

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

PH0692948

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RECEIVED DEC 5 1978
DATE ENTERED 10 10 1979

**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

Rhodes-Haverty Building

AND/OR COMMON

Same

2 LOCATION

STREET & NUMBER

134 Peachtree Street, N. W.

NOT FOR PUBLICATION

CITY, TOWN

Atlanta

CONGRESSIONAL DISTRICT

VICINITY OF

Fifth - Wyche Fowler

STATE

Georgia

CODE

13

COUNTY

Fulton

CODE

121

CLASSIFICATION

CATEGORY

OWNERSHIP

STATUS

PRESENT USE

DISTRICT

PUBLIC

OCCUPIED

AGRICULTURE

MUSEUM

BUILDING(S)

PRIVATE

UNOCCUPIED

COMMERCIAL

PARK

STRUCTURE

BOTH

WORK IN PROGRESS

EDUCATIONAL

PRIVATE RESIDENCE

SITE

PUBLIC ACQUISITION

ACCESSIBLE

ENTERTAINMENT

RELIGIOUS

OBJECT

IN PROCESS

YES: RESTRICTED

GOVERNMENT

SCIENTIFIC

BEING CONSIDERED

YES: UNRESTRICTED

INDUSTRIAL

TRANSPORTATION

NO

MILITARY

OTHER:

OWNER OF PROPERTY

NAME

Arthur H. Rubloff and Company

STREET & NUMBER

32 Peachtree Street, N.W.

CITY, TOWN

Atlanta

VICINITY OF

STATE

Georgia

LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,
REGISTRY OF DEEDS, ETC.

Fulton County Courthouse

STREET & NUMBER

136 Pryor Street, S.W.

CITY, TOWN

Atlanta

STATE

Georgia

3 REPRESENTATION IN EXISTING SURVEYS

TITLE 1) Survey of Architectural and Historical Resources, City of Atlanta, Fulton Co.
2) Atlanta Historic Resources Workbook

DATE 1) 1975-1976

2) Published January 1978

FEDERAL STATE COUNTY LOCAL

DEPOSITORY FOR SURVEY RECORDS 1) Historic Preservation Section, Department of Natural Resources
2) Atlanta Urban Design Commission

CITY, TOWN

Atlanta

STATE

Georgia

7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input checked="" 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 DATE _____
<input type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The Rhodes-Haverty Building is a twenty-one-story office building with a trapezoidal floor plan. The primary exterior material is buff-colored brick, with a granite base and terra cotta trim at the upper floors and spandrels. The trim is primarily geometrical in pattern. The building is of steel-frame construction.

The exterior is a fairly simple tri-part design. The lower three floors provide a base. The center bays of the shaft are pulled forward with slightly recessed spandrels to create a vertical feeling. Rather than a typical Beaux Arts interpretation like the adjacent Candler Building, Pringle and Smith opted for a unique Romanesque temple form to cap the uppermost floors. The top three floors, delimited by a chevron stringcourse, give way to what is essentially a Romanesque temple front complete with corbeled arches dripping over the pediment and roofline. Mixed with more geometric detailing and even a monster cornice of egg-and-dart moulding, the decorative rounded arches and projecting pediment are repeated on three facades.

The original lobby had a travertine floor with mosaic inlay. The elevator lobby walls remain in travertine. The typical office-floor corridor is a T-shape within the trapezoidal form. Four elevators and one exit stair are provided.

Some modernization, including air-conditioning, took place when the Georgia Properties Company assumed ownership in 1946. Elevators are still operated using the original equipment with the addition of a computerized control system which replaces an elevator operator. The heating plant is also original and slated for renewal in the next year. The first-floor lobby was remodeled in 1967 for the Brooks Brothers clothing store. Originally, it was similar to the William Oliver Building, built in 1930, and featured cast bronze elevator doors and inlay floors.

The appearance of the lower three floors has been altered with the addition of a stone veneer in the 1960s. The canopies over the Peachtree Street and Forsyth Street entrances have been removed. The entrance doors have been replaced, but the original frames are intact. The present owners intend to modernize the heating, cooling and electrical systems, as well as restore certain of the structure's original interior features.

