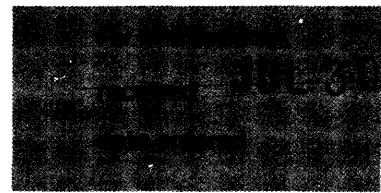


ONE 12/31/84  
EX. 12/31/84

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Inventory—Nomination Form



1982

See instructions in *How to Complete National Register Forms*  
Type all entries—complete applicable sections

1. Name

historic ~~The "750"~~ (Briarcliff Hotel) / The 750

and/or common

2. Location

street & number 1050 Ponce de Leon Avenue ~~ave~~ N/A not for publication

city, town Atlanta N/A vicinity of congressional district

state Georgia code 013 county Fulton 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 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	<b>Public Acquisition</b>	<b>Accessible</b>	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	N/A 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 checked="" type="checkbox"/> museum
			<input type="checkbox"/> park
			<input checked="" type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

Atlanta Briarcliff Summit, Ltd.  
name Asbury D. Snow, Jr., General Partner

street & number 6405 Barfield Road, NE

city, town Atlanta N/A vicinity of state Georgia 30328

5. Location of Legal Description

courthouse, registry of deeds, etc. Superior Court

street & number Fulton County Courthouse

city, town Atlanta state Georgia

6. Representation in Existing Surveys

title See Continuation Sheet has this property been determined eligible?  yes  no

date  federal  state  county  local

depository for survey records

city, town state

## 7. Description

Condition		Check one	Check one
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" 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 "750 (Briarcliff Hotel), built in 1924-1925, is a nine-story, H-shaped residential hotel building located at the corner of Ponce de Leon and Highland Avenues in Atlanta, Fulton County, Georgia.

The "750" is built with a reinforced concrete frame and structural terra cotta blocks. The first two floors of the exterior on the front and east side are finished with cast concrete that is deeply scored to resemble stonemasonry; the third through eighth floors are veneered in striated red brick laid in stretcher bond; and the ninth floor features stuccoed walls with brilliantly colored red, blue, and green terra-cotta detailing. Variations in the window sizes and groupings add interest to the building. The 1970's replacement of the original three-over-one double hung sash with aluminum windows has altered the exterior only a little. The main front entrance, centered on a projecting central bay, features three round-arched openings supported by engaged columns with Corinthian-style capitals and topped by ornate terra-cotta relief decoration. A single door in the central arch is flanked by windows in the side arches. A second more modest entrance is located on the east side. A band of terra cotta decoration with a winged serpent motif wraps around the front and both sides of the building separating the eighth and ninth floors. Windows set in round-arches on the ninth floor, grouped in the same pattern as the windows on the lower floors, are separated by pilasters and topped by lunettes, both with highly colored terra-cotta trim. Medallions, cartouches and a second band above some of the windows complete the terra-cotta detailing. Red tile pent roofs serve in place of a cornice, and an elevator tower protrudes above the roofline in the center of the hotel.

The interior of the building is almost entirely occupied by several hundred small apartments that are arranged along either side of centrally located corridors. The ground floor contains the original lobby, apartments in the west wing, and, in the east wing, several larger rooms earlier used for dining and social functions. The lobby and some first floor corridors have their original marble and hexagonal ceramic tile floors. Walls are smoothly plastered throughout, and the original plaster ceilings have been covered with lowered accoustical tile. Tile floors and early bathroom fixtures remain in most bathrooms. The basement contains original elevator equipment and remnants of the building's original steam heating system.

The "750" was designed as a luxury apartment building with up to twenty-four apartments on a floor. The building became an apartment hotel and then a commercial hotel in rapid succession as a shift in neighborhood development away from Druid Hills and the Depression combined to defeat the original design. By 1935, five commercial tenants, including a pharmacy, barbershop and hairdresser, were located in the building, and in 1938 the building was first listed as the Briarcliff Hotel. A postcard of the hotel from the 1950's advertises "400 luxurious rooms and suites" indicating that at some point the original apartments were subdivided. The recent rehabilitation of the building for housing for the elderly in accordance with the Secretary of the Interior's Standard for Rehabilitation has reduced the number of living units to about two hundred small apartments.

(CONTINUED)

## 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 type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> theater
<input type="checkbox"/> 1800-1899	<input checked="" 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) Local History
	<input type="checkbox"/> invention			

**Specific dates** 1924-1925      **Builder/Architect** Architect: G. Lloyd Preacher

### Statement of Significance (in one paragraph)

The "750" (Briarcliff Hotel) is historically significant in the area of architecture, commerce and local history. Architecturally, the building is a good example of the larger residential hotels built in Atlanta during the first three decades of the twentieth century. It was designed by a prominent local architect, G. Lloyd Preacher. In terms of commerce, it is significant as a major commercial venture in what was, in the 1920's, a suburban area of the city. It is also significant for its role in providing housing for some of the new professional and business families moving to Atlanta in the early twentieth century as the city emerged as the business center of the south. In terms of local history, the "750" (Briarcliff Hotel) is significant for its association with Asa G. Candler, Jr. (1880-1953), a famous Atlanta businessman and philanthropist, who had the building built, retained a suite on the top floor and located the headquarters of his extensive real estate business here for many years. The above areas of significance support property eligibility under National Register Criteria A, B and C.

