

MODERN

BUCKHEAD

PEACHTREE ROAD TOUR

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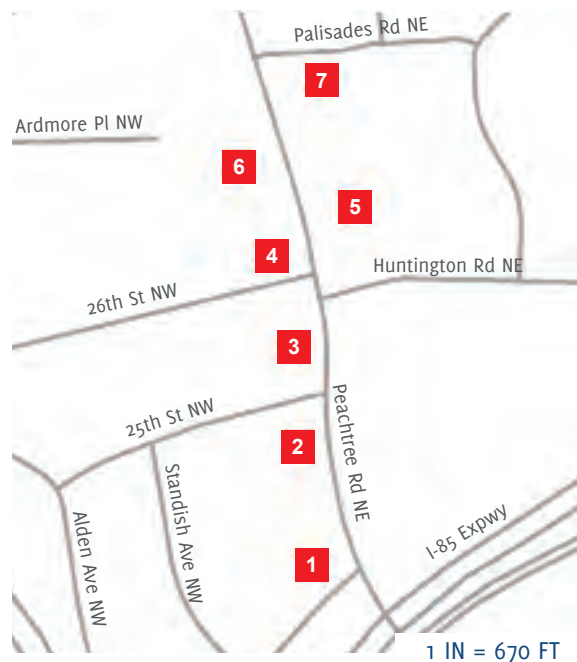
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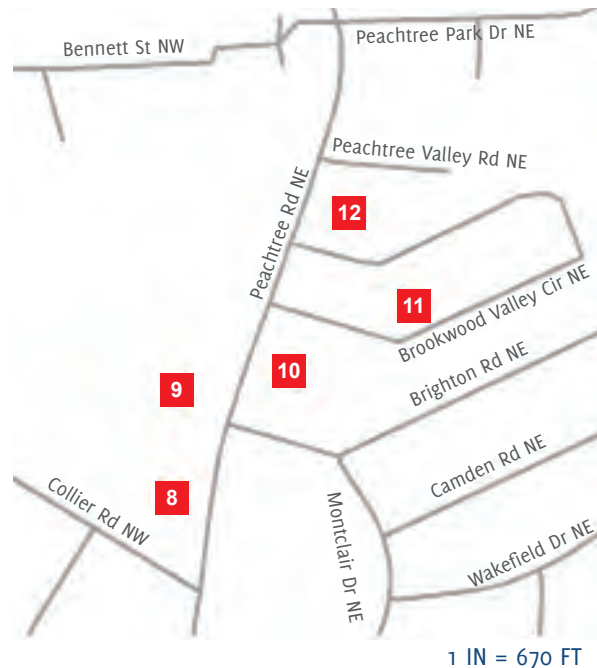
BROOKWOOD TO LENOX:
APPROX. 5 MILES



