

PH 363791

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

FOR NPS USE ONLY	
RECEIVED	MAR 23 1977
DATE ENTERED	JUN 17 1977

**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
 De Give's Grand Opera House

AND/OR COMMON
 Loew's Grand Theatre

2 LOCATION

STREET & NUMBER
 157 Peachtree Street, N. E.

CITY, TOWN
 Atlanta

STATE
 Georgia

VICINITY OF
 5th - Andrew Young

COUNTY
 Fulton

CODE
 13

CODE
 121

3 CLASSIFICATION

CATEGORY	OWNERSHIP	STATUS	PRESENT USE
<input type="checkbox"/> DISTRICT	<input type="checkbox"/> PUBLIC	<input checked="" type="checkbox"/> OCCUPIED	<input type="checkbox"/> AGRICULTURE
<input checked="" type="checkbox"/> BUILDING(S)	<input checked="" type="checkbox"/> PRIVATE	<input type="checkbox"/> UNOCCUPIED	<input checked="" type="checkbox"/> COMMERCIAL
<input type="checkbox"/> STRUCTURE	<input type="checkbox"/> BOTH	<input type="checkbox"/> WORK IN PROGRESS	<input type="checkbox"/> EDUCATIONAL
<input type="checkbox"/> SITE	PUBLIC ACQUISITION	ACCESSIBLE	<input checked="" type="checkbox"/> ENTERTAINMENT
<input type="checkbox"/> OBJECT	<input type="checkbox"/> IN PROCESS	<input checked="" type="checkbox"/> YES: RESTRICTED	<input type="checkbox"/> GOVERNMENT
	<input type="checkbox"/> BEING CONSIDERED	<input type="checkbox"/> YES: UNRESTRICTED	<input type="checkbox"/> INDUSTRIAL
		<input type="checkbox"/> NO	<input type="checkbox"/> MILITARY
			<input type="checkbox"/> MUSEUM
			<input type="checkbox"/> PARK
			<input type="checkbox"/> PRIVATE RESIDENCE
			<input type="checkbox"/> RELIGIOUS
			<input type="checkbox"/> SCIENTIFIC
			<input type="checkbox"/> TRANSPORTATION
			<input type="checkbox"/> OTHER:

4 OWNER OF PROPERTY

NAME
 Wiggins Associates

STREET & NUMBER
 First National Bank Tower

CITY, TOWN
 Atlanta

STATE
 Georgia

5 LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,
 REGISTRY OF DEEDS, ETC.
 Fulton County Courthouse

STREET & NUMBER
 260 Pryor Street, S. W.

CITY, TOWN
 Atlanta

STATE
 Georgia

6 REPRESENTATION IN EXISTING SURVEYS

TITLE
 Survey of Historic Sites, Structures, and Districts, Atlanta Urban Design Commission

DATE
 1972

—FEDERAL —STATE —COUNTY LOCAL

DEPOSITORY FOR
 SURVEY RECORDS
 Atlanta Urban Design Commission, City Hall

CITY, TOWN
 Atlanta

STATE
 Georgia

7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input type="checkbox"/> UNALTERED	<input 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 De Give Grand Opera House, leased in 1929 to the Loew's Theatre Corporation and presently known as the Loew's Grand Theatre is a seven story building, housing an auditorium, shops, offices, and apartments.

The auditorium, completed in 1893, was the first of a two-phase construction effort. Completed in 1895, the office tower fronting the auditorium was built by the nationally known Atlanta Architectural firm of Nixon & Lindsey. The facade is of Romanesque derivation, incorporating the characteristic round-arched window and entry treatment along with the overall impression of weight and massiveness. However, other period motifs, notably a Palladian window high in the central bay, are also employed. The facade faces what is now Margaret Mitchell Square and is divided into four parts: a white stone base that is two stories in height, an arcaded mid-section extending three stories, an attic story and, above the cornice, a penthouse and parapet wall. Only the rounded left corner of the building interrupts the general symmetry of the facade.

The base of the building was executed in white marble, but due to modernization of the store-fronts on the ground floor, the marble is no longer visible, although it can be seen on the floor above. Initially, the base of the facade had two sets of paired 1/1 windows to either side of a large central arch, now only partially visible due to the large Loew's marquee. Consoles support an entablature and the facade above the arch is infilled with decorative relief.

Above the base of the Grand Theatre the compositional emphasis is shifted to either side of a slightly projecting center portion of the facade, i.e., that portion above the central arch of the base. Here, a pair of round arched openings soar through three floors on either side of the projecting center bay. On the third and fourth floors the windows, also of the 1/1 type, consist of a tall round arch center window flanked by a small round arched window to either side; these windows infill the larger round arch in which they are inset. The center bay of this portion of the building is simply treated, having three 1/1 windows grouped together on each floor.

