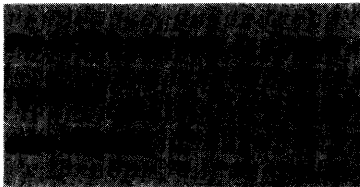


**United States Department of the Interior
Heritage Conservation and Recreation Service**

**National Register of Historic Places
Inventory—Nomination Form**

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



1. Name

historic ~~The~~ Farlinger

and/or common Frances Hotel

2. Location

street & number 343 Peachtree Street, N/E N/A not for publication

city, town Atlanta N/A vicinity of ~~congressional district~~

state Georgia code 013 county Fulton code 121

3. Classification

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

4. Owner of Property

name Selig Enterprises

c/o Simon S. Selig, Jr.

street & number 1100 Spring Street, N.W.

city, town Atlanta N/A vicinity of state Georgia 30309

5. Location of Legal Description

courthouse, registry of deeds, etc. Superior Court

street & number Fulton County Courthouse

city, town Atlanta state Georgia

6. Representation in Existing Surveys

title Atlanta Historic Resources Workbook

has this property been determined eligible? yes no

date 1981 federal state county local

depository for survey records Atlanta Urban Design Commission

city, town Atlanta state Georgia

7. Description

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

Describe the present and original (if known) physical appearance

The Farlinger, built in 1898, is a four-story Victorian Eclectic apartment/hotel building with commercial space on the first floor. Its triangular plan conforms to its wedge-shaped lot, located at the intersection of Peachtree Street and Ivy Street in downtown Atlanta, Fulton County, Georgia.

The Farlinger, four-stories high with a full basement entered from street level on the east side, features rusticated granite piers framing the storefronts and apartment entrance on the first floor west side and brick laid in running bond elsewhere. Exterior detailing is elaborate, particularly on the west or front facade. Here, on the second and third floors, a series of bay windows alternate with flat arched windows with limestone quoining, sills and lintels; on the fourth floor windows are capped with fanlights and rounded arch stone surrounds with prominent console keystones. A stone string course connects these fourth floor windows at the springing point of the arches, and porthole windows trimmed with stone are located above. The rounded northern apex of the building is highlighted by a stone relief panel bearing the name "The Farlinger" on the fourth floor and by a pressed metal panel featuring garlands and swags that wrap around the corner above the first floor capitals. A prominent metal cornice with dentils and brackets crowns the building. From the roof project solid brick plinths capped with stone that served originally as a balustrade for a roof garden. One chimney detailed with a keystone arch that repeats the window treatment is located centrally on each side of the roof.

The east facade is considerably plainer than the west with fewer bay windows and many smaller plainer windows. Some of the round arched fourth floor windows do continue here, and the four near the southeast corner have unusual metal awnings. There are two fire escapes on this side; one is probably original, the second, near the north end, was installed after 1932. The level of Ivy Street was raised considerably in 1912, explaining the below-grade entries on what was originally described as the street level.

The Peachtree Street (west) storefronts retain some of their original detailing, including rounded plate glass windows on the rounded north and southwest corners. Although some remodeling has occurred, in general the exterior remains remarkably intact. The major change has been the removal of metal balconies that wrapped around the north end on all three floors of the building.

The interior of the building on the upper three floors is organized around a "Y" shaped double-loaded corridor, a light well and a central stairway/elevator shaft. Upstairs rooms are simply detailed with plaster walls and ceilings and paneled doors with transoms above. Originally there were four baths on each floor. Private baths have been added to rooms on the west side and those on the east side have shared baths. The main stairway, originally open to the fourth floor, and presently enclosed, has finely carved newels, turned balusters, and panel wainscoting. Next to it is a passenger elevator, original to the building.

The present first floor, considerably altered over the years, retains some of its original features in the lobby area. The vestibule has a pressed tin ceiling and elaborately detailed door surrounds; the lobby has a marble tile floor, paneled wainscoting and a deep cornice. Originally the first floor consisted of a large grocery store at the south end (presently occupied by the Domino Lounge) with a ladies reception room

(CONTINUED)

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**

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date entered

Continuation sheet Representation in Existing Item number 6 Page 2
Surveys

Determination of Eligibility

The Farlinger was determined eligible for listing in the National Register on February 10, 1978. The Determination of Eligibility was requested by the Urban Mass Transit Administration of the Department of Transportation.

