

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form



This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

historic name Sears, Roebuck and Co. Mail-Order Warehouse and Retail Store
other names/site number _____

2. Location

street & number 675 Ponce de Leon Avenue NE not for publication
city or town Atlanta vicinity
state Georgia code GA county Fulton code 121 zip code 30308

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,
I hereby certify that this X nomination ___ request for determination of eligibility 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 X meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:
___ national ___ statewide X local

Dr. David C. Crass 23 SEPT. 2016
Signature of certifying official/Title Dr. David C. Crass/Historic Preservation Division Director/Deputy SHPO Date
Historic Preservation Division, Georgia Dept. of Natural Resources
State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official _____ Date _____
Title _____ State or Federal agency/bureau or Tribal Government _____

4. National Park Service Certification

I hereby certify that this property is:
 entered in the National Register determined eligible for the National Register
 determined not eligible for the National Register removed from the National Register
 other (explain:)

Joe Edson H. Beall 11.15.16
Signature of the Keeper Date of Action

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5. Classification

Ownership of Property
(Check as many boxes as apply.)

Category of Property
(Check only **one** box.)

Number of Resources within Property
(Do not include previously listed resources in the count.)

- private
- public - Local
- public - State
- public - Federal

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

Contributing	Noncontributing	
1	3	buildings
0	1	sites
0	1	structures
0	0	objects
1	5	Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing)

N/A

Number of contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions
(Enter categories from instructions.)

- COMMERCE/TRADE: department store
- COMMERCE/TRADE: warehouse
-
-
-
-

Current Functions
(Enter categories from instructions.)

- COMMERCE/TRADE: business
- COMMERCE/TRADE: professional
- COMMERCE/TRADE: specialty store
- COMMERCE/TRADE: restaurant
- DOMESTIC: multiple dwelling
- TRANSPORTATION: road-related (vehicular)

7. Description

Architectural Classification
(Enter categories from instructions.)

- LATE 19TH and EARLY 20TH CENTURY AMERICAN MOVEMENTS: Commercial Style
- LATE 19TH AND 20TH CENTURY REVIVALS: Italian Renaissance
-
-

Materials
(Enter categories from instructions.)

- foundation: CONCRETE
- walls: CONCRETE
- BRICK
- roof: ASPHALT
- other:

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Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

The Sears, Roebuck and Co. Mail-Order Warehouse and Retail Store is located on Ponce de Leon Avenue northeast of downtown Atlanta. It encompasses an entire city block and is bounded on the north by Ponce de Leon Avenue, on the east by the Atlanta BeltLine trail, on the south by North Avenue, and on the west by Glen Iris Drive. The building, which opened to customers in 1926, is a nine-story plus basement commercial building of reinforced concrete construction with brick veneer. A shipping room, attached to the south side of the main building, was completed that same year. Italian Renaissance Revival-style ornamentation exists on a central tower facing Ponce de Leon Avenue, a major thoroughfare in Atlanta. The first addition to the building was completed in 1932 on the west side of the building, and the second addition, completed in 1948, was built behind the 1932 addition. In 1966 a nine-story warehouse wing with three-story section was added behind the main building adjacent to the railroad tracks. Six more stories were added atop the three-story section in 1971 to complete that addition (noncontributing). The additions are all of similar style and construction. Other resources on the site include what was an automotive service center (1966 - noncontributing) and remnants of a 1966 parking deck (noncontributing) on the southwest corner of the property, and a post-1966 loading shed (noncontributing) on the east side abutting the former railroad tracks. A new parking deck is located in the southeast corner of the property. The building, and its additions, retains a high degree of integrity with its multi-light metal windows, concrete columns, concrete floors, wood floors, stairs, and elevators. The property has recently undergone rehabilitation and the former retail and warehouse spaces have been converted to new retail, office, restaurant, and apartment spaces known as Ponce City Market.

Narrative Description

The following description derives from Ray & Ellis, "Sears, Roebuck and Co." post-rehabilitation description, April 2016. On file at the Historic Preservation Division, Georgia Department of Natural Resources, Stockbridge, Georgia.

The Sears, Roebuck and Co. Mail-Order Warehouse and Retail Store is a nine-story plus basement commercial building of reinforced concrete construction with brick veneer (photograph 1). The building fronts Ponce de Leon Avenue, northeast of downtown Atlanta and abuts former railroad tracks, now a biking/walking trail called the Atlanta BeltLine, on the east side (photograph 20). The Atlanta BeltLine is a redevelopment project that will provide a network of public parks, multi-use trails, and transit along a historic 22-mile railroad corridor that will encircle the city when it is completed. The back of the building faces North Avenue, the historic automobile entrance side of the building (photograph 9). The west side of the building faces Glen Iris Drive (photograph 5). The Ponce de Leon Avenue façade of the building was, and continues to be, accessible to pedestrians with a sidewalk and three pedestrian entrances. The 16-acre property encompasses the entire city block. The property has a nonhistoric water feature, additional landscaping, and a small amphitheater on the south side of the building that were added in the recent rehabilitation. These landscape features are considered as one noncontributing site to this nomination.

All of the resources on the property are described by their completion date. One structure on the property is a noncontributing metal loading shed adjacent to the BeltLine. One building is a noncontributing former auto service center located at the southwest corner of the property. A remnant of a former parking deck (noncontributing) adjoins the service center (photographs 23-26). New construction includes a five-story parking deck with retail spaces located on the southeast corner of the property (photograph 19).

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These buildings were built after the end of the historic period and are considered noncontributing to this nomination.

The main building consists of the 1926 building and several additions, dating from 1932 through 1971. Italian Renaissance Revival-style ornamentation exists on the central tower of the 1926 building (photographs 1-3). The first addition to the massive building was completed in 1932 on the west side of the building (photograph 4). The second addition, completed in 1948, was built on the back, or south elevation, of the 1932 addition (photograph 4). The third addition was begun in 1966 and was completed in 1971. It is a large addition that forms the east elevation of the building. A new concrete ramp was added to this part of the building in the recent rehabilitation. The additions are all of similar style and construction. Fenestration is similar on all facades. In general the windows are multi-light, metal, frame windows with pivot style-openings that were refurbished as part of the recent rehabilitation.

Parking areas can be accessed from Ponce de Leon Avenue, North Avenue, and Glen Iris Drive. Prior to the recent rehabilitation, auto and truck traffic entered the basement area of the building via a descending ramp from North Avenue that led to the basement loading docks. During the recent rehabilitation, the ramp was removed. The entire rear parking area was raised to street level, which allowed ground level pedestrian entrances into the building from this side (photograph 9).

Surface parking was recently added on the west side of the building where a parking deck was formerly located (photograph 5). The parking deck was added in 1966 and obscured the Glen Iris Drive façade of the building. The deck was demolished in 2010. In addition, a pedestrian/ bicycle access exists via a bridge connection from the Atlanta BeltLine to the second floor of the east side of the building (photograph 20).

The 1926 Building

The Sears, Roebuck and Co. building was constructed in 1926 by the B-W Construction Company. The principal or north (Ponce de Leon Avenue) facade was almost symmetrical upon its completion (photograph 1). The façade is divided into five blocks. The central block projects slightly forward and contains a tower with Italian Renaissance Revival-style elements. Italian Renaissance Revival-style details on the building include the two arched door openings that are located in the tower (photograph 3). Each of the door openings is framed by a concrete, arched, door surround that is fluted and topped with a keystone motif above the arch. Each arched opening contains double doors topped by multi-light windows. A concrete band with decorative circle and dentil molding rests above the doors before culminating in an arched multi-light window. Etched into a concrete band above the entrance is "Sears, Roebuck and Co." One floor above this is a concrete belt course with dentil molding. Multi-light windows are located on each floor of the tower, which is topped by a pyramidal roof. The eaves overhang and are supported by brackets, below which are two arched windows on each side of the tower (photograph 2). Other Italian Renaissance Revival-style elements include the recessed entrance porch and molded cornice. The tower contains a new "Ponce" neon sign with clock. Within the tower is the large water tank that continues to supply the building's water system.

The style of the tower provides contrast to the plain commercial style of the rest of the building. The blocks on either side of the tower contain multiple bays - five bays on the east side of the tower and seven on the west side. The walls are clad in brick with wide pilasters that mark the underlying structural piers. Each floor has one tripartite metal window in each framing bay. The end blocks of the building project slightly and are topped by a shaped parapet. Each end block contains three bays that are nearly identical in configuration to the rest of the building with the exception that the end windows are paired. This north facade has three pedestrian entrances from Ponce de Leon Avenue. These entrances exist in their original configuration, although the non-historic doors have been replaced in-kind. Steps are concrete.

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1926 Shipping Room

A one-story shipping room with basement was constructed in 1926 on the south or North Avenue side of the building. This addition is similar to the main building, but is constructed of concrete and steel with brick veneer. Loading docks were located on the south basement side of the building to give trucks access for loading. These openings remain in the now basement parking deck. Unlike the main retail building, the concrete columns are square (photograph 28). In order to provide street-level auto and pedestrian access to the building, the sloped access to this area of the building was raised to street level resulting in a new ceiling over the underground parking area.

This building had a railroad trestle on the roof, which facilitated rail shipping. Most of the rails have been removed, but the steel support structure of the trestle is still visible inside the building (photograph 14). A portion of railroad tracks are now on an original trestle on the back side of the building (photograph 22).

