

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 Silver's Five and Dime Store/H. L. Green Co.
other names/site number N/A

2. Location

street & number 1101-1103 Broadway
city, town Columbus (N/A) vicinity of
county Muscogee code GA 215
state Georgia code GA zip code 31902

(N/A) not for publication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:

Contributing

Noncontributing

buildings	1	0
sites	0	0
structures	0	0
objects	0	0
total	1	0

Contributing resources previously listed in the National Register: N/A

Name of previous listing: N/A

Name of related multiple property listing: Historic Resources of Columbus

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.

Richard Clowes

6-14-05

Signature of certifying official

Date

for

W. Ray Luce
Historic Preservation Division Director
Deputy State Historic Preservation Officer

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

Edson Beall

8/4/05

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:

COMMERCE/TRADE/department store

Current Functions:

DOMESTIC/multiple dwelling

7. Description

Architectural Classification:

LATE 19TH AND EARLY 20TH CENTURY AMERICAN MOVEMENTS/Commercial Style

Materials:

foundation	brick
walls	brick
roof	composite
other	N/A

Description of present and historic physical appearance:

SUMMARY DESCRIPTION:

Silver's Five and Dime Store/H. L. Green Co. Building is located on a corner lot in downtown Columbus within the central business district along the main downtown commercial thoroughfare. The rectangular brick building is three-stories with a basement. The building retains its original storefront windows facing Broadway and on the 11th Street side. The windows on the front and side on the upper two floors are grouped in sets of three. The first floor features plate glass windows and doors on the front and south facades. The building is built of a light-colored brick, giving it a more modern 1920s look from the older dark red-brick stores. There is a parapet roof. The building is set back from both streets by a sidewalk. The parapet, topped by a terra-cotta cornice, features dentil molding. The windows feature decorative brick lintels and concrete sills. The "H. L. Green Co." historic neon and metal signage has been restored and retained on the front facade, and "Green's" on the south facade. Three original stairways remain and a new one has been added. The interiors of the second and third floors have been reconfigured to create apartments with hallways being added and interior unit walls where necessary, as well as modern conveniences. There are twelve apartment units, six on each of the upper floors, of various sizes, but mostly quite small, and one in the third floor's southwest unit with a loft area extending up into the former utility extension on the roof. The first floor has been rehabilitated to be retail space, now with a sandwich shop and a workout studio. The basement will be used for storage. The building has been connected on the upper two levels at the rear (west side) to the adjacent building with a modern open-air passageway.

National Register of Historic Places **Continuation Sheet**

Section 7--Description

DESCRIPTION:

The H.L. Green Building is a handsome example of an early 20th century "modern" department store building with a horizontal emphasis, achieved by continuous window sills. The footprint is rectangular. The three-story building, with basement, is brick with an I-beam framing system. The tripartite windows are wood on the second and third floors. The flat roof is composite. (Photograph 3.)

The main or Broadway Street facade is set back approximately ten feet from the street by the sidewalk. The main floor is located at grade level and can be entered through two separate glass entry doors which are part of a glass storefront system. (Photograph 1.) The storefront wraps around the corner to the 11th Street facade, running along about one-third of the side facade. (Photos 2 and 3.) The main facade is divided into three bays with windows in each of the bays. A metal and neon sign is hung above the first floor on a metal projecting cornice. The parapet, which is topped by a concrete cap, includes a projecting terra-cotta stringcourse with dentil molding. Decorative brickwork surrounds all window openings. (Photograph 3.)

The south or 11th Street facade is divided into eight bays with window openings on the second and third floors resembling those of the main facade. (Photos 3 and 4.)

The rear or west facade contains window openings that have been bricked-in. There is one door located on this facade. The west facade adjoins the neighboring building and a walkway/passageway now connects the two buildings, both part of the 11th Street Lofts, on the second and third levels. (Photos 4 and 5.)

The interior of the first floor was one open space with metal support columns, but now has been converted to a sandwich shop. The walls are plaster; floors are covered with linoleum tile. The ceiling is plaster. There are two original stairwells; one on the south perimeter wall and one on the north. Both stairwells have metal handrails. (Photo 1.) There is also one new stairwell added during the rehab.

