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Designation Report for: *Poncey-Highland Historic District (HD)*

Application Number: N-19-579 (D-19-579)

Proposed Category of Designation: Historic District (HD)

Zoning Categories at Time of Designation: C-1, C-1-C, C-2-C, C-3-C, I-1-C, MR-5A, MRC-2-C, MRC-3-C, PD-H, PD-MU, R-4, R-4B-C, R-5, R-5-C, RG-1, RG-2, RG-2-C, RG-3, RG-3-C, RG-4, R-LC-C, SPI-6 SA1, SPI-6 SA4, Historic District (HD), Landmark Building/Site (LBS), and Beltline Zoning Overlay.

District: 14

Land Lots: 15, 16, 17, & 18

County: Fulton

NPU: N

Council District: 2

Eligibility Criteria Met:

Group I: 2

(Three (3) total criteria - if qualifying under this group alone, at least one (1) criterion must be met)

Group II: 1, 2, 3, 5, 6, 9, 12, 13 and 14

(Fourteen (14) total criteria - if qualifying under this group alone, at least five (5) criteria must be met)

Group III: 2 and 3

(Three (3) total criteria - if qualifying under this group alone, at least one (1) criterion must be met, as well as least three (3) criteria from Groups I and II)

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1. ELIGIBILITY CRITERIA

As more fully described in this Designation Report, the Poncey-Highland Historic District meets the following criteria for a Historic District (HD) as defined in Section 16-20.004(b)(2)(d):

Group I - Historic Significance: *(Three (3) total criteria - if qualifying under this group alone, at least one (1) criterion must be met)*

The Poncey-Highland Historic District (District) meets one (1) criteria:

- (2) The District includes structures and spaces closely associated with important historical events or trends of local significance. The residential areas of the proposed District were generally developed between 1905 and 1940 and are reflective of the broad trend of speculative residential suburban growth in northeast Atlanta along Ponce de Leon and North Highland Avenues during the early twentieth century. Construction of the one and two-story single-family dwellings, courtyard apartments, and larger apartment buildings were originally spurred by the Georgia Railway and Electric Company's expansion of streetcar service along the corridor in the 1910s, while the increased popularity of the automobile served as primary factor later development in the 1920s.

Prospective homeowners were attracted to the District's tree-lined, suburban streets (the area was forest before it was developed) that were located near the city's central business district that was easily accessible via public transportation or automobile thoroughfares that could take them there. Large and small apartment buildings contributing to the historically mixed commercial and residential character along the Ponce corridor between Peachtree Street and Moreland Avenue/Briarcliff Road.

Industrial development that occurred along the Southern Railway (now the Atlanta BeltLine Eastside Trail) from c. 1914 to 1941 documents the city's early-twentieth century emergence as a regional business and industrial center. The Ford Motor Factory Ponce (now Ford Factory Lofts), established in 1914 at 699 Ponce de Leon Avenue, was one of the earliest automobile production facilities in the Southeast, representing the beginning of the automobile industry in Atlanta. The Western Electric Company Building (now Telephone Factory Lofts), built from 1939-41 at 828 Ralph McGill, is significant for its important association to Atlanta's development as a regional center for the communications industry. The nearby Sears, Roebuck & Company building (now Ponce City Market) was just across the Southern Railway tracks.

Group II - Architectural Significance: *(Fourteen (14) total criteria - if qualifying under this group alone, at least five (5) criteria must be met)*

The Poncey-Highland Historic District (District) meets nine (9) criteria:

- (1) The District includes structures and spaces which are very strongly related, either functionally or aesthetically. The residential areas of the proposed District were generally developed between 1905 and 1940 and are a cohesive example of speculative residential suburban growth in northeast Atlanta along Ponce de Leon and North Highland Avenues during the early twentieth century. Industrial development that occurred along the Southern Railway (now the Atlanta BeltLine

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Eastside Trail) from c. 1914 to 1941 has resulted in a space that documents the city's early-twentieth century emergence as a regional business and industrial center.

- (2) The District includes very important elements of the streetscape which are functionally or aesthetically related. The residential portions of the District retain many of the features of their original streetscape patterns, including sidewalk location and width; the consistent setbacks of the houses; the side-to-side spacing of the houses along the street; the location and design of the front yard walkways to the public sidewalk; retaining walls; and the number, type, and location of driveways.
- (3) The District includes structures and spaces which are the works of important master architects or builders. Architects represented include: Edward Emmet Dougherty (1876-1943) - Druid Hills Baptist Church, the Highland School, Druid Hills Golf Club, the Imperial Hotel); Ivey and Crook (1923-1967) - 675 Seminole; Raymond C. Snow (c. 1880s-unknown) - Bonaventure Arms, 161 Spring Street; DeFord Smith, Sr. (1888-1952) - 881 Ponce, various historic revival-style homes in Druid Hills, Atkins Park, and elsewhere; and others. Developers/builders represented include: the Copenhill Land Co., William E. Worley, John Candler, William Candler, B.D. Watkins, George F. Payne and others. Several of these buildings are listed in the National Register of Historic Places (NRHP) or designated by the City of Atlanta as individual Landmark Building/Sites (LBS) or are located within Landmark Districts (LD).
- (5) The District includes a very good collection of structures that express a variety of architectural styles including Colonial Revival, Mediterranean Revival, Neoclassical Revival, Tudor Revival, Bungalow/Craftsman, American Foursquare, American Small House, early twentieth century industrial, Streamline Moderne, and others.
- (6) The District includes very good examples of architectural styles and periods of construction that are typical of the City of Atlanta, including: Colonial Revival, Mediterranean Revival, Neoclassical Revival, Tudor Revival, Bungalow/Craftsman, American Foursquare, American Small House and others. These styles are very good examples of the architecture that was included in residential development throughout the City of Atlanta generally developed between 1905 and 1940. Similarly, the industrial development that occurred along the Southern Railway (now the Atlanta BeltLine Eastside Trail) from c. 1914 to 1941 contains architectural styles that are very good examples of the industrial development that occurred throughout the City of Atlanta during that time period.
- (9) The District includes a collection of structures which exhibit very high-quality craftsmanship. Although there are some structures that have high architectural style (mostly due to their association with the noted architects listed in #3 above), the more prominent characteristic of the structures in the District is their high-quality craftsmanship. This includes the use of high-quality materials (use as wood windows, brick or granite foundations or porch columns, true stucco gable faces, and wood shingle gable faces) and use of specific architectural details (such multi-part freezes on front porches, front porch stairs with stone or cast stone cheek walls, eaves with knee brackets and multi-part molding, and gable faces with faux-half-timbering) in ways that was consistent with the time period of the District's development, but are unusual or not common now.

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- (12) The District includes a collection of structures and spaces in which most retain their character-defining design elements, although some alterations have occurred. The vast majority of the single-family or duplex residential structures in the District retain their original or historic: front walkways, front porches and front porch stairs (or front stoops in some examples), windows and/or doors (including their arrangement / patterns, overall size and massing as viewed from the public street), roof forms, and materials. The multifamily structures in the District retain their front walkways, front entries (often small porches or stoops with an internal vestibule), windows and/or doors (including their arrangement / patterns), parapet wall details, and materials.
- (13) The District includes a collection of structures in which most retain their original site orientation. All of the identified contributing properties in the District retain their original site orientation and relationship to the public street, including many that retain their original or historic front yard features.
- (14) The District includes moderately few intrusions which detract from the visual integrity of the area. Those few intrusions that do exist, for example along Ponce de Leon Avenue or scattered within the residential portions of the District, do not dominate or overwhelm the visual integrity of the District.

Group III - Cultural Significance: *(Three (3) total criteria - if qualifying under this group alone, at least one (1) criterion must be met, as well as least three (3) criteria from Groups I and II)*

The Poncey-Highland Historic District (District) meets two (2) criteria:

- (2) The District clearly conveys a sense of time and place and about which one has an exceptionally good ability to interpret the historic character of the resource. The District has a high degree of design and material integrity, with few non-historic intrusions, that allow it to convey the feeling of an early twentieth century, residential suburb. It also documents Atlanta's emergence as a regional communications and industrial hub.
- (3) The District has moderately few noncontributing structures that detract from the sense of time and place for the area. Those few non-contributing structures that do exist, for example along Ponce de Leon Avenue or scattered within the residential portions of the District, do not dominate or overwhelm the visual integrity of the District.

2. FINDINGS

The nomination of the Poncey-Highland Historic District (HD) meets the above referenced specific criteria and the minimum criteria for a Historic District (HD) as set out in Section 16-20.004(b)(1) of the Code of Ordinances of the City.

3. DESCRIPTION OF PRESENT AND HISTORIC APPEARANCE

Poncey-Highland is a vibrant Intown neighborhood roughly two miles northeast of downtown Atlanta. Spelled to conform to the vernacular pronunciation of "Ponce" at the time, the neighborhood received its name from its proximity to the intersection of Ponce de Leon and North Highland Avenues in the 1970s, when the City of Atlanta implemented the Neighborhood Planning Unit (NPU) system and adopted, assigned, or created new names for locations within the City of Atlanta.

Consisting of parts of the original subdivisions of Copenhill, Ponce de Leon Heights, Linwood Park, and an industrial area along the Southern Railway, Poncey-Highland is primarily residential neighborhood with the majority of development happening between 1905 and the late 1930s. A number of historic apartment buildings are scattered throughout the District. Remaining historic commercial resources in the district are concentrated along North Highland Avenue between Blue Ridge and North Avenues. An industrial corridor along what was the Southern Railway and is now the Atlanta BeltLine Eastside Trail, was developed between 1914 and the mid-1950s and contains several significant historic resources. In relation to the land lot system in the City, Poncey-Highland straddles land lots 15, 16, 17, and 18.

Poncey-Highland is bounded on the north by Ponce de Leon Avenue, on the east by Moreland Avenue, on the south by Freedom Parkway, and on the west by the Atlanta BeltLine Eastside Trail. Bordering neighborhoods are Virginia Highland to the north across Ponce de Leon Avenue, Druid Hills and Candler Park across Moreland Avenue to the east, the Old Fourth Ward across the BeltLine Eastside Trail to the west, and Inman Park across the eastern branch of Freedom Parkway to the south. The Little Five Points commercial area sits to the southeast on the border of Poncey-Highland, Inman Park, and Candler Park. The entire Poncey-Highland is approximately 241 acres or 0.37 square miles in area and comprises 19 streets. The acreage of the proposed Poncey-Highland Historic District is noted elsewhere in this report.

The neighborhood is home to the Jimmy Carter Presidential Library, established in 1982. The Carter Center occupies an area of land that was originally in the Copenhill subdivision, large parts of which were razed by the Georgia Department of Transportation to build an interchange between eight-lane highways: Interstate 485 (formerly Stone Mountain Freeway, now John Lewis Freedom Parkway) east and west, and Georgia 400 / Interstate 675 north and south. The development of the highway system / interchange was successfully stopped by the surrounding neighborhoods, eventually resulting in the creation of John Lewis Freedom Parkway and Freedom Park. It is estimated that over 500 homes were demolished during this period, most of them historic bungalows and apartment buildings built in the early 20th century.

Historic building stock in the District includes one and two-story single-family houses, two-three story apartment buildings, multi-story institutional buildings (school and churches), and industrial buildings. The non-historic infill (residential and commercial), more contemporary condominiums, and a recently completed office tower is generally located at the edges of the District, while the residential core of the neighborhood remains largely intact. This core includes a large collection of early-20th century houses, primarily bungalows and cottages built in the 1910s and 20s, with the American Small House style appearing in the early- to mid-1930s.

The historic single-family houses are predominantly one-story single-family houses, two-story brick "four square" houses, and are designed in the Bungalow/Craftsman, Colonial Revival, Mediterranean Revival,

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Neoclassical Revival, Tudor Revival, American Foursquare, and American Small House styles. The residential lots are mostly 50 ft wide at the street and 125 ft. to 200 ft. deep. The front yard setbacks are typically 25 ft. There are alleys in some areas of the District to service garages and sheds.

Notable examples of historic apartment buildings within the District include: the Hotel Clermont, formerly the Bonaventure Arms Apartment (NRHP 2019); Virginia Court Apartments / Ponce de Leon Tourist Home at 881 Ponce (LBS 2018); 616 North Highland; 621 North Highland; 635-45 North Highland; 649 North Highland; 1115 Ponce; the courtyard apartments at 653 Bonaventure Avenue; 663 Bonaventure Avenue; 667 Bonaventure Avenue; 674 Somerset Terrace; 678 Somerset Terrace; and the U-shaped Somerset Terrace Apartments at 677 Somerset Terrace; and several house-type apartment buildings designed to resemble single-family homes, including an excellent example at 651 Linwood Avenue.

The historic commercial area located along on North Highland Avenue was a node along the streetcar line and features one-story, brick buildings in the Mediterranean Revival style that contained businesses designed to service people jumping off the trolley and heading home: stores, restaurants, dry cleaners, gas stations, auto repair shop, and a hotel. Similar businesses serve the neighborhood today, though in an example of adaptive reuse, a restaurant occupies the former space of the auto repair shop.

Notable examples of institutional architecture in the District include the Druid Hills Baptist Church, The Highland Building at 675 Seminole (former Druid Hills Methodist Church Sunday school building), and The Highland School (LBS 2002; NRHP 2006).

Notable examples of industrial architecture include the Ford Motor Company Assembly Plant (NRHP 1984), and the Western Electric Company (NRHP 2000) in the western portion of the District.

Punctuating the mostly low-rise skyline at the edge of the neighborhood is 725 Ponce, a modern 12-story office tower adjacent to the former Ford Motor Company Assembly Plant. It features modern industrial architecture of concrete and steel, which connects to the historically industrial area along what was the Southern Railway and is now the popular Atlanta BeltLine Eastside Trail. A 60,000-square-foot Kroger grocery store is at the base of this new office tower. Ponce City Market, the adaptive reuse conversion of the former Sears Roebuck & Co., sits just across the BeltLine Eastside Trail to the west.

Several buildings along Ponce de Leon Avenue were razed for the then Stone Mountain Freeway construction effort noted above, while other structures were demolished and replaced with infill between the former Southern Railway and Moreland Avenue. As a result, only nine (9) contributing structures remain along Ponce de Leon Avenue, including the two (2) within the Briarcliff Plaza Landmark District (LD 2019; NRHP 2019) - the Majestic Diner (c. 1929) and the Plaza Theatre complex (1939). The Briarcliff Plaza Landmark District, which is within the overall Poncey-Highland neighborhood boundary, is excluded from the boundaries of the District.

Nearby historic resources include the Briarcliff Hotel (NRHP 1982) across Ponce de Leon Avenue in the Virginia Highland neighborhood and the National NuGrape Company Building (NRHP 1996) across the BeltLine Eastside Trail in the Old 4th Ward neighborhood.

4. PERIOD OF SIGNIFICANCE

The period of significance for the residential structures begins with the platting and development of the original residential lots in the Poncey-Highland Historic District in 1905 extending to 1940 and the period of significance for the non-residential lots begins in 1914 extending to 1955.

5. NARRATIVE STATEMENT OF SIGNIFICANCE

The Poncey-Highland Historic District has a local level of significance in the area of **architecture** as a collection of intact, historic residential building types (bungalow, four-square, mid- and low-rise apartment, garden/courtyard apartment) designed in a variety of architectural styles (Bungalow / Craftsman, Colonial Revival, Georgian Revival, Mediterranean Revival, Tudor Revival, American Foursquare, American Small House, and others) and as a collection of intact, historic institutional, industrial, and commercial buildings in the modern early twentieth century industrial, Mediterranean Revival, and Streamline Moderne styles. Its significance in architecture is further demonstrated by its association with several noted architects, including: Edward Emmet Dougherty (1876-1943) – Druid Hills Baptist Church, the Highland School, Druid Hills Golf Club, the Imperial Hotel); Ivey and Crook (1923-1967) – 675 Seminole; Raymond C. Snow (c. 1880s-unknown) – Bonaventure Arms, 161 Spring Street, The Albany Hotel; and DeFord Smith, Sr., 881 Ponce, various historic revival-style homes in Druid Hills, Atkins Park, and elsewhere; and others.

The Poncey-Highland Historic District also has a local level of significance in the area of **community planning and development** for its association with the larger trend of residential suburban development along the Ponce de Leon Avenue corridor in northeast Atlanta during the early twentieth century, beginning with the streetcar and continuing with the rise in popularity of the automobile.

The Poncey-Highland Historic District also has a local level of significance in the area of **communications** related to the Western Electric Company Building and its important association to Atlanta's early 20th century development as a regional center for the communications industry. The Western Electric Company was founded in Cleveland, Ohio in 1869 as an electrical equipment shop and shortly after moved to Chicago. American Bell bought the major interest in the company in 1881, and the next year Western Electric formally became the manufacturer of Bell telephones and equipment. The Western Electric Company Building in Atlanta was constructed by the Western Electric Company for warehousing, repair, light manufacturing, and other activities.

The Poncey-Highland Historic District also has a local level of significance in the area of **manufacturing and industry** related to the Fort Motor Company Assembly Plant. This building documents both the city's early-twentieth-century emergence as a regional business and industrial center and the Ford Company's pioneering decision to decentralize its production facilities. The plant was one of the earliest automobile production facilities in the Southeast and represents the beginnings of the automobile industry in Atlanta. With the extraordinary success of the Model T, first introduced in 1908, and the immediate need to expand production facilities, Ford made the then-radical decision to build assembly plants at strategic points around the country. This was primarily an economic decision, for the decentralization resulted in lowered freight rates and more efficient distribution of finished cars. Ford's policy was precedent setting in the automobile industry, although no other companies had the necessary volume of production to follow suit with regionalized production until the 1920s. (A 1928 Chevrolet assembly plant in Atlanta is an example of this.) In terms of **commerce**, the building is significant for providing an early and important example in Atlanta of the twentieth-century business practice, developed by companies with national markets, of regionalization.

6. DEVELOPMENTAL HISTORY

The Poncey–Highland neighborhood is an early-twentieth century bungalow residential area on the northeast side of Atlanta, Georgia, developed between 1905 and 1940. Comprising parts of the original subdivisions of Ponce de Leon Heights, Linwood Park, Copenhill, and an industrial area along what is now the Atlanta BeltLine Eastside Trail, the neighborhood received its name (spelled to conform to the vernacular pronunciation of “Ponce” at the time), from its proximity to the intersection of Ponce de Leon and North Highland Avenues in the 1970s, when the City of Atlanta implemented the Neighborhood Planning Unit (NPU) system and adopted, assigned, or created new names for locations within the City of Atlanta.

The neighborhood’s present form was shaped by growth between 1905 and 1928 along streetcar lines. The first of these was the Nine Mile Circle Trolley, which ran from Downtown to Virginia Highland via Ponce de Leon Avenue and North Highland Avenue (north of Ponce de Leon Avenue). The trolley was a catalyst for the area’s transformation from farm and woodland into a neighborhood. Later, lines on North Highland Avenue south of Ponce de Leon Avenue would have a similar impact.

Sanborn Fire Insurance Maps from 1911 show that the earliest developed areas along streetcar lines were at the southwest corner of Ponce de Leon and North Highland Avenues, and the southwest corner of North Highland Avenue and Williams Mill Road.

As the neighborhood grew in the 1920s, the mix of multifamily and commercial uses along North Highland and Ponce de Leon Avenues that exists today was founded. These grew up around streetcar stops, while single-family houses tended to be located on the side streets.

By 1930, the neighborhood was largely built, with the exception of a few new developments such as the 1939 Briarcliff Plaza, now the Briarcliff Plaza Landmark District. (Atlanta Urban Design Commission, 2017)

EARLY DEVELOPMENT 1840s-1906

Augustus F. Hurt Property

In 1840, 202.5 acres of land, encompassing what is now the southeast part of Poncey-Highland, the northern half of Inman Park, and the westside of the Little Five Points business district, were labeled as land lots 14 and 15. They were part of the antebellum plantation of Mary Elizabeth Hurt & James Vickers Jones, who were early pioneers in the area. In 1854, the Joneses sold most of their property in land lot 14 (now mostly Inman Park) to Mary Elizabeth’s brother, George Troup Hurt. In 1856, she sold all of land lot 15 (now part of Poncey-Highland, including the area where the Carter Center is located) to another brother, Augustus Fletcher Hurt. (Garrett F. M., 1954a)

Augustus F. Hurt hired architect Henry B. Welton of Atlanta to build a two-story home with a porch at the highest point in land lot 15, with a view across Clear Creek, in 1858, at a cost of approximately \$12,000. The home stood on the site of what is now the Carter Center, then listed as 176 Cleburne Avenue. Augustus Hurt lived there with his family and servants until tensions of the Civil War caused them to move to a

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“safer area.” At the point when the Union Army entered the City of Atlanta, the Augustus F. Hurt house was being occupied by Thomas C. Howard, who operated the Clear Creek Distillery. Sometimes, the house is erroneously referred to as The Howard House. (Civil War Days in Georgia, No. 6, 1930)

General Sherman and The Battle of Atlanta

In July of 1864, General Sherman of the Union Army used the home of Augustus F. Hurt as his headquarters for The Battle of Atlanta, and for several weeks thereafter. From its location high on a hill, Sherman was able to survey the battle, which spread between this house in land lot 15 and the house being built in land lot 14 for Augustus Hurt’s brother, George Troup Hurt. (Both homes can be seen in the Cyclorama’s painting of the Battle of Atlanta.) Sherman destroyed the A.F. Hurt home for firewood and shelter for his troops during the battle. (Civil War Days in Georgia, No. 6, 1930)

The land in land lots 15, 16, 17, and 18 was forest and farmland until the Nine Mile Circle Rail made it more accessible from downtown Atlanta, and thus more valuable. (Figure 1) (Pittman, 1872)

Ponce de Leon Avenue, 1870-1906

Development along the Ponce de Leon Avenue corridor began in the early 1870s, as visits to the namesake Ponce de Leon Springs (now the area of Ponce City Market, the former Sears, Roebuck & Company Warehouse) emerged as a popular day-trip excursion among Atlanta residents (Garrett 1954a, I:881–83). Heavy traffic among weekend sightseers traveling from Downtown to the area just beyond the city’s northern limits soon encouraged executives with the Atlanta Street Railway Company in 1874 to extend their mule-drawn street railway line along Peachtree Street from Pine Street north and east to the Springs site (Martin 1975, I:10). By 1900, the section of Ponce de Leon Avenue from Peachtree Street to present-day Boulevard had become a “stylish yet rural,” suburban enclave lined with the grand estates of many of Atlanta’s economic and political elite, including businessmen Hannibal Kimball, Samuel Inman, Georgia Power founder Henry Atkinson, and Edward Peters (Atlanta City Directory Company 1900; Jones 2012, 30–40).