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)	History	
		<input type="checkbox"/> INVENTION				

SPECIFIC DATES Building Permit: Oct. 6, 1928
 Completed: App. Oct., 1929
 OWNER/ARCHITECT Architect: Pringle & Smith
 Builder: Southern Ferro Concrete Co.

STATEMENT OF SIGNIFICANCE

The Rhodes-Haverty Building is significant to the history of Atlanta for several reasons. The building represents a transition in skyscraper development in Atlanta from the Beaux Arts eclecticism to the later completely modern forms. It was Atlanta's tallest skyscraper from 1929 until the completion of the Fulton National Bank in 1954. It was designed by Pringle & Smith, a prominent architectural firm of the period, and designers of many other major Atlanta buildings. The building was developed by A.G. Rhodes and J.J. Haverty who were very prominent Atlanta citizens of the period.

Planning for the Rhodes-Haverty Building began some years before actual construction. The Rhodes-Haverty Investment Company petitioned the mayor and General Council of Atlanta in 1924 to definitely fix the location of the boundaries of the site bordered by Peachtree Street, James Street (now Williams Street), and Forsyth Street and approve a copy of "Sanders Map" for use in obtaining a loan "to erect on said premises a modern, up-to-date, fire-proof office building; the cost of same to be between Seven Hundred and Fifty Thousand (\$750,000) Dollars." This was adopted and then approved by Mayor Walter A. Sims on May 23, 1924. An Application for Building Permit was made October 6, 1928, by Southern Ferro Concrete Company, and construction began shortly thereafter and took approximately one year. The estimated cost listed on the building permit was \$622,000. The architect's records show a final construction cost of \$723,812.60, or \$5.90 per square foot for 134,648 square feet.

The property had been assembled by the Rhodes-Haverty Investment Company, a Georgia corporation organized by A.G. Rhodes and J.J. Haverty. A.G. Rhodes was president of the corporation, and J.J. Haverty was vice president, but Rhodes died a few months before construction began. The building was sold to Georgia Properties Company in 1946 and then sold again in 1972 to Shouky A. Shaheen. The Rhodes-Haverty Partnership, a limited partnership with Arthur Rubloff & Company, purchased the building in May of 1978 for approximately \$1,800,000.

The architectural firm of Pringle & Smith designed the building. Francis P. Smith attended the University of Pennsylvania, where he studied under an Ecole des Beaux Arts architect, Paul Cret. He moved to Atlanta in 1909 and was chairman of the architecture department at Georgia Institute of Technology

9 MAJOR BIBLIOGRAPHICAL REFERENCES

The City Builder magazine, issues of April, October, 1928; October, August, 1929.
 The Atlanta Journal, March 3, 1928.
 Williford, William B. Peachtree Street, Atlanta. Revised edition, Ballantine Books, New York, 1962, 1973.
 Personality File of J.J. Haverty, Atlanta Historical Society, Atlanta, Ga.
 Garrett, Franklin. Atlanta and Environs. [cont.]

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY 11,543 sq. ft. (app. 3/8 acre)

QUADRANGLE NAME Northwest Atlanta

QUADRANGLE SCALE 1:24000

UTM REFERENCES

A 16 740930 3738100

B

ZONE EASTING NORTHING

ZONE EASTING NORTHING

C 741

D

E

F

G

H

VERBAL BOUNDARY DESCRIPTION

The site is bounded on three sides by Peachtree Street (82.85'), Williams Street (95.78'), and Forsyth Street (72.77'). The north property line is 62.3'.

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

Ben R. Darmer/Ann DeRosa Byrne; Morton R. McInvale, Consultant

ORGANIZATION

DATE

Historic Preservation Section, Department of Natural Resources August 1978

STREET & NUMBER

TELEPHONE

270 Washington Street, S.W.

404/656-2840

CITY OR TOWN

STATE

Atlanta

Georgia 30334

12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL

STATE X

LOCAL X

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
Elizabeth A. Lyon

TITLE

State Historic Preservation Officer

DATE

11/21/78

FDR NPS USE ONLY

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

DATE

1/19/79

ATTEST:

Charles R. Anderson
KEEPER OF THE NATIONAL REGISTER

DATE

1/19/79

CLERK OF REGISTRATION

UNITED STATES DEPARTMENT OF THE INTERIOR
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until 1922. He then became a partner with R.S. Pringle, an already-established Atlanta architect who had earlier worked for W.T. Downing.

