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JUN 08 1989

NATIONAL
REGISTER

NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in "Guidelines for Completing National Register Forms" (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property

historic name Hotel Row Historic District
other names/site number

2. Location

street & number 205-235 Mitchell St. (odd numbers)
city, town Atlanta (n/a) vicinity of
county Fulton code GA121
state Georgia code GA zip code 30303

(n/a) not for publication

3. Classification

Ownership of Property:

- private
- public-local
- public-state
- public-federal

Category of Property

- building(s)
- district
- site
- structure
- object

Number of Resources within Property:

	<u>Contributing</u>	<u>Noncontributing</u>
buildings	6	0
sites	0	0
structures	0	0
objects	0	0
total	6	0

Contributing resources previously listed in the National Register: 0

Name of related multiple property listing: n/a

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this nomination meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets the National Register criteria. () See continuation sheet.

Elizabeth A. Lyon
Signature of certifying official

5/31/89
Date

Elizabeth A. Lyon
Deputy State Historic Preservation Officer,
Georgia Department of Natural Resources

In my opinion, the property () meets () does not meet the National Register criteria. () See continuation sheet.

Signature of commenting or other official

Date

State or Federal agency or bureau

5. National Park Service Certification

I, hereby, certify that this property is:

- entered in the National Register Amy Schlager 7/20/89
- determined eligible for the National Register _____
- determined not eligible for the National Register _____
- removed from the National Register _____
- other, explain: _____
- see continuation sheet _____

Signature, Keeper of the National Register Date

6. Function or Use

Historic Functions:

DOMESTIC:hotel
COMMERCE:business
SOCIAL:meeting hall

Current Functions:

COMMERCE:business

7. Description

Architectural Classification:

Late 19th & early 20th century American Movements:commercial style

Materials:

foundation brick
walls brick
roof metal; asphalt
other

Description of present and historic physical appearance:

Hotel Row is a single block of historic commercial buildings, mostly hotels, originally built within the shadow of Atlanta's main railroad station (now gone). The majority of buildings within the block are typical early 20th century commercial buildings which vary from three to five stories. They are brick with varying degrees of detailing. At the street level they have storefronts, some with plate glass, and mostly symmetrical facades. Several buildings were built specifically as hotels and have upstairs space accordingly. An exception is Concordia Hall, at the southeastern edge, built in 1892 as a Jewish community center. It also is the most severely altered of the buildings, having lost a turret and its original roof but retaining an elaborately decorated terra-cotta and brick Forsyth Street entrance doorway. The buildings are on a flat surface directly across the street from the former rail yards. The lots are all perpendicular to Mitchell Street. Because there is no space between the buildings themselves nor between them and the street, there is no landscaping. The C&S Bank building, constructed in 1947, fronts the entire south side of Mitchell street opposite of Hotel Row.

Hotel Row consists of a row of 3-4 story early 20th century hotel and commercial buildings which once formed part of Atlanta's original business district. The Concordia Hall (photograph #1) built in 1892, is the oldest building within Hotel Row and survived the fire on May 8, 1908, which destroyed the rest of the commercial structures along this block. Consequently, the buildings that create "Hotel Row," the Gordon Hotel, the Scoville, the Sylvan and two three-story commercial buildings, have construction dates of post-May 1908.

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The three story brick Concordia Hall is located on the northwest corner of the intersection of Mitchell and Forsyth Streets. Built in 1892, the Concordia once featured a high Victorian facade with gabled roofs, arched windows crowned with pediments, parapet cornices and a projecting onion dome turret at the southwest angled corner. Because of alteration in the early 20th century, much of the high-style detailing is gone. The Concordia has five bays along Mitchell Street with each bay recessed between partially fluted brick pilasters. Terra cotta spandrels are located above the stone lintels of the three interior second story windows. The corresponding third story windows are semi-circular arches with terra cotta detailing which continues above the foliated or conventionalized leafage keystones and into the stone capped parapet wall. The end bays, closest to the corner, features horizontal bands of filigree work above and below the smaller singular or paired windows.