Architecturally, the form and plan of the hotel are characteristic of the large residential hotels built in Atlanta in the first three decades of the twentieth century. Its concrete frame structural system, building materials and terra-cotta detailing are characteristic of this period. The brilliantly colored terra cotta ornamentation on the building's ninth floor is particularly fine. The "750" was designed by G. Lloyd Preacher (1882-1972), an eclectic architect who began working in Augusta, Georgia in 1905 and who was responsible for designing many of that city's most important early twentieth century skyscrapers, hotels, theatres and hospitals. In 1922 he moved his office to Atlanta, where he designed the City Hall and numerous hotels and apartment buildings. At the peak of his tremendously successful career Preacher had offices in eight major cities across the country.

The "750" (Briarcliff Hotel) was a major commercial venture in what was in the 1920's a suburban area of the city of Atlanta. It was located at the corner of North Highland and Ponce de Leon Avenues near the entrance to Druid Hills, a fashionable suburban residential neighborhood which was developed during the early twentieth century. The "750" was made possible largely by the development of Atlanta's trolley system and the increased use of the automobile, as evidenced by the hotel's location on Ponce de Leon Avenue (where one of the city's trolley lines was located) and its attached parking deck. The "750" is also significant as a major source of housing for new professional and business people moving to Atlanta during its early twentieth century expansion. It complemented the garden apartment building boom as an alternative to the single family suburban home. The Depression, in combination with a shift in fashionable residential neighborhood expansion away from the Druid Hills area, led to the failure of the "750" as an apartment building and its conversion to a commercial hotel.

(CONTINUED)

## 9. Major Bibliographical References

Freeman, Gary N. "Atlanta Briarcliff Summit, Ltd., Application for Placement on the National Register of Historic Places", April, 1981. On file at Historic Preservation Section, Georgia Department of Natural Resources, Atlanta.

## 10. Geographical Data

Acreeage of nominated property 1.2 acres

Quadrangle name Northeast Atlanta, Georgia

Quadrangle scale 1:24000

### UMT References

A 

1	6
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7	4	5	1	3	0
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3	7	4	0	0	6	0
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Zone Easting Northing

B 

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Zone Easting Northing

C 

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D 

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E 

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F 

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G 

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H 

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**Verbal boundary description and justification** The nominated property, outlined with a heavy black line on the enclosed surveyor's map, consists of the city lot upon which the hotel has historically stood.

### List all states and counties for properties overlapping state or county boundaries

state N/A code   county   code  

state   code   county   code  

## 11. Form Prepared By

name/title Carolyn Brooks, National Register Researcher

Historic Preservation Section

organization Georgia Department of Natural Resources date June 8, 1982

street & number 270 Washington Street, S.W. telephone 404 656-2840

city or town Atlanta state 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

*Elizabeth A. Lyon*  
Elizabeth A. Lyon

title State Historic Preservation Officer

date 7/26/82

For NPS use only

I hereby certify that this property is included in the National Register

*Bruce Van Duzend*  
Keeper of the National Register

date 9/9/82

Attest: *Patrick Andrews*  
Chief of Registration

date 9/9/82

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
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date entered

Representation in  
Continuation sheet Existing Surveys Item number 6 Page 2

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On June 17, 1981, the Preservation Services Division of the National Park Service Southeast Regional Office issued a preliminary certification of significance for this structure.

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
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received  
date entered

Continuation sheet      Description      Item number      7      Page      2

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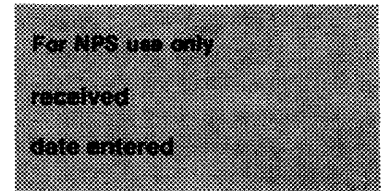
The property is minimally landscaped. A semi-circular drive leads up to the front entrance, and the front and side yards are planted with grass and crepe myrtle trees. Attached to the northwest corner of the hotel is a parking deck which is contemporary with the building. Like the hotel, it is built with a concrete frame veneered in striated red brick, and features mushroom columns on the interior.

PHOTOGRAPHS

The Historic Preservation Section has determined that the photographs, taken in August, 1981 still represent the character and appearance of the property. No significant changes have been made since that date. As part of the on-going certified rehabilitation work, a modern metal canopy over the front entrance has been removed, and the base of the building has been repainted a slightly darker color.