The second floor is similar in layout to the first. The ceiling on the second floor is pressed tin. The floor is wood; support columns are concrete; walls are plaster, but some have wood paneling. The third floor, which was apparently used for storage, has both metal and wood support columns, a wood floor, rough wood walls on the north perimeter wall, and wood roof decking for the ceiling. There is some decorative molding along the cornice of the west side of this floor. Each of these upper two floors has now been divided into six loft apartments of varying sizes. (Photos 10, 11, 12.)

The basement is also a large open space with metal and concrete support columns. The floor is covered with linoleum, walls are tile or plaster, ceiling is concrete. There is a small non-historic build-out towards the back of the floor.

There is no landscaping due to the fact that the building sits on a corner lot in the central business

National Register of Historic Places **Continuation Sheet**

Section 7--Description

district and occupies the entire lot.

A new awning is on the front and side of the building with advertising for the sandwich shop. The building's rehabilitation into lofts has re-opened closed windows, and the building has returned to much of its original exterior appearance.

The building is located in the central business district of Columbus, on the major commercial artery, Broadway. There are other historic and nonhistoric commercial buildings on the same block, across the street, and on the next block.

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

Period of Significance:

1921-1955

Significant Dates:

1921

Significant Person(s):

N/A

Cultural Affiliation:

N/A

Architect(s)/Builder(s):

Brown, A. Ten Eyck, of Atlanta, GA

National Register of Historic Places **Continuation Sheet**

Section 8--Statement of Significance

Statement of significance (areas of significance)

The Silver/Green Building is one of a number of individually significant historic buildings in downtown Columbus dating from the mid-19th century to the mid-20th century. Downtown Columbus still retains its identity as the city's historic central business district, but because of a relatively high number of nonhistoric buildings the area does not qualify overall as a National Register historic district. A 1980 multiple property documentation form provides background information on the history and significance of downtown Columbus and identifies a number of individually eligible historic commercial buildings. Other historic downtown buildings have since been identified in the area as well. The Silver/Green Building is being individually nominated to the National Register within the this overall context.

Silver's Five and Dime Store/H. L. Green Co. Building is significant in the area of architecture as a good example of a regional department store/chain store building designed by a major architect, in this case, A. Ten Eyck Brown of Atlanta, in association with T. W. and E. O. Smith, architects, of Columbus. Brown is noted for many significant buildings in Atlanta, including the Fulton County Courthouse, the Atlanta Municipal Market, the former U. S. Post Office Annex, as well as a variety of houses, office buildings, and even cemetery mausoleums around the state. The Smiths were architects for scores of important buildings in Columbus. Brown featured the building in his 1924 catalog. The building is an excellent and well-preserved example of the early 20th-century "commercial style" with its clean, simple lines and ornament and its large windows.

The building is significant in that it retains its corner location with all of its windows on the front and side facades as in the original design. There is decorative brickwork around the windows, as well as the use of a light colored brick on the exterior. It also retains its original parapet and projecting string course. The building was built to be a department store at a key downtown corner location.

The building is also significant in the area of commerce for having served as two different department stores from 1921 until the closing of H. L. Green's in the 1980s. It opened in 1921 as "Silver's 5 & 10 cent and \$1 Store" with inviting signage on the Broadway side. It was the first full-service, one-stop shopping store of its kind in Columbus, with the basement and two floors for merchandise and the top floor for storage/stock. The store sold everything from groceries and drugs to clothing and school supplies. The Silver's chain had been founded by Isaac Silver, formerly of Savannah, Georgia, who died in 1940. The store was sold in 1933 and became the H. L. Green Co., also a "five and dime" store. The H. L. Green Chain began in 1932 as a merger of several similar stores, including the buy-out of Silver's. It later merged with McCrory's. This store operated as a dime store until the 1980s. It is now one of three buildings converted to loft apartments as the 11th Street Lofts.

National Register Criteria

The Silver's/Green Building meets National Register criterion A because it was built to be a chain department store building in 1921 as part of the growing trend of such stores around the U.S., including similar architectural styles so one could identify the name-brand of the store. Under both it's owners, it represented an important local shopping landmark.

National Register of Historic Places **Continuation Sheet**

Section 8--Statement of Significance

The building meets National Register criterion C because it is a good, intact example of the commercial style for a department store with its street façade and other details and because it was designed by A. Ten Eyck Brown, one of Atlanta's premier architects.

Criteria Considerations (if applicable)

N/A

Period of significance (justification)

The period runs from the building's being built in 1921 until the end of the historic period, 1955, because it was in continuous operation as a department store during that time.

