

Designation Report for Fulton County WWI Memorial Landmark Building / Site (LBS)

In Accordance with Section 16-20.005(d) of the City of Atlanta Code of Ordinances

Street Address: 0 Peachtree St NE, Atlanta, GA 30309

Application Number: D-23-264

Proposed Category of Designation: Landmark Building / Site (LBS)

Zoning Categories at Time of Designation: SPI-16, SA-1

District: 105 **Land Lot:**17 **County:** Fulton

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1. ELIGIBILITY CRITERIA

As more fully described in this Designation Report, the Fulton County WWI Memorial Landmark Building / Site (LBS) meets the following criteria for a Landmark Building / Site (LBS), as defined in Section 16-20.004(b)(2)(a):

Group I - Historic Significance:

Two (2) total criteria - if qualifying under this group alone, at least one (1) criterion must be met. The Fulton County WWI Memorial Building / Site meets two (2) criteria:

1. The Fulton County WWI Memorial Landmark Building / Site is associated with an **extremely important historical trend and events of local, state, and national significance: the memorialization of those who served and were killed in the First World War (1914-1918)**. The Fulton County WWI Memorial represents an example of a national trend to place memorials in places of public significance to both highlight the deeds of veterans and memorialize those killed in action.
2. The Fulton County WWI Memorial Landmark Building / Site is associated with an **extremely important social group in the history of the City and the state: the Service Star Legion**. The Fulton County WWI Memorial highlights the role of women in the trend of memorialization of those who served in WWI, particular under the leadership of Mrs. Sam D. [Betty] Jones, regional director, and organizer of the Service Star Legion. Mothers, wives, and sisters were the driving force behind the acquisition of land, funds, and design of such memorials.

Group II- Architectural Significance:

Eleven (11) total criteria - if qualifying under this group alone, at least five (5) criteria must be met. The Fulton County WWI Memorial Landmark Building / Site (LBS) meets five (5) criteria:

1. The Fulton County WWI Memorial Landmark Building / Site **clearly dominates and is strongly associated with the streetscape of the surrounding Pershing Point neighborhood, which takes its name from the park where the memorial is situated**. The Fulton County WWI Memorial occupies a highly visible location at the intersection of Peachtree and West Peachtree Streets NE. The park in which the memorial is located was named in honor of General John J. "Black Jack" Pershing, commander of the American Expeditionary Forces on the Western Front in WWI. The surrounding neighborhood which would develop over the coming decades would take its name from the park and memorial which were a focal point and significant greenspace in the design.
2. The Fulton County WWI Memorial Landmark Building/Site is a site **which is the work of an exceptionally important master architect or builder, William J. Sayward, of Edwards & Sayward**. A classically trained architect that began his career with the prestigious firm of McKim, Mead, and White, the Fulton County WWI Memorial is a prime example of the Neoclassical Revival style, and public buildings and monument, which defined Sayward's career.

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3. The Fulton County WWI Memorial is **an exceptionally fine example of the Neoclassical Revival style, which dominates the design of public buildings and monuments in Atlanta.**
4. The Fulton County WWI Memorial is **a rare example of a comprehensive war memorial, including the names of all deceased servicemen and women, a style of construction that does not exist for any other conflict.** The Fulton County WWI Memorial is also the last war memorial to be erected for a particular conflict within the City and county. Subsequent conflicts would be memorialized by general veterans' markers, memorializing veterans and those killed in action for the entire state, not Fulton County or the City of Atlanta.
11. The Fulton County WWI Memorial Landmark Building / Site's **original site orientation is maintained.** The memorial retains its original orientation facing north towards the intersection of Peachtree and West Peachtree Streets NE.