Among these early suburban settlers was landscape designer Julius Hartman, who designed a four-acre lake directly opposite the Ponce de Leon Springs in 1890. A smaller lake called Pairs Pond was developed in this area around the same time. Historian Susan Jones described the Paris Pond as follows,

A smaller lake, Pairs Pond, was developed in the Ponce de Leon Springs Park area in 1890 as well. Little is known about the lake’s origin, other than it was reported to have been located one hundred yards from the springs, was across the railroad and was named for William Pair. The would have put Pairs Pond somewhere in the vicinity of the parking lot shared by today’s Ford Factory Lofts and Kroger supermarket... (Jones 2012).

The City of Atlanta annexed the Ponce de Leon Springs site and surrounding area in 1904. Around this same time, investors with the newly-organized Ponce de Leon Park Association spent approximately \$50,000 improving the grounds and erecting buildings and rides on the site of Hartman’s lake property (formerly the site of the Atlanta Crackers’ baseball stadium and currently the shopping center that contains Whole Foods Market and Home Depot). The resulting amusement park was completed shortly thereafter and opened to the city’s white residents in May 1906 (Garrett 1954b, II:497).

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RESIDENTIAL DEVELOPMENT

Creation of new suburban communities was big business in the mid- to late 1920s. The residential areas of Poncey-Highland are reflective of the broad trend of speculative residential suburban growth in northeast Atlanta along Ponce de Leon and North Highland Avenues during the period. Homes offered "all of the modern conveniences" in a suburban-style setting, including the tree-lined streets, walkability, and close proximity to the central business district that still attract residents today. Homes in the neighborhood are primarily one-story single-family houses and two-story brick "four square" houses built in the styles that were popular in the mid-1920s: Bungalow/Craftsman, Colonial Revival, Mediterranean Revival, Neoclassical Revival, Tudor Revival, American Foursquare, and American Small House styles.

Copenhill and Linwood Subdivisions and Surrounding Area, 1880-1930

Copenhill

Augustus Hurt subdivided his property in land lot 15 in 1872. A map dated 1879/80 shows "Land owned by the Copenhill Land Co." with streets platted in the southern portion of land lot 16 and in land lot 15, with a large tract labeled "T.M. Clarke's Property" separating the two. (Figure 2). In 1888, the Copenhill Land Company incorporated to develop Copenhill Park, Atlanta's second streetcar suburb, on this land, which encompassed most of land lot 15 and the southern part of land lot 16 between what are now Ponce de Leon and North Avenues. (Annual Report of the Secretary of the State of Georgia for the Year 1919, 1919) Early streets in what is now Poncey-Highland were labeled Ponce de Leon Av, Lavona Av (now Blue Ridge Ave.), and North Av running east to west and Kearsarge Av (now Barnett), Panola St. (now Linwood Ave.), Hiawatha Av (later removed), and Miranda Av (now Cleburne Terrace) running north to south. (Figure 3).

Copenhill gets its name not from the hill upon which the Hurt house sat, but from the last names of its founders Frank Coker, H. Pendleton, and Lodewick Johnson Hill. Additional partners in the company included brothers Oscar Davis and Charles A. Davis, and LJ Hill, president of Nine Mile Circle Rail. Copenhill was designed as a "garden suburb" with Madeira Park, which was created out of a natural ravine, near the center of the development. The plan incorporated old country roads into a system of curvilinear streets defined by small circular or triangular parks. A section platted on a grid between Ponce de Leon and North Avenues and Kearsarge (now Barnett) and Highland Avenues was separated from the rest by a large tract of land owned by Thomas M. Clarke. (Figure 2) Other open spaces were also included in the original design, most notably the small lake near the intersection of Loyal (now Colquitt) Avenue and Highland Avenue, which was fed by a small branch that formed part of the headwaters of Clear Creek.

The planned subdivision aimed to capitalize on the streetcar line, which ran northwest of what is now Sinclair Avenue and included Highland Avenue from Elizabeth to North Avenue, east of the Southern Railroad (now the Beltline), and south of Williams Mill Rd., a small portion of which still exists. The rest ran roughly along the northern edge of the present-day Carter Center. (Figure 4).

In April 1890, George W. Adair auctioned off the first lots of the new subdivision of "Copenhill Park." (The Atlanta Constitution, 1890) By 1905, Copenhill had been replatted, featuring smaller lots. A Copenhill Land Co. map shows lots marked as "sold" and a street configuration in the northern section including

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Ponce, Lavona, and North Avenues running east/west and Kearsarge, Panola, Miranda, and Highland running north/south. (Figure 5).

The areas of Copenhill and Inman Park were annexed into the City of Atlanta as the Ninth Ward in 1908.

By 1910, the Atlanta City Directory shows the following streets in what is now Poncey-Highland: Belgrade, Angier Springs, Blue Ridge Avenue (formerly Lavona), and Miranda (now Cleburne Terrace). (Atlanta City Directory, 1911) By 1911, Clarke Ave. (now Seminole), Linwood, and Williams Mill are shown. Properties were beginning to be developed on the lots in this section. A 1915 Map of Copenhill shows the street names and platting that exist today. (Figure 6)

This residential real estate development in the area came on the heels of the Georgia Railway & Electric Company's (now Georgia Power) improvements to the popular Ponce de Leon Avenue streetcar line following the corporation's monopolization of the transportation system in 1902. The existing streetcar route was double-tracked to allow for two-way travel and service was extended from its original terminus at Ponce de Leon Park approximately two-and-a-half miles east to Ponce de Leon Manor in the Druid Hills neighborhood (Sullivan and Tankersley 2012, 45–46). Expanded streetcar access along the corridor quickly ushered in new commercial and residential suburban development along Ponce de Leon Avenue in the years before and after World War I.

This growth was part of a larger pattern of new bungalow streetcar suburbs being constructed throughout the City beginning in 1909-10. Newspaper writers asked if Atlantans were "inoculated with the bungalow fever" gripping the city as residents increasingly built new homes "on the outskirts of the city, or in the suburbs, and think the bungalow is just the thing" (Atlanta Georgian, 1909, p. 1). Meanwhile, real estate classified advertisements touted architect-designed bungalows, cottages, country homes and other "handsome homes" and monthly building permit updates trumpeted record-setting numbers, as demonstrated in a November 1910 article in the Atlanta Georgian:

With the building permits for November 1910 topping those for November 1909 by \$193,258, the current year is sure to show totals exceeding \$7,000,000, making 1910 the banner building year for Atlanta and giving this city second place in the south (Atlanta Georgian and News 1910, 3).

An article in the Atlanta Georgian and News in March 1909 describes record-breaking building activity including large buildings and the greatest activity in "dwellings, both the small and the pretentious kind." Continuing:

Perhaps the greatest number of homes at this immediate present is in Inman Park, Copenhill and that section. Here it is that gangs of workmen are employed on street after street. Most of these dwellings are being erected by the owners of the lots for their own homes. As a result almost any pleasant afternoon, and particularly every Sunday afternoon, finds so many of these prospective owners inspecting their new domiciles and proudly showing their friends and relatives over 'their place'..." (Atlanta Georgian and News, 1909)

According to Sanborn maps, by 1920 most of the lots were occupied. (Figure 12)

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Linwood Subdivision

Thomas M. Clarke (1828-1917), a prominent Atlanta businessman and landowner, owned a large section of property in the middle of the Copenhill development. A handwritten note on a Copenhill map from c. 1880 indicates the property was sold from "Hurt to Lewis to Clarke 39.14 acres see BB 495 Q4616" (Figure 8). Presumably the Copenhill Land Co. sought to purchase it. However, it sat undeveloped until 1905 when it was originally platted. (Fulton County Plat Book 2, pg. 179, dated June 1905) In 1913 it was replatted to the configuration that exists today. (Fulton County Plat Book 5, pg. 15, dated January 1913) Clarke died in 1917. Around 1920, the land was sold to William B. Candler, youngest son of Asa Griggs Candler and B.D. Watkins, who marketed it as the Linwood Subdivision in 1920 (Figure 9). It was advertised as both Linwood and Linwood Park.

By 1923, Sanborn map pages show that most of the subdivision was developed. (Figure 10). Lots in this area are 50- to 60-feet wide and 150- to 260-feet deep, varying with the curved pattern of the streets, unlike the earlier Copenhill subdivision, which was fairly uniform.

The Linwood area remains mostly intact with very few non-contributing structures and consists of primarily single-family houses, with bungalows as the dominant form. The earliest development occurred on the northern edge closest to the trolley line. Later homes showed the growing influence of the automobile with their driveways and small, one-car garages located in the back of the lots. Lots in this section are uniformly 50 ft. wide with 25 ft. deep front yard setbacks, with a few exceptions. Today, the houses retain typical landscaping from the pre-World War II period.

Thomas M Clarke

Thomas M. Clarke (1828-1917) was a prominent Atlanta businessman and landowner. As noted on the property deed for the cemetery lot:

Thomas M. Clarke (1828-1917) was born on September 20, 1828 in Augusta, Georgia to Samuel and Adeline Moore Clarke. He moved to Atlanta in 1852 at the age of 24. He owned and operated a hardware business at the corner of Peachtree Street and Edgewood Avenue for nearly 50 years with his brother, R. C. Clarke, and with business partners, Andrew P. Thompson and John A. Fitten. The store became one of the largest hardware stores in the South. In 1859, he married Miss Joan Thompson, daughter of Doctor Joseph Thompson. They had at least nine children together. Clarke was a member of the Central Presbyterian Church, the Gate City Guard and the Tallulah Volunteer Fire Company. He died on October 27, 1917 and is buried at Oakland Cemetery. (Thomas M. Clarke Property Deed to Cemetery Lot, MSS 60f)

Angier Road and Belgrade

Angier Springs Road and Belgrade Ave. sit on the west side of what is now Poncey-Highland. A May 1912 advertisement offers:

17 Beautifully Shaded Residence Lots at Auction today, Saturday, May 18, at 3:30 p.m. in the Ponce De Leon Avenue section fronting Angier Road –Barnett Street and Belgrade Avenue, Near the New School on North Avenue. (The Atlanta Constitution , 1912)

According to a Sanborn map sheet dated 1926, only 10 of the lots closest to Barnett were developed by that date. (Figure 11)

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Seminole Area

Thomas M. Clarke also owned the land east of North Highland Avenue, which was first platted in 1905 (Fulton County Plat Book 2, page 179, dated June 1905). Present day Seminole Avenue was called Clarke Avenue in 1905, and this plat shows a typical middle-class suburban layout of small, single-family lots. In 1913 Clarke changed the plat of the area to the configuration it still has today (Fulton County Plat Book 5, page 151, dated January 1913).

An ad for a house in the area in 1915 describes a house for sale:

SEMINOLE AVE. HOME. This almost new 8-room, two-story house is located between Ponce de Leon and Cleburne avenues; has every modern convenience, attractively arranged, large, shady lot; accessible to three good car lines, churches, schools, etc.

The area was largely developed by 1920. (Figure 12)

Bonaventure and Ponce de Leon Heights/Somerset Terrace Subdivisions, 1906-1930

According to civil engineer O.F. Kaufmann's 1906 Map of the City of Atlanta, two individuals, Willie E. Estes, and Mrs. C.F. Clarke, owned the bulk of the land comprising the Bonaventure-Somerset subarea boundaries (Kauffman, 1906). William Edward Estes (1875-1925) was a railroad conductor who lived on Kirkwood Avenue on the City's east side (United States, Selective Service System 1918). The identity of Mrs. Clarke remains unknown.

Early plat maps of the area show that Dr. George F. Payne had assumed ownership of much of the property on the north and south sides of Ponce de Leon Avenue by 1908. A plat map titled, "Dr. George F. Payne Property" and dated December 1908, showed two roads, Ponce de Leon Heights and Bonaventure Avenue, bisecting his property between Ponce and North Avenue to the south and thirteen platted lots lining the south side of Ponce de Leon Avenue (Rogers, 1908). Two other individuals, Ms. Mary C. Osborn and Ms. Ida C. Moore are also shown as owning land at the southern end of the proposed road of Ponce de Leon Heights where the road intersects with North Avenue.

Dr. George Frederick Payne was born in Macon, Georgia in 1853. The son of a prominent local pharmacist, Payne attended the Columbia College of Pharmacy in New York. Following graduation in 1875, Payne returned to Macon where he worked in his father's drug firm and chemical laboratory. In 1884, he took ownership of the company after his father's death. That same year, he married Anna Ruby Nichols of Nacoochee, White County and namesake for Anna Ruby Falls in North Georgia (Atlanta Constitution 1923, 1, 19). Agriculture Commissioner R. T. Nisbett appointed Dr. George Payne as state chemist in 1890, a position that required him to relocate to Atlanta with his family in 1892 (Atlanta Constitution 1890, 5; Garrett 1954b, II:800). That same year, Dr. Payne became one of the co-founders and key faculty members of the Atlanta College of Pharmacy. In 1902, Payne was elected president of the National Pharmaceutical Association. In addition to a host of fellowships and executive positions on several pharmaceutical trade boards, he also taught at the Southern Dental College and the Atlanta Medical College (Atlanta Constitution 1923, 1, 19). Dr. George Payne died in Atlanta in 1923 and was buried in the family plot at Riverside Cemetery in Macon (Johnson 2009).

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On July 1, 1909, another Atlanta real estate developer, William E. Worley, announced he had closed a "big deal" on a Ponce de Leon tract "For himself and associates" purchasing "12 acres fronting Ponce de Leon Ave. 500 feet and runs back along Kearsarge Ave. [now Barnett] 1000 feet to North Ave. and runs along this avenue 500 feet. In fact, the property runs across North Ave. to Angier Springs Road." (Atlanta Georgian 1909a, 11). Dr. Payne may have been one of Worley's business associates noted in the article. The following month, the Fulton County Board Commissioners received a request from the mayor and Atlanta City Council to grade Bonaventure Avenue and Ponce de Leon Heights between Ponce and North avenues (Atlanta Constitution 1909, 1). As a member of the Atlanta's public engineering commission, Payne would have been well-positioned to encourage public investment that would complement his proposed development concerns (Atlanta Constitution 1923, 19).

An additional newspaper article in August 1909 provided a little more detail about the Worley's (and most likely Payne's) plans for the proposed subdivision, which included the road and sewer infrastructure improvements:

This is the news that many lot owners have been waiting to hear and there is every indication that more building plans will be made. The improvements being made in that section by W.E. Worley are being pushed as fast as money and a large force of men can accomplish the work and attain the best results. It will be recalled that he and several associates purchased a good sized tract recently on Ponce DeLeon-ave., running back to North-ave. This is at the corner of Ponce DeLeon and Kearsarge-aves. [now Barnett St.] and the latter thoroughfare is being graded and put in the best of condition. Work is also being done on North-ave. and this is being put in condition as far as Ponce DeLeon Heights [now Somerset Terrace]. With all the city conveniences on this property, the lots will be very desirable and already there has been a demand for them, although they have not yet been placed on the market (Atlanta Georgian 1909c).

Bonaventure Avenue and Dr. George F. Payne

The properties along Bonaventure Avenue were among the earliest constructed within the Bonaventure-Somerset subarea, with the two-story residence of Dr. George Payne, located at 650 Bonaventure Avenue, one of the first to be built on the street, according to the National Register of Historic Places (NRHP) nomination of the Griffith School of Music (aka Payne-Griffith House), which was individually listed in 1999. The National Register nomination goes on to note:

The building permit indicates this house was begun on June 22, 1910 and finished September 27th, 1910. No architect is shown. While nothing further has yet been discovered to document Dr. Payne's role in establishing these neighborhoods, it is clear that this house was built on a fine lot, and given the best setting on the street, all befitting the choosing of the man who was the first one on the street. The move of such a prominent couple as the Paynes to this virtually empty street would indicate that they were promoting a new area for development. The surviving building permits for Bonaventure indicate slow development over the next few years, with permits for other houses from 1914 on, a few a year, with more in the 1920s. The Payne house was by far the earliest built (Thomas and Wallace 1999, 8).

Upon Payne's death, the house was sold to Mary Butt Griffith, who began operating her well-established Griffith School of Music in the building in 1923. Ms. Griffith ran the music school until her death in 1928.

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Her children assumed operation until 1966 (the house later served as a bed-and-breakfast hotel but has functioned as a single-family residence since 2010).

Notices of warranty deed sales and real estate classifieds printed in the various Atlanta newspapers along with Atlanta City Directories provide addition information about the general period of development on Bonaventure Avenue. For example, a November 1911 notice of warranty deeds indicates a land transaction valued at \$1,750 from "G.F. Payne to M. E. Sentell, lot on the south side of Ponce DeLeonave. [sic] 50 feet west of Ponce Deleon [sic] Heights [Somerset Ter.], 50 by 200" (Atlanta Georgian 1911b, 12). The Atlanta City Directory for that year shows Payne as the only resident on the street in 1911 however (Atlanta City Directory Company 1911, 47). By 1913, Payne had a neighbor in post office clerk Dayton Hale, while another property was listed as vacant on the street. Much of the development on the street appears to have occurred after 1918. In 1915, only four residences were listed between Ponce and North Avenue (Atlanta City Directory Company 1915, 134). By 1921, ten houses lined the street (Atlanta City Directory Company 1921, 1232).

Somerset Terrace (originally Ponce de Leon Heights)

Dr. George F. Payne's 1908 plat map of his property and proposed division depicted a street by the name of Ponce de Leon Heights in the current location of Somerset Terrace (although the alignment was somewhat different). A later plat map filed by property owners H.H. Ellison and Thomas James in December 1924 showed the subdivision of 25 lots, almost all with 50-ft. frontages on both sides of Ponce de Leon Heights (Fitzpatrick 1924). Hugh H. Ellison (1881-1969) was a Georgia-born real estate broker and owner of Ellison Realty Company (U.S. Bureau of the Census 1930). His partner, Thomas James (1890-1975), was a Welsh-born building contractor, who constructed several single-family houses and apartment buildings throughout the city during the 1920s. James arrived in the United States in 1911 and became a naturalized citizen in 1923 (Sims 2013; Atlanta Constitution 1975, 48).

An article in the May 31, 1925 edition of the Atlanta Constitution provided additional information about the planned residential development along the newly-rechristened Somerset Avenue. According to Ms. Gussie Ivey of the Ellison Realty Company, all of the homes for sale on the street would be priced at \$7,850. The houses themselves would be built "of brick and contain every modern luxury and convenience, are among the most attractive dwellings on the local market." Ellison further stated,

"Every one of these dwellings...has been erected to suit the needs of the present-day family. They have ample bedrooms, breakfast room, cellars and garrets. They also have garages and side drives. There are no more beautiful and conveniently constructed houses in the city than those and we are able to offer them at bargain prices because of the fact that we purchased the materials with which they built at the time when the market was down..." (Atlanta Constitution 1925, 18).

According the Atlanta City Directory, 18 single-family houses and the Somerset Terrace Apartments had been erected by Ellison and James on Somerset Terrace by 1927 (the first time the street was listed in the directory) (Atlanta City Directory Company 1927, 1652). The 1928 Atlanta Topographic Map also lists Somerset Terrace as the street name by that date and generally confirms the number of extant properties (houses and one apartment building) on the block. A plat map filed in May 1927 shows the proposed subdivision of an additional three lots on the northwest side of Somerset Terrace (now 688-678 Somerset Terrace). That land had originally remained undeveloped during the first phase of construction. All three

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lots were owned by William G. Peebles, Jr., an accountant who lived at 668 Somerset Terrace (Fitzpatrick 1927; U.S. Bureau of the Census 1930).

DEVELOPMENT OF MULTIFAMILY BUILDINGS

Although the Atlanta Street Railway Company had extended mule-drawn trolley service to Ponce de Leon Springs (now the site of the Midtown Place Shopping Center) by the mid-1870s residential development along Ponce de Leon Avenue prior to 1900 only extended eastward as far as what was then the City limits near present day Boulevard and most houses at the time generally consisted of the suburban estates of the city's economic and political elite (Atlanta City Directory Company 1900; Jones 2012, 30–40).

In the decade following the Georgia Railway & Electric Company's consolidation and monopolization of the City's electric streetcar system in 1902, the Ponce de Leon Avenue route was double-tracked (two-way service) and extended approximately 2.5 miles to the east to provide transit access for residents of the new Frederick Law Olmsted-designed Druid Hills neighborhood (Sullivan and Tankersley 2012). Expanded streetcar service brought increased commercial and residential development along Ponce de Leon Avenue between 1910 and 1920 and quickly changed the once-bucolic character of the area. Destruction of several large houses along Ponce during the Great Fire of 1917 and increased automobile use accelerated this shift, as grand, single-family houses dating from the late nineteenth century were replaced by one-story commercial retail development and multi-family apartment buildings that catered to moderate and middle-income tenants.

