

SG 3037



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 Building at 760-768 Confederate Avenue

other names/site number N/A

2. Location

street & number 760 Confederate Avenue, SE

N/A	not for publication
N/A	vicinity

city or town Atlanta

state Georgia code GA county Fulton code 121 zip code 30312

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,
I hereby certify that this 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 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 local

for William R Hoyer 8.30.2018 Date
Signature of certifying official/Title: Dr. David C. Crass/Historic Preservation Division Director/Deputy SHPO
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) _____
Lori Deane 10/2/18
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	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	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

Current Functions
(Enter categories from instructions.)

COMMERCE/TRADE: Department Store

7. Description

Architectural Classification
(Enter categories from instructions.)

LATE 19TH AND 20TH CENTURY REVIVALS:
Mission/Spanish Colonial Revival:
Mediterranean Revival

Materials
(Enter categories from instructions.)

foundation: BRICK
walls: BRICK

roof: _____
other: TERRA COTTA

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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 Building at 760-768 Confederate Avenue is a one-story, west-facing commercial row building located at the intersection of Confederate and Ormewood avenues. It sits just outside the boundary of the National Register-listed Grant Park Historic District, and is approximately two miles southeast of downtown Atlanta. The property, known by its historic addresses as 760-768 Confederate Avenue, was built c.1927 and has elements of the Mediterranean Revival style. It has five retail storefronts. The flat-roofed, brick building is rectangular in plan and divided into four equally-sized commercial bays with a narrower fifth bay on the southern end. Each bay runs the full depth of the building, and all but the southernmost bay have their own rear exit. On the façade, brick engaged columns separate each storefront and are topped by large paired brackets, which support a terra cotta tile-roofed canopy. Each storefront is wood framed and has a central door flanked by large display windows. Multi-light transoms are found in each storefront and in two large windows on the north and east elevations. Several small arched window openings are found high along the side (north and south) elevations (photograph 15) and are also intermittently spaced along the rear (east) elevation, occasionally acting as transoms above rear doors (photograph 18). Interior features and finishes are minimal. Walls are a combination of original plaster, deteriorated plaster exposing brickwork, and modern drywall. Floors are polished concrete or commercial terra cotta tile. An original chimney is extant within the shared wall of the second and third northernmost bays and retains the majority of its original plaster cladding. After a long period of deferred maintenance and vacancy, the building was rehabilitated in 2014-2015, requiring the reconstruction of a few exterior and interior features, such as the dividing walls between several bays.

Narrative Description

The following description was written by Paul Simo, Simo Community Design, and edited by Christy Atkins, National Register Historian, Historic Preservation Division, "760-768 Confederate Ave. SE." Historic Property Information Form, February 6, 2016. On file at the Historic Preservation Division, Georgia Department of Natural Resources, Stockbridge, Georgia.

The Building at 760-768 Confederate Avenue is a one story, five-bay, and one-part commercial building (photograph 1). The building has a unique parallelogram footprint built site-specific to the slightly skewed angles of the road intersection, indicating that the building came subsequent to, and was dictated by, the existing road system. Interior walls and ceiling joists run parallel to exterior east and west walls in their parallelogram form to create non-perfect right angles. There is a slight uphill grade of the site from north to south and a steep downhill grade of the site and sidewalk west to east towards the rear, where the building's foundation is almost 8 feet above ground at the rear and level with the sidewalk at the front (photograph 11). Minimal grass and shrub vegetation exists on the rear of the property. The brick bulkheads on the front of the building become slightly taller as the sidewalk lowers, allowing all the display sills to remain level across the five storefronts, and for nearly 100 linear feet of the façade (photograph 5). The difference in the door placement height into each bay along the graded sidewalk is compensated by a solid wood framed inset panel just above each door and below the line of transoms. A concrete slab floor steps up at three points along the length of the building with the grade of the land. A prominent and continuous wood-framed and terra cotta tile-roofed front canopy forms the front parapet, and runs across all five retail bays (photograph 3) with decorative wooden brackets at each masonry pier division (photographs 25-28). Exterior masonry walls are brick and painted (possibly originally) on the front and sides (photographs 12, 16). The rear exterior wall retains its natural, standard wire cut brick face with original soft (partial cement based) mortar (photograph 17). The building appears in form exactly as illustrated on all Sanborn Fire Insurance maps over time, and has had no additions. The building has elements of the Mediterranean Revival style, one of the common styles on streetcar commercial rows from the 1920s. There is no dedicated on-site auto parking, and it is sited immediately adjacent to residences, a small apartment building and a historic church.

Four masonry piers divide the five retail bays visually on the exterior, with five storefronts framed between these piers. The building contains five internally framed retail bays. Storefronts for each of the bays face west along Confederate Avenue. Each door threshold is set directly on the zero lot line of the sidewalk. The bays historically had street addresses of 760, 762, 764, 766 and 768, and are now designated A, B, C, D, and E respectively, from north to south (photographs 25-28). Each bay has nearly identically framed storefronts that fit into the storefront bay openings, with most retaining their original

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wood framing and brick bulkheads. A majority of the original profiled wood casings, trim work, and sills still exist (photographs 6-9). Four of the bays are approximately 21 feet wide, while the southernmost bay is only 12 feet wide, and all run the entire depth of the building. Wood-cased, single plate glass windows with deep profiled wood sills flank each central wood-cased door (photograph 4). Horizontally aligned, framed wood transom windows are found above each display window and central door. There are no defined signboard areas for the storefronts, as the canopy projects just above each transom window.

During the 2014-2015 rehabilitation of the building, a large portion of the rear wall and some of the foundation was repaired due to damage from trees and vegetation that had been growing within the walls for nearly 20 years. The tree roots had undermined the foundations, and grew within the masonry cavities of the east (rear) wall. By 2014, these had become large trees growing and crumbling the masonry walls in the northern section of the east wall and inside the southeast corner of the building. The building sat vacant, covered in vines and foliage, and partially exposed to the elements for many years. A 2014 wind storm damaged one of the trees in the center of the east wall, causing it to fall outward, pulling a 20-foot wide section of rear wall and masonry into the rear yard. This left the building with highly compromised foundations, a collapsing roof and a damaged concrete floor in the rear sections across retail bays A and B. Where tree roots were removed, the structure required new foundations and stabilization of the load-bearing internal walls in large sections of the east wall. The original natural face brick was saved, cleaned, and reused. Brickwork was repointed with historically appropriate soft mortar. The southeast corner of the building had to be rebuilt (photograph 14). With the consultation of a structural engineer and using the Secretary of the Interiors Standards and National Park Service Technical Preservation Briefs, stainless through-bolts and external plates were tied through the walls into new poured concrete floors and into ledger beams below the rafters on the north and south elevations to carry the stress of the roof load and stabilize the previous shifting of the building.

