

United States Department of the Interior  
National Park Service

NOV 05 1988

**NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM**

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in "Guidelines for Completing National Register Forms" (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

**1. Name of Property**

historic name Logan Building  
other names/site number

**2. Location**

street & number 119 East Washington Street  
city, town Gainesville (n/a) vicinity of  
county Hall code GA 139  
state Georgia code GA zip code 30503

(n/a) not for publication

**3. Classification**

**Ownership of Property:**

- private
- public-local
- public-state
- public-federal

**Category of Property**

- building(s)
- district
- site
- structure
- object

**Number of Resources within Property:**

|            | <u>Contributing</u> | <u>Noncontributing</u> |
|------------|---------------------|------------------------|
| buildings  | 1                   | 0                      |
| sites      | 0                   | 0                      |
| structures | 0                   | 0                      |
| objects    | 0                   | 0                      |
| total      | 1                   | 0                      |

Contributing resources previously listed in the National Register: n/a

Name of related multiple property listing: n/a

**4. State/Federal Agency Certification**

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this nomination meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets the National Register criteria. ( ) See continuation sheet.

Elizabeth A. Lyon  
Signature of certifying official

11/22/89  
Date

Elizabeth A. Lyon  
Deputy State Historic Preservation Officer,  
Georgia Department of Natural Resources

In my opinion, the property ( ) meets ( ) does not meet the National Register criteria. ( ) See continuation sheet.

\_\_\_\_\_  
Signature of commenting or other official

\_\_\_\_\_  
Date

\_\_\_\_\_  
State or Federal agency or bureau

**5. National Park Service Certification**

I, hereby, certify that this property is:

Entered in the  
National Register

entered in the National Register

Alvina Byers 1/4/90

( ) determined eligible for the National Register

( ) determined not eligible for the National Register

( ) removed from the National Register

( ) other, explain:

( ) see continuation sheet

for \_\_\_\_\_  
Signature, Keeper of the National Register Date

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## 6. Function or Use

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### Historic Functions:

commerce/specialty store

### Current Functions:

commerce/professional

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## 7. Description

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### Architectural Classification:

Late 19th and early 20th Century Revivals: Classical Revival

Modern Movement: Art Deco

### Materials:

|            |                        |
|------------|------------------------|
| foundation | brick                  |
| walls      | masonry, concrete      |
| roof       | synthetics: fiberglass |
| other      | metal: brass, tin      |

### Description of present and historic physical appearance:

The Logan Building is a 1929, one-story, masonry, commercial building located within the central business district of Gainesville, Hall County, Georgia. It is surrounded on its east and west sides by other commercial structures.

The nominated building is constructed of brick with wood joists and a precast concrete facade and is designed using a combination of free classical and Art Deco stylistic influences. The storefront consists of a central recessed entrance with a barrel-vaulted ceiling, large display windows with marble kickplates below, prism-glass transom windows, and brass trim. The open, rectangular interior retail space has been divided into office cubicles with low partitions to retain the open feeling of the interior and the view of the pressed-metal ceiling and skylight. A mezzanine added across the rear of the interior space in the 1950s has been retained and re-used.

The front facade features precast ornamental concrete with decorative fluted pilasters, a string course along the roof line, and an impressed star design above each pilaster. The barrel vaulted plaster entrance shows classical detailing with marble kickplates beneath the display windows and a brass plate with applied hand-tooled grape and leaf clusters that crowns the vaulted entry. A bevelled glass fanlight window is placed above a rectangular transom over the recessed main door. The original doorway has been retained and consists of a large glass panel with a wooden door frame and brass hardware. Lighted, frosted prismatic glass transoms are above both front facade display windows. The trim around the prismatic transom is of tin and has the same stamped details as in the brass fenestration trim around the display windows. The front entrance floor is a rust colored tile.

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Interior features include plaster walls, wood planked flooring (covered by carpeting), a pressed metal ceiling and a central skylight. The ceiling height measures 16' and is covered with tin in a simple textured pattern. The cornice line is highlighted by a classical wreathed pattern with pearl molding. The skylight also features a geometric patterned casing in the window well. The lobby area retains the original recessed light fixtures.

The front grounds of the Logan Building consist of a concrete sidewalk and granite curb. The rear grounds consist of a "court yard" area shared by several stores. It is used for parking and a dumpster.

The overall character of the area is that of a small 1920-1930 era commercial business district. However, the Logan Building is unique in relation to others within the block because of its classical facade which stands out as an anomaly among the other unornamented commercial fronts. The renovation work has restored many of the building's original details particularly evident on the front facade.

**8. Statement of Significance**

**Certifying official has considered the significance of this property in relation to other properties:**

nationally     statewide     locally

**Applicable National Register Criteria:**

A     B     C     D

**Criteria Considerations (Exceptions):**     N/A

A     B     C     D     E     F     G

**Areas of Significance (enter categories from instructions):**

architecture

**Period of Significance:**

1929

**Significant Dates:**

1929

**Significant Person(s):**

n/a

**Cultural Affiliation:**

n/a

**Architect(s)/Builder(s):**

Joe R. Brice  
Ray Ward

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**Significance of property, justification of criteria, criteria considerations, and areas and periods of significance noted above:**

**Narrative statement of significance (areas of significance)**

The 1929 Logan Building is significant as one of the few intact commercial buildings in downtown Gainesville that pre-dates a 1936 tornado that destroyed a major portion of the city's central business district.

