

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

FOR NPS USE ONLY	
RECEIVED	NOV 14 1979
DATE ENTERED	JAN 20 1980

**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

Atlanta Biltmore Hotel and Biltmore Apartments

AND/OR COMMON

The Biltmore

2 LOCATION

STREET & NUMBER

817 West Peachtree Street

___ NOT FOR PUBLICATION

CITY, TOWN

Atlanta

CONGRESSIONAL DISTRICT

Fifth - Wyche Fowler

___ VICINITY OF

STATE

Georgia

CODE

13

COUNTY

Fulton

CODE

121

3 CLASSIFICATION

CATEGORY

- ___ DISTRICT
- BUILDING(S)
- ___ STRUCTURE
- ___ SITE
- ___ OBJECT

OWNERSHIP

- ___ PUBLIC
- PRIVATE
- ___ BOTH
- PUBLIC ACQUISITION**
- ___ IN PROCESS
- ___ BEING CONSIDERED

STATUS

- OCCUPIED
- ___ UNOCCUPIED
- ___ WORK IN PROGRESS
- ACCESSIBLE**
- ___ YES: RESTRICTED
- YES: UNRESTRICTED
- ___ NO

PRESENT USE

- ___ AGRICULTURE
- COMMERCIAL
- ___ EDUCATIONAL
- ___ ENTERTAINMENT
- ___ GOVERNMENT
- ___ INDUSTRIAL
- ___ MILITARY
- ___ MUSEUM
- ___ PARK
- ___ PRIVATE RESIDENCE
- ___ RELIGIOUS
- ___ SCIENTIFIC
- ___ TRANSPORTATION
- OTHER: Hotel

4 OWNER OF PROPERTY

NAME [see continuation sheet]

Biltmore Hospitality Partners c/o Warren Shulman

STREET & NUMBER

1500 Harris Tower, Peachtree Center

CITY, TOWN

Atlanta

___ VICINITY OF

STATE

Georgia 30303

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

None

DATE

___ FEDERAL ___ STATE ___ COUNTY ___ LOCAL

DEPOSITORY FOR
SURVEY RECORDS

CITY, TOWN

STATE

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 checked="" type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input checked="" type="checkbox"/> ALTERED	<input type="checkbox"/> MOVED DATE _____
<input type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The Atlanta Biltmore Hotel is located on a city block bounded by West Peachtree Street on the west, Cypress Street on the East, Fifth Street on the South, and Sixth Street on the North. The two contributing structures are the original hotel building, which fronts West Peachtree Street, and the original apartment building, which fronts Fifth Street. Both structures were built in 1924 as part of the Biltmore project. The former apartment building is now reserved for hotel accommodations.

Both buildings are rectangular, monumental structures. The main building is eleven stories high, and the structure facing Fifth Street is ten stories. Both are constructed of reinforced-concrete framing faced with red tapestry brick laid in English bond.

The style of detailing is neo-Georgian, emphasizing restrained Renaissance ornamentation in symmetrical patterning. Significant details include triangular and broken-scroll pediments over several window courses, brackets and dentils under the eaves, round arched windows framed by paired pilasters on the top story of the east elevation of the main building, and limestone corner pilasters. Front and rear entrances to the main building feature two-story porticoes with balustrades supported by paired corinthian columns. Entrance porticoes of the building fronting Fifth Street are similar, but not as wide, and the north portico of this building does not feature paired columns.

An important part of the original plan of the hotel was the rear terrace, which extended into an extensive garden courtyard. The construction of additional buildings on the property has largely usurped the garden space, and the terrace is no longer extant.

Interior remodeling in 1969 has changed some of the character of the original two-story lobby. Escalators leading from the West Peachtree entrance have replaced the marble stairs and the original black-and-gold marble-and-mahogany fittings have been replaced by lightweight wood detailing. Much of the rest of the hotel has remained essentially unaltered. The Georgian ballroom and main dining room feature basilican-like plans with arch orders, complete with engaged framing pilasters and paired engaged columns, which support an entablature, to demarcate a central space from side aisles. Both rooms also retain Adamesque plaster detailing on the ceilings.