The bands continue on the Forsyth St. facade. The most striking feature of this facade is the main doorway marked by a band of terra cotta detailing with a circular window encased in a short Italianate arch (photograph 2). Above is a broken pediment with a lyre as the central motif. This motif was used as the symbol of the Concordia Association. On the third story, a large Palladian window with sidelights at one time provided a central design element. However, the window arches and engaged brick columns are all that remains of this feature.

The ground level along Mitchell St. was originally designed for small shops and served as additional income for the Concordia Association. The storefronts have been architecturally altered with art deco tiles covering the ground level pilasters and large marquees concealing most of the transom windows (photograph 3).

The interior of Concordia Hall includes five separate shops which occupy the street and basement levels and correspond to the five structural bays which line the Mitchell St. facade. Access to the second and third levels was originally through the pedimented entry on Forsyth St. The entry is now located through the western-most shop on Mitchell St.

The second level is composed of a large open room which looks out over Mitchell Street. Other smaller rooms face the back alley. The third level is composed of twenty-some odd bedroom with private baths which were added during the early 20th century. Interior walls are plaster over lath. Floors are hardwood and the structure is post and lintel with exposed pilasters on the interior wall which divides the building along its major axis. All mechanical systems are exposed and hung from the ceiling.

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Alterations to the Hall during the early 20th century include removal of the corner turret, roof pediments, hip roof and Italianate gables.

The Gordon Hotel (photograph 4) is a three-story, buff-colored, brick building designed by architect, W.C. Denny. The building features three bay windows on the second and third stories, recessed between Ionic pilasters. A circular patterned motif in terra cotta is used along the spandrels above and below the third story windows. The stone cornice is emphasized with small brackets. The ground level, street facade also features stone pilasters with Ionic capitals and a cornice line with dentil molding. A narrow alley runs between the Gordon and the adjacent commercial building.

The commercial building next to the Gordon Hotel (photograph 5) is a plain red brick building with three recessed window bays and a simple stone cornice. The brick is set in a running bond pattern and the ground level store fronts are emphasized by a stone cornice.

The Scoville Hotel, formerly the Marion Hotel, was designed by G. W. Laine (photograph 5). This three story buff-colored brick structure features four paired windows across the upper stories. Segmental stone lintels highlight the second level windows which also mark enlarged center voussoirs that connect to the windows above. Modillions and dentils ornament the heavy cornice line. The brick is laid in a running bond pattern with stone accents particularly along the ground level facade. The interior lobby of the hotel contains some original light fixtures and a crafted wooden front desk. The floor is a black and white checkerboard tile pattern with the name "Scoville" laid in red tile in the front foyer.

The commercial building next to the Scoville was also designed by G. W. Laine (photograph 5). This three-story, stone frame and red brick facade building features three window panels recessed between clustered brick piers. The piers support heavy stone lintels beneath a cornice with elaborate modillions of pressed metal.

The Sylvan Hotel is a four-story structure constructed of buff colored brick (photograph 5). It was built by Mr. George McCarty as a hotel and commercial building to house guests and workers of the railroad. It remained in operation until 1978, the same year Atlanta's Railroad Terminal was torn down. Five bays wide, the building houses retail establishments on the street level. The storefronts are typically commercial in treatment. Originally, three separate storefronts with plate glass windows over marble kick panels existed. At the second floor line, brick panels are recessed creating a simple frieze which "appear" to support continuous stone sills of second floor windows. Windows are one-over-one, double-hung, and set

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in pairs in the east and west bays. The remaining ones are single, set between three-story brick pilasters. A parapet extends several feet above a heavy, cornice of pressed metal and dentils.

These three and four story, late 19th and early 20th century buildings which constitute "Hotel Row" were once part of Atlanta's original business district. This historic district is largely unchanged from the turn-of-the-century era, only the storefronts have been modified. Similar retail and restaurant establishments exist along the block as they did some 80 years ago.

The historic district is a very cohesive group of buildings along one side of a single block. The boundaries have been drawn to exclude any non-contributing properties. Such properties are non-contributing due either to their post-1938 age or severe changes. The district is surrounded by non-historic or non-commercial development.