Local code compliance required rear fire egress for each of the retail bays. Before the rehabilitation, only two of the retail bays had rusting metal stairs from the rear of their spaces. To restore the multiple retail bay use of the building, a reversible gangway was added to the rear of the building (photographs 19-22). The exception to this code requirement is Suite E, which was internally combined with Suite D. The exterior gangway is constructed of contemporary pressure treated deck wood, and is elevated by independent exterior piers resting on a full-length ledger board with bolts through the mortar joints, as to not damage the exterior masonry (photograph 23). The gangway has a horizontal contemporary steel cable railing (photograph 24). Rear, contemporary steel fire doors were added in the two existing exterior door frames, as well as two newly created door openings to access the rear fire escape route.

Exterior lighting was added along the storefronts and sidewalk. Small recessed lighting fixtures were installed on the underside of the façade canopy, and hanging iron lantern-style fixtures were installed at each building pier to accent the decorative brackets and shed light on window signs (photographs 4, 5). The building was likely electrified at the time of construction, as there is no evidence of skylights and the building has very low transom windows that do not provide enough daylight into the deep bays. Prior to the recent rehabilitation, plumbing and sewer lines led to the rear corner of each retail bay, where small bathrooms were presumed to have been located based on floor flanges and plumbing locations. During the recent rehabilitation, ADA-compliant entrance doors and unisex restrooms were added to the building, as well as updated mechanical and fixtures as needed. A chimney is still visible toward the rear of internal dividing walls (photograph 40), and was left exposed during the rehabilitation. It still exhibits patched round flue connections for coal stove or gas unit burners. Each bay had forced air heating units installed by the end of the 20th century.

Suite A (originally addressed #760) (photographs 29-33)

Suite A is the northernmost retail bay with the only corner display window. It retains the original plaster on all exterior walls with some stabilization performed in the recent rehabilitation, which allowed some areas of the brick wall system to show. Two small arched windows along the northern exterior wall are exposed. The first tenant after the rehabilitation, a nail salon, took advantage of the majority of the floor slab in this area having to be re-poured, and installed needed drains and plumbing. Reversible interior drywall-finished walls were installed to form a small office, kitchenette, and storage room from about half depth to the rear along the southeast corner of the space. The ceiling has a simulated stamped tile ceiling and the new concrete slab was polished and left exposed.

Suites B and C (originally addressed #762-764) (photographs 34-44)

Suites B and C have identical interior finishes. Both retain original plaster on the short exterior east and west walls and finished drywall interior dividing walls between the suites. The ceilings in each have flat painted drywall surfaces with fluorescent lights installed during the recent rehabilitation. The suites still retain heavy commercial red terra cotta floor tile floor with cement grout. Suite B has reversible partial-height interior dividing walls with drywall finish. Both suites are currently leased by a fitness studio and are connected by a single cased opening through a dividing wall near the front of

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the bays. One of the retained original chimneys with its original interior plaster finish protrudes along the rear wall into Suite B, and at the rear of the south wall into Suite C.

Suites D and E (originally addressed #766-768) (photographs 45-54)

Suites D and E are currently joined through a large cased opening through a dividing wall between the two bays, which is approximately 13 feet back from the front, or west wall. To preserve the physical impression of the division of the retail spaces, the exposed elevation change between the two suite's floor slabs was retained, along with a shallow framed vertical wall at the front building pier. The first tenant after the rehabilitation was a lighting design firm, and both storefronts are part of an open studio space and conference room, preserving the feel of the separate retail spaces. Both suites retain their framed storefronts from the exterior. All exterior walls retain original plaster that was stabilized as needed, with some areas of the brick wall system showing. The ceilings in each suite have flat painted drywall surfaces with fluorescent lights installed during the rehabilitation. Suite D was also internally divided with a wall to create a utility and staff area in the rear third of the space. Suite E was internally divided, creating a large open conference area approximately 20 feet inside the front display windows as well as a small private office/conference room, which can be accessed from Suite D. Both the conference areas take advantage of natural light from one of the two original small, high arched windows in the south exterior wall. An original exposed diagonal turnbuckle and tie rod from the floor slab to the rear wall plate were retained and highlighted (photograph 52, 53). All dividing walls installed throughout Suite E are frame, non-load bearing and fully reversible to the open retail space. Both suites have retained polished concrete floors.

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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

c.1927-1968

Significant Dates

c.1927 – Date of construction

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

N/A

Period of Significance (justification)

The period of significance for the Building at 760-768 Confederate Avenue begins in c.1927, the date of the building's construction, through 1968, the end of the historic period.

Criteria Considerations (explanation, if necessary)

N/A

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

The Building at 760-768 Confederate Avenue is significant at the local level of significance under National Register Criteria A and C in the areas of commerce and architecture. It is significant in the area of commerce for its longtime use in a variety of commercial endeavors in the Grant Park neighborhood of Atlanta. From the time of its construction and throughout the historic period, the building served as commercial space for grocers, pharmacies, dry cleaners, barbers, and laundromats, among others, and provided goods and services to nearby residents, who could easily access the location on foot or via the streetcar system. Similar commercial buildings are scattered throughout Grant Park, mostly adjacent to former streetcar lines. As seen at Confederate Avenue, these buildings have large display window storefronts and elements of the Mediterranean Revival style, such as tile roofs and large eave brackets. The building is also significant in the area of architecture as an excellent example of the multiple retail type, as defined in the statewide context *Commercial Types in Georgia*. This building is representative of the type through its one-story height, flat roof, identical storefronts, and early 20th century construction date.

