

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

PH 0688126

FOR NPS USE ONLY
NOV 20 1978
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**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

(W. D. Grant Building (Prudential Building))

AND/OR COMMON

Standard Federal Savings Building

LOCATION

STREET & NUMBER

44 Broad Street, N. W.

NOT FOR PUBLICATION

CITY, TOWN

Atlanta

VICINITY OF

CONGRESSIONAL DISTRICT

Fifth - Rep. 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

Standard Federal Savings and Loan Association ✓

STREET & NUMBER

41 Marietta Street, N.W.

CITY, TOWN

Atlanta

VICINITY OF

STATE

Georgia

LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,
REGISTRY OF DEEDS, ETC.

Fulton County Courthouse

STREET & NUMBER

165 Central Avenue, S.W.

CITY, TOWN

Atlanta

STATE

Georgia

6 REPRESENTATION IN EXISTING SURVEYS

TITLE

Architectural Survey of Fulton County

DATE

May 3, 1976

__FEDERAL STATE __COUNTY __LOCAL

DEPOSITORY FOR
SURVEY RECORDS

Historic Preservation Section, 270 Washington Street, S.W.

CITY, TOWN

Atlanta

STATE

Georgia

7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input checked="" type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input checked="" type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input 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 W.D. Grant Building, a single ten-story rectilinear office tower, was built in 1898 with Atlanta's first steel-frame construction. The client, William Daniel Grant, II, sent the architect, Thomas Henry Morgan, to Chicago to learn the "Chicago School" commercial style of design of which the Grant Building is a prime example. After 79 years, the office building exhibits little change except for some minor alterations in the interior.

The influence of the Chicago School style (form follows function; light, space, ventilation, structure, and height) is expressed here in an architecturally simple and direct composition called the cage-steel-frame construction. The Grant Building is Atlanta's first all-steel-frame, fireproof construction and became the prototype for most commercial structures about the turn of the century. The exposed frame is faced with Bedford limestone. Between the narrow piers are wide, wooden, rectilinear windows. Centered on the east and west facades are two classical arched entrances approximately twenty feet high with ornate freizes flanking each side. The north facade contains the same centered entrance but is flanked by two sets of freizes. The south facade faces a service alley with only minor openings. The classic Chicago School concept appears in the Grant Building: a heavy base supporting slender structural columns which rise ten stories to a classical overhanging capital (cornice).

The first level is a commercial arcade running east to west with an entrance on the north side. Four elevators are centered on the south side which connect all ten lobbies. From the arcade level, a set of ornate stairs leads to the second level. All upper floors have identical U-shaped floor plans (except for alterations on a few floors), with the same white-marble and natural-oak finishes for floors and walls. A few examples of Art Deco appear on the mailboxes and elevator hardware in the main arcade. Originally, all door hardware had cast monogrammed (W.D.G.) knobs with ornate Art Deco lock plates, and many of these still exist. [See schematic floor plan and site dimensions on continuation page.]

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 checked="" type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
<input checked="" type="checkbox"/> 1800-1899	<input 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 1898 BUILDER/ARCHITECT Thomas Henry Morgan

STATEMENT OF SIGNIFICANCE

The Grant Building is the earliest example of the cage-steel-frame construction in Atlanta and possibly the Southeast. The traditional details, exposed structure, entrances, moldings, and cornice of the Chicago School style are unaltered and in good condition. This method of construction is employed (after the Grant Building) for most of the commercial structures in Atlanta, even at the present time. The U-shaped plan allowed for more window offices with elevators, stairs, restrooms, storage, and janitors closets facing the service alley. Also, the Grant Building is the first Atlanta structure to occupy a full city block. It represents the decade (1890-1900) when the character of the area on which it is located was rapidly changing.

This fine building still sits in the thriving central business district of Atlanta. For the most part, it is occupied by business offices, one of which is the prominent architectural firm of Finch, Alexander, Barnes, Rothchild, and Paschal.

When the Grant Building was constructed, it replaced a two-story commercial structure which, in turn, had replaced the first St. Luke's Episcopal Church that had burned during the Federal occupation of Atlanta in 1864.

