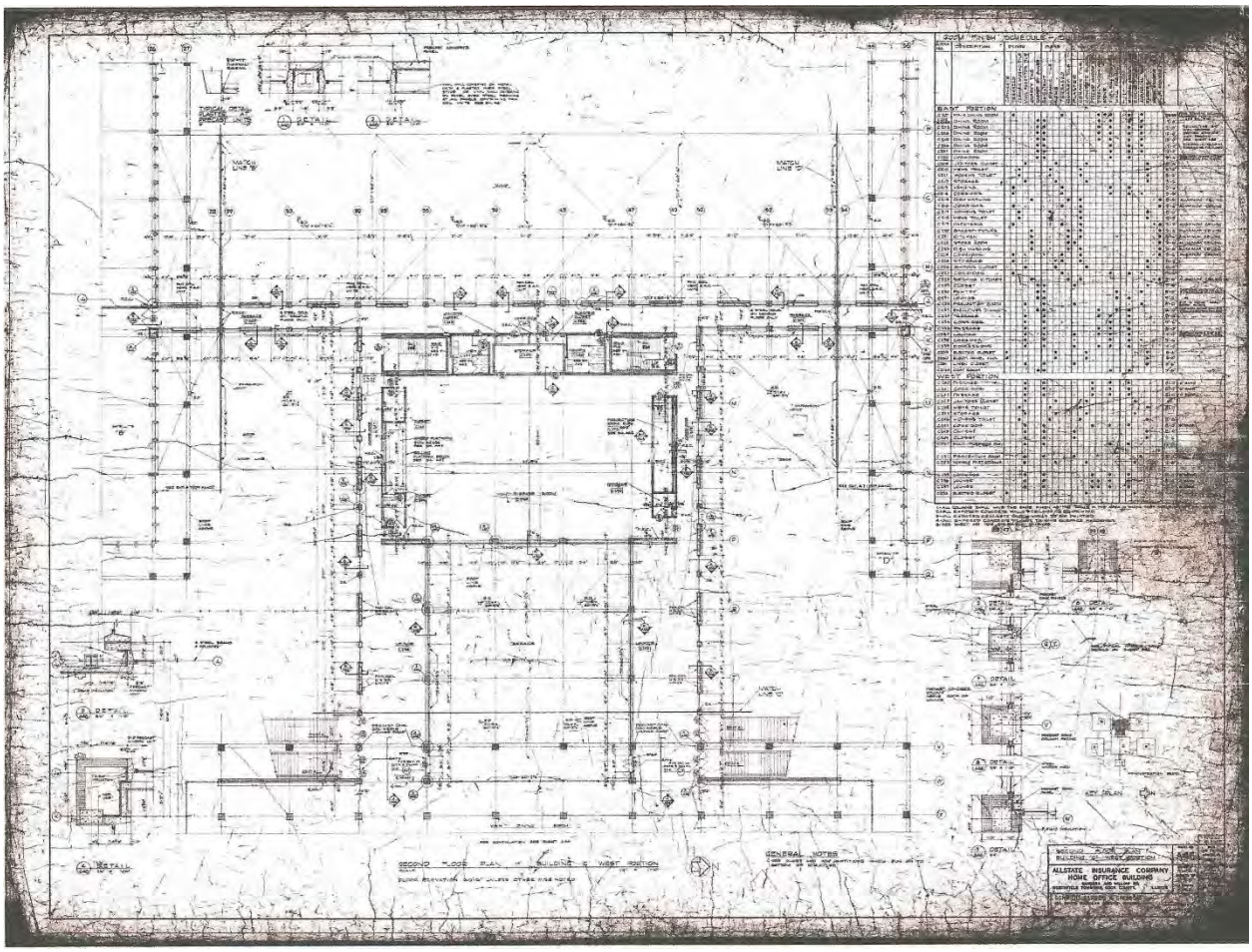


Figure 58: Schmidt, Garden & Erikson, Sheet A46, Second Floor Plan, west portion of C building, January 20, 1966.

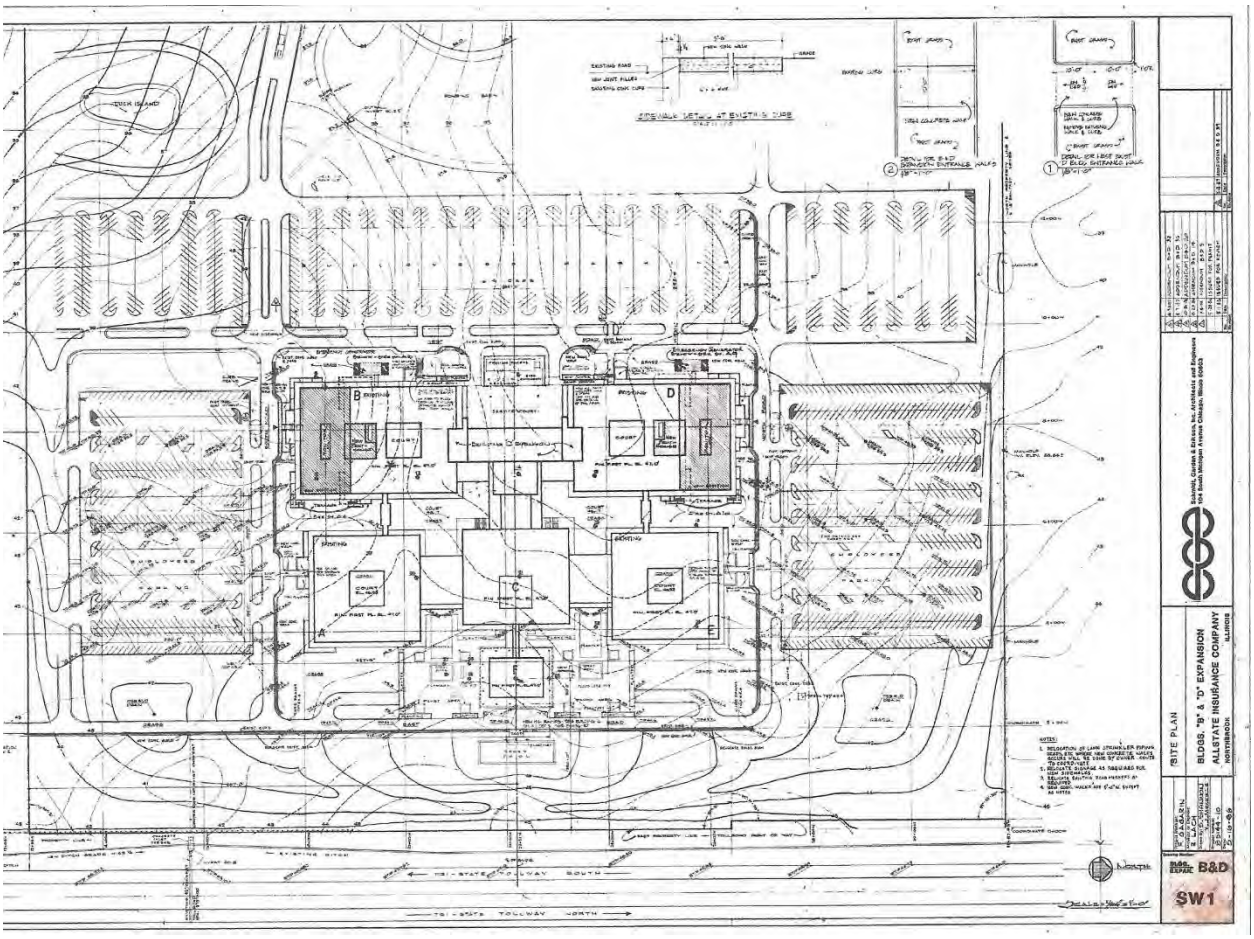


Figure 59: Schmidt, Garden & Erikson, Sheet SW1, B and D building expansion, Site Plan, May 16, 1986.

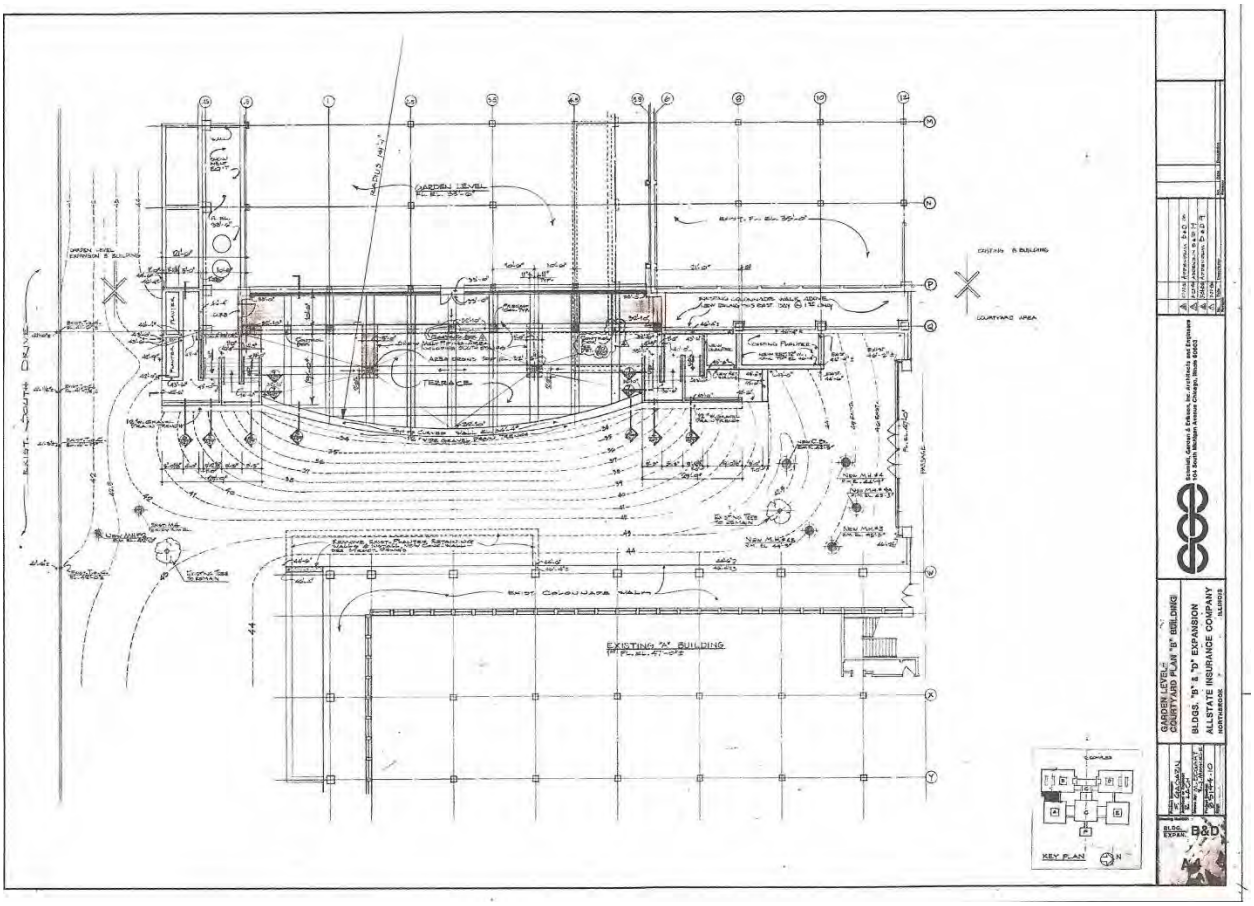


Figure 60: Schmidt, Garden & Erikson, Sheet A4, B building expansion, Garden Level Courtyard Plan, May 16, 1986.

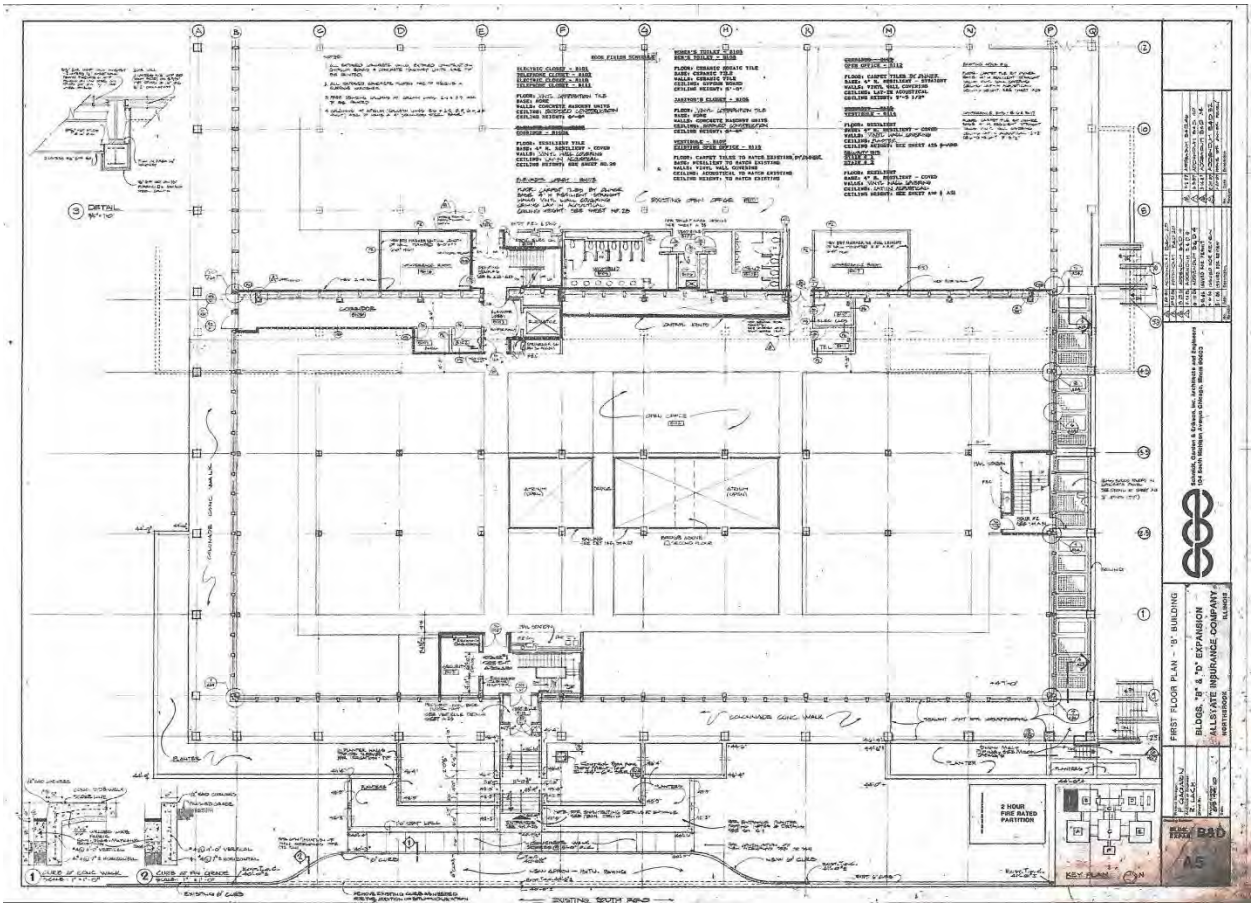


Figure 61: Schmidt, Garden & Erikson, Sheet A5, B building expansion, First Floor Plan, May 16, 1986.

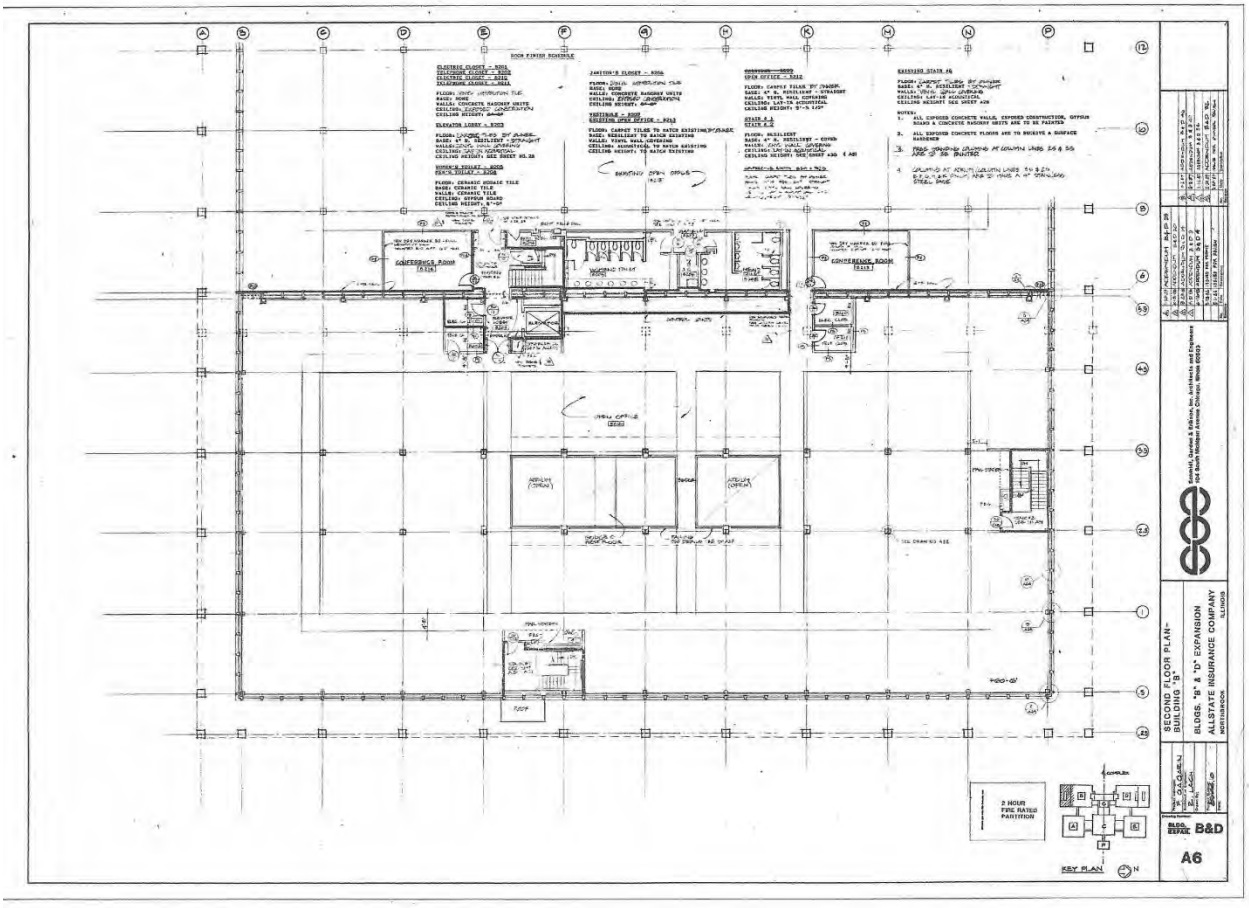


Figure 62: Schmidt, Garden & Erikson, Sheet A6, B building expansion, Second Floor Plan, May 16, 1986.

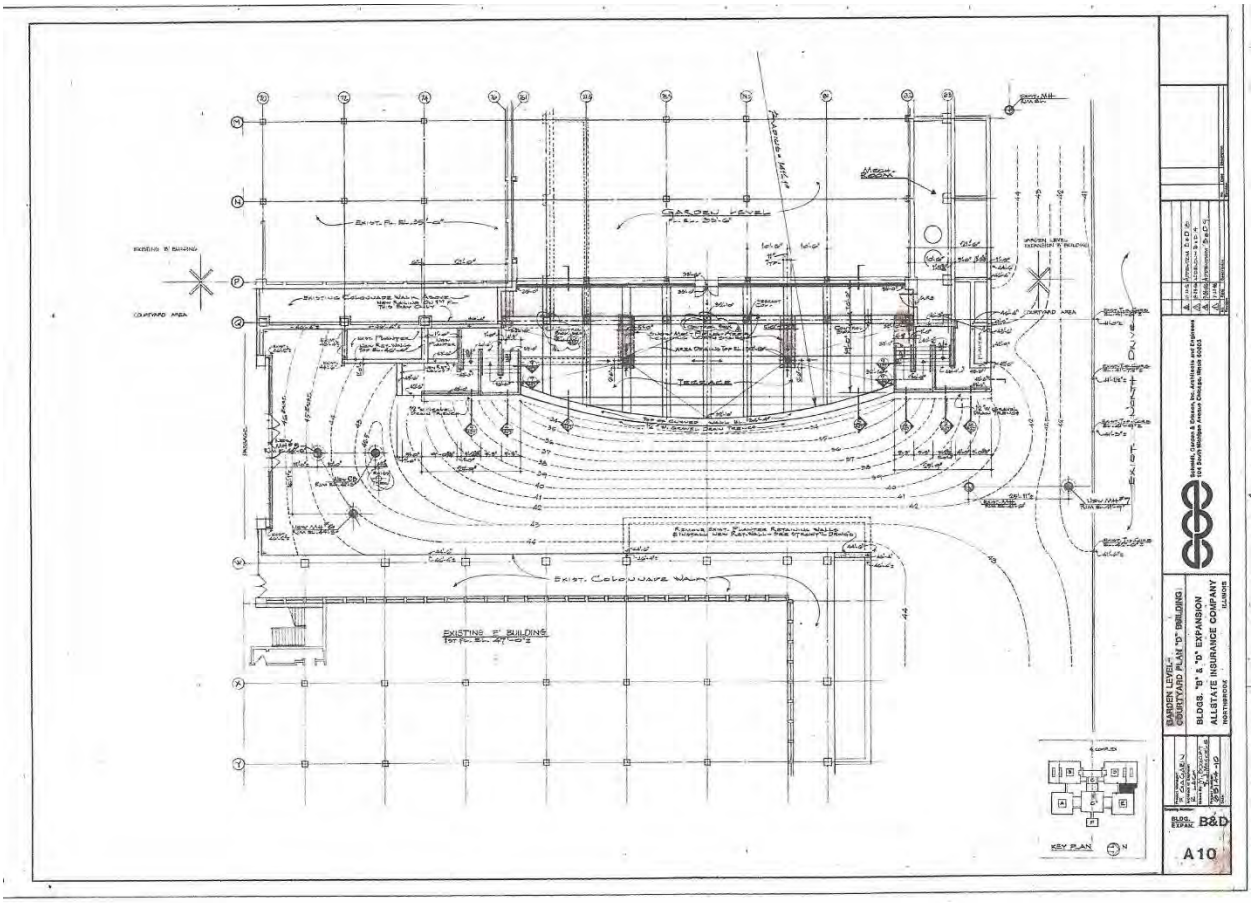


Figure 63: Schmidt, Garden & Erikson, Sheet A10, D building expansion, Garden Level Courtyard Plan, May 16, 1986.

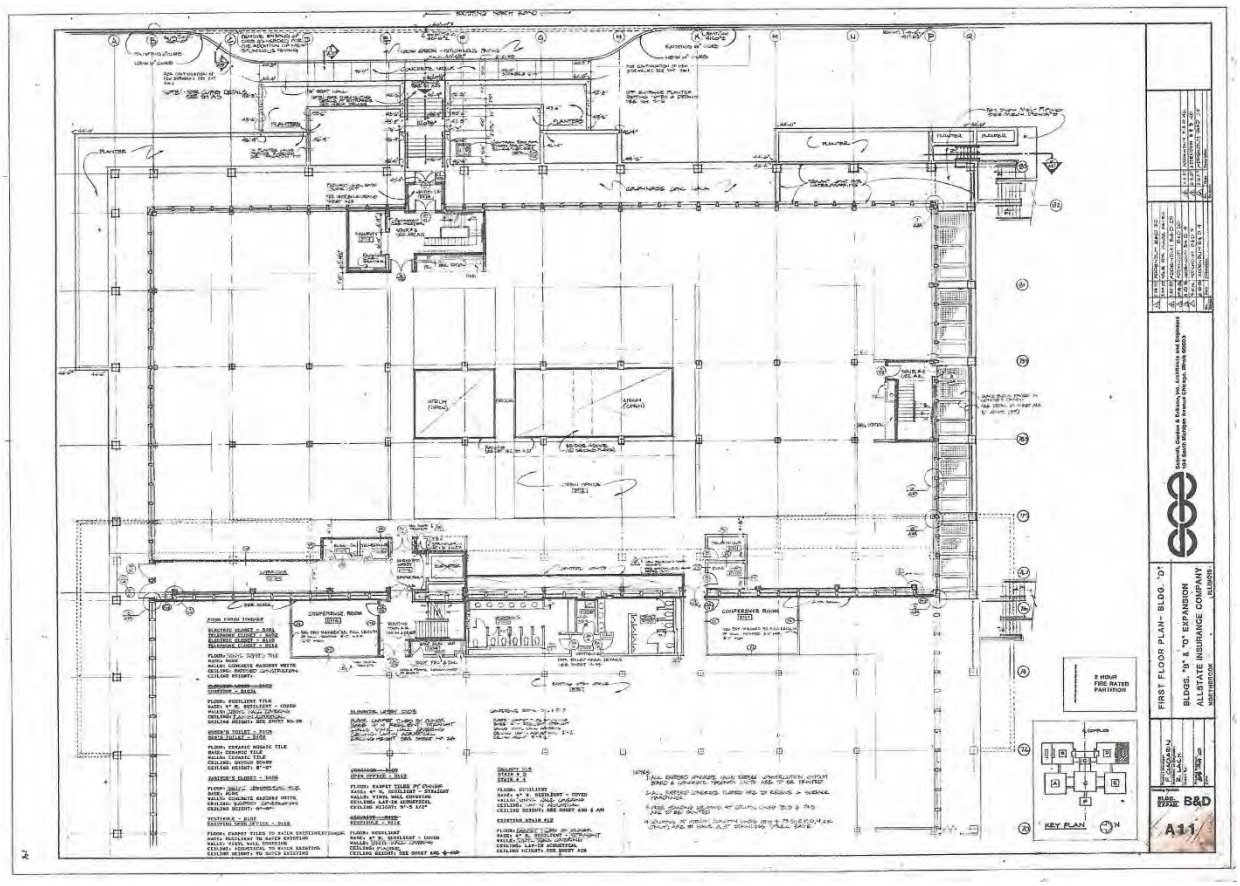


Figure 64: Schmidt, Garden & Erikson, Sheet A11, D building expansion, First Floor Plan, May 16, 1986.