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

The Building at 760-768 Confederate Avenue is significant in the area of commerce for its sustained role as a commercial node for the Grant Park area and along the streetcar line in Atlanta. The building represents the 1920s period of early 20th-century neighborhood commercial retail development, and is located at a key intersection of city streets and the terminus of a historic streetcar line. The commercial row catered to local residents and commuters with retail uses such as grocery stores, hair salons, variety stores, and other needs. Properties such as this were integral to a thriving neighborhood. Consisting of a one-block commercial structure, the building is divided into multiple one-part retail bays. Bays could be connected internally as their businesses grew or be efficiently divided, rented and occupied by small businesses. Businesses catered to pedestrian residents, riders of the city transit system's electric streetcar with stops at the intersection, and to a small segment of auto-based patrons. This building developed just prior to the mid-20th century automobile-centric strip shopping center or suburban models of retail that would follow. The streetcar lines began to be removed and replaced by easily re-routed rubber-wheeled bus routes, which removed the certainty of dedicated patrons. Eventually businesses that successfully started in these neighborhood markets outgrew these nodes or combined with growing retailers.

Neighborhood commercial rows were often built by the streetcar companies to boost ridership, although there were no records found indicating that was the case for this building. Businesses were typically service-oriented such as a grocer, a pharmacy, butchers, shoe repair or tailors/cleaners, and possibly a café or sandwich shop. Commercial rows were also built by some of the first nationally syndicated chain grocers, primarily to get food directly to consumers in higher density residential markets that had not yet become auto dependent. Unused retail space was leased, but if the grocery expanded, they merely closed front entrances and cut through interior framed walls. This retail row is located at a key intersection of an east/west running auto thoroughfare between Grant Park, which is one of Atlanta's oldest established streetcar suburbs, and the then-burgeoning Ormewood Park, along a streetcar line extending farther west/southwest to the outlying suburbs of East Atlanta and the old Soldier's Home at the end of Confederate Avenue and southwest DeKalb County. The building is important to the history of local grocery companies in that Rogers Grocery, a major grocery chain of its day operated a corner store in this location.

The Building at 760-768 Confederate Avenue is also significant in the area of architecture as an excellent example of the multiple retail type, a defined commercial building type in Georgia, found in the statewide context *Commercial Types in Georgia*. The building represents this type with its almost identical retail units built together for retail income, its one-story height with a flat roof and identical storefronts. This commercial type was built in the 1910s through the 1950s in small towns or urban settings. This building uses traditional wood-framed and coordinated storefronts with central entries formed by masonry bulkheads, dividing piers and load-bearing masonry exterior walls. Elements of the Mediterranean Revival style are exhibited through the terra cotta tile roofed canopy and large decorative eave brackets. The Mediterranean Revival style was found in Georgia's suburban neighborhoods in the 1920s and 1930s according to the statewide context *Georgia's Living Places: Historic Houses in Their Landscaped Settings*, and this building exhibits the style in a commercial example. Transom windows run in a low horizontal line above each storefront and below the full-length terra cotta tile roofed canopy. This was fashionable to the style, but expresses modernity because the building did not require high Victorian-era transoms and skylights for interior sunlight as previous versions of this type of commercial building did.

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Patrons expected a fully electrified building, meaning electric lighting, cooling, ventilation and refrigerated food. There was no space on the storefront facades for sign boards, showing the building was designed for locals who knew businesses within a few square blocks of their home. Signs would have been window based for pedestrians and slower automobiles.

Another commercial node just like this would typically be repeated within a few blocks, or at the next streetcar stop for the next segment of neighborhood users. While there are similar examples in the area, including several examples within the nearby Grant Park Historic District, the Building at 760-768 Confederate Avenue is one of the most intact examples.

Developmental history/additional historic context information (if appropriate)

The following historic context is taken from the February 6, 2016 "760-768 Confederate Ave. SE." Historic Property Information Form that was prepared by Paul Simo, Simo Community Design, and edited by Christy Atkins, National Register Historian, Historic Preservation Division. It is on file at the Historic Preservation Division, Georgia Department of Natural Resources, Stockbridge, Georgia.

This one-story, 5-bay commercial building in Grant Park was built c.1927, according to research based on Sanborn Fire Insurance Maps and Atlanta City Directories. No building permits were found. Using Atlanta City Directories to track business uses throughout the building's history, the storefront spaces appear to be periodically re-arranged - combined and then re-divided to give some tenants use of multiple or single bays. In city directories from 1924-26, only one address appears, but with no business. Three addresses appear in 1927 and 1928, with no extra information other than "vacant." Five addressed entries finally appear in 1929 with only one business, "Rogers Inc. Grocer," in the 762 bay, or Suite B. Over the next decades, anywhere from one to all five bays housed a business or businesses until 1990. One owner combined the bays for one professional tenant in the 1990s. Given that multiple interior wall openings exist through the dividing walls, it can safely be assumed that multiple businesses crossed into retail bays at different periods over the life of the building. It is common for connected rows of shops like these, even today, to experience (and be built for) this type of retail expansion and movement. Excerpts from Atlanta City Directory listings for the addresses at 760-768 Confederate Avenue were sometimes vacant, but otherwise hosted a variety of retail over time including several grocery stores, several barber shop, pharmacies, cleaners, a shoe shop, a food market, a laundromat, a decorating and painting shop, a variety store, and a drug and social rehab center.

Commercial corner buildings were usually located along the streetcar lines with neighborhood scale utilitarian businesses to which commuters and residents would walk. The main original occupant of the building was Rogers Inc. Grocers from 1929 to 1938. It may be presumed that the building was originally built by the Rogers Inc. grocery chain for the entire structure to house a grocery, or a portion of the building. This company was an Atlanta-based neighborhood grocery chain of substantial holdings. The Rogers Grocery chain was started by L.W. Rogers, with the first location on Whitehall Street in 1892, and had scores of neighborhood outlets by the first quarter of the 20th century. Around 1926, just as this location was being built, the grocery company underwent a major reorganization and expansion. The parent company started buying wholesale for its small stores as "Southern Grocery Company." Southern Grocery Company was eventually a subsidiary of the future Colonial Stores chain of supermarkets that expanded from humble neighborhood beginnings in the 1920s into auto-strip centers in the 1950s-70s.¹ Southern Grocery had a location in Grant Park on a streetcar line on the west side of the neighborhood as well which started in 1927. "Rogers Inc. Grocer" appears as the sole tenant in 1929 and was renamed to "Rogers Stores Grocery" from 1931 until 1938. Its 1939 closing corresponds with the exact year of corporate merger and expansion into the auto-driven supermarket business with Big Star. A 1935 Atlanta City Directory shows "Rogers Stores Grocery" to have at least 137 operating locations throughout the Atlanta metro area. These stores appeared in neighborhood centers citywide, with multiple locations on Boulevard, Ponce de Leon, Peachtree and Piedmont. Usually they were located at the intersection of two local connector streets and along the alignment of streetcar lines. Some of the locations still exist and have similar single-story, commercial-row architecture with elements of Craftsman and Mediterranean Revival styles.