Contributing/Noncontributing Resources (explanation, if necessary)

There is only one contributing building in this nomination.

Developmental history/historic context (if appropriate)

The Silver's/Green Building is located on a key corner in the downtown business district of Columbus, Georgia. The city retains its original 1828 city plan, and the lot the building is on was laid out with the origins of the city.

The 1886 bird's-eye-view map and Sanborn maps verify that the corner was earlier occupied by other commercial establishments. In 1886, a two-story commercial building was there with a porch facing 11th Street. The same building appears to still be extant in the 1907 Sanborn Fire Insurance Map, with a store front facing Broad, and parallel buildings also facing Broad. The present building would have replaced at least two of these buildings.

The Silver Brother and Company, or I. Silver's, appears to have been a relatively small chain of five and dime stores that were concentrated in the middle of the Eastern United States. There were stores in Atlanta, Wilmington, Delaware, Chester, PA, and Huntington, West Virginia, among other cities. Atlanta's first listing was for 1921 the same date as this one in Columbus, Georgia.

The obituary of Isaac Silver, who died at age 62, in 1940, appeared in the *New York Times* on December 2, 1940. It indicated that he founded the chain in the South. He had lived in Savannah, Georgia, before going to New York City in 1920 and apparently had retired around 1930.

Various illustrations in Columbus and Atlanta publications give some idea of the advertising or promotional signage that was affixed to the store itself. *The Industrial Index*, a Columbus publication, contained an illustration of in the March 28, 1923 edition. It indicated that the building was built by the Illges Estate, with the local architects being T. W. Smith and his son, E. O. Smith. The contractor was the West Point (GA) Iron Works. Over the front entrance was the signage attached to the building: "Silver's 5 and 10c and \$1.00 Stores Silver's." The signage appeared twice, once above

National Register of Historic Places **Continuation Sheet**

Section 8--Statement of Significance

the first floor and again above the second floor. The 1923 and 1928 photographs show awnings that could be opened over all the Broadway-facing windows, on both the first and second floors, as well as on the 11th Street façade's first floor windows as well. The area of Columbus where the store opened also contained a Woolworth's, another national chain, as well as the local Kirven's Department Store, both of which changed locations more than once in the early 20th century.

The architect for the building was A. Ten Eyck Brown (1878-1940) of Atlanta, known for many important works. He included the building's architectural rendering in his 1924 catalog of his works. In that pre-built drawing, he has the abovementioned signage also being on the 11th Street façade, and larger windows on that side, that were either not built, or quickly made smaller on the second and third floors, as shown in a 1926 photograph.

When the H. L. Green Co. department store chain was created in 1932, it took over the Silver Brothers' stores, nationwide, and thus the same transition happened here. (H. L. Green entry in wikipedia.org online encyclopedia) According to an interview c.1981 with a former employee, the store was one-stop shopping, stocking everything from groceries and pharmaceutical supplies, to clothing and school supplies. It began with three merchandise floors and a stock room in the basement. It later was confined to two floors before it closed in the 1980s as a department store. It was believed to be the first one-stop type of department store in Columbus, although there were other stores that carried a good deal of similar materials. It operated as part of the H. L. Green chain until the 1980s. After the corporate takeover, c. 1932, the Silver's logo/advertisements were removed and the large letters "H. L. Green Co." were placed on the front façade just above the front entrance. On either side of the large letters were the numerals "5c-\$1.00" While the exact date of the placement of the surviving lettering/signage is unknown, it appears in a 1953 advertisement highlighting the recent remodeling. (*Columbus Ledger-Enquirer*, Special Edition, Oct. 18, 1953.)

According to the wikipedia online encyclopedia, the H. L. Green chain was formed in 1932 by Harold L. Green (1892-1951), a Connecticut native. By 1935, they operated 133 retail stores nationwide, mostly from acquisitions of various chains, including Silver's. By 1957, the chain contained 227 stores and had begun to branch out to shopping centers. They continued to acquire other chains, but also began divesting. In 1961, McCrory Stores merged with H. L. Green. This particular store in Columbus, Georgia, closed in the 1980s. This happened before the name H. L. Green was totally removed from the corporate name and before McCrory's went bankrupt in the late 1990s.

After the closure of H. L. Green's at this location, the building had a few other uses before it caught the eye of developers looking for property to turn into loft apartments in Columbus, Georgia.