A review of Atlanta city directories demonstrates the changing character of Ponce during that period as the number of multi-family buildings erected along the corridor between Peachtree Street and Moreland Avenue / Briarcliff Road jumped from 15 buildings in 1920 to 38 just a decade later (Atlanta City Directory Company 1920, 1930). According to resident Walter McElreath, Ponce "was regarded as one of the more prominent residential streets in the city" when he and his wife moved into their house near Bonaventure Avenue in 1913. By the 1920s, however, McElreath found the street to be "decadent," and the future co-founder of the Atlanta History Center moved his family shortly thereafter to Buckhead (Jones 2012, 43).

Growth in Atlanta during the period meant a need for more housing, and apartment living became a popular choice for single professionals and families looking for proximity to the business district and convenience. Speculative multifamily buildings were rented as quickly as they could be developed in the form of mid- and low-rise apartment, garden/courtyard apartment courtyard apartment buildings, and larger luxury apartment buildings.

A 1924 Atlanta Constitution article described the trend:

Within the past four years Atlanta has experienced a building campaign that has broken all previous records, and much of the large total expended for buildings here was put in residences and apartment houses. Some of the largest and finest apartment houses in the country have been built in Atlanta...and many of these large and luxurious apartment houses have been leased practically 100 per cent before they are ready for occupancy." (Local Apartments Shown Ninety-Six Per Cent Rented, 1924)

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Large and small apartment buildings contributing to the historically mixed commercial and residential character of the District include the following:

- Bonaventure Arms Apartment at 789 Ponce de Leon Avenue (NRHP 2019);
- Morningside Apartments at 616 Highland;
- The Wynnsmere Apartments (621-25-29 Highland), Severn (1089-95-1101 Blue Ridge), Blue Ridge (1088-98 North), and Seminole (1140-50 North) Apartments that are now part of the North Highridge apartment complex (Figure)
- The Wyndon Court Apartments (635-45 Highland) also part of the North Highridge Complex);
- The Ridgeview Apartments at 653 Highland;
- Virginia Court Apartments at 881 Ponce (LBS 2018);
- 649 North Highland;
- 1115 Ponce de Leon Avenue;
- 653 Bonaventure Avenue (an example of a courtyard apartment);
- 663 Bonaventure Avenue;
- 667 Bonaventure Avenue;
- 674 Somerset Terrace;
- Somerset Terrace Apartments (677 Somerset Terrace);
- 678 Somerset Terrace; and
- Several house-type apartment buildings designed to resemble single-family homes, including good example at 651 Linwood Avenue.

Bonaventure Arms Apartment 789 Ponce de Leon Ave. (currently the Hotel Clermont)

In June of 1923, an article in the Atlanta Constitution announced that the “Beautiful Bonaventure Arms Apartment” was complete and ready for occupancy in the near future. Developed by J. L. Morrison at a cost of more than half a million dollars, it is representative of the “modern” large apartments being developed along the Ponce de Leon corridor at the time.

The article describes the building “standing in one of the most attractive residential sections of the city, is said to be practically ideal in its situation for the business and professional man who wishes to have the advantages of a quiet elegant location, yet in close proximity to the business center.”

It further lists its selling points as opposed to suburban living:

“In addition to the many modern conveniences and luxuries that have been built into the structure under the direction of the engineers and architects designing it, the patron of the Bonaventure will have the advantage of the well-known hotel service inaugurated in Atlanta by the Grant-Jeter company, an arrangement that provides every type of domestic service without the annoyances and responsibilities of maintaining a staff of private servants.”

In 1939, the building was changed into a hotel with 120 regular hotel rooms and 34 apartments:

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"One of the most important and attractive real estate improvements noted along Ponce de Leon avenue in a long time has be the changing of the large Bonaventure Arms apartment, located at No. 789, into a modern hotel to be known as the Clermont.... The change in this structure has added greatly to its appearance, the entire front yard, which before was some 15 feet below the sidewalk level, has now been filled in completely, made on a level with the sidewalk, and with attractive shrubbery and walks to the entrance of the large lobby, adds much to the front of the large six-story building." (Large Apartment Changed into a Modern Hotel, 1939)

From the 2019 NRHP report on the Clermont Hotel

The Bonaventure Arms Apartment/Clermont Hotel is located in District 14, Land Lot 17 on the southwest corner of the intersection of Ponce de Leon Avenue and Bonaventure. It comprises Lots 1, 2 and 3 of the George F. Payne property, which was subdivided in June 1905. The original owner/developer of the building was Jesse L. Morrison. Morrison was described as an "Atlanta capitalist and business man." (The Atlanta Constitution, June 8, 1924, p. 11) He owned the Morrison Realty Company in Atlanta for at least 30 years. Morrison took out a building permit on August 14, 1923, but plans for the building were well underway before then. An article in the Atlanta Constitution on July 15 of that year described the planned "apartment house." "The Bonaventure Arms, when completed, will rank with the handsomest and most modern apartment houses in the south. It will be of reinforced concrete construction, faced with brick." The article went on to discuss financing for the building, and finished with a description of the leasing arrangement. (Atlanta Constitution, July 15, 1923, p. 2)

As the building neared completion in the summer of 1924, The Atlanta Constitution published another article extolling the virtues of the new building. The entire article is included as Attachment 19, but a description of the amenities offered follows: "...the Bonaventure will have the advantage of the well-known hotel service inaugurated in Atlanta by the Grant-Jeter company, an arrangement that provides every type of domestic service....A large dining room has also kitchens and breakfast rooms...Elevators running at all hours, private delivery of packages, maids and messengers....Among the features of the several one-room bachelor apartments...are Murphy in-door beds...Other features found only in this apartment building are carpeted floors for each apartment room, with high class linoleum for kitchens, hallways and baths...it is said to be one of the most elegant structures of its kind to be found in the city."

The article also said the Bonaventure Arms cost something more than \$600,000, a large sum for 1924. It was anticipated the clientele for the new apartment building would consist primarily of middle to upper-middle class renters.

A brief survey of the early residents (1925-1927 Atlanta City Directories) showed such occupations as salesman, sales manager, office manager and district manager. There were also several vice presidents of widely varying types of businesses, and the president of the Phoenix Supply Company. There were a number of single men and women; also several widows. Unmarried women were teachers, secretaries and salesclerks. Several residents appeared to have two apartments, often adjoining. One interesting observation was that the turnover in the apartments from year to year, at least for the first three years, was close to 90%. According to the numbering of the rooms, the Café/Restaurant was always on the lower floor (the present location of the Clermont Lounge). There were also eight apartments including the restaurant operator's on

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that floor. They would have been located in the east wing of the building where there are offices today (Photo #10, Attachment 24). Morrison purchased the building on 9 August 1923 (Attachment 12), but a month before that, on July 2 he took out a series of bonds totaling \$475,000 to finance the apartment building (Attachment 13). Unfortunately he was unable to pay his taxes and the building went into City of Atlanta receivership. It was sold in 1926 to W. C. Foster, who resold it to Asa G. Candler in 1928. Candler in turn sold the building to Bonaventure Arms, Inc. in 1931, and five years later it went to the Briarcliff Investment Company, who were listed as owners when the apartment was converted to a hotel in 1939.

On April 5, 1939 the Briarcliff Investment Company took out a building permit to "make alterations & change Apartment House to Hotel." The work was completed by 9 September of that year, and the change is reflected in an advertisement in the 1940 Atlanta City Directory, which described the Hotel Clermont as the "Newest in ATLANTA." The Clermont was always an "extended stay" hotel with rooms ranging from singles through one-bedroom apartments with small kitchens, the same configuration the building has today. The ownership records become clouded, but Glenn S. Loudermilk is listed as proprietor in the 1958-59 Atlanta City Directory. The Loudermilk family owned the hotel until 2003 when Lillian T. Loudermilk, widow of Glenn S. Loudermilk, sold it to Inman Park Properties. Loudermilk and his wife moved into the Clermont in 1975. He died in 1977, and she remained in the hotel, residing in Room #220, a one-bedroom apartment. Her son Philip, now deceased, lived in the apartment next door, Room #221, described as a "small efficiency." The hotel was closed on December 31, 2009 by Fulton County health inspectors, citing unsanitary conditions (Atlanta Journal-Constitution, December 31, 2009, Section B, p. 6). The Clermont Lounge When the building opened in 1924 as the Bonaventure Arms Apartment, there was a restaurant on the basement level. The 1937 Atlanta City Directory listed a Bonaventure Arms Café on the first floor. Sometime in the mid to late 1940s the basement became a nightclub. It underwent at least five changes, including a brief stint as a rogue Playboy Club, until it became the Clermont Lounge in 1965. Today, the Lounge is still operating. It is under separate ownership from the hotel, and leased on a month-to-month lease.

The hotel went through an extensive restoration and update and was re-opened in 2018 as Hotel Clermont, an upscale boutique hotel. (Kincaid, 2018)

Raymond C. Snow (c. 1888 – unknown)

The 2019 National Register of Historic Places designation report for the Hotel Clermont lists the architect as unknown, although many newspaper articles and ads from the period point to it having been Raymond C. Snow, a well-known Atlanta-based architect at the time, who designed many buildings in Atlanta and the southeast and later worked all over the country on projects sponsored by the Federal Housing Authority. An ad placed in The Atlanta Constitution in 1924 lists Raymond C. Snow & Co. as the architect along with all of the other firms involved with its construction, down to the Murphy Bed company. (Atlanta Constitution, 1924) (Figure 13).

Raymond C. Snow was born in April around 1888 in Willimantic, Windham, Connecticut to Charles H. and Margaret E. Snow. The 1900 Federal Census lists him as 12 years old and still in school, with a younger brother, Morton. The 1910 Federal Census shows him to be 22, an architect, and living in Boston, Mass., born "about 1888." There was apparently some confusion about his year of birth, or he had some reason to change it. At the time of his WWII draft registration in 1942, he lists his age as 52, and year of

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birth as 1890. The 1940 Federal Census backs at least this up, listing him as 50 two years earlier. His date of death is unknown. (United States, 1942) (U.S. Bureau of the Census, 1900, 1910, 1940)

Regardless of his actual age, by the mid-1920s, Snow had an active architecture practice and was well known in Atlanta and throughout the southeast. (During WWI, he was a member of the housing bureau in Washington, D.C., and “his work with the Bridgeport Housing corporation in housing war workers gained him considerable recognition.”) (Atlanta Constitution, 1927)

Though he designed the Central High School in Charlotte, NC, in 1922 (The Charlotte Observer , 1922), his Atlanta firm specialized in luxury hotel and apartment design, primarily buildings in the Georgian Revival style. Among his apartment and hotel projects were the Bonaventure Arms Apartment, later the Hotel Clermont (NRHP 2019); Cape Fear Hotel, in Wilmington, NC (Buffalo Courier, 1923); Peachtree Terrace and Stratford Hall, in Atlanta (Atlanta Constitution, 1924); Claridge Manor Apartments (NRHP 1984) and Highland Plaza Apartments on Highland Avenue in Birmingham, AL; The Albany Hotel in Albany, GA (NRHP 1982) in 1925; The Lakeland Hotel in Lakeland, FL, completed in 1926. (The Tampa Tribune, 1925) (Asheville Citizen-Times, 1926)

In 1927, Snow’s firm also ventured into more ordinary residential construction. A May 1927 article in the Atlanta Constitution:

Constitution to Build Model Home of Standard Materials
Raymond C. Snow, who designed the plans after type No. 901-X of the Home Owner’s Service institute, will be supervising architect in connection with The Constitution’s better homes campaign. He is a well-known local architect and has handled the commissions here for the Erlanger theater, Bonaventure apartments, Stratford hall, Peachtree Terrace, Hudson-Essex, and Packard Sales buildings. He was a member of the housing bureau, Washington, D.C., during the war, and his work with the Bridgeport Housing corporation in housing war workers gained him considerable recognition. (Constitution to Build Model Home of Standard Materials, 1927)

According to an October 1927 Atlanta Constitution article, the Constitution Model Home, at Avondale Estates, drew up to 50,000 visitors by the time it was scheduled to close to public inspection. (Atlanta Constitution, 1927)

In addition to residential work, Snow’s firm was responsible for the Realty Trust Corporation building; Gillespie Auto Laundry System Inc. at the corner Ponce de Leon and Juniper, “the first plant of its type east of the Rockies” in 1927 (Atlanta Constitution, 1927), and the Erlanger Theater.

In 1925 it was announced that Snow was part of a deal to develop the Erlanger Theater on Peachtree Street as the architect along with W.F. Winecoff, the developer; A.L. Erlanger, of New York, who would lease the theater, and Lewis Haase, to be the manager. (Atlanta Constitution, 1925) (Figure 14). As the theater opened in December 1926, the Atlanta Constitution published a special section with the headline “Atlanta Has Best Legitimate Playhouse in South with Opening of the Erlanger Theater Monday.” (Atlanta Constitution, 1926) The theater, later the Columbia Theater, was demolished in 1995 to build a parking lot. (Cinema Treasures , n.d.)

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In 1927, after an \$8,000,000 bond was issued, \$1,000,000 of which was earmarked for the construction of a new Atlanta City Hall, councilmen Hood, Russel, Charles L. Chosewood, and Sam Wardlaw initiated an effort to reopen a competitive process for the selection of architect for the project. G. Lloyd Preacher had previously tendered an offer to perform the service on a 4 percent basis. Raymond C. Snow Inc. made an offer to do it for 3.5 and not to exceed \$800,000 in cost. The city hall committee voted 11 to 9 to award the project to Preacher so that work "could be started at the earliest possible moment." (Atlanta Constitution, 1927)

Among his non-residential projects was 161 Spring Street, NW (NRHP 2001), a speculative commercial building. The National Register of Historic Places nomination form for 161 Spring Street says that "very little is known about Snow, but that he established his office in Atlanta in 1923 and appears to have died before 1930."

While it's true that Snow established an Atlanta office in 1923, at 1612-1614 Hurt Building (Atlanta Constitution, 1924), by 1930 he was far from dead. By 1925, he had moved his office to 812 Bona Allen Building (Atlanta Constitution, 1925) and sometime around the time of his divorce from his first wife in 1933, his wife and children moved to Connecticut, where they both were from, and he moved his practice to Washington, D.C., where he had an office at 1223 Connecticut Avenue for at least the next decade, and continued to have an active practice, though has shifted his focus to FHA projects in a stripped down version of the Georgian Revival style of his earlier work following the crash in 1928. (Hartford Courant, 2018)

During his time in D.C., he did projects for the Federal Housing Authority, at some point serving as the chief of the Planning Division of the Federal Housing Administration. (The Philadelphia Inquirer, 1937) It's unclear what work he performed through his practice and what was in an official capacity, though he appeared to maintain the office at 1223 Connecticut Avenue in Washington, D.C., through at least 1941. (State Board of Examiners of Architects)

His FHA-sponsored projects include the Gilmour Court Building in Richmond, VA. (Architecture Richmond, n.d.), the Redmond Gardens Apartments, Birmingham, AL (NRHP, 1993), Summerville Court Apartments in Mobile, Alison Court Apartments - Charlotte, NC, in Neoclassical Revival style, and Hillcrest Village in East Lansing, Michigan, Michigan's first FHA-insured rental housing. (The Lansing State Journal, 1939) The NRHP designation report for Redmond Gardens Apartments gives more information about the scope of Snow's work, including on the Redmond Gardens Apartments, described as affordable rental housing and "the first significant residential building project in Birmingham following the onset of the Great Depression in 1929.":

The project architect was Raymond C. Snow, originally an Atlanta architect who by the time of his design for Redmont Gardens was located in Washington. While with his Atlanta firm he had designed apartments in Birmingham, most notably the Claridge and Highland Plaza on Highland Avenue, both of 1924-25. He seems to have been an apartment specialist, since his 1923 credits in Atlanta included the Peachtree Terrace, the Bonaventure Arms, and the Stradford Hall Apartments, all of substantial size. He also did the Realty Trust Corporation Building in Atlanta, 1924. Nor were the Redmont Gardens the only Alabama project he did for the FHA; he was also the designer of the contemporaneous and similar Summerville Court Apartments in Mobile.

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Olentangy Village, an FHA-insured project in Columbus, OH, that transformed an amusement park into "ultra-modern, modest-priced living with traditional Colonial architecture" is the last project for which attribution can be found for Raymond C. Snow, in 1939 (National Post, 1939) and 1941 (Architectural Record, May 1941, pg 93, 1941) Perhaps his firm merged with another at this time, or his career changed trajectory following WWII, or maybe this is when he actually died. No obituary or burial information is available.

Whatever the case, by the time journalists were writing about Hillcrest Village in 1976 and 1980, they were calling him "Raymond C. Snow, a nationally known architect of Washington, D.C." (Lansing State Journal, 1976) (Lansing State Journal, 1980)

881 Ponce de Leon Avenue, Virginia Court Apartments / Ponce de Leon Tourist Home

The Ponce de Leon Tourist Home Landmark Building / Site (LBS) is an exceptionally fine example of a style, type, and period of construction that is typical of the City of Atlanta. Completed in 1918, the frame and brick veneer constructed building is an example of a "hotel type" apartment designed in the English Vernacular Revival style. Low-height apartment houses and courtyard garden apartments became a common residential building type in Atlanta during the late-nineteenth and early twentieth centuries for moderate and middle-income city residents who primarily lived in neighborhoods and along major corridors serviced by streetcar transit. Apartment developments proliferated on Ponce de Leon Avenue between Peachtree Street and Moreland Avenue / Briarcliff Road between 1910 and 1930, with almost 40 multi-family buildings erected along the segment of the street during that period. Despite its conversion to an office building in the 1980s, the Ponce de Leon Tourist Home Landmark Building / Site retains the character-defining features of the hotel apartment type, with its central entrance and lobby vestibule and original exterior design and massing. The property is also a representative example of the English Vernacular Revival Style, which remained a popular residential architectural aesthetic in Atlanta and throughout Georgia during the 1920s and 1930s (Georgia Department of Natural Resources, Historic Preservation Division 1991). Elements of the domestic revival style are clearly expressed in the decorative wood half-timbering and stuccoed gables and the prominent brick masonry chimneys.

Physical description of the property

The Ponce de Leon Tourist Home Landmark Building / Site (LBS) consists of a single, three-story building with a basement level located on an approximate quarter-acre lot at the southeast corner of the intersection of Ponce de Leon Avenue and Barnett Street in the Poncey-Highland neighborhood of Atlanta.

It has a rectangular plan with irregular, multi-story rear additions. The frame structure has a stone foundation with a painted brick veneer on the historic core and a stucco veneer exterior on the rear additions. The primary roof structure is covered with the original red Spanish tile while the rear addition has a shallow, hip roof clad with non-historic, standing seam metal. The symmetrical façade is characterized by a central, covered entrance flanked by two, full-height, shallow projecting front gables. Two, prominent brick chimneys are located at the east and west eave walls. A third, smaller chimney occupies the roof-wall junction of the rear addition. Half timbering ornamentation is present in the façade and side gables and on the front façade walls. The primary entrance single door is recessed into the façade and protected by a shed roof porch covering with Spanish red tile and supported by large wood kneebraces. Six-light fixed windows flank the central entrance door, which is wood with a half-glass panel with six

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lights. Secondary door entrances on the sides also have shed roof coverings with standing seam metal cladding. The secondary doors on the sides and rear of the building appear to be non-historic replacements. Original or historic window types include six-over-one wood, double-hung sash units, four-over-one double-hung windows, original eight-light casements in the gable ends, and six-light fixed windows. Paired six-over-one double hung windows also occupy shed-roof oriole window on the upper level of the buildings' west side. Non-historic sliding or casement windows are present on the first level on the east side of the building. Pedestrian access to the front entrance from the sidewalk along Ponce de Leon is via a short series of concrete steps and a concrete walkway. A raised brick walkway with a non-historic metal handrail extends along the west side of the building on the Barnett Street frontage while granite-faced retaining walls line the rear and east sides of the building adjacent to the surface parking lot. A non-historic, three-story wood staircase and deck is present on the rear elevation and a rear concrete ramp with a metal handrail provides access from the rear surface parking lot to the rear, first floor entrance. Mechanical systems are located adjacent to the west side of the subject property. Vegetation in the front yard consists of small grass lawn on either side of the entrance walkway, flowers, groundcover plants, and foundation shrubs. Evergreen foundation shrubs also line the sides and rear of the building. The setting consists of a mix of low-density, auto-oriented commercial development to the east and west of the subject property on the south side of Ponce de Leon Avenue. A collection of early-twentieth century apartment buildings interspersed with commercial development is present on the north side of the corridor. Condominiums and townhomes dating from the 2000s line the truncated segment of Barnett Street before the road terminates at the south into the parkland adjacent to Freedom Parkway.

Narrative

The Ponce de Leon Tourist Home Landmark Building/Site (LBS) has significance at the local level in the area of architecture as an example of a post-World War I, "hotel type" apartment designed by noted architect DeFord Smith and executed in the English Vernacular (aka Tudor) Revival Style. The apartment building as a residential housing type arose during the mid- nineteenth century as an off-shoot of the hotel and as a housing response to the rapid urban growth and rising real estate values experienced in the industrializing cities of Europe and North America. The hotel type apartment may contain any number of units and is characterized by a central primary entrance with a long corridor along the building's main axis (Hancock 1985, 16; Becker 1984, 2). The building has a high degree of design and material integrity with character-defining features of the English Vernacular Revival Style fully expressed through the symmetrical, paired gables, the half timbering with stucco infill ornament on the façade exterior and gable ends, prominent, brick chimneys, the Spanish tile roof, and a shed-roofed oriole window located on the upper levels on the east side of the building (McAlester 2013, 449–55). The building was designed by local architect DeFord Smith, Sr., a prominent and prolific architect during the early twentieth century, who has been credited with several residential, commercial and institutional commissions in metropolitan Atlanta and throughout the Southeast (DeKalb County Department of Planning and Sustainability n.d.; Craig 1995).