The area around this Confederate Avenue retail row was exclusively single-family, middle-class homes, built along a

¹ Henderson, Wayne. Groceteria.com, Exploring Supermarket History. "Colonial Stores History." <http://www.groceteria.com/store/regional-chains/colonial/colonial-stores-history-by-wayne-henderson>.

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gridded block system that is still in place today. The 1924 Sanborn Fire Insurance map shows five vacant residential lots along Confederate Avenue between Ormewood Avenue and Lynwood Street, while footprints of houses are shown on all lots for multiple blocks around this intersection. The northern three lots were combined to build the Building at 760-768 Confederate Avenue, evidenced by the 1932 Sanborn map and city directories. A large tract of land to the north, between Confederate and Berne, once had the White City Amusement Park, to which a streetcar line along Boulevard would have brought park goers. At Boulevard and Rosalia Street, four blocks to the northwest, is an identical, c.1920s commercial row building with a terra cotta canopy.

The Depression-era (1920s-1930s)

During the building's first two years of existence (just prior to the Great Depression), there are only three storefronts listed in city directories and all remained vacant. No reason was found, but possibly the vacancies were due to it being the height of the "roaring 20s" and there was an over-built commercial environment prior to streetcar lines expanding and city residential expansion throughout the few blocks behind the row. According to the 1928 Atlanta Survey Map, the city roughly ended in development in nearby Grant Park. East Atlanta Village was two miles away, with limited road connections and a minimal number of houses between the two. This would have been the expanding "outskirts" of town. Then the Great Depression put a halt on much residential expansion until the mid- to late-1930s. Rogers Inc. Grocery was the first tenant and remained through the Depression years. Rogers Grocery is listed first in bay 762 in 1929-1930 (presumably sharing space with the vacant 760, where it is then listed in 1931). Rogers Grocery then completely moved two doors down to the bay at 766 in 1933, where it remained until 1939, while other individual tenants, notably a pharmacy (that moved into the corner space), cleaners, shoe repair and barbers moved into vacated bays. For multiple years, during the Depression, a barber shop and "clothes cleaner" shared the same space in the bay at 764. Over the life of the building, the only three years a restaurant occupied a space was in the smallest storefront, the bay at 768. The Whitley Elbert Restaurant was there in 1930-1931, and was renamed the Mrs. Claudia Sears Restaurant in 1932. All five retail bays were occupied for the first time in 1932.

New Deal/WPA-era (1933-1941)

As the population of Grant Park grew through the 1930s, the demand for common household goods and groceries was seen with two groceries located in the building. The bay at 764, which housed the barber and cleaners, became another grocer. Advertised as Byant & Durden and then Poole Crandal Grocers from 1935 to 1939. The pharmacy at the corner bay remained in operation with one name change from Oslin to Kimbell's. Rogers Stores remained in the bay at 766, with the former restaurant space in 768 listed as "vacant" through 1939. Rogers Stores merged and expanded into the Big Star suburban supermarket corporation in 1939, and Rogers was no longer listed at this location as of 1940.

World War II (1941-1945)

1940 was the first listing of the independent Confederate Food Market, corresponding with the closing of the Rogers Grocery, and the closing of Poole Crandal Grocer. In the first years, the Confederate Food Market was in the central two bays of 762-764, shifting to occupy the dual storefront of 760-762 at the corner when the pharmacy closed. From 1938 until 1980, the Confederate Food Market was a tenant here. It is important to note that large tracts of land in downtown Atlanta were being cleared for some of the nation's first and largest federally funded housing programs of the time. These housing projects began to impact the neighborhood-scale retail and trade market of the area. In 1941, four of Atlanta's eight large New Deal housing projects, Capitol Homes, Egan, Grady and Herndon, were completed. Trestletree Homes Phases 1 and 2 near the Building at 760-768 Confederate Avenue opened within the decade. Large grocery chains near the downtown center of Atlanta did not develop until near the end of the 20th century, leaving overwhelmed convenience markets as some of the only sources of groceries for a population of thousands.

Modern & Contemporary-era (post 1945 – 1980s)

In 1943, Atlanta Mayor William Hartsfield proposed the city subsidize development of "unused residential" neighborhoods in hopes of persuading residents not to move away after the war. Generally during the 1940s and 1950s, there was an assortment of "mom-and-pop" service-centered businesses in Atlanta's intown neighborhoods. Television repair stores moved into many of the small shopping strips as the nation entered a new age of home-entertainment. By the 1960s, laundromats became a retail necessity as mass populations living in the surrounding housing complexes were without adequate laundry facilities, and aging homes with faltering plumbing were also in need of this service. Two of the five retail bays from 1960-1970 were occupied by Confederate Cleaners and Quick Clean Self-Serve Laundromat. The Federal Interstate System, represented in Atlanta by Interstate 20, running east/west, and Interstate 75/85, running north/south, was constructed in the 1960s, and was expanded and widened throughout the 1990s. This massive project removed large swaths of Atlanta's intown neighborhoods, isolating trade areas even more and creating massive food deserts in

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neighborhoods such as Grant Park. There were very limited places to shop nearby with the exception of these aging neighborhood commercial rows found every few blocks, for everything from food to car parts. The Confederate Food Market remained in the dual-retail bays at 760-762 until it closed in 1981 after 41 years of serving the community. In the 1970s and 1980s, variety stores such as the B&T Variety and J&M Variety and Grocer appeared as the sole operating retail operations, and possibly used some bays for storage while expanding into others. By 1987, only Elmo's Barber Shop occupied the smallest retail bay at 768, where there had been a barber (under different names) since 1960. With the other retail bays vacant, the barber shop closed in 1990 and the property was consolidated into one owner's name, Ms. Sherry Jackson.