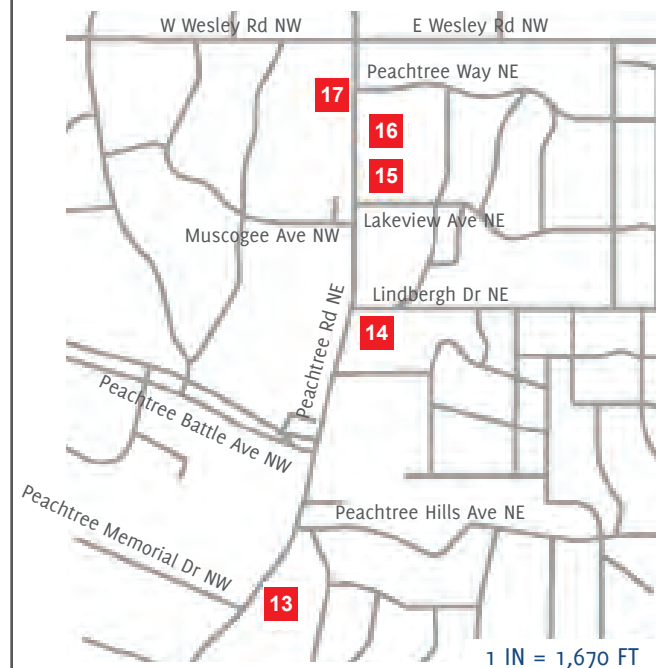
BROOKWOOD AREA



HOSPITAL AREA



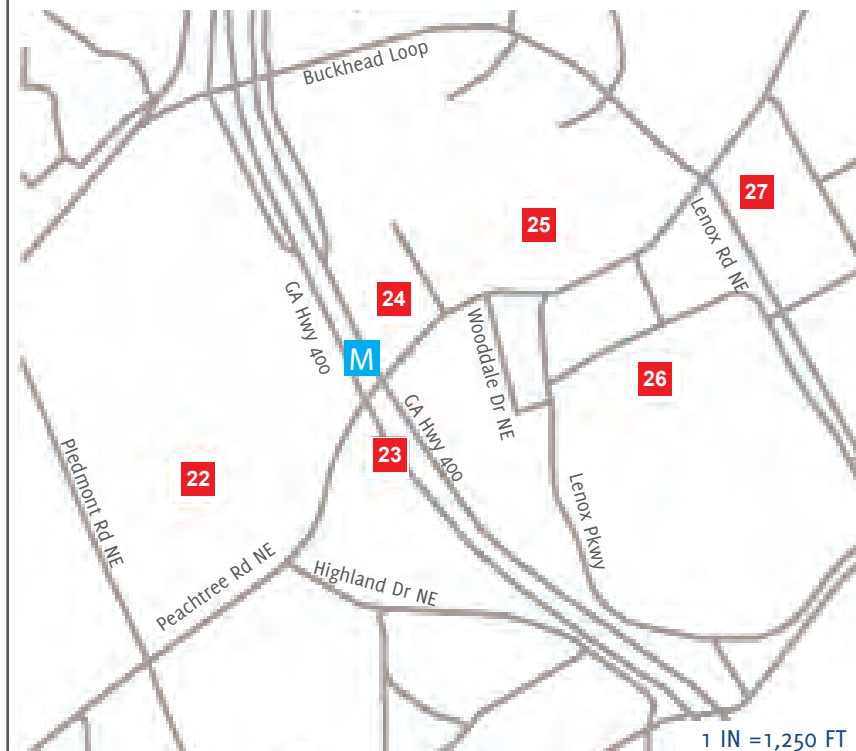
LINDBERGH AREA



PHARR ROAD AREA



LENOX AREA



RESOURCES

- * Archives of: Atlanta Constitution & Atlanta Journal articles; Atlanta History Center; Georgia Institute of Technology
- * American Institute of Architects Guide to the Architecture of Atlanta, 1993
- * A Century of Better Care: 100 Years of Piedmont Hospital, 2011
- * Buckhead Modern Resources (1940-1990), Atlanta Regional Commission survey, 2014
- * DCOMOMO Modern Living brochure, 2007
- * Map graphics by the Atlanta Regional Commission
- * Photographs courtesy of Jessica McCarron

BROOKWOOD AREA

1 Atlanta Masonic Center

1690 Peachtree Street NW
1959 -60; Cooper, Barrett, Skinner, Woodbury & Cooper, Inc.
Builder: Barge-Thompson, Inc.

Atlanta-area Masons built this new headquarters after their downtown temple at Peachtree & Cain streets was destroyed by fire in 1950. The design incorporates the cornerstones of several previous temples. The Modern Classic exterior is limestone; it reflects both the Masonic Order's respect for ancient classicism & the influence of contemporary architectural minimalism. In 1959, architect Samuel Inman Cooper described the temple as "the finest of its kind south of Washington." The building sits on land that was part of Brookwood—the 1890s country estate of social & business leaders Joseph & Emma Thompson—from which the neighborhood Brookwood Hills derives its name.

2 Peachtree 25th

1718-1720 Peachtree Street NW
1962, North Tower: Robert Lee Hall (Memphis)
1969, South Tower: Hall & Assoc. w/ Russell McCaleb
South Tower Contractor: Henry C. Beck Co.