In the recent rehabilitation, portions of the roof and columns of the shipping building were removed to create a courtyard. The south wall of the first floor remains and two former loading dock doors on either end have been fixed open allowing for pedestrian access from the south side. Large red letters now advertise Ponce City Market on this wall (photographs 9-11). The remaining core of the building, with the original roof and columns, became retail space surrounded by the newly created courtyard (photographs 11-13).

1932 Addition

This addition is located on the Glen Iris Drive, or west, side of the 1926 building. The addition fronts Ponce de Leon Avenue and wraps around to Glen Iris Drive. Intended to provide additional retail space, the design and construction of the 1932 addition is basically identical to the 1926 building.

The majority of a three-story nonhistoric parking deck, which directly abutted the west façade of this addition, was removed in 2010. After the removal, the west façade of the 1932 addition was restored to its original appearance with new windows and storefronts on the levels where the parking deck formerly abutted the building. Original windows on all floors above were restored (photographs 5 and 6).

The 1926 building and the 1932 addition function as one building, both today and historically. The first two floors were recently rehabilitated to house retail spaces and a food court (photographs 30-42). The basement and the third floor were rehabilitated for parking (photographs 45 and 46) and floors four through nine were converted to office space (photographs 47-52). The 10th floor, a small area inside the tower, currently houses a restaurant space and provides access to the roof amenities (photographs 53-56).

The historic elements on the interior of the 1926 building and 1932 addition include concrete mushroom columns, concrete floors, wood floors, and four staircases (three along the north side and one centrally located on the south side). These historic elements were retained during the rehabilitation of the building. Historically, the building was used for retail and warehouse space and contained large amounts of open space. Retrofitting the building for use by the City of Atlanta for municipal offices, known as City Hall East in 1991, did not change the exterior or the structural systems. At that time, new partitions, dropped ceilings, and new floor coverings were added in some areas of the building. These were removed in the recent rehabilitation.

The central main entrance from Ponce de Leon Avenue featuring a lobby with two passenger elevators was also retained in the recent rehabilitation (photograph 34). A large section of concrete flooring between the first and second floors was removed to create an atrium space in the 1926 building (photographs 35 and 41). This atrium functions as a retail space and a food court. Tenants must follow guidelines designed to protect historic finishes like floors, ceilings, and columns. New partition walls were added to accommodate the new floor plan and usage. These partitions are primarily sheetrock or glass.

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1948 Addition

The 1948 addition, constructed by Beers Construction Company, forms the southwest portion of the building (photographs 9 and 10, left). It is located directly south of and adjoining the 1932 addition. It is similar in style and construction to the 1926 building, with the major difference being that some of the windows are varied in style and type. This addition was built in two increments with a building permit dated December 14, 1945 for four stories and basement, and another permit dated exactly one year later for the additional five floors, which were completed in 1948. Today, this section of the building provides access to both the residential apartments on the upper floors, as well as the courtyard.

During the recent rehabilitation, the exterior of this addition received minimal changes. With the exception of floors one and two, existing windows were retained and refurbished. On floors one and two, where the parking deck formerly abutted the building, the elevation was restored closely to its original appearance. Two small sections of the first and second floor walls on the west and east elevations were opened to allow for an entrance into the courtyard. Since historic windows and doors were missing on the west elevation, new storefronts and windows were installed (photographs 6 and 7). The interior was refurbished for use as retail and office spaces on the first two floors (photograph 57) and apartments on the remaining levels (photographs 58-64). Historic columns, floors, and ceilings were retained inside these apartments. New sheetrock walls were installed to accommodate the new floor plan. The basement floor is designated for parking. Retail spaces retain historic elements. Tenants must follow guidelines protecting the historic finishes. This addition has three elevators and two staircases, which were retained as part of this rehabilitation.

Resources that were constructed after 1948 are noncontributing to this nomination.

1966/1971 Addition

The 1966-1971 warehouse addition, designed by Eugene Bothwell, is a long wing located to the south of the 1926 building on the east (BeltLine) side. Intended as additional warehouse and distribution space, it contained 621,700 square feet and was built in two phases. The first phase consisted of a nine-story section with a three-story section south of it. Following the phased method they used for the 1948 addition, Sears took out an additional building permit in 1970 to add another six floors to the three-story section. This brought the entire wing to nine floors in 1971. General construction and exterior appearance of this addition matched the earlier buildings, but starting on the fourth floor (the section completed in 1971), the concrete columns are square. The floors throughout are concrete. Seven additional staircases, as well as two passenger elevators and three freight elevators, are located in this addition.

During the recent rehabilitation, the exterior of the building remained intact. Changes include 28 additional window openings that were cut on the west façade of this wing and a concrete ramp that was added on the east side of the building to allow access to parking located on levels two through eight (photograph 18). Windows from floors three to nine remained and were refurbished. Floors one and two received new storefronts and windows. The interior of the first floor contains retail spaces (photographs 65 and 66); the second floor is utilized for parking; and floors three to nine contain a combination of apartments and parking on each floor (photographs 70-76). Historic columns, floors, and ceilings were retained inside these apartments and corridors. New sheetrock walls were installed to accommodate the new floor plan. As in the rest of the complex, retail spaces retain historic elements. Tenants must follow guidelines protecting these historic finishes. The basement is also used for parking.

Where the BeltLine bridge connects to the building on the east elevation, two small sections of the second floor were removed, creating an open air corridor. Bicycle stations, a bike shop, lockers, and shower facilities are located in this area (photographs 21 and 69).

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1966 Parking Deck

A three-story concrete parking deck, constructed in 1966, was attached to the west elevation of the 1932 and 1948 additions. The three levels had concrete floors and square concrete columns. A major part of this deck was demolished in 2010 in order to uncover the historic facades of the 1932 and 1948 additions. A portion of the parking deck remains in the southwest corner of the lot. Some of the original concrete wall paneling along the west (Glen Iris Drive) façade also remains intact (photograph 24).

Automotive Service Center

The 1966 automotive service center is located at the southwest corner of the property with access from both North Avenue and Glen Iris Drive. It is a long narrow building of concrete construction clad in brick. The one-story building is attached to a remnant of the 1966 parking deck on the north side. The service center and the remaining parking deck today house retail spaces, a day care, and parking (photographs 23-26).

Loading Shed

A prefabricated, metal, loading shed, constructed after 1966, and situated next to the former rail line, was refurbished as part of the rehabilitation. The open shed serves as the ramp entrance to the complex from the BeltLine (photograph 20). A bridge directly connects the shed to the second floor of the 1966/1971 addition (photograph 21).

2016 Parking Deck

A new five-story concrete parking deck is located in the southeast corner of the property, where a nonhistoric boiler house was previously located. In addition to parking, the building also houses retail spaces on the first floor (photograph 19).

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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A Owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

Areas of Significance

(Enter categories from instructions.)

Commerce

Architecture

Period of Significance

1926 -1948

Significant Dates

1926 - completion of initial construction

1932 - completion of first addition

1948 - completion of second addition

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Nimmons & Company, architects

B-W Construction Company, builder

Beers Construction Company, builder

Period of Significance (justification)

The period of significance encompasses the date of construction of the 1926 building and ends in 1948, which marks the completion of the second and last addition that occurred within the historic period.

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Criteria Considerations (explanation, if necessary)

N/A

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance and applicable criteria.)

The Sears, Roebuck and Co. Mail-Order Warehouse and Retail Store is significant at the local level under Criterion A in the area of commerce as one of two distribution centers in the Southeast constructed by Sears in the mid-1920s at a time when the company's mail-order business was expanding at a rapid pace. The growing trend of urbanization in the country was understood by the management as an opportunity to grow their retail business. The building, a combined retail and distribution center, was a ground-breaking commercial business model designed to appeal to city dwellers. It was one of the largest retail buildings in Atlanta at the time of its construction.

The building is significant at the local level under Criterion C in the area of architecture for its commercial design with elements of the Italian Renaissance Revival style on a central tower. The design followed a formula that Sears, Roebuck and Co. had developed in the first decade of the 20th century. The young Chicago firm of Nimmons and Fellows was chosen to design the first Sears complex in Chicago and the successor firm of Nimmons & Company designed the Atlanta building. All of the Sears' distribution centers/retail stores, including the one in Atlanta, featured a long, multi-story commercial building relieved by a central tower. The architecture of the towers varied and was the only part of the building to receive ornamentation. The Atlanta building uses early 20th century building techniques including reinforced concrete in the floors and mushroom columns, and brick curtain walls throughout. The main building and shipping room were completed in 1926. Additions to the building were completed in 1932, 1948, and 1971.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

The Sears, Roebuck and Co. building is significant at the local level under Criterion A in the area of commerce as a major distribution center constructed by Sears. Atlanta was the hub of an extensive railroad network in the 1920s that provided access to all points of the country and the city was growing rapidly, making Atlanta a prime spot for business. While Sears' mail-order business was expanding at a rapid pace at this time, the growing trend of urbanization in the country was understood by the management as an opportunity to grow their retail business. The building, a combined retail and distribution center, was a ground-breaking commercial business model designed to appeal to city dwellers. Robert E. Wood, the vice-president of Sears, believed that most of the company's retail stores could be located in outlying areas of cities, which would offer the advantage of lower rent yet still be within reach of potential customers, due to the expanded mobility of Americans via the automobile. The location of this huge commercial enterprise in what was then a residential area of the city, and the company's recognition of the growing use of the automobile as an important factor in the suburbanization of Atlanta, helped propel the success of the building. Much of Atlanta's business community was moving north of the city during the 1920s as the downtown Five Points area became overcrowded and congested with traffic. The new location provided ample space for parking when it opened.