Most Recent Uses/Owners/Changes:

From the mid-1990s until 2006, the whole building was rented to one single tenant, a professional office/family consulting service known as "Bright Beginnings" which helped families find jobs and homes, as well as community outreach and family services. This business occupied the entire building, using each bay divided into multiple office cubicles for counseling low-income families dealing with drugs and other addictions and issues. They also provided daycare for children. A central breakroom/kitchen with a computer/training center was divided between the bays at 762-764. In 2006, a group of restaurateurs who owned a well-known restaurant in nearby Decatur purchased the property. They selectively demolished the offices and interior drywall in order to change the building into a restaurant. The recession of 2008 halted their ambitions, and the property was vacant from 2008 until 2014. After new ownership and the 2014-2015 rehabilitation, space for neighborhood businesses such as hair salons, gyms, and cafes is within walking distance of the nearby residents.

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9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

Atlanta City Directory, 1926-1989. Atlanta City Directory Publishers, Atlanta, GA.

Henderson, Wayne. Groceteria.com, Exploring Supermarket History. "Colonial Stores History." <http://www.groceteria.com/store/regional-chains/colonial/colonial-stores-history-by-wayne-henderson>. (Accessed October, 2014)

Sanborn Insurance maps, Atlanta, Georgia, 1924. Volume 3, Page 550A.

Sanborn Insurance maps, Atlanta, Georgia, 1932. Volume 4, Page 375.

Sanborn Insurance maps, Atlanta, Georgia, 1950. Volume 4, Page 375.

Simo, Paul. *Historic Property Information Form*. "760-768 Confederate Ave. SE." On file at the Historic Preservation Division, Georgia Department of Natural Resources, Stockbridge, Georgia. February 6, 2016.

Reed, Mary Beth. *Historic Streetcar Systems in Georgia*. Technical paper no. 1987. New South Associates. Atlanta, Georgia: GDOT, 2012.

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: Atlanta History Center

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

10. Geographical Data

Acreage of Property Less than one acre

(Do not include previously listed resource acreage.)

Latitude/Longitude Coordinates

Datum if other than WGS84: N/A

(enter coordinates to 6 decimal places)

1. **Latitude:** 33.733499

Longitude: -84.364712

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

Boundary is indicated by the heavy black line on the attached map, which is drawn to scale.

Boundary Justification (Explain why the boundaries were selected.)

The boundary is the current and historic legal boundary.

Building at 760-768 Confederate Avenue
Name of Property

Fulton County, Georgia
County and State

11. Form Prepared By

name/title Christy Atkins, National Register Historian
organization Historic Preservation Division, GA Dept. of Natural Resources date August 30, 2018
street & number 2610 Highway 155, SW telephone (770) 389-7844
city or town Stockbridge state GA zip code 30281
e-mail christy.atkins@dnr.ga.gov

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: Building at 760-768 Confederate Avenue

City or Vicinity: Atlanta

County: Fulton State: Georgia

Photographer: Paul Simo, Simo Community Design

Date Photographed: January 26 and February 9, 2016

Description of Photograph(s) and number:

- 1 of 54. Exterior: West (front) Elevation. Photographer facing southeast.
- 2 of 54. Exterior: West (front) and North (side) Elevation. Photographer facing southeast.
- 3 of 54. Exterior: West (front) and South (side) Elevation. Photographer facing northeast.
- 4 of 54. Exterior: Restored Storefronts (Front) – Façade Signage. Photographer facing south.
- 5 of 54. Exterior: West (front) Elevation. Photographer facing north.
- 6 of 54. Exterior: Northwest Corner (North facing) Display. Photographer facing southwest.
- 7 of 54. Detail: Restored Façade Elements & Fenestration. Photographer facing east.
- 8 of 54. Exterior: Example Display Framing. Photographer facing looking east.
- 9 of 54. Detail: Restored Masonry Piers & Displays. Photographer facing east.
- 10 of 54. Exterior: North (side) Elevation. Photographer facing south.
- 11 of 54. Exterior: East (rear) and North (side) Elevation. Photographer facing southwest.
- 12 of 54. Detail: Exterior wall plates, North Elevation. Photographer facing west.
- 13 of 54. Exterior: East (Rear) Wall & Fire Egress. Photographer facing southwest.

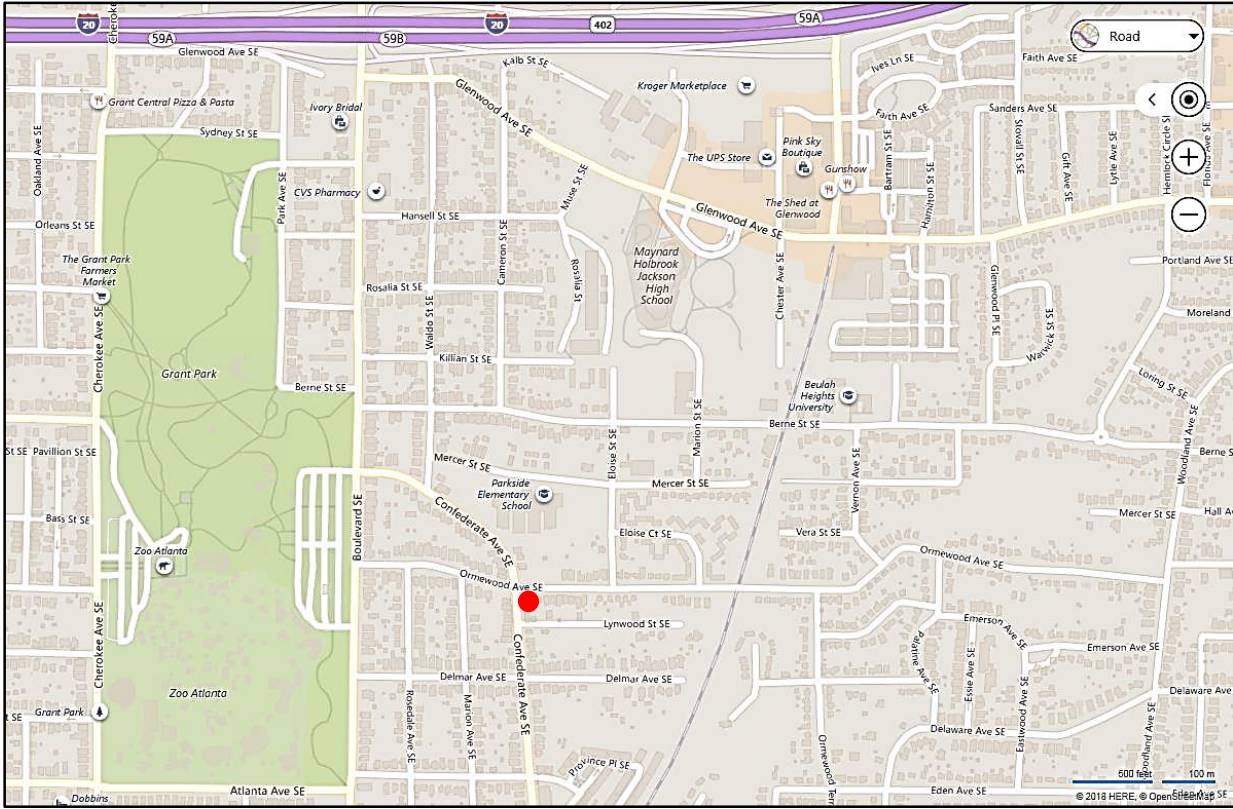
Building at 760-768 Confederate Avenue
Name of Property

