

SUMMARY OF PROPOSED NATIONAL REGISTER/GEORGIA REGISTER NOMINATION

1. Name: Paces Ferry Tower

2. Location: 374 East Paces Ferry Road, Atlanta, Fulton County

3a. Description: Paces Ferry Tower is an eight-story, H-shaped building located in the Buckhead community of Atlanta, approximately eight miles north of Atlanta City Hall. Originally functioning as apartments, the recently rehabilitated building, which now functions as a hotel, is constructed of fireproof steel and concrete and features a painted brick veneer exterior. It has a flat roof, little ornamentation, and brick ribbon panels framed by concrete surrounds spanning the full width of each floor on each elevation. Cantilevered concrete awnings atop the panels on the main elevations further enhance the International Style building's overall sense of horizontality. Within these panels on the second through eighth floors are historic metal picture and casement windows, which sit flush with the building's outer walls. At the first floor, the East Paces Ferry Road elevation features crab orchard stone veneer, storefront windows, and a concrete canopy marking the historic restaurant entrance, while the east elevation features a non-historic metal canopy marking the main hotel entrance. During the recent rehabilitation, a pool and patio were installed at the north elevation and the former pool was infilled at the west elevation. Several one-story additions at the southwest and southeast corners of the building have been modified or enlarged over time and following the recent rehabilitation, now provide additional dining, meeting, and service spaces for the hotel. The building's first floor is made up of the entrance and elevator lobbies with meeting rooms, a restaurant, the hotel lobby, and administrative hotel spaces. Floors two through eight are identical and feature double-loaded central corridors throughout the H-shaped plan. These corridors are largely original except for the four ends of the north and south wings, which were truncated in 2000 and slightly altered again in the recent rehabilitation. Although demising walls between rooms have been moved or altered over time, the current hotel room layout is reminiscent of the building's original efficiency and compact apartment units. The building has two original elevators, two original staircases, a non-historic freight elevator (added in 1988), and a non-historic elevator to access the rooftop bar (added in 2020).

3b. Period of Significance: 1950

3c. Acreage: 2.6 acres

3d. Boundary Explanation: The National Register boundary is the legal boundary for the property.

4a. National Register Criterion: A

4b. National Register Areas of Significance: Community Planning & Development and Politics/Government

4c. Statement of Significance: Paces Ferry Tower is significant under Criterion A in the area of community planning and development as a representative example of the post-World War II growth and early modernization of the Buckhead community in Atlanta, a once rural area that grew significantly in the mid-20th century. While marginal development of Buckhead began once trolley lines and automobiles made the area more desirable and accessible to downtown during the early 20th century, it was not until the mid-20th century that the area experienced rapid growth. An analysis of the area surrounding Paces Ferry Tower demonstrates the significant and simultaneous development of both residential and commercial properties in Buckhead between 1931 and 1965. The tower is among the earliest examples of the modern high-rise apartment buildings that would later become commonplace in Buckhead as the area transitioned from two- and three-story garden style apartments of four to twelve units per building to high-rise and high-density apartment towers. The tower's construction marks a shift towards modernity that defined development along and proximate to Buckhead's Peachtree Road corridor from the mid-20th century onward. This period of rapid growth coincided with an increased demand for housing following World War II and subsequent construction financially supported in large part by the federal government through programs like the 1946 Veteran's Emergency Housing program, provided for in Section 608 of the National Housing Act. Paces Ferry Tower is significant under Criterion A in the area of politics/government as an Atlanta example of rental housing funded through the Federal Housing Administration's (FHA) Section 608 postwar mortgage program, which financed single-family and multi-family housing projects to address housing shortages at the time. To use FHA program funding, the tower's design had to meet the program's financing guidelines, which dictated housing specifications, made architectural suggestions, and provided incentives for the construction of efficiency and low-cost apartment units.

4d. Suggested Level of Significance: The property is being nominated at the local level of significance as a good example of the early urbanization of Atlanta's Buckhead community and the building's embodiment of features required for Section 608 housing.

4e. National Register Status: The property received final certification from the Georgia DCA Historic Preservation Division for the state property tax abatement and state tax credit programs on May 18, 2022, and it received final certification from the Technical Services Branch of the National Park Service on April 15, 2022.

5. Sponsor: The nomination is sponsored by SOBU Flats, LLC, and nomination materials were prepared by Ray, Ellis & LaBrie Consulting.