Non-contributing structures on the property include a one-story exhibition hall fronting Sixth Street built in 1951, a two-story open-deck garage fronting Cypress Street, built in 1969, and, also built in 1969, a three-story hotel addition, with swimming pool, which abutts and is oriented parallel with the south elevation of the exhibition hall.

FHR-8-300A
(11/78)

UNITED STATES DEPARTMENT OF THE INTERIOR
HERITAGE CONSERVATION AND RECREATION SERVICE

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CONTINUATION SHEET Property Owner ITEM NUMBER 4 PAGE 2

Biltmore Hospitality Partners
c/o Rocco Cappucitti
Ontario Potato Distributors
Ontario Food Terminal
165 The Queensway
Toronto 18, Ontario
M8Y 1 H6, Canada

8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input 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/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input checked="" type="checkbox"/> OTHER (SPECIFY) Urban
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES 1923-Present

BUILDER/ARCHITECT Leonard Schultze, architect
Starrett Brothers, builders

STATEMENT OF SIGNIFICANCE

The Atlanta Biltmore Hotel is significant in Atlanta urban and commercial history and Georgia architectural history. It is an excellent example of the grand hotels built across America in the 1920s. The location and monumental size of the hotel mark the commercial progress of Atlanta demographically and financially during this period. In addition, the neo-Georgian architecture was felt to reflect the refined grace of New South society as well as signify its economic successes. Significantly, the Atlanta Biltmore has been able to survive the rush of more centrally located hotels during the 1970s, as well as the age of interstate-related suburban motels.

The primary financial impetus for the construction of the Atlanta Biltmore was provided by Atlanta capitalist William Candler. Candler was the son of Asa G. Candler, Sr., president of the Atlanta-based Coca-Cola Company, and had served as secretary-treasurer of that company until its sale for \$25 million in 1919 to the Woodruff Group. In 1921, William Candler bought the tract of land bounded by West Peachtree Street, Cypress Street, Fifth Street and Sixth Street. Two years later, in conjunction with John McEntee Bowman, New York proprietor of the Bowman hotel chain, Candler incorporated the Atlanta Biltmore Hotel Company, to which he deeded this property. The hotel's original incorporating officers included Bowman as president, Candler as vice-president, and Holland Ball Judkins as vice-president and manager.

The final design of the new hotel was completed by Leonard Schultze of the New York firm of Schultze and Weaver. In addition to the Atlanta Biltmore, Schultze designed Bowman's Biltmore hotels in Los Angeles and Havana. Construction began in 1923 by the Starrett Brothers. In April, 1924, the Atlanta Biltmore was opened.

In an article on the Atlanta Biltmore in the December, 1924, issue of Arts and Decoration, Matlack Price apostrophized the modern hotel as the "city's point of contact with the world beyond its own borders." The 1920s was, among other things, the era of the "great modern hotel." Improved transportation, including the mass production of comparatively inexpensive Fords, combined with a climate of financial speculation and seemingly unbounded prosperity, at least for the more fortunate members of society, sent businessmen

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9 MAJOR BIBLIOGRAPHICAL REFERENCES

Price, Matlack. "Great Modern Hotels of America: The Atlanta Biltmore," Arts and Decoration, December, 1924.
 "Atlanta-Biltmore Hotel, Atlanta, Georgia," The American Architect, August 27, 1924.
 Garrett, Franklin. Atlanta and Environs, Vol. II, New York, 1954.

UTM NOT VERIFIED

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY 3.26

QUADRANGLE NAME Northwest Atlanta, Georgia QUADRANGLE SCALE 1:24,000

UTM REFERENCES

A	<u>1, 6</u>	<u>7 4, 2 0, 3, 0</u>	<u>3, 7 4, 0 2, 8, 0</u>	B			
	ZONE	EASTING	NORTHING		ZONE	EASTING	NORTHING
C				D			
E				F			
G				H			

VERBAL BOUNDARY DESCRIPTION

The boundary of the Atlanta Biltmore Hotel is indicated by the black line on the attached property/sketch map.