An article in the October, 1928 issue of The City Builder states, "According to the architects, it will be of distinct American design, one that will be an unusually handsome landmark for the upper Peachtree Street section. The ground floor on the street frontages will be devoted to store space ... Four elevators will be installed, of the most modern type in any office building south of New York. Three will be for passenger traffic, equipped with flying stops, push button devices, high speed arrangements and complete safety." The article then adds, "The owners feel that beauty should be combined with utility," and quotes Mr. Haverty as saying, "thereby developing standards of culture in architecture which will represent the energy, imagination and aspirations of the American spirit ... Atlanta is looked upon as the center of culture in the South, and in this new building is to be illustrated that spirit of culture which belongs to the South."

The depression had just struck other parts of the nation when the Rhodes-Haverty Building opened in October, 1929. Atlanta, on the other hand, was enjoying a period of tremendous prosperity. In 1929, the million-dollar City Hall, a gothic tower, was finished. The magnificent Fox Theater, now a National Historic Landmark, was opened. Southern Bell's impressive art deco headquarters was begun in 1929, and Candler Field, Atlanta's young airport, was the third-largest air transportation center behind New York and Chicago by the end of 1930. One month after the depression hit, Atlanta became the home of the largest financial institution south of Philadelphia. Robert W. Woodruff brought about a three-bank merger and helped create the First National Bank.

Among other major Atlanta buildings designed by Pringle & Smith during this period were the Carlton Apartments (Cox-Carlton Hotel), 1925; the Norris Building, 1930; and the W.W. Orr Doctors Building, 1930-31. These seem to represent the end of an era. Once high-rise construction of office buildings started again after the Depression and World War II, the style had changed to a completely modern one.

The architects were praised by an article in the October, 1928 issue of The City Builder, which stated that a commission from the National Association

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of Building Owners and Managers which conferred with the architects and reviewed the plans before completion "unanimously complimented the architects by saying that the plans submitted to the commission were in every way the most perfect set of office-building plans that had come under their observation."

Amos G. Rhodes came to Atlanta after the Civil War "as a poor young Kentucky farm boy" and "earned a sizable fortune through the operation of a chain of medium-price furniture stores." He built the Rhodes Memorial Hall, now on the National Register. The August, 1929 issue of The City Builder credits him with originating the installment plan of selling furniture. He owned numerous properties and was involved with many companies, including "A.G. Rhodes & Son, operators of 22 retail furniture stores throughout the Southeast." He also contributed generously to the construction of the Peachtree Christian Church, the Home for Incurables and the Home for Old Ladies in Atlanta. Rhodes died in June of 1928.

James Joseph Haverty was born in Atlanta in 1858. In 1885, he organized J.J. Haverty and Company, which sold furniture. He was a member of the firm of Rhodes and Haverty from 1889 until 1909. Civic endeavors included being chairman of the Art Commission of the City of Atlanta; chairman of the board of trustees of the High Museum of Art in Atlanta; and regional director of the Fifth Region, Civil Works of Art Project, under the Art Section of the Federal Treasury Department. He was awarded a "Certificate of Distinguished Achievement" by the Atlanta Chamber of Commerce in 1920 for his interest and activities in promoting an appreciation of the fine arts in Atlanta.

In summary, the Rhodes-Haverty Building is significant for its design, its designers, and its developers. It is an important building in Atlanta's architectural history.

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Interviews with Mr. Pierce Jones, May 29, 1977, and
Mr. Henry H. Smith, June 1, 1977.