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties:

nationally statewide locally

Applicable National Register Criteria:

A B C D

Criteria Considerations (Exceptions): N/A

A B C D E F G

Areas of Significance (enter categories from instructions):

architecture
commerce
transportation

Period of Significance:

1892-1939

Significant Dates:

1892, 1908

Significant Person(s):

n/a

Cultural Affiliation:

n/a

Architect(s)/Builder(s):

Bruce & Morgan
George W. Laine
W. C. Denny

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Significance of property, justification of criteria, criteria considerations, and areas and periods of significance noted above:

Narrative statement of significance (areas of significance)

Hotel Row Historic District is significant within the areas of architecture, commerce, and transportation.

ARCHITECTURE

In architecture, the district is significant because the six buildings that make up the block retain much of their original historic architectural character as early 20th century hotels and commercial buildings. They typify the early 20th-century commercial architecture once common in Atlanta but now rare because of extensive urban redevelopment. They retain important brick and terra-cotta detailing, store-fronts, original hotel room arrangement and other interior detailing. They are also significant because they were designed by some of Atlanta's finest architects, including Bruce and Morgan, George W. Laine, and W. C. Denny. The district consists of one block of early 20th century commercial buildings, 3-4 stories high, brick load-bearing construction, timber interior framework with storefronts at ground floor level. Many of their contemporaries in the surrounding area have been demolished, altered or left isolated by demolition or new construction. Hotel Row is an unaltered example of early 20th century commercial architecture in Atlanta. These buildings are significant as examples of mixed use property which supported the railroad industry, a major influence in Atlanta's history and development. As a whole, the architecture along Mitchell Street represents a group of structures cohesive in style, scale, and materials. The early 20th century commercial and hotel buildings share common features including symmetrical facades with plate glass windows above panels in either wood or stone, with fixed or operable transoms above. Windows are generally double hung, one over one sash in singles, pairs or banked. Along the top of each of these buildings are capped, pressed metal cornices. The commercial style differs among these buildings with the use of either red or buff-colored brick, storefront details and materials such as cornice lines and dentils, and placement of windows. The Concordia Hall, built in 1882, is the only structure that survived the May, 1908 fire. Consequently, its architecture is representative of the late 19th century Victorian commercial style. This three story, red brick and terra cotta building was used as the meeting hall for the Concordia Association. Built on the corner of Mitchell and Forsyth Streets, the Concordia retains some of its original high style detailing such as arched windows, foliated terra cotta key stones, and horizontal bands of

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decorative filigree motifs. The Forsyth Street facade also displays a large Italianate arch with terra cotta detailing. The broken pediment also in terra cotta, sits above the arch and features a lyre pattern which was the symbol of the Concordia Association. The Concordia represents the type of commercial style that was popular in the 1890s. The entire Hotel Row is an excellent example of commercial architecture commonly found in Atlanta at the turn-of-the-century. The overall architectural integrity of the district remains fairly cohesive and intact.

COMMERCE AND TRANSPORTATION

In commerce and transportation the block is significant because most of the buildings were built for the specific purpose of serving the needs of the adjacent main railroad station in Atlanta. These buildings are a few surviving examples of what Atlanta's historic central business district was like during the early 20th century. These buildings were used as hotels, a meeting hall/social club, restaurants, offices, milliners, barbershops, and produce markets. Hotel Row is a good example of the type of buildings found in a turn-of-the-century business district. Along with hotels, and offices, retail tenants operated on the ground floor levels. These structures are also indirectly tied to Atlanta's rail transportation. The successful businesses along Mitchell Street directly paralleled the popularity and trends associated with the railway. Many of the hotels were built soon after the Terminal Station was completed in the early 1900s in order to service the rail passengers in this section of the city. This historic district also is reminiscent of the once thriving, early mixed use central business district of Atlanta during the late 19th and early 20th century.

National Register Criteria

These areas of significance support this district's eligibility under National Register Criteria A and C.