The Ponce de Leon Tourist Home Landmark Building / Site (LBS) also has a local level of significance in the area of community planning and development for its association with the larger trend of extensive apartment (and to a lesser extent, hotel) development along the Ponce de Leon Avenue corridor between Peachtree Street and Moreland Avenue during the early twentieth century. In the decade following the Georgia Railway & Electric Company's (now Georgia Power) monopolization of Atlanta's streetcar system in 1902, the electrified trolley route serving Ponce de Leon Avenue was double-tracked to allow for two-way service and extended from its original terminus at Ponce de Leon Park (near the present day

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Ponce City Market Building) approximately two-and-a-half miles east to Ponce de Leon Manor in the Druid Hills neighborhood (Sullivan and Tankersley 2012, 45–46).

Expanded transportation access along the corridor quickly ushered in commercial and multi-family residential suburban development along the corridor. The Ponce de Leon Apartments (architect, William L. Stoddart) at Ponce and Peachtree Street and the Rosslyn Apartment, (architect Leila Ross Wilburn), located at Ponce and Durant Place, were among the earliest multi-family residential buildings located on Ponce de Leon Avenue when both were completed in 1913. The transition to multi-family buildings accelerated in the years after the Great Fire of 1917, which resulted in the destruction of several single-family houses along the south side of Ponce de Leon Avenue during. According to the 1920 Atlanta City Directory, no less than 15 apartment buildings lined Ponce between Peachtree Street and Moreland Avenue, including the previously mentioned Ponce de Leon and Rosslyn, along with the Virginia Court Apartments and others with names such as the Ponceanna, Grove Park, Ponchartrain, the Ivanhoe, and Monte-Leone. By 1930, the number of apartment directory listings in the same geographic area stood at 38 buildings (Atlanta City Directory Company 1920, 1930).

Construction and Early Use, 1918-1949

Development of the then Virginia Court Apartments roughly occurred during the mid-point of the corridor's residential transformation. In April 1918, Atlanta architect Benjamin R. Padgett, Jr. applied for a building permit to develop an apartment building at 611 Ponce de Leon Avenue (address changed to 881 Ponce de Leon Avenue in 1927), on the southeastern corner of the intersection with Kearsarge Avenue (now Barnett Street). Padgett filed on behalf of the property owner, Norman Ives Miller (1881-1959), a lawyer by profession. DeFord Smith Sr. was identified as the project architect with Fulton County Home Builders serving as the contractor.

The proposed three-story, wood frame and brick veneer apartment would include a basement level, stone foundation, and a Spanish tile roof. The total cost for the six-unit building was listed at \$40,000 (Padgett 1918). Construction was largely completed by August 1919 and the "practically new" unfurnished, four- and six-room apartments (with either sun parlors or sleeping porches) were ready for lease by September first of that year (Atlanta Constitution 1919c, 19, 1919b, 12). Initial tenants primarily consisted of white, middleclass single tenants (male and female), newlyweds, and couples without children (Atlanta Constitution 1920, 8).

The 1928 Topographic Map of Atlanta depicted the apartment building's footprint as a compact square plan. The 1949 Aerial Photography of Atlanta taken a little more than 20 years later showed the existing hip roof addition had been built at the rear, southeast corner of the building.

Use, 1950 to Present

The property was known as the "Virginia Court Apartments" through World War II. By 1950 however, the name of the building and the adjacent Gordon Apartments at 891 Ponce de Leon Avenue had been changed to the Ponce de Leon Tourist Home and Annex (Atlanta City Directory Company 1950, 235). The change in name and use to a commercial business that was commonly associated with short-term, automobile-oriented lodging was indicative of the general decline of the Ponce corridor and surrounding Poncey-Highland Neighborhood as a popular residential area for middle-class Atlanta residents in the post-war era.

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During the 1960s and 1970s, many of the major commercial and recreational attractions along Ponce, including the Sears Roebuck and Company Warehouse and the Crackers at Ponce de Leon Ballpark had closed and the corridor had become beset by homelessness, drug addicts and prostitution (Gerardi n.d.). The late 1980s brought some revitalization efforts along the Ponce de Leon Avenue corridor, including the adaptive reuse of the former Ford factory at 699 Ponce de Leon (now Ford Factory Square), the development to two major grocery stores, and the rehabilitation of the Briarcliff Plaza Shopping Center (Trocheck 1985, 3L). Other changes including the demolition of the Gordon Apartments at 891 Ponce de Leon Avenue, adjacent to the subject property, and construction of a pharmacy and attendant surface parking lot on the site (now the Rite Aid). Based on a review of the Atlanta City directories from this period, it appears the Ponce de Leon Tourist Home (formerly the Virginia Court Apartments) was closed by 1985-86 and renovated into small business offices known as the Barnett Building. The 1989 Atlanta City Directory listed 11 office tenants in the building that year, including: a writer; a certified public accountant; a lawyer; a real estate company; a film and video production company, and the offices of Smith-Dalia Architects. By 1990, the Barnett Building housed the executive offices of Fellini's Pizza (Atlanta City Directory Company 1989, 1990). The property continues to function as a small office building.

DeFord Smith, Sr. (1894-1952)

DeFord Smith, Sr. is an important local architect. Smith was born in Pennsylvania and graduated from the University of Pennsylvania in 1912. After relocating to Atlanta, he joined the firm of Charles E. Choate and Cyril B. Smith in 1914 (Craig 2013). By 1917, DeFord Smith had established his own practice and maintained an office in the Grant Building (Atlanta Constitution 1917, 9).

During the late 1910s and 1920s, Smith became well-known for his historical revival-style residential designs, many of which were built throughout Atlanta and nearby areas, including several single-family houses in the Druid Hills Landmark District and Atkins Park Historic District in Atlanta, as well as the DeKalb County Druid Hills Local Historic District. The Cooper Street Elementary School (originally the Formwalt Street School, 1922-23) and the Brookwood Apartment (1919; razed), on 17th Street at the northeast corner of the intersection with W. Peachtree Street, represented some of Smith's other major commissions in Atlanta (DeKalb County Department of Planning and Sustainability n.d.; Craig 1995; Atlanta Constitution 1919a, 14).

After a brief stint living and working in Miami in the early-to-mid-1920s, Smith returned to Atlanta following the collapse of the Florida real estate bubble. In May 1934, he was appointed as the Director of a Federal Emergency Relief Act (FERA)-funded traffic study for the City (Atlanta Constitution 1934, 1, 6). That same year he became the Region 8, Southern Region architect for the United States Forest Service. Between 1934 and 1942, DeFord Smith designed a range of public buildings and structures for Civilian Conservation Corps (CCC) work projects during the New Deal Era, including: picnic shelters, residences, offices, lodges, bridges, etc.) thought the Southeast and the Caribbean territories.

Among his most notable projects during this period were the Mt. Magazine Lodge (1939; burned 1971) in Arkansas and the Wayah Bald Observation Tower (1938) located in the Nantahala National Forest near Franklin, North Carolina (DeKalb County Department of Planning and Sustainability n.d.). DeFord Smith,

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Sr. died in 1952 after being struck by a car while waiting to cross the road on foot at the intersection of Baker and Spring streets in downtown Atlanta (Atlanta Constitution 1952, 24).

DEVELOPMENT OF COMMERCIAL AREAS

The main historic commercial area is located on North Highland Avenue between Blue Ridge Avenue and Williams Mill Road. It was developed as a node along the streetcar line in the mid-twentieth century and features one-story and two-story brick buildings in the Mediterranean Revival style that contained businesses designed to service people jumping off the trolley and heading home: stores, restaurants, dry cleaners, gas stations, auto repair shop, and a hotel. Similar businesses serve the neighborhood today, though in an example of adaptive reuse, a restaurant occupies the former space of the auto repair shop. (Atlanta City Directories)

According to the Atlanta City Directories, in 1921 many of the shops were vacant, but by 1923, the commercial area featured several grocery stores, a delicatessen, drugstore, and a filling station serving the residential area and many nearby apartment buildings, including those along Highland. By 1927, the street had added a beauty salon to the mix.

In 1923, the RA Boyles Grocery occupied the building at what is now 602 N. Highland, at the corner of Highland and Williams Mill Rd.. In 1925, Nifty Jiffy, a "self-service-plan" grocery store chain, had moved in, and this was one of four locations in Atlanta. (New Self-Service-Plan Groceries Open, 1924). It was later Morris Delicatessen and then Harry's Delicatessen before Manuel's Tavern, a nationally known neighborhood watering hole, which still operates in the space, opened sometime in 1956.

In 1927, Wynne's Apartment Hotel was added to the strip on the vacant lot at 644 Highland. Owned by W.H. Wynne (1856-1943), a native of Indian Spring, Georgia. (W.H. Wynne Sr. Hotel Man, Dies, 1943). It later became the Highland Inn and still functions as a hotel serving "budget minded travelers, concert-goers, locals, out-of-towner family, touring bands, convention attendees, sports fans, wedding and event parties, students, and individuals relocating to the area" today.

DEVELOPMENT OF INSTITUTIONAL BUILDINGS

Institutional buildings in the area are two churches and a school. The Highland School is located at 978 North Avenue in the middle of residential Poncey-Highland and was completed in 1911.

The former Druid Hills Methodist Church Sunday school, a handsome Neoclassical structure is located at 675 Seminole Avenue, near the corner of Blue Ridge Avenue, is today an office condominium building. This building was designed by the Atlanta architectural firm of Ivey & Crook and was constructed in 1923. The large Druid Hill Baptist Church building was designed by Dougherty and Gardner, an architectural firm headed by Edward Emmett Dougherty, the same architect who designed Highland School. The church building was completed in 1928 and is on the southeast corner of Ponce de Leon and Highland avenues.

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Highland School (LBS 2004; NRHP 2006)

The Highland School (now Highland School Lofts) was built on land purchased by the City of Atlanta from the Copenhill Land Co., which had set aside 5 lots for the purpose of having a school located within the Copenhill subdivision.

An April 1911 Atlanta Georgian Copenhill Land Co. advertisement offers:

Beautiful Near-In Building Lots. Easy Terms on North Ave., Linwood Ave., Highland Ave., all within two blocks of the Ninth Ward school house, which was soon to be finished. (Atlanta Georgian and News, 1911)

It served the nearby neighborhoods of Druid Hills and Highland Park (in what is now Virginia Highland) in addition to the Copenhill neighborhood. It is a good example of an in-town early-twentieth century public elementary school reflecting the latest design trends of the era: a large, red-brick building, in the Classical Revival style, with long corridors and classrooms opening onto the corridor on both levels.

It was designed by prominent Atlanta architect Edward Emmett Dougherty. The cornerstone was laid on June 18, 1911, and the school appears on the Sanborn Map for that year. It was first known as the Ninth Ward School Building but had been renamed the J. S. Candler Public School by the time the 1911 Sanborn Map came out in recognition of the Candler family, specifically Judge John S. Candler. Shortly after, it became known as the Highland School. At the time it was built, North Avenue was unpaved and embankments used by Union soldiers during the Battle for Atlanta were still visible across the street. A nearby historical marker references the battle and the school. The most famous student from the Highland School is Pulitzer Prize-winning playwright Alfred Uhry, author of *Driving Miss Daisy* and *The Last Night of Ballyhoo*. (Highland School, 2006)

Text below excerpted from the 2006 NRHP report for the school

According to the Atlanta Public School archives, the City of Atlanta, Department of Public Schools, using bond funds, purchased the land from the Copenhill Land Company on April 26, 1910, for \$5,000. The cornerstone was laid on June 18, 1911, "with impressive Masonic ceremonies," and the school appears on the Sanborn map for that year. This cornerstone is seen in photograph number 6. It was first known as the Ninth Ward School Building, but had been renamed the J. S. Candler Public School by the time the 1911 Sanborn map came out. This was in recognition of the Candler family, specifically Judge John S. Candler. Shortly after, it became known as the Highland School.

The Atlanta Public School archives contain some interesting facts about the school. In 1913, a request was made that \$0.01 lunches be [served]. By 1920, the school was already overcrowded and in 1924, additional space was added via three "portables," that is, temporary buildings. A Sanborn map from the 1920s show the three temporary buildings located west of the school building. A recommendation was made in 1923 that kindergarten classes be established and a historic photograph on file at the Atlanta History Center shows a kindergarten class in front of one of the temporary buildings. The school served grades kindergarten through sixth.

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Minor alterations to the school took place in 1920, 1927, and 1941. A 7,000 square foot addition, the auditorium, was built on the west end in 1929.

Once again, in the mid-1930s, the school became overcrowded, and in 1937 another wing was added on the east end of the building. This wing contained four classrooms, boys' and girls' bathrooms, and a staircase. It was a Works Progress Administration (WPA) funded project, which would have cost approximately \$33,000, but because of WPA assistance was only \$8,500.

In the years following World War II (ended 1945), the school population of the neighborhood declined as families with school-age children moved to the suburbs. The school remained in operation until 1972 when it was closed as a school. The school system then used the building as offices until the late 1990s when it was put up for sale.

A "history" of the school written in 1928 describes it as the home of "eight hundred happy, eager children and twenty- two conscientious, earnest teachers." At the time it was built in 1911-1912, North Avenue was unpaved and embankments used by Confederate soldiers in the Battle of Atlanta (1864) were still visible across the street. Mrs. Cola Spears was the first principal in 1928. When she took over, enrollment was 350 students. [Though in fact it would have been Union soldiers on those embankments.]

*By 1928, the school was "graduating" to junior high more than 100 pupils a year. The most famous student from the Highland School is Pulitzer Prize winning playwright Alfred Uhry, author of *Driving Miss Daisy* and *The Last Night of Ballyhoo*.*

The school would have also been built for the use of white students only, and served as an elementary school.

The school was purchased and adapted for use as a condominium/loft building through the State of Georgia historic preservation property tax abatement program and reopened as the Highland School Lofts. (The Highland School Lofts, 2004)

A full description of the Highland School from the 2006 NRHP designation report:

Highland School was built in three stages. The original building was constructed in 1911, designed by Edward E. Dougherty. In 1929, an auditorium was added on the west side of the original building. A two-story annex housing four classrooms, boys' and girls' bathrooms, and an additional staircase was added on the east end in 1937. The Highland School was in active use as a school until 1972. The two-story brick building is located on the north side of North Avenue with the main elevation facing south.

Designed in a restrained classical style and constructed of brick with stone, cream-colored terra cotta, and white-painted wood accents, the original school building was symmetrical with brick quoins accenting the corners. The building has a recessed central section with the main entrance and a wing to either side. Two additional entrances were located on the east and west ends, but have been removed by later additions to the building. These were marked with an elliptical arched

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opening and featured a large window above, which would have lighted the stairs inside the building. Belt courses delineate the basement (granite and terra-cotta), first floor (terra cotta) and second floor (terra cotta). The windowsills of the original building are also terra cotta. A projecting cornice marks the top of the second floor with a decorative classical entablature emphasizing the recessed central section. Raised letters, in the center of the entablature, spell out HIGHLAND SCHOOL. A stepped parapet of brick tops the center section and lower parapets are found on the wings to either side.

The entrance, located in the center section, is deeply recessed and features a compass-headed arched opening of terra cotta with keystone and cornice. It is reached by a set of broad concrete steps. Another set of steps leads from the North Avenue public sidewalk onto the school grounds. Double doors with a transom above are set well within the arched space. On either side of the central door, paired four-over-four windows are located in both floors, and smaller windows mark the lower (basement) level. A large, tripartite window with a transom and terra-cotta surround is located above the entrance. A small cartouche is in the center of the cornice above the window. Separated from the main center section by decorative brick piers are two smaller windows, six-over-six, which make the transition between that section and the wings on either side.

There is dedication stone or cornerstone to the right of the front, central entrance, imbedded in one of the pillars. The stone lists the members of the Board of Education, other city officials, and the architect and the contractor.

Each of the projecting wings on the primary (south) façade features a grouping of five windows on the first and second floors. The six-over-six wood double-hung windows are still present and give the building much of its presence today. Three windows, also six-over-six, but much smaller, lighted the basement level of each wing. There is a true cornerstone complete with Masonic symbols on the corner of the original east end of the front facade. It contains the date 1911.

Due to the sloping lot, the basement on the back side of the building is at grade level. The north (rear) elevation echoes the front with a slightly recessed central section surrounded by projecting wings. A large chimney is centrally positioned on this side of the building where the boiler room was located. Two (or more) single doors with transoms allowed entry into the basement. The window pattern of the wings echoes the main facade; the center section has triple windows.

The auditorium, built in 1929, is located on the west side of the building. It is also constructed of red brick and is set back considerably from the front of the original school building. Three sets of double doors located in the projecting terraced entry gave access from the outside, and small windows are located above them. These doors have surrounds of soldier bricks with square concrete inserts on the upper corners. On the rear of the building, small one-story additions project from the northeast and northwest corners of the auditorium, and the north end is stucco over brick. The west elevation of the auditorium has two levels with the main level being the upper one. This level has five sets of tall, double windows, four-over-four wood double-hung, with a transom above. Two similar windows are located on the east side of the auditorium. There are smaller windows on the lower level of the west elevation.

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The 1937 classroom addition on the east end of the original building added four classrooms, a stair accessible from the outside, and both boys' and girls' bathrooms. It is similar in style to the earlier school building but lacks the decorative details. Set back slightly on the side street, the front elevation has only one window located above a double door, which forms the entrance to the staircase. The rear elevation of this addition projects much further behind the original building and also has no windows. Where the addition connects to the original building, broad concrete steps give access to the first floor and stair through double doors with transom. The triple windows on the east elevation of the addition are the same six-over-six as the original building and are the same on both floors. They have concrete sills. The fenestration consists of two groups of triple windows on each end with two smaller single windows in the center of the east facade.

The interior layout was typical for a school of that era. The central corridor ended in identical staircases on either end. Classrooms were located on both sides of the corridor. Classroom doors had transoms that could be opened to allow additional air into the rooms. The additions on either end of the original building did not change its layout.

Today the exterior of the building seems unchanged from its 1937 appearance, despite its current renovation into condominiums. The original windows are still present and in good condition. Little remained inside as the interior had been altered in the 1970s after the school was closed. At that time it was converted into offices that were used by the Atlanta school system until the late 1990s when the building was put up for sale. It was converted to 30 condominiums and opened as the Highland School Lofts.

Druid Hills Baptist Church

The Druid Hills Baptist Church was established in 1914 by a group from the Highland Park Baptist Church, which had been dissolved the same year. The new church was incorporated in 1918. They used the former Highland Park site until 1918, when they purchased land at the current site at the corner of Ponce de Leon and Highland Avenues and erected a temporary building. In 1924, the congregation hired the architectural firm of Dougherty & Gardner to design the Beaux-Arts style sanctuary that was completed in 1928. It has been described as "one of the most imposing church buildings in the south." (Marsh, 1938) (Figure 19)

Edward Emmett Dougherty and Dougherty & Gardner

Edward Emmett Doherty was a prominent architect who was born in Atlanta in 1876 and practiced architecture from 1905 until he moved to Nashville, Tennessee in 1916, where he established the firm of Dougherty & Gardner. He died in Nashville in 1943.

Dougherty received a Bachelor of Arts from the University of Georgia in 1895 and then enrolled at the Cornell University School of Architecture, where he earned a Bachelor of Architecture. From there he went to Ecole des Beaux Arts in Paris. He returned to the United States in 1905 and set up an office in the Candler Building in Atlanta, where he became known as an architect in the Beaux Arts-influenced American Renaissance tradition. During the time he practiced in Atlanta, he designed several schools, the Druid Hills Golf Club, the Imperial Hotel, and numerous houses. During the 1920s, Dougherty and Gardner specialized in churches, with projects in several cities. In 1928, the firm designed the Druid Hills Baptist Church (in today's Poncey-Highland).

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Today the church still stands and welcomes a congregation as the Church at Ponce & Highland.

Druid Hills Methodist Church/675 Seminole Avenue

By 1941, The Druid Hills Methodist Church on Seminole (razed) was well established. A 1941 newspaper article describes it as having achieved "top place in all Georgia Methodism, with a grand total of all money raised annually that is surpassed by none. Staring on land worth \$3.75 a foot, the land values today are not less than \$50 a front foot." It goes on to describe its location as in a "Druid Hills section known formerly as Copenhill." Organized offically in 1909, the pastor pesuaded his membership of 25, who had been meeting in a tent nearby, to move to a site at Blue Ridge and Seminole Avenues and began raising money to pay for a building. (Riding the Circuit All Over Georgia, 1941). Though the original chapel has been razed and the church congregation moved to a new location, in 1930 the church site occupied almost a city block fronting 382 feet on Seminole and 235 feet on Blue Ridge Avenue. The Neoclassical Ivey and Crook-designed education buiding at 675 Seminole is all that remain today. Following an adaptive reuse project in . Some sources attribute the design to Neel Reid, but most credit Ed Ivey and Lewis Edmund Crook of Ivy and Crook. Crook may have actually been the designer on the project while working for Reid's firm. Ivey and Crook are listed as the architect of record. (Atlanta Business Chronicle, 2003)

DEVELOPMENT OF THE INDUSTRIAL AREA ALONG THE RAILROAD

Industrial development occurred along the Southern Railway (now the Atlanta BeltLine Eastside Trail) as Atlanta emerged as a regional business and industrial center. The Ford Motor Factory Ponce (now Ford Factory Lofts), established in 1914 at 699 Ponce de Leon Avenue, was one of the earliest automobile production facilities in the Southeast, representing the beginning of the automobile industry in Atlanta. The Western Electric Company Building (now Telephone Factory Lofts), built from 1939-41 at 828 Ralph McGill, is significant for its important association to Atlanta's development as a regional center for the communications industry. The nearby Sears, Roebuck & Company building (now Ponce City Market) was just across the Southern Railway tracks.