**United States Department of the Interior  
National Park Service**

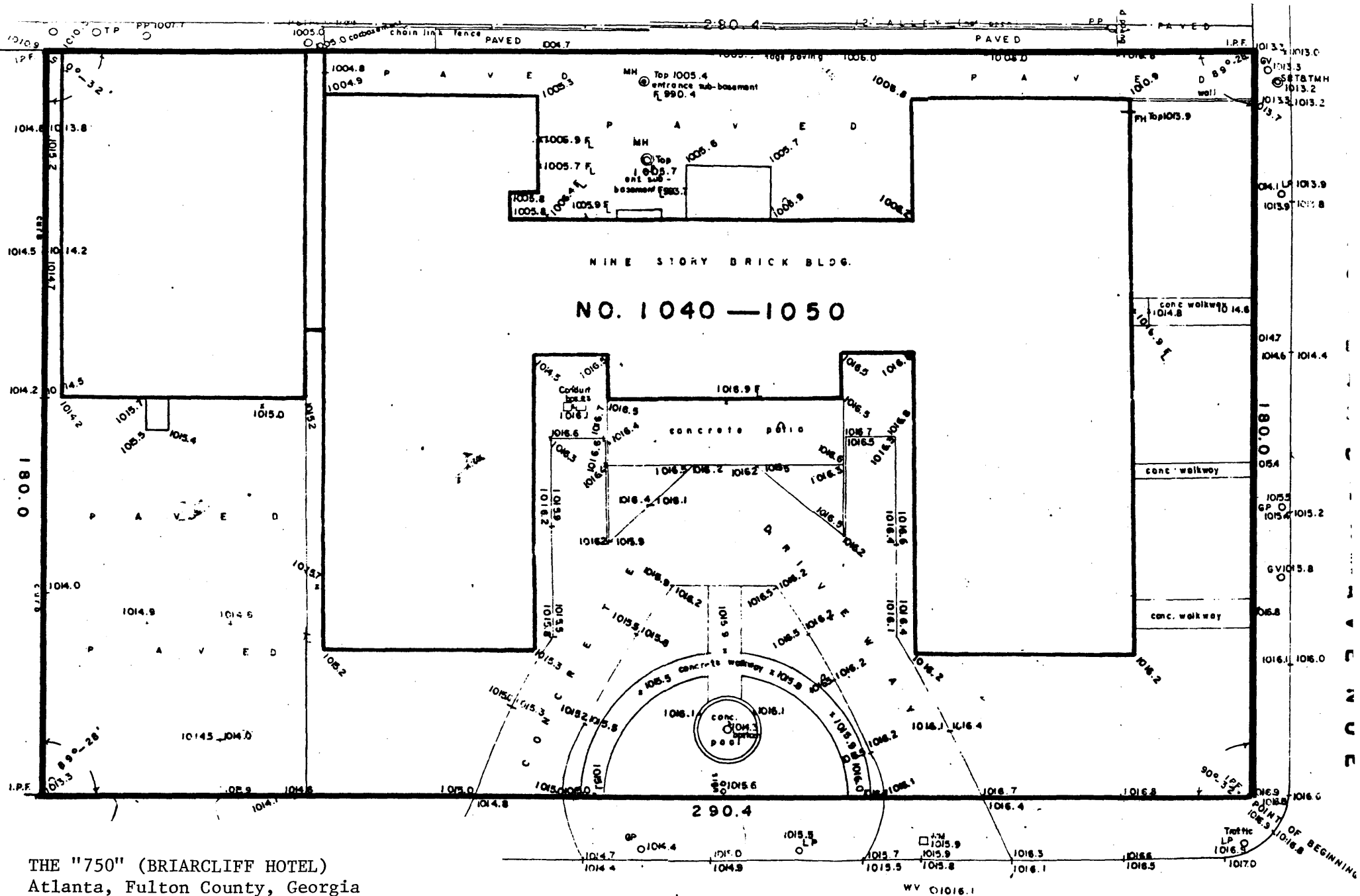
**National Register of Historic Places  
Inventory—Nomination Form**



Continuation sheet    Significance    Item number    8    Page    2

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In terms of local history, the building is significant for its many associations with Asa G. Candler, Jr., an Atlanta philanthropist who was the second son of Coca Cola magnate Asa Candler, Sr. It was Asa G. Candler Jr.'s real estate firm, Briarcliff Investment Company, that had the "750" built and managed it for many years. Candler originally maintained a suite in the building for his family's use, and, following the sale of his main house in 1952, he moved into the nine room suite and lived there until he died the following year. Candler moved the Briarcliff Investment Company offices to the "750" in 1931 and from there orchestrated the purchase, development and management of his extensive real estate holdings which included at one point thirty-three apartment buildings and several hotels. Asa G. Candler, Jr. was a community oriented man who for some years had a private zoo and a swimming pool on his Atlanta estate which were open to the public.



THE "750" (BRIARCLIFF HOTEL)  
 Atlanta, Fulton County, Georgia

PROPERTY/SKETCH MAP

Source: Surveyor's Map  
 North: ↑  
 Property Boundary: —————