This ten-story, two-tower office building was built in phases in the 1960s, with later renovations that obscured its mid-century modern architectural style on the front façade; however, some of the original fabric, including ribbon windows & cantilevered awnings, still exist along the 25th Street façade. On June 30, 1989, an electrical fire on the south tower's 6th floor killed five people & injured many others; there were no sprinkler systems or smoke detectors in the building. After review of the fire by FEMA, the Atlanta City Council voted to require city-wide fire code retrofits in older buildings.

3 1750 Peachtree Street NW

1958 -59; Silverman & Cika (New York)
Builder: Massell Companies

Built in the International Style, this modest Buckhead office building was first the home of advertising agency Burke Dowling Adams, Inc. At the time of construction, the second floor had a soundproof broadcast studio. Note the alternating rows of masonry & ribbon windows that emphasize horizontality, as well as the tapered pilots on the ground floor that raise the seemingly lightweight volume of the building & provide space for circulation underneath.

4 1776 Peachtree

1776 Peachtree Street NW
1961 -62; Robert Lee Hall (Memphis)
Builder: Southern Builders, Inc. (Memphis/Nashville)

These two office towers were built independently & constructed using monolithic reinforced concrete. 1776 Peachtree was the long-time home of the now-closed Coach & Six upscale restaurant, which opened in 1962 as a sister to New York's famous Coach House. The building maintains some original New Formalism details, including a zigzag, precast concrete awning over the front entrance. The first tower was quickly leased out & construction of the second tower began immediately to double the building's size.

5 D.L. Stokes & Co. / Wiedeman & Singleton

1789 Peachtree Street NW
1962 -63; Thompson & Hancock
Builder: Jiroud Jones & Co.

Realty firm D.L. Stokes, founded in 1936, moved into its new headquarters in early 1963. Wiedeman & Singleton engineers began working out of the building in the early 1970s. Note the pebbled concrete panels & decorative lattice screen on the façade fronting Peachtree.

10 Carrier Corp. Office / Piedmont Hospital Fitness Center

2001 Peachtree Road NW
1953 -54; Cooper, Barrett, Skinner, Woodbury & Cooper

This Southeastern headquarters for Carrier air-conditioning was built with reinforced concrete construction in 1953 & designed to be "virtually windowless." The exterior features Roman brick & limestone. By 1989, it had changed hands & Piedmont Hospital renovated the building as its Rehabilitation and Fitness Center, complete with exercise areas & pools.

11 Darlington Apartments

2025 Peachtree Road NE
1949 -51; Lyles, Bissett, Carlisle & Wolf (Columbia, SC)
Builder: Long Construction Co. (Charleston, SC)

The Darlington was one of the largest buildings of its kind in the Southeast & faced community opposition due to its planned 14 stories. However, it was quite popular with prospective tenants; when people began moving in during 1951, there were over 3,000 pending applications for the 612 studio & one-bedroom apartments. The one-bedroom units rented for \$77.50 a month. Darlington was the maiden name of the builder's grandmother.

Atlanta Population Sign (1965)

Owned by Darlington Apartments, this mechanical sign is maintained by Guaranteed Sign & Lighting Maintenance in Marietta. The sign is adjusted every year & set to click up at a fixed rate, based on population projections for the metro area; it is not computerized & is considered to be one-of-a-kind.

12 Bankers Fidelity Life Bldg. / 2045 Peachtree Medical Bldg.

2045 Peachtree Road NE
1962 -63; Wise, Simpson, Aiken & Associates
Builder: Southeastern Construction Co.

Built during a banner year for the young insurance company, this ten-story building provided an office headquarters as well as space to lease. Now it includes doctors' offices. Projecting precast concrete panels draw the eye upwards to the roofline, emphasizing the verticality of this New Formalism structure. Also note the arched colonnade on the northern façade along Peachtree Valley Road.

LINDBERGH AREA

13 Georgian Peachtree Apartments / Peachtree Battle Condos

2285 Peachtree Road NW
1965 -67; Wise, Simpson, Aiken & Associates

Just a half mile north from the Bankers Fidelity Life building (#12), this apartment building shares similar properties, including supporting piers on the ground floor to raise the building volume & provide space for circulation underneath. Both buildings were designed by the firm of Georgia Tech graduate, James C. Wise.