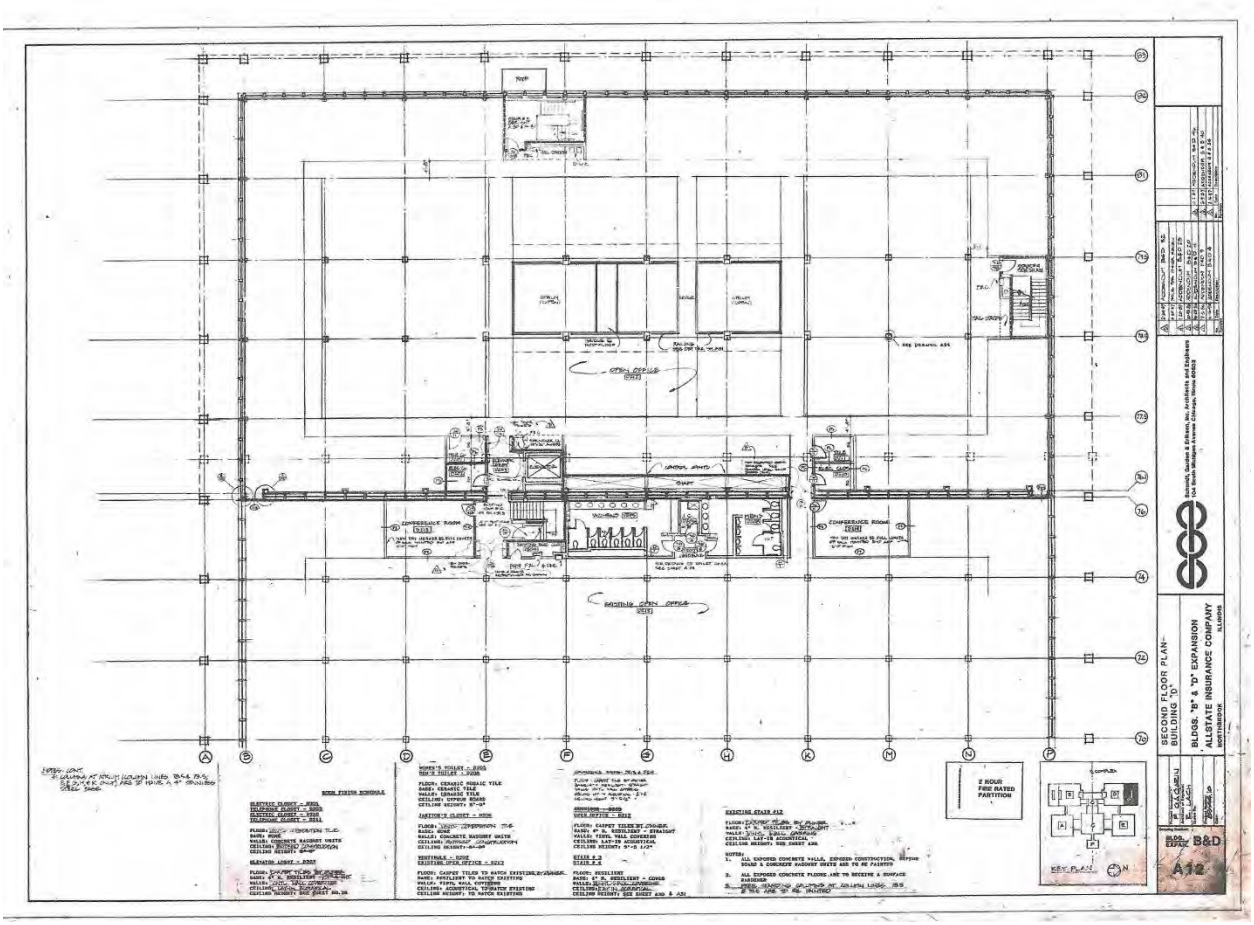


Figure 65: Schmidt, Garden & Erikson, Sheet A12, D building expansion, Second Floor Plan, May 16, 1986.

Figure 66: North Plaza Complex, view west. Photographer: Hedrich Blessing.
Source: Chicago History Museum.

Figure 67: North Plaza Complex, view northeast. Photographer: Hedrich Blessing.
Source: Chicago History Museum.

Figure 68: North Plaza Complex, view north. Photographer: Hedrich Blessing.
Source: Chicago History Museum.

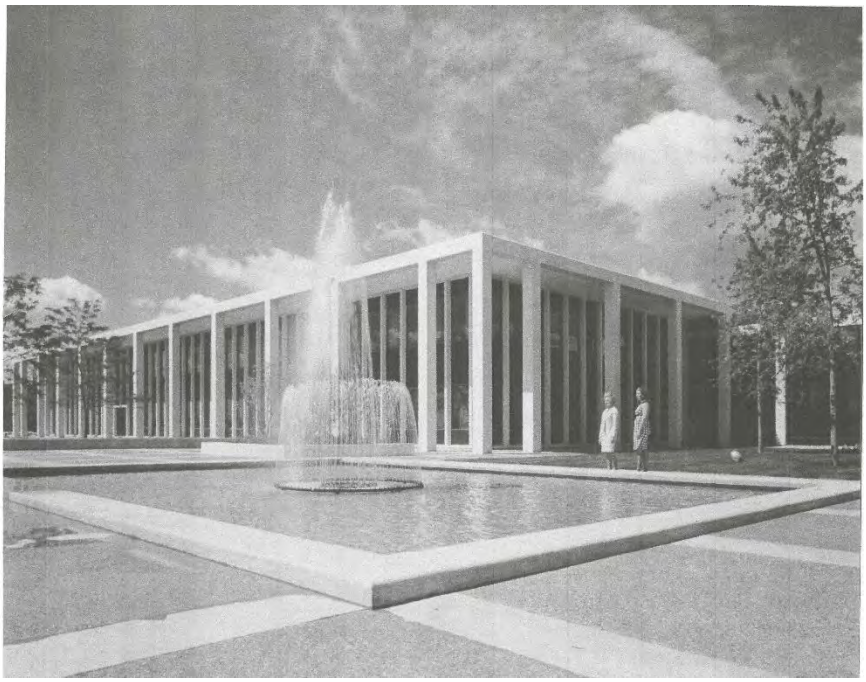


Figure 69: North Plaza Complex, exterior view of one of the departmental buildings, 1967.
Source: Allstate Corporate Archive.

Figure 70: North Plaza Complex, exterior view of one of the departmental buildings, showing courtyard pavement and reflecting pool with fountain, 1967.
Source: Allstate Corporate Archive.

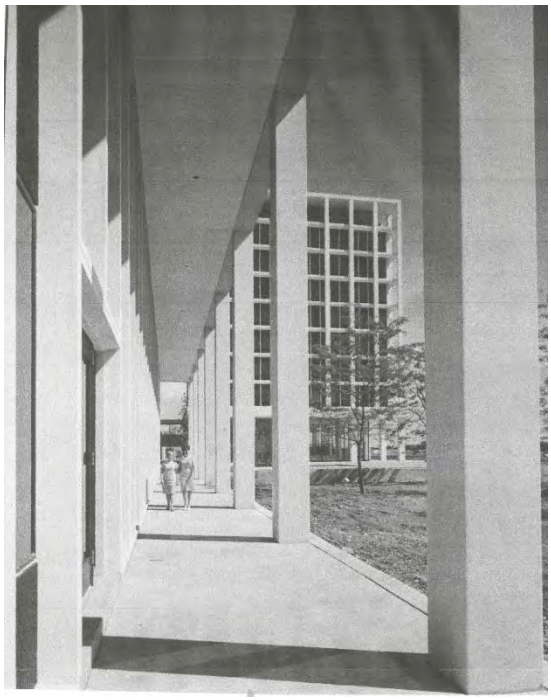


Figure 71: A Building colonnade, view north, showing F building in background, 1967.
Source: Allstate Corporate Archive.

Figure 72: Public lobby in F building showing original teakwood paneling, 1967.
Source: Allstate Corporate Archive.

Figure 73: Representative open floor plan in North Plaza complex, 1967.
Source: Allstate Corporate Archive.

Figure 74: Computer room in North Plaza Complex, 1967. Machines were placed on a metal floor, which was removable in sections to allow access for electrical service.
Source: Allstate Corporate Archive.

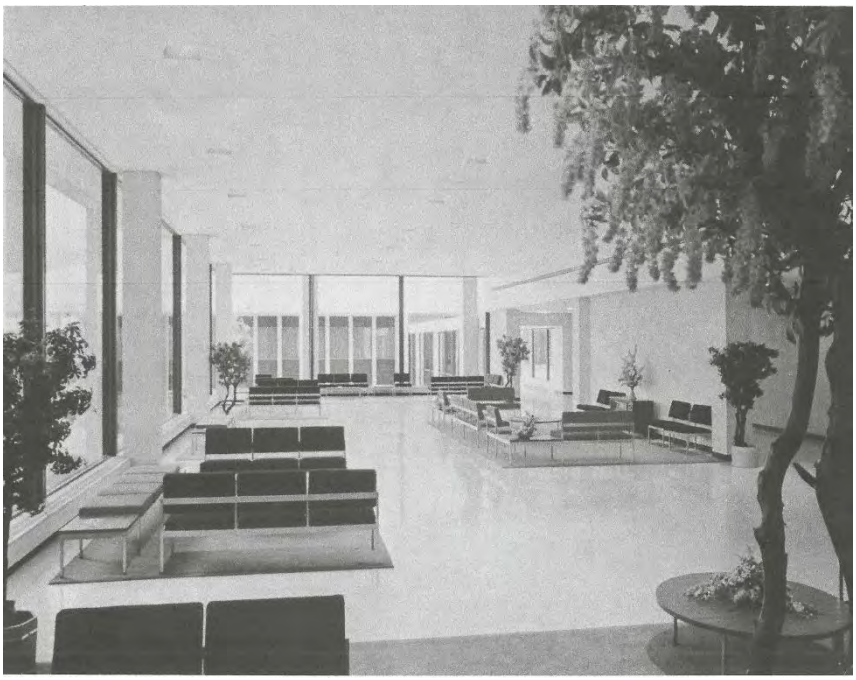


Figure 75: The main employees' lounge in the North Plaza Complex, 1967,
Source: Allstate Corporate Archive.

Figure 76: Employee cafeteria in Building C of the North Plaza Complex, 1967. Source: Allstate Corporate Archive.

Figure 77: Employee Dining Room in Building C of the North Plaza Complex, which seated 1,200, 1967. Columns were covered with teakwood, walls were of Kettle Falls quartzite stone, and the flooring was terrazzo. Source: Allstate Corporate Archive.

Figure 78: The Officers Dining Room. Walls were covered with teakwood paneling. A projection booth and retractable screen were used for presentations during luncheon meetings. Source: Allstate Corporate Archive.

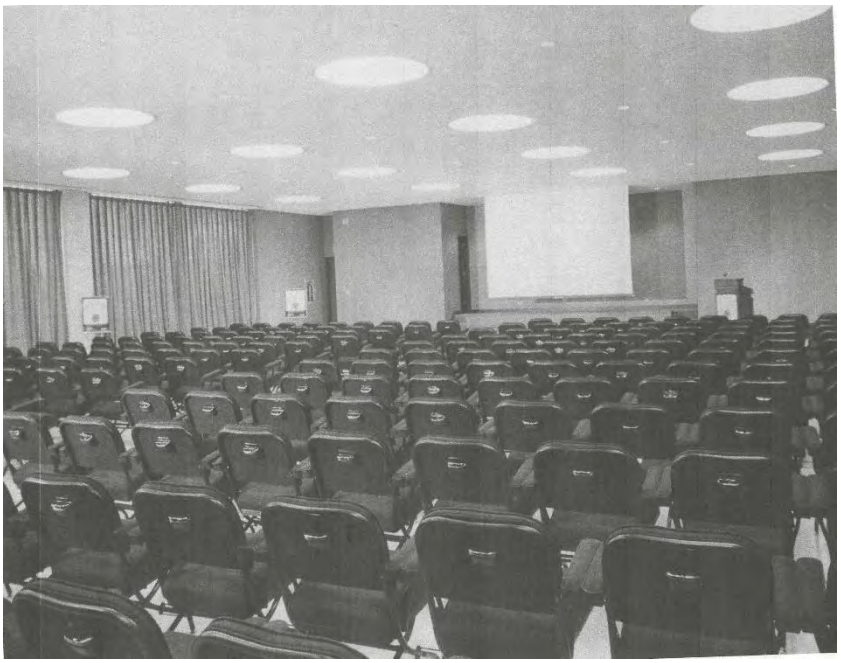


Figure 79: The auditorium in Building C of the North Plaza Complex, 1967, which accommodated up to 400 seated employees for larger company meetings. The space had removable chairs, a pull-out stage and projection booth. Source: Allstate Corporate Archive.

Figure 80: The Board of Directors' Room in the North Plaza Complex, 1967. Walls were covered with teakwood. The spaced had a projection booth and retractable screen.
Source: Allstate Corporate Archive.

Figure 81: Representative conference room located on each floor of the two-story departmental buildings, 1967. The wall was a combination projection screen and chalk board.
Source: Allstate Corporate Archive.

Figure 82: A typical Officer's office in the F building of the North Plaza Complex, 1967. Source: Allstate Corporate Archive.

Figure 83: Typical small conference room located in the two-story buildings for use of specific departments, 1967. Source: Allstate Corporate Archive.

HISTORIC AMERICAN BUILDINGS SURVEY

HIBS CK-2022-1

ALLSTATE CORPORATE CAMPUS: SOUTH PLAZA COMPLEX

Location: The South Plaza Complex is situated on the east side of the south 40 acres of the Allstate Corporate Campus, which is located at 2775 Sanders Road in Northbrook, Illinois. The campus is situated on a 201-acre parcel that is bounded by I-294 on the east, Sanders Road on the west, Willow Road on the north, and the Glenview Place residential subdivision on the south. The property includes parts of the Southeast Quarter and the Northeast Quarter of Section 19, Township 42 North, Range 12, East of the Third Principal Meridian, in Northfield Township, Cook County.

Present Owner: Dermody Properties

Present Use: Vacant

Significance: The South Plaza Complex was designed by Schmidt, Garden & Erikson, a prominent, Chicago-based firm, and built in 1972-74 with later additions to accommodate expanded growth of the Allstate Insurance Company. The original G building incorporated two sections: a sprawling 263-foot-long, six-story office building that faced the I-294 tollway, and a four-story west wing that housed a data processing center. The low-rise H and I buildings were constructed in 1977-78 on either side of the G building, which was expanded westward in 1991. The modernistic complex features the use of precast, concrete panels and plate glass window walls. The G building possesses geometric beauty through the grid-like appearance of its elevations while the H and I buildings are surrounded by minimalist colonnades that provide an austere, Classical temple-like appearance. Most of the floor plates throughout the complex feature open plans that allow for maximum flexibility.

See Cover Document for Statement of Significance for the Allstate Corporate Campus.

PART I. HISTORICAL INFORMATION

A. Physical History

1. Dates of construction: 1972-74

2. Architect: Schmidt, Garden & Erikson, Chicago

3. Contractor/Builder: W.E. O'Neil, Chicago

4. Landscape Architect: Franz Lipp & Associates, Chicago

5. Original plans and construction:
The South Plaza Complex originally featured only the G building, which provided 346,643 square feet of floor space and consisted of two sections: the east section, a six-story office building, and the west section, a four-story data processing center. The sprawling, flat-roofed G building had a T-shaped footprint and its sprawling, 263-foot-long east (office) wing was a visual landmark along the adjacent Tri-State Tollway. To provide large, clear floor areas, the west (data processing) wing used steel frame construction, while the office building was built of reinforced concrete. The modernistic G building featured precast, concrete panels that were arranged in a gridlike design in front of the recessed, plate glass window walls. The glazed "windows" on the ground floor of the building's west section featured opaque glass backed up with solid masonry walls to maintain security of the computers without altering the exterior building design. Exterior doors were plate glass in metal frames, arranged alone or in pairs. The main entrance on the G building's east façade had two glass revolving doors.

Most of the floor plates throughout the G building featured open plans that provided maximum flexibility for various Allstate departments (east section) and computer facilities (west section). The building's main lobby in the east section featured teakwood paneling. The cafeteria and a large employee dining room—which was surrounded by floor-to-ceiling windows—was located on the third floor of the west section. Flooring throughout the building mainly consisted of vinyl tiles, and ceilings featured lay-in acoustical tile systems with fluorescent lighting. The ground floor of the G building originally contained computer disk and tape drives, the computer tape library, the Sears package room, a supply room, the main guard security center, and the loading dock.

A separate utility structure, which was partially underground, was located west of, and was connected to, the G building via a pedestrian tunnel. The utility structure housed electrical power transformers, air conditioning equipment, 500,000 gallons of water to cool the air conditioning equipment (and for fire protection) and vehicle and storage spaces. It also housed an emergency

generator and the Uninterrupted Power System (UPS). UPS ensured that the computers never had a system failure because of power drop.

6. Alterations and Additions:
The South Plaza was expanded in 1977-78, when the H and I buildings were constructed on either side of, and connected to, the G building by two-story glass-enclosed galleries. Each of the new 116,000 square foot buildings were constructed into a slope, having two stories facing the tollway and three stories on the west side. The low-rise H and I buildings featured recessed, plate-glass window walls and were surrounded by minimalist colonnades that provided an austere, Classical temple-like appearance. Floor plates in the H and I buildings featured open plans that provided maximum flexibility. Flooring mainly consisted of vinyl tiles, and ceilings featured lay-in acoustical tile systems with fluorescent lighting.

The main lobby of the South Plaza's G building was enlarged and received new finishes in the 1980s. The G building received a west addition in 1991, which was three-story in height and connected to the existing, and formerly separate, utility structure. The 1991 addition matched the existing building in terms of material and design.

A major interior renovation in 2010-12 included the installation of glass-walled conference rooms and small meeting rooms on various floors throughout the complex. However, most floor plates largely retained their open plan design. Technology enhancements included the installation of full wireless access on all floors and flat screen monitors in all public conference rooms. Corridors were upgraded, with many existing partition walls replaced by glass to provide more natural light and a more contemporary appearance.

All vinyl tile flooring was replaced with wall-to-wall carpet tiles and new lay-in acoustical tile ceilings were installed throughout the complex. Restroom renovations included the new tile finishes and fixtures as well as energy efficient lighting and a hands-free environment. More energy-efficient lighting was installed, as were new filtered water fountains.

B. Historical Context:
See the Cover Document for the following contextual essays:

1. Overview History of the Allstate Corporation
2. Development of the Allstate Corporate Campus in Northbrook
3. Overview History of the A.C. Nielsen Company and its Northbrook Headquarters (Willow Plaza Building)
4. Post-World War II Suburban Office Development

5. Schmidt, Garden & Erikson, Architect of the North and South Plaza Complexes
6. Franz Lipp, Landscape Architect of the Allstate Campus
7. Welton Becket & Associates, Architect of the Willow Plaza (aka Nielsen Plaza) Building
8. M. Paul Friedberg & Associates, Landscape Architect of the Willow Plaza (aka Nielsen Plaza) Building

PART II. ARCHITECTURAL INFORMATION

A. General Statement

The South Plaza Complex is comprised of a central G building that is flanked by, and connected to, the H and I buildings by two-story, flat-roofed, glass-enclosed galleries. The G building is comprised of three sections: a six-story east section, a four-story middle section, and a three-story west section that is connected to a utility structure. The east section is comprised of a 263-foot-long office building that faces, and is easily seen from, the I-294 tollway. The G building's structure utilizes both steel frame construction (middle and west sections) and reinforced concrete (east section). The two-story H and I buildings are constructed into a slope, each having two stories facing the tollway and three stories on the west side.

The modernistic complex of flat-roofed buildings features the use of precast, concrete panels and plate glass windows. The concrete panels are arranged in a grid configuration on the G building, in front of its window walls. The east section of the G building features a recessed, glass-enclosed lobby surrounded on three sides by a colonnade. The low-rise H and I buildings have recessed, plate glass window walls and are surrounded by minimalist colonnades that provide an austere, Classical temple-like appearance. Exterior doors are plate glass in metal frames, arranged alone, in pairs, or in groups. Floor plates throughout the complex largely feature open plans, which provide maximum flexibility. Flooring generally consists of wall-to-wall carpet tiles, and ceilings feature lay-in acoustical tile systems with fluorescent lighting.

B. Description of Exterior

1. Foundations
   The various buildings of the South Plaza Complex are supported by concrete caissons that descend to bedrock.

2. Over-all dimensions
   The complex features three buildings of varying sizes with approximate dimensions as follows:

G building: 263'-4" (north-south) by 429'-2" (east-west)
H and I buildings: 192'-0" (north-south) by 192-0" (east-west)

3. Walls
The modernistic G building features the use of precast, concrete panels that are arranged in a gridlike design in front of its recessed, plate glass window walls. The low-rise H and I buildings feature recessed, plate-glass window walls and are surrounded by minimalist colonnades that provide an austere, Classical temple-like appearance.

4. Structural system
The G building's structure utilizes both steel frame construction (middle and west sections) and reinforced concrete (east section). The structures of the H and I buildings utilize reinforced concrete.

5. Openings:

a. Doorways and doors
Exterior doors throughout the complex are generally plate glass with steel frames, arranged alone, in pairs, or in groups. The H and I buildings have glass revolving doors framed in steel facing south and north, respectively. The rear of the G building has some metal service doors as well as overhead metal garage doors on its loading dock.

b. Windows
Plate-glass windows used throughout the complex, arranged in horizontal bands.

6. Roof

a. Shape, covering
The various buildings that comprise the South Plaza Complex and their connecting galleries have flat concrete slab roofs covered with a built-up membrane.

C. Description of Interior:

1. Floor plans
The floor plates of the G building's east section are arranged around a circulation core at its west end featuring two sets of four elevators and large men's and women's restrooms; this section also has two stairwells, one each at its north and south ends. Floor plates throughout this section generally have

open plans used as office space for various departments, although some glass-walled meeting rooms have been installed in recent years. The first floor includes a public lobby and various offices/meeting rooms, and the third floor includes the cafeteria, a large employee's dining room, and other related spaces. The middle and west sections of the G building generally feature open plans and include stairwells on their north and south end. The west section of the G building also includes a freight elevator. Both floors of the H and I buildings have open plans with a primary circulation core adjacent to the galleries connecting them with the G building. Some offices/meeting rooms are strung out along the perimeter of both buildings.

2. Stairways
   Typical stairwells throughout the complex have plaster walls and steel stairways with terrazzo treads and risers, terrazzo stair landings, metal railings, and wood handrails.

3. Elevators
   Automatic high speed passenger elevators with aluminum doors are situated in each building of the South Plaza Complex.

4. Flooring
   Flooring in virtually all other spaces throughout the complex is covered with wall-to-wall carpeting and carpet tiles. Bathrooms have ceramic tile flooring.

5. Wall and ceiling finish
   Partition walls throughout the complex are generally finished with either plaster or gypsum board. Some offices/meeting rooms have glass walls. Ceilings are finished with lay-in acoustical tile systems.

6. Openings

   a. Doorways and doors
      Interior doors throughout the complex are generally wood, although those installed as part of glass-walled offices are glass. Doors have accessible metal handles.

7. Mechanical equipment

   a. Heating
      The entire complex is climate controlled; it is cooled by air-conditioning equipment and heated by gas boilers.

   b. Lighting

Fluorescent lighting within lay-in acoustical tile systems is used throughout the complex.

c. Plumbing
Women's and men's restrooms throughout the complex have standard sinks as well as toilets with metal partitions.

D. Site:

1. General setting and orientation
The South Plaza Complex is situated on the eastern side of the Allstate campus, on its southernmost 40 acres, and it faces east toward the I-294 tollway. The complex is accessed from Sanders Road via a roadway that loops around the entire facility, which is surrounded on three sides by sprawling, concrete-paved, parking lots. The front of the complex is landscaped by a grassy lawn and the complex is surround by sidewalks and vegetation comprised of trees and shrubbery.

PART III. SOURCES OF INFORMATION

A. Architectural Drawings: Schmidt, Garden & Erikson, floor plans/elevations/sections for the South Plaza Complex's G building dated November 15, 1972. Schmidt, Garden & Erikson, floor plans/elevations/sections for the H and I building additions, dated January 17, 1977. Schmidt, Garden & Erikson, floor plans/elevations/sections for the G building expansion, dated July 17, 1991.

B. Bibliography: See Cover Document.

C. Likely Sources Not Yet Investigated: See Cover Document.

D. Supplemental Material: All color digital photographs of the South Plaza Building that are attached to this report were taken by Jean L. Guarino on August 17-19, 2022. All historic photographs were obtained from the Allstate Corporate Archive unless otherwise noted. Special thanks for archivist Betsy Glenn for digitizing these images.

PART IV. METHODOLOGY OF RESEARCH

A. Research Strategy: See Cover Document.

B. Actual Research Process: See Cover Document.

C. Archives and Repositories Used: See Cover Document.

D. Project Team: See Cover Document.

PART V. PROJECT INFORMATION

This HIBS documentation project was undertaken to mitigate the adverse effects of Dermody Property's Development Project on cultural resources within the project area. The terms of the mitigation were agreed upon and executed to ensure compliance with the Illinois State Agency Historic Resources Preservation Act (20 ILCS 3420).

Figure 1: Aerial photograph of the South Plaza Complex, view east. Source: Google Earth.

Figure 2: South Plaza Complex, G building, view southwest.

Figure 3: South Plaza Complex, G building portico, view south.

Figure 4: South Plaza Complex, front façade of G building, view west.

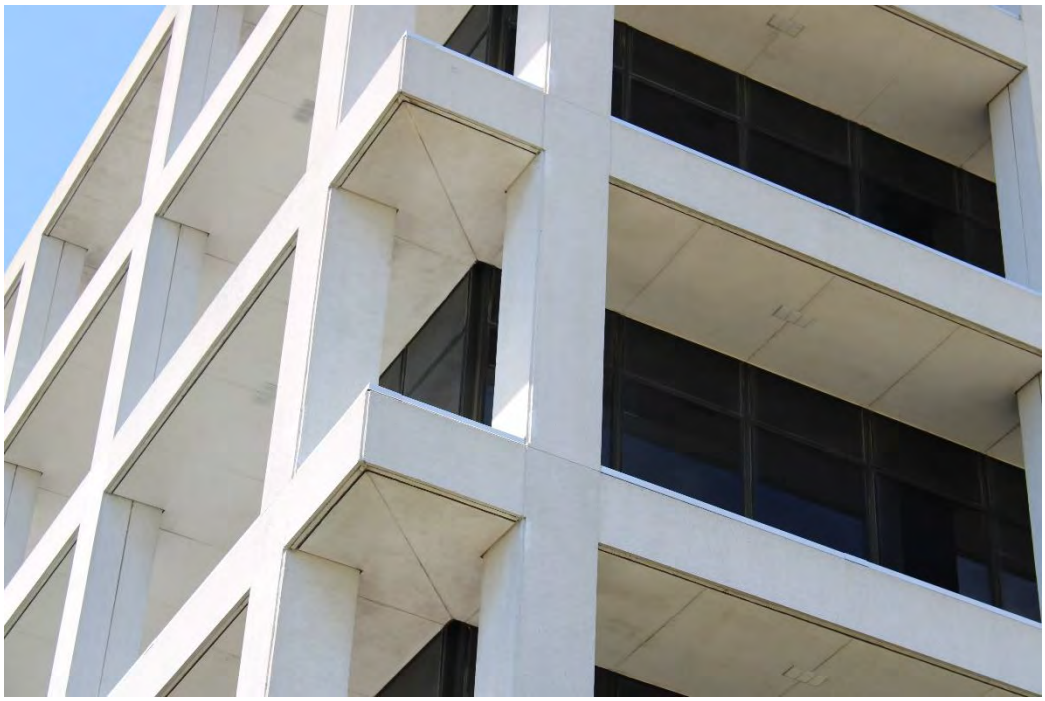


Figure 5: South Plaza Complex, G building detail.

Figure 6: South Plaza Complex, G building, view northwest.

Figure 7: South Plaza Complex, link between the G building (right) and H building (left).

Figure 8: South Plaza Complex, H building (foreground) and G building (background), view northwest.

Figure 9: South Plaza Complex, H building entrance, view north.

Figure 10: South Plaza Complex, corner of H building, view northeast.

Figure 11: South Plaza Complex showing G building with its 1992 addition (left) and H building (right), view northeast.

Figure 12: South Plaza Complex showing front (right) and rear (left) sections of G building, view east.

Figure 13: South Plaza Complex, rear section of G building showing its 1992 addition on the left, view northwest.

Figure 14: South Plaza Complex showing rear section of G building with its 1992 addition.

Figure 15: South Plaza Complex showing I building (left) and G building (right), view east.

Figure 16: South Plaza Complex, I building, view northeast.

Figure 17: South Plaza Complex, entrance to I building, view east.

Figure 18: South Plaza Complex showing G building (left) and I wing (right), view southwest.

Figure 19: South Plaza Complex, enclosed gallery between G (left) and I (right) buildings.

Figure 20: South Plaza Complex, I building, view southwest.