In the area of architecture, the building is significant as a good example of the one-part commercial block type with recessed storefront and as an example of early 20th century classical and Art Deco stylistic influences on commercial buildings. Overall, the building embodies free classical characteristics and high artistic designs derived from the classical revival period. The building's smooth front with vertical lines, arched brass plate with applied hand-tooled grape and leaf clusters, pilasters, and barrel vaulted entry way all exhibit the artistic values of this style. However, the building's stylized star ornamentations, the angular front entrance shape and the geometric etched fanlight are elements that reflect an Art Deco design influence. The building also possesses the distinctive characteristics of a typical commercial building which includes the cornice, the continuous lintel, and the storefront. Elements of the storefront are pilasters, transoms, display windows, kick plates, and a recessed entrance. The facade features a precast concrete cornice and pilasters topped with a decorative star pattern. The glass display windows are set on each side of the entrance, and prismatic, frosted glass transoms are placed over the front facade windows to shield sunlight from the display areas. There is an etched glass fanlight and a rectangular transom above the front door. Marble kickplates are located beneath the display windows. The most notable detailing is the arched brass plate with decorative hand-tooled ornamentation located at the head of the barrel vaulted entrance. The display windows and transoms are also highlighted with either brass or tin detailing. The interior also reflects elements of a commercial type building with a press metal ceiling, skylight, original recessed display window lights, plaster walls, decorative cornice molding, and double hung, 9/9 rear facade sash windows. The Logan Building is a good example of a type of one-story commercial block building found in many Georgia cities where early 20th century commercial activity took place. It embodies the distinctive characteristics of classical and Art Deco styling and represents a type of commercial storefront design commonly found in larger cities during the early 20th century. The building also represents the architectural history of the city which survived the 1936 tornado.

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**National Register Criteria**

The Logan Building meets Criteria C in that it possesses high artistic qualities of a free classical nature as well as elements of Art Deco. These features are embodied in the materials and details of the facade. The building is a composition of precast concrete, marble, glass, tin, and brass. The building exemplifies classical motifs with concrete pilasters, a barrel vaulted entryway, marble display window bases, an etched fanlight over the door, and metal ornamentation. Brass decoration is found in the arched plate with applied hand-tooled grape and leaf clusters over the vaulted entry. Brass is also used surrounding the display windows and for the entrance door hardware and kickplate. The interior retains the original recessed lighting, patterned tin ceiling, decorative cornice, and skylight. The classical styling and commercial usage provides a good example of the characteristics of both building traditions and is unique to the city of Gainesville. Due to the 1936 tornado which destroyed many of Gainesville's commercial structures, the Logan Building received little damage and is one of the few intact examples of this type of early 20th century storefront.

**Period of significance (justification, if applicable)**

1929-construction of the Logan Building.

**Developmental history/historic context (if applicable)**

William L. Logan came to Gainesville from White County in 1901. He attended the Cleveland Schools, Atlanta Dental College, and the University of Maryland School of Dentistry, beginning his practice in 1898. In 1918, he married his wife, Lucy, who attended Brenau College in Gainesville. In 1918, Dr. Logan had a dentist office at 16 East Washington Street and a residence at 54 North Green Street where he lived with his wife Lucy and daughter. According to Logan's daughter, Ruth Logan Wilson, he bought several rental properties in Gainesville throughout his life to provide income for his wife after his death.

In 1921, William Logan acquired 14 and 16 East Washington Street. At that time, 16 East Washington was adjacent to the residential lot of Dr. and Mrs. J. W. Bailey who lived in a large brick house at 28 East Washington Street at the corner of Green Street.

In January 1929, Dr. Logan purchased the empty lot located at 18 (now 119) East Washington Street opposite the Jackson Building from the Mrs. Emma Rudolph estate for \$8,500. The lot was carved from the

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land surrounding the residence at 28 East Washington Street. At this time, Dr. Logan had a dentist office located in the multi-story Jackson Building (office 403) across the street from 18 East Washington.

In April 1929, excavation began on 18 East Washington Street. According to the Gainesville News, "Dr. Logan plans to build a one-story brick structure, neatly trimmed, and with modern plate glass front. It will be 22 x 100 feet, and will be artistically finished inside." The paper reported in August, that the building "being erected by Dr. W. L. Logan, is now nearing completion, and the plate glass front will be installed at an early date...being one-story structure of brick and concrete and adding much to the section (where it is) located." In October 1929, the News reported that, "In the business district, one of the most ornate business buildings in the district is now being finished by Dr. W. L. Logan on East Washington Street, facing the Jackson building. The front, just completed by Mr. Joe R. Brice, local contractor, is one of the handsomest, as well as the most unusual in the state, and the interior will be finished in keeping with the front."