The project to convert the building to lofts began in 2000 with the formation of Columbus Lofts, LLC, with an Atlanta firm as the organizer. Later the project was secured by a local Columbus firm. The *Columbus Ledger-Enquirer* announced on April 26, 2001, in a front page story, above the headlines: "Lofts Planned for 11th Street." The new owner was Flournoy Development Company, Tom Flournoy, president, in a joint venture with the W. C. Bradley Co. The three buildings included the Tarver Building (being separately nominated), the Reich Building (on the National Register), and the Silver's/H. L. Green Co. Building. The plan evolved into the "11th Street Lofts," under one name

National Register of Historic Places **Continuation Sheet**

Section 8--Statement of Significance

and management. This particular building now houses six units on each of the upper two floors. The main level contains a retail sandwich shop and the basement is storage. The three buildings are part of a growing redevelopment of downtown Columbus.

The property received final certification from the Tax Incentives Program, Technical Preservation Branch, National Park Service on April 7, 2003.

9. Major Bibliographic References

Columbus Multiple Resource National Register nomination.

Columbus City Directories

Industrial Index, 1928-29

Interview of 16 Oct 1981 with Mrs. Phillips, former H. L. Green employee since 1933, as quoted in the Survey Inventory Form no. 441, of a proposed addition to the Columbus Multiple Resource Nomination. In that form they indicate alterations to the building of 1933, 1950, and 1975.

Sanborn Fire Insurance Maps

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

preliminary determination of individual listing (36 CFR 67) has been requested

preliminary determination of individual listing (36 CFR 67) has been issued

date issued: The property received final certification from the Tax Incentives Program, Technical Preservation Services Branch, National Park Service on April 7, 2003.

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 less than one acre.

UTM References

A) Zone 16 Easting 688565 Northing 3594179

Verbal Boundary Description

The nominated property is marked on the enclosed tax map.

Boundary Justification

The nominated property is all that is associated with the building and is the city lot on which it rests.

11. Form Prepared By

State Historic Preservation Office

name/title Kenneth H. Thomas, Jr., Historian
organization Historic Preservation Division, Georgia Department of Natural Resources
mailing address 47 Trinity Avenue, S.W., Suite 414-H
city or town Atlanta **state** Georgia **zip code** 30334
telephone (404) 656-2840 **date** May 18, 2005
e-mail ken_thomas@dnr.state.ga.us

Consulting Services/Technical Assistance (if applicable) () not applicable

name/title Bamby Ray, Lyn Speno
organization Ray and Associates
mailing address 328 7th St.
city or town Atlanta **state** GA **zip code** 30308
telephone N/A
e-mail N/A

- () **property owner**
- (X) **consultant**
- () **regional development center preservation planner**
- () **other:**

Property Owner or Contact Information

name (property owner or contact person) Thomas H. Flournoy
organization (if applicable) Flournoy Development Co.
mailing address 900 Brookstone Centre Parkway
city or town Columbus **state** GA **zip code** 31904
e-mail (optional) N/A

National Register of Historic Places **Continuation Sheet**

Photographs

Name of Property: Silver's Five and Dime Store/H.L. Green Co.
City or Vicinity: Columbus
County: Muscogee
State: Georgia
Photographer: James R. Lockhart
Negative Filed: Georgia Department of Natural Resources
Date Photographed: December 2003