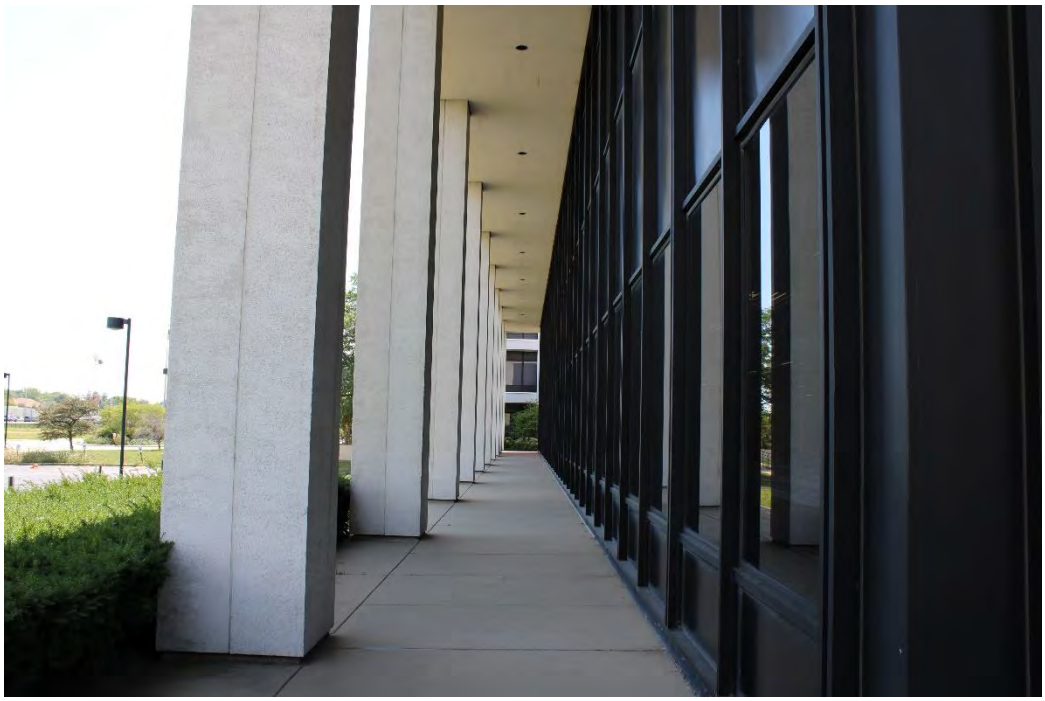


Figure 21: South Plaza Complex, portico of I building, view south.

Figure 22: South Plaza Complex, corner of I building's first floor showing window wall details.

Figure 23: South Plaza Complex, I building's north façade and elevated walkway, view southwest.

Figure 24: I building, second floor open plan.

Figure 25: I building, second floor open plan.

Figure 26: I building, second floor corridor with glass-walled meeting rooms.

Figure 27: Typical stairwell in South Plaza Complex.

Figure 28: G building, second floor corridor in east section.

Figure 29: G building, second floor elevator lobby in east section.

Figure 30: G building, second floor of east section showing open floor plan.

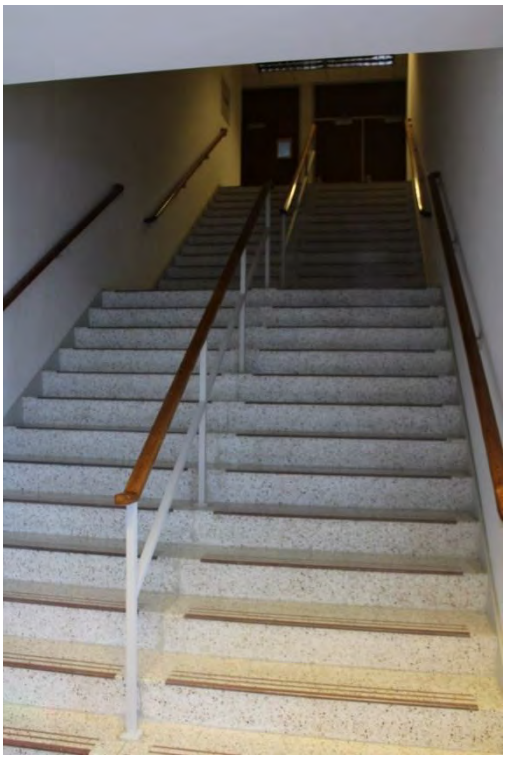


Figure 31: G building, stairway leading to third floor employee dining hall.

Figure 32: G building, third floor employee dining hall.

Figure 33: G building, third floor employee dining hall, view west onto landscaped rooftop terrace.

Figure 34: Typical interior door in South Plaza Complex.

Figure 35: G building, non-original glass-walled meeting rooms.

Figure 36: G building, east section, elevator lobby.

Figure 37: G building, east section, typical conference room.

Figure 38: G building, east section, first floor double-loaded hallway.

Figure 39: G building, main lobby.

Figure 40: G building, main lobby.

Figure 41: G building, open plan space on first floor of the east section.

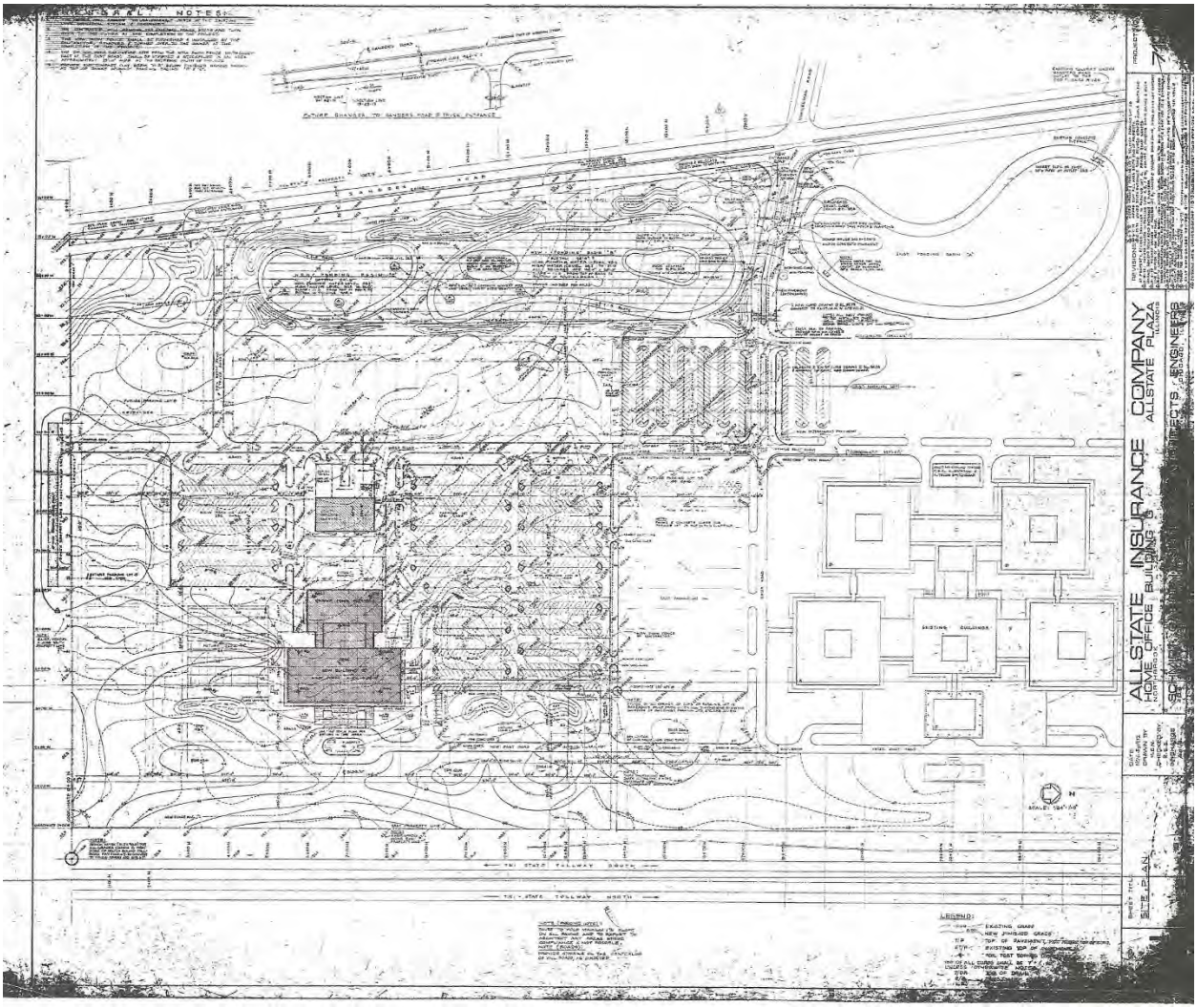


Figure 42: Schmidt, Garden & Erikson, Sheet SW1, Site Plan showing South Plaza Complex's G building, November 15, 1972.

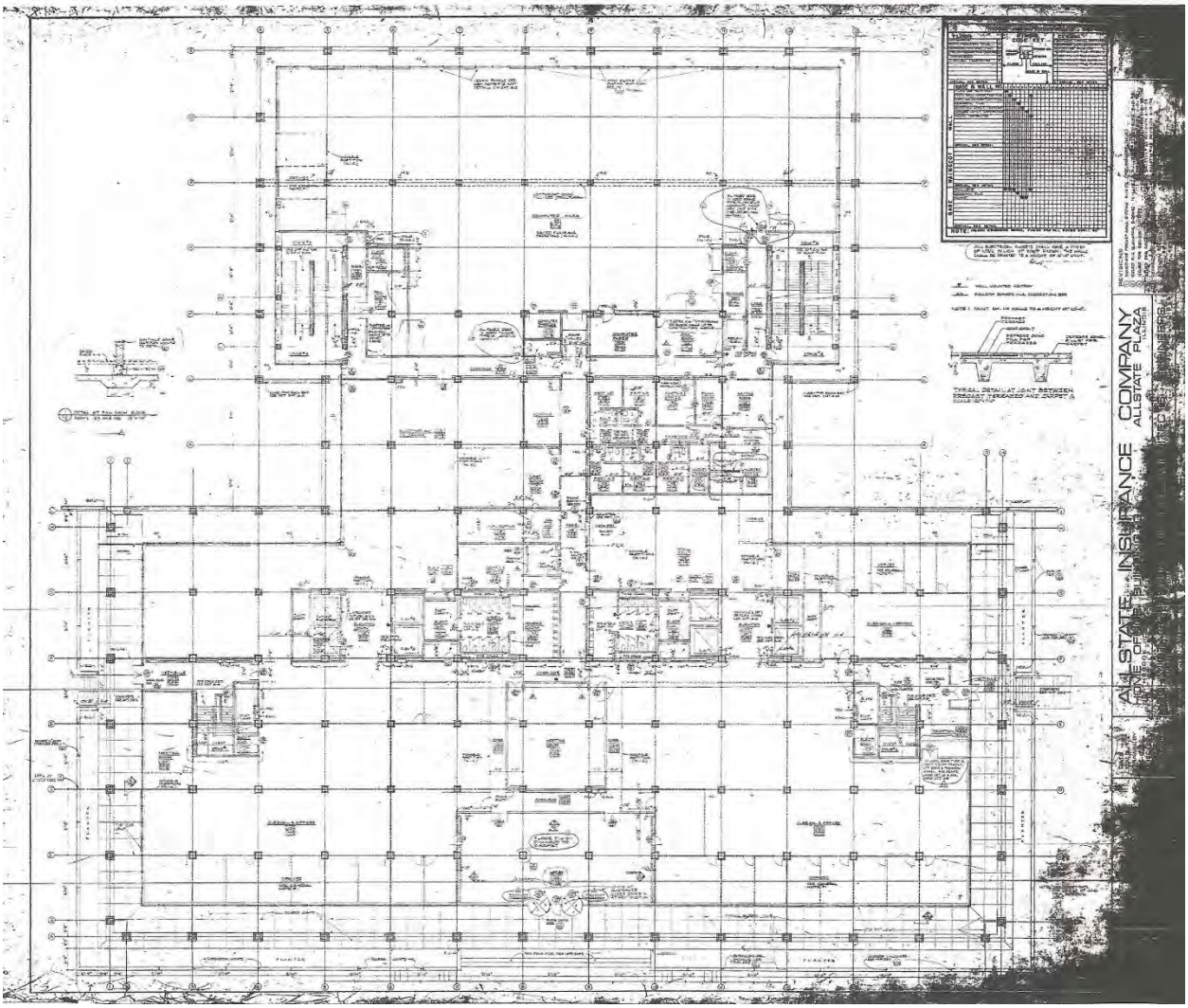


Figure 43: Schmidt, Garden & Erikson, Sheet A2, South Plaza Complex's G building – First Floor Plan, November 15, 1972.

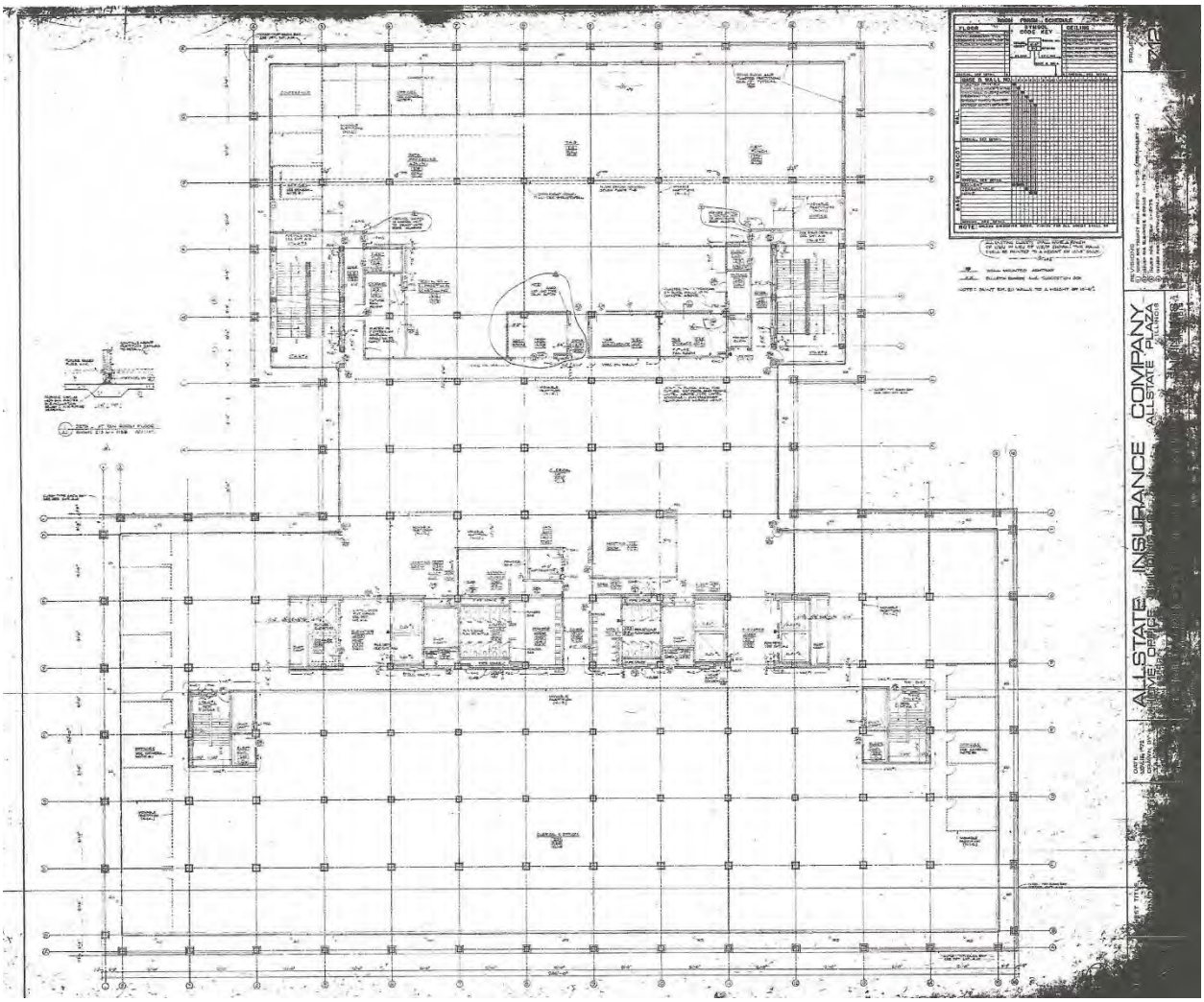


Figure 44: Schmidt, Garden & Erikson, Sheet A3, South Plaza Complex's G building – Second Floor Plan, November 15, 1972.

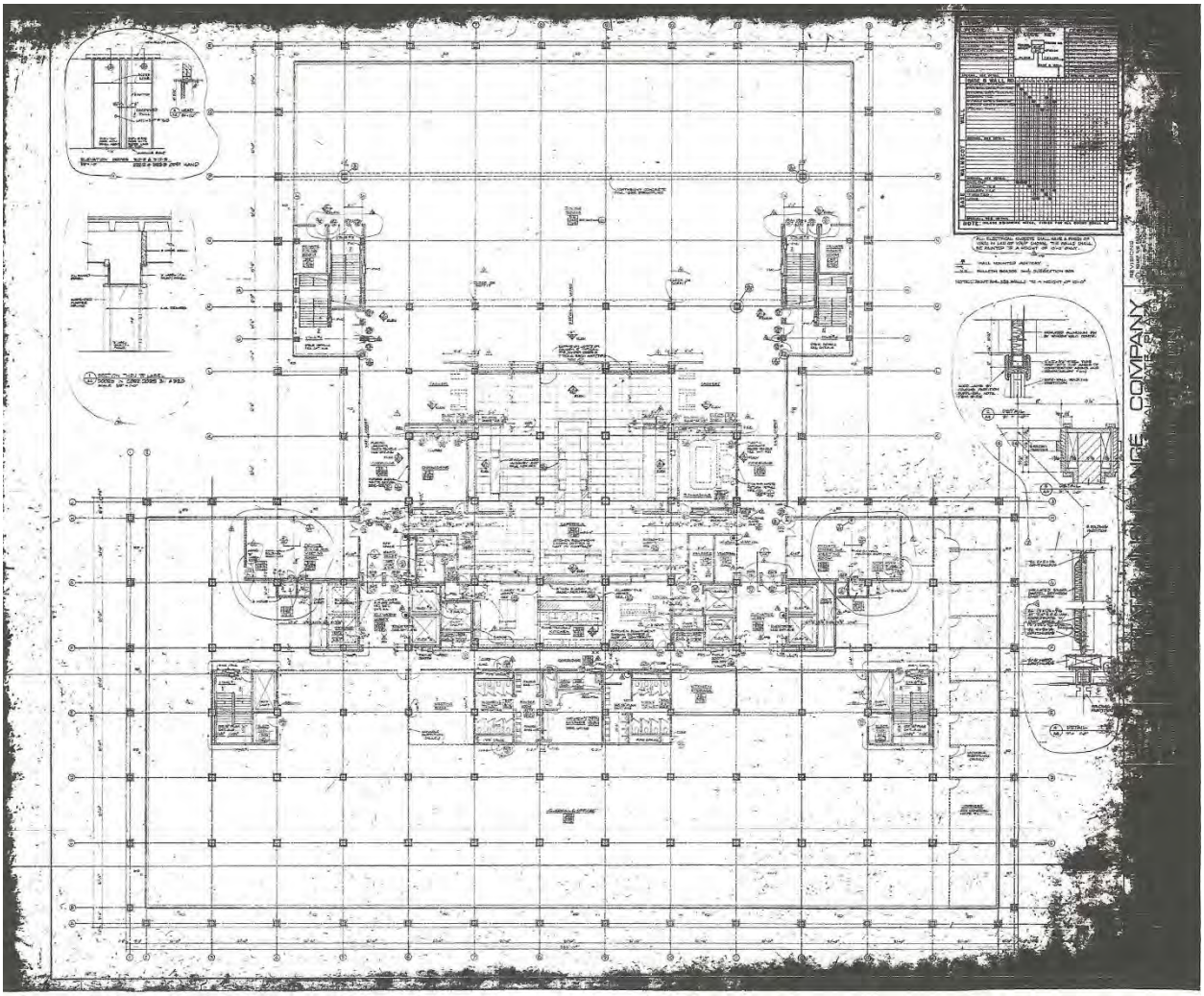


Figure 45: Schmidt, Garden & Erikson, Sheet A4, South Plaza Complex's G building – Third Floor Plan, November 15, 1972.

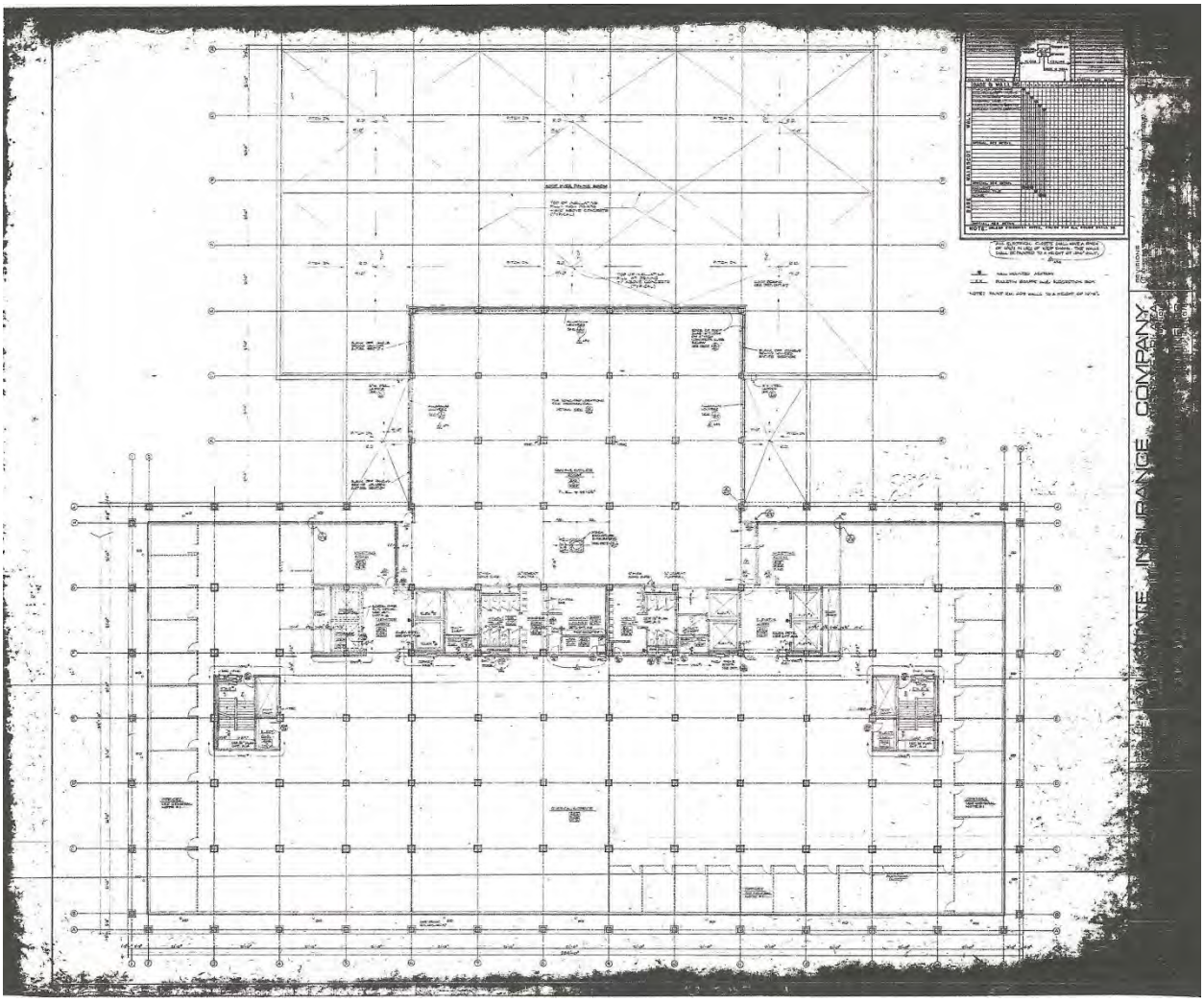


Figure 46: Schmidt, Garden & Erikson, Sheet A5, South Plaza Complex's G building – Fourth Floor Plan and Lower Roof Plan, November 15, 1972.

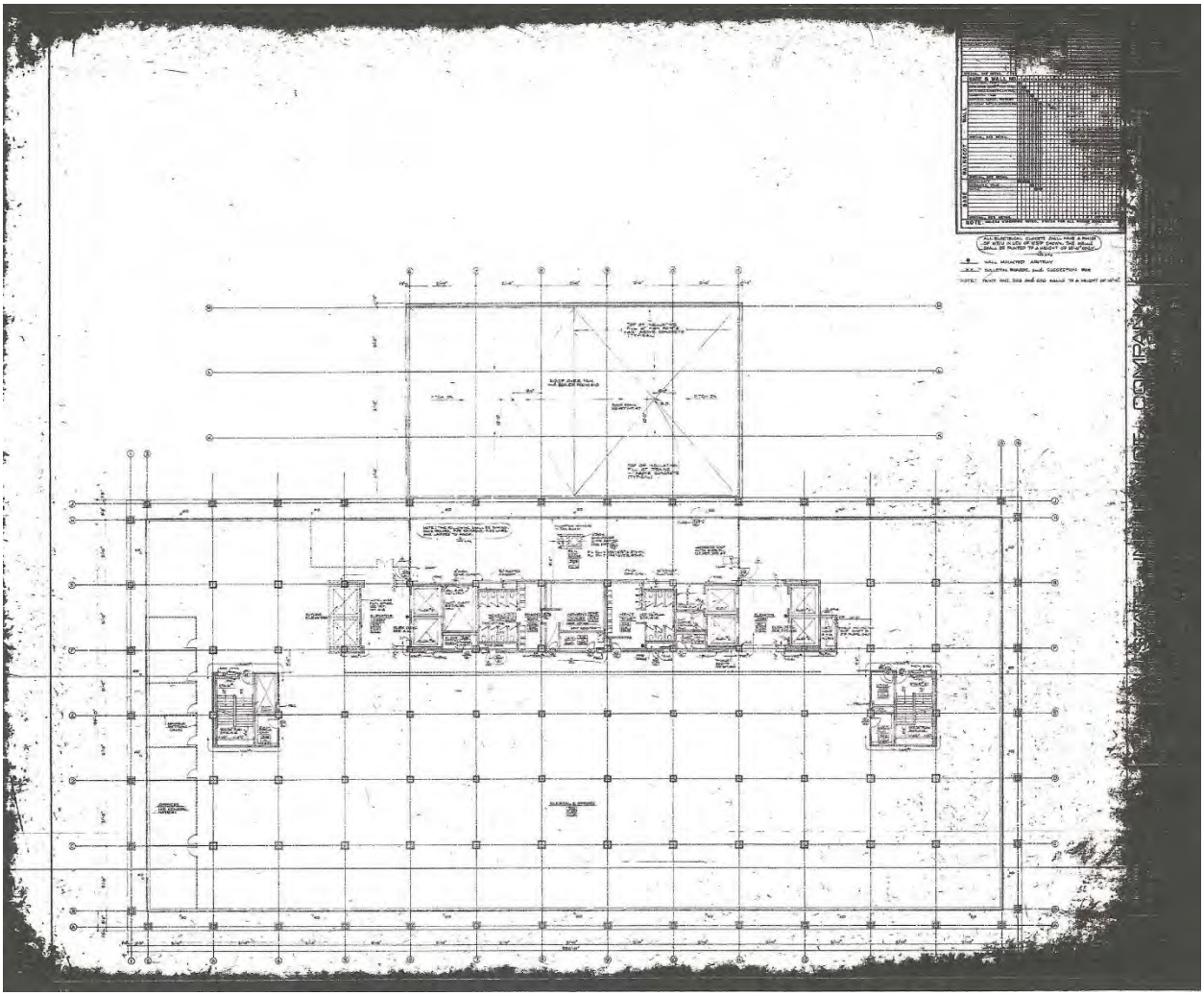


Figure 47: Schmidt, Garden & Erikson, Sheet A6, South Plaza Complex's G building – Fifth and Sixth Floor Plans, November 15, 1972.