14 White House on Peachtree / Park Lane on Peachtree

2479 Peachtree Road NE
1966 -67; Danielson & Paine

One of the first luxury high-rise residential buildings along Peachtree, these paired towers offer great views of the Atlanta skyline. They exhibit elements of New Formalism, including the use of a carefully organized hierarchy of three-part composition. The style also plays with the newly discovered plastic-like qualities of concrete.

19 Buckhead Centre

2964 Peachtree Road NW
1963 -64; Aeck Associates
Builder/Owner: H.W. Ivey Co.

Both 2964 & 2970 Peachtree Road (#19 & #20, respectively) are considered part of the same complex, built one after the other in the mid-1960s. A fashionable "solar sunscreen" was installed at that time, but renovations in the early 1980s stripped this "outdated sun shield" from the exterior, according to reports. The 2nd Morrison's Cafeteria in Atlanta was originally located on the ground floor of the 2964 Peachtree building (the first was in Hapeville, near the airport). A 1964 ad for the cafeteria stated the setting was "modern as tomorrow, coolly elegant, comfortably chic, excitingly different."

20 Buckhead Centre

2970 Peachtree Road NW
1964 -65; Aeck Associates
Builder/Owner: H.W. Ivey Co.

21 Trust Company of Georgia Buckhead Branch / SunTrust Bank

3020 Peachtree Road NW
1958 -59; Abreu & Robeson
Builder: Barge-Thompson, Inc.

This bank building is one of the few Neo-traditional buildings built along the Peachtree corridor during the Modern period. The stately brick building is inspired by Colonial design. Its architects—Francis Abreu, a 1921 graduate of Cornell, & James Robeson, a 1926 graduate of Georgia Tech—established their firm in 1929. The architects were well-known for Mediterranean Revival residences along the coast. They also designed numerous Trust Company bank branches.

LENOX AREA

22 Tower Place

3340 Peachtree Road NE
1975; Stevens & Wilkinson
Builder: Henry C. Beck Co.

According to the *AIA Guide to the Architecture of Atlanta*, "Tower Place was the first large real estate venture in Buckhead, a district that in the mid-1970s was becoming a prime retail and entertainment center but was not yet the urban office center (and the alternative to Downtown) that is has now become." After it was built, Tower Place became a powerful magnet for a new corporate district. The original 27-acre project included the 29-story office tower, a hotel, and shopping mall with a movie theatre & restaurants, fitness center & parking deck. The slick-skinned Tower is clad entirely in energy-saving reflective glass & features an inverted tapered shape so the floors increase in size with elevation. The faceted exterior provides a large number of corner offices, an enticing component of the building.

23 Atlanta Financial Center

3333 / 3343 / 3353 Peachtree Road NE
Bldg 1: 1982; Bldg 2: 1984 -87; Bldg 3: 1989
Bldg 1 & 2: Smallwood, Reynolds, Stewart, Stewart & Assoc.
Bldg 3: Stevens & Wilkinson

This \$20 million office complex was developed by Atlanta-based regional brokerage house, Robinson-Humphrey Company, Inc., to serve as its headquarters. In the early 1980s, Buckhead was one of the hottest development markets in metro Atlanta & office space was growing exponentially. Construction on the first building began before Georgia State Route 400 was finalized & after a lawsuit in 1984, Robinson-Humphrey agreed to build the second building over the roadway, taking on the cost of additional supports. The complex exemplifies Late Modern architecture's focus on & experimentation with the potential of glass, with a particular emphasis on the form & treatment of the top of the building. The *AIA Guide* calls the Atlanta Financial Center "striking" & "awe-inspiring."

6 Peachtree Palisades West / Macquarium

1800 Peach tree Street NW
1966 -67; Toombs, Amisano & Wells
Builder: Ira Hardin Co.

Constructed as a complement to Peachtree Palisades East (#7) across the street, the exterior of this eight-story building was finished with white, pre-cast aggregate paneling & featured tinted ribbon windows. Inside, it had polarized lighting throughout, perhaps one of the first buildings in Atlanta to use it. Engineering & advertising firms were early tenants.