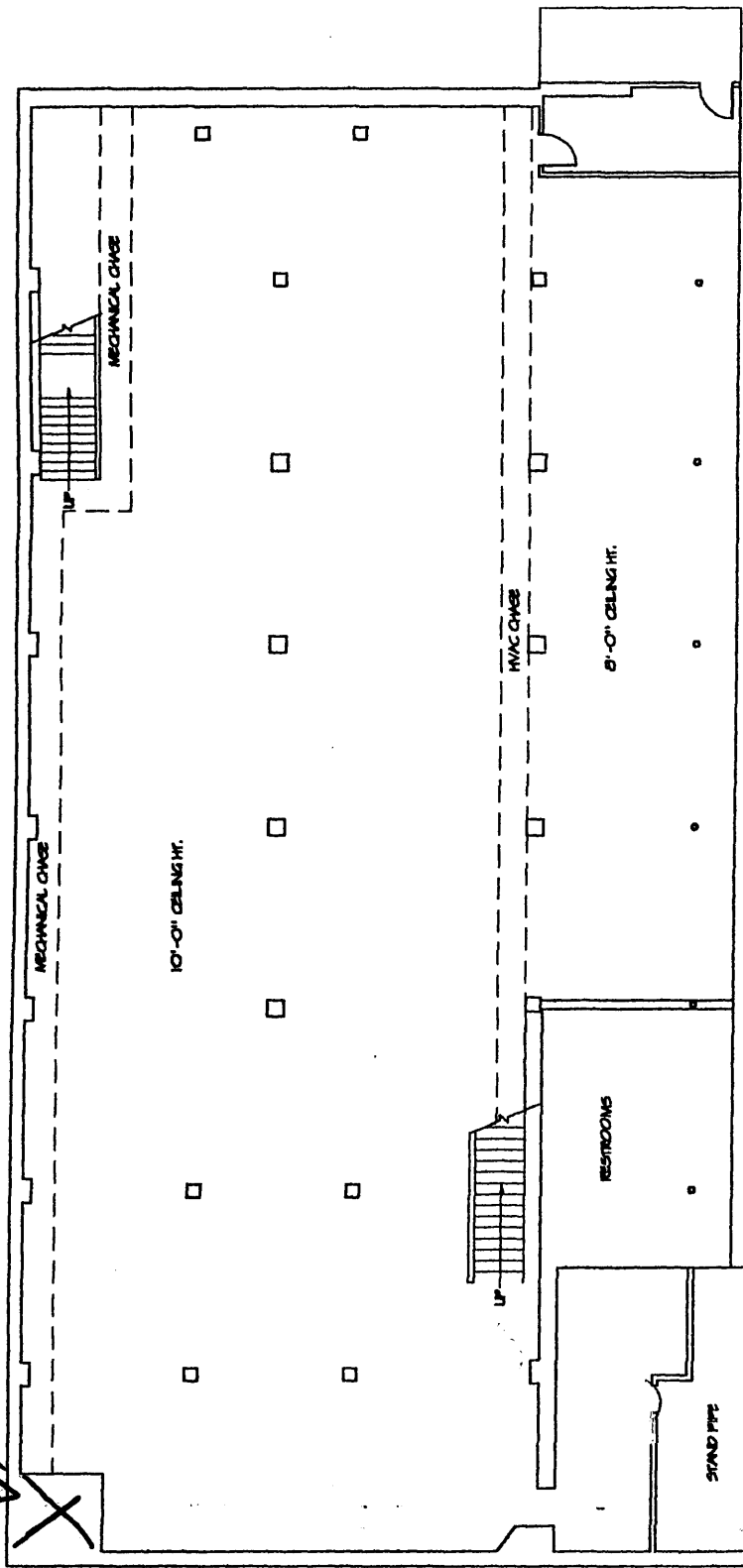
Description of Photograph(s):