Fulton County, Georgia
County and State

- 14 of 54. Exterior: East (Rear) Wall & Fire Egress. Photographer facing northwest.
- 15 of 54. Exterior: South (side) Elevation. Photographer facing northeast.
- 16 of 54. Exterior: (Rear) Southeast Corner Rebuild. Photographer facing west.
- 17 of 54. Exterior: East (Rear) Suites A & B. Photographer facing northwest.
- 18 of 54. Exterior: East (Rear) Suite C. Photographer facing west.
- 19 of 54. Exterior: East (Rear) Suite D. Photographer facing west.
- 20 of 54. Detail: Reused Original Brick & Re-pointed Mortar. Photographer facing west.
- 21 of 54. Detail: Rear Masonry Repair & Openings. Photographer facing west.
- 22 of 54. Detail: Fire escape & Utilities Platform. Photographer facing north.
- 23 of 54. Detail: Reversible Connection Rear Platform. Photographer facing west.
- 24 of 54. Detail: Fire escape & Utilities Platform. Photographer facing south.
- 25 of 54. Exterior: Storefront Suite A. Photographer facing east.
- 26 of 54. Exterior: Storefront Suite B. Photographer facing east.
- 27 of 54. Exterior: Storefront Suite C. Photographer facing east.
- 28 of 54. Exterior: Storefront Suites D & E. Photographer facing east.
- 29 of 54. Interior: Suite A (Former 760). Photographer facing west.
- 30 of 54. Interior: Suite A (Former 760). Photographer facing east.
- 31 of 54. Interior: Suite A (Former 760). Photographer facing southeast.
- 32 of 54. Detail: Suite A – Interior Corner Display. Photographer facing northwest.
- 33 of 54. Interior: Suite A (Former 760). Photographer facing northwest.
- 34 of 54. Interior: Suite B (Former 762). Photographer facing west.
- 35 of 54. Detail: Suite B – Interior Bulkhead Wall. Photographer facing west.
- 36 of 54. Detail: Suite B – Code Items & interior Transoms. Photographer facing west.
- 37 of 54. Interior: Combined Suite B & C. Photographer facing south.
- 38 of 54. Interior: Suite B (Former 762). Photographer facing northeast.
- 39 of 54. Interior: Suite B (Former 762). Photographer facing east.
- 40 of 54. Detail: Suite B – Example Original Chimney/Wall. Photographer facing north.
- 41 of 54. Interior: Suite B (Former 762). Photographer facing west.
- 42 of 54. Interior: Suite C (Former 764). Photographer facing west.
- 43 of 54. Interior: Suite C (Former 764). Photographer facing east.
- 44 of 54. Detail: Suite C, Rest Room. Photographer facing southeast.
- 45 of 54. Interior: Suite D (Former 766). Photographer facing west.
- 46 of 54. Interior: Suite D (Former 762). Photographer facing northeast.
- 47 of 54. Interior: Suite D & E (Former 766-768). Photographer facing south.
- 48 of 54. Interior: Suite D & E (Former 766-768). Photographer facing west.
- 49 of 54. Interior: Suite D & E (Former 766-768). Photographer facing southwest.
- 50 of 54. Interior: Suite E (Former 768) Front. Photographer facing southeast.
- 51 of 54. Interior: Suite E (Former 768) Mid. Photographer facing south.
- 52 of 54. Interior: Suite D (Former 766) Rear Staff Area. Photographer facing southeast.
- 53 of 54. Interior: Suite D & E (Former 766-768) Rear Staff Area. Photographer facing south.
- 54 of 54. Interior: Suite D & E (Former 766-768) Rear Break Room. Photographer facing north.

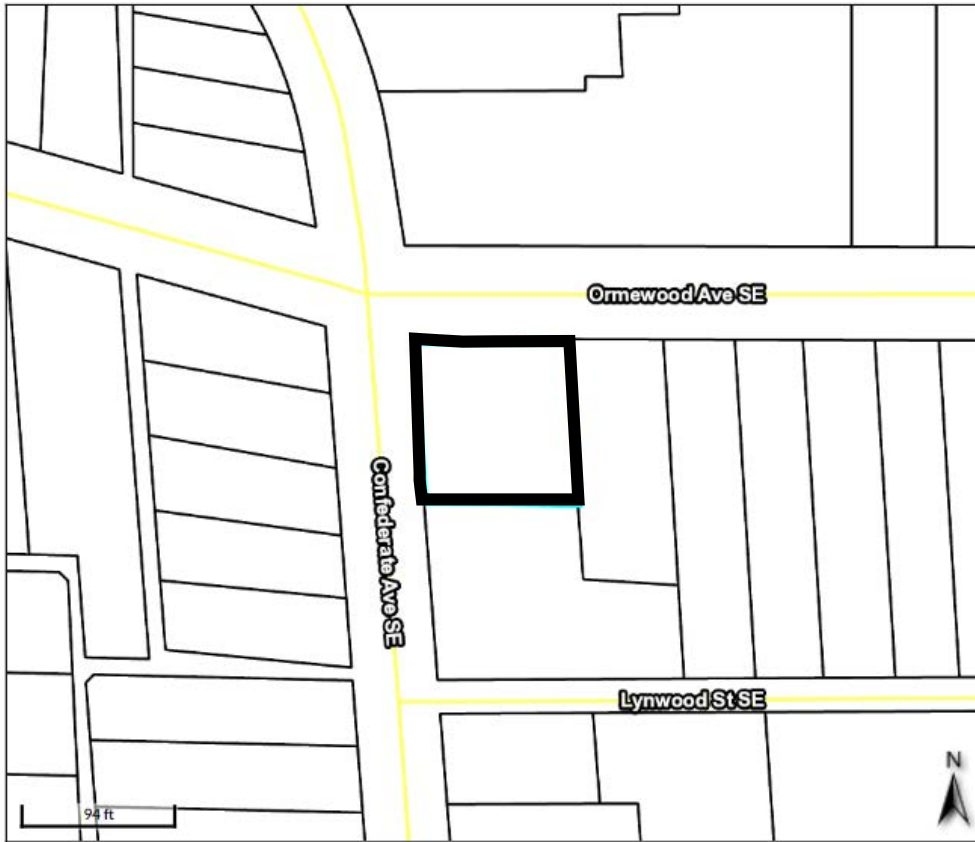
Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.