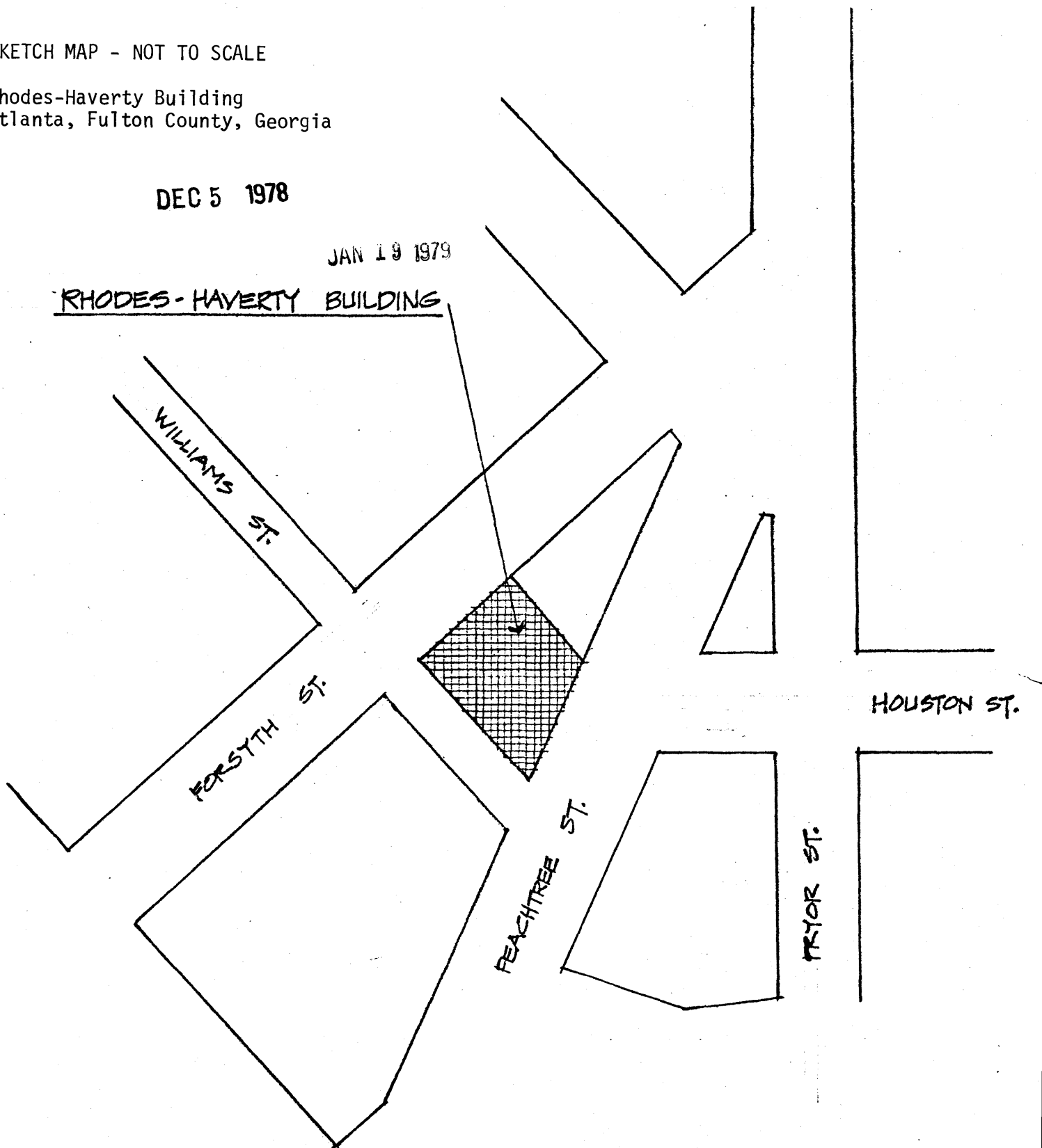
SKETCH MAP - NOT TO SCALE

Rhodes-Haverty Building
Atlanta, Fulton County, Georgia

DEC 5 1978

JAN 19 1979

RHODES-HAVERTY BUILDING



SITE LOCATION MAP