7 Peachtree Palisades East

1819 Peachtree Street NW
1966 -67; Toombs, Amisano & Wells
Builder: S.S. Jacobs; Landscape: Sasaki & Walker

The exterior walls of this building are actually black granite aggregate with mica particles, chosen specifically by architect Joseph Amisano to reduce shadowing while glittering in the sunlight. While Amisano was confident in his color choice at the time, decades later a local radio personality gave it the nickname “the building of death.” It was repainted in gray tones in 1997. Seven artists were commissioned to create a different art piece for each floor, receiving media attention for this unusual but creative move: a “marriage of building and art.” Much of the interior has been redesigned, but some of the original art pieces are still on display. The bronze sculpture gracing the exterior fountain, called “Temptation of Eve,” was created by sculptor Elbert Weinberg, an American working in Italy in the 1960s. Weinberg also sculpted the bronze eagle (with 16-foot wing span) in front of the Federal Reserve Bank of Atlanta.

HOSPITAL AREA

8 Sheffield [Memorial] Medical Building

1938 Peachtree Road NW
1956 -8; Addition in 1967; Stevens & Wilkinson

This medical office building began as 4 stories, but would later accommodate 3 additional floors. The addition maintained the historic look & feel of the original design: a checkerboard pattern of recessed window panels & Italian mosaic tile panels in a Mediterranean blue color. A 1958 article described the building as “contemporary in design but classical in feeling” & noted that the “rectilinear pattern of the upper floors will be relieved and softened by gently curving arched beams exposed at the floor level.” The New Formalism aesthetic seen here often derives some inspiration from classical architecture, including the use of the colonnade as a compositional device. Piedmont Hospital acquired the building in early 2015 & it maintains its original use with doctor & dentist offices. The building was named for I.M. Sheffield, Sr., a cofounder of the Life Insurance Company of Georgia, who died in 1953.

9 Piedmont Hospital

1968 Peachtree Road NW
1954 -57 w/ additions; John W. Vaught of Armistead, Shutze & Vaught
Original builder: Beers Construction Co.

Piedmont Hospital occupies land originally part of the Deerland estate, the 1870s farm of Col. Reuben Arnold. Jack J. Spalding, cofounder of Atlanta law firm King & Spalding, acquired the property with large, Gothic-style farmhouse in 1895 & lived there until his death in 1938. Piedmont purchased the property in 1944 with an eye towards growth; at the time it was built in the 1950s, Piedmont was the northernmost hospital in Atlanta. The new building was called “sleek, contemporary, bold, geometric and symmetrical.” Architect John W. Vaught designed every major expansion until he retired in 1988.

15 Plaza Towers

2575 Peachtree Road NE
1967 -70; Ted Levy
Builder: McDonough Construction Co.

When the Plaza Towers were built, this stretch of Peachtree Road was earning its nickname as Atlanta’s “Park Avenue” due to the growth of luxury high-rise apartment buildings. Each unit here has large rooms with high ceilings & few supporting columns (allowing for customization). The twin buildings feature the restrained use of cast-in-place & precast concrete. Cast concrete with ribbed vertical patterns creates strong, anchoring corners. Meanwhile, assertively horizontal stretches of floor-to-ceiling, wall-to-wall sliding glass doors & cantilevered balconies of precast, exposed aggregate — which almost appear to float — balance the mass of the tower.

16 Peachtree House / Consolidated Equities Building

2637 Peachtree Road NE
1966; Aeck Associates
Builder: Bickerstaff Construction Co.
Landscape: Edward L. Daugherty

Richard Aeck’s design for the Peachtree House Apartments was featured in the May 1961 issue of *Architecture Record* for its innovative use of a sloping site where the buildings followed the contours of the land. Many of Aeck’s designs won awards for engineering excellence. Aeck studied at Georgia Tech in the mid-1930s during a time when the school’s Department of Architecture embraced a functionalist approach to design espoused by emerging International Style modernism. The structural frame of this building is concrete with walls of pre-cast, pebbled-surface concrete units & brick. The U-shaped building features a flat roof & stretches of ribbon windows with aluminum sliding sash. Richard Aeck retired in 1983 & left the practice to his son, Tony; the firm later merged into what is now Lord, Aeck & Sargent.