The new Sears building was one of the last of a chain of their distribution centers to be constructed throughout the country. Called "Sears Folly" by some because of its large size and location outside of the downtown commercial center, president Charles Kittle's decision to locate the huge facility in Atlanta proved a sound business choice. The retail part of the store was so popular, that Sears began its first expansion only three years after the center opened. Another expansion to the Sears building took place after the end of World War

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It, also an economic boom period for Atlanta. Further expansion took place in the mid-1960s and was completed in 1971. The facility remained an active Sears catalog and distribution center until 1989. In 1926 when Sears opened its store on Ponce de Leon Avenue, Atlanta's retail scene centered on downtown with M. Rich & Bros. Co., Chamberlin, Johnson & DuBose Co., J.P. Allen's, Regenstein's, Davison-Paxon-Stokes, and Highs department stores vying for customer's attention and money. With the advent of New York-based R.H. Macy & Co. affiliating with Davison-Paxon-Stokes in 1925, and Sears emerging on the retail scene in 1926, consumers were drawn away from downtown. Macy's built a new retail store nine blocks north of the central business district on Peachtree Street in 1927. As a major commercial structure the Sears building changed the face of shopping in Atlanta by being in the forefront of the move of commercial establishments away from downtown into residential areas north of the city, as well as providing a vast array of consumer goods under one roof.

Sears, Roebuck and Co. was synonymous with the surge in the mass consumer market in America during the early and mid-20th century. The company became one of the largest mail-order businesses in the country and the seventh largest corporation in the world. By 1927 Sears provided goods to 11 million customers, equaling one out of every three American families, and distributed over 75 million catalogs per year.

The infrastructure necessary to sustain the company's expansion rested upon the large mail-order centers strategically located across the country. Constructed between 1906 and 1928, these centers handled the processing and distribution of orders from customers, and were specifically located so that most customer orders could be filled in three to four days. In these buildings was captured the scale and ambition of the country's rapid expansion and improving standard of living. They remain architectural centerpieces in the neighborhoods they occupy and some are, to this day, among the largest structures in their respective regions.

The building is significant at the local level under Criterion C in the area of architecture for its commercial design with elements of the Italian Renaissance Revival style. Italian Renaissance Revival-style details on the building include the two arched door openings that are located in the tower, the recessed entrance porch, overhanging eaves, brackets, molded cornice, and belt course.

The building was designed following a formula that Sears, Roebuck and Co. had developed in the first decade of the 20th century, when they built a huge complex in their home city of Chicago in 1906. The four-building Sears Chicago mail-order center/company headquarters also included the printing plant that for many years produced the Sears catalog. The young Chicago firm of Nimmons and Fellows was chosen to design that complex. In 1897 Nimmons formed a partnership with William K. Fellows. A native of Wooster, Ohio, George C. Nimmons began his career in the Chicago office of Burnham and Root, where he worked as a draftsman for ten years. At the age of 28, Nimmons served as superintendent of buildings for the Chicago 1893 World's Columbian Exposition under the direction of Daniel Burnham, who was the director of works for the exposition.

Nimmons partnership with Fellows lasted until 1910. From 1910 until 1917, the architect remained in private practice as the George C. Nimmons & Company, and subsequently as the principal of the firm of Nimmons & Company. Nimmons & Company designed the Atlanta building and the other nationwide distribution centers built in the mid-1920s. Nimmons then partnered with George W. Carr and Clark C. Wright until his retirement in 1945. Nimmons is responsible for a large number of buildings found across the country. Examples of his work include the Reid Murdoch Building (Chicago 1914), Lake Shore Place (Chicago 1925), the Sears, Roebuck and Co. mail-order plants in Chicago, Dallas, Seattle, Atlanta, Philadelphia, Kansas City, Minneapolis, Memphis, and Boston, and numerous other Sears, Roebuck and Co. stores and facilities.

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All of Sears' distribution centers/retail stores featured a long multi-story commercial building, its plainness relieved by a central tower housing the main customer entrance to the building. The architecture of the towers varied, and was the only part of the building to receive ornamentation. The Atlanta building used state-of-the-art engineering techniques including the use of poured reinforced concrete in the mushroom columns, the wood and concrete floors, and the brick curtain walls. One of the most significant aspects of the building is its reinforced concrete construction. A relatively new use for large commercial and industrial buildings in the 1920s, reinforced concrete construction reduced the overall cost of constructing large buildings and provided architects with more freedom to manipulate the form and ornamentation of their designs. Using reinforced concrete, the structural load-bearing capacity of a building could be carried in floor slabs rather than in more traditional beams and girders. This innovation saved on overhead room and reduced the floor-to-floor heights required in multi-story buildings.

The builder, B-W Construction Company of Chicago, established Atlanta headquarters nearby on Ponce de Leon Avenue for the length of the construction project. Additions to the building completed in 1932, 1948 and 1971 including the parking deck and secondary buildings brought it to over two million square feet of space.

Developmental history/additional historic context information (if appropriate)

The following historic context derives from Ray & Ellis, "Sears, Roebuck and Co." draft National Register of Historic Places Registration Form, November 2010. On file at the Historic Preservation Division, Georgia Department of Natural Resources, Stockbridge, Georgia.

Sears, Roebuck and Co.

Richard Warren Sears was born in Stewartville, Minnesota on December 7, 1863. At age 16, Sears sought to provide some support for his parents and younger siblings. He began by performing manual labor around the local railroad station in exchange for telegraphy lessons. Within a year he became a station agent and served at several northern Midwest stations before being sent to North Redwood, Minnesota. Part of Sears' duties as an agent included handling shipments to local residents. In 1886 Sears decided to sell watches to supplement his income following a successful sale of a shipment of unclaimed watches. The following year he moved to Chicago and hired Alvah C. Roebuck as a watch repairman. Their first catalog, published in 1888, featured only watches and jewelry. Sears sold the watch business and, using the proceeds of the sale, determined to enter the mail-order business with Roebuck as his partner in 1893.

At this time, farmers in America had been patronizing rural general stores. With the high markup of items, many goods were out of reach for the average person. To address this issue, the first mail-order business was begun in 1872 by traveling salesman Aaron Montgomery Ward, who began offering rural customers better prices for goods by selling directly to them, thus eliminating the middleman. Mail-order companies provided an answer to the problem, because they bought in volume. Goods could be shipped by rail to small towns across the country.

Good value was Sears' hallmark and, in the very beginning, Sears and Roebuck coined a slogan: "Satisfaction Guaranteed or Your Money Back." Standing behind their products and service encouraged business to build quickly. In response to the rapid increase in orders, the partners developed a series of protocols for dealing with incoming orders and shipments of merchandise. The innovation portrayed in this mail-order management paradigm was considered the marvel of the catalog retail trade. The two retailers were fierce competitors for many years, but Sears eventually passed Montgomery Ward in sales and grew to be over ten times the size of Wards.

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Sears published their first large general merchandise catalog (all of 322 pages) in 1894. As the catalog expanded and farm incomes grew after the depression of the 1890s, the difficulty of assembling and sending orders threatened to swamp the company. Goods were shipped only with long delays. Many reached farmers in damaged condition, and returns under the company's money-back guarantee were increasing. In stepped Julius Rosenwald, a businessman. In 1895, Rosenwald became a partner in Sears, Roebuck and Co. when Richard Sears offered Rosenwald's brother-in-law, Aaron Nusbaum, an interest in the company and recruited Rosenwald to join the venture. (Rosenwald married Augusta Nusbaum, Aaron's sister, in 1890).

Sears initially shipped goods directly from the factories in which they were made and there often were delays in shipping, as well as poor communication. When a customer complained to Sears, the factory was sent a new order to ship. In an age of handwritten ledger books, there was no easy way to check the new order against the records of the outstanding old ones. The result was that orders frequently were sent out over and over again, resulting in large financial costs to Sears.

Rosenwald undertook a massive investment for a new mail-order facility in Chicago, which opened in 1906. The company awarded the Chicago architectural firm of Nimmons and Fellows "what was very likely the largest single commission in the history of Chicago building up to that date." The complex consisted of five main buildings. They were "the merchandise, administration and machinery buildings, the printing plant and the power and steam generating plant." (Carl W. Condit, *The Chicago School of Architecture*, p. 179)

The merchandise building was a huge building with multiple kinds of mechanical equipment for moving goods. But the concept underlying the building was more important than the machinery. A system was put into place so that when an order arrived, Otto Doering, the operations superintendent, assigned it a time and place. Each order was assigned a particular shipping room for a particular 15-minute period. Each department supplying an item in the order was notified of this time and place and directed to deliver the item. Items not arriving in time were shipped separately. The supplying department was billed for the extra cost.

