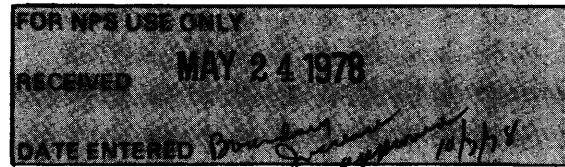


UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

**NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY -- NOMINATION FORM**



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AMENDMENT

FOX THEATRE HISTORIC DISTRICT, ATLANTA, FULTON COUNTY

Acreage: Approximately 3 acres

Verbal Boundary Description: (This boundary description supercedes that of the National Historic Landmark boundary for the Fox Theatre and the previously submitted boundary of the Fox Theatre District.)

The Fox Theatre District is located in District 14, Land Lot 49, Fulton County, Georgia (reference Fulton County Tax Map, Sections 7 and 9, a portion of which is attached). Beginning at the northwestern corner of Peachtree Street and Ponce de Leon Avenue and running west 380.2 feet along Ponce de Leon Avenue to the western lot line of the Fox Theatre property; thence with the western lot line north 200 feet to the northern lot line of the Fox Theatre property; thence east 388.5 feet with the northern property line to Peachtree Street; thence south along the western curb of Peachtree Street to a point opposite the northern property line of the Georgian Terrace Hotel; thence east across Peachtree Street and with the northern lot line of the Georgian Terrace Hotel, that lot line being 201 feet, to its intersection with the eastern lot line of the Georgian Terrace Hotel; thence south with the eastern lot line, 95 feet to Ponce de Leon Avenue; thence southwest across Ponce de Leon Avenue to the northeast corner of the Ponce de Leon Apartments property; thence south with the eastern boundary of the Ponce de Leon property 155.1 feet to the southern line of that property; thence west 208.3 feet along the southern line to the eastern curb of Peachtree Street; thence north along Peachtree Street to the northeast corner of Ponce de Leon Avenue and Peachtree Street; thence west across Peachtree Street to the point of origin.

Prepared By:

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Historic Preservation Section
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May 15, 1978


Elizabeth A. Lyon
Acting State Historic Preservation Officer

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Amendment Form To Fox Theater
Name now changed to Fox Theatre Historic District

Description

The Fox Theatre Historic District is situated at the intersection of Peachtree Street and Ponce de Leon Avenue, and is comprised of three major buildings: the Fox Theatre, the Georgian Terrace Hotel, and the Ponce de Leon Apartments. These buildings occupy three of the four corners of the intersection of the two major traffic arteries with the Fox Theatre on the northwest corner, the Georgian Terrace Hotel on the northeast corner and the Ponce de Leon Apartments on the southeast corner. The fourth corner of the intersection is presently the site of the old Franklin-Simon Store (1947).

The Georgian Terrace Hotel
659 Peachtree Street
W. L. Stoddard
1910-1911

The Georgian Terrace Hotel is a ten-story high building of brick and marble designed as a southern version of the Parisian hotel. As such, the building externally has three prominent street-level features which act as contrasting focal points to attract the visitor. These are, typically, the Peachtree and Ponce de Leon entrances, and the less typical outdoor cafe terrace.

The Peachtree facade of the hotel is composed of a two-story high window arcade set under a wide cornice which is supported on narrow pilasters. The center portion of this facade is stepped back and since the cornice remains unbroken, a shallow entrance portico is created. Above this two-story base, the facade remains relatively unadorned until the actual cornice line of the building is reached. The cornice is of highly-decorative terra-cotta, but has been kept flush with the face of the building.

The transition from the Peachtree facade to the Ponce de Leon facade is made by what appears to be a cylindrical "tower" set back into the building so that the edge of the structure reads as being "rounded-off". Like the Peachtree side of the building, the Ponce de Leon facade remains relatively unadorned except at the base-level. However, a change in elevation is experienced on this side of the hotel with the ground falling from west to east. A definite break in the facade in the form of a recess is found on center on the Ponce de Leon facade and tends to lend emphasis to the Ladies Carriage entrance. This entranceway is a projecting four columned portico set on a rusticated arcade base; access to both the main floor and the Rathskeller level of the hotel can be found at this point.