The Grant Building was one of the earliest office building/"sky scrapers" in the city. During the 1890s, several new multi-story structures were built in the area, replacing smaller commercial structures, homes and churches. This decade gave Atlanta its first real metropolitan look and permanently committed this area, in which the Grant Building stands, to its present function as a major commercial center. Its location shows the north-erly expansion of the central business district that has continued into the twentieth century. The Grant Building is one of the best extant examples of the new architectural style, atmosphere and function of this area of 1890s Atlanta and stands as a reminder of this epochal period in the commercial and architectural history of Atlanta.

Two men connected with the building warrant noting for this skyscraper, William Daniel Grant and Thomas Henry Morgan. W.D. Grant, II, was born in the late 1830s, the son of a prominent North Georgian who owned one of the finest plantations in the South. He was schooled as a lawyer, but the Civil War

[continued]

9 MAJOR BIBLIOGRAPHICAL REFERENCES

- Cooper, Walter G. Official History of Fulton County. Atlanta: Walter G. Cooper, 1934.
 Garrett, Franklin M. Atlanta and Environs, Vol. II. New York: Lewis Historical Publishing Co., 1954.
 Lyon, Elizabeth. History of Atlanta.
Atlanta Builders, Vol. II, p. 658.
 Garrett, Franklin M. Yesterday's Atlanta. E.A. Seemann Publishing, Inc., 1974.

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY Less than one acre

QUADRANGLE NAME Northwest Atlanta QUADRANGLE SCALE 1:24000

UTM REFERENCES

A	<u>1,6</u>	<u>7,4,1</u>	<u>7,4,5</u>	<u>3,7</u>	<u>3,7</u>	<u>9,2,0</u>	B			
	ZONE	EASTING	NORTHING	ZONE	EASTING	NORTHING				
C							D			
E							F			
G							H			

VERBAL BOUNDARY DESCRIPTION

Beginning at the southeast corner of Walton and Forsyth streets and running southeasterly with Walton Street 179.05' to the southwest corner of Walton and Broad streets;
 [continued]

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	<u>Martha F. Norwood, Historian</u>	DATE	
	<u>Michael William Rice, Graduate Student, Ga. Institute of Technology</u>		
ORGANIZATION	<u>Georgia Dept. of Natural Resources</u>	DATE	<u>August 10, 1978</u>
STREET & NUMBER	<u>270 Washington St., S.W.</u>	TELEPHONE	<u>404-656-2840</u>
CITY OR TOWN	<u>Atlanta</u>	STATE	<u>Georgia 30334</u>

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	<u>Elizabeth A. Lyon</u>	DATE	<u>10/13/78</u>
TITLE	<u>State Historic Preservation Officer</u>		

FOR NPS USE ONLY	
I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER	
KEEPER OF THE NATIONAL REGISTER	DATE <u>1-8-79</u>
ATTEST: <u>James H. Colman</u>	DATE <u>1/5/78</u>
CHIEF OF REGISTRATION	

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CONTINUATION SHEET Significance

ITEM NUMBER 8

PAGE 2

found him in the Confederate Army, where he attained the rank of captain. After the war, he, like many other well-to-do Southerners, began to regain his standard of living. He moved to Atlanta to set up a contracting investment and financing company. An article in the Atlanta Constitution on April 7, 1889, discussing the rise from the ashes of Atlanta, states: "There are five Atlantans who are now worth 1,000,000 dollars each...." W.D. Grant was one of them. In fact, it stated that he had been worth \$6 million. He became integral in the rebuilding of Atlanta. During the Atlanta Exposition of 1895, Grant held the office of Exposition vice president. Before his death in late 1901, Grant built a skyscraper to house the thriving business community. He chose Thomas H. Morgan to design his building. It was financed in part by a \$200,000 loan from the Prudential Life Insurance Company, which company occupied part of the building. Thus, it was known as the Prudential Building until 1910, after which it was known as the Grant Building.