The system worked well because it subdivided the process of mailing goods into its component parts - finding the goods, assembling the order, and packing it. Departments had incentives to organize their goods in an efficient manner in order to deliver goods in 15-minute segments. Items were stored in the plant and identified by their Sears catalog identification number. Orders could be assembled from these holding bins. The supplying departments were responsible for keeping them filled.

All of this was done without computers or telephones. Pneumatic tubes were a popular mode of communication in department stores, and they were mentioned in the 1905 catalog description of the new Chicago plant. Since Nusbaum had first approached Sears in an effort to supply pneumatic tubes to the company, their use may have been one of his contributions toward more efficient operations.

The new procedures also solved the information problem that had resulted in multiple shipments for the same order. The supplying firms no longer communicated directly with consumers. All communications went through Sears. The need for feedback on which orders had been fulfilled between Sears and its suppliers had vanished, and the problem of duplicate shipping information at Sears and its suppliers evaporated. Forms used within the company show that the system was being used widely two years after the new facility was opened. (Emmet and Jeuck 1950, 134).

Along with the new "schedule system" that was developed for shipping merchandise more efficiently, the new Sears plants (such as Atlanta) were "equipped with a vast variety of mechanical devices to speed the flow of merchandise in and out of the building ... Miles of railroad tracks run lengthwise through, in and around [the] building for the receiving, moving and forwarding of merchandise; elevators, mechanical conveyors, endless

Sears, Roebuck and Co. Mail-Order Warehouse
and Retail Store

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chains, moving sidewalks, gravity chutes, apparatus and conveyors, pneumatic tubes and every known mechanical appliance for reducing labor, for the working out of economy and dispatch is to be utilized here" (Emmet and Jeuck, p. 132-133).

"With cars and modern roads, Sears rural customers were no longer limited to shopping by catalog. Just as important, American cities were growing up, and Sears rural customers were abandoning the farm for the factory. In 1900 the rural population still outnumbered the urban population. By 1920 the situation was reversed" (www.searsarchives.com/history/history_1925.htm, accessed October 26, 2010). The company's answer to the changes in the country was to add retail stores to their mail-order business. Three men were instrumental in this change in company policy. Julius Rosenwald who had been president of the company since 1908 saw the crisis, staked some \$21 million of his personal fortune to save the company, and once it had regained financial stability hired Charles M. Kittle as his replacement. Rosenwald then served Sears another eight years as chairman of the board. The same year (1925) Rosenwald also hired General Robert E. Wood as vice-president in charge of factory operations.

The three men led Sears into the retail business. They "believed that the urban farm population would continue to order from the Sears catalog. They also believed that city dwellers were more interested in shopping at stores than buying goods through the mail-order catalog" (www.searsarchives.com/stores/history_indiana.htm, accessed October 26, 2010).

Early in 1925, they opened a store located in the mail-order plant of the Chicago complex. It proved an immediate success. Before the end of the year, Sears had opened seven more retail stores, four of them in mail-order plants: Seattle, Dallas, Kansas City, and Philadelphia. Three stand-alone stores were also opened that same year, two in Chicago and one in Evansville, Indiana. These stores represented a combined sales volume of almost \$12 million during 1925, their first year of operation. Only one store, located in Atlanta, opened in 1926. All of these stores were considered "A" class stores by Sears, a designation to indicate the store's size, management structure, and the range of its merchandise. Progressively smaller stores carried designations of "B" and "C." The company continued its now unrelenting retail expansion in 1927 by erecting six more "A" class stores: two in mail-order facilities in Memphis and Los Angeles and four others in Milwaukee, Philadelphia (the city's second), Chicago (the city's fourth) and Camden, New Jersey (www.searsarchives.com/history/history_1925.htm, accessed October 26, 2010). The Atlanta store was one of the last of the large distribution and retail stores built in strategic locations around the country during the 1920s. In 1929, there were 324 stores, and by 1932 the company's retail sales surpassed those of the mail-order sales.

After Kittle died suddenly in 1928, Wood took over as president of the company, a position he held until 1939, when he became chairman of the board. Under his leadership, Sears became the world's largest merchandiser. He retired in 1954, but continued to serve as honorary chairman until his death in 1969.

Julius Rosenwald is largely attributed with the success of this mail-order empire. Under Rosenwald, Sears came to encompass all of the processes of a capitalistic enterprise, including the processes of extraction, fabrication, distribution, and consumption. He sought to offer rural customers a broad range of products, and developed a new business ethic that promoted customer satisfaction. The company slogan, "Satisfaction Guaranteed or Your Money Back," for example, reflected this new philosophy. A new emphasis was also placed on economies of scale and the streamlining of product distribution, as business expanded and a new operating infrastructure was created.

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Architect

George C. Nimmons and William K. Fellows gained fame when Sears selected them in 1904 to design their multi-building complex in Chicago. Nimmons was the better-known partner. He was born in Wooster, Ohio in 1867, moved to Chicago after touring Europe where he became interested in architecture, and attended the Art Institute of Chicago. He served as a draftsman in the office of Burnham and Root architects for ten years beginning in 1885, then practiced on his own. In 1897 he formed a partnership with William K. Fellows. They continued in partnership until 1910. Nimmons practiced alone from 1910 to 1917, and from then until 1933 he served as principal of his firm Nimmons & Company. He continued as senior partner in Nimmons, Carr & Wright from 1933 until 1945 when he retired.

Nimmons was retained to design other catalog-distribution centers for Sears following the same architectural style that he employed in Chicago. This was Sears' attempt to develop an individualized corporate building iconography based on an easily recognizable silhouette. The architects used a combination of commercial-style architecture with a prominent central tower. Nimmons & Company designed the Atlanta building as well as the other central distribution/retail centers built in the mid-1920s. Nimmons died in 1947.

The Sears, Roebuck and Co. Building in Atlanta

Sears, Roebuck and Co. built their Atlanta building on property that had once contained a mineral spring, Ponce de Leon Springs, a favorite recreation spot for Atlantans. Later, an amusement park was built on top of the springs. The amusement park reached its zenith between the years 1905-1910. It began to decline as an amusement center and in December 1925, Sears, Roebuck and Co. purchased the land from R.J. Spiller, Inc., and constructed a large catalog-distribution center. A baseball field, Spiller Field, was located across the street and a streetcar line served the area.

When Sears decided early in 1926 to build its Southeast distribution center/retail store in Atlanta, it was a huge boon for the city. It was also an innovative facility, combining the catalog order and distribution center with a retail operation designed to appeal to city dwellers. Part of the company's new philosophy was to design retail stores that would appeal to men as well as women, and would be fun for the whole family. According to Robert Wood, vice-president and later president of Sears, "The department stores were essentially for women. Eighty percent of their business was in women's wear, hosiery, and all other apparel. A man in a department store was lost. We made it a store for the family; in other words, for the men, too. We added hardware, tires, service parts and other items of particular interest to men" (www.searsarchives.com/stores/history_indiana.htm, accessed October 26, 2010).

The huge new building going up on Ponce de Leon Avenue stirred the interest of Atlantans, who flocked to the opening of the retail store on August 2, 1926 (the building was actually completed a few weeks later on October 15). The large building was devoted to retail, including the catalog ordering section, while shipping was handled out of the one-story building to the rear where the spur track on the top of the building provided immediate access to the railroad line, and the loading dock on the south side gave trucks a place to on- and off-load their goods.

Wood's formula proved so successful in Atlanta that three years later in 1929, Sears began plans for an addition on the west end of the building. Completed in 1932 it was devoted to additional retail space. The site also included a farmer's market, filling station, carpenter shop, and three-part warehouse, all part of the Sears complex.

After the end of World War II, Sears again felt the need to expand their building. An addition was built to the south of the 1932 addition. Sears chose to build this addition in two stages, constructing the basement and four floors beginning in December 1945 and the upper five stories a year later, completing it early in 1948.

Sears, Roebuck and Co. Mail-Order Warehouse
and Retail Store

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By 1966 Sears had become the country's largest retailer, and once again decided to expand their presence in Atlanta. The Ponce de Leon Avenue store already served as headquarters for the "Southern territory," and oversaw all Sears' stores in 13 states - 118 retail stores, three catalog-order operations and more than 300 catalog-sales offices. In an *Atlanta Journal* article dated April 16, 1966, L.E. Oliver, Southern territory vice-president for Sears, gave a detailed account of the company's plans. According to Oliver, the expansion and addition of new or updated facilities was mainly driven by the city's decision to expand and widen North Avenue, which to that date dead-ended at the railroad tracks that formed the eastern boundary of Sears' property. The expansion included a nine-story addition at the southeast corner of the existing building, a three-level parking deck, a new auto service center, and a new lawn-garden shop and various other service facilities. The auto service center and garden shop replaced existing buildings. In addition, a new elevated rail dock accommodating ten railroad cars, a tunnel beneath North Avenue to service the employee parking lot on the south side of North Avenue, a two-story power plant, and a new employee cafeteria-dining room were also planned.

Sears expansion was not limited to the Ponce de Leon Avenue location. The same newspaper article described other Sears operations in Atlanta, including a store under construction on West Paces Ferry Road. The new warehouse/shipping addition to the Ponce de Leon Avenue site was completed in two stages. The first part consisted of a nine-story section and a three-story section south of it. Following the phased method they used for the 1948 addition, Sears took out an additional building permit in 1970 to add another six floors to the three-story section, bringing the entire wing to nine floors in 1971.