Local Designation

Upon recommendation of the Atlanta Urban Design Commission, the city's official preservation agency, the Farlinger has been designated an Urban Conservation and Development property by the City of Atlanta.

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**

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Continuation sheet Description Item number 7 Page 2

to its north (now incorporated into the hotel lobby) and two storefronts to the north of the lobby entrance occupied early on by a butcher and a drug store. Between 1910 and 1915 the drug store was expanded to occupy both spaces, and by 1929 it had been converted into a restaurant, which it remains today. A finished basement area entered from Ivy Street originally served as part of the grocery store.

A newspaper account of the grand opening of A.W. Farlinger's grocery store and the apartment building in June, 1898 indicates that a cafe and kitchen originally occupied much of the fourth floor, the cafe at the north end and the kitchen to the east of the light well. At some time before 1921 (when as many rooms are listed on the fourth floor as on the other floors in the City Directory) additional rooms were created from these spaces. Perhaps at the same time the original suites were changed to one-room apartments. The building was steamheated and lighted by electricity and gas.

The Farlinger fits snugly on its sloping wedge-shaped lot at the intersection of Ivy and Peachtree Streets. An historic hexagonal concrete tile sidewalk fronts the building on the Peachtree side; no other landscaping features remain. Sidewalk vaults extend from the basement under the Peachtree Street sidewalk. Presently located at the upper end of Atlanta's downtown business district, the Farlinger was originally built in Atlanta's northernmost residential area, one of only a few commercial buildings to be located there. Sacred Heart Church, located across Ivy Street, was built in 1897-98 and the First Methodist Episcopal Church across Peachtree Street was completed in 1903. The area changed rapidly from residential to commercial in the early twentieth century. A 1911 Sanborn map shows a number of commercial buildings in the neighborhood, and by 1923 nearly all the residences had been demolished and replaced with commercial structures. Clearly, the area was no longer a fashionable residential district. A.W. Farlinger's sale of the building in 1910, its change to single room apartments by 1921, and its 1930 change to a hotel all reflect the transformation of the neighborhood from residential to commercial.

8. Significance

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

Specific dates 1898 **Builder/Architect** George W. Laine, architect
E.F. Dodson, builder

Statement of Significance (in one paragraph)

The Farlinger is historically significant in the areas of architecture, commerce, and community planning and development. In terms of architecture, the building is significant as one of Atlanta's finest High Victorian Eclectic buildings. Its distinctive wedge-shaped plan, dramatic site and handsome detailing have made it a landmark in downtown Atlanta for more than eighty years. In terms of commerce, the building is significant for its association with Alexander Farlinger, who had the building constructed and owned it for some years. Farlinger was a prominent Atlanta grocer who served for a time as president of the National Retail Grocers' Association and who was instrumental in founding the Atlanta Retail Grocers' Association. Farlinger's model grocery store was located on the first floor of the building. In terms of community planning and development the Farlinger is significant for the leading role it played in the northward movement of high density residential and commercial development in Atlanta at the turn-of-the-century. The Farlinger was one of the first major buildings in Atlanta to offer elegant apartments or "flats" for rent, thereby ushering in a new era of residential development in the city.

Architecture- Architecturally, The Farlinger is one of the finest remaining High Victorian Eclectic buildings in Atlanta. It combines typical late-Victorian building materials and techniques with an unusual triangular plan and a great variety of eclectic stylistic motifs. The rusticated granite piers on the first floor, the varied upper story window treatment which includes quoining and flat arches and round headed arches with fanlights and console keystones, a stone string course, and a prominent pressed metal cornice are among its most outstanding exterior features. On the interior, the ornate vestibule with its pressed metal ceiling and carved capitals and cornices, the paneling and marble tile floor in the lobby, and the fine stairway with its turned balusters, paneled wainscoting and carved newels are all important details. The building is significant as an example of one of Atlanta's earliest luxury apartment complexes and for its combination of first floor commercial space with residential space above.

The Farlinger was designed by George W. Laine, who is listed as an architect in the Atlanta City Directory from 1893 to 1909. For some of these years, Laine shared an address with Henrietta Dozier, Atlanta's first woman architect. Laine designed at least one other major commercial building in Atlanta, The Lowndes Building (1897), now demolished, an office building that displayed the same rusticated ground floor, bay windows, overhanging bracketed cornice, and round corners as the Farlinger.