Ford Factory

(text below excerpted from the NRHP designation report for the property)

Architecture

The Ford Motor Company Assembly Plant is an outstanding example in Atlanta of a modern early-twentieth-century industrial building. Its flat-slab, reinforced-concrete frame (exposed in some places on the exterior), its clerestory and lightwell, and large expanses of industrial sash windows are all important features which distinguish the building from earlier load-bearing-brick, late Victorian industrial buildings. The structure's dual function as corporate branch headquarters/sales office and assembly plant, a typical combination of functions for an urban industrial building of the period, is reflected in both the exterior and the interior. Highly visible exterior areas are finished with face brick, a decorative cornice, and terracotta and tile detailing; the remainder is left unadorned. On the interior, the detailing of the office/showroom area, which includes decorative plasterwork, wood and glass office partitions, an elaborately detailed stairway, and column capitals finished with cartouches, contrasts with the spare, functional quality of the assembly areas behind. These have unadorned columns, large open spaces (now somewhat compromised by non-historic partitions), and a clerestory. The plant is architecturally

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significant in terms of the role it played in the evolution of industrial facilities for the automobile industry. It was built by the Ford Motor Company as a result of Ford's pioneering decision to decentralize its production facilities. Between 1912 and the outbreak of World War I, the company constructed approximately thirty of these assembly plants around the country. The architect for nearly all these plants was John Graham, Sr. (1872- 1955), an influential Seattle architect who, following the design of a plant for Ford in Seattle in 1913, moved to Detroit to become Ford's corporate architect.

According to John Graham and Company (the firm is still in existence), Graham was an early specialist in reinforced-concrete construction. This helps explain his prominent (although at this point almost totally unrecognized) role in the Ford Factory construction program. Following his return to Seattle at the outbreak of World War I, he designed a number of that city's major commercial buildings of the 1920s and 1930s. The Graham buildings were all multi-story, with reinforced-concrete frames designed to facilitate Ford's early practice of stationary assembly. Earlier, Albert Kahn-designed factory buildings at Ford's main plant in Highland Park, Michigan, served as partial models. Unfortunately, due to the rapid changes in construction technology in the fast-developing automobile industry, the plants were obsolete before many of them had been completed. The 1913 introduction by Ford of the moving assembly line made one-story plants far more efficient and desirable. Consequently, in the 1920s, Ford embarked on a second major period of construction, remodeling the earlier buildings where possible (as at Atlanta), but in most cases constructing entirely new one-story, steel-frame facilities. Albert Kahn was in charge of this work.

The Atlanta Ford Motor Company Assembly Plant stands as an example of Ford's first extensive period of factory-building and as an example of a quickly outmoded yet, for its time, highly progressive form of factory construction. It is one of three extant Ford assembly plants in the South from this early period of expansion. (The others are located in Houston and Dallas.) It is one of the outstanding examples of early-twentieth-century industrial architecture in Georgia and the Southeast.

Industry and Transportation

The Ford plant is significant as the location of one of Atlanta's first large-scale heavy industries. It documents both the city's early-twentieth-century emergence as a regional business and industrial center and the Ford Company's pioneering decision to decentralize its production facilities. The plant was one of the earliest automobile production facilities in the Southeast and represents the beginnings of the automobile industry in Atlanta. With the extraordinary success of the Model T, first introduced in 1908, and the immediate need to expand production facilities, Ford made the then-radical decision to build assembly plants at strategic points around the country. This was primarily an economic decision, for the decentralization resulted in lowered freight rates and more efficient distribution of finished cars. Ford's policy was precedent-setting in the automobile industry, although no other companies had the necessary volume of production to follow suit with regionalized production until the 1920s. (A 1928 Chevrolet assembly plant in Atlanta is an example of this.)

Commerce

In terms of commerce, the building is significant for providing an early and important example in Atlanta of the twentieth-century business practice, developed by companies with national markets, of regionalization. It served as the headquarters of Ford Motor Company's Southeastern operations from 1915 to 1942 and during that time was a major commercial presence in Atlanta. In 1907, four years after the company was founded, Ford opened its first small sales office in Atlanta in a converted harness shop.

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In 1909, because of the high volume of sales in the city, Atlanta was selected as a regional branch. In 1914, Ford made the decision to concentrate its sales, service, administration, assembly, and shipping operations for four Southern states in Atlanta, and construction was begun on the Ponce de Leon building. At the height of its operation in this building, Ford sold, on an annual average, 22,000 vehicles. In 1942, the building was sold to the War Department for use as an Army Air Force Storage Depot and Offices of the Third Air Service Area Command. Later it was used as an induction center. Presently, its reused as residential units and shops.

Western Electric Co. Building (Telephone Factory) (excerpted from the NRHP designation report)

The Western Electric Company Building, built 1939-1941 at 820 Ralph McGill Boulevard, is a unique manufacturing-related building associated with the growth of the communications industry in Atlanta, Fulton County, Georgia. The property is significant in the areas of architecture and communications at the state level of significance.

Architecture

The Western Electric Company Building is significant in the area of architecture as an excellent representative example of the Streamline Moderne style in Atlanta. The building was designed by Walter R. Kattelle, an in-house architect for the Western Electric. The significant character-defining features of the building include its reinforced-concrete structural system featuring mushroom-shaped columns, smooth unornamented surfaces, a prominent central tower featuring the main entrance, strong horizontal lines, and metal ribbon windows.

According to the Georgia Historic Survey, only 110 properties out of the 51,189 surveyed properties in Georgia were identified as representing the Streamlined Moderne style. The style is primarily found in Georgia's larger cities: Macon, Augusta, Atlanta, Columbus, and some examples are located in Savannah. The style is relatively rare and is being lost to modern development in many of Georgia's cities. The Streamline Moderne style was popular in Georgia as well as in Atlanta from the late 1930s through the late 1950s. The design of the Western Electric Company Building symbolizes the technological advancements of the communications industry.

Communications

The Western Electric Company Building is significant in the area of communications for its important association to Atlanta's early 20th century development as a regional center for the communications industry. The Western Electric Company was founded in Cleveland, Ohio in 1869 as an electrical equipment shop and shortly after moved to Chicago. American Bell bought the major interest in the company in 1881, and the next year Western Electric formally became the manufacturer of Bell telephones and equipment. The Western Electric Company Building in Atlanta was constructed by the Western Electric Company for warehousing, repair, light manufacturing, and other activities. In 1909, the president of the company, William Thomas Gentry (1854-1925), resided in Atlanta. Atlanta, as the regional headquarters for Southern Bell Telephone and Telegraph Company gained in importance once the telephone became established in the South, and Southern Bell became a major employer in Atlanta. The company continued to grow throughout the early to mid-20th century. In response to that growth, the 1950 concrete-block addition was constructed to provide more warehouse space to meet the demands made on

ATTACHMENT "A" TO NOMINATION RESOLUTION

the company. Products produced at the Western Electric Company Building included semiconductors, integrated circuits and electron tubes for telephones, cable, and wire.

Freedom Lofts/National Linen Factory 400 Ralph McGill

(excerpted from NRHP designation report for Empire Manufacturing Company Building OMB No.1024-0018)

The National Linen Service Corporation began on April 1, 1919 in the kitchen of an old residence in Atlanta, Georgia. At that time it was known as the Atlanta Linen Supply Company. The total capital of the company was \$1700; \$1500 of which was furnished by Isodore M. Weinstein, the first president, and the remainder by Herman Gross, his associate. Together they invested in linens and two horse-drawn vehicles. The wagons were obtained from the A. C. Miller Company on Gilmer Street and the horses were hired from the Milam and Miller livery stable. Weinstein was the outside man while Gross was in charge of the office. Their staff consisted of two route men and an office girl. Among the first customers were Jacob's Pharmacy, Tom Pitts who ran a cigar store at Five Points, and the Arcade Restaurant.

Expansion became a necessity due to incredible marketing efforts by Weinstein, who convinced different industries, such as beauty parlors, grocery and meat markets, health services and, hotels and restaurants of the convenience of their services. The National Linen Service Corporation was formed in 1928. In the period of development immediately following its formation, sixteen new plants were established in sixteen different cities. In the early 1930s there were 34 units and over 1500 individual stockholders. By 1944 the company had grown from two horse drawn wagons to 656 modern trucks and from three to 4700 employees. (Designation Report for Empire Manufacturing Company Building, 2002)

The builder and contractor for National Linen was Jackson & Edney, and this is where we find the reference to the former linen building on Ralph McGill Boulevard, now part of the Freedom Loft complex, across the street from the Western Electric Company Building. The report notes:

Equally amazing is the company history of Jackson & Edney, headquartered in Asheville N.C., the builder/contractor for National Linen. Lynwood B. Jackson, and R.H. Edney started the firm. They built their first National Linen laundry building in 1937 in Asheville, North Carolina. The senior Edney was the architect/designer for the buildings. He also served as on-site project manager. Edney was succeeded in the company (Jackson & Edney) by his son, also R.H. Edney. The younger Edney was also an architect and perfected the design developed by his father. He was several years older than the younger Jackson who joined the company in 1953. Jackson was the business manager for the projects. He located building sites, purchased them, arranged the financing, and generally dealt with the non-technical aspects of the building process. Although Jackson & Edney had other clients, National Linen Company was undoubtedly their largest account. In non-depression years they averaged two buildings a year for National Linen, which was expanding rapidly nationwide in the post World War II era. Their laundry building business was put on hold during the war, as they were unable to purchase the steel which was an integral part of their design. In 1946-47, after the end of war-time shortages, Edney altered his original design for the National

ATTACHMENT "A" TO NOMINATION RESOLUTION

Linen plants (Glen Iris Drive) to the one exemplified by the Ralph McGill Boulevard (formerly Forrest Street) building. (Designation Report for Empire Manufacturing Company Building, 2002)

LATER DEVELOPMENT

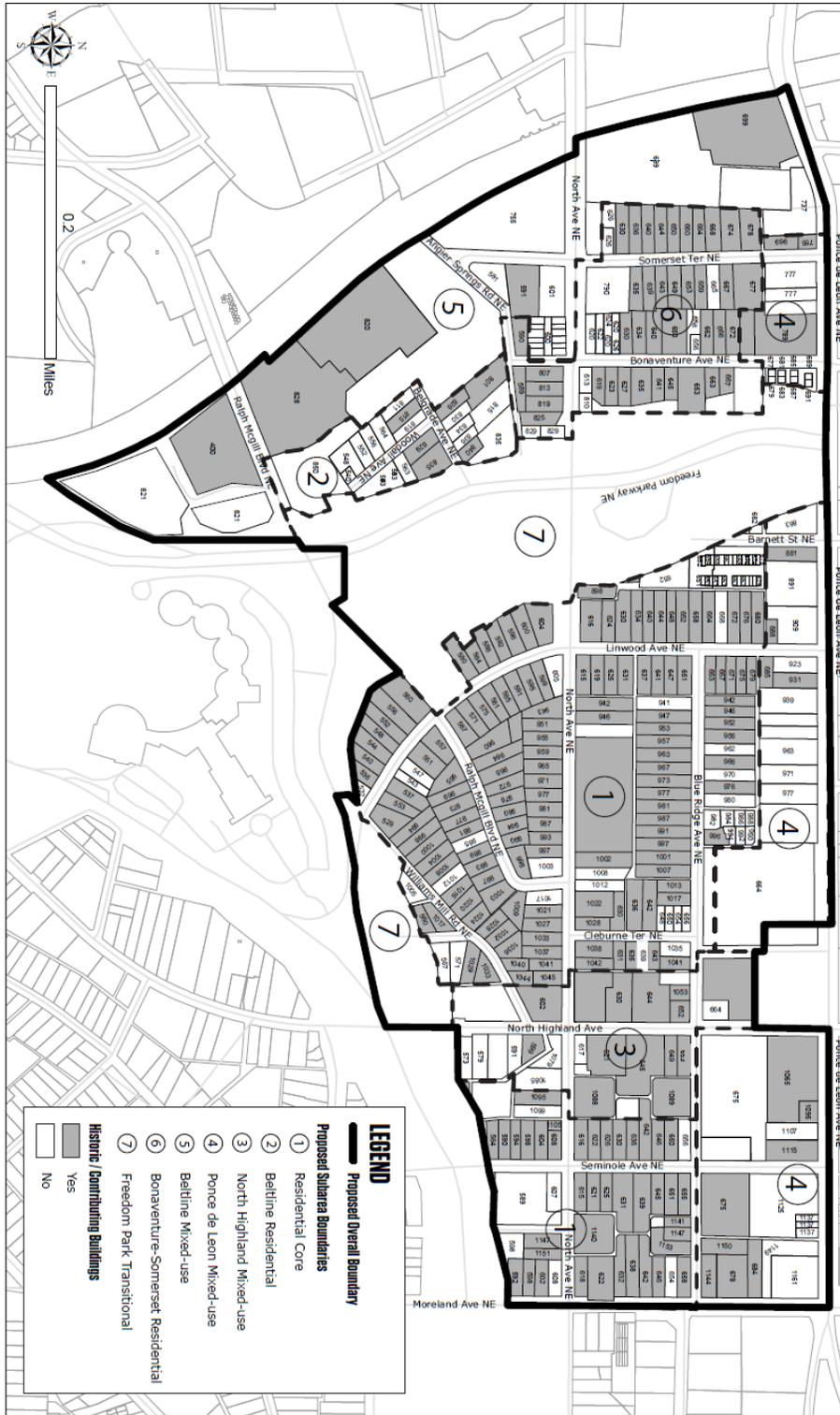
The neighborhood entered a period of stability until the 1940s, when some residents began leaving for the new, auto-oriented suburbs. In the 1960s, middle-class suburban flight began to take its toll. Also, around this time, and largely as a symptom of perceived decline, preliminary land clearance for the Stone Mountain Freeway led to the destruction of a large swath across the southern end of the neighborhood before the project was stopped in the 1970s by a coalition of community activists. Although the Carter Presidential Center would eventually be built on some of this land, the area remained a scar in the neighborhood's fabric for the next 20 years.

By the 1980s, Poncey-Highland had started to stabilize and even revitalize on an incremental scale. One of the first major rehabilitations was in 1982, when the Briarcliff Plaza was restored to its Art Deco glory. Simultaneously, the renovation and restoration of historic houses began a block-by-block transformation of the neighborhood. Revitalization continued into the 1990s, and received a boost when the land cleared for the Stone Mountain Highway was re-envisioned as the site of Freedom Parkway and Freedom Park. Freedom Park's opening on September 19, 2000, marked the end of one period in the neighborhood's history and the beginning of another. The park's green space and multi-use trail have been catalysts for further revitalization and have made Poncey-Highland one of the city's most desirable neighborhoods, especially for those who value both urban amenities and recreational opportunities.

The Atlanta BeltLine Eastside Trail, which opened in 2013, is a multi-use corridor of walking and biking paths, and eventually a light rail line, being built on the old Southern Railway tracks. It forms the western boundary of Poncey-Highland. Ponce City Market, a popular mixed-used development including retail, dining, office space and lofts, opened in 2015 in the rehabilitated Sears-Roebuck building. In 2019, 725 Ponce, the redevelopment of the infamous "Murder Kroger" site, opened with the Beltline Kroger opening onto the Eastside Trail and a 360,000 ft. office tower above, giving Poncey-Highland residents multiple opportunities for recreation, essential shopping and employment within walking distance of their homes. Major companies such as MailChimp, Athena Health and others have headquarters or regional headquarters in the area. Revitalization brings rising property values, and some homes in the neighborhood are now selling for over \$300 per square foot. Craftsman bungalows still sell quickly on the human scaled streets of the historic neighborhood of Poncey-Highland in 2019, around 100 years after the area first became popular, for many of the same reasons: proximity to downtown and nearby recreational activities; friendly, tree-lined streets; and charming homes and neighborhood shopping areas. All we're missing is the excellent public transportation of turn-of-the-century Atlanta.

7. CONTRIBUTING/NON-CONTRIBUTING STRUCTURES

(shown in gray in the map below)



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9. POTENTIAL FOR TRANSFER OF DEVELOPMENT RIGHTS AND ECONOMIC INCENTIVES

In addition to other economic incentives administered by the State of Georgia that may apply to the properties in the proposed Historic District (including the Rehabilitated Historic Property Tax Abatement Program, Federal Income Tax Credit Program, and the State Income Tax Credit Program), the properties in the Poncey-Highland Historic District (HD) *may* be eligible for the following City economic incentives:

City/County Urban Enterprise Zone Tax Abatement Program: Ad valorem property tax exemptions covering a ten-year period can be obtained by owners of qualifying historic multi-family and non-residential structures located in urban enterprise zone eligible areas. There is no minimum acreage requirement for proposed zones. Tax abatements are also available for commercial, industrial, and mixed-use properties. For housing urban enterprise zones, structures suitable for rehabilitation/renovation must provide a minimum of four multi-family housing units.

Transfer of Development Rights (TDR) Refer to Section 16-28.023 of the Code of Ordinances of the City of Atlanta.

Existing Landmark Building / Site (LBS) designated properties in the Poncey-Highland Historic District *may* already be eligible for the following economic incentive:

Landmark Historic Property Tax Abatement Program - The owner of an income-producing building, which is listed in the National or Georgia Register of Historic Places and has been designated by the City of Atlanta as a Landmark Building or a contributing building in a Landmark District, may obtain preferential property tax treatment. The building must be in standard condition. For purposes of tax assessment for City of Atlanta taxes, excluding bonded indebtedness, the fair market value of the building and up to two acres of land surrounding it, is frozen for eight years at the level existing at the time of application and certification. In the ninth year, the fair market value is fixed at one-half the difference between the frozen value and the current fair market value. The application for this tax freeze must be filed with the county tax assessor's office by December 31st of the year before the freeze will go into effect.