By the late 1970s, the retail picture in Atlanta had changed as many fled the central city for the suburbs. Sears decided to convert the Ponce de Leon Avenue store to a large surplus store and retain its use as a catalog-distribution center. Finally in 1987, Sears decided that it would close the distribution center by 1989, but retain the surplus store, automotive center, and administrative offices.

Across the country, in a wave of restructuring starting in the 1980s, Sears, Roebuck and Co. sold most of its mail-order centers. Only the Los Angeles distribution center continued to function, while the centers in Philadelphia and Kansas City were demolished. In 1994 the company left the mail-order business and discontinued the publication of its catalog.

In October 1990, an announcement was made that the City of Atlanta would purchase the Ponce de Leon Avenue building for \$12 million and convert it into a city hall annex. The building was refurbished by the city for police and fire department space, as well as the 911 call center. The city was never able to utilize more than a fraction of the building's square footage and the grand plans for other uses never materialized. By 2005, the city began looking to sell the building to a developer. Jamestown Properties completed purchase of the building in 2011 and after an extensive rehabilitation, the building opened in 2015 as Ponce City Market.

9. Major Bibliographical References

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Sears, Roebuck and Co. Mail-Order Warehouse
and Retail Store

Fulton County, Georgia

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County and State

Previous documentation on file (NPS):

- 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 # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
 - Other State agency
 - Federal agency
 - Local government
 - University
 - Other
- Name of repository: _____

Historic Resources Survey Number (if assigned): N/A

10. Geographical Data

Acreeage of Property approximately 16 acres

(Do not include previously listed resource acreage.)

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

- | | |
|------------------------|-----------------------|
| 1. Latitude: 33.773334 | Longitude: -84.367538 |
| 2. Latitude: 33.773271 | Longitude: -84.364585 |
| 3. Latitude: 33.771283 | Longitude: -84.364040 |
| 4. Latitude: 33.771247 | Longitude: -84.367581 |

Verbal Boundary Description (Describe the boundaries of the property.)

The property is indicated by a solid line on the attached National Register map, which is drawn to scale. The property is bounded on the north by Ponce de Leon Avenue, on the east by the former Southern Railway Company corridor (part of the Atlanta BeltLine), on the south by North Avenue, and on the west by Glen Iris Drive.

Boundary Justification (Explain why the boundaries were selected.)

The boundary encompasses an entire city block and constitutes the entire property historically owned by Sears, Roebuck and Co.

11. Form Prepared By

name/title Lynn Speno, National Register Specialist

organization Historic Preservation Division, GA Dept. of Natural Resources date September 2016

street & number 2610 Georgia Highway 155 telephone (770) 389-7842

city or town Stockbridge state GA zip code 30281

e-mail Lynn.speno@dnr.ga.gov

Sears, Roebuck and Co. Mail-Order Warehouse
and Retail Store
Name of Property

Fulton County, Georgia
County and State

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** (7.5 or 15 minute series) indicating the property's location.
A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: Sears, Roebuck and Co.

City or Vicinity: Atlanta

County: Fulton State: Georgia

Photographer: Brian LaBrie

Date Photographed: July-September 2015

Description of Photograph(s) and number:

Photo 1: Ponce de Leon Avenue façade; photographer facing southwest.

Photo 2: Tower on Ponce de Leon Avenue façade; photographer facing southwest.

Photo 3: Tower on Ponce de Leon Avenue façade; photographer facing south.

Photo 4: North and west elevations; photographer facing southeast.

Photo 5: West façade of the 1932 and 1948 additions; photographer facing southeast.

Photo 6: West façade; photographer facing southeast.

Photo 7: Detail of an entrance into the courtyard; photographer facing east.

Photo 8: 1948 addition on left; 1971 addition center; and 1966 parking deck remnant right; photographer facing east.

Photo 9: From North Avenue towards rear lawn; 1948 addition left; 1926 building center; and 1971 addition right; photographer facing north.

Photo 10: 1948 addition left; 1926 shipping room right; photographer facing northwest.

Photo 11: Close-up of the south wall of the 1926 shipping room; photographer facing north.

Sears, Roebuck and Co. Mail-Order Warehouse
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Fulton County, Georgia

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Photo 12: Retail space in 1926 shipping room; photographer facing northeast.

Photo 13: Retail space on first floor of 1948 addition; photographer facing west.

Photo 14: Historic railroad trestle in the courtyard; photographer facing east.

Photo 15: South façade of the 1926 building (left) and the west façade of the 1966/1971 addition (right); photographer facing northeast.

Photo 16: West façade of the 1966/1971 addition; photographer facing east.

Photo 17: South façade of the 1966/1971 addition; photographer facing northeast.

Photo 18: South and east facades of the 1966/1971 addition with new east side ramp; photographer facing northwest.

Photo 19: South façade of 1966/1971 addition and new freestanding five-story parking garage; photographer facing east.

Photo 20: Loading shed located along the former railroad line, now the BeltLine, and new ramp addition on the east elevation of the 1966/1971 addition; photographer facing south.

Photo 21: Bridge connection from the BeltLine; photographer facing west.

Photo 22: Historic railroad trestle; photographer facing west.

Photo 23: Automotive service center and 1966 parking deck remnant; photographer facing southwest.

Photo 24: West façade of the automotive service center and 1966 parking deck remnant; photographer facing southeast.

Photo 25: Automotive service center; photographer facing northeast.

Photo 26: South elevation of the automotive service center; photographer facing northeast.

Photo 27: Entrance stairs into underground parking deck.

Photo 28: Looking north towards lower level parking in 1926 shipping room.

Photo 29: Looking south along former loading dock in the 1966/1971 addition. This area is now part of the underground parking.

Photo 30: First floor of the 1926 building; photographer facing east.

Photo 31: First floor of the 1926 building; photographer facing north. This area is now part of the food court.

Photo 32: First floor of the 1926 building; photographer facing west. This area is now part of the food court.

Photo 33: First floor of the 1926 building; photographer facing east. This area is now retail space.

Photo 34: First floor of the 1926 building; photographer facing north. This area is now part of the food court.

Photo 35: First floor of the 1926 building; photographer facing west. This area is now part of the food court.

Photo 36: First floor of the 1926 building with new spiral staircase in the food court atrium; photographer facing northwest.

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Photo 37: First floor in the 1932 addition; photographer facing west. This area is now retail space.

Photo 38: Window display, first floor retail space in 1932 addition; photographer facing north.

Photo 39: First floor elevator; photographer facing southwest.

Photo 40: First floor of the 1926 building showing former freight elevator, now used as a passageway into the food court; photographer facing north.

Photo 41: Second floor of the food court; photographer facing east.

Photo 42: Second floor of the food court showing the refurbished original windows; photographer facing northwest.

Photo 43: New stairs connecting the second floor of the food court to the BeltLine via the bridge; photographer facing southeast.

Photo 44: New stairs and exit leading to the bridge to the BeltLine and parking in the 1966/1971 addition; photographer facing south.

Photo 45: Basement of the 1932 addition, now used for parking; photographer facing north.

Photo 46: Third floor of the 1926 building, now used for parking; photographer facing west.

Photo 47: Fourth floor elevator lobby, 1926 building; photographer facing east.

Photo 48: Fourth floor office space, 1926 building; photographer facing northwest.

Photo 49: Fifth floor elevator lobby, 1926 building; photographer facing west.

Photo 50: Seventh floor office space, 1926 building; photographer facing north.

Photo 51: Eighth floor office space, 1926 building; photographer facing west.

Photo 52: Ninth floor office space, 1926 building; photographer facing north.

Photo 53: Elevator lobby for roof of 1926 building; photographer facing northeast.

Photo 54: Roof; photographer facing southeast.

Photo 55: Roof; photographer facing east.

Photo 56: Roof; photographer facing west.

Photo 57: 1948 addition first floor, retail space; photographer facing east.

Photo 58: 1948 addition 3rd floor corridor; photographer facing north.

Photo 59: 1948 addition 3rd floor apartment; photographer facing east.

Photo 60: 1948 addition 5th floor original staircase; photographer facing south.

Photo 61: 1948 addition 6th floor window; photographer facing east.

Photo 62: 1948 addition 8th floor elevator lobby; photographer facing west.

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Photo 63: 1948 addition 8th floor corridor; photographer facing east.

Photo 64: 1948 addition 8th floor corridor photographer facing southwest.

Photo 65: 1966/1971 addition first floor retail space; photographer facing east.

Photo 66: 1966/1971 addition first floor retail space; photographer facing north.

Photo 67: 1966/1971 addition first floor, west entrance, elevator lobby; photographer facing west.

Photo 68: 1966/1971 addition 5th floor elevator lobby; photographer facing west.

Photo 69: 1966/1971 addition 2nd floor open connector to BeltLine bridge; photographer facing east.

Photo 70: 1966/1971 addition 3rd floor parking deck; photographer facing north.

Photo 71: 1966/1971 addition 5th floor apartment; photographer facing west.


Photo 72: 1966/1971 addition 5th floor corridor; photographer facing south.

Photo 73: 1966/1971 addition 6th floor stairs; photographer facing east.