Commerce- In terms of commerce, The Farlinger is significant for its association with Alexander W. Farlinger (1861-1925) who was born in Canada and arrived in Atlanta about 1885, where he immediately set up shop as a grocer. Farlinger was at one time president of the National Retail Grocers' Association and was largely responsible for the organization of the Atlanta Retail Grocers' Association. Farlinger designed his building as a mixed-use structure with commercial space on the ground floor and apartments above. His elegant grocery store, located on the ground floor, was advertised as "having the

(CONTINUED)

9. Major Bibliographical References

See Attached Sheet

10. Geographical Data

Acreeage of nominated property 0.17 acre
 Quadrangle name Northwest Atlanta, Georgia

Quadrangle scale 1:24000

UMT References

A

1	6	7	4	2	1	2	0	3	7	3	8	8	2	0
Zone		Easting				Northing								

B

Zone		Easting				Northing							

C

Zone		Easting				Northing							

D

Zone		Easting				Northing							

E

Zone		Easting				Northing							

F

Zone		Easting				Northing							

G

Zone		Easting				Northing							

H

Zone		Easting				Northing							

Verbal boundary description and justification The boundary of the nominated property, outlined with a heavy black line on the enclosed plat, conforms to the current legal description and coincides with the historic property on which the building is located.

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

state N/A code county code

state code county code

11. Form Prepared By

name/title Carolyn Brooks, National Register Researcher
Historic Preservation Section

organization Georgia Department of Natural Resources date July 15, 1982

street & number 270 Washington Street, N.W. telephone 404 656-2240

city or town Atlanta state Georgia

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

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

State Historic Preservation Officer signature Elizabeth A. Lyon
 Elizabeth A. Lyon

title State Historic Preservation Officer date 8/17/82

For HCRS use only	
I hereby certify that this property is included in the National Register	
<u>Alton Byers</u>	Entered in the National Register
Keeper of the National Register	date <u>9/30/82</u>
Attest:	date
Chief of Registration	

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**

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Continuation sheet Significance Item number 8 Page 2

finest fixtures and stock in the southern states" and as "the model grocery store of the United States". The store, when it opened in 1898, had an elegantly appointed ladies reception room where grocery orders could be made out in comfort, offices for the book keeper and proprietor, a downstairs area for receiving and shipping goods, and a large refrigerator. Other first-floor store occupants included a butcher and a druggist, and a cafe/restaurant was located on the fourth floor- all this to serve tenants and the surrounding residential community as well.

Community Planning and Deveopment- In terms of community planning and development the Farlinger is again significant for its connection with Alexander W. Farlinger, a forward thinking businessman and for a few years a politician, who influenced the development of Atlanta. The Farlinger played an important role in the northward movement of high-density residential and commercial development in Atlanta at the turn-of-the century. Nearly downtown now, and surrounded by urban development, The Farlinger when it was built was situated in the midst of Atlanta's northernmost suburbs. The Farlinger also played an important role in the development of the modern apartment building in Atlanta. It was one of the first, if not the first, apartment building in the city to offer elegant unfurnished "flats" to the middle class. For the first time an alternative to the boarding house was provided and a new era of residential development in the city was ushered in.

The same northward movement that resulted in the Farlinger's early success led to its rapid decline as a fashionable apartment building. Beginning about 1910, residences in the immediate neighborhood of the Farlinger were being converted or demolished to make way for new commercial development, and by 1923 Peachtree Street in this area was almost entirely commercial. The Farlinger clearly became a less desirable address as residential Atlanta moved north. By 1921 suites were reduced to one room flats and in 1930 the building became a hotel.

Alexander Farlinger, who turned to other real estate ventures after the early success of the Farlinger, was a major landowner in the Spring Street area and was instrumental in the creation of the Spring Street Viaduct and that part of the city. In addition, Farlinger is said to have had a deep interest in the encouragement and development of educational interests in Atlanta, and he worked actively to bring Oglethorpe University to the city, serving as a member of the Board of Founders. He served on the Atlanta City Council from 1912-1915.

United States Department of the Interior
National Park Service

**National Register of Historic Places
Inventory—Nomination Form**

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Continuation sheet

Bibliography

Item number

9

Page 2

Atlanta City Directory 1898-1932.

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Lyon, Elizabeth Mack. "Business Buildings in Atlanta: A Study in Urban Growth and
Form". Unpublished Doctoral Dissertation, Emory University. 1971.

Sanborn Maps for the City of Atlanta: 1899, 1911, 1923, 1931.