Criteria A

This district meets National Register Criteria A as it is associated with the events making a significant contribution to the broad patterns of history. This section along Mitchell Street known as Hotel Row was a specialized type of commercial district catering to the particular needs of the Terminal Station located one block away. The district also reflects the needs of a once thriving central business district during the late 19th and early 20th century. These historic buildings, once housed and continue to house to some extent

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even today, retail services, restaurants, offices, and rooms for rent.

Criteria C

Hotel Row meets National Register Criteria C because of its architectural significance in commercially designed buildings. This group of three and four story brick buildings represent one of the few extant groupings of late 19th and early 20th century structures in Atlanta. The Mitchell Street location represents an area that was throughout the late 1800s and early 1900s, the commercial heart of the city. Collectively, Hotel Row forms a strong streetscape environment similar to how it would have looked in 1908. It is largely unchanged, only the storefronts having been modified. While most of the brick buildings are done in a symmetrical design, commercial style, commonly used during this time period, some have more elaborate cornice detailing and one particular building built in 1892, Concordia Hall, represents high style Victorian commercial architecture. Many of the buildings are designed with either red or buff-colored brick, and illustrate simple classical detailing. These architectural features are all characteristic of historic commercial districts which were particularly prevalent during this time period in Atlanta.

Criteria Considerations (if applicable)

Period of significance (justification, if applicable)

1892--1939

1892--design & construction of Concordia Hall.

1908--building dates of the remaining buildings in Hotel Row.

1939--50-year cut-off (continuous commercial use)

Developmental history/historic context (if applicable)

The area of Mitchell Street bordered to the east by Forsyth Street, and to the west by Spring Street, known as "Hotel Row," looks much the same today as it did following the rebuilding and redevelopment of the block in 1908.

Perhaps the most significant single event to impact the development of Mitchell Street was the construction of the Atlanta Terminal Station. When it opened in 1905, it brought with it a need for hotels and supporting retail services, which previously had existed in the northern part of the city. Atlanta businessman W. T. Inman was the first to capitalize on the Mitchell Street location. In 1905, he

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built the Childs Hotel. This was located next door to the Concordia Association. That same year, Samuel Inman commissioned the Terminal Hotel to be built at the corner of Mitchell and Madison (currently Spring) Streets. One of the finest hotels in the city, it was built and opened in 1906 for \$75,000.

In that same year, a building permit was issued to Mr. D.H. Scoville for the construction of a retail building. It was not until 1908, following the fire that May, that he was issued a permit for the construction of the Scoville Hotel which stands today.

It is the fire of 1908 that provided the impetus for rebuilding the block (Hotel Row) as we see it today. The only building to survive the fire was the Concordia building. According to newspaper accounts, the flames died out just before reaching the building. In June of the same year, a building permit was issued to G. McCarthy for the construction of the Terminal Hotel Annex or as it was later known as the Sylvan Hotel.

During the 20 years after the fire, Mitchell Street enjoyed prosperity. During the 1920s, the advent of automobile transportation and the construction of the Spring Street viaduct made hotels in the northern end of the city more accessible.

Another fire in 1938 threatened the buildings along Mitchell Street once again. While the Terminal Hotel was destroyed, the other buildings remained intact. A one-story building now occupies the former site of the Terminal Hotel.

The Concordia Hall was designed as a social club in 1892, for the Concordia Association, by the architectural firm of Bruce & Morgan. The Concordia Association was a prestigious organization promoting Jewish ties, but on a less formal affiliation than a synagogue. The building was designed as a recreational space with facilities for the Association on the upper floors and commercial space at street level. The Concordia Association membership included successful businessmen in their twenties and thirties who were of German or Hungarian background and who wished to foster their cultural heritage.

Concordia Hall represents the continuation of the first phase of post-Civil War building in Atlanta. This phase replaced the wooden shanties and wartime debris in the business district with substantial brick buildings. Bruce & Morgan work was exemplary of the prevailing tastes working largely in the High Victorian style. Concordia Hall is typical of this commercial Victorian style and is reflective of the type of mixed use popular during this time period. The building cost came to \$40,000.