Photo 74: 1966/1971 addition 6th floor apartment; photographer facing south.

Photo 75: 1966/1971 addition 6th floor parking; photographer facing south.

Photo 76: 1966/1971 addition 8th floor, south entrance, elevator lobby; photographer facing north.

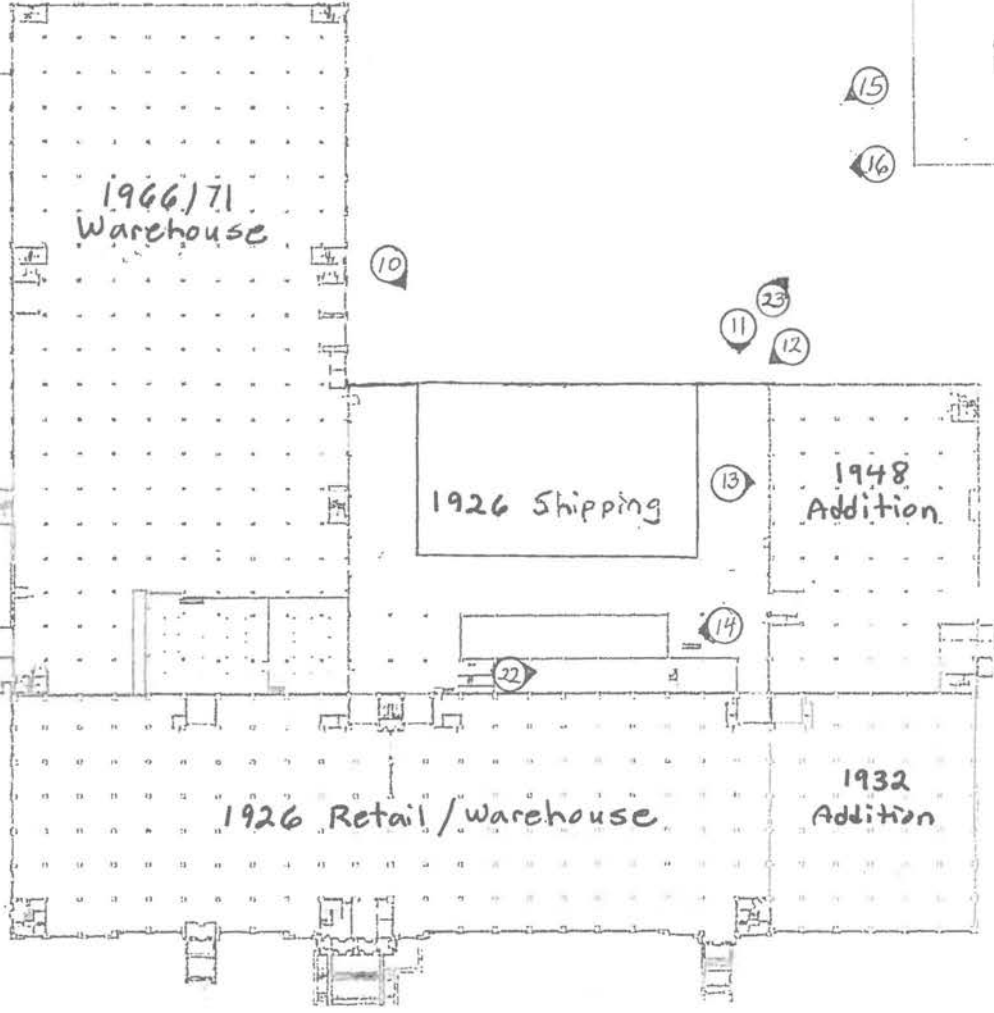
SEARS, ROEBUCK AND CO. MAIL ORDER WAREHOUSE AND RETAIL STORE
FULTON COUNTY, GEORGIA
SITE PLAN AND PHOTO KEY
PHOTOGRAPH/DIRECTION OF VIEW: 
NORTH: ↓

North Avenue

2016
Deck

Auto Service Center
1966

Parking Deck
1966



Beltline

BELTLINE
SHED

1926 Shipping

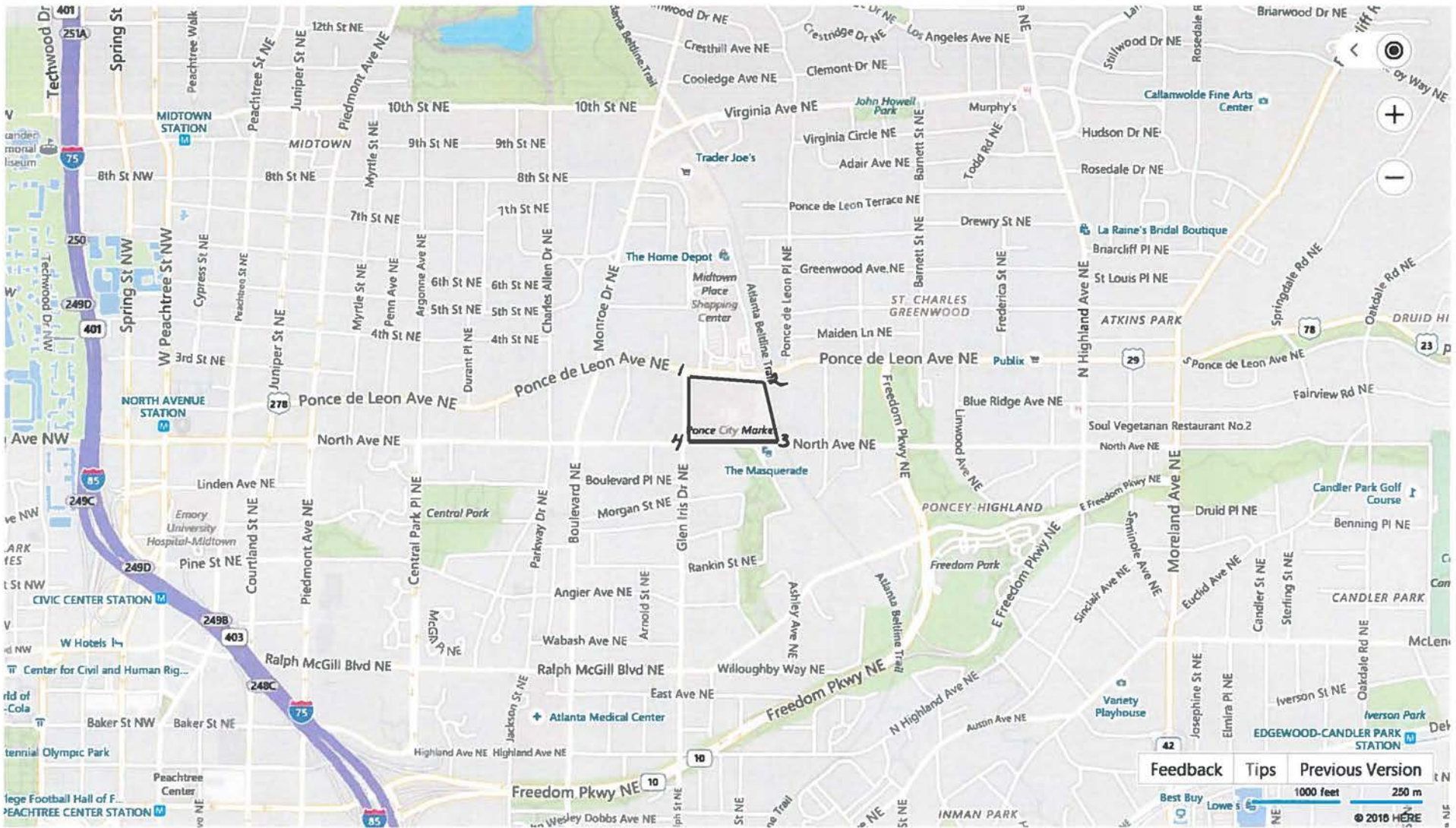
1948
Addition

1926 Retail/Warehouse

1932
Addition

Ponce de Leon Avenue

Allen Iris Drive



Sears, Roebuck and Co.

