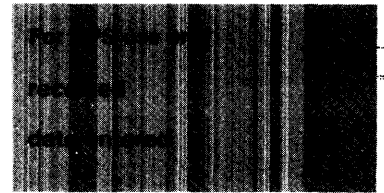


United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form



Continuation sheet

Item number

Page

Multiple Resource Area
Thematic Group

dnr-11

Name COLUMBUS MRA
State MUSCOGEE CO. GA

Nomination/Type of Review

Date/Signature

1. HOFFLIN + GREENTREE
BLDG.

Entered in the
National Register

for
Keeper
Attest

AB 9/30/82

2.

Keeper

Attest

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|-------------------|--|
| I. IDENTIFICATION | <p>PROPERTY NAME: Hofflin & Greentree Building HISTORIC NAME: same</p> <p>STREET ADDRESS: 1128 and 1130 Broadway CITY: Columbus COUNTY: Muscogee</p> <p>PRESENT OWNER: See attached listing MAILING ADDRESS: See attached listing</p> <p>CITY: STATE: GA ZIP CODE:</p> <p>CURRENT USE: Commercial ACREAGE: 0.1 acre</p> <p>U.S.G.S. QUADRANGLE Columbus, GA-AL U.T.M. REFERENCE: Zone 16/E688630/N3593860</p> <p>V.B.D. OR TAX MAP NUMBER: Columbus/Muscogee County Tax Map 4, Block 12, parcels 10 and 10A. This is all the land ever associated with this property.</p> |
| II. DESCRIPTION | <p>ARCHITECTURAL DESCRIPTION AND PRESENT CONDITION: The Hofflin and Greentree Building is a early 20th century Georgian Revival-style commercial building located in a row of late 19th to mid 20th century commercial buildings along the east side of Broadway in downtown Columbus. The building is a relatively small two story structure built of loadbearing brickmasonry. Its front facade dates from the mid 1920s; the rear of the building may date from the late 19th century. The front facade is symmetrically arranged with two storefronts framed by cast iron columns on the first floor and two pairs of round-headed wood-framed windows set in brick panels on the second floor. Terra cotta details (CONTD)</p> |
| III. HISTORY | <p>ORIGINAL OWNER: Julia Hofflin and David Greentree ORIGINAL USE: Clothing store</p> <p>ARCHITECT/BUILDER: unknown HISTORIC ACREAGE: 0.1 acre</p> <p>DATE OF CONSTRUCTION: c. 1925 DATE(S) OF ALTERATIONS: c. 1950-store fronts on ground level remodeled.</p> <p>HISTORICAL NARRATIVE (FROM ORIGINS TO PRESENT): Founded in 1888 by Julia Hofflin and David Greentree, the store was opened at 1128 Broadway. A 1919 photograph shows a "H & G" sig for Hofflin and Greentree, at the present location, on a different building. By 1925, the Industrial Index shows "the store that Service built" in the 1128 space. The store carried "everything for man and boy." It also advertised one of the finest children's departments in the south. Tracing the business through the Columbus City Directories, the store operated until 1958, some 70 years. The building has had numerous uses since then, serving as a shoe store and optics center.</p> |
| IV. SIGNIFICANCE | <p>N.R. AREA(S) OF SIGNIFICANCE: Architecture, commerce LEVEL: Local</p> <p>STATEMENT OF SIGNIFICANCE (ARCHITECTURAL AND HISTORICAL): In terms of <u>architecture</u>, the Hofflin and Greentree Building is significant as the only relatively intact example of the influence of the early 20th century Georgian Revival style on the commercial architecture of Broadway in downtown Columbus. As such, modest as it is, it contrasts favorably with the earlier Italianate, Renaissance, and Neoclassical styles and with the later Art Deco and Art Moderne styles on the street. The building is also one of the few representative of the 1920s decade on Broadway. Earlier and later buildings along the street have already been recognized in the Columbus multiple resource National Register nomination; this building thus fills a chronological and stylistic gap in Columbus' downtown (CONTD)</p> |
| V. SOURCES | <p>FORM PREPARED BY: A) Nancy Alexander ORGANIZATION: A) Consultant B) Richard Cloues B) Historic Preservation Section, Department of Natural Resources</p> <p>ADDRESS: A) 502 Broadway, Columbus, GA 31901 TELEPHONE NUMBER: A) 404/324-7711 ex. 546 B) 270 Washington Street, Atlanta GA B) 404/656-2840</p> <p>REPRESENTATION IN EXISTING SURVEYS: None</p> <p>SOURCES OF INFORMATION: Columbus <u>Industrial Index</u> for 1919-1925, located at the Bradley Library, Columbus, Georgia; Columbus <u>City Directories</u>, 1888-1960.</p> |

CONTINUATION...

Architectural Description and Present Condition

include keystone consoles, lintels, cornice, and panels decorated with garlands, swags, geometric designs, and an "H & G" motif. Diffusion glass fills the transoms over the storefront windows. The brick on the front facade is laid in flemish bond. The interior of the building is arranged in two long, narrow stores on the first floor and two corresponding long, narrow rooms on the second floor. Some historic interior features, including plaster walls and ceilings, plank floors, and ceiling medallions, remain in place. An unusual concrete and glass "skylight" is located between the rear mezzanine and the second floor. The first floor front facade and interior have been extensively, but cosmetically, remodeled in the mid 20th century.

Statement of Significance

architecture. Its distinguishing exterior features include symmetrical arrangement, paired arched windows with console keystones and original wood sash, terra cotta panels with garlands, swags, and geometric designs, and red brick laid in Flemish bond. Other distinguishing exterior features include cast iron columns (covered by false facade) and diffusion glass (also covered) in the storefronts. The interior retains its original high plastered ceilings (hidden by lowered acoustical ceilings) which may be holdovers from the previous building on the site, and an unusual concrete and glass "skylight" between the mezzanine and second floor. The building is essentially intact, lacking only its original doors and plate glass windows, although superficially compromised by cosmetic alterations.

In terms of commerce, this building is significant as the downtown store of Hofflin and Greentree, prominent Columbus clothiers for seventy years, of which more than thirty were spent in this building. Hofflin and Greentree operated their store in this building on Broadway during the time when downtown Columbus developed the historic character and appearance which it maintains to a large degree today.

Elizabeth A. Lyon

8/20/82

Elizabeth A. Lyon
Chief, Historic Preservation Section
State Historic Preservation Officer

Date