10. GENERAL BOUNDARY DESCRIPTION

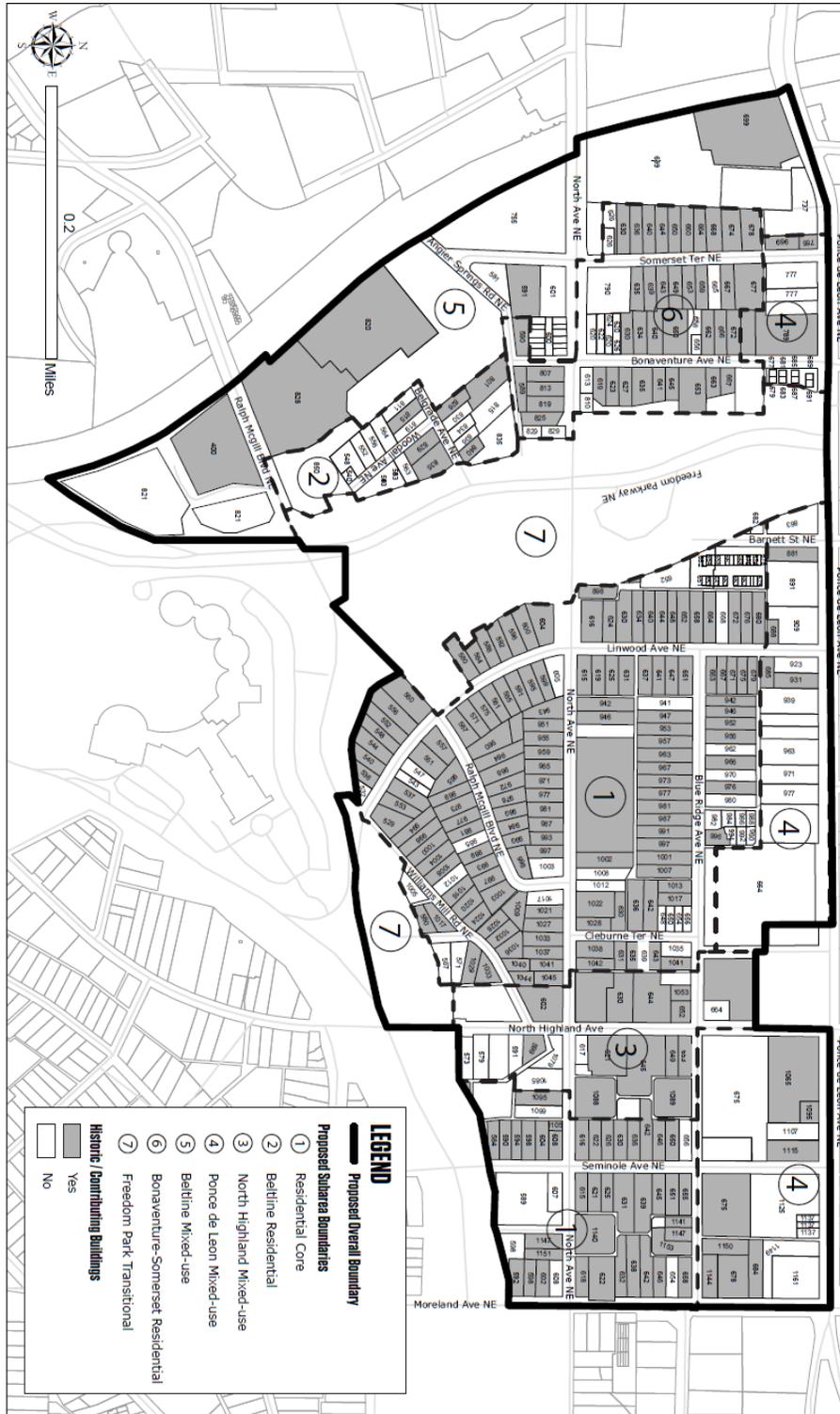
The Poncey-Highland Historic District (HD) is roughly bounded by Ponce de Leon Avenue to the north, Moreland Avenue to the east, Freedom Parkway and the Carter Center to the south, and the Atlanta BeltLine Eastside Trail to the west. The proposed boundary includes all properties and character-defining site features within the following general description (approximate distances) and as further shown in the general plat map (see Section 12):

Beginning at a point at the middle of the intersection of the rights-of-way of Moreland Avenue, NE and Ponce de Leon Avenue, NE, thence southerly 1,230 ft. along the middle of the right-of-way of Moreland Avenue to the northern right-of-way line of Freedom Parkway, NE / Freedom Park, crossing over Blue Ridge Avenue, NE and North Avenue, NE; then westerly/southwesterly 1,117.7 ft. along the northern right-of-way line of Freedom Parkway, NE/Freedom Park to the middle of the right-of-way of North Highland Avenue, NE, crossing Julia Street, NE, and Seminole Avenue, NE; thence southerly 261.3 ft. along the middle of the right-of-way of North Highland Avenue, NE; thence westerly/southwesterly 908.7 ft. through Freedom Parkway, NE/Freedom Park; thence northerly 63.5 ft. through Freedom Parkway, NE/Freedom Park; thence northeasterly 67.4 ft. through Freedom Parkway, NE/Freedom Park to the southeast corner of the rights-of-way of Williams Mills Road, NE and Linwood Avenue, NE; thence westerly/northwesterly 629.7 ft. along the north/northeast right-of-way line of Freedom Parkway, NE/Freedom Park; thence southwesterly 454.8 ft. through Freedom Parkway, NE/Freedom Park; thence northwesterly 35.8 ft. through Freedom Parkway, NE/Freedom Park; thence westerly 156.8 ft. through Freedom Parkway, NE/Freedom Park; thence southerly 142.8 ft. through Freedom Parkway, NE/Freedom Park to the middle of the right-of-way of Ralph McGill Boulevard, NE; thence southwesterly 35.7 ft. along the middle of the right-of-way of Ralph McGill Boulevard, NE; thence southerly 562.6 ft. along the western right-of-way line of Freedom Parkway, NE / Freedom Park.; thence southwesterly 439.8 ft. along the western right-of-way line of Freedom Parkway, NE/ Freedom Park to the eastern right-of-way line of the Atlanta Beltline, NE; thence northwesterly 977.8 ft. along the eastern right-of-way line of Atlanta Beltline, NE, crossing over the right-of-way of Ralph McGill Boulevard, NE; thence northeasterly 30.6 ft. along the eastern right-of-way line of the Atlanta Beltline, NE; thence northwesterly 1,443.4 ft. along the eastern right-of-way line of Atlanta Beltline, NE to the middle of the right-of-way of North Avenue, NE crossing over Angier Springs Road, NE; thence westerly 62.0 ft. along the middle of the right-of-way of North Avenue, NE; thence northwesterly 832.4 ft. along the eastern right-of-way line of Atlanta Beltline, NE to the middle of the right-of-way of Ponce de Leon Avenue, NE; thence easterly 2,235.5 ft. along the middle of the right-of-way of Ponce de Leon Avenue, NE. to the middle of the intersection of the rights-of way of Ponce de Leon Avenue, NE and Linwood Avenue, NE, crossing over Somerset Avenue, NE, Bonaventure Avenue, NE, Freedom Parkway, NE/Freedom Park, and Barnett Street, NE; thence easterly 1,058.7 ft. along the middle of the right-of-way of Ponce de Leon Avenue, NE; thence southerly 233.7 ft. to the middle of the right-of-way of Leland Avenue, NE; thence easterly 104.3 ft. to the middle of the rights-of-way of Leland Avenue, NE and Cleburne Terrace, NE; thence southerly 40.6 ft. along the middle of the right-of-way of Cleburne Terrace, NE; thence easterly 293.5 ft. to the middle of the right-of-way of North Highland Avenue, NE; thence northerly 277.5 ft. along the middle of the right-of-way of North Highland Avenue, NE. to the middle of the intersection of the rights-of-way of North Highland Avenue, NE and Ponce de Leon Avenue, NE; thence easterly 1,079.2 ft. along the middle of the right-of-way of Ponce de Leon Avenue, NE crossing over Seminole Avenue, NE to the point of beginning. Area is approximately 184.6 acres.

11. BOUNDARY JUSTIFICATION

The proposed boundary of the designation is based on: the history of and the historic, physical development patterns contained within this portion of the City of Atlanta; the extant features and structures related to that history and those historic, physical development patterns; the current, prominent built features which define the edges of the area now known as Poncey-Highland; and cohesiveness of the contributing structures found within the general area defined by the aforementioned characteristics. All of these characteristics are described more fully in this Designation Report. Further, the boundary includes the majority of the Poncey-Highland neighborhood as currently defined by the City of Atlanta's Office of Zoning and Development within the Department of City Planning.

12. GENERAL PLAT MAP



13. HISTORIC MAPS / DOCUMENTATION

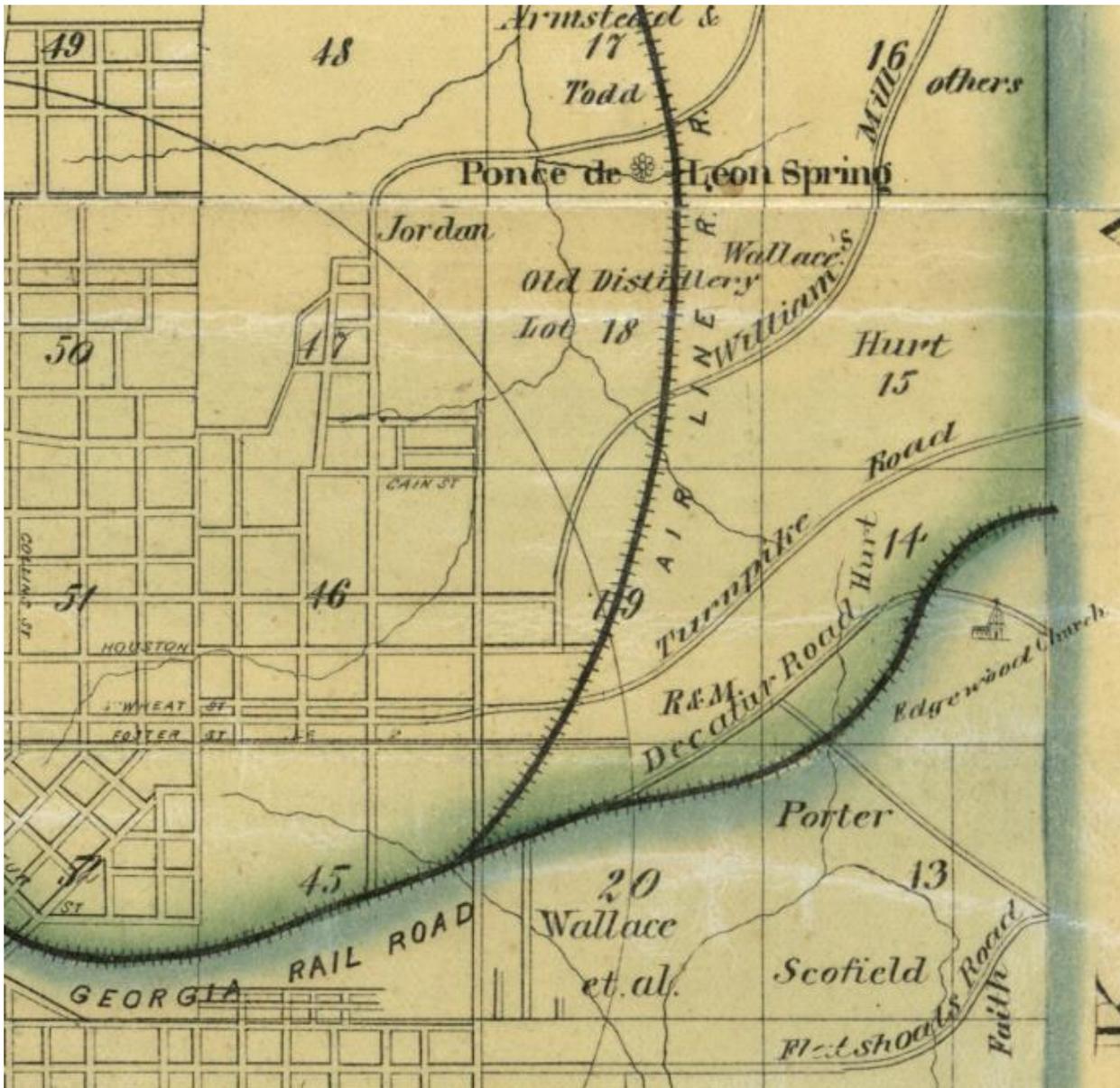


Figure 1 - Pittman Map 1893

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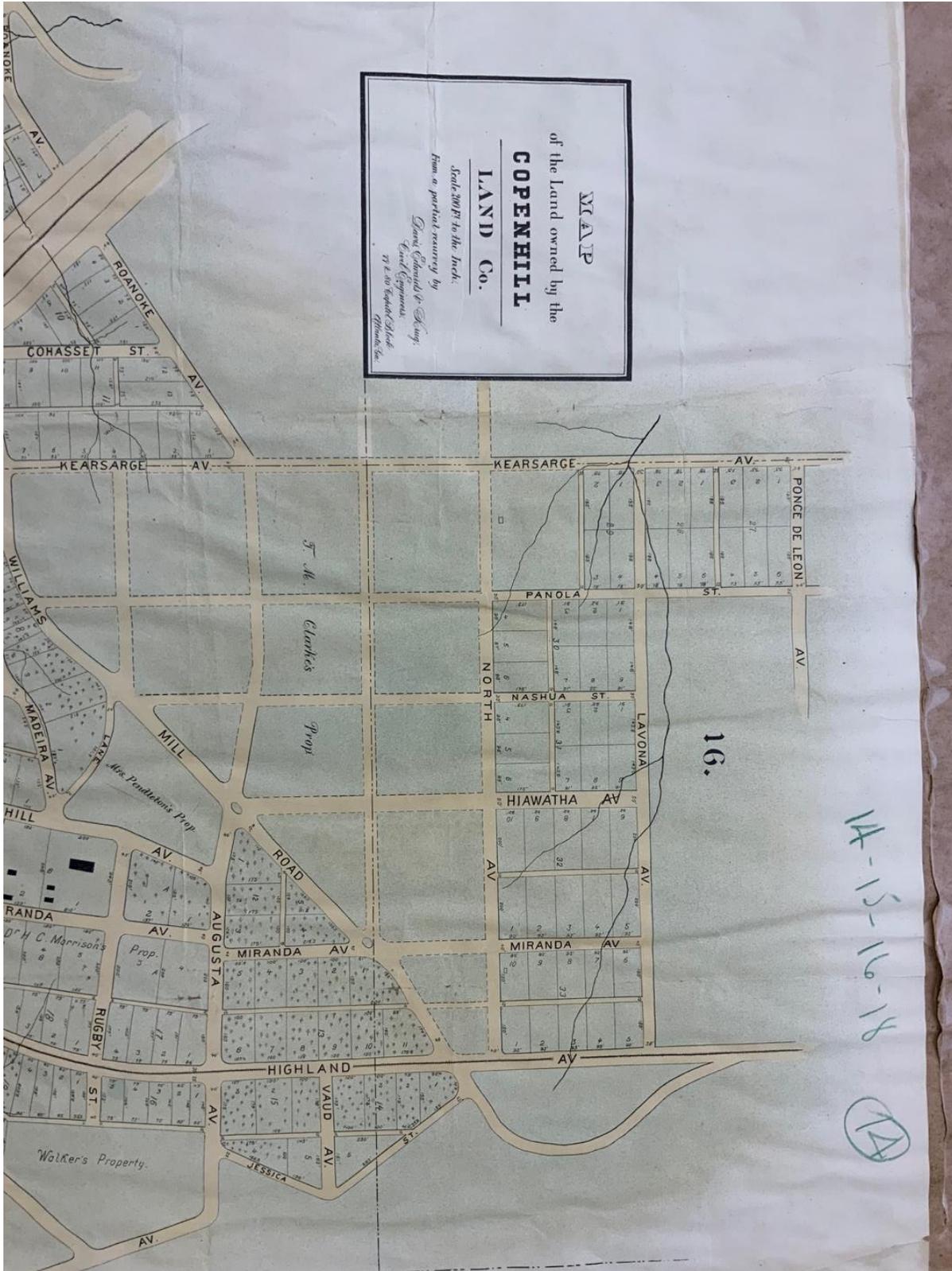


Figure 2 - Land Owned by Copenhill Land Co. 1880

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Figure 3 - Copenhill Land Co. 1888

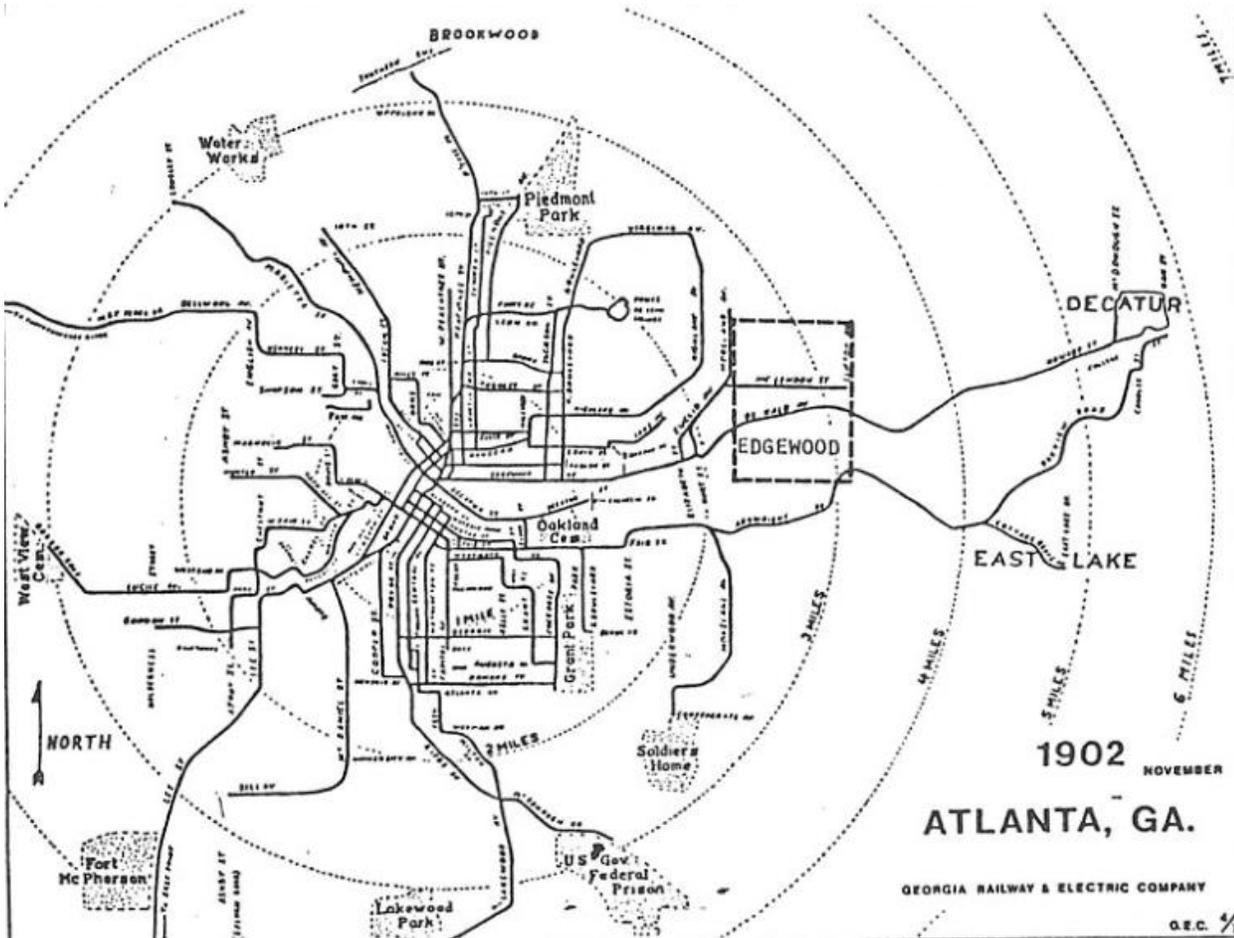


Figure 4 - Nine Mile Circle 1902

ATTACHMENT "A" TO NOMINATION RESOLUTION



Figure 5 - Copenhill Land Co. 1905

ATTACHMENT "A" TO NOMINATION RESOLUTION



Figure 6 - Copenhill Land Co. 1915

Figure 7 - Sanborn Map 1920

ATTACHMENT "A" TO NOMINATION RESOLUTION

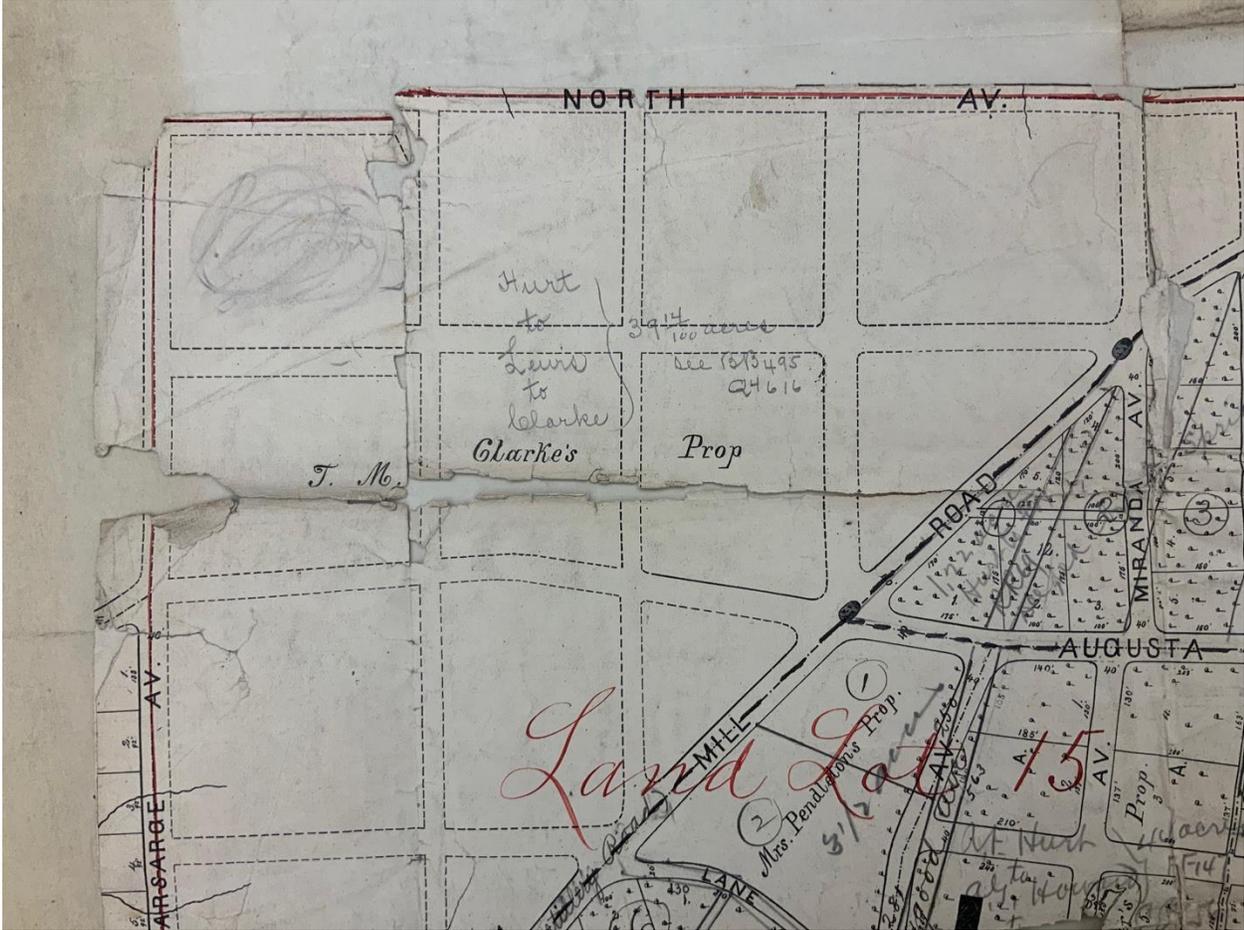


Figure 8 - Handwritten note of sales of T.M. Clarke Land on the back of a Copenhill Land Co. Map dated 1880