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE
STATE	CODE	COUNTY	CODE

11 FORM PREPARED BY

NAME / TITLE	Steve Henson, National Register researcher
ORGANIZATION	Historic Preservation Sec., Dept. of Natural Resources
STREET & NUMBER	270 Washington Street, S.W.
CITY OR TOWN	Atlanta
DATE	August 22, 1979
TELEPHONE	(404) 656-2840
STATE	Georgia 30334

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 National Park Service.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE Elizabeth A. Lyon

TITLE Acting State Historic Preservation Officer DATE 11/1/79

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I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

Sally G. Oldh DATE 1/20/80

ATTEST: Carol A. Mink DATE 1/15/80

CHIEF OF REGISTRATION

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CONTINUATION SHEET Significance ITEM NUMBER 8 PAGE 2

and newly enfranchised middle-class vacationers perigrinating around the country in search of bigger deals and more elegant surroundings. It was one of the important duties of the new hotels to provide a stage for this twenties' drama of prosperity and physical mobility. Again, Matlack Price, in a 1924 article on the Los Angeles Biltmore, articulated the role of the hotel best:

Essentially, it is the background for a ceaseless pageant of human life, and even of human romance, and architecturally it is at its best when it dramatizes the people beneath its roof, when it makes the life and the spirit... within its walls transcend the routine and the ordinary everyday trend of...existence.

The opening ceremonies and subsequent history of the Atlanta Biltmore indicate that this vision of the hotel was precisely what socially and financially prominent Atlantans and visitors had in mind when they erected and patronized this new \$6 million hostelry.

A train chartered in New York City, known as the Atlanta Biltmore Special, brought prominent Northern hotel men to Atlanta for the opening festivities of the Biltmore on April 19, 1924. A giant cotton key was presented by Georgia Governor Clifford Walker and Atlanta Mayor Walter Sims to this delegation on their arrival in Atlanta. The dinner-dance at the hotel that evening was broadcast nationally on radio and featured the orchestra of Enrico Leide. The financial and political prominence of this visiting delegation is underscored by the fact that they were received by President Calvin Coolidge at the White House on the return portion of their trip. Also during the opening weekend, reportedly 1,000 automobiles made the circular sweep through the Biltmore's gardens and terrace drive. The original gardens were, according to Atlanta's newspapers, designed to effect a "miniature Garden of Eden." The magnolias and jasmine were said to "bring visions of the Old South in the days of colonial chivalry."

The Neo-Georgian architecture of the Atlanta Biltmore was described as designed especially to reflect "the spirit of the South." It is significant to note that for the Los Angeles Biltmore Schultze designed in the less restrained Spanish renaissance manner. Hotel design in the 1920s was felt to embody a style and mark of its own, a "monumentality" capable of dramatizing

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CONTINUATION SHEET Significance ITEM NUMBER 8 PAGE 3

the largely private activities within the hotel into a business of public concern. The Atlanta Biltmore was viewed by many as the appropriate setting for the "rapidly growing social and commercial activities" of the South. At a dinner speech marking the opening of the Biltmore, the pastor of the Second Baptist Church in Atlanta, after briefly glorifying a New South tradition, described Atlanta as the Southern city that "has defied urban adage and municipal proverb, a city which is Southern, but no longer sectional, Georgian, but national, too. If Atlanta stands for the New South, the Atlanta Biltmore stands for Atlanta."

The plans for the Biltmore, which included the separate apartment building in addition to the main hotel structure, were those of a new type of "apartment hotel" which became popular during the 1920s. S. Fullerton Weaver, the partner of Leonard Schultze, designer of the Atlanta Biltmore, described in detail the planning of the "modern apartment hotel" in the November, 1924, issue of The Architectural Forum. Factors which Weaver considered important in the design and location of new apartment hotels were clearly taken into consideration in the design and location of the Atlanta Biltmore. These included the location of the Atlanta Biltmore in a "high class residential" neighborhood, "restricted against business encroachment," yet close to downtown and facing a "wide boulevard," and the choice of a restrained exterior design which was felt to appeal to a higher class of prospective tenants. In 1969, the apartment building was reserved for hotel accommodations.

In the subsequent history of the Atlanta Biltmore, it was the home and meeting place of many of Atlanta's civic organizations, the first home of the Atlanta Historical Society, and the studios for over thirty years of WSB radio, the South's first radio station.

In 1967, the hotel joined the Sheraton chain. In 1979, the hotel was purchased by Biltmore Hospitality Partners. The Biltmore continues to serve as an important convention hotel in Atlanta, and is an important landmark in the architectural and urban history of the city.