The arches of the mid-section are tied to the attic level of the building by means of a terra-cotta moulding that follows the arches and rises at the apex to terminate in a spindle. This decorative element is actually attached to a thin white marble string course which defines the bottom of the attic story and almost causes the round arches to be read as ogee arches. The attic level and the floors above are, for the most part, plain. The attic level is pierced by narrow 1/1 windows with transoms and are grouped in threes above each arch of the floors below. In the center bay, however, a Palladian-like window is found complete with stone columns separating the window parts and a heavy stone base appearing almost as a balcony. The cornice of the building is relatively plain with its only real decorative element being the dentil moulding that runs beneath it. Frieze of the building, however, is quite elaborate with a rather Sullivanesque design of a "lace-like" nature. The building, has an over-emphasized center bay. This bay is half-again as high as the rest of the penthouse and is topped by a stone string course. A similar but broken course is found at the spring-line of the five window arches in this block of the penthouse. Similar, but smaller, arches without glazing are incorporated along each wingwall that flanks the central block. These wing-walls are terminated at each edge of the building by a slightly taller but blank parapet.

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CONTINUATION SHEET Description ITEM NUMBER 7 PAGE 2

The original interior of the De Give Opera House, completed in 1893 under the direction of McEltrick & Sons of New York, was sumptuous and ornate. Approached through a barrel-vaulted arcade, the auditorium itself was finished in oiled quarter oak and was richly decorated with elaborately-carved friezes, frescoed ceilings, and a lavish display of color. Twenty-four dressing rooms and twenty-two boxes added to the grand manner of style.

In 1931, the theatre entered another and current phase of its architectural history with an extensive remodelling of the interior by Thomas W. Lamb, a famous New York "Movie Palace" architect, who eventually designed some 300 theatres, including Madison Square Garden. For the theatre (by now known as the Loew's Grand Theatre), Lamb created an Art Deco scheme which he based upon a recurring and varied use of a chevron pattern. Certain structural changes, notably the replacement of the original two balconies with a single balcony, were also made to better accomodate the shift from live stage productions to movie projection.

Although most of the furnishings, including the rugs and wallpaper from this period have disappeared, the essential Art Deco character of the interior may still be seen in the plasterwork, the ceilings, and wooden paneling, and all of which reveal the chevron motif. Large mirrors with chevron-patterned wooden frames and lamp fixtures of brass and translucent glass remain in place.

Today, both the theatre and office tower are poorly maintained, in need of repair, and in danger of demolition.

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 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 type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES 1893, 1895

BUILDER/ARCHITECT

STATEMENT OF SIGNIFICANCE

The De Give's Grand Opera House, known today as the Loew's Grand is Atlanta's oldest extant theater, and for many years was the place for some of Atlanta's most prestigious social events, including the premier of "Gone With the Wind." As such, it is both architecturally and historically significant.

Its Romanesque facade is of interest in itself but the proximity of this building to the Beaux-Art Carnegie Library and the Renaissance-inspired Davison-Paxton store, lends to this area an architectural variety and excitement duplicated no where else in Atlanta. ?
 5.6.71

The building which contains not only an auditorium but also living and working space, was commissioned in 1893 by Laurent De Give, an enterprising businessman who also served as the Belgian Consul to the Southern States.

The Theatre was actually the second De Give was to operate in Atlanta. The first was opened in 1873 and became so successful that a move to larger quarters was necessary. This building was to extend northward the commercial and cultural activity of the city into what was heretofore a primarily residential section. Upon its completion, De Give moved his family and offices to the new building which was also to house the offices of the architects, Nixon and Lindsey.

The theatre first opened its doors on February 10, 1893 under the name "De Give's Grand Opera House." Featuring the play, "Men and Women" written by Belascoe and De Mille, the opening of the new entertainment center was a grand social occasion for all Atlanta. Making some appropriate remarks before the curtain went up, Mayor John B. Goodwin and Clark Howell praised theatre entrepreneur Laurent De Give for his latest contribution to the city. De Give was too modest to even be present when the speeches congratulating him were being given.

A far cry from Atlanta's first substantial theatre, the old Masonic Hall which De Give had remodelled in 1870, the Grand was reported at the time of its opening, to be the third largest theatre of its day. The auditorium had a capacity of some 2,700 people and its elaborate interior was designed and coordinated by the New York firm of McEltrick and Sons. The auditorium, richly decorated, featured frescoed ceilings and a sound board above the proscenium arch by Paolo Fayesich. Entitled "Triumph of Fantasy, Poetry, and Music," the dramatic composition by Fayesich was taken from Rahl's curtain in the Royal Opera House in Vienna. The Austrian Fayesich was well-known for his work in the Czar's Palace in St. Petersburg (Leningrad) and in the Sultan's Palace at Constantinople. The curtain which was woven in New Orleans depicted Shakespeare reading a play before Queen Elizabeth. The relief ornamentation