Number of photographs: 12

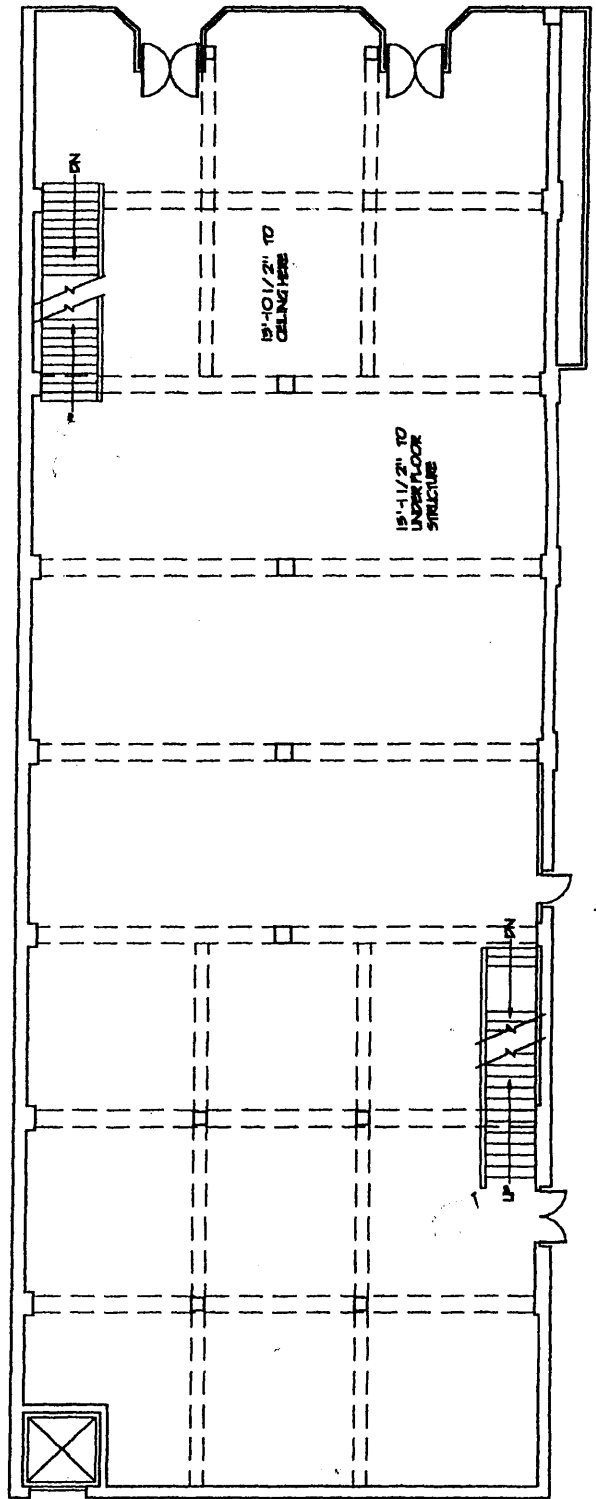
1. Front façade; photographer facing west.
2. South façade, corner of Broadway; photographer facing north.
3. Front and south facades, showing adjacent buildings to both; photographer facing northwest.
4. South façade showing connecting passageways for rear façade; photographer facing northeast.
5. South façade and adjacent Reich/YMCA Building part of the 11th Street Lofts, and the connecting passageways; photographer facing north.
6. Front stairs on first floor with view toward Broadway; photographer facing east.
7. Front stairs on second floor with view toward Broadway; photographer facing east.
8. Front stairs on third floor with view toward Broadway; photographer facing east.
9. Rear stairs; photographer facing northwest.
10. Third floor, new apartment corridor/hallway, looking toward southwest corner apartment; photographer facing west.
11. Third floor, southwest corner apartment with stairs to upper loft; photographer facing southwest.
12. Third floor, southwest corner apartment, looking up toward the upper level; photographer facing west.

(HPD WORD form version 11-03-01)