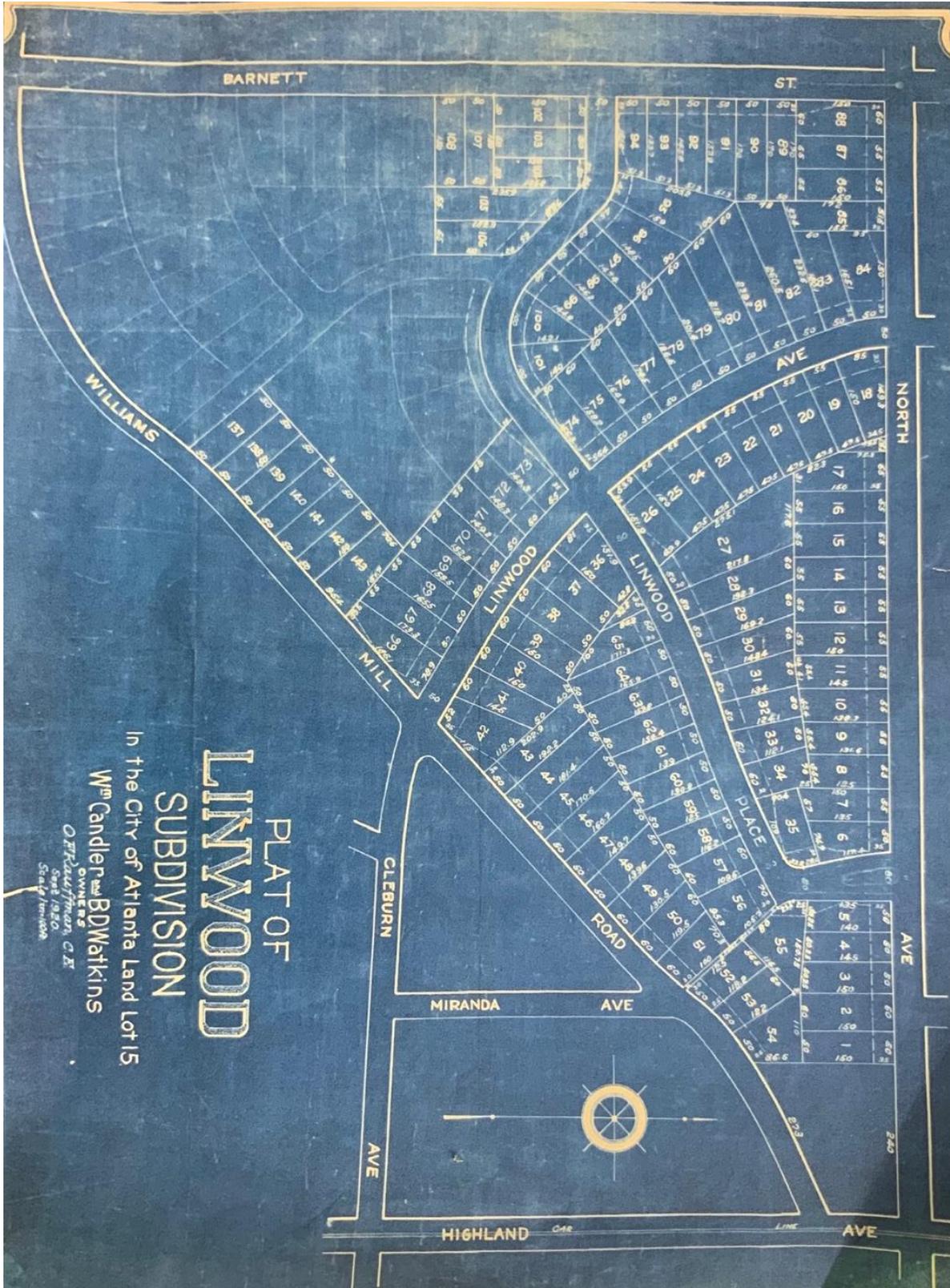


Figure 9 - Plat of Linwood Subdivision 1920

ATTACHMENT "A" TO NOMINATION RESOLUTION

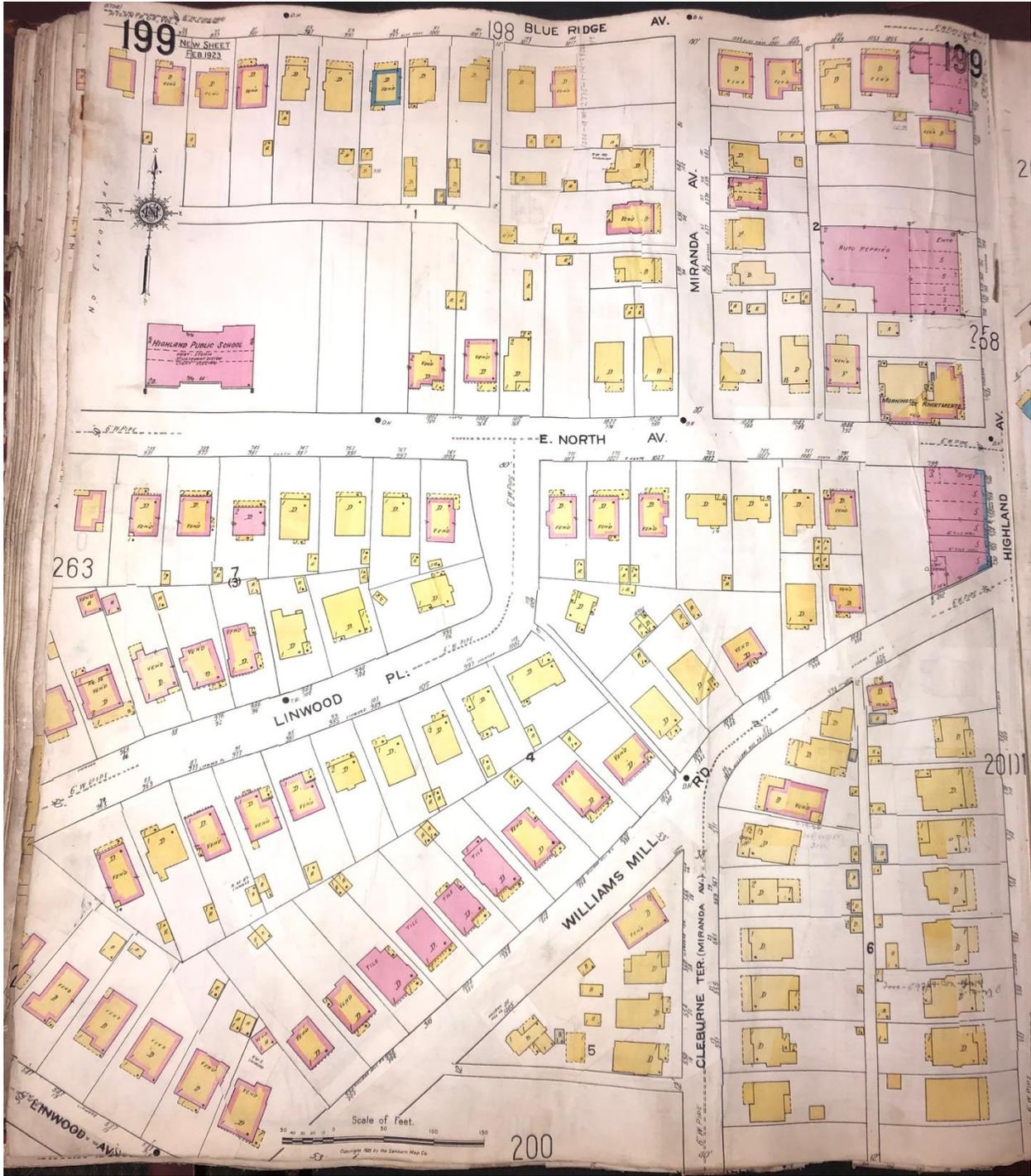


Figure 10 - Sanborn Map 1923

A CLOSE-IN RESIDENTIAL SECTION.
4-ROOM apt. with large bedroom that has 2 closets. Convenient location, \$47.50.
674-678 SOMERSET TERRACE.
CALL WA. 0636.
RANKIN-WHITTEN REALTY CO.

A CLOSE-IN RESIDENTIAL SECTION.
4-ROOM apt. with large bedroom that has 2 closets. Convenient location, \$47.50.
674-678 SOMERSET TERRACE.
CALL WA. 0636.
RANKIN-WHITTEN REALTY CO.

Houses, Lots and Land

Mid-Week Real Estate and Building Review

Construction, Development

WORLEY CLOSES BIG DEAL FOR PONCE DELEON TRACT

Secures 12 Acres and Pays \$24,000—Now Being Cut Up.

Additional impetus to the movement in real estate on Ponce DeLeon-ave. is given by a deal just completed by W. E. Worley, the well known operator, with offices in the Empire building. And with the completion of plans already under way there is every indication that this section will prove more popular than ever.

For himself and associates Mr. Worley has purchased twelve acres fronting on Ponce DeLeon-ave. and set out half way between Ponce DeLeon park and Druid Hills, on 4110. This property fronts Ponce DeLeon-ave. 500 feet and runs back along Kearsarge-ave. 1,000 feet to North-ave. and runs along this avenue 500 feet. In fact, the property runs across North-ave. to Angier Springs road.

The tract was purchased from Mrs. J. S. Clark and it is the last acreage tract on Ponce DeLeon-ave. The sale is another illustration of the enhancement in Atlanta realty values, for Mrs. Clark bought this property ten or twelve years ago for \$4,000.

Work has been commenced to put the property in first-class shape and it will be cleared on the market in a few days. "Altho we paid a good price for the property," said Mr. Worley in speaking of his plans, "we believe there is a profit in it properly handled. We will cut large lots, establish a building line, grade the streets and turn it into residence property of the highest class."

With the other extensive work he is doing in this section there is every indication that Mr. Worley intends to open things up on Ponce DeLeon-ave. Already he has started a general movement out this beautiful avenue and many fine residences are going up on lots which he has sold.

Mr. Worley is grading three blocks along Ponce DeLeon park, the first street east of Ponce DeLeon park, and he has let the contract for the installation of sewers and water mains.

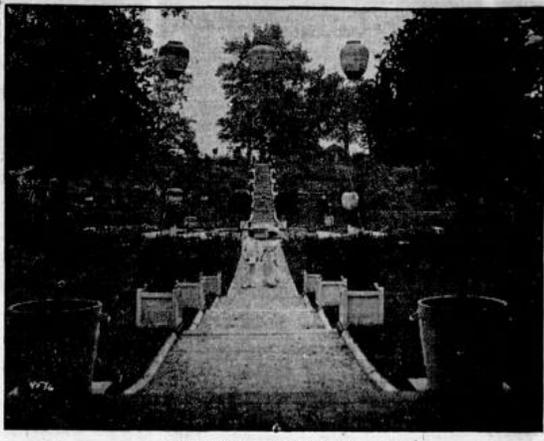
The city has passed up the sidewalk and these will be down in a short time. Contracts have also been let for the construction of four modern residences, and the indications are that by the time fall arrives a transformation in this section will have been worked.

Ponce DeLeon park is at the end of the car line and the new twelve-acre tract, which will be ready for the market in a few days, is within short walking distance. This, however, figures little, as the plans for the trolley company call for the extension of the line. No announcement of when this will be done has been made, altho the franchise was recently granted, which calls for the extension of the road to Druid Hills.

A. J. West & Co. Have a Busy Week

A. J. West & Co., the well-known real estate firm, with offices in the Century building, closed the real estate market holding up unusually well during the past week. Altho business is somewhat slow, they negotiated several good-sized deals.

Not Fairyland--a Suburban Lawn



LOOKING FROM THE TEA HOUSE. This photograph shows the 400 feet of walk and terrace with just a glimpse of the beautiful surroundings. Just beyond where Mayor and Mrs. Maddox are standing is a sparkling pool twenty feet in diameter. The mayor has over 90 acres in the ground.

The House That Percy Built

It's all right enough to build a nice bungalow on a lot which you have purchased, but Percy H. Whiting, who plays golf when he is not eating, sleeping or writing about sports, thinks he has discovered a better plan.

Anyway, he has just moved into one of the most attractive houses to be found in the suburbs.

Many stories have been written about how old farm houses may be turned into beautiful residences with the aid of a hammer, saw and a few old saps and dry goods boxes. It is not known whether or not Mr. Whiting ever read any of these, but he found a house already built and he decided to buy that and fix it to suit himself.

What he wanted was a place where he would be convenient to the golf course at East Lake and where he could forget there was such a thing as a battle being waged for a Southern league pennant. So he went to East Lake. He wanted a place where there were fruit trees and a garden and rose bushes. He couldn't find these on any of the vacant lots he looked at, but he did find them on the big lot of a house that wasn't much to look at. He liked the trimmings, thought he could fix the house to suit himself and bought it.

He moved in this week after the carpenter and plumbers had been about away, but it was late a house far different from the one he bought.

When he first became owner of the place the house didn't even have paint on it and his friends threw up their hands. But Mr. Whiting pointed out the rose bushes and the fruit trees and the garden and to the address of a contractor.

Now, the house looks like one of those new bungalows into which folks are moving daily.

The porch in front was torn away and a larger one built. Another porch was built on the side, and it was included in screens. Mr. Whiting is something of a fresh air fiend, so this will be the sleeping quarters. And even at the rear was a porch built. The old well was fixed up, a pump installed for the ancient windlass and an electric motor connected which sent water up into a tank on the roof. A bath room with every modern convenience was added. A furnace put in the cellar and a kitchen built with convenient closet and pantry.

Partitions inside the house were torn out and rearranged and a few windows cut in the rooms. Outside and inside were finished in mission style, and a great brick fireplace and mantel built in the living room.

When the last nail had been driven and the last bill had been paid, Mr. Whiting found he had a suburban place with every improvement in the house and with a garden on which the labor of several years had been expended—all for about the price of a house.

Pictures then had one show a greater contrast than the before and after taking kind which the medicine men future.

Myrtle-St. Lots Were in Demand

That north side residence property continues to be in great demand is demonstrated by the successful auction conducted this week by W. A. Foster and Raymond Robson and R. B. Turman & Co. of several lots on Myrtle and Tenth-sts. and a residence on Myrtle-st.

The house and the lots brought \$11,211, of which \$4,350 was paid for the residence by W. Floyd Johnson. It is new and equipped with every modern convenience.

The seven vacant lots brought \$11,211 and were purchased by Charles B. Hasbina, J. A. Woolley, Southern Flour and Grain Company, G. E. Cooper, W. M. Terry and Colonel Frank R. McCoy.

There was a large crowd present with the bidding lively. J. W. Ferguson officiated as auctioneer. It is said that several of the purchasers will commence building operations in the near future.

BIG SUBURBAN DEAL MADE TO DEVELOP 1,100 ACRES

Forrest & George Adair to Get Busy in East Lake Section.

A deal which will inject considerable activity into the real estate market has just been concluded whereby the extensive holdings of the Atlanta Suburban Real Estate Company have been placed in the hands of Forrest & George Adair for development.

Engineers will be placed at work immediately by this well known firm and the land will be subdivided, plans prepared and the property placed on the market.

Some idea of the extent of the company's holdings may be secured from the statement that the tract placed in the hands of the Adairs contains 1,100 acres and consists of some of the finest

W. E. WORLEY, Real Estate,

415-416 Empire Building
471 FEET.
WE ARE OFFERING 471 feet on Ponce DeLeon-ave. at \$37.50 per foot by taking the entire frontage.

942 FEET.
WE OFFER 942 feet on the most elevated part of North-ave. at \$12.50 per foot. Nothing like it on the market at the price; but you must take the entire frontage, as you well know that by taking one lot we would ask you much more, possibly \$30 per foot.

500 FEET.
WE OFFER 500 feet on Kearsarge-ave. with a depth of 456 feet for \$10 per foot by taking the entire frontage.

WE HAVE JUST BOUGHT the above property and it's our intention to cut it up in blocks and sell at a very low price, make a small profit and get out, giving the other fellow a chance.

THIS PROPOSITION WILL NEVER be put up to you again, as this twelve acres is the last to be sub-divided and we quote prices here that will not stand very long.

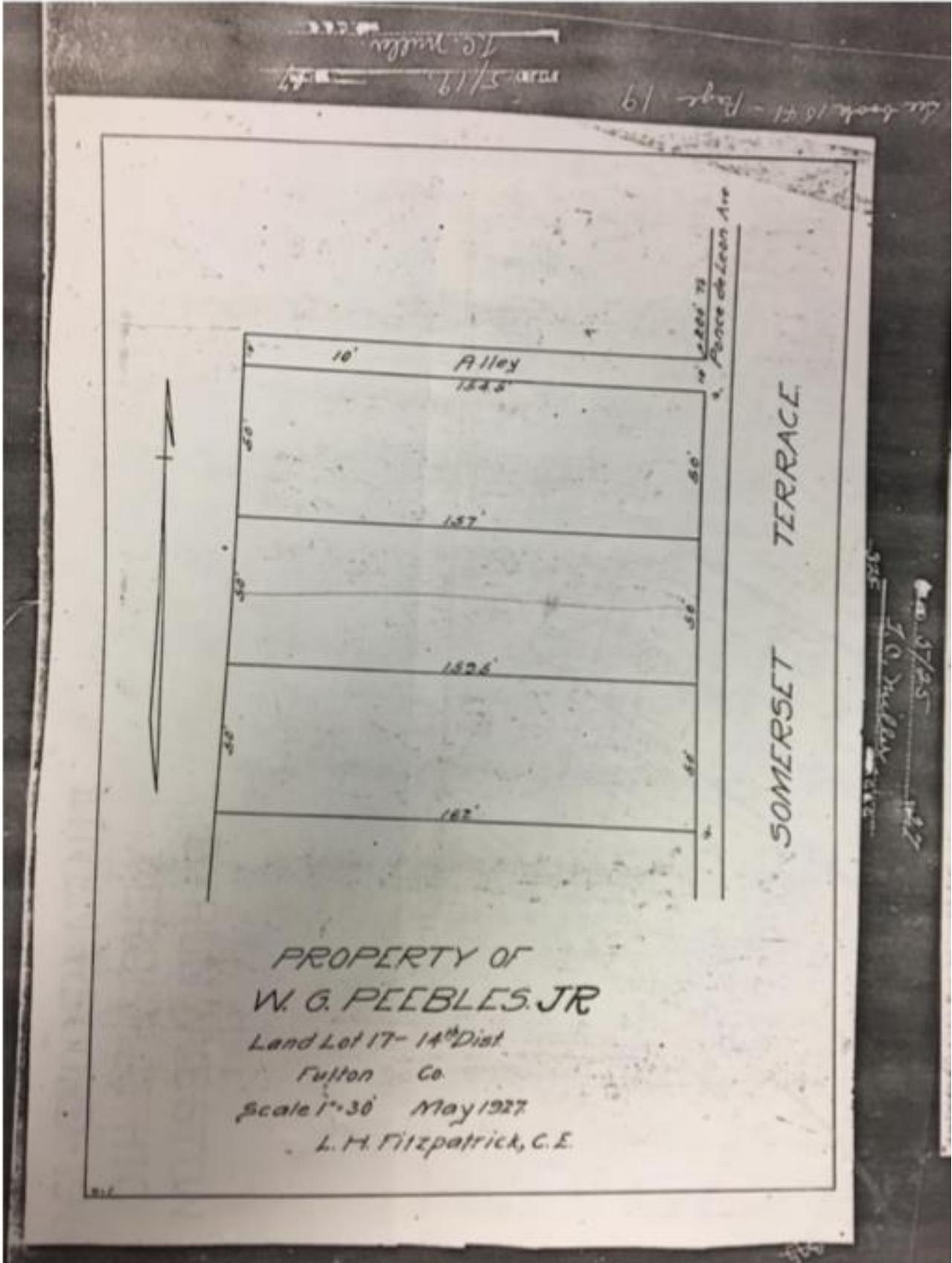
THE IDEA OF GETTING Ponce DeLeon-ave. property at \$37.50 per foot and North-ave. property at \$12.50 per foot is something new to the public and I am sure they will take advantage of this opportunity.