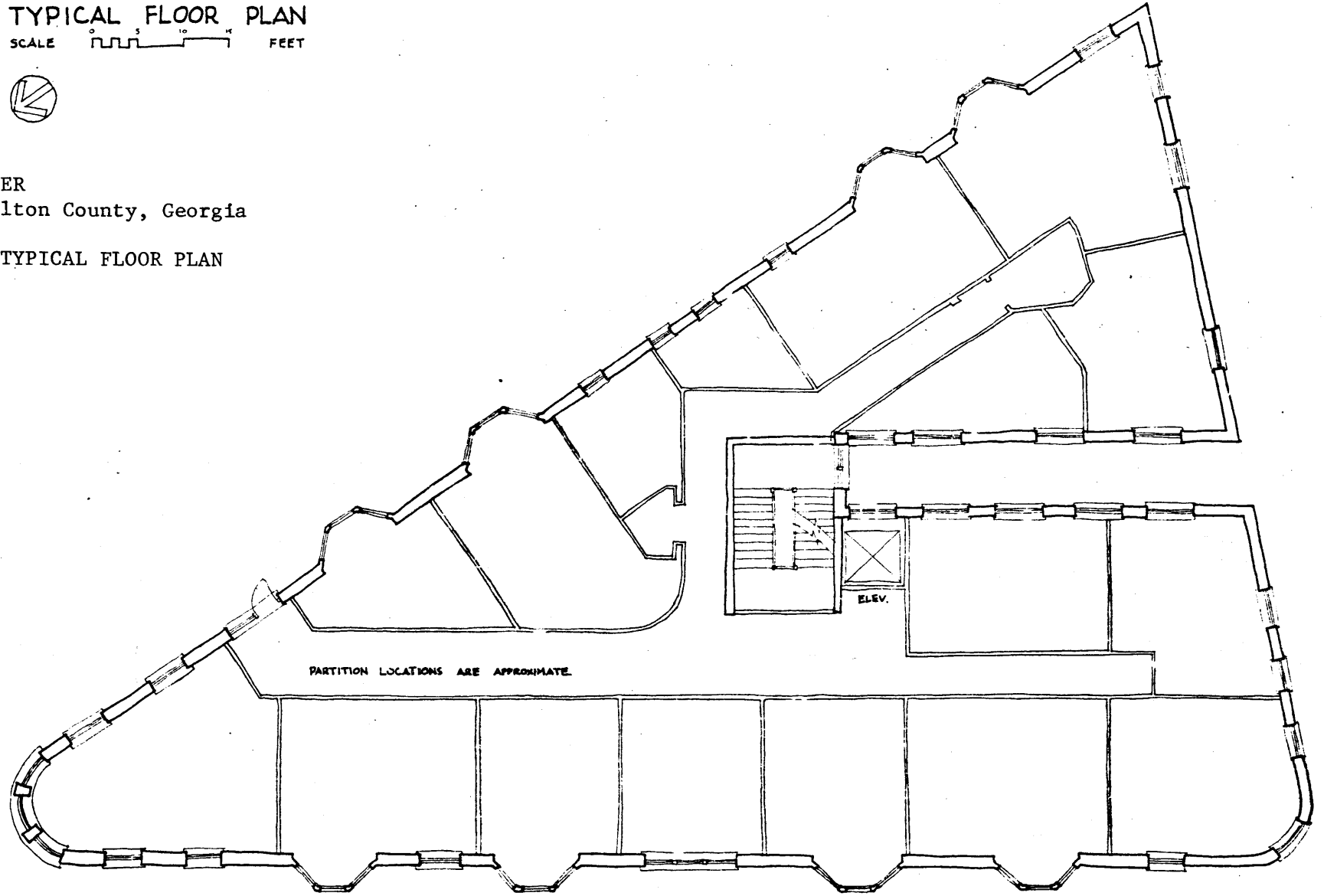
TYPICAL FLOOR PLAN
SCALE 0 5 10 15 FEET



THE FARLINGER
Atlanta, Fulton County, Georgia

SKETCH MAP/TYPICAL FLOOR PLAN

North: ↙

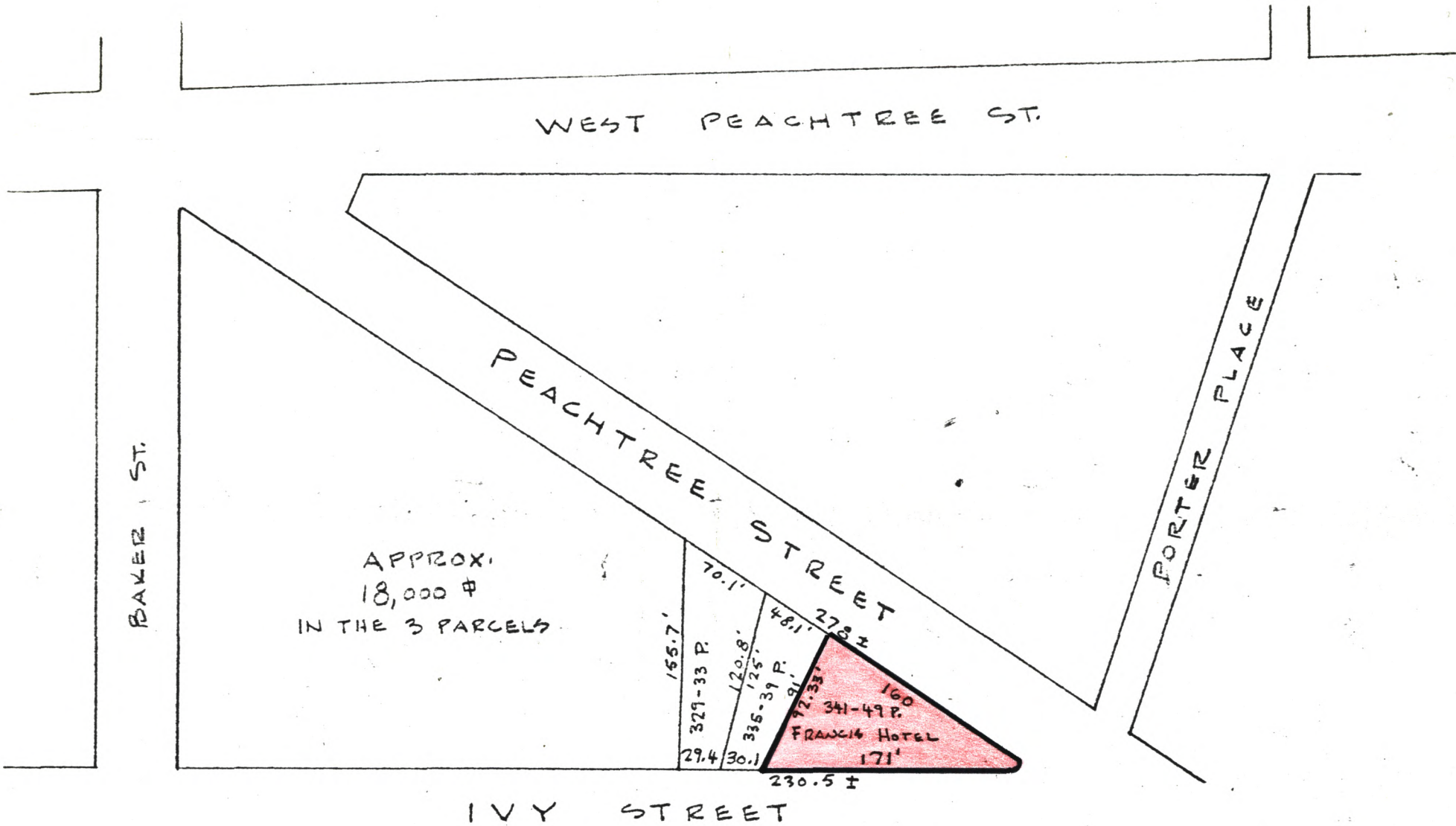


PARTITION LOCATIONS ARE APPROXIMATE.

EXISTING CONDITIONS

Selig Enterprises, Inc., Owner / Developer
Richard D. Selig & Associates, Architects

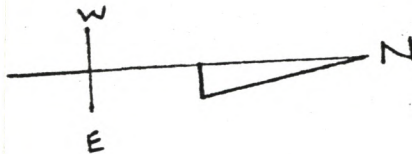




THE FARLINGER
Atlanta, Fulton County, Georgia

PLAT MAP
North: →

Property Boundary: ———



ALL DIMENSIONS SUBJECT TO
AN ACCURATE SURVEY.

Selig Enterprises, Inc., Atlanta

14 FEB 1964