Figure 48: Schmidt, Garden & Erikson, Sheet A8, South Plaza Complex's G building – North and South Elevations, November 15, 1972.

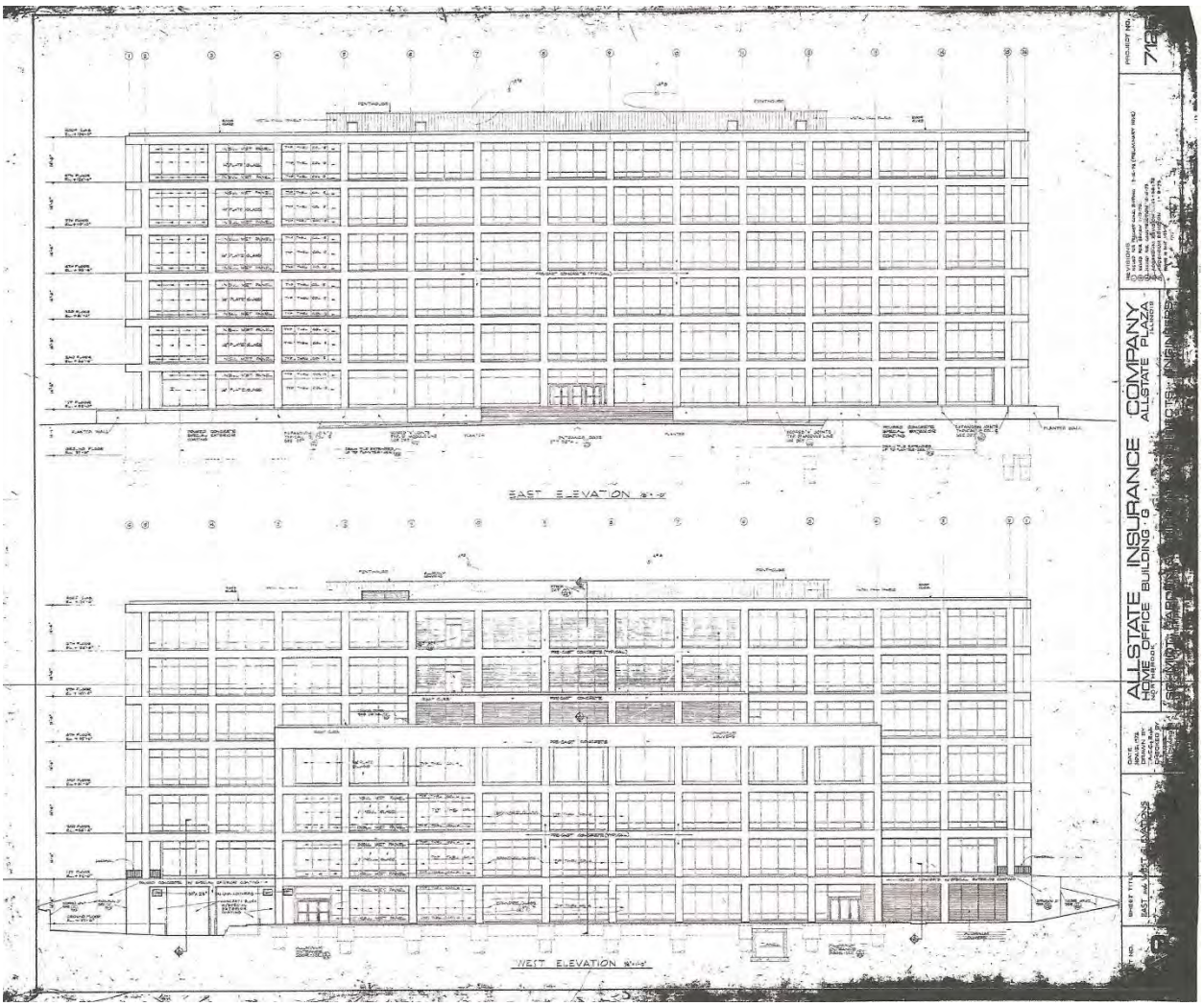


Figure 49: Schmidt, Garden & Erikson, Sheet A9, South Plaza Complex's G building – East and West Elevations, November 15, 1972.

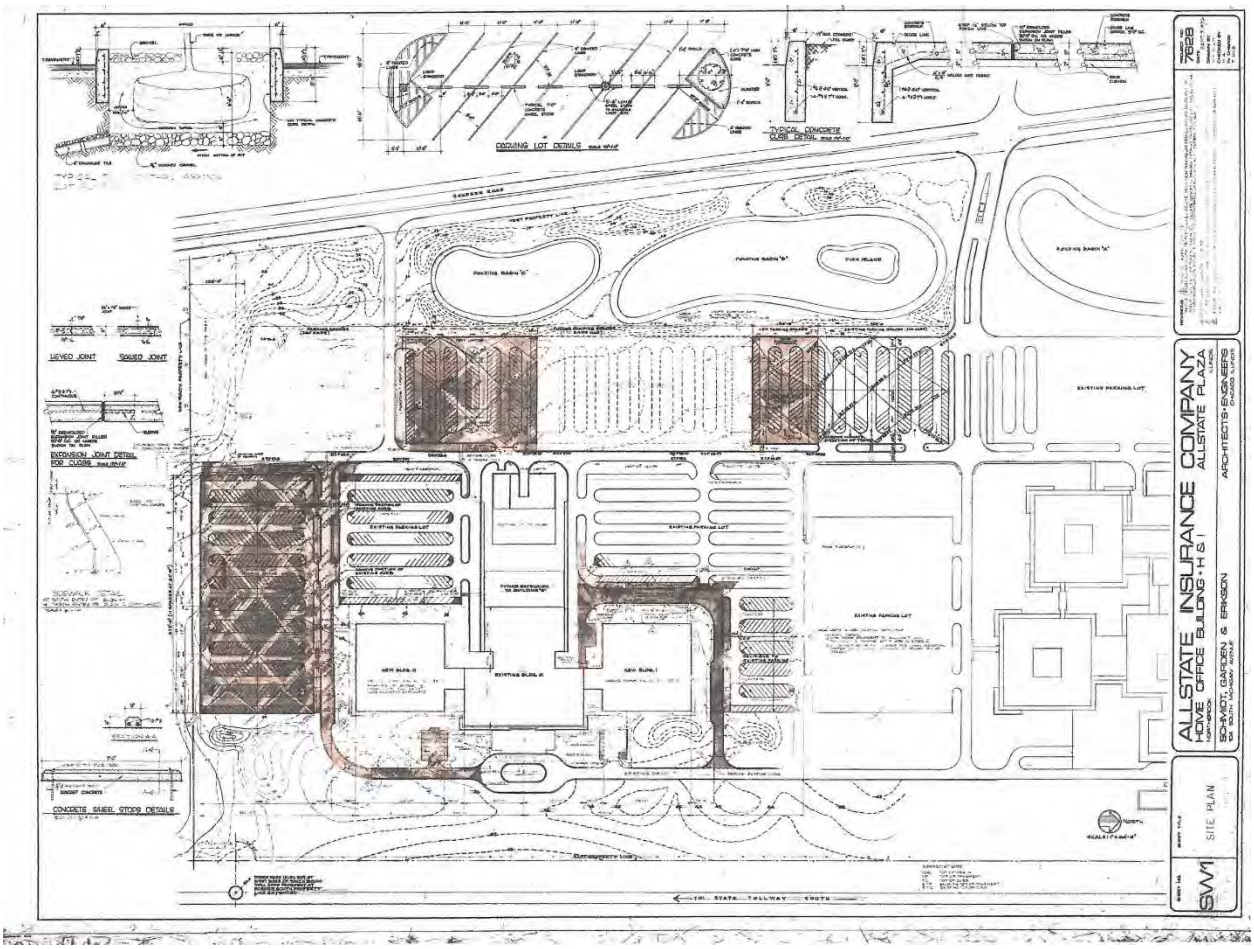


Figure 50: Schmidt, Garden & Erikson, Sheet SW1, Site Plan showing South Plaza Complex, January 17, 1977.

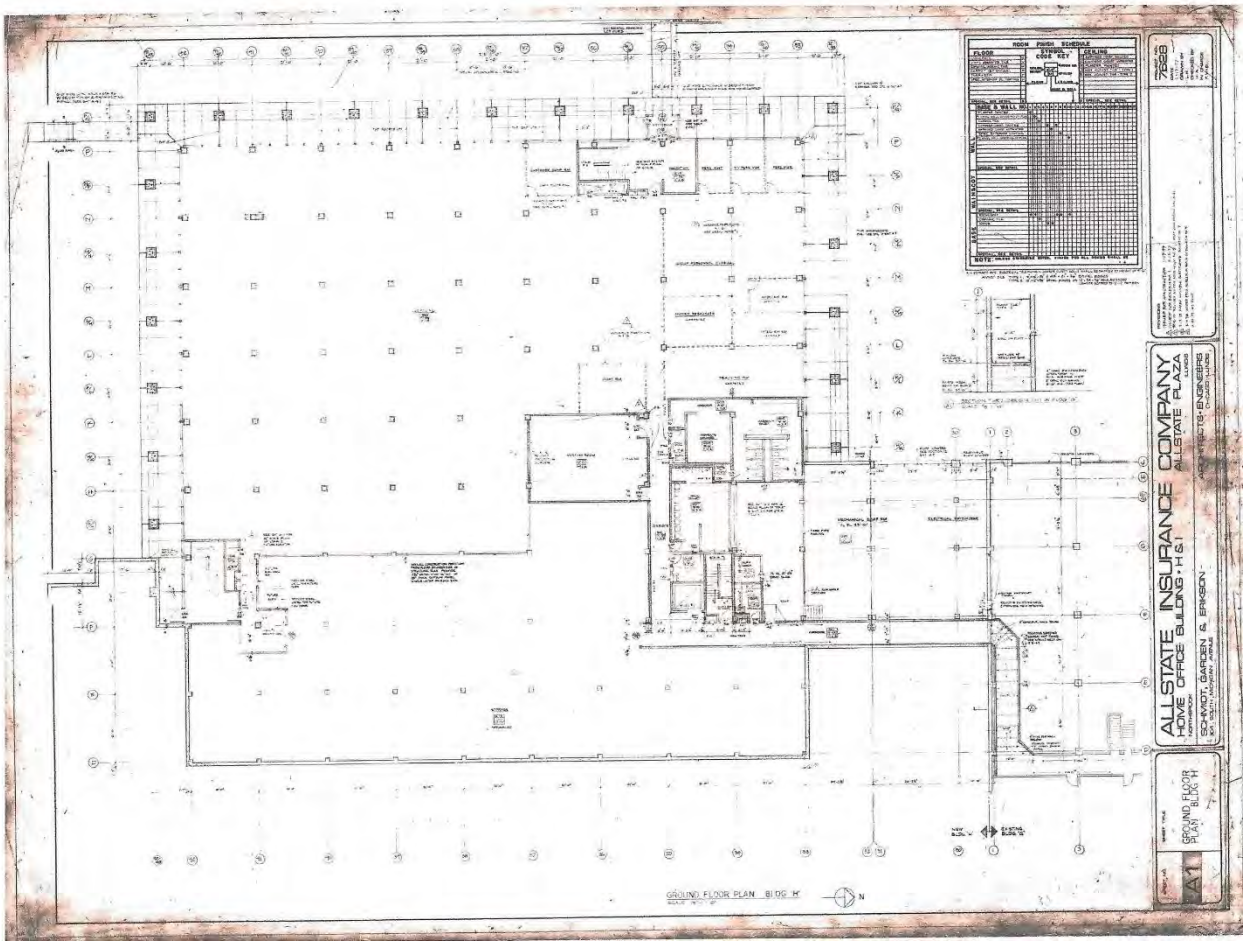


Figure 51: Schmidt, Garden & Erikson, Sheet A1, South Plaza Complex's H building – Ground Floor Plan, January 17, 1977.

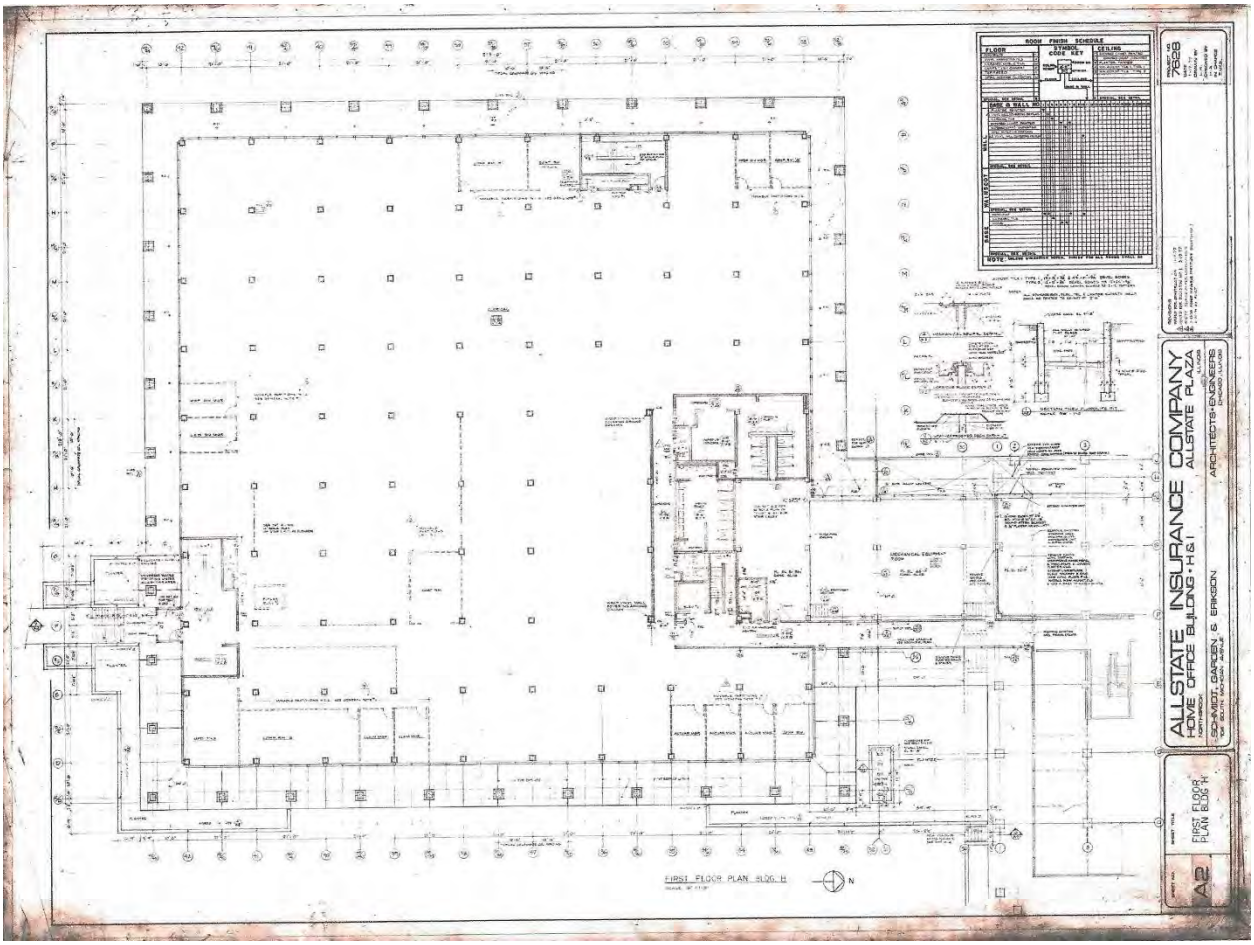


Figure 52: Schmidt, Garden & Erikson, Sheet A2, South Plaza Complex's H building – First Floor Plan, January 17, 1977.

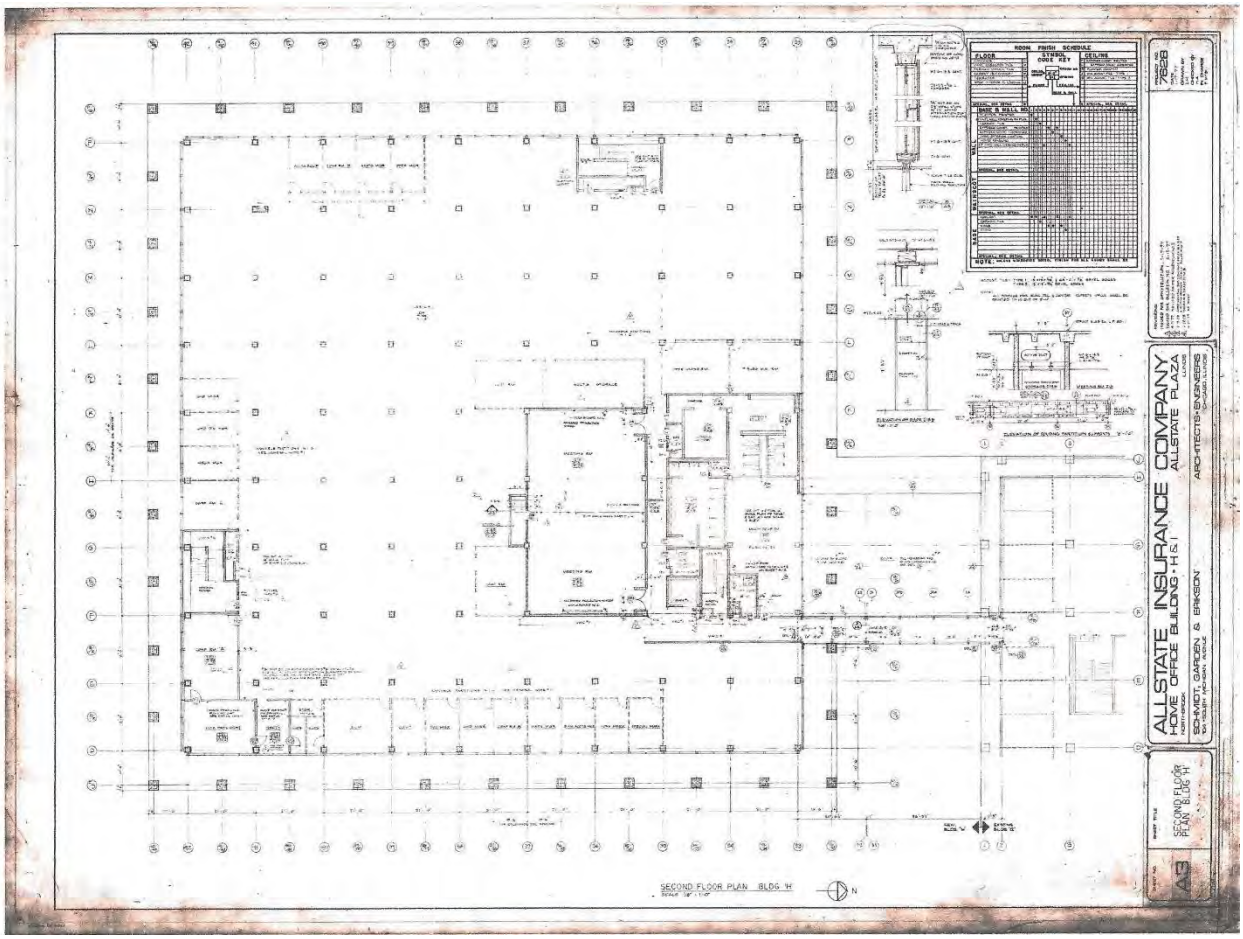


Figure 53: Schmidt, Garden & Erikson, Sheet A3, South Plaza Complex's H building – Second Floor Plan, January 17, 1977.

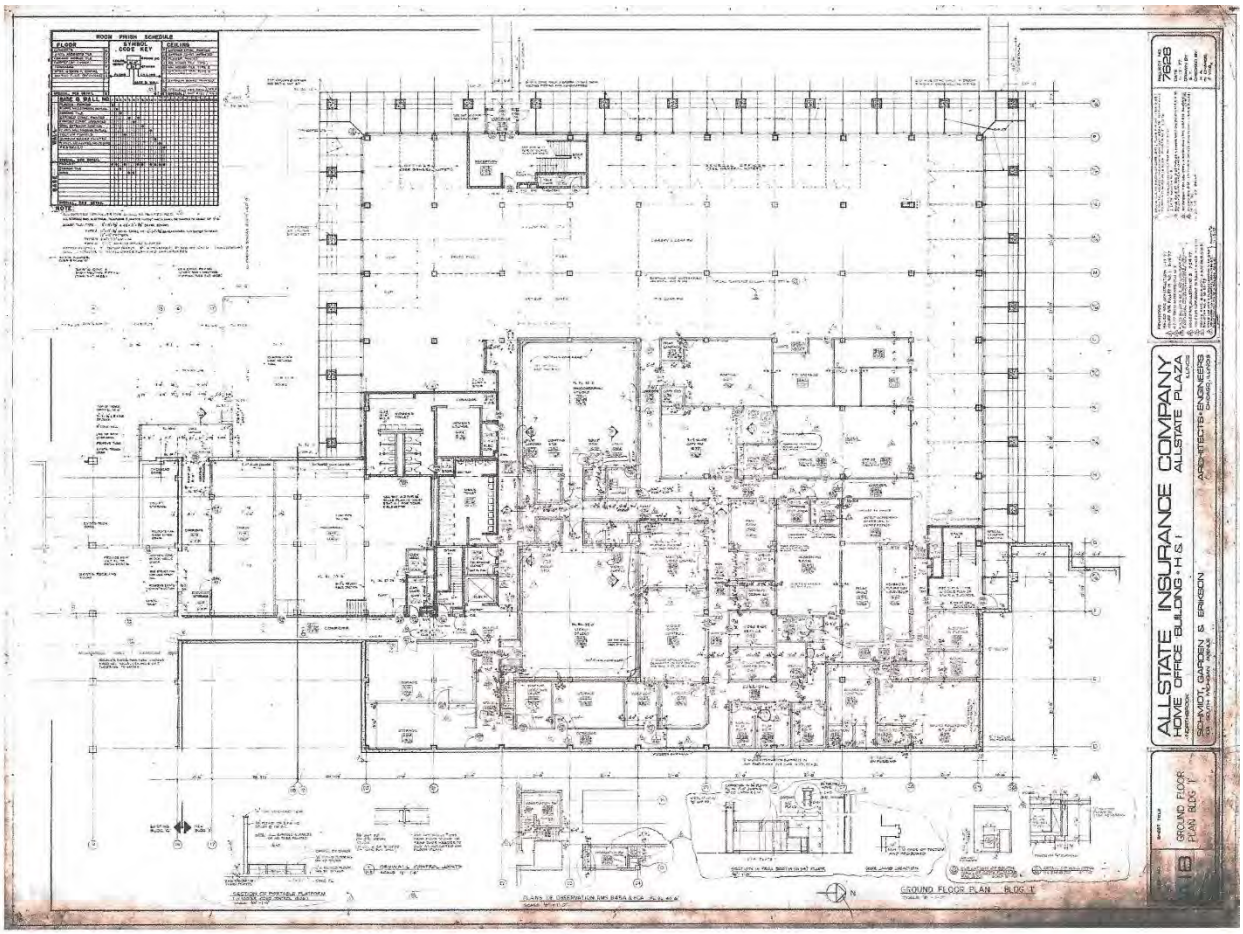


Figure 54: Schmidt, Garden & Erikson, Sheet A18, South Plaza Complex's I building – Ground Floor Plan, January 17, 1977.

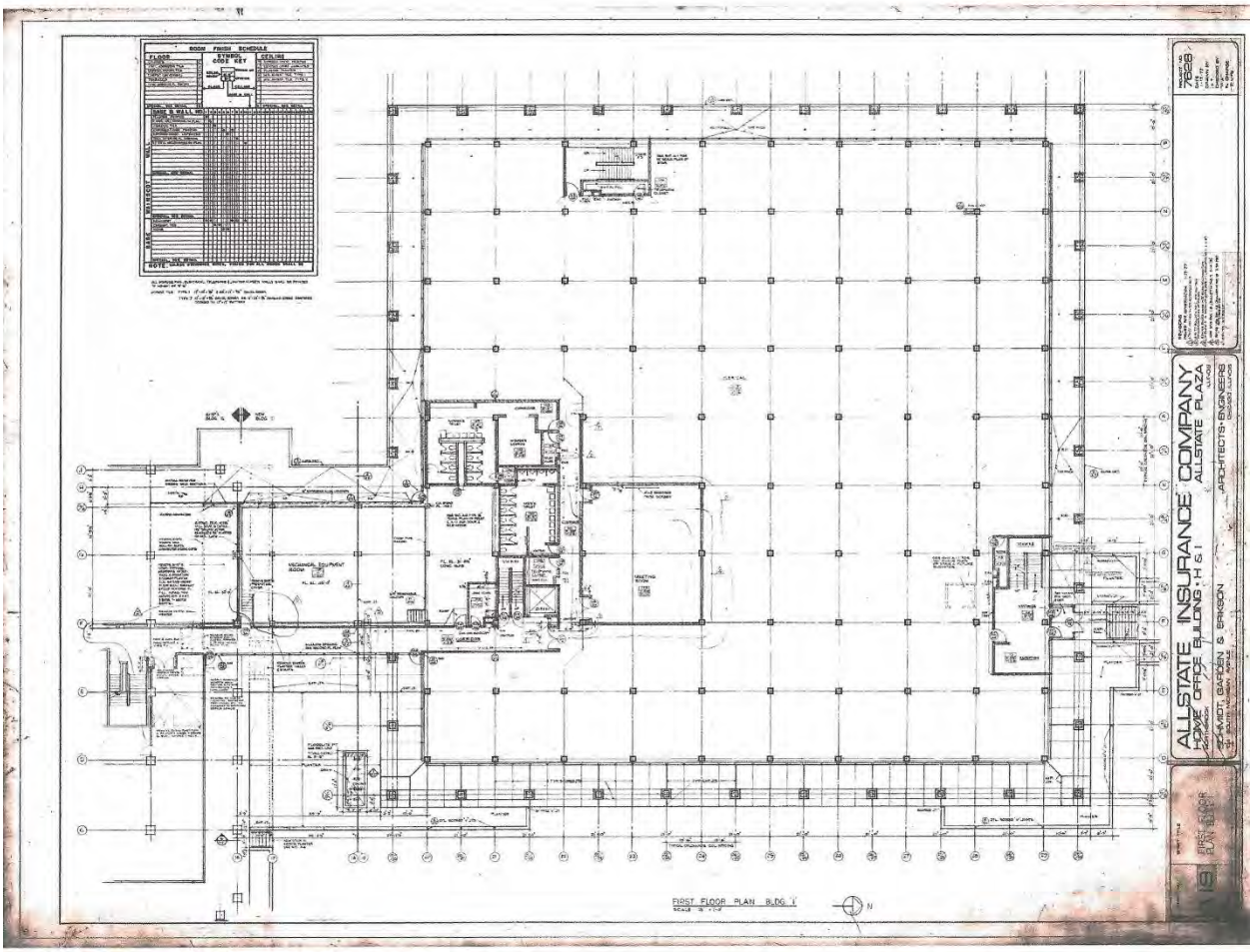


Figure 55: Schmidt, Garden & Erikson, Sheet A19, South Plaza Complex's I building – First Floor Plan, January 17, 1977.