ATTACHMENT "A" TO NOMINATION RESOLUTION

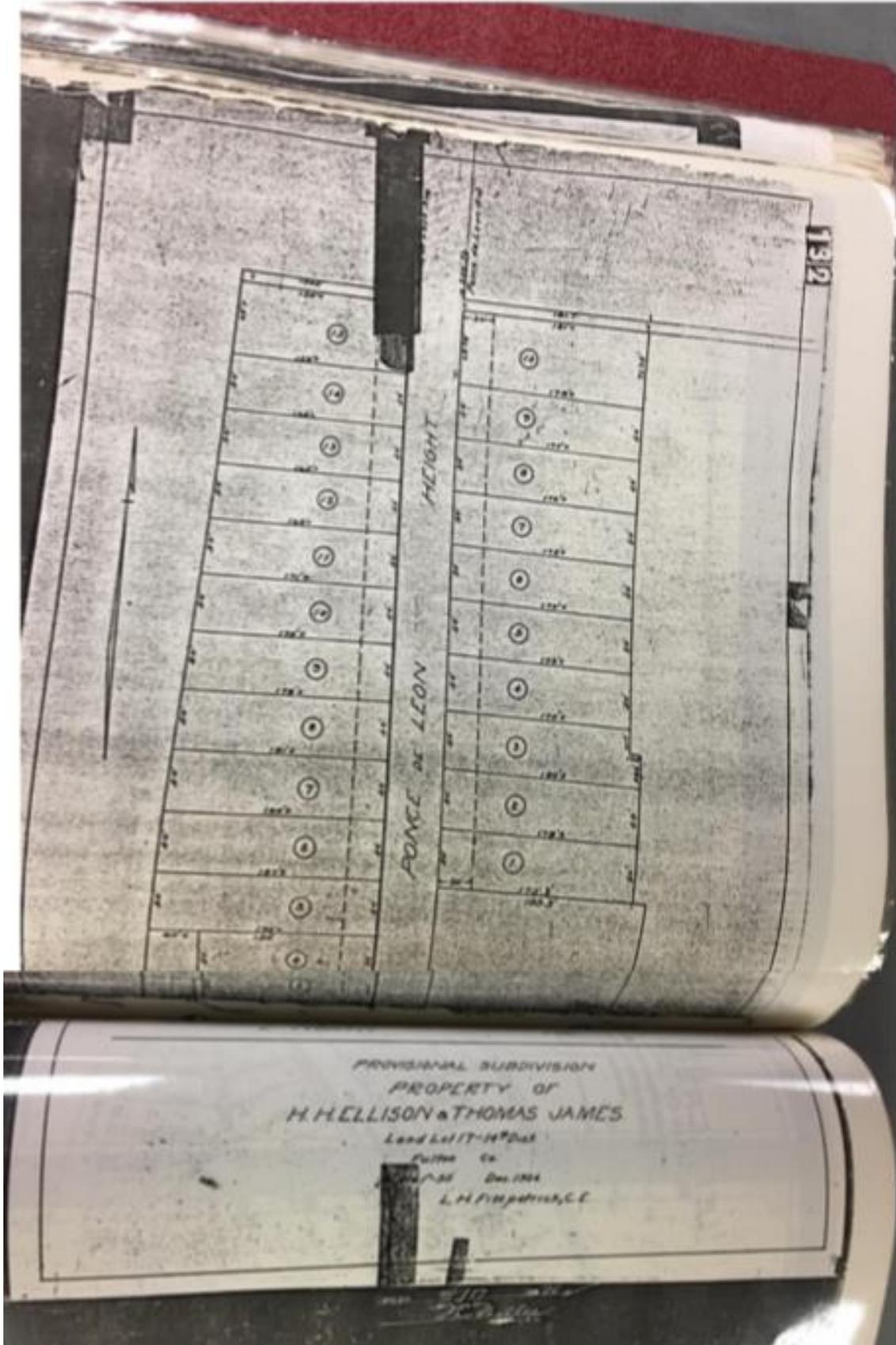


Figure 11 - Sanborn Map 1926

ATTACHMENT "A" TO NOMINATION RESOLUTION



ATTACHMENT "A" TO NOMINATION RESOLUTION



	class: 1149 Ponce de Leon. Call Walnut 1991; after 3 call HEMlock 3565.
en- N.	SEVERN APTS., 1089-95-1101 Blue Ridge avenue, N. E.
te. ce.	WYNSMERE APTS., 621-25-29 Highland avenue, N. E.
ri- a-	BLUE RIDGE APTS., 1088-98 North avenue, N. E.
	SEMINOLE APTS., 1140-50 North avenue, N. E.
	ELIZABETH TERRACE APTS., 90 Elizabeth street, N. E.
1	3 ROOMS, open porches . . . \$42.50 to \$47.50
	4 ROOMS, open porches . . . \$47.50 to \$55.00
	5 ROOMS, open porches . . \$55.00 to . . \$60.00
n- es	BUILDINGS modern in every respect, representative on premises. Office, corner Highland and North avenues. HEMlock 4040.

ATTACHMENT "A" TO NOMINATION RESOLUTION

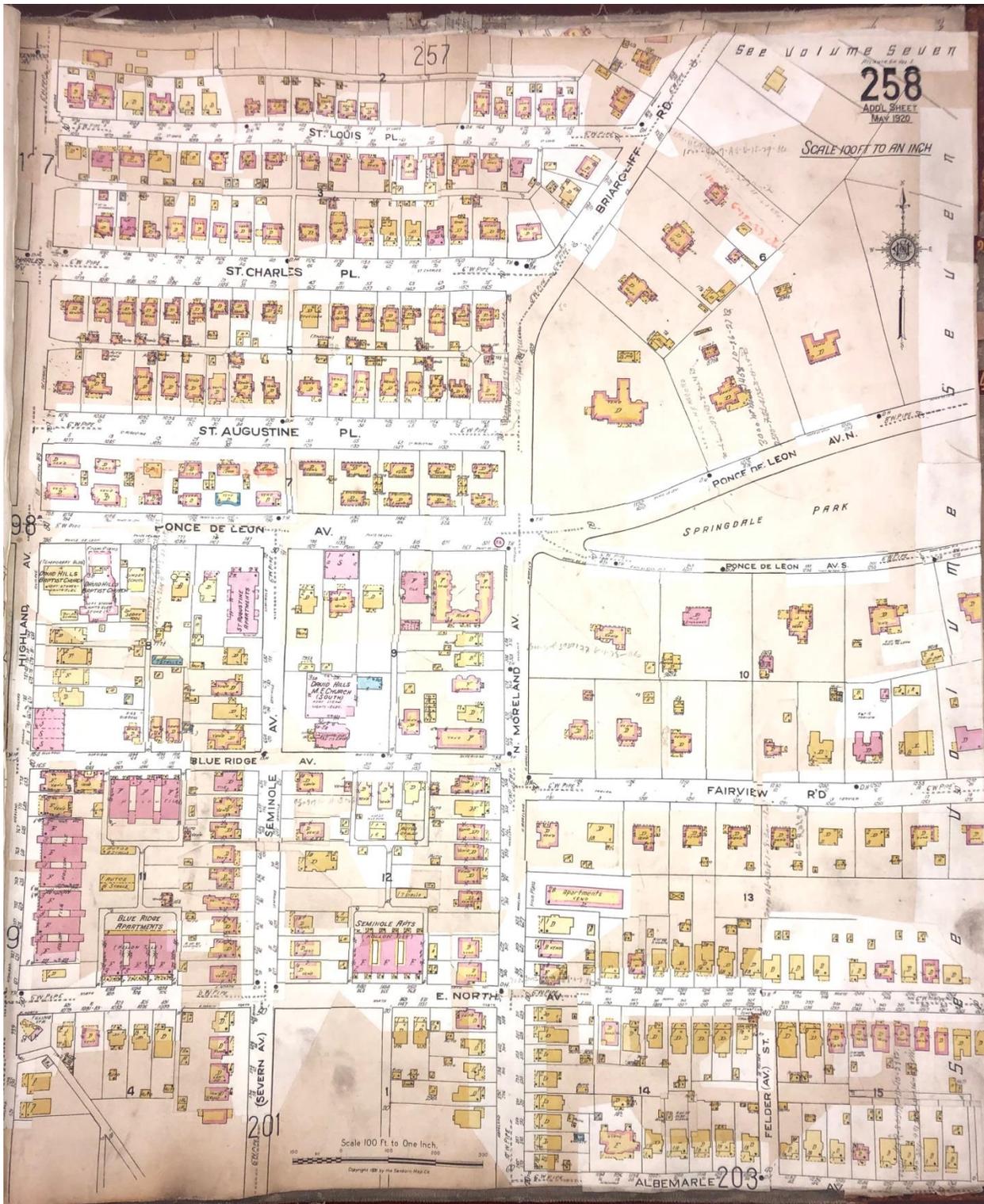


Figure 12 - Sanborn Map 1920 – Wynnmere, Severn, Blue Ridge and Seminole apartments in pink at bottom left

SUICIDE'S REASONS FOR ACT UNKNOWN

For reasons that may never be known, W. C. Hest, 26, the many years attached to the American consulate at Lima, Peru, Tuesday morning ended his life in his room in a downtown hotel by sending a bullet through his brain, after presenting a note to the living Edward J. Hest, of the Hest Lumber company.

It was never more shocked in all my life," declared Mr. Hest, who was located of Hest's death. Hest expressed surprise that Hest should have gone to Atlanta without telling his living father, who was here.

"It was a man of temperate habits in every particular and I was surprised at any possible cause for his act," Mr. Hest said.

Two years ago, Hest had occasion to visit Lima, Peru, where Hest was stationed at the time, and he said there and in many other places.

Hest's final hour, together with the point with which he killed himself, will never be discovered, following an alarm given by W. C. Hest.

At East Point, the letter made one of the first in his new district.

A coroner's jury, which investigated the death Tuesday morning, found that Hest came to his death from a gunshot wound, self-inflicted. The bullet entered Hest's head from the forehead, passing word from relative Francisco, P.C.

Besides the father, who lives in Pensacola, Fla., two brothers and two sisters survive him, Hest said.

HARDWICK QUILTS FEDERAL OFFICE TO RESIDE HERE

Declaring that his resignation had nothing whatever to do with the present congressional investigation of the United States department of justice and the record of former Attorney General Harry M. Hardwick, former Governor Thomas W. Hardwick, on Tuesday announced that he had resigned as special assistant to the attorney general of the United States and member of the advisory council of the department of justice.

The former Georgia governor pointed out that the notice of resignation was written on February 22, and he asserted that he had tendered his resignation to Attorney General Clegg on that date. He stated that private bookkeepers and correspondents had been necessary for him to resign and also that he was unwilling to give up his Georgia residence and locate permanently in Washington.

Mr. Hardwick gave out a letter from Acting Attorney General James M. Beck, accepting the resignation and expressing regret over the circumstances which made it necessary.

"I still am like the frog which croaks every night and still lives in the swamp," he said in the resignation. "I am satisfied to remain on this side of the river until the next year. Five minutes less or gained will make very little difference 40 years from now."

"As for dangerous resignations, they do not exist; it is only the people who make them so."

Bringing with it a list of offers which, for pure and certain popularity, bids fair to eclipse any previous season, the week of music which the Metropolitan Opera company will give to Atlanta, beginning next Monday night, fast approaches and with it the interest grows.

In "Il Trovatore," "Bohème," "Cavalleria Rusticana" and "Pagliacci," the musical score goes down popularly; it is assumed before they are sung, as frequently have they been sung and called for with undiminished eagerness.

A personal element of interest was cast into the arena of discussion and Saturday) will start promptly at 8 o'clock. No persons will be admitted to the auditorium after an exact Monday when a telegram arrived from New York announcing that Madame Frances Allen, who will sing the title role in "Madama," the opening opera, will arrive in Atlanta Sunday, in order that she may have ample time for rest and recuperation from the long train ride before she undertakes the strenuous requirements of her role Monday evening. Madame Allen is the wife of the late United States minister, the Metropolitan inspector.

Madame Allen has been absent from local opera seasons for five years, but will be enthusiastically welcomed back by the scores of Atlanta who by her in previous consecutive seasons.

That ever people indication of the popularity with which the season will be received, L. A., the best office, shows an unprecedented activity in the single week sale, which began April 7 and will continue.

As in the seasons past, the afternoon performances (Monday, Tuesday and Saturday) will begin at 2 o'clock, while the evening performances (Monday, Wednesday, Friday

Established 32 Years in Atlanta

Dr. E. G. Griffin's

Gate City Dental Rooms

All Dental Work at Moderate Prices

Remember my location is 63 1/2 Whitehall St.

Phone M. 1766. Hours 9 to 6

\$10.00

MADE AND DELIVERED SAME DAY

Crown and Bridge Work a Specialty

THE VESTA

On the great superiority of our Range, we were awarded the contract for placing all the GAS Ranges throughout the beautiful apartment, Bonaventure Arms.

King Hardware Co.
12 Stores in Atlanta

The Bonaventure Arms

Like dozens of the foremost and most modern apartments, hotels and business structures in the South, was financed by

G. L. MILLER & CO.

Atlanta, Ga.
"The Investor Ever Laid a Dollar in Miller Bonds"

Kewanee Boiler Company

Steel Heating Boilers, Tanks, Carriage Burners and Radiators, Power Boilers

1521 Candler Building

Bonaventure Arms
equipped with

Murphy Beds

Selected because of their Supremacy

Murphy Door Bed Company
204 Peachtree, Arcade Bldg. Atlanta

F. A. Hubbell

Structural Engineer
District Sales Agent
Knoxville Iron Co.

REHM & MCKAMY
ELECTRICAL CONTRACTORS AND ENGINEERS

Phone Walnut 1300 ATLANTA, GA.

Plumbing and Heating installed by

SECKINGER BROS. CO.

Forsyth Building

Architects, Builders, Contractors, Supply people—who have played their part in the construction of the beautiful apartment

Bonaventure Arms

SECKINGER BROS. CO. Plumbing and Heating
F. A. HUBBELL Structural Engineer
THE WILLIAM WILSON CO. Painting and Decorating
R. M. CALLAWAY & CO. Fly Screens
O. A. SMITH CO. Contractors for Gravel Roofing
BLUE DIAMOND TILE CO. Marble and Terrazzo
RAYMOND C. SNOW & CO. ARCHITECTS
KING HARDWARE CO. 12 Stores in Atlanta
A. L. MILLER & CO. Stock and Bonding Corporation
Kewanee Boiler Company Steam Heating Boilers
WHEATON CONSTRUCTION CO. Builders
SERPENT FURNITURE CO. Builders
DUFFEE-FREEMAN FURNITURE OF CHARACTER
P. L. GOMEZ & CO. "Plasterers"

R. M. CALLAWAY & CO.
Licensed Agents and Contractors
Fly Screens, Venetian Blinds, Weather Strips, Window Ventilators
705 WEST PEACHTREE ST. Atlanta, Ga. Tel. Hem. 0047

RAYMOND C. SNOW & CO. ARCHITECTS
1612-1614 Hurt Building
ATLANTA, :: GEORGIA

STERCHI
Furniture & Carpet Co.
7 EAST MITCHELL STREET
Apartment and Homes Furnished Complete
Our qualities and our prices always get the contract
We furnished all the Shades, Carpets, Linoleum and Furnishings throughout for the BEAUTIFUL BONAVENTURE

THE BONAVENTURE ARMS APARTMENT

The Bonaventure Arms Apartment, corner of Peach and Lane Avenue and Bonaventure, is one of the latest additions to Atlanta's highest class apartment buildings, which will be ready for occupancy in the near future. It is another example of the successful designing of the architects, Raymond C. Snow & Company, who are specializing in apartments and hotels.

Carefully planned to meet all the requirements of the most up-to-date apartment building, it is arranged with six floors of handsome units and one floor devoted to bathhouse quarters, with provisions for garages and storage rooms in the basement.

Every modern convenience has been provided in this building, and a special feature is the service arrangements, which allow the delivery of parcels during absence of the tenant.

The building is designed in a dignified Georgian style, which is well adapted for this type of building. The structure is of reinforced concrete, hollow tile, and brick, making a building entirely fireproof throughout.

LEONARD
Cleanable Refrigerators
Duffee-Freeman
FURNITURE OF CHARACTER
Corner Broad and Hunter Streets
PHONE WALNUT 1219
Large Contracts a Specialty
The William Wilson Co.
INCORPORATED
Painting and Decorating
155 Sinclair Ave. Atlanta, Ga.
SHELVERTON CONSTRUCTION CO.
Contractors and Builders
Atlanta Trust Co. Bldg., Atlanta, Ga.
O. A. SMITH CO.
Contractors for Gravel Roofing
Dishes and Manufactures
Coal Tar, Concrete, Pitch, Roll Roofing,
Varnishes, Roofing Cement, Etc.
82 Market Street Phone WAL 4685
M. A. H. Smith Post Office
Atlanta, Georgia
Blue Diamond Tile Co.
811 Ross Allen Bldg.
Marble Terrazzo

Figure 13 - Bonaventure Arms ad 1924

THE CONSTITUTION, ATLANTA, GA., SUNDAY, NOVEMBER 1, 1925

Principals in Erlanger Theater Plans Here

Four figures in the deal which will provide Atlanta with one of the finest theaters in the country. The new theater will be erected on the east side of Peachtree street at 509-519, about one block from North avenue. The structure will be erected by W. F. Winecoff. In the picture are (left to right): Mr. Winecoff, Raymond C. Snow, Atlanta architect; A. L. Erlanger, New York, who will lease the theater, and Lewis Haase, manager of the Atlanta theater, who will serve as manager of the new play-house.

BROKERS ARE GIVEN TERM IN PRISON **ATLANTA WILL GET HANDSOME THEATER** charge passengers and then drive directly into a garage. **MRS. COOLIDGE WAITS HER TURN AT MOVIE**

Figure 14 - Principals in Erlanger Theater Project

THE CONSTITUTION, ATLANTA, GA., SATURDAY, SEPTEMBER 12, 1924

NIFTY JIFFY Store Locations—

- 1 7 South Broad St.
- 2 295 Peachtree St. East
- 3 732 Highland Ave.
- 4 53 Gordon St.

All Stores Open Today 8 A. M.

4 New Keys Unlock 4 New Nifty Jiffy Stores— TODAY

Today is the Opening Day of 4 Nifty Jiffy Self-Service Grocery Stores. In the calendar of thrifty women it marks the beginning of grocery savings without equal. It's worth getting acquainted with the nearest Nifty Jiffy Store on Opening Day—the well-known brands of groceries at extremely low prices will be your reward. Don't let anything interfere with your coming.

**Atlanta Housewives Have Waited For This Event—
It Will Be a Day of Huge Grocery Savings,
That Will Be Long Remembered.**

"Delicious" Flour
Plain and Self-Blending

Kingan's Reliable Sliced Bacon 38c lb.
IN ONE POUND SQUARES

Kingan's Indiana Lard, 4-lb. Pails 78c ea.

Figure 15 - Nifty Jiffy Ad

ATTACHMENT "A" TO NOMINATION RESOLUTION



Figure 16 - Highland School

ATTACHMENT "A" TO NOMINATION RESOLUTION

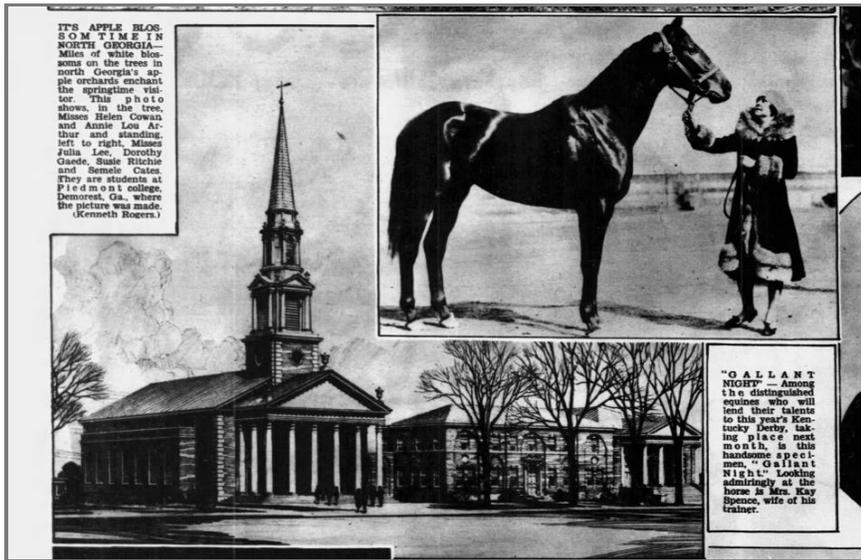
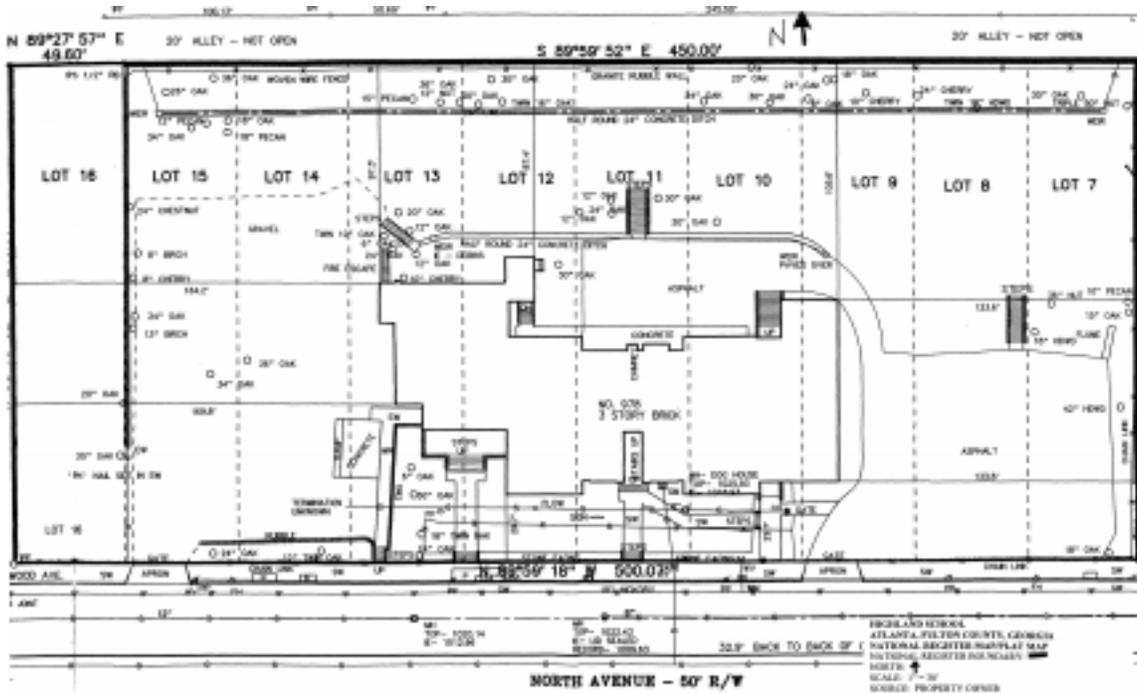


Figure 17 - Druid Hills Methodist Church with the 675 Seminole addition in the center

ATTACHMENT "A" TO NOMINATION RESOLUTION



Figure 18 - 675 Seminole

ATTACHMENT "A" TO NOMINATION RESOLUTION



Figure 19 Druid Hills Baptist Church

ATTACHMENT "A" TO NOMINATION RESOLUTION