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Amendment Form To Fox Theater
Name now changed to Fox Theatre Historic District

The Georgian Terrace Hotel (continued)

The interior of the hotel can only be described as luxurious. According to the Atlanta Journal on October 1, 1911, the hotel offered to the visitor rooms of grandeur such as the Winter Garden, Terrace Garden Lounging Room, Terrace Restaurant, Grill Room and the marble Lobby. The paper went on to say, "The lobby is marble throughout. On the left of the entrance are the general offices of the management, telephone booths, and the elevator; while on the right is a flower and curio booth and a lounging room. This room is almost entirely enclosed in glass; the ceilings are high and vaulted; the woodwork is old Ivory and the mural decorations are in white. The hangings are in green, wicker furniture has an upholstery in creton worked in a design of Paul Neyron roses, set in foliage of delicately-tinted green. There are lounges in green velours and a few heavier chairs upholstered in the same material."

The main dining room and the cafe could be reached by passing through the main entrance by the lounging room or through the Ladies' Carriage entrance on the Ponce de Leon side of the building. These two rooms, the dining and the cafe, in plan, are directly opposite one another with a tiled hall and "orchestra gallery" acting as their separators. The dining room, like the main lounge, was initially decorated in old Ivory with walls of paneling and large, ornate pilasters. "From the center of the ceiling hangs an immense chandelier in Italian bronze." The vaulted ceiling of the room was hung with smaller additional lights of Italian bronze to properly light the wall hangings and carpets of Dubarry rose velours. The cafe repeated the decorative scheme of the main lounge and was complete with wicker furniture and dozens of mirrors which were installed to reflect "palm and tropical plants of all kinds."

On the Ponce de Leon side of the hotel was "The Terrace Garden" designed to represent a tropical garden. Here, under exotic plants of widespread foliage, green and white tables and chairs were spread to resemble the indoor/outdoor cafes of Europe. Beneath the cafe and on the lower floor of the building, the Rathskeller was installed with "walls almost entirely of oak in mission decoration." The walls and furniture were of the same style, the ceiling of white latticed woodwork and hung with metal-plated lamps. The grill room, barber shops and manicure parlor were also installed on this floor. A second manicure parlor was placed on the "Parlor Floor" above the Management Office.

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The Georgian Terrace Hotel (continued)

This floor is marked by the arcade overlooking the office lobby and around it were positioned private rooms, or parlors, card rooms and dressing rooms. The two floors which followed this "Parlor" level were comprised of elaborately furnished suites, while the remainder of the floors were reserved for standard hotel rooms.

The Ponce de Leon Apartments
79 Ponce de Leon Avenue, N.E.
W. L. Stoddard, Architect
1912-1913

The Ponce de Leon Apartments are Italianate in style with a reference to Italian Mannerism found in the form of a gently curving front facade. This facade, the only one visible from any street position, is terminated at either end by a rectangular tower. The towers are made less obtrusive by the use of balconies inserted between the curving front facade of the apartment building and the straight sides of the tower proper. A belfry-like feature has been placed on top of each tower to hide air-conditioning and other mechanical devices. These features have each side composed of a Palladian-styled arch which has been set into walls that support a pyramidal hipped roof covered in red tile.

On the ground level of the building the base is marked off by means of a large colonnade which curves in a concave manner with the facade. Shops can be found at both the ground and basement levels along this colonnade. The remaining eleven floors of the building are treated very simply with the exception of the third and eleventh floors. These floors are distinguishable on the exterior by the use of a lighter facade material which creates a band across the facade at these levels. Occasional balconies, belonging to some of the larger apartment units in the building, have been used to "break" what would otherwise have been a "two-dimensional" facade.

Significance

The Fox Theatre Historic District is situated at the intersection of two of Atlanta's most heavily travelled traffic arteries, Ponce de Leon Avenue and Peachtree Street. Three buildings, the Fox Theatre, the Georgian Terrace Hotel and the Ponce de Leon Apartments, comprises this historic district whose significance, apart from that of the individual buildings, lies in the

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Amendment Form To Fox Theater
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Significance (continued)

architect's sensitive handling of space in the urban environment. The three buildings, each with its own identity, compliments or contrasts with the other in such a way as to produce one of the more exciting intersections of Atlanta.

The ten-story high Georgian Terrace Hotel, a Beaux-Arts styled "southern version of a Parisian Hotel", stands as the anchor of Ponce de Leon Avenue on the north-east corner of the intersection. Opposite stands the Ponce de Leon Apartments whose giant curving facade tends to turn the visitor down Ponce de Leon Avenue, thus introducing not only physical but visual movement from one street to another.