17 Park Place on Peachtree

2660 Peachtree Road NW
1984 -87; Ted Levy
Builder: Barge & Co.

The original site plan for Park Place was developed in 1973, but neighbors protested its construction & filed a restraining order. The court battle delayed start of construction until 1984 with residents finally moving in during the early part of 1987. A 1981 article had announced that Park Place was “Atlanta’s first high-rise to be constructed as a condominium residence.” Several years later, an article declared that it was “Atlanta’s tallest residential structure” with 40 stories & 294 condominiums. Each residence has two balconies & provides a 180-degree panorama of the skyline. The building stands out prominently as a rare example of Brutalist style architecture in Atlanta, with its bold, monumental silhouette & corduroy-ribbed concrete exterior walls.

PHARR ROAD AREA

18 Cathedral Towers

2820 Peachtree Road NW
1978 -80; C. Randolph Wedding, Stephenson & Ibarguen, Inc. (Florida)
Builder: Flagler, Mellon, Stuart Co.

Set back from Peachtree Road, this senior residential community is operated through the Cathedral of St. Philip’s non-profit organization. The fourteen-story building maintains its original use with nearly 200 one-bedroom apartments for seniors. Interestingly, architect “Randy” Wedding was Mayor of St. Petersburg, Florida from 1973 to 1975 & designed the original Busch Gardens in Tampa.

24 Second Church of Christ, Scientist

3372 Peachtree Road NE
1984 -86; Toombs, Amisano & Wells
Builder: ABCO; Landscape: Edward L. Daugherty

This church building is Joseph Amisano’s last major Atlanta work, located just south of his first, the prestigious Lenox Square (#26), bookending nearly three decades of design work. The congregation sold the building in 2006 & as of early 2016, it is slated for redevelopment. It is one of few Brutalist style structures in Atlanta & the exterior material is poured-in-place concrete with horizontal striations. The small six-sided building on the corner of Stratford was originally a reading room for the church.

25 Lenox Towers I & II

3396 Peachtree Road NE
Tower I: 1961 -62; Tower II: 1967; Stevens & Wilkinson

Lenox Square (#26) encouraged higher density development in the area & Lenox Towers were the “first skyscraper office buildings outside the downtown business district,” according to a 1962 *Atlanta Constitution* article. This complex was designed by Stevens & Wilkinson; many credit the firm’s predecessor, Burge & Stevens, for introducing Modern architecture to Atlanta. Dramatic improvements in the technology of concrete during this time allowed architects to experiment with concrete forms & curtain walls. These monumental towers incorporate exterior walls of precast concrete panels with a beige-colored pebble surface & elements of New Formalism including a 3-part composition & distinctive poured concrete awnings.

26 Lenox Square

3393 Peachtree Road NE
1958 -59; Toombs, Amisano & Wells
Gen. Contractor: Lenox Contracting & Engineering Co.

Developer Edward E. Noble, an Oklahoma oil heir, researched possible locations across the country for a regional shopping center, ultimately identifying Buckhead as a prime location based on household proximity & income and existing & future access roads. Lenox Square was intended to draw customers from the neighboring community as well as nearby states. In its original plan, Lenox was an open-air shopping center with two large anchor stores, fifty smaller shops, a bowling alley, indoor golf range & a Colonial supermarket that was the largest grocery store in the South at the time. The shopping center’s original motto was “Everything’s There at Lenox Square!” Meanwhile, its original promotional brochure announced: “Enough concrete was used in Lenox Square buildings to build a 24-foot highway 27 ½ miles long.” Lenox Square has changed significantly since its opening, but some mid-century architectural details, including precast concrete awnings, can still be seen on the east & south façades of Macy’s.

27 Cities Services Building / Pinnacle - Two Live Oak Bldg.

3445 Peachtree Road NE
1969; Toombs, Amisano & Wells

This understated & minimalistic “glazed box” is a descendent of the work of pioneering modernist Mies van der Rohe. DOCOMOMO calls the building “a refined and taut exercise in late Modern office building design.” The building’s structural frame is a distinctive feature worth mentioning. The *AIA Guide* notes that “post-tensioned girders every third floor each carry two suspended floors below. This allows one third of the floors throughout the building to be free of interior columns,” creating more flexible floor space to suit different office needs.

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