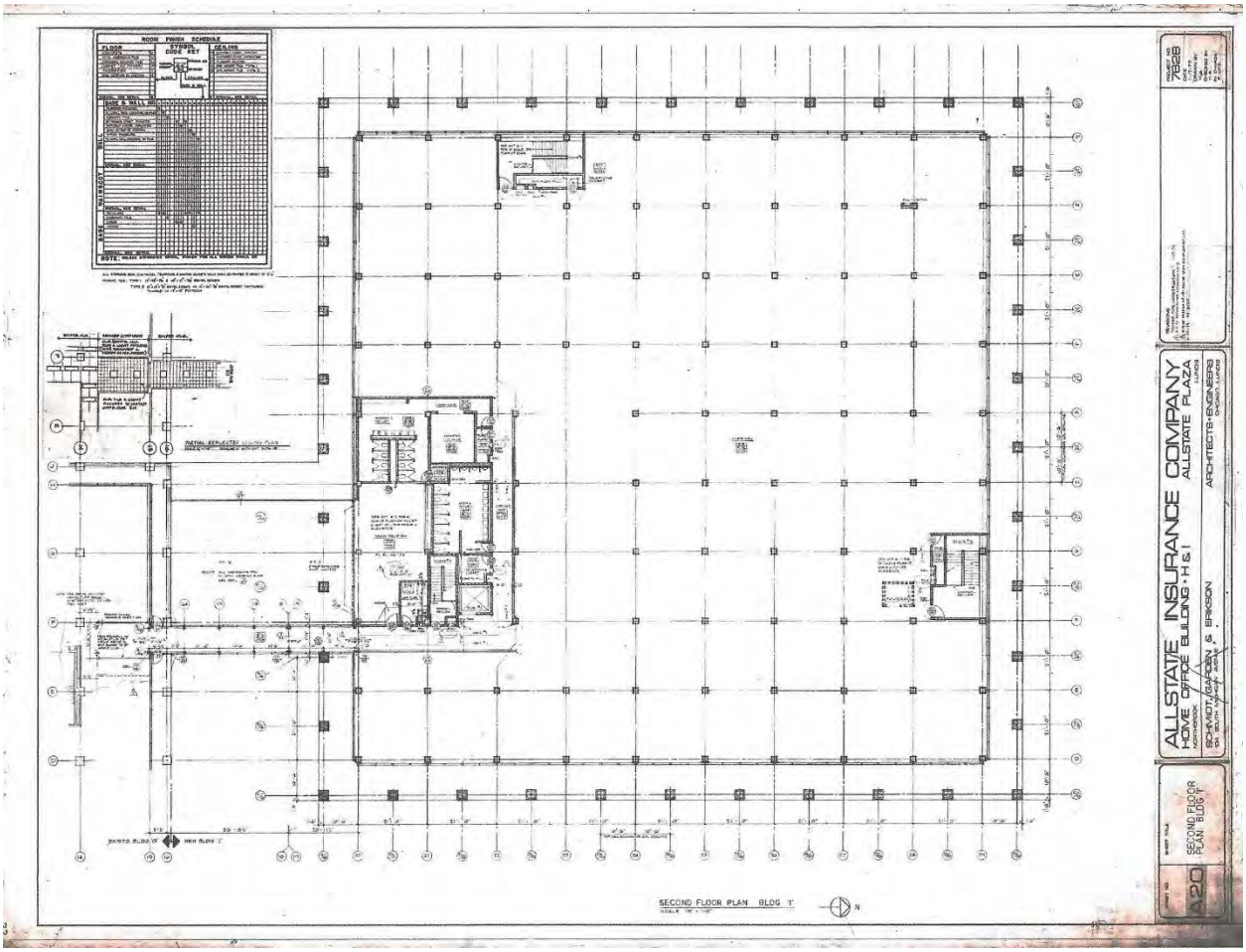


Figure 56: Schmidt, Garden & Erikson, Sheet A20, South Plaza Complex's I building – Second Floor Plan, January 17, 1977.

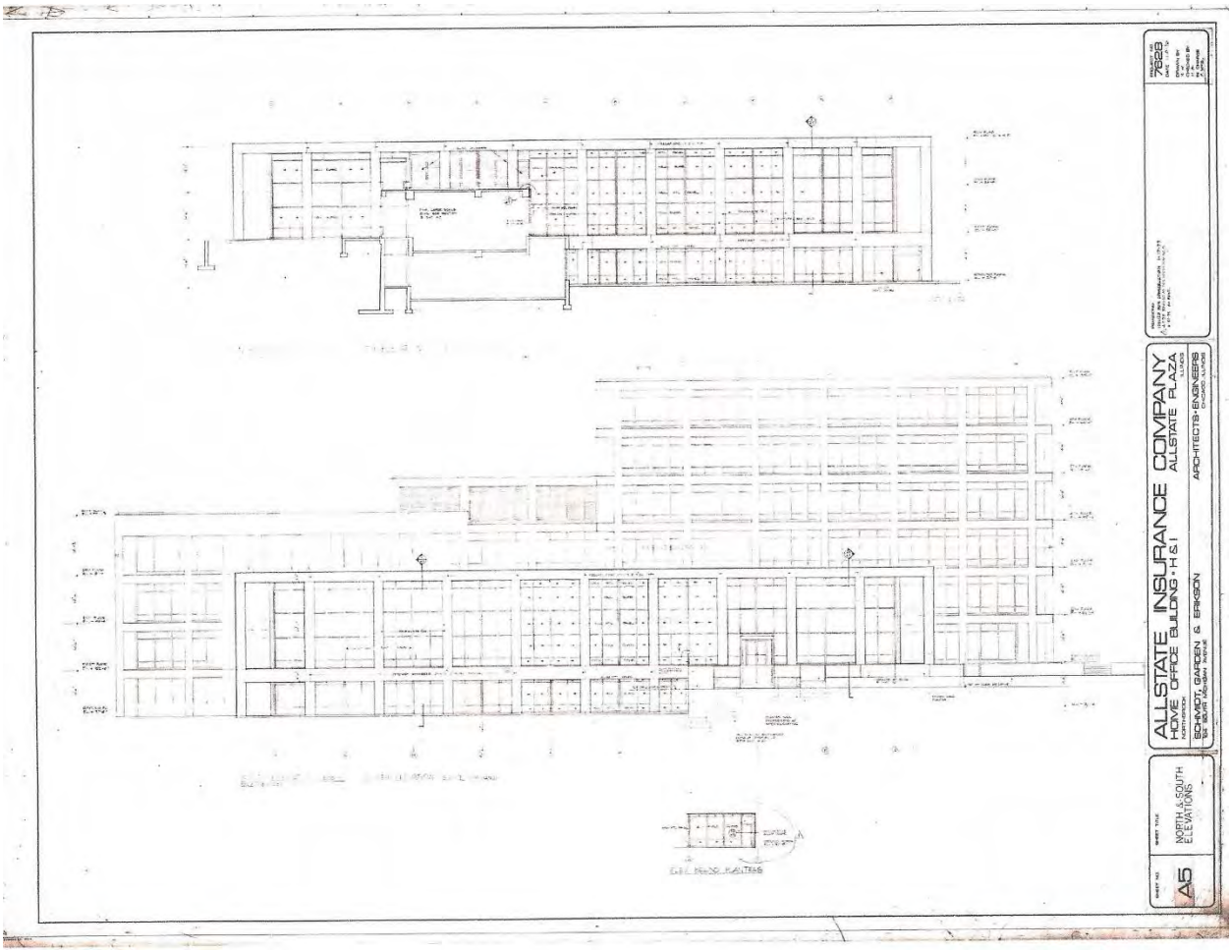


Figure 57: Schmidt, Garden & Erikson, Sheet A5, South Plaza Complex's H and I buildings – North and South Elevations, January 17, 1977.

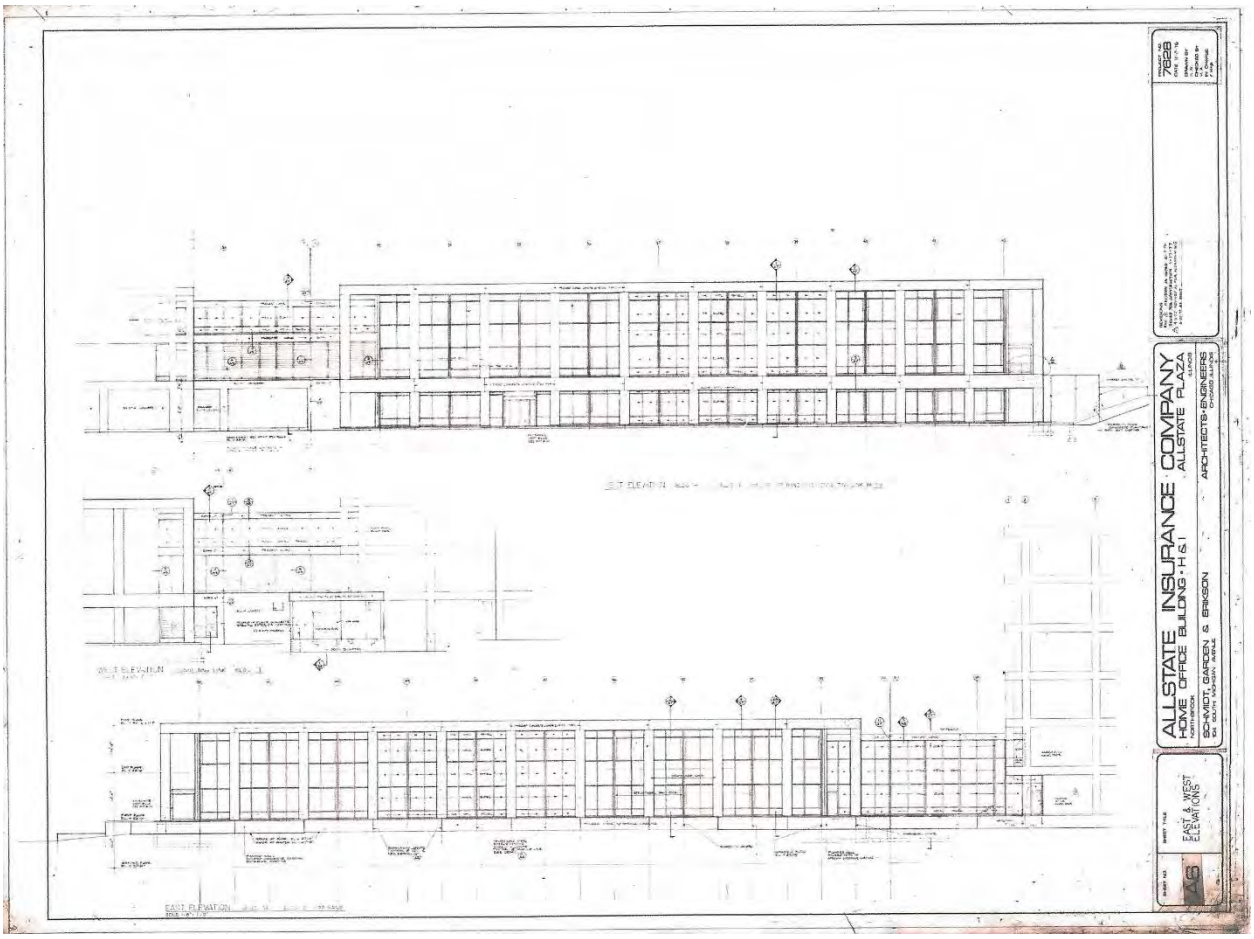


Figure 58: Schmidt, Garden & Erikson, Sheet A6, South Plaza Complex's H and I buildings – East and West Elevations, January 17, 1977.

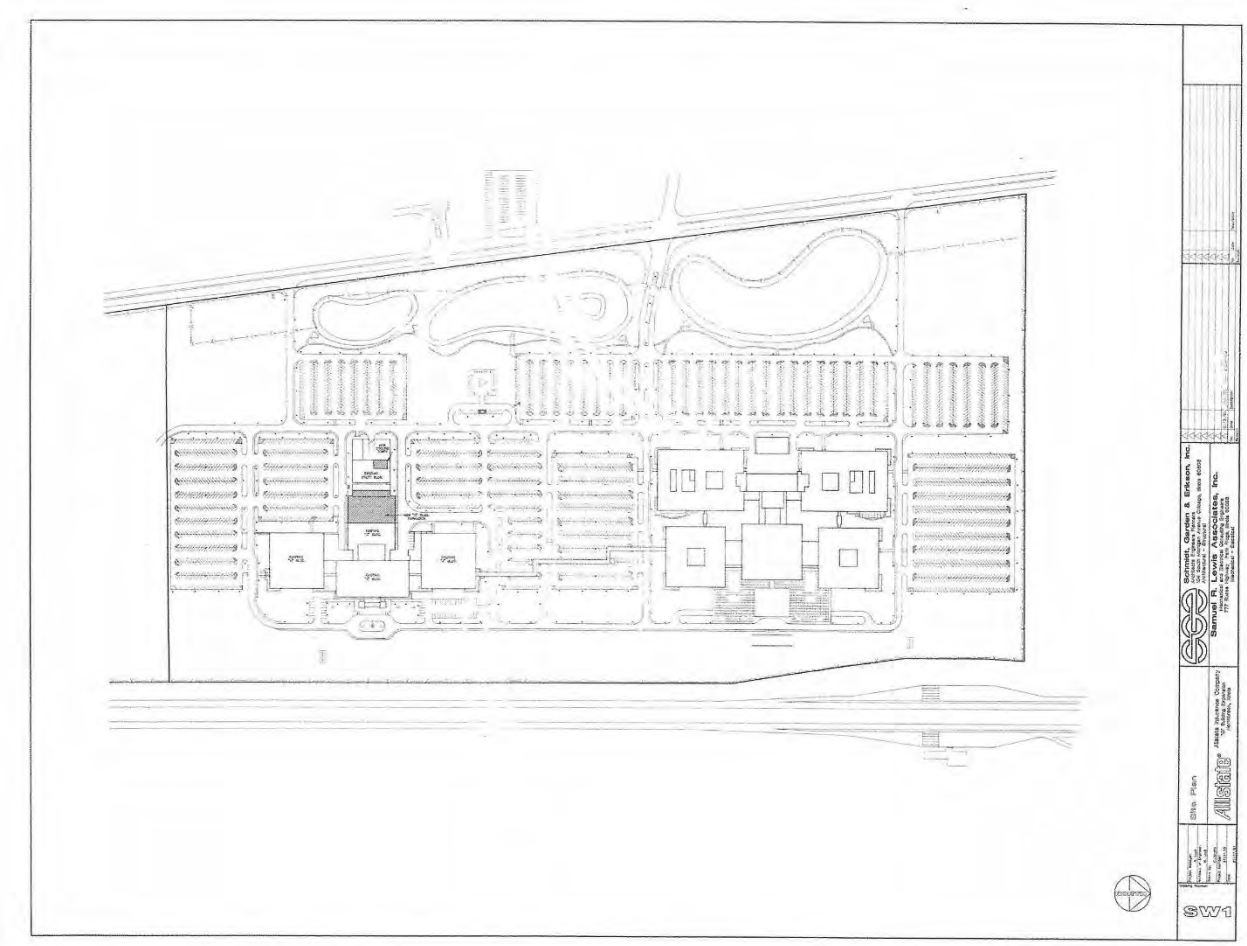


Figure 59: Schmidt, Garden & Erikson, Sheet SW, South Plaza Complex's G building expansion, Site Plan, July 17, 1991.

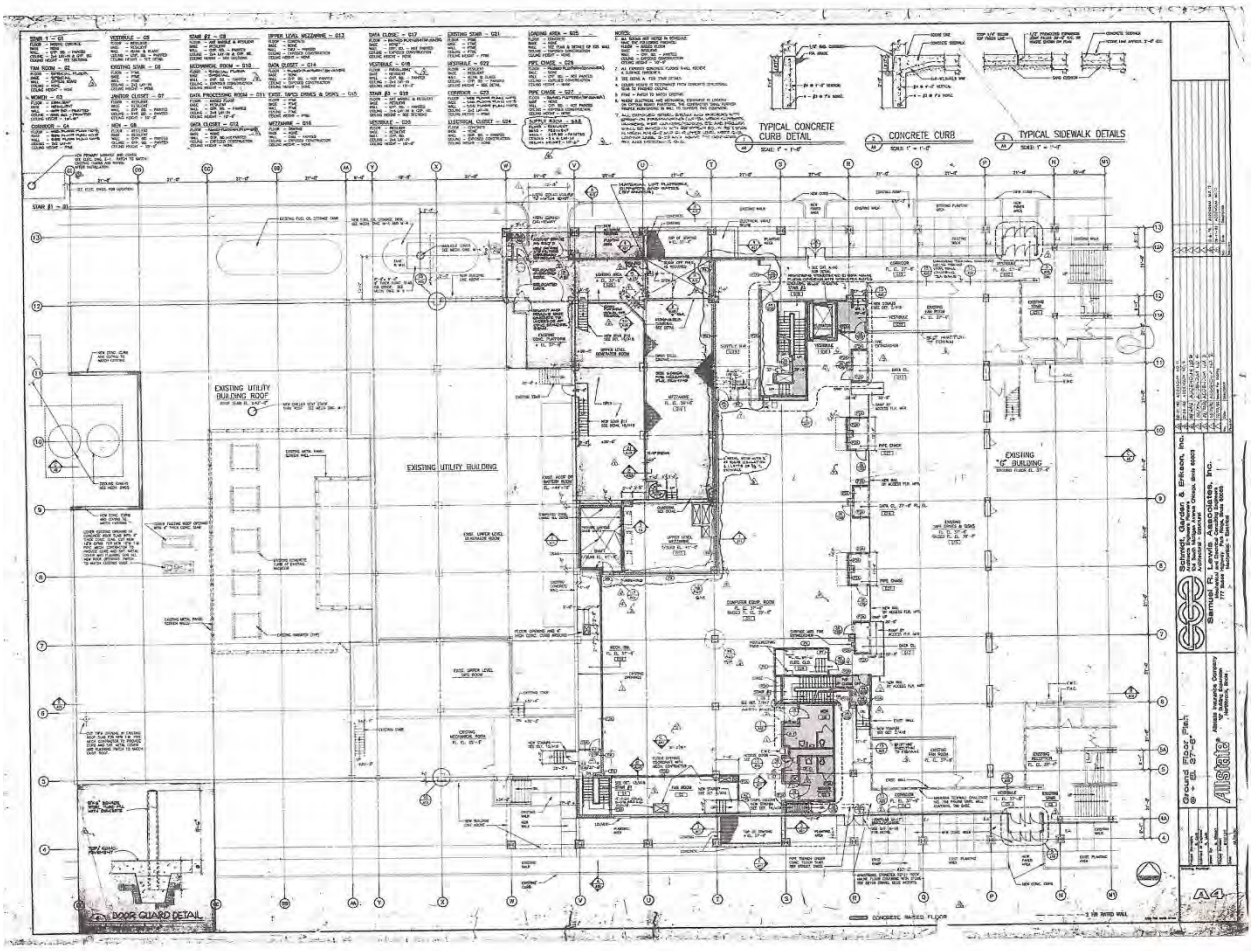


Figure 60: Schmidt, Garden & Erikson, Sheet A4, South Plaza Complex's G building expansion, Ground Floor Plan, July 17, 1991.

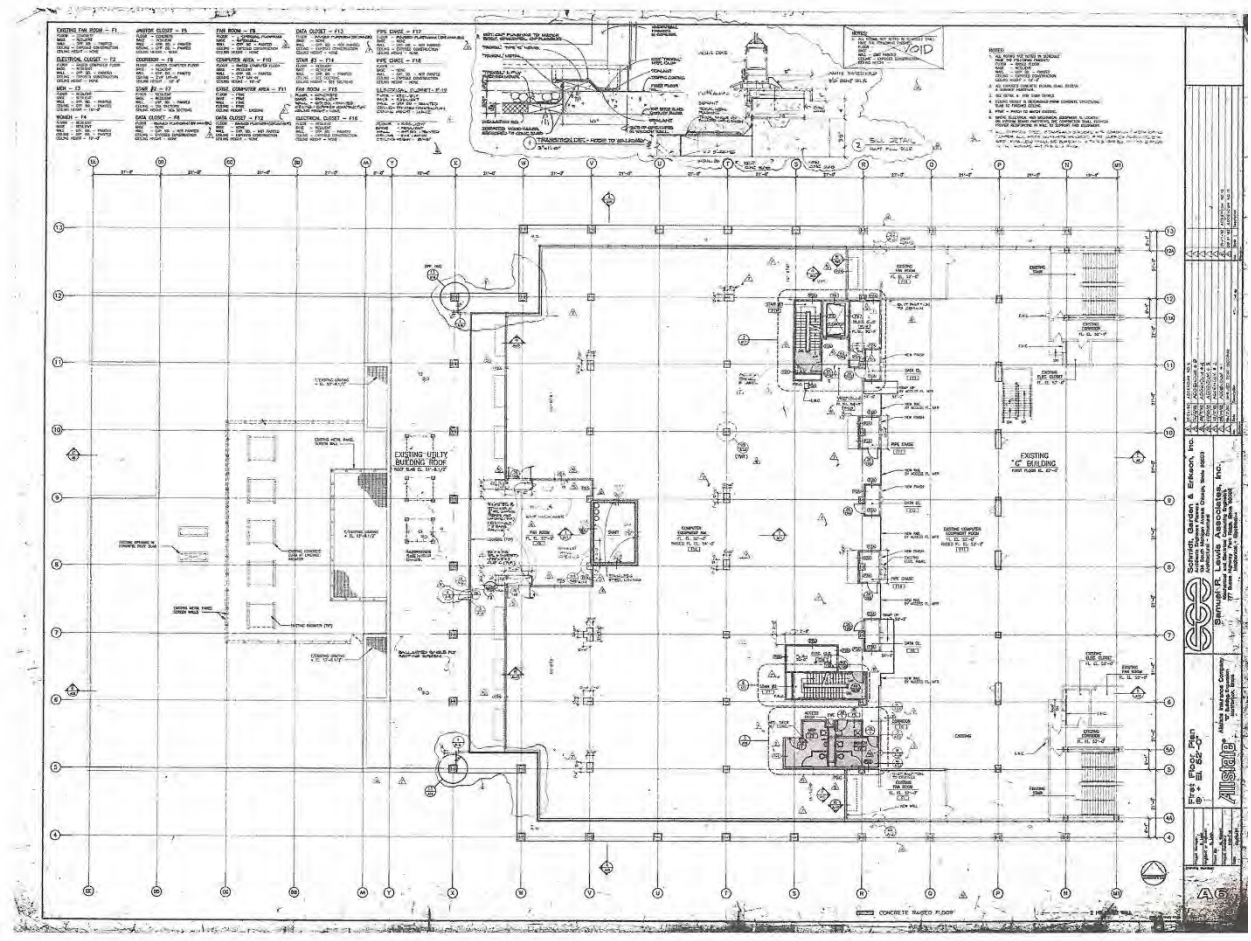


Figure 61: Schmidt, Garden & Erikson, Sheet A6, South Plaza Complex's G building expansion, First Floor Plan, July 17, 1991.

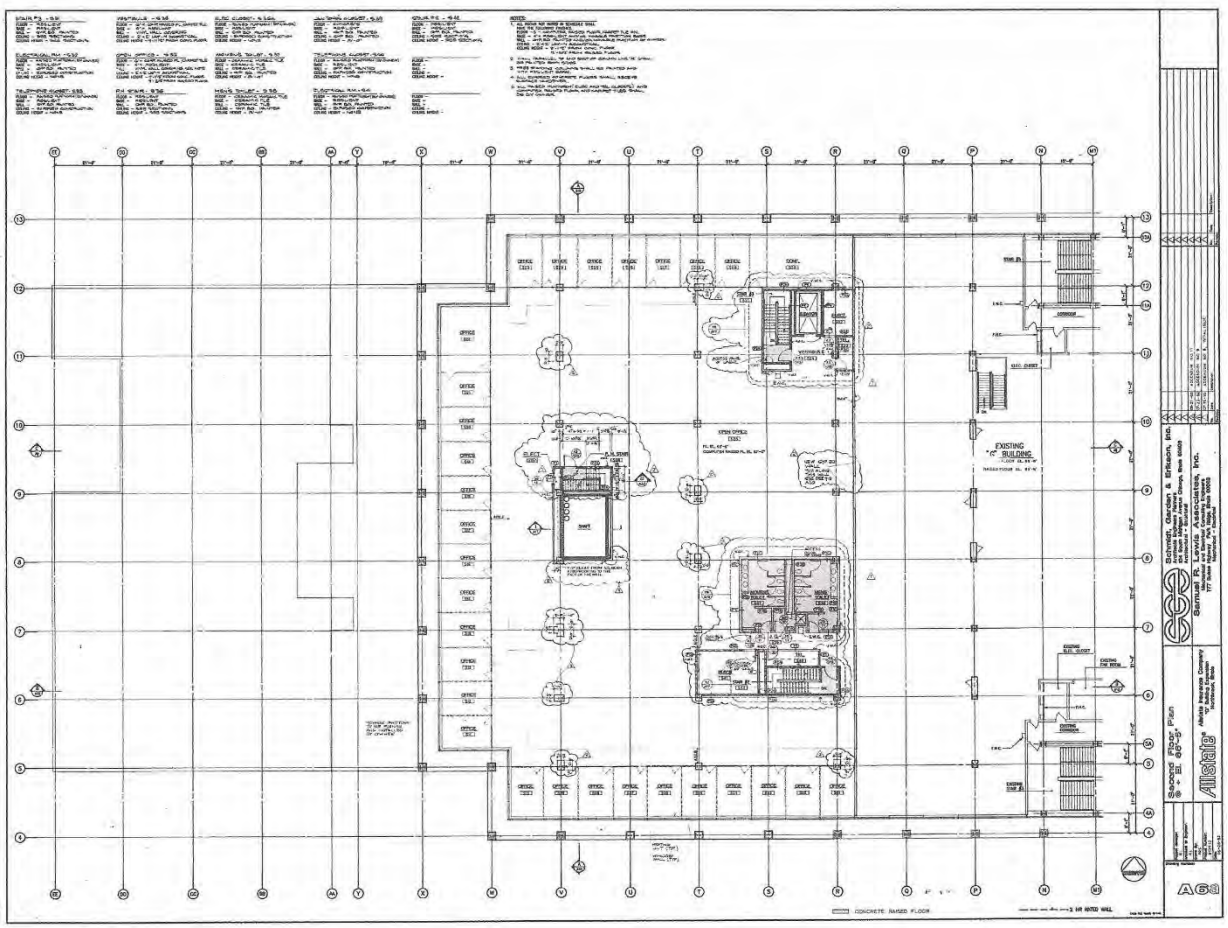


Figure 62: Schmidt, Garden & Erikson, Sheet A6A, South Plaza Complex's G building expansion, Second Floor Plan, July 17, 1991.