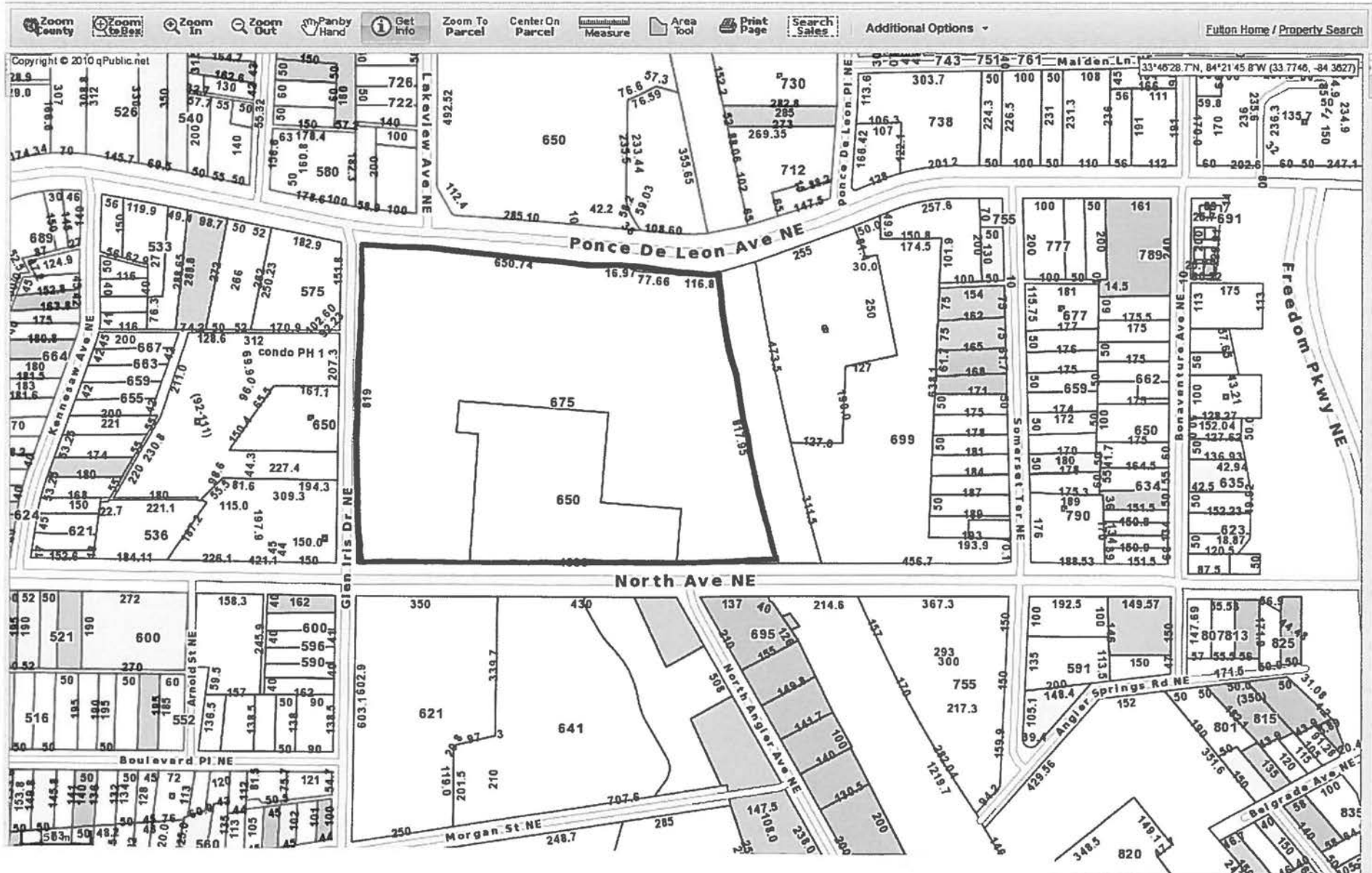
675 Ponce de Leon Avenue, Atlanta

Fulton County

Source: Bing maps, 2016

North ↑

- | | | |
|----|---------------------|-----------------------|
| 1. | Latitude: 33.773334 | Longitude: -84.367538 |
| 2. | Latitude: 33.773271 | Longitude: -84.364585 |
| 3. | Latitude: 33.771283 | Longitude: -84.364040 |
| 4. | Latitude: 33.771247 | Longitude: -84.367581 |



SEARS, ROEBUCK AND CO. MAIL ORDER WAREHOUSE AND RETAIL STORE
 FULTON COUNTY, GEORGIA
 NATIONAL REGISTER BOUNDARY: ———
 NORTH ↑



PONCE




PONCE





MAGAZINE
BY THE HOUR



FRASCHILLA AND I

FOOD MALL
BY THE HOUR

FOOD MALL
BY THE HOUR





west elm

west elm

west elm

west elm

PONCE



PONCE DE LEON

west elm



CA

MARKET ENTRANCE



ENTRANCE

LEADING CENTER & OFFICE



FLATS

CE



PONCE CITY MARKET

PONCE CITY MARKET



PONCE CITY

PONCE

FORGE CITY MARKET

MARKET ENTRANCE

J.CREW





lou lou

Introducing Our New Signature Line

TWD

CLASSIC. SIMPLE. ELEGANT.