Thomas Henry Morgan came to Atlanta at the age of twenty-one, after finishing a full architectural education in the North. Being the fourth professional architect to work in Atlanta, Morgan was looking for opportunity in the rebuilding of Atlanta. He first began with the firm of Perkins and Bruce, which later became Bruce and Morgan. Morgan became one of the most prominent architects in this city. In his sixty-two years of practice, he earned the title of "the man who moulded Atlanta's downtown skyline." Among his works are the First National Bank Building, Citizen's and Southern Bank Building, No. 22 Marietta Street Building, No. 10 Forsyth Street Building, Retail Credit Company Building, J.P. Allen Building, Oglethorpe University, North Avenue Presbyterian Church, Georgia Institute of Technology Administration Building, All Saints Episcopal Church and numerous other prominent structures. His firm also designed the Wigwam Hotel at Indian Springs, Georgia, a huge Victorian frame structure that was noted as a resort hotel until it burned in 1921.

Morgan was also responsible for bringing the blueprint to Atlanta. After reading about a process in a science magazine, Morgan assembled all the materials from the local drugstore and developed the first set of blueprints made in this city. He died December 23, 1940, a fellow of the A.I.A., a leader in architectural design, and a key instrument in the development of Atlanta.

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CONTINUATION SHEET Verbal Boundary ITEM NUMBER 10 PAGE 2

thence northwesterly 81.17'; thence northeasterly 9.09'; thence northwesterly 97.98'; thence northeasterly 88.55' to point of origin, as shown on Fulton County Tax Map 78, Square 11, at 48 Broad Street in District 14, Land Lot 78. (See portion of tax map attached.)

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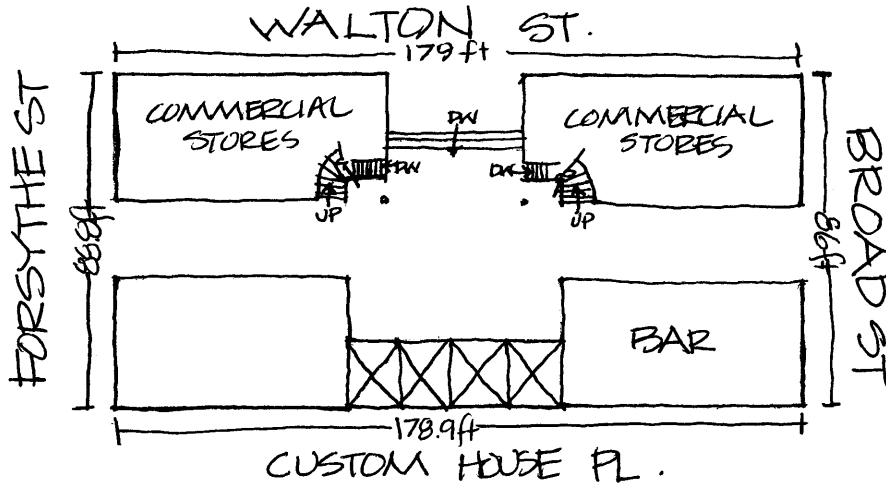
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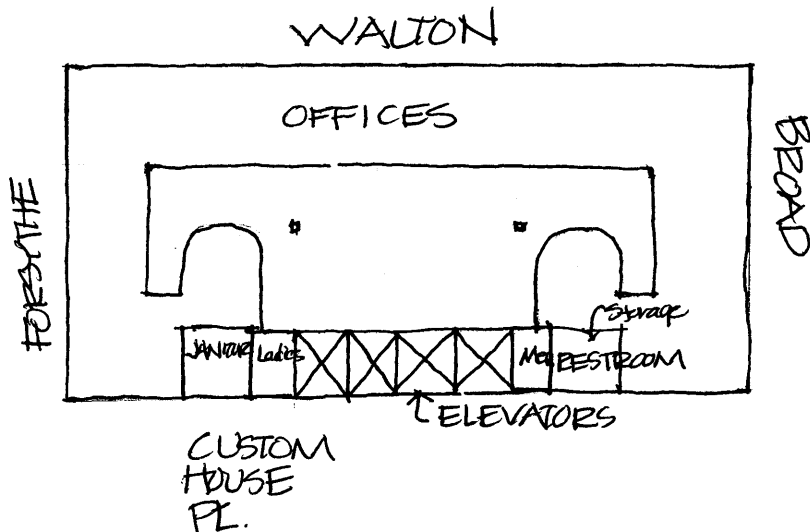
JAN 8 1979

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CONTINUATION SHEET Description ITEM NUMBER 7 PAGE 2



STREET LEVEL ARCADE



TYPICAL FLOOR PLAN