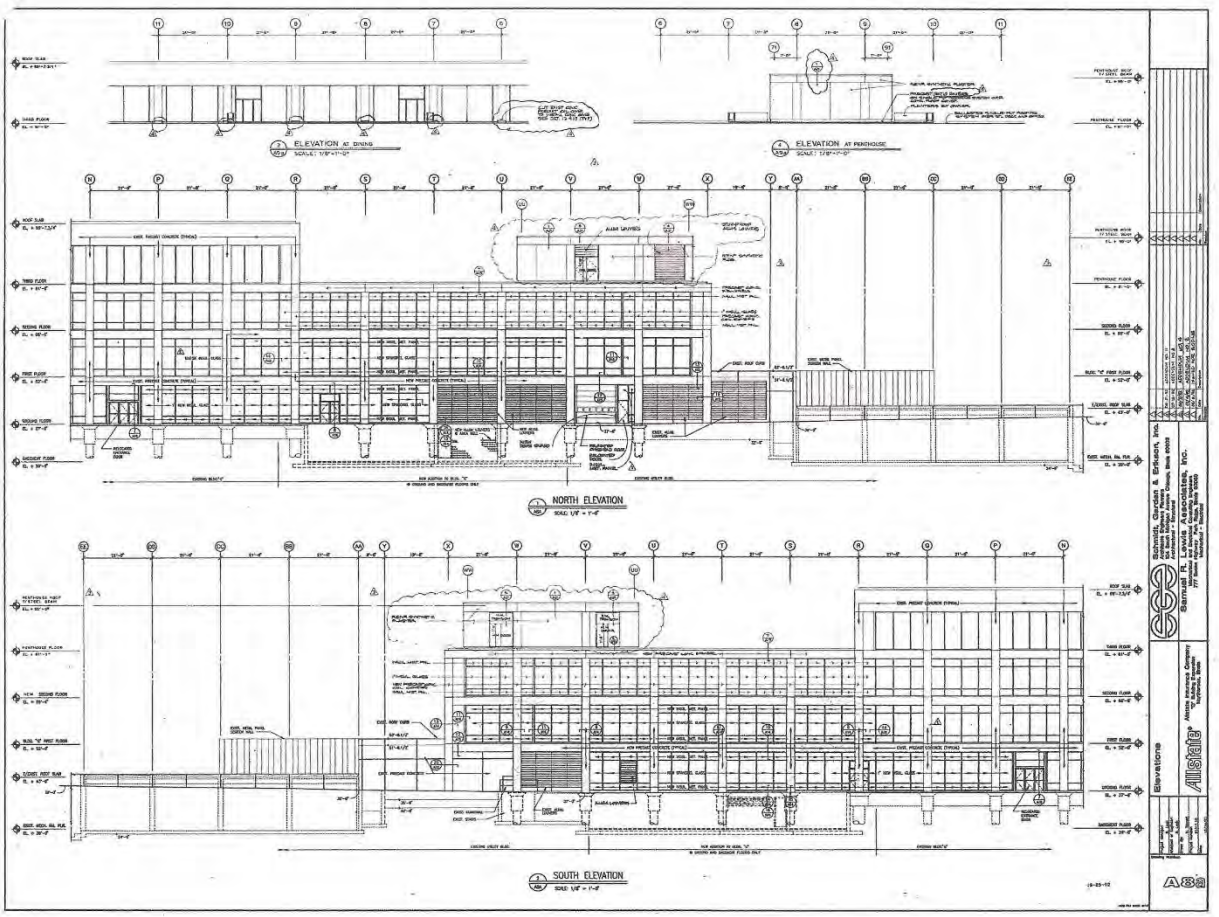


Figure 63: Schmidt, Garden & Erikson, Sheet A8a, South Plaza Complex's G building expansion, Elevations, July 17, 1991.

Figure 64: G building, 1975, view northwest. Source: Allstate Corporate Archive.

Figure 65: Front elevation of G wing, 1975. Source: Allstate Corporate Archive.

Figure 66: Rear view of the G building, 1975, view northeast.
Source: Allstate Corporate Archive.

Figure 67: G building, 1975, view southeast.
Source: Allstate Corporate Archive.

Figure 68: Rear view of G building, 1975, view east.
Source: Allstate Corporate Archive.

Figure 69: Front elevation detail of G building, 1975, view northwest with North Plaza's F building in background on far right. Source: Allstate Corporate Archive.

Figure 70: G building portico, 1975, view north.
Source: Allstate Corporate Archive.

Figure 71: Main entrance lobby of G building, 1975.
Source: Allstate Corporate Archive.

Figure 72: Main entrance lobby of G building, 1975.
Source: Allstate Corporate Archive.

Figure 73: First floor elevator lobby of G building, 1975.
Source: Allstate Corporate Archive.

Figure 74: Second floor open space of G building, 1975.
Source: Allstate Corporate Archive.

Figure 75: Second floor open space in G building, 1975.
Source: Allstate Corporate Archive.

Figure 76: Third floor employee dining room in G building, 1975.
Source: Allstate Corporate Archive.

Figure 77: Third floor cafeteria in G building, 1975.
Source: Allstate Corporate Archive.

Figure 78: Third floor meeting room in G building, 1975.
Source: Allstate Corporate Archive.

Figure 79: Meeting room in G building, 1975.
Source: Allstate Corporate Archive.

Figure 80: Meeting room in G building, 1975.
Source: Allstate Corporate Archive.

Figure 81: Second floor office in G building, 1975.
Source: Allstate Corporate Archive.

Figure 82: Sixth floor office in G building, 1975.
Source: Allstate Corporate Archive.

Figure 83: Third floor office in G building, 1975.
Source: Allstate Corporate Archive.

Figure 84: Commercial mail room in G building, 1975.
Source: Allstate Corporate Archive.

Figure 85: Nurse's waiting room on first floor of G building, 1975.
Source: Allstate Corporate Archive.

Figure 86: Nurse's area on first floor of G building, 1975.
Source: Allstate Corporate Archive.

Figure 87: Direct Sales Department on first floor of G building, 1975.
Source: Allstate Corporate Archive.

Figure 88: Direct Sales Department on first floor of G building, 1975.
Source: Allstate Corporate Archive.

Figure 89: Data Process Department on second floor of G building, 1975.
Source: Allstate Corporate Archive.

Figure 90: Tape Storage Room on ground floor level of G building, 1975.
Source: Allstate Corporate Archive.

Figure 91: Computer Room on ground floor of G building, 1975.
Source: Allstate Corporate Archive.

Figure 92: South elevation of G building, 1975, view north. Photographer: Hedrich Blessing. Source: Chicago History Museum.

Figure 93: Detail of G building, view northeast, 1975. Photographer: Hedrich Blessing. Source: Chicago History Museum.

Figure 94: G building, 1975, view northwest.
Photographer: Hedrich Blessing. Source: Chicago History Museum.

Figure 95: Detail of G building portico, 1975, view north.
Photographer: Hedrich Blessing. Source: Chicago History Museum.

HISTORIC AMERICAN BUILDINGS SURVEY

HIBS CK-2022-1

ALLSTATE CORPORATE CAMPUS: WILLOW PLAZA BUILDING

Location: The Willow Plaza Building is situated at the north end of the Allstate Corporate Campus, which is located at 2775 Sanders Road in Northbrook, Illinois. The campus is situated on a 201-acre parcel that is bounded by I-294 on the east, Sanders Road on the west, Willow Road on the north, and the Glenview Place residential subdivision on the south. The property includes parts of the Southeast Quarter and the Northeast Quarter of Section 19, Township 42 North, Range 12, East of the Third Principal Meridian, in Northfield Township, Cook County.

Present Owner: Dermody Properties

Present Use: Vacant

Significance: The Willow Plaza Building was completed in 1973 as the headquarters of the A.C. Nielsen Company, which was established by Arthur C. Nielsen Sr. in 1923 and grew by the 1970s to become the nation's leading marketing research firm, best known for its radio, and later television, ratings system. The company's relocation from Chicago to Northbrook was indicative of the dispersal of corporate offices from city centers to suburbs strung out along newly-built expressways in the post-World War II era. The three-story, flat-roofed, reinforced concrete headquarters building had an overwhelmingly horizontal appearance. Its irregular footprint—comprised of a series of square and rectangular wings—was expanded with north and south additions in the early 1980s. The exterior featured precast concrete spandrels and vertical piers with exposed aggregate arranged in a rationalist grid design; each bay was infilled with a strip of four solar bronze glass panels. The campus was landscaped by M. Paul Friedberg & Associates of New York City with grassy lawns, extensive trees and shrubbery, brick terraces, and a one-acre reflecting pool. The Nielsen Company sold its Northbrook campus to Anderson Consulting in 1994 and it became part of the Allstate Insurance Company Campus in 2001. Its sprawling office building was subsequently renamed Willow Plaza.

See Cover Document for Statement of Significance for the Allstate Corporate Campus.

PART I. HISTORICAL INFORMATION

A. Physical History

1. Dates of construction: 1972-74

2. Architect: Welton Becket & Associates, Chicago Office (The home office of this firm was based in Los Angeles.)

3. Contractor/Builder: Pepper Construction, Chicago

4. Landscape Architect: M. Paul Friedberg & Associates, New York City

5. Original plans and construction:
As originally completed in 1973, the Willow Plaza Building was a three-story, flat-roofed, reinforced concrete edifice with an irregular footprint comprised of square and rectangular wings that extended about 400 feet in length and incorporated 225,000 square feet. The exterior featured precast concrete spandrels and vertical piers with exposed aggregate arranged in a rationalist grid design; each was bay infilled with a band of four solar bronze glass panels. The west-facing main entrance in the northernmost wing was sheltered by a massive cantilevered concrete canopy with coffered panels. Entrances on the building's various wings were comprised of glass double-doors.

   The building was erected on a sloping site and hence the lower level was partially visible on the east and south sides of the building, the latter of which featured a loading dock with overhead metal garage doors. A concrete stairway descended to a lower-level terrace along the east side of the building. The west side of the building featured brick-paved terraces and overlooked a one-acre reflecting pool, as did the first-floor employee dining room, which had floor-to-ceiling windows. Floors in all wings generally featured "conventional" plans, with offices along the periphery, and open space in the center for clerical workers. Conference rooms were situated throughout the facility.

6. Alterations and Additions:
The building's southernmost "Z" wing was completed in 1980 and the northernmost "U" wing was completed in 1982. The exterior of both wings perfectly matched the existing building in terms of design and materials.

   The interior of the building has undergone extensive renovations, which likely occurred post-2001, when it was purchased by Allstate. Most notably, all original offices that lined the periphery of its second and third stories were

removed, creating open floor plans. Some glass-walled meeting and conference rooms were added to these floors. The lower level and first floor plans also appear to have been reconfigured with new double-loaded corridors opening onto meeting rooms (first floor) and a wide variety of spaces on the lower level. The cafeteria and employee dining room on the first floor have been updated.

The current flooring throughout the complex—comprised mainly of wall-to-wall carpet tiles—was likely installed post-2001 and the acoustical tile ceilings appear to be upgrades. It also appears that men's and women's restrooms have been updated with new finishes and fixtures.

B. Historical Context:
See the Cover Document for the following contextual essays:

1. Overview History of the Allstate Corporation
2. Development of the Allstate Corporate Campus in Northbrook
3. Overview History of the A.C. Nielsen Company and its Northbrook Headquarters (Willow Plaza Building)
4. Post-World War II Suburban Office Development
5. Schmidt, Garden & Erikson, Architect of the North and South Plaza Complexes
6. Franz Lipp, Landscape Architect of the Allstate Campus
7. Welton Becket & Associates, Architect of the Willow Plaza (aka Nielsen Plaza) Building
8. M. Paul Friedberg & Associates, Landscape Architect of the Willow Plaza (aka Nielsen Plaza) Building

PART II. ARCHITECTURAL INFORMATION

A. General Statement
The Willow Plaza Building is a sprawling three-story with basement edifice featuring an overwhelmingly horizontal appearance and an irregular, zigzag footprint comprised of five wings that are square or rectangular in shape. The exterior of the flat-roofed, reinforced concrete edifice features precast concrete spandrels and vertical piers with exposed aggregate arranged in a rationalist grid design; each bay is infilled with a strip of four bronze solar glass panels. The west-facing main entrance has a revolving door sheltered by a massive cantilevered concrete canopy with coffered panels. Other entrances throughout the complex mainly consist of metal-framed glass doors arranged alone or in pairs. Floor plates on the lower level and the first floor consist of double-loaded corridors opening onto rooms of varying sizes, many of which have glass walls, while upper floors largely have open plans. Flooring is primarily covered with

wall-to-wall carpet tiles while ceilings feature lay-in acoustical systems with fluorescent lighting.

B. Description of Exterior

1. Foundations
The building is supported by concrete caissons that descend to bedrock.

2. Over-all dimensions
The building's zigzag footprint has overall dimensions of approximately 381'-0" (east-west) by 493'-0" (north-south)

3. Walls
The exterior of the flat-roofed, reinforced concrete edifice features precast concrete spandrels and vertical piers with exposed aggregate arranged in a rationalist grid design; each bay is infilled with a strip of four bronze solar glass windows.

4. Canopies
The main entrance on the west side of the W wing is sheltered by a massive, flat-roofed, reinforced concrete canopy with coffered panels.

5. Structural system
The building utilizes reinforced concrete construction.

6. Openings:

a. Doorways and doors
Exterior doors throughout the complex are generally plate glass with steel frames, arranged alone or in pairs. The main entrance on the west side of the building has a revolving door. The south side of the building has a metal service door and a series of overhead metal garage doors on its loading dock.

b. Windows
Bronze solar glass panels are used throughout the complex, arranged horizontally in groups of four.

7. Roof

a. Shape, covering
The building has a flat, concrete slab roof covered with a built-up membrane.

C. Description of Interior:

1. Floor plans
The U and Z wings each have a stairwell, one elevator, and men's and women's restrooms on all floors. The W wing has two circulation cores on each floor, each with a stairwell: one has two elevators and the other has one elevator. This wing also has men's and women's restrooms on each floor. The X wing has neither a circulation core nor restrooms. The Y and Z wings each have a stairwell and one elevator on each floor, as well as men's and women's restrooms.

The lower-level plan features double-loaded corridors that open onto a variety of spaces of different sizes. The first-floor plan includes the main entrance lobby on the west side of the W wing; the employee cafeteria and dining room on the west side of the Y wing; and a loading with a mechanicals room between the Y and Z wings. In addition, this floor includes double-loaded corridors opening onto various meeting rooms as well as large open plan spaces in the U, W, and Z wings.

The second and third floor plans primarily feature open plans in all wings.

2. Stairways
Typical stairwells throughout the complex have walls finished with concrete with exposed aggregate, steel stairways with metal pipe railings and handrails, and stair landings covered with carpeting.

3. Elevators
Automatic high speed passenger elevators with aluminum doors are situated throughout the building, except in the U wing.

4. Flooring
Flooring in virtually all spaces throughout the complex is covered with wall-to-wall carpeting or wall-to-wall carpet tiles. Terrazzo used in main lobby and some first floor hallways. Bathrooms have ceramic tile flooring.

5. Wall and ceiling finish
Partition walls throughout the complex are generally finished with either plaster or gypsum board. Some offices/meeting rooms throughout the building have glass partition walls. Ceilings are finished with lay-in acoustical tile systems.

6. Openings

   a. Doorways and doors
   Interior doors throughout the complex are varied, and consist of either wood, metal, or glass. Doors Doors have accessible metal handles.

7. Mechanical equipment

   a. Heating
   The entire complex is climate controlled; it is cooled by air-conditioning equipment and heated by gas boilers.

   b. Lighting
   Fluorescent lighting within lay-in acoustical tile systems is used throughout the complex.

   c. Plumbing
   Women's and men's restrooms throughout the complex have standard sinks as well as toilets with metal partitions.

D. Site:

1. General setting and orientation
The Willow Plaza Building is situated on the eastern side of the Allstate campus, at its northern end, near the intersection of Willow Road and the I-294 tollway. The east and north sides of the building are fronted by grassy lawns and extensive vegetation, including trees and shrubbery. The west side of the building features brick-paved, landscaped terraces, a one-acre reflecting pool that functions as a retention pond, and an allee of trees that lead to its main entrance. Four large parking lots are situated along the south side of the building. The building is accessed from Sanders and Willow Roads via roadways that lead to its parking lots. The loading dock on the south side of the building is accessed by roadway situated in between the two easternmost parking lots.

PART III. SOURCES OF INFORMATION

A. Architectural Drawings: Dermody Properties provided the following architectural drawings for the Willow Plaza Building, which are attached to this report: Welton Becket & Associates, Nielsen Plaza, Power Signal Plans, second and third floors, April 12, 1972. Welton Becket & Associates, Z Wing Addition - Third Floor Plan, August 28, 1979. Welton Becket & Associates, U Wing Addition – Lower Level, First, Second, and Third Floor Plans, November 2, 1981. Allstate

Insurance Company, Willow Plaza Building - Lower Level, First, Second, and Third Floor Plans, c. 2010.

Original floor plans were not found for the Willow Plaza Building during the research phase of this project. However, power signal plans from 1973 show the configuration of the second and third floors. The c. 2010 drawings attached to this report were made before the building was vacated in 2017, and therefore they show floor plans filled with cubicles. All cubicles have been removed from this building, revealing the open plans on the various wings of the first floor, as well as open plans of the second and third floors, as illustrated in the photographs attached to this report.

B. Bibliography: See Cover Document.

C. Likely Sources Not Yet Investigated: See Cover Document.

D. Supplemental Material: All color digital photographs of the Willow Plaza Building that are attached to this report were taken by Jean L. Guarino on August 17-19, 2022.

PART IV. METHODOLOGY OF RESEARCH

A. Research Strategy: See Cover Document.

B. Actual Research Process: See Cover Document.

C. Archives and Repositories Used: See Cover Document.

D. Project Team: See Cover Document.

PART V. PROJECT INFORMATION

This HIBS documentation project was undertaken to mitigate the adverse effects of Dermody Property's Development Project on cultural resources within the project area. The terms of the mitigation were agreed upon and executed to ensure compliance with the Illinois State Agency Historic Resources Preservation Act (20 ILCS 3420).

Figure 1: Aerial photo of Willow (aka Nielsen) Plaza Building, view east.


Figure 2: Willow (aka Nielsen) Plaza Building, U wing, view southeast.

Figure 3: Willow (aka Nielsen) Plaza Building showing W (right) and U (left) wings, view northeast.

Figure 4: Willow (aka Nielsen) Plaza Building, main entrance on W wing with concrete coffered canopy, view northeast.

Figure 5: Willow (aka Nielsen) Plaza Building showing courtyard surrounded by the W, X, and Y wings, from left to right, view east.

Figure 6: Willow (aka Nielsen) Plaza Building, detail of precast concrete panels.

Figure 7: Willow (aka Nielsen) Plaza Building, corner of Y wing, view southeast.

Figure 8: Willow (aka Nielsen) Plaza Building showing Y wing and terraces, view southeast.

Figure 9: Willow (aka Nielsen) Plaza Building, view north.

Figure 10: Willow (aka Nielsen) Plaza Building showing Y wing with loading dock, view northeast.

Figure 11: Willow (aka Nielsen) Plaza Building showing courtyard surrounded by the Y (left) and Z wings, view north.

Figure 12: Willow (aka Nielsen) Plaza Building, corner of Z wing, view northwest.

Figure 13: Willow (aka Nielsen) Plaza Building, view of Y (left) and X wings, view northwest.

Figure 14: Willow (aka Nielsen) Plaza Building, stairs descending to courtyard on east side of building.

Figure 15: Willow (aka Nielsen) Plaza Building, double-loaded corridor on lower level.

Figure 16: Willow (aka Nielsen) Plaza Building, typical lower level meeting room,

Figure 17: Willow (aka Nielsen) Plaza Building, double-loaded corridor with class walls and doors on lower level.

Figure 18: Willow (aka Nielsen) Plaza Building, glass wall and glass door opening onto a typical meeting room, lower level

Figure 19: Willow (aka Nielsen) Plaza Building, mechanical room on lower level.

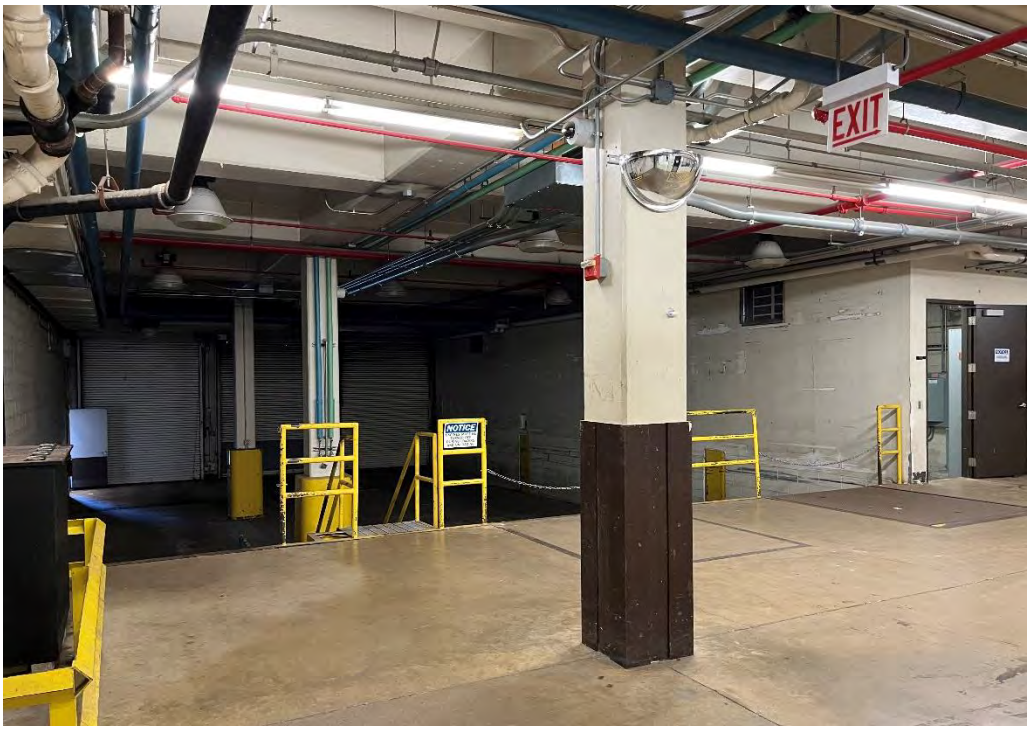


Figure 20: Willow (aka Nielsen) Plaza Building, loading dock on lower level.

Figure 21: Willow (aka Nielsen) Plaza Building, main entrance lobby, W wing.


Figure 22: Willow (aka Nielsen) Plaza Building, first floor office with terrazzo floor.

Figure 23: Willow (aka Nielsen) Plaza Building, double-loaded corridor, first floor.

Figure 24: Willow (aka Nielsen) Plaza Building, first floor hallway and entrance to cafeteria.

Figure 25: Willow (aka Nielsen) Plaza Building, employee dining room.

Figure 26: Willow (aka Nielsen) Plaza Building, view from employee dining room.

Figure 27: Willow (aka Nielsen) Plaza Building, double-loaded corridor with terrazzo floor, first floor.

Figure 28: Willow (aka Nielsen) Plaza Building, first floor open space.

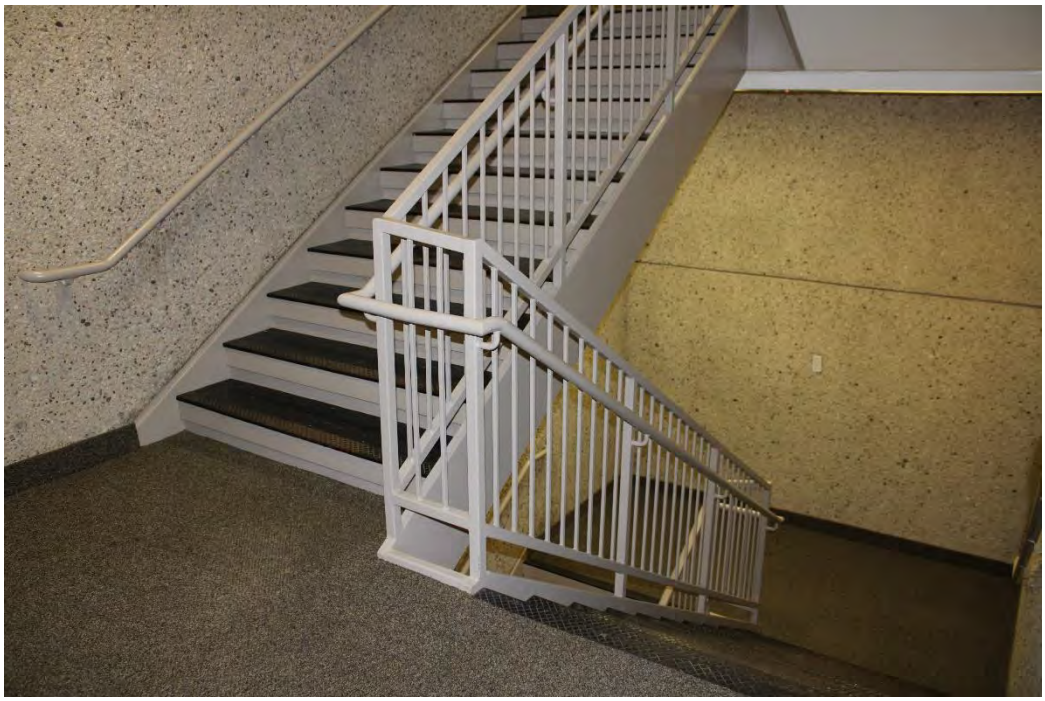


Figure 29: Willow (aka Nielsen) Plaza Building, typical stairwell.

Figure 30: Willow (aka Nielsen) Plaza Building, wall detail showing concrete aggregate in stairwell.

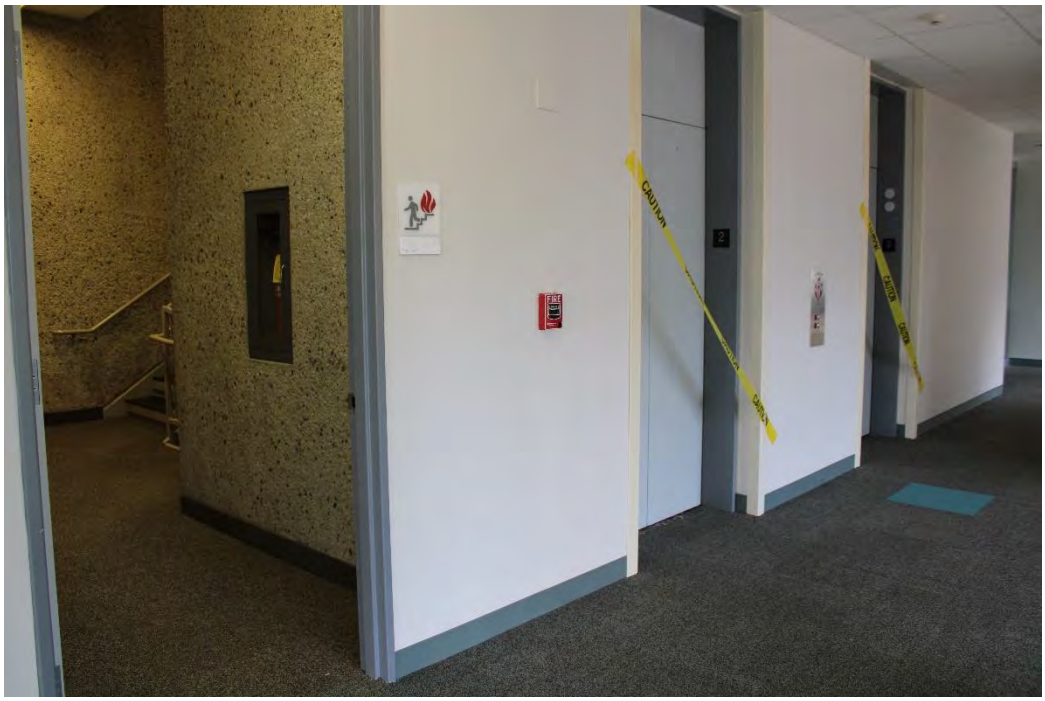


Figure 31: Willow (aka Nielsen) Plaza Building, second floor elevator bank.