lou lou

lou lou

lou lou

lou lou

TWD

TWD

1234 5th St

1234 5th St



PARKI



PONCE CITY MARKET

PONCE CITY VALET



PONCE CITY MARKET











WELCOME TO PONCE



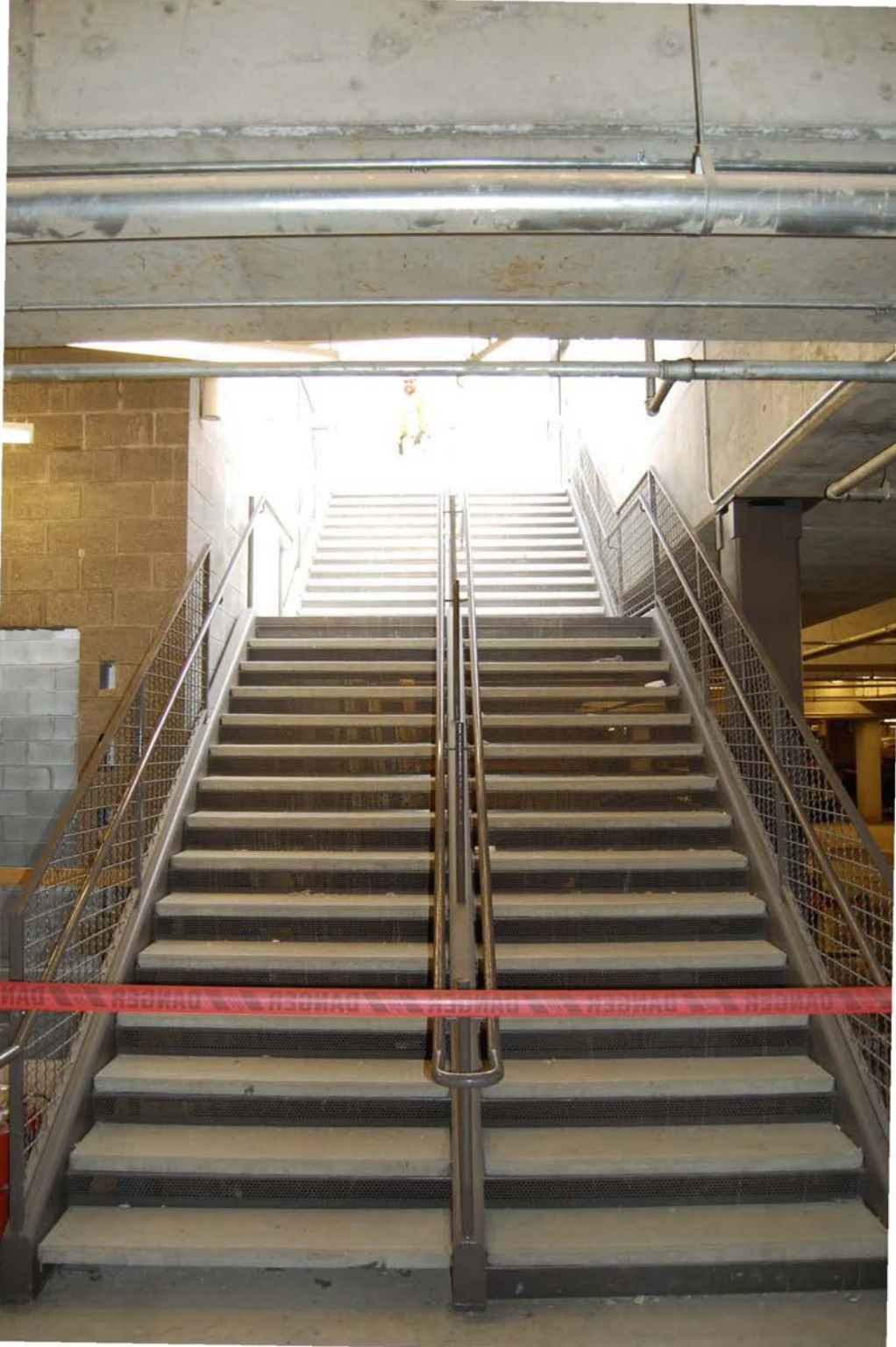




THE SUZUKI SCHOOL









EXIT

CONTRACTOR
PARKING





PONCE
CITY
MARKET



PAY TO
PARK
HERE

NO
CASH
REQUIREMENT
TO MAKE
BUY OR PARK







WILLIAMS SONOMA
OPEN KITCHEN

GATHER. COOK. EAT. REPEAT.
DINNERWARE

FORKSPOON	3-
SILVERWARE	4-7.5-
SILVERWARE PLATE	5-
CUPBOARD PLATE	6-
WINE GLASS E.G.	6-

ESPRESSO
AMERICAN
COFFEE
by Picnic

The COFFEE
bar

LAT
MACC
CAPPI
PAIN
6.00



Minerva

















CENTRAL
FOOD HALL
AT RCM

←
The
Beltline

FIRE
↓

The Beltline

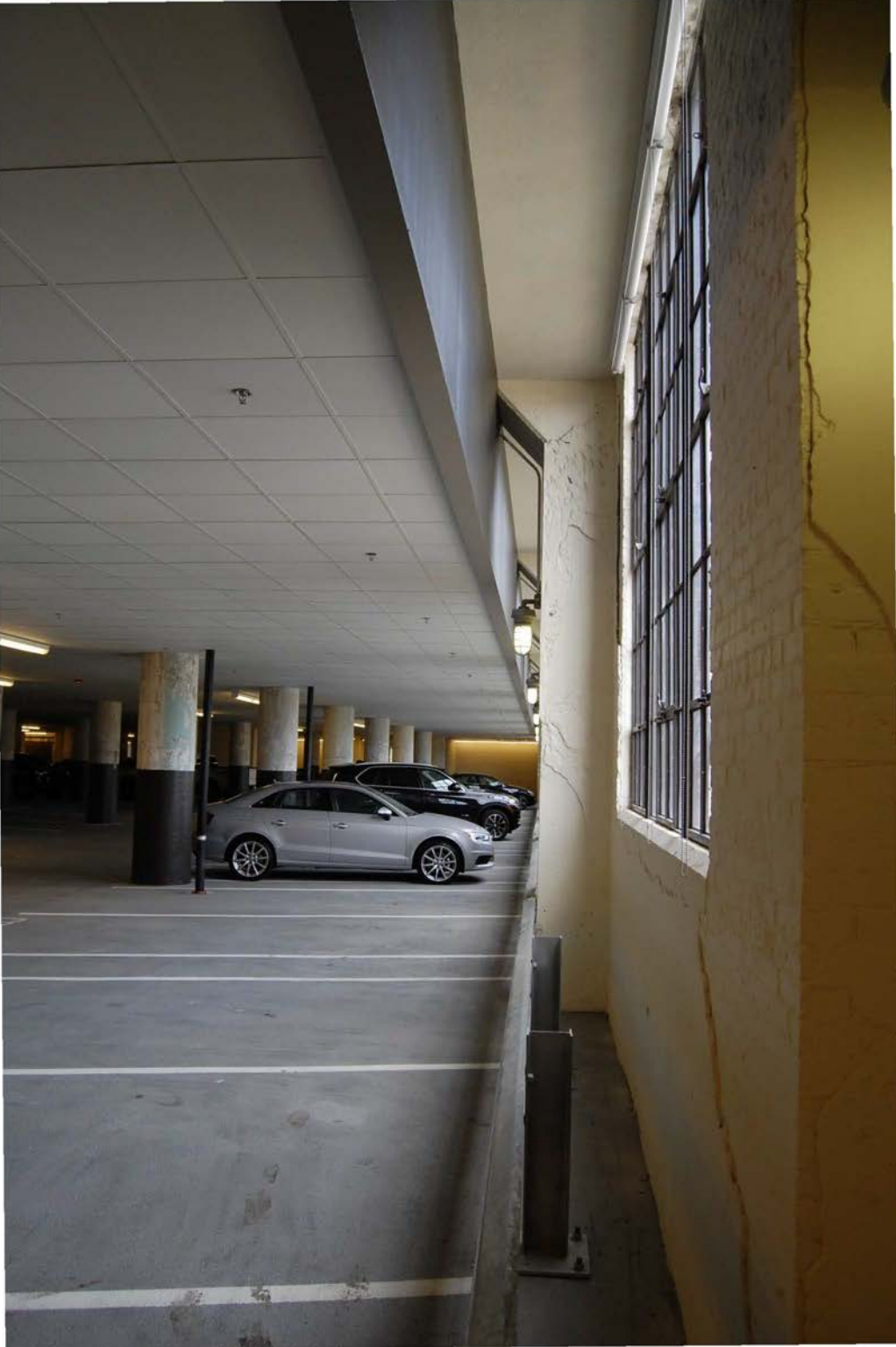


TRAFFIC ONLY











HowStuffWorks 4500

per Choate + Hertlein, Architects 4500

4

4

4





WAITING

GO

EASY

2

















PLANET

low low
(OUR STORY)

WE ARE A FINEST DESIGNER EXPERIMENT
PASSIONATE & COMMITTED TO
IT ORIGINAL & WALLETS
HATS - FASHION
IT CLOTHES & JEWELRY
LE UNIQUE ACCESSORIES
BY COLOR - HELP FOR YOU

tWd
tWd
tWd





















5

5

ARGENTINA
AL SERVIDOR
PERSONAL

NO FUMAR
NO BEBER
NO BAILAR



ABSOLUTELY
NO CONSTRUCTION
PERSONNEL
ALLOWED IN LOBBY



2
10/10/05
11/11/05

ABSOLUTELY
NO CONSTRUCTION
PERSONNEL
ALLOWED IN LOBBY



LAND PLATS
L1 - SHOPY
L2 & 3 - PARKING
L4 & 5 - RESIDENCES







NO ACCESS TO UPPER FLOOR

DRY













UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Sears, Roebuck and Co. Mail-Order Warehouse and Retail Store

MULTIPLE NAME:

STATE & COUNTY: GEORGIA, Fulton

DATE RECEIVED: 9/30/16 DATE OF PENDING LIST: 10/28/16
DATE OF 16TH DAY: 11/14/16 DATE OF 45TH DAY: 11/15/16
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 16000769

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 11-15-16 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in
The National Register
of
Historic Places

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.

file copy



United States Department of the Interior

NATIONAL PARK SERVICE

1849 C Street, N.W.
Washington, D.C. 20240

December 22, 2010

Ms Katharine Kelley
Jamestown, LP
One Overton Park, Suite 1200
3625 Cumberland Blvd.
Atlanta, GA 30339

PROPERTY: Sears, Roebuck and Co., 675 Ponce de Leon Ave., NE, Atlanta, GA
PROJECT NUMBER: 25400

Dear Ms. Kelley:

The National Park Service (NPS) has reviewed the Historic Preservation Certification Application -- Part 1 for the property cited above, and has determined that the property appears to meet the National Register Criteria for Evaluation and will likely be listed in the National Register of Historic Places if nominated by the State Historic Preservation Officer.

Because the property contains more than one building, and those buildings were functionally related historically to serve an overall purpose, program regulations require NPS to determine which of the buildings contribute to the significance of the historic property, and therefore will be "certified historic structures" when the property is listed.

Based on the documentation presented, the following buildings appear to contribute to the significance of the property:

- Sears, Roebuck and Co. Distribution Center and Retail Store, built 1925 with significant additions in 1932 and 1948 and a third wing constructed 1966/71 outside the period of significance. Character defining features include, but are not necessarily limited to, the exterior brick cladding with brick pilasters framing original window openings, a central tower with the top story ornamented in Italian Renaissance style stone trim, primary and secondary entrances with neoclassical stone trim.

This determination is preliminary only. This building will become a "certified historic structure" only when the property is listed in the National Register of Historic Places:

The documentation also indicates that the following buildings/structures do not contribute to the significance of the property:

- Parking Garage and Auto Service Center, built 1966.
- Boiler House, built 1966.

These buildings are not a "certified historic structures" for purposes of rehabilitation.

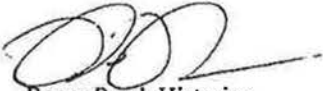
As you plan your rehabilitation, we strongly recommend that you review the Preservation Briefs and other preservation-related information provided online by the National Park Service at <http://www.nps.gov/history/hps/tps/tax/index.htm> to help you plan a successful rehabilitation that will preserve the historic character of this building/site/complex and will meet the Secretary of the Interior's Standards for Rehabilitation. The National Park Service also strongly encourages applicants to obtain approval of your Part 2 - Description of Rehabilitation - prior to beginning work, in order to ensure conformance with the Standards.

DNR Historic
Preservation Div
2011 JAN 14 PM 3:09

Federal regulations also require NPS to review the rehabilitation work as a single overall project, and to issue rehabilitation certification on the merits of the overall project rather than for each structure. Consequently, your Part 2 of the application, the Description of Rehabilitation, must describe all proposed work on the property, although the 20% investment tax credit is based only on costs for the rehabilitation of "certified historic structures"

A copy of this decision will be forwarded to the Internal Revenue Service. If you have any questions regarding the review of your Part I application, please contact the State Historic Preservation Office or me at 202-354-2278.

Sincerely,

A handwritten signature in black ink, appearing to read 'Roger Reed', with a horizontal line extending to the right.

Roger Reed, Historian
National Register of Historic Places

Enclosure

cc: IRS
GA SHPO
Bamby Ray, Ray & Ellis Consulting

HISTORIC PRESERVATION DIVISION

MARK WILLIAMS
COMMISSIONER

September 23, 2016

J. Paul Loether
National Park Service
National Register of Historic Places
1201 "I" (Eye) Street, N.W. 8th floor
Washington, D.C. 20005



Dear Mr. Loether:

The enclosed disk contains the true and correct copy of the nomination for **Sears, Roebuck and Co. Mail-Order Warehouse and Retail Store** in **Fulton County, Georgia** to the National Register of Historic Places.

- Disk of National Register of Historic Places nomination form and maps as a pdf
- Disk with digital photo images
- Physical signature page
- Original USGS topographic map(s)
- Sketch map(s)/attachment(s)
- Correspondence
- Other: Letters of support

COMMENTS:

- Please insure that this nomination is reviewed
- This property has been certified under 36 CFR 67
- The enclosed owner objection(s) do do not constitute a majority of property owners.
- Special considerations:

Sincerely,



Lynn Speno
National Register Specialist

Enclosures