Group III - Cultural Significance:

Three (3) total criteria - if qualifying under this group alone, at least one (1) criterion must be met, as well as least three (3) criteria from Groups I and II. The Fulton County WWI Memorial Landmark Building / Site (LBS) meets two (2) criteria:

1. The Fulton County WWI Memorial Landmark Building / Site has served as a **focus of activity, a gathering spot, and a specific point of reference in the urban fabric of the City.** The prominent location of the memorial, located at the intersection of Peachtree and West Peachtree Streets NE in Midtown Atlanta. The park served as a gathering space of not just family members of those memorialized, but for surviving WWI veterans and groups such as the American Legion to mark Armistice Day/Veteran's Day activities for the next century. The memorial, and park which shares its name is also an anchoring point for the surrounding Pershing Point neighborhood, which developed following its dedication.
3. The Fulton County WWI Memorial Landmark Building / Site exemplifies a **building or site which clearly conveys a sense of time and place, and about which one has an exceptionally good ability to interpret the historic character of the resource.** The memorial is an excellent example of the memorialization efforts that flourished in the decade following WWI. Despite the United State's comparatively late entry into the conflict, mortality rates of Americans who served were exceptionally high, as the end of the conflict coincided with the global Spanish influenza epidemic which caused as many, if not more, deaths from disease as from battle wounds. As many of the deceased were buried in newly formed overseas cemeteries, overseen by the American Battle Monuments Commission, there was a need for a local gathering place where surviving family members and veterans could gather to memorialize those who were lost in the war.

2. MINIMUM FINDINGS

The Fulton County WWI Memorial Landmark Building / Site (LBS) meets the specific criteria referenced in Section #1 of this report ("Eligibility Criteria"). Further, as more fully described in this Designation Report, the Fulton County WWI Memorial Landmark

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Building / Site (LBS) also meets the "minimum criteria" for a Landmark Building / Site (LBS) as set out in Section 16-20.004(b)(1) of the Code of Ordinances of the City as follows:

Section 16-20.004(b)(1):

The Fulton County WWI Memorial Landmark Building / Site possesses an integrity of location, design, setting, materials, workmanship, feeling and association, taking into account the integrity of the cumulative physical changes that occurred during the entire period of significance: 1923 to 1969.

Section 16-20.004(b)(1)(a) – (c):

- a. The Fulton County WWI Memorial Landmark Building / Site is associated with events that have made a significant contribution to the broad patterns of our history, particularly for its association with: memorialization of those who served during the First World War (1914-1918) from Fulton County with the overwhelming majority of those involved in the creation of the monument, and those memorialized by it, coming from the City of Atlanta itself.
- b. The Fulton County WWI Memorial Landmark Building / Site is associated with the lives of persons significant in our past, particularly: Mrs. Sam D. [Betty] Jones, Regional Director of the Service Star Legion.
- c. The Fulton County WWI Memorial Building / Site embodies the distinctive characteristics of a type, period, or method of construction, particularly in the core monument. The monuments added in 1928 and 1969 reinforce the history of the monument and tell the story of its creation.

3. PHYSICAL DESCRIPTION OF THE PROPERTY

Summary Description:

- a. Date of construction and source(s) used to determine date:
September 12, 1920 (*Atlanta Constitution*, September 5, 1920)
- b. Date(s) of significant/major exterior alterations and/or additions:
 - Date of Construction -1919-1920
 - Date of alterations – 1928 & 1969

The Fulton County WWI Memorial was constructed as the centerpiece to the newly named Pershing Point Park (created in late 1918, through donation of land from surrounding neighbors), dedicated in honor of General John J. "Black Jack" Pershing, commander of the American Expeditionary Forces on the Western Front in WWI. The memorial is an exedra, a curved recess with an inset bench, that can be found in both Greek and Roman architecture. The center of the monument is a pylon with highly simplified, Doric cornice, with a bronze plaque listing the names of those memorialized below. This is a pared-down version of similar Neoclassical Revival monuments that emerge around this time.

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From 1910-1930 Neoclassical Revival architecture received a huge resurgence in use for public, ecclesiastical, and residential architecture. The overwhelming amount of WWI memorials, particularly those erected in the first 5 years following the armistice, were Neoclassical Revival in style. Those erected later in the 1920s began to take on the more popular Art Deco style (most noteworthy being the Liberty Memorial, now the National WWI Museum and Memorial in Kansas City, MO, 1926). Neoclassical Revival was seen as an architectural style that conveyed a sense of stability and nobility. Greek and Roman civilization, as the cradle of republican democracy, was closely associated with government and law, leading to its use in government buildings including military cemeteries established since the Civil War. It's further association with the great age of military history and heroes meant that it was the architecture of choice for war memorials. Studies of the use of exedras as funerary monuments show that they are the aesthetic of choice for judges, generals, politicians, as well