The Fox Theatre, a giant Arabic-inspired motion picture theatre, provides the contrast in the intersection, as it rears up its Mideastern onion domes and thrusts its massive, glittering marquee out over renowned Peachtree Street. An unusual structure for any American city, this "last of the great motion picture palaces" prevents the intersection from becoming monotonous through the repetition of style. It has been visually handled in such a way as to introduce a touch of adventure and excitement to what might otherwise have been an overly monumental and less-structured meeting of major thoroughfares.

The Georgian Terrace Hotel

Once the symbol of the northward expansion of Atlanta, the Georgian Terrace was built by Joseph F. Gatins, a native Atlantan. Opened on Monday, October 2, 1911 this hotel stood for many years as the most luxurious in Atlanta and welcomed repetitively such well-known personalities as Clark Gable, Enrico Caruso, Calvin Coolidge, Vivian Leigh and others. It was here that most of the guests stayed for the world premiere of "Gone With The Wind" in 1939. According to the records of the City Building Inspector, the Georgian Terrace was constructed between July 21, 1910 and September 8, 1911 at a cost of \$500,000. Ten stories high (148 feet), not including the basement, the building was erected by the George A. Fuller Construction Company of New York.

Ponce de Leon Apartments

The Ponce de Leon Apartments are significant for being one of the first large, high-rise, luxury apartment buildings in Atlanta. Designed by W. L. Stoddard, who was also responsible for the Georgian Terrace Hotel, this apartment building

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Ponce de Leon Apartments (continued)

was erected by the George E. Fuller Company of New York at a cost of \$450,000. Built between July 31, 1912 and August 12, 1913, the Ponce de Leon Apartments provided the ultimate in residential quarters and offered apartments from one-room to dozens of rooms. Though it has lost much of its status, it is still in use today, and continues to exhibit many of those qualities of which it, and its tenants, were once so proud.

Fox Theatre

Already on the National Register, but the following correction should be made:

C. Howard Crane, Associated Architect

OWNERS:

Fox Theatre: Atlanta Landmarks, Inc.
Fox Theatre Building
660 Peachtree Street, N.W.
Atlanta, Georgia 30308

Georgian Terrace Hotel:

Georgian Terrace Hotel Corporation
659 Peachtree Street, N.E.
Atlanta, Georgia 30308

Ponce de Leon Apartments:

Ponce de Leon Apartments, Inc.
79 Ponce de Leon Avenue, N.E.
Atlanta, Georgia 30308

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The Fox Theatre Historic District is significant for the manner in which the three primary buildings of the intersection, the Georgian Terrace, the Fox Theatre and the Ponce de Leon Apartments, affect the spacial qualities of urban fabric of which they are a part. Once on the slide, as well-established businesses moved either to the newer downtown buildings or to the suburbs, this intersection is now being revived. The once-darkened Fox has come alive again, as a result of the efforts of a local organization, Atlanta Landmarks, Inc. With the revival of the theatre, the intersection has once again captured the attention of Atlantans and the once dim future of the area has now brightened.

Boundary Description:

Bounded on the north by the lot line of the Fox Theatre Building: Starting at the northeast corner of the Fox Theatre Building proceed in an easterlt direction to the intersection with the curblineline of the west side of Peachtree Street; from this point proceed south to a point opposite the northern-most lot line of the Georgia Terrace Hotel from which point proceed east to the intersection with the the eastern-most lot-line of the Georgian Terrace Hotel; from this point proceed in a southernly direction, crossing Ponce de Leon Avenue and proceed along the eastern most lotline of the Ponce de Leon Apartments to the intersection with that building's southern-most lotline; from this point proceed west to the intersection with the east curblineline of Peachtree Street from which point proceed north to a point opposite the southern lotline of the Fox Theatre Building; from this point proceed west along the lotline of the Fox Theatre Building to the intrrsection with the west lotline of the Fox Theatre; along Cherr the rear (west) lotline of the Fox Theatre Building, proceed north to colse at the northeast corner of the building.

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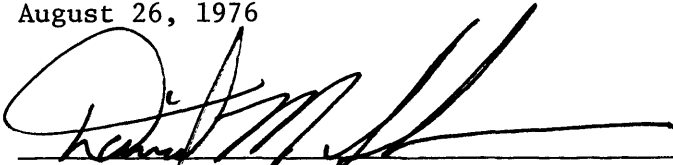
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August 26, 1976



DAVID M. SHERMAN
State Historic Preservation Officer