9 MAJOR BIBLIOGRAPHICAL REFERENCES

- Atlanta Constitution, February 10, 1893, et al.
 Lyon, Elizabeth A., Business Buildings in Atlanta, 1865-1930: A Study in Urban Growth and Form (PH.D. Dissertation), Emory University, 1972
 Garrett, Franklin M., Atlanta and Environs, (New York, 1954)
 Consultation with Dr. Elizabeth A. Lyon, Chairman, Atlanta Urban Design Commission
 Advisory Committee on Historic Sites, Structures and Districts
 Garrett, Franklin M., Yesterday's Atlanta, (Miami: 1974)

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY Less than one
 UTM REFERENCES

A	116	74210210	37381610	B			
	ZONE	EASTING	NORTHING		ZONE	EASTING	NORTHING
C				D			

VERBAL BOUNDARY DESCRIPTION

Bounded on the West by Peachtree Street, on the North by an alley, on the South and East by the 1/1 lines of the property.

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

STATE	CODE	COUNTY	CODE
STATE	CODE	COUNTY	CODE

11 FORM PREPARED BY

Dr. Elizabeth A. Lyon, Manager Survey & Planning Unit
 NAME / TITLE Susan G. Brooks, Special Projects Assistant
 H. Lee Dunagan, Consultant, Atlanta Urban Design Commission

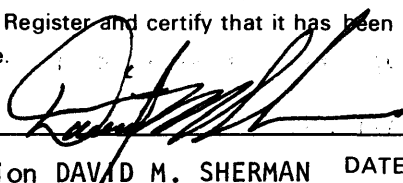
ORGANIZATION	DATE
Historic Preservation Section, Dept. of Natural Resources	January 5, 1977
STREET & NUMBER	TELEPHONE
270 Washington Street, S.W., Room 703C	(404)
CITY OR TOWN	STATE
Atlanta	Georgia

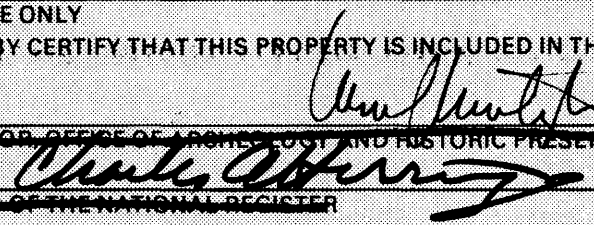

12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

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  DATE 3-16-77
 TITLE Chief, Historic Preservation Section DAVID M. SHERMAN

FOR NPS USE ONLY	
I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER	
	DATE 6/12/77
DIRECTOR, OFFICE OF LOGGED COST AND HISTORIC PRESERVATION	KEEPER OF THE NATIONAL REGISTER
ATTEST: 	DATE 6-7-77
KEEPER OF THE NATIONAL REGISTER	

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CONTINUATION SHEET Significance ITEM NUMBER 8 PAGE 2

throughout the building was done by Pratt of St. Louis.

The De Give continued as the center of Atlanta's social life, attracting many of the re-nowned performers of the day, including Sarah Bernhardt, Geraldine Farrae, Lillian Russell, Otis Skinner and Lillian Davenport. In addition, it was the site of one of Atlanta's most exclusive social happenings, the Semi-Annual Cotillian Club party.

Marking a change in entertainment toward the motion picture, in 1929, De Give leased the building to the Loew's Theatre Corporation. In 1931, the interior of the Grand was remodelled by Loew's in the popular Art Deco style. For this work, the well-known theatre architect Charles Lamb of New York was selected. The Loew's remodelling is a good example of the theatre decor of the era and is the only example in Atlanta by an architect of such renown.

Today, the Loew's Grand is perhaps best remembered as the site of the spectacular premier of "Gone With the Wind" in 1939. Selected by Metro-Goldwyn-Mayer as the place to hold the premier, thousands of visitors, dignitaries, and movie stars came to the Grand to be caught up in the aura and glamour that only Hollywood of the 30's could provide.

The De Give stands today as a repository of fond memories, an exponent of a glamorous page in Atlanta's history, and architecturally, as a vital part of the urban street scape with a remarkable and singular Art Deco interior.

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CONTINUATION SHEET References ITEM NUMBER 9 PAGE 2

Stevens, Carole, Personal Inspection, November 1976., Records, Research and Consultation.

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CONTINUATION SHEET

ITEM NUMBER

PAGE

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Photographs by: David J. Kaminsky

Date: February, 1977

Negatives filed at: Department of Natural Resources

1. Front facade, looking east.
2. Entrance.
3. Interior Arcade.
4. Interior Detail, Arcade mirror.
5. Interior lobby.
6. Interior stairway detail.
7. Interior theater.
8. Interior, office section court.