Mr. Emory T. Martin and Joe A. Reed, both local carpenters according to the Gainesville City Directories, signed their names and the date "Oct. 1929" along the lower east wall at the front of the interior as they finished work on the structure.

The early tenants of the building are relatively unknown until after the tornado of 1936. The Gainesville News reported in October 1929 that "the newly organized firm of Tucker-Newman Company has leased the building belonging to Dr. W. L. Logan, located opposite the Jackson Building on East Washington Street, and will open therein about November 15th an exclusive men and boys store, of the most comprehensive of its kind in this section of the state." The company advertised in the Gainesville News until 1932.

The stock market crash on October 29, 1929 heralded in the "Great Depression," which took its toll on Gainesville and Dr. Logan. According to City Directories and Ruth Logan Wilson, it appears that he had few tenants between 1932 and 1938. Tenants went broke and could not pay rent which put Dr. Logan in a financially precarious situation.

The building withstood the April 1936 tornado which destroyed much of downtown Gainesville. Palmour Hardware occupied the building temporarily after the tornado had struck. The building stood vacant in 1937, and in 1938-1939, Washington Street was renumbered, and 18 East Washington Street became 119. According to the 1939 Gainesville

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Directory, the Gem Jewelry Company occupied the building from 1939 to 1941. At that time and at the start of World War II, McConnell Women's Clothing was located at the address.

During the war, in 1943, the Gainesville National Bank acquired the building from Dr. Logan who could no longer afford it. In 1945, the bank sold the property to Karl S. Brittain, a bottler for Royal Crown and NeHi Cola who continued leasing the building. In 1947, the Gainesville City Directories listed the White Furniture Company occupying 119 East Washington Street. Cooper's Shoe Shop leased the building directly prior to 1950 and the Cake Box Bakery operated at the address from 1950 until 1953. In 1953, Karl Brittain's Estate deeded the property to his daughter, Ann.

In 1953, Roberts' Book and Gift Shop moved to 119 East Washington Street and occupied the building until 1974, the longest occupancy in the building's history. Mrs. Roberts, the owner of the business, built a mezzanine in 1956 to enlarge the area of the building.

In June 1961, William Logan died in Gainesville after 60 years of residency and was survived by his daughter, Ruth Logan Wilson and three grandchildren.

The structure at 119 E. Washington Street stood vacant in 1975 and 1976 until the Jean Shop located there for a short time in 1977. In 1978, the Old Fashion Ice Cream Shop moved into the building and made some changes to the interior facade by adding latticework to the upper walls, ceiling fans, and a bathroom. In the early 1980s, the United Karate Studios rented the building and remained there until 1985. The building remained vacant until June 1988, when Dale Jaeger, a landscape architect, and Jack Pyburn, an architect, both owners of the architectural/planning firm, Jaeger/Pyburn, purchased the building from Ann Brittain McCleod and began rehabilitation work to create the firm's new offices. The work was completed in October, 1988.

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**9. Major Bibliographic References**

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Casey, Susan. "Historic Property Information Form - Logan Building."  
1988. On file at the Georgia State Historic Preservation Office.

Previous documentation on file (NPS): ( ) N/A

- preliminary determination of individual listing (36 CFR 67)  
has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey #
- recorded by Historic American Engineering Record #

Primary location of additional data:

- State historic preservation office
- Other State Agency
- Federal agency
- Local government
- University
- Other, Specify Repository:

Georgia Historic Resources Survey Number (if assigned):

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**10. Geographical Data**

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**Acreage of Property** less than one acre.

**UTM References**

A) Zone 17 Easting 239880 Northing 3798860

**Verbal Boundary Description**

The nominated property is marked with a heavy black line on the enclosed survey map.

**Boundary Justification**

The nominated property encompasses the site of the building. The boundaries are both the historic and legal boundaries.

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**11. Form Prepared By**

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**name/title** Lisa Raflo, National Register Researcher  
**organization** Historic Preservation Section, Georgia Department of  
Natural Resources  
**street & number** 205 Butler Street, S.E., Suite 1462  
**city or town** Atlanta **state** Georgia **zip code** 30334  
**telephone** 404-656-2840 **date** 11/6/89

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Section number \_\_\_\_\_ Photographs \_\_\_\_\_ Page 1

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Logan Building  
Gainesville, Hall County, Georgia  
Photographer: James R. Lockhart  
Negative: Filed with the Georgia Department of Natural Resources  
Date: April 1989

Description:

1 of 6: Streetscape view of the Logan Building; photographer facing north.

2 of 6: Front facade of the Logan Building; photographer facing northwest.

3 of 6: Front lobby area of the Logan Building; photographer facing northwest.

4 of 6: View of interior space, overhead skylight; photographer facing north.

5 of 6: View of interior studio spaces from mezzanine level; photographer facing south.

6 of 6: Rear facade of the Logan Building; (building is third building from the left), 9/9 sashed windows covered with burglar bars; photographer facing southwest.

LOGAN BUILDING, Gainesville, Hall  
County, Georgia

Boundary Survey Map

Boundary: 

Photographs: indicated by 