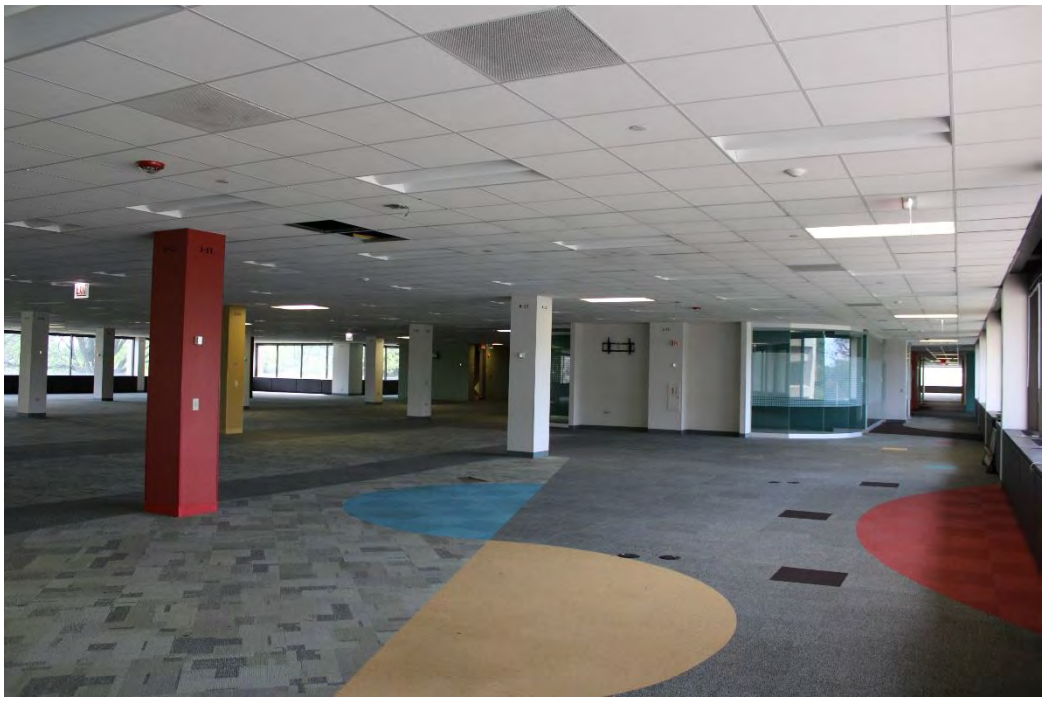


Figure 32: Willow (aka Nielsen) Plaza Building, second floor open space.

Figure 33: Willow (aka Nielsen) Plaza Building, second floor open space.

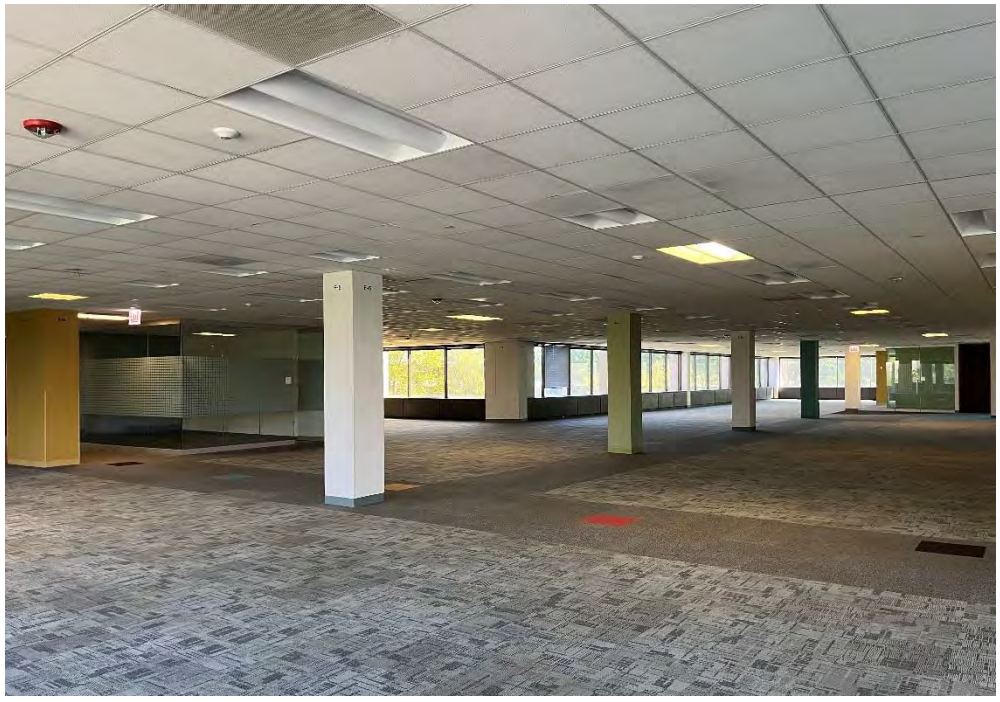


Figure 34: Willow (aka Nielsen) Plaza Building, second floor open space.

Figure 35: Willow (aka Nielsen) Plaza Building, meeting rooms with removable glass walls.

Figure 36: Willow (aka Nielsen) Plaza Building, third floor elevator bank.

Figure 37: Willow (aka Nielsen) Plaza Building, third floor women's restroom.

Figure 38: Willow (aka Nielsen) Plaza Building, third floor open space.

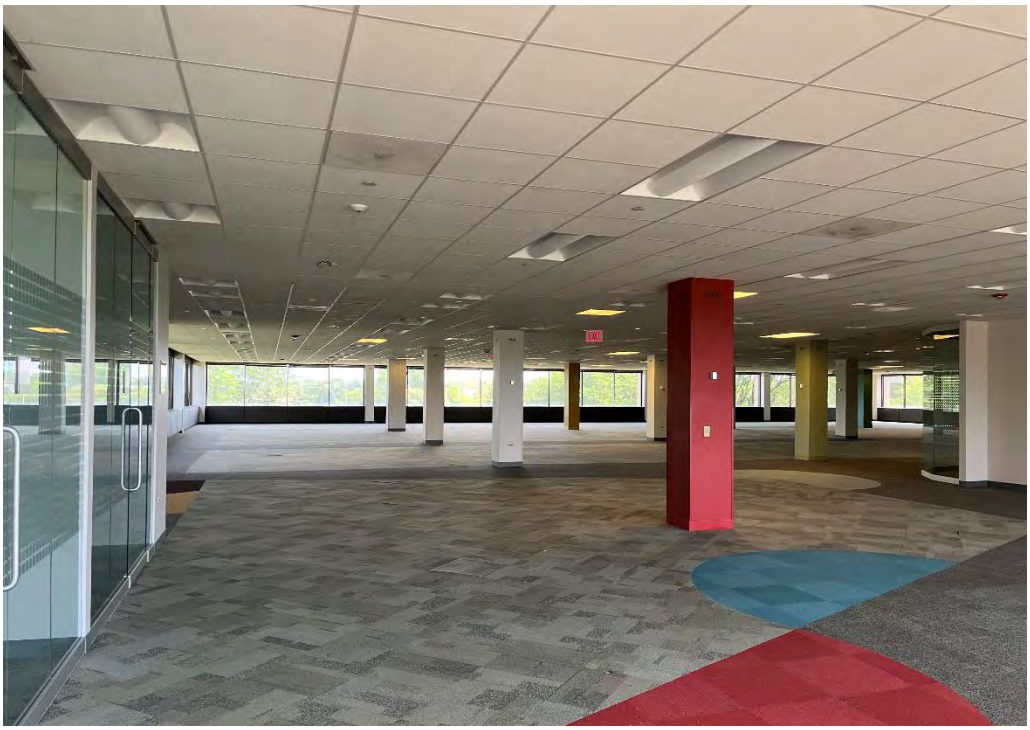
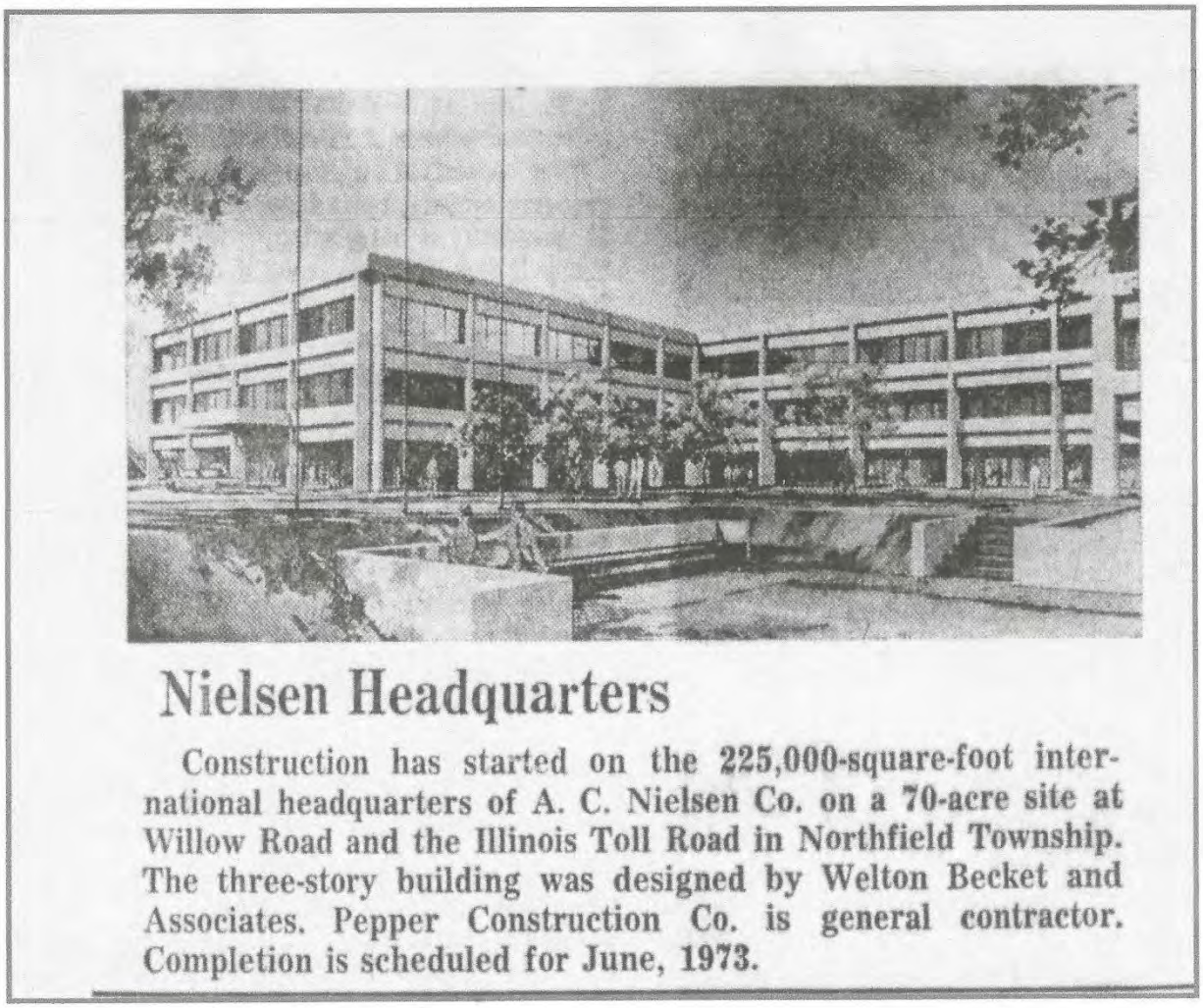


Figure 39: Willow (aka Nielsen) Plaza Building, third floor open space.

Figure 40: Willow (aka Nielsen) Plaza Building, view of reflecting pond from third floor, looking southwest.



Nielsen Headquarters

Construction has started on the 225,000-square-foot international headquarters of A. C. Nielsen Co. on a 70-acre site at Willow Road and the Illinois Toll Road in Northfield Township. The three-story building was designed by Welton Becket and Associates. Pepper Construction Co. is general contractor. Completion is scheduled for June, 1973.

Figure 41: Notice of new Nielsen Headquarters. Source: *Chicago Tribune*, December 5, 1971.

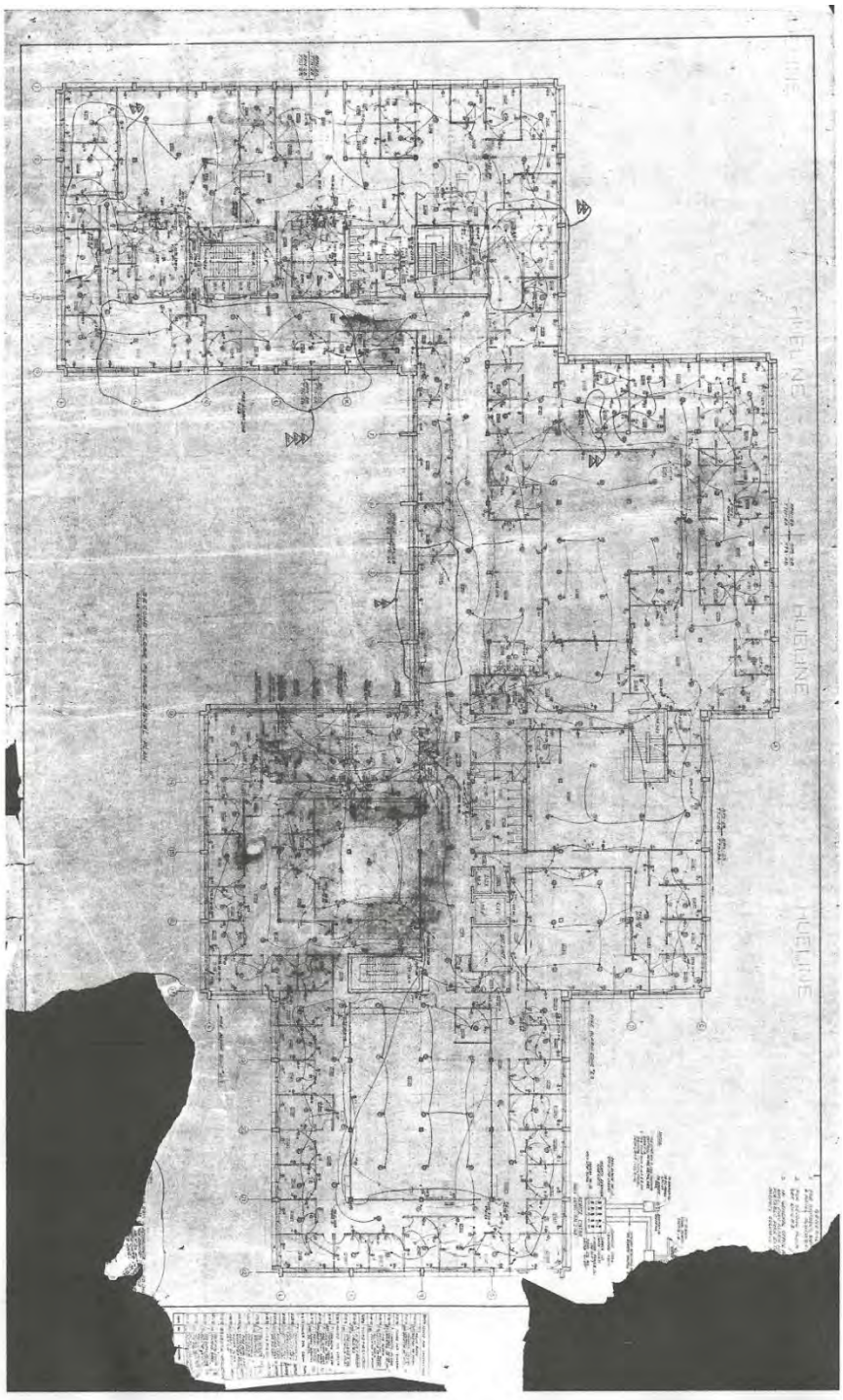


Figure 42: Welton Becket & Associates, Nielsen Co. Headquarters, second floor – power signal plan, April 12, 1973.

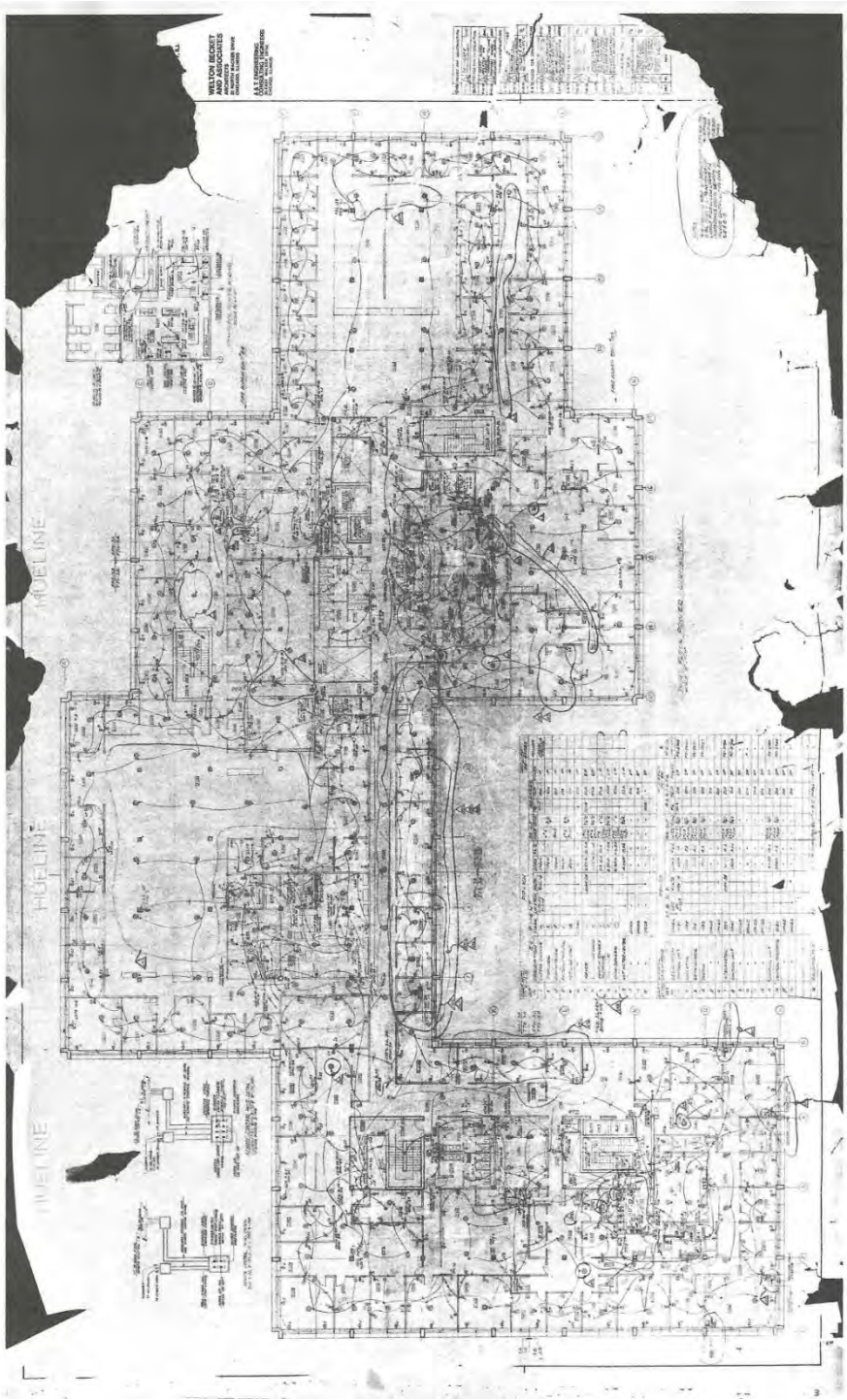


Figure 43: Welton Becket & Associates, Nielsen Co. Headquarters, third floor – power signal plan, April 12, 1973.

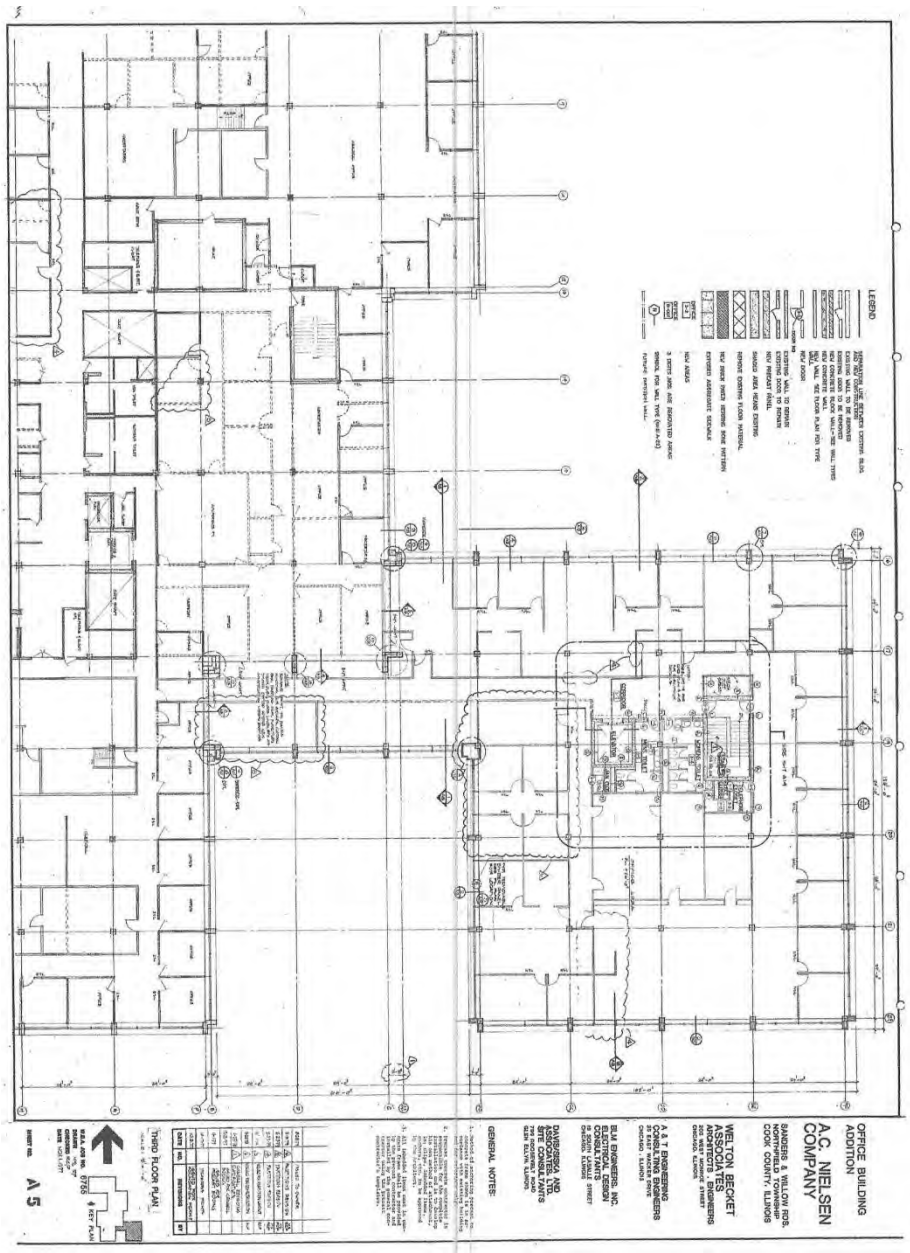


Figure 44: Welton Becket & Associates, Nielsen Co. Headquarters, Z wing – third floor plan, August 28, 1979.

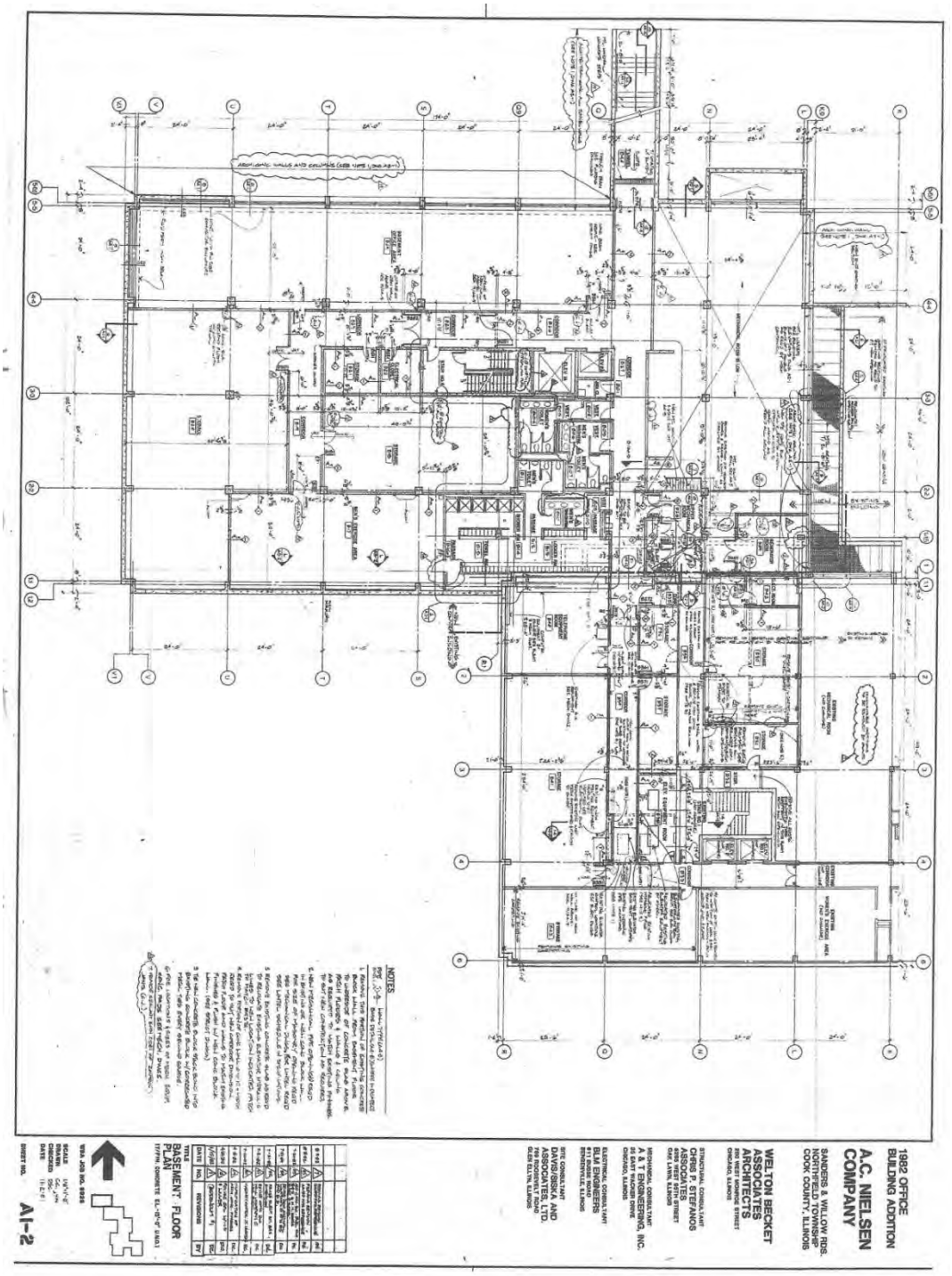


Figure 45: Welton Becket & Associates, Nielsen Co. Headquarters, U wing – basement plan, November 2, 1981.

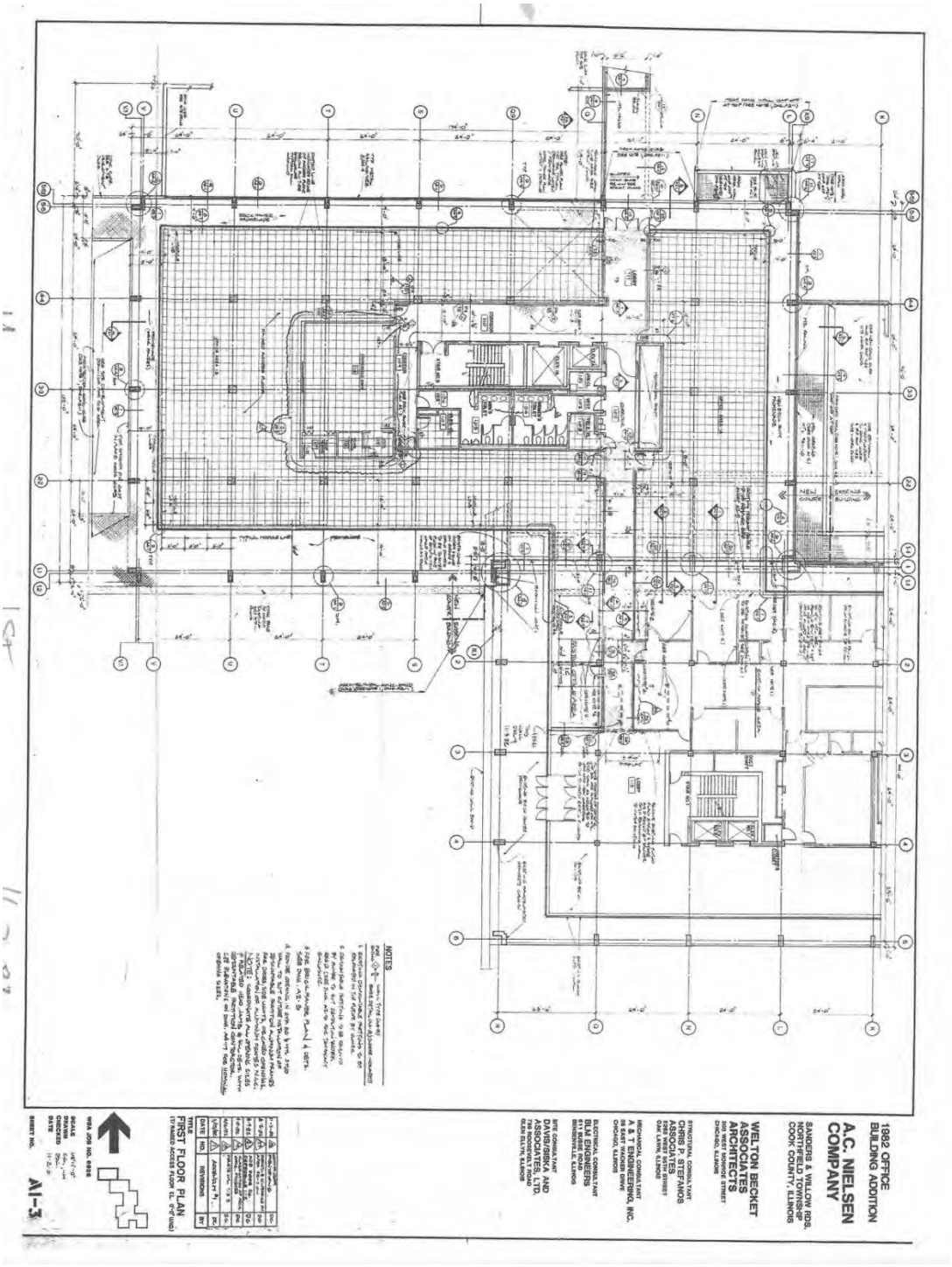


Figure 46: Welton Becket & Associates, Nielsen Co. Headquarters, U wing – first floor plan, November 2, 1981.

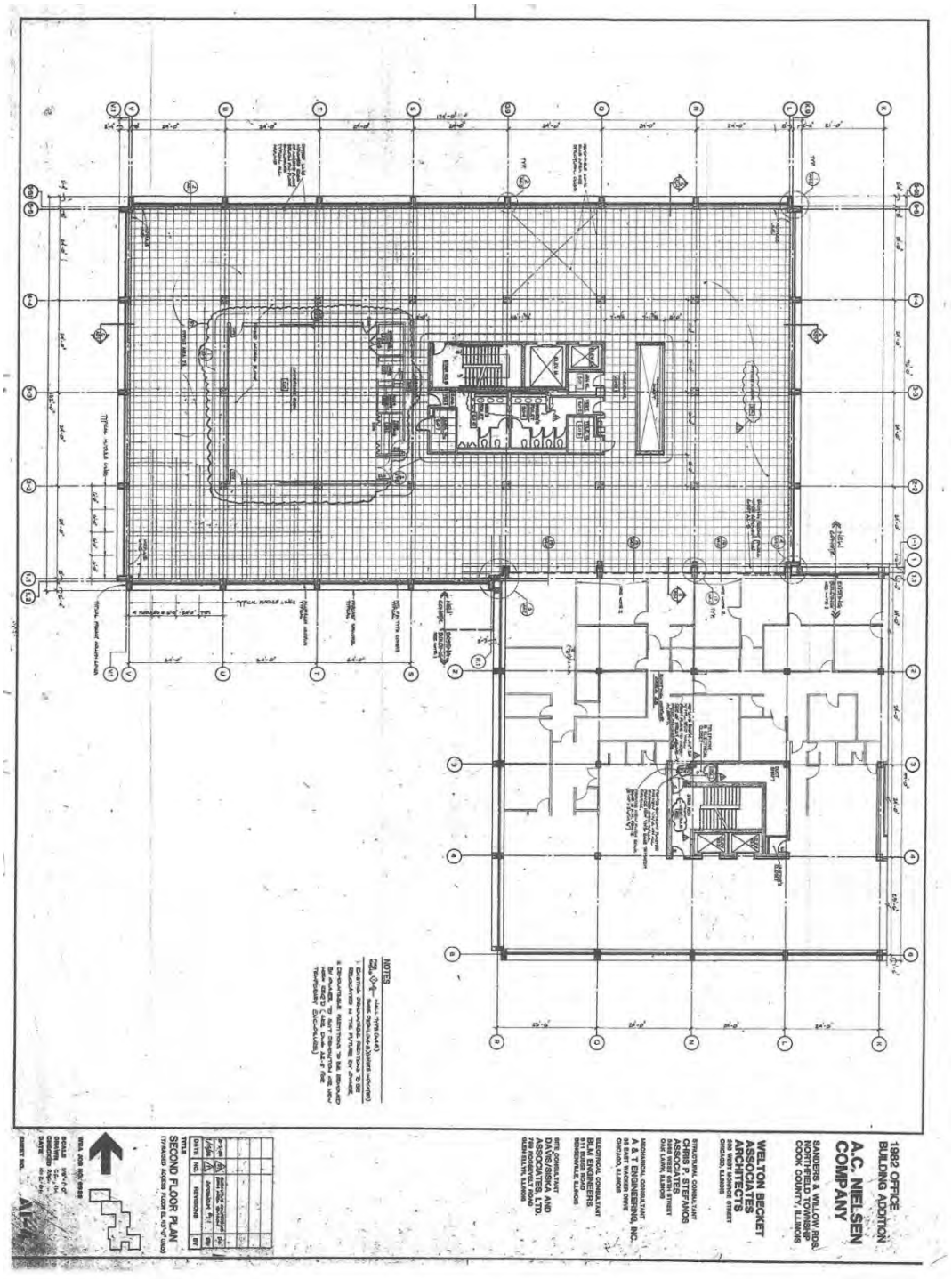


Figure 47: Welton Becket & Associates, Nielsen Co. Headquarters, U wing – second floor plan, November 2, 1981.

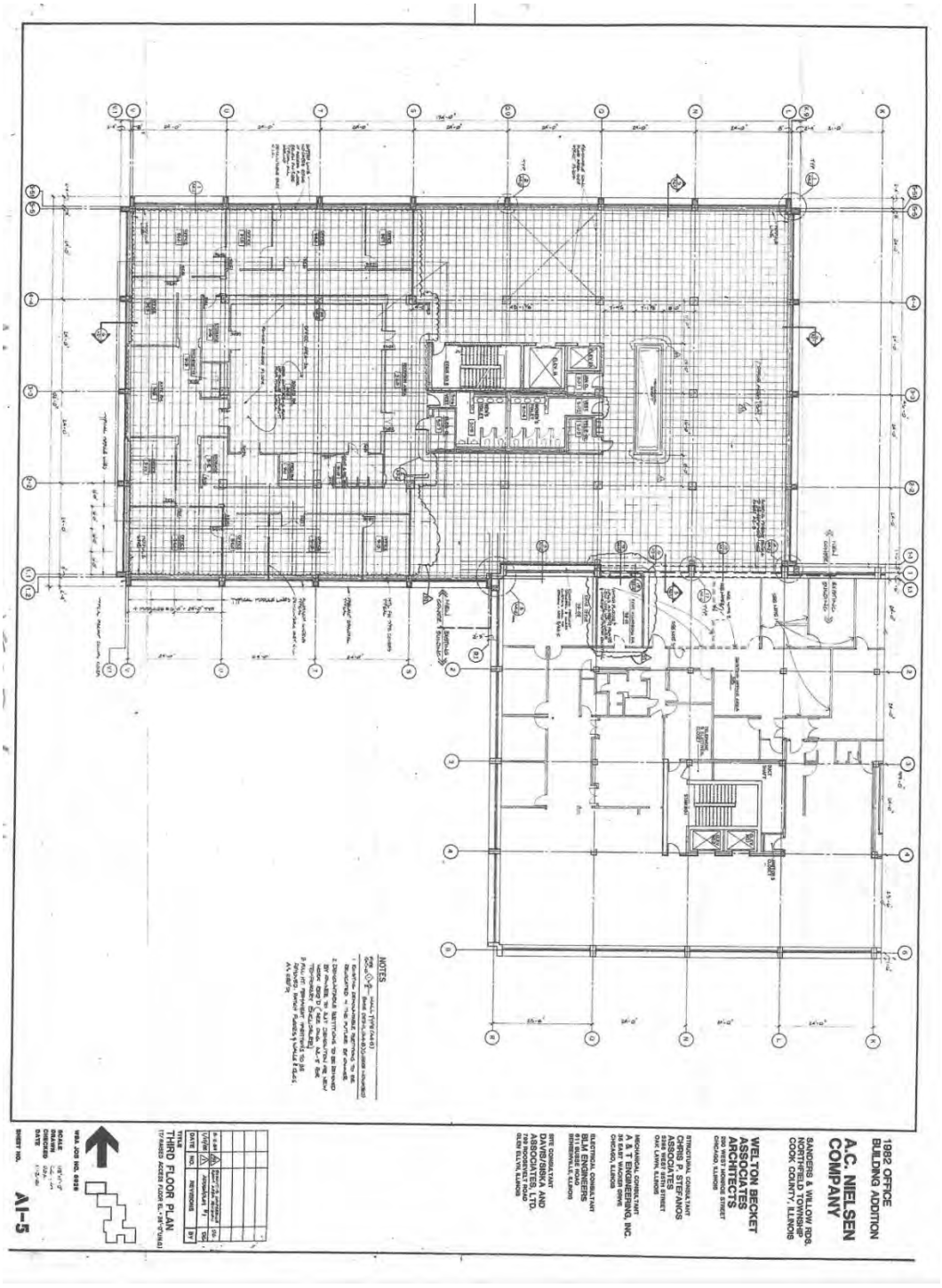


Figure 48: Welton Becket & Associates, Nielsen Co. Headquarters, U wing – third floor plan, November 2, 1981.

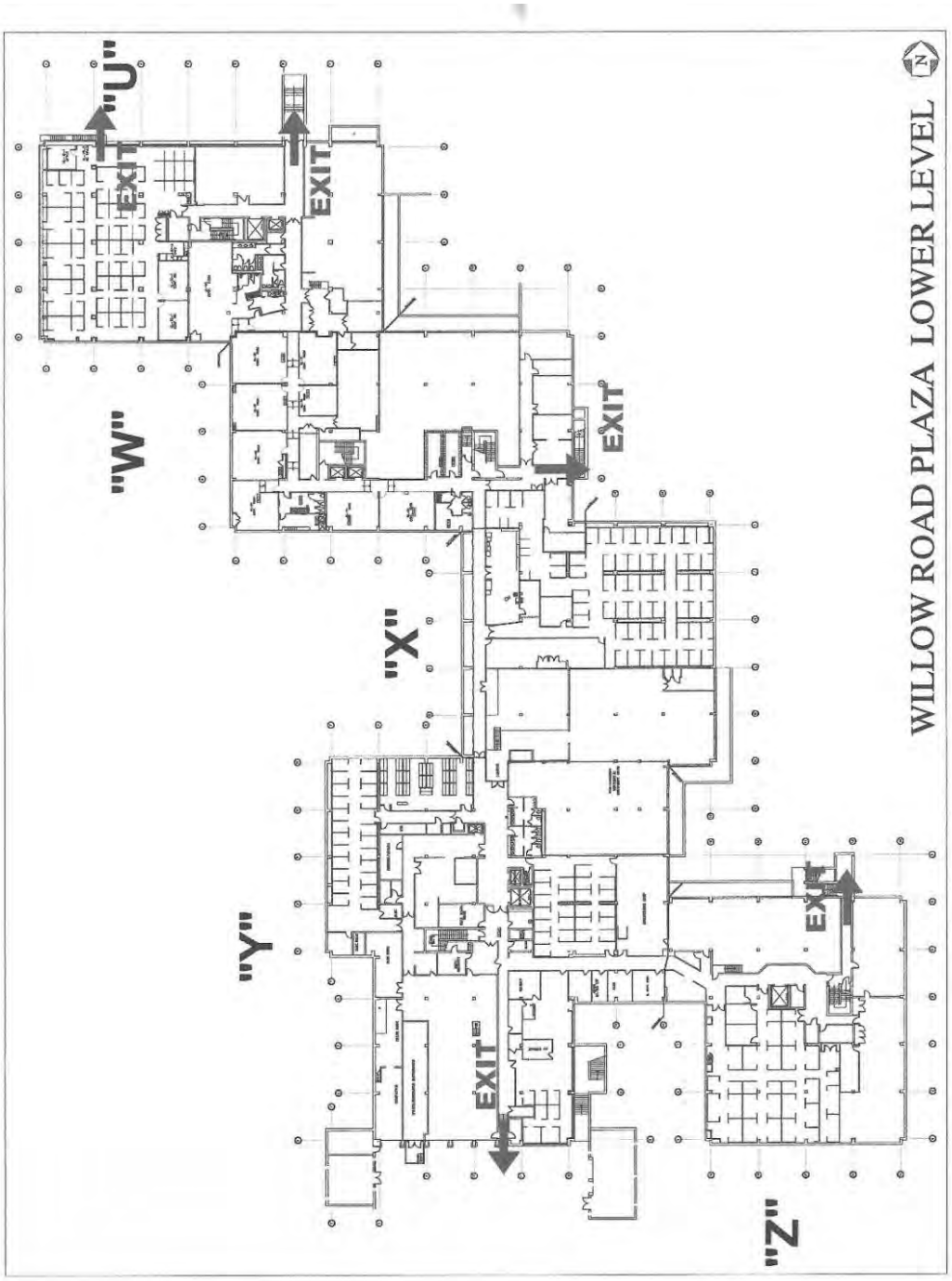


Figure 49: Willow Road Plaza, Basement Plan, c. 2010. These drawings were made before the building was vacated in 2017, and therefore they show cubicles in some wings of the lower-level plan. All cubicles have been removed from this building.

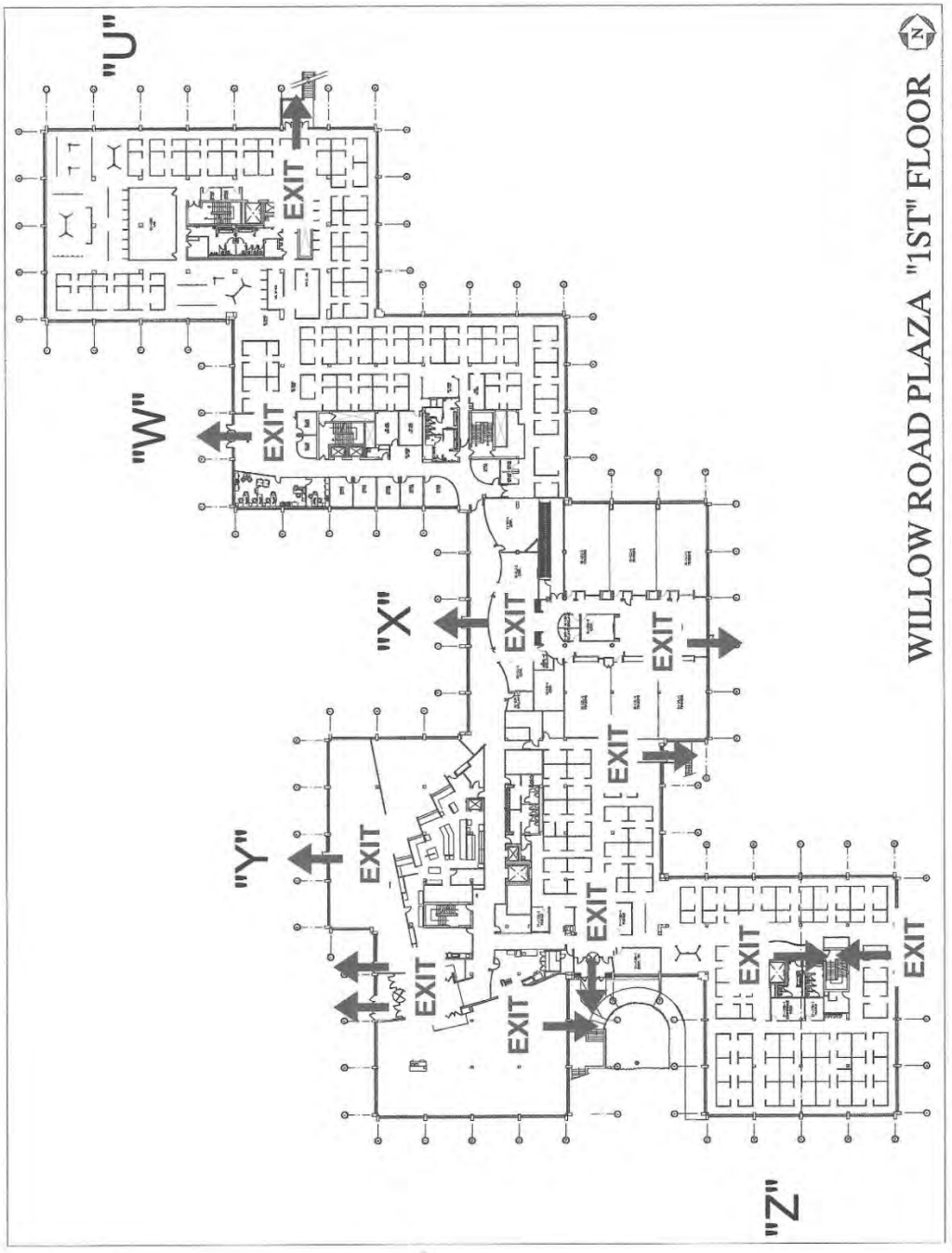


Figure 50: Willow Road Plaza, First Floor Plan, c. 2010. These drawings were made before the building was vacated in 2017, and therefore they show the first-floor plan filled with cubicles. All cubicles have been removed from this building, revealing the open plans on the various wings of the first floor, as illustrated in the photographs in this report.

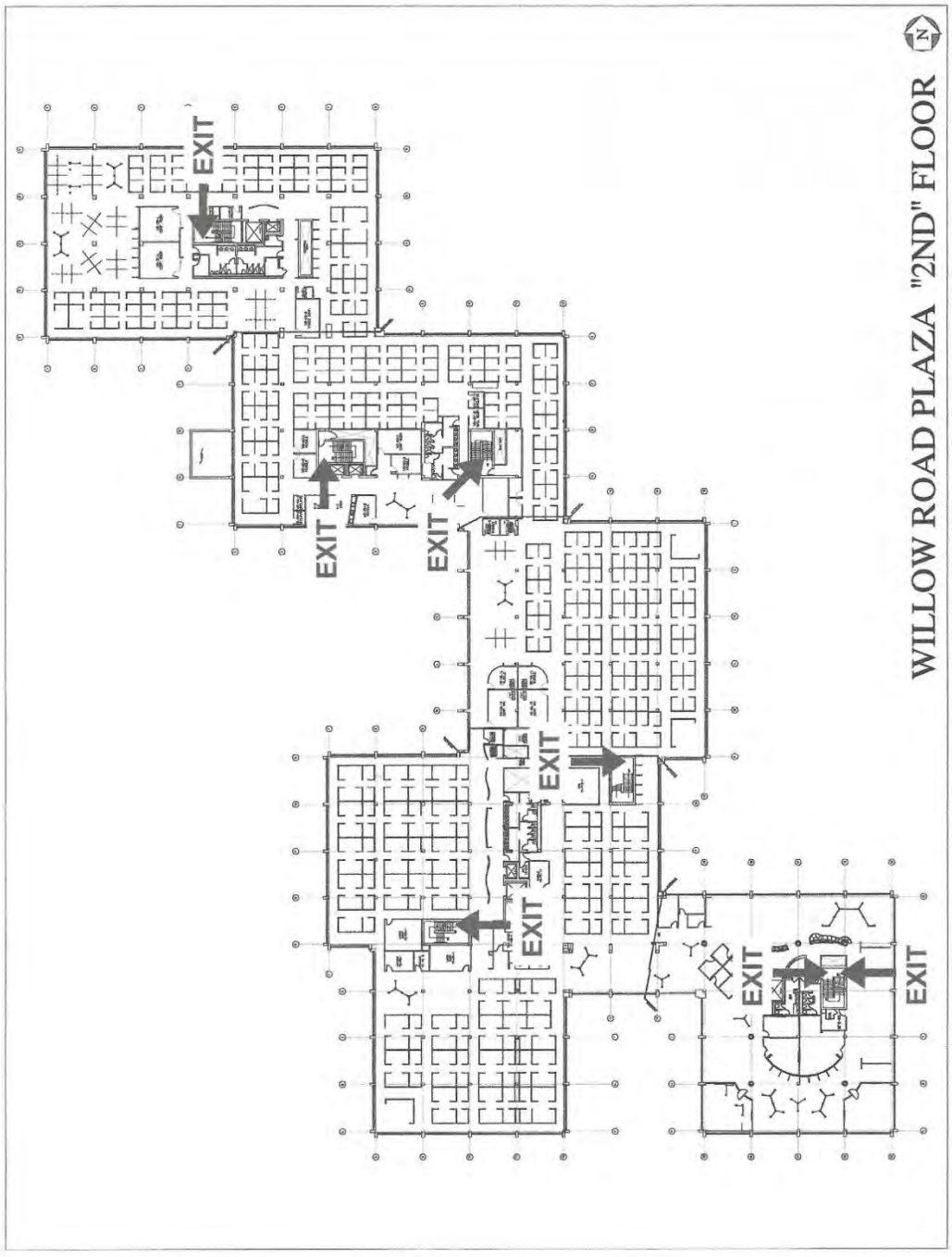


Figure 51: Willow Road Plaza, Second Floor Plan, c. 2010. These drawings were made before the building was vacated in 2017, and therefore they show the second-floor plan filled with cubicles. All cubicles have been removed from this building, revealing the open plans on the various wings of the second floor, as illustrated in the photographs in this report.

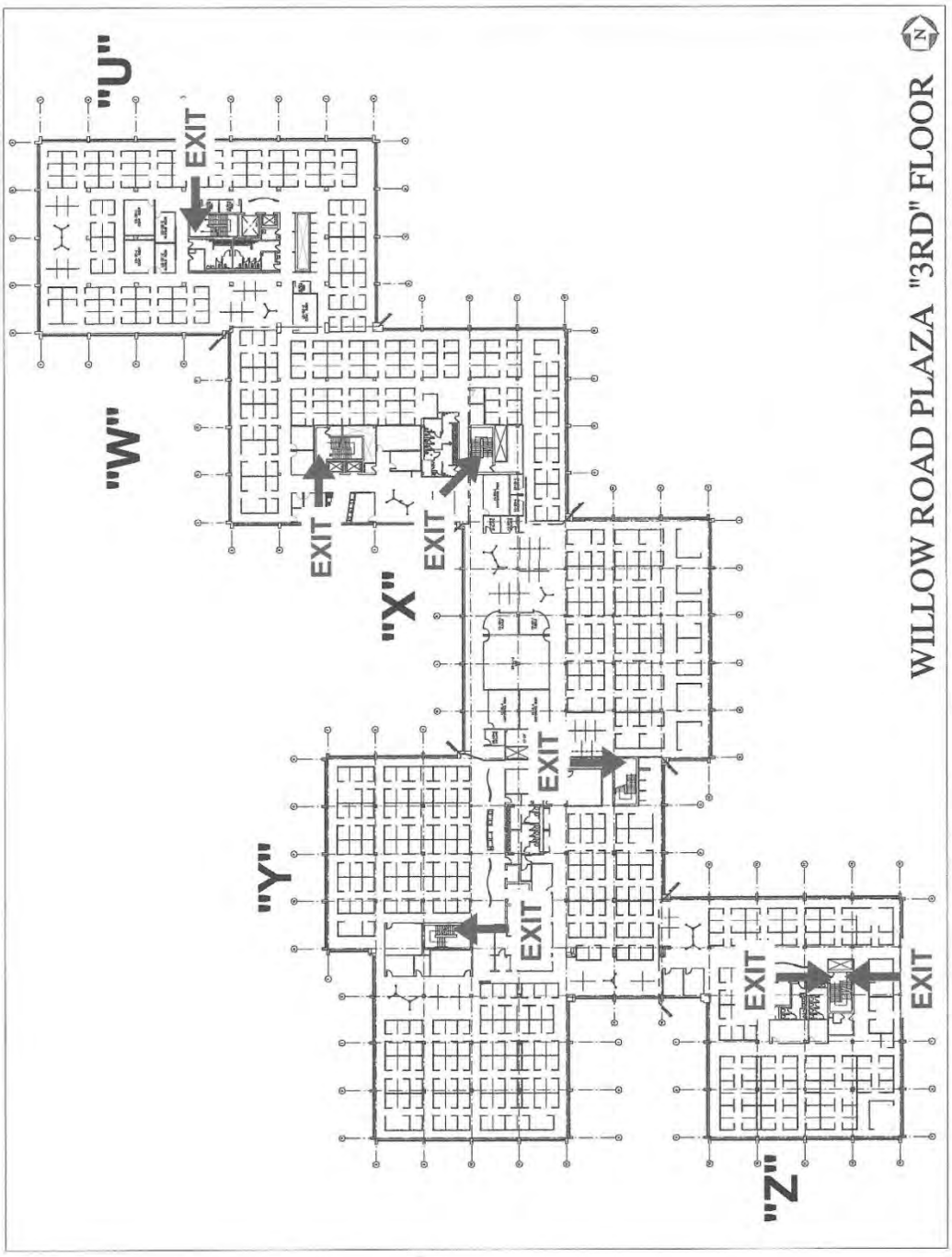


Figure 52: Willow Road Plaza, Third Floor Plan, c. 2010. These drawings were made before the building was vacated in 2017, and therefore they show the third-floor plan filled with cubicles. All cubicles have been removed from this building, revealing the open plans on the various wings of the third floor, as illustrated in the photographs in this report.