Building at 760-768 Confederate Avenue
760 Confederate Avenue, Atlanta
Fulton County, Georgia
Lat, Long: 33.733499, -84.364712







Overview



Legend

-  Parcels
-  Roads

Parcel ID	14 002200080015	Physical Address	760 CONFEDERATE AVE SE	Last 2 Sales			
Class Code	H3	Owner	760 CONFEDERATE LLC	Date	Price	Reason	Qual
Taxing District	05		1040 GRANT ST SE	5/29/2014	\$245500	Valid Sale	Q
Acres	0.2066		ATLANTA GA 30315	11/15/2006	0	Sale <= 1000	U
		Assessed Value	\$388,000				

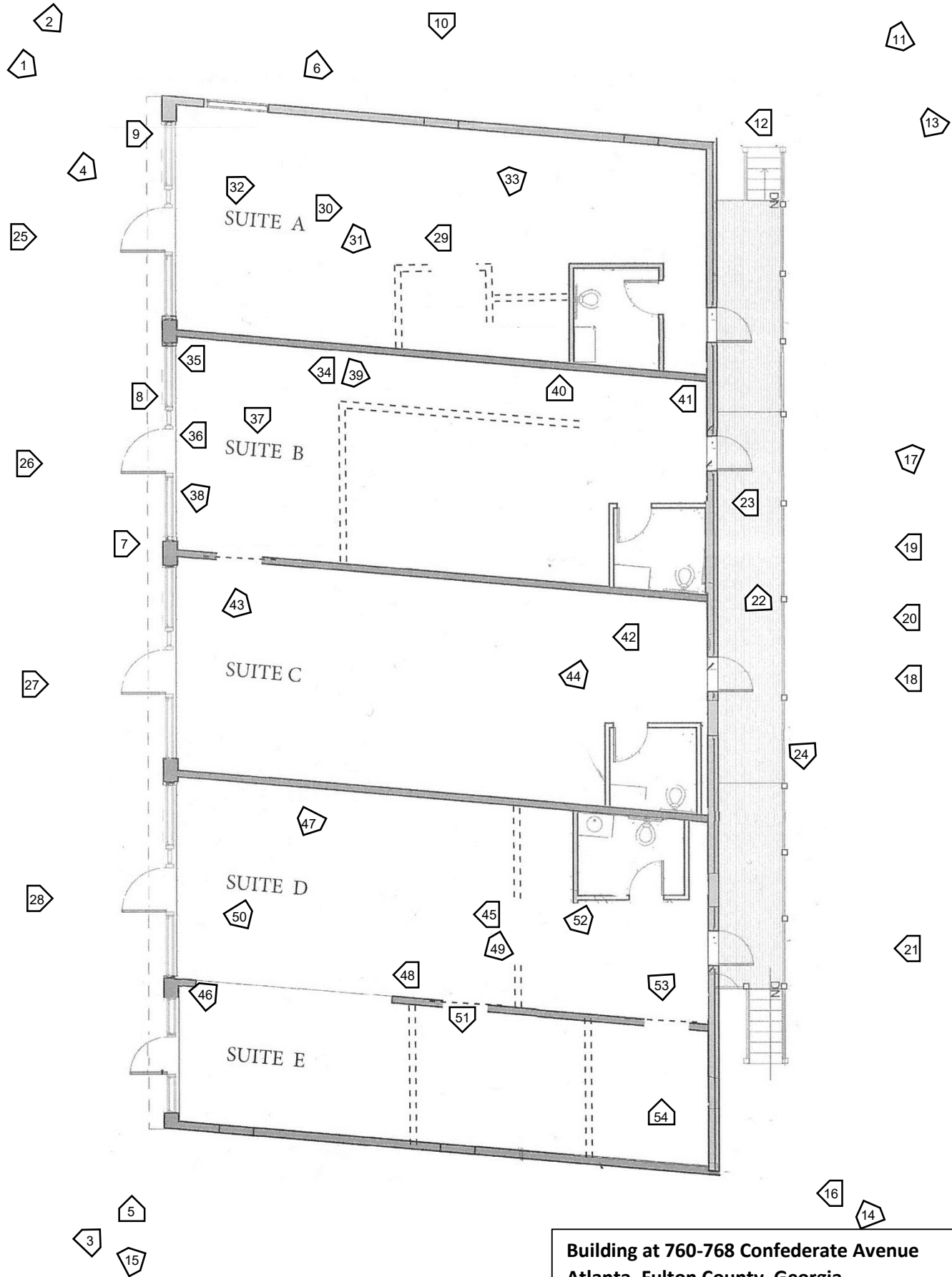
Date created: 8/30/2018



Last Data Uploaded: 8/30/2018 4:51:19 AM

Developed by  Schneider
GEO SPATIAL

Building at 760-768 Confederate Avenue
760 Confederate Avenue, Atlanta
Fulton County, Georgia





Building at 760-768 Confederate Avenue
Atlanta, Fulton County, Georgia
First Floor Plan
 North: 
 Photograph #/Direction of View: 
 Scale: Not to Scale