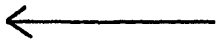
~~EXIST/ADDED~~




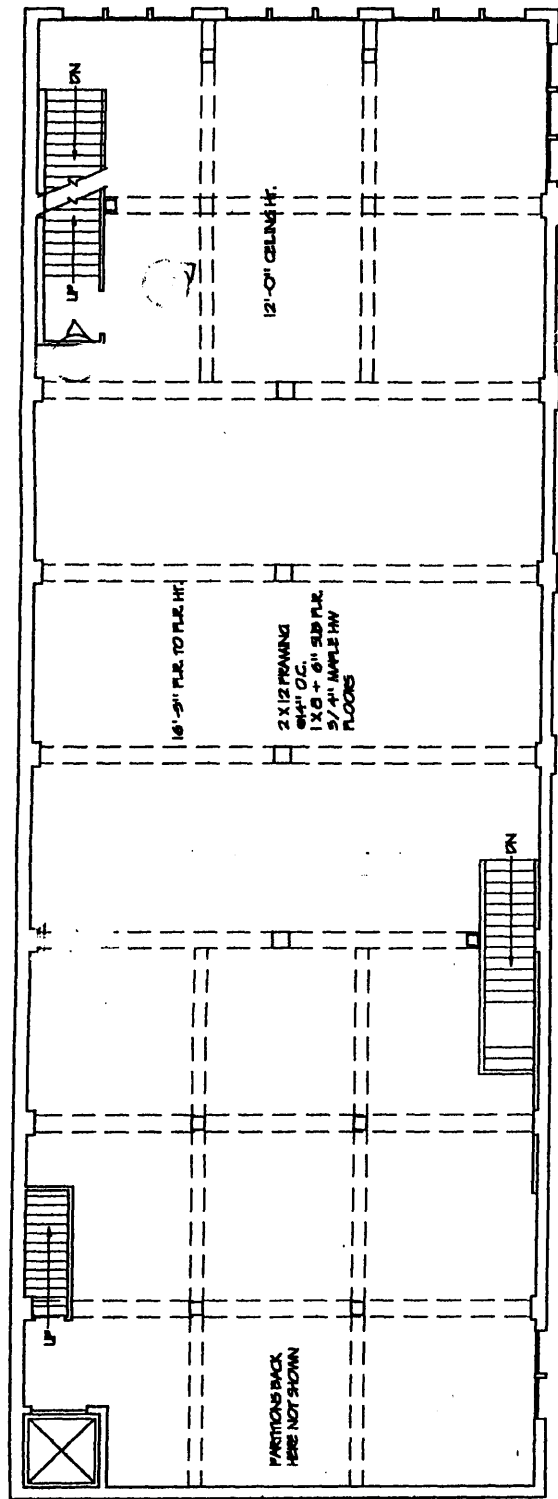
EXISTING BASEMENT PLAN

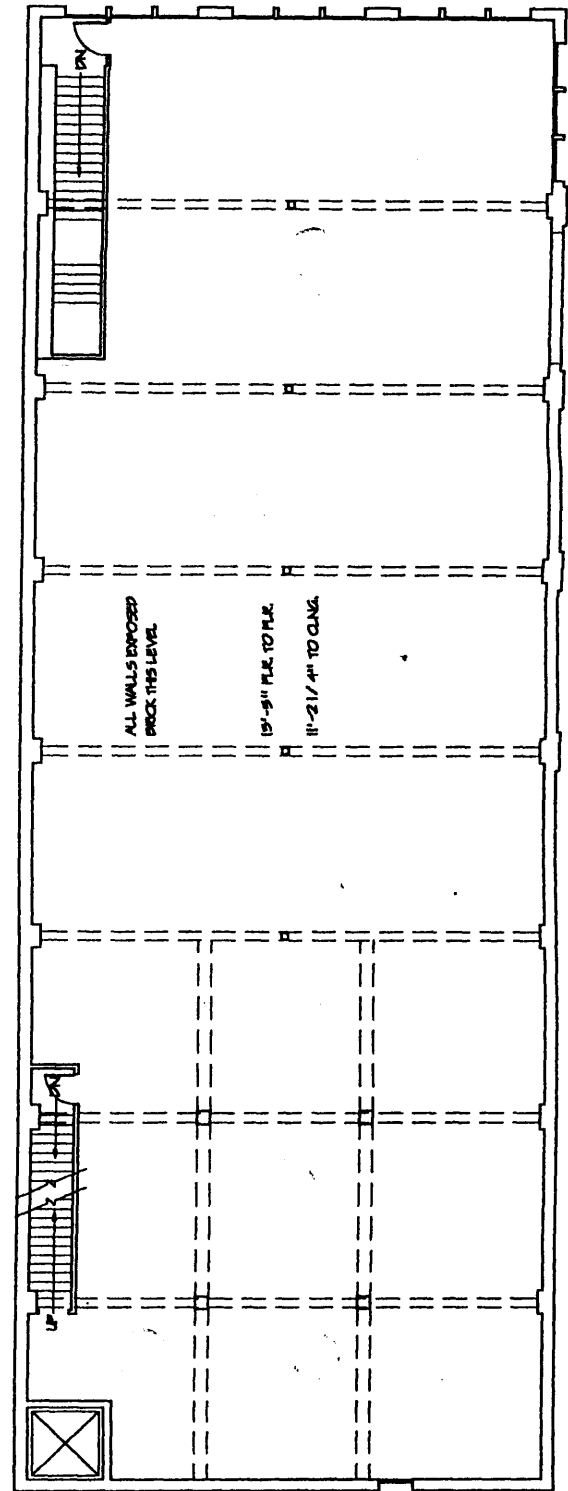
EXISTING FIRST FLOOR PLAN

SILVER'S FIVE AND 10 STORE/H.L. GREEN CO.
MUSCOGEE COUNTY, GEORGIA
FLOOR PLAN: FIRST AND BASEMENT FLOORS
 NORTH: 
 SCALE: NOT TO SCALE
 SOURCE: PROPERTY OWNER, 2000



EXISTING SECOND FLOOR PLAN



EXISTING THIRD FLOOR PLAN

SILVER'S FIVE AND 10 STORE/H.L. GREEN CO.
 MUSCOGEE COUNTY, GEORGIA
 FLOOR PLAN: SECOND AND THIRD FLOORS
 NORTH: ←
 SCALE: NOT TO SCALE
 SOURCE: PROPERTY OWNER, 2000