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The club's activities included dramatic performances, literary and musical soirees, debates and card playing. The upper floors included a banquet room, a parlor, a library and combination ballroom/theater. One author cites Concordia Hall as the "largest, finest, best appointed clubhouse in Atlanta."

Concordia Hall was also utilized by various organization including different chapters of the Masonic Lodge from 1902-1909.

Despite the new clubhouse, the ornate decor and the good intentions of the Association, it began to experience financial difficulties. Younger, American-born Jews were not attracted to the Old World atmosphere of the Association, and with the increasing debts and declining membership, the Concordia Association passed into receivership in 1901. Concordia Hall has since been credited with representing the important role the Jewish community played in the cultural development of Atlanta.

Following the demise of the Concordia Association, the building became part of Southern Railways. Having completed their own building one block away in 1912, the railroad company converted the upper level grand ballroom into over twenty bedrooms. Railroad workers were housed in this space and continued to utilize the buildings recreational facilities. In later years the building has been sold to individual owners and used as a furniture showroom and currently as a shoe store. The upper levels remain vacant.

Two factors contributed to the decline of Mitchell Street in the late 1950s and 1960s. Most significant was the increased air travel of passengers. The second, a direct result of the first, was the demolition of Terminal Station. Vacancies in the hotels were high. The heart of the city which had been moving north along Peachtree Street, made this area undesirable. The former Sylvan Hotel and the commercial structure next to it have recently undergone renovation to office space. Since many governmental offices and the large C&S Bank building are located within the area, the renewed interest in preserving these structures for viable economic is desirable.

9. Major Bibliographic References

Massengill, Rudy. "Historic Preservation Certification Application Form-Sylvan Hotel." 1987. (On file at the Georgia Department of Natural Resources).

Thompson, Mark and Drury, Warren. "Historic District Information Form -Hotel Row." 1982. (On file at the Georgia Department of Natural Resources).

Sanford, Jan A. "Historic District Information Form-Concordia Hall." 1981. (On file at the Georgia Department of Natural Resources).

Previous documentation on file (NPS): () N/A

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey #
- recorded by Historic American Engineering Record #

Primary location of additional data:

- State historic preservation office
- Other State Agency
- Federal agency
- Local government
- University
- Other, Specify Repository:

Georgia Historic Resources Survey Number (if assigned): n/a

10. Geographical Data

Acreage of Property approximately 2 acres

UTM References

A) Zone 16 Easting 741280 Northing 3737540

Verbal Boundary Description




The nominated district is marked with a heavy black line on the enclosed site plan/sketch map.