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YOGA FITNESS

BARRE

PLATE





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YOGA FITNESS

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TRX TRAINING

YOGA FITNESS COUNSELING

PERSONAL TRAINING BARRE

PILATE



65



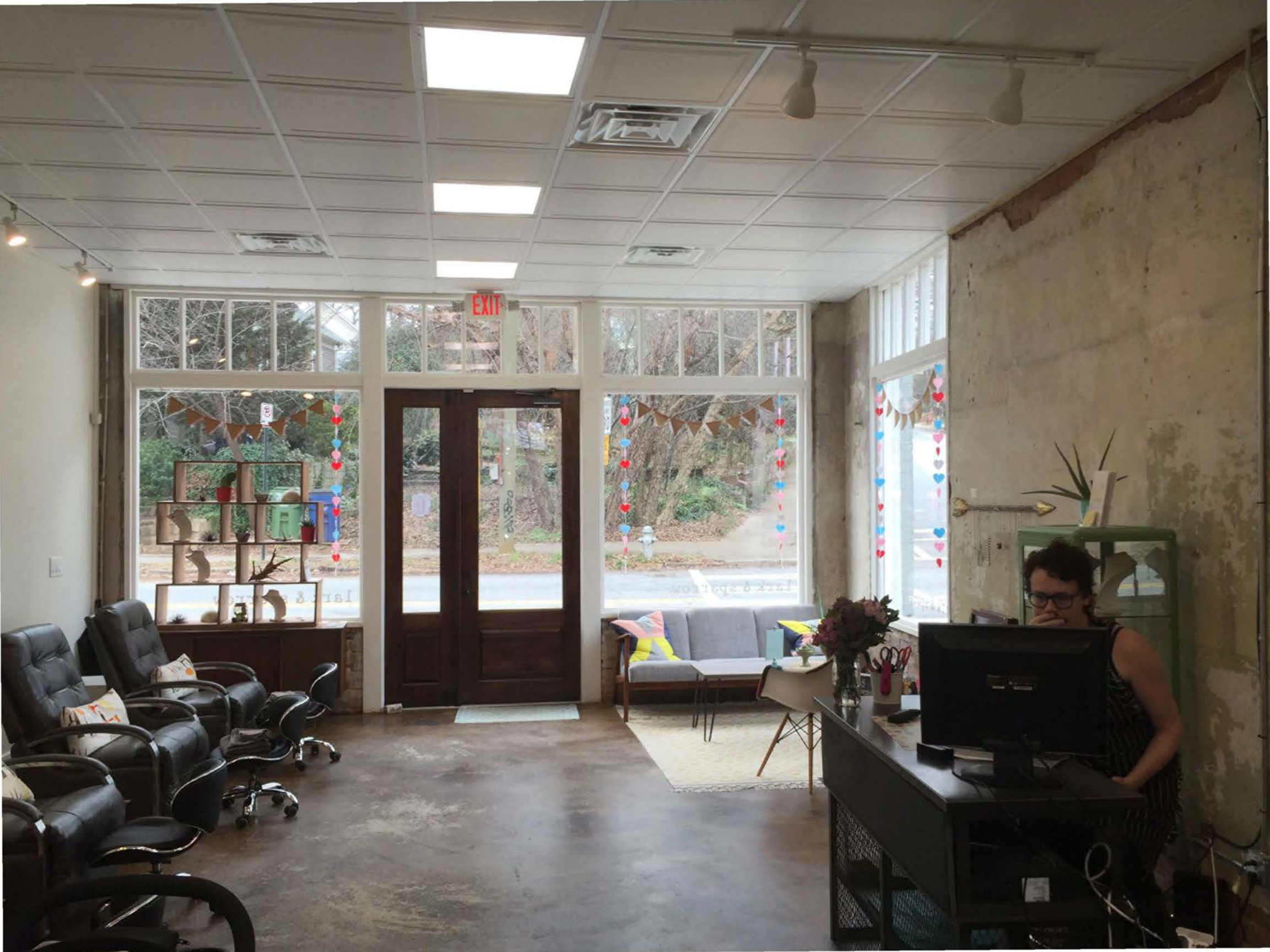
YOGA FITNESS COUNSELING

PERSONAL TRAINING BARRE

PILATES



LATES













EXIT









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WARNING
Prior to use, always inspect the adjustment pin to ensure that it is properly engaged. If not, do not use. If you are unsure, contact your instructor for assistance.

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EXIT





OFFICIAL NOTICE
WORKERS MUST REPORT ALL ACCIDENTS IMMEDIATELY TO THE EMPLOYER BY ADVISING THE EMPLOYER PERSONNEL OR AN AGENT REPRESENTATIVE, SUPERVISOR OR FOREMAN.





UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action: Nomination

Property Name: Building at 760-768 Confederate Avenue

Multiple Name: _____

State & County: GEORGIA, Fulton

Date Received: 9/7/2018 Date of Pending List: _____ Date of 16th Day: _____ Date of 45th Day: 10/22/2018 Date of Weekly List: _____

Reference number: SG100003037

Nominator: State

Reason For Review:

- | | | |
|---|--|---|
| <input type="checkbox"/> Appeal | <input checked="" type="checkbox"/> PDIL | <input type="checkbox"/> Text/Data Issue |
| <input type="checkbox"/> SHPO Request | <input type="checkbox"/> Landscape | <input type="checkbox"/> Photo |
| <input type="checkbox"/> Waiver | <input type="checkbox"/> National | <input type="checkbox"/> Map/Boundary |
| <input type="checkbox"/> Resubmission | <input type="checkbox"/> Mobile Resource | <input type="checkbox"/> Period |
| <input checked="" type="checkbox"/> Other | <input type="checkbox"/> TCP | <input type="checkbox"/> Less than 50 years |
| | <input type="checkbox"/> CLG | |

Accept Return Reject 10/2/2018 Date

Abstract/Summary Comments: AOS: Commerce, Architecture; POS: c. 1927-1968; LOS: local

Recommendation/ Criteria: NR Criteria A & C.

Reviewer Lisa Deline Discipline Historian

Telephone (202)354-2239 Date 10/2/18

DOCUMENTATION: see attached comments : No see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



GEORGIA

DEPARTMENT OF NATURAL RESOURCES

HISTORIC PRESERVATION DIVISION



MARK WILLIAMS
COMMISSIONER

September 4, 2018

Paul Loether
National Park Service
National Register of Historic Places
1849 C St, NW, Mail Stop 7228
Washington, D.C. 20240

Dear Mr. Loether:

The enclosed disk contains the true and correct copy of the nomination for **Building at 760-768 Confederate Avenue 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:

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,

Olivia Head
National Register Specialist