

Resource Number: PU3550
Historic Name: TOWER BUILDING
Alternate Historic Name:
Located in a district: NOT LOCATED IN A DISTRICT
Address: 323 S CENTER
Listed or National Historic Landmark: Listed
Date of National Register Listing: 9/23/2011
Architect: WITHROW, F EUGENE & HAROLD A BERRY
Primary Style Influences: 22-20th Century Standard Commercial
Secondary Style Influences:

“The Tower Building, located at 323 Center Street, was designed by Harold A. Berry of Dallas, TX and Frank E. Withrow of Little Rock, AR, and was constructed in 1960. The Tower Building, also known as the Catlett-Prien Building, was the brain-child of Winthrop Rockefeller, grandson of oil-tycoon John D. Rockefeller. Notable features of the Tower Building include the fact that it was the first skyscraper in the city of Little Rock and the almost completely original and intact lobby that the building features.”

LR Modern Tour book

When constructed, this was the tallest building in Arkansas. It held that record for ten years.
Paraphrased from nomination

Additional info:

Read the **Sandwiching in History Tour** by the Arkansas Historic Preservation Program for this property
<http://www.arkansaspreservation.com/Learn-More/sandwiching-in-history-archives>

For a copy of the LR Modern Tour by the Quapaw Quarter Association, click here.

This building was the brainchild of Winthrop Rockefeller. (quote from nomination) For more information and photos of Winthrop Rockefeller, see the Encyclopedia of Arkansas:
<https://encyclopediaofarkansas.net/entries/winthrop-rockefeller-122/>