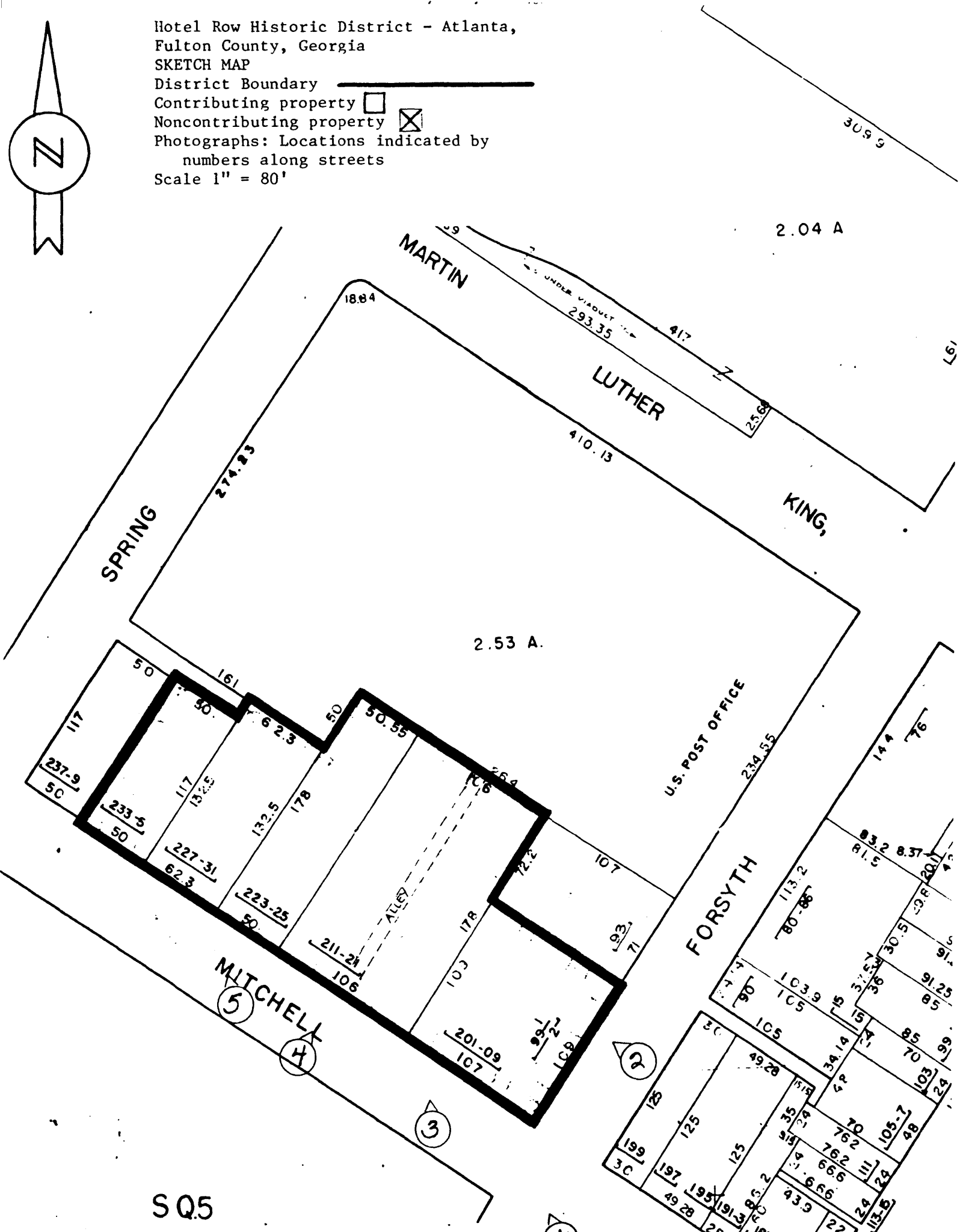
Boundary Justification

The nominated property includes those historic buildings, predominately hotels, that make up the north side of the block along Mitchell Street between Forsyth and Spring Street. The properties surrounding the district were excluded because they are nonhistoric and/or noncommercial.

11. Form Prepared By

name/title Lisa Raflo, National Register Researcher
organization Historic Preservation Section, Georgia Department of Natural Resources
street & number 205 Butler Street, S.E., Suite 1462
city or town Atlanta **state** Georgia **zip code** 30334
telephone 404-656-2840 **date** 5/24/89

Hotel Row Historic District - Atlanta,
 Fulton County, Georgia
 SKETCH MAP
 District Boundary 
 Contributing property 
 Noncontributing property 
 Photographs: Locations indicated by
 numbers along streets
 Scale 1" = 80'



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PHOTOGRAPHS
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Hotel Row Historic District
Atlanta, Fulton County, Georgia
Photographer: James R. Lockhart
Negative: Filed with the Georgia Department of Natural Resources
Date: June 1988

Description:

1 of 5: Streetscape view of Mitchell Street, SW, at the Forsyth Street intersection; photographer facing northwest.

2 of 5: Detailed view of Concordea Hall, Forsyth Street facade; photographer facing west.

3 of 5: Streetscape view of Mitchell Street, SW; photographer facing north.

4 of 5: Streetscape view of the Gordon Hotel; photographer facing northeast.

5 of 5: Streetscape view of Mitchell Street, SW, including the Scoville Hotel at 225 Mitchell Street and the Sylvan Hotel at 233-235 Mitchell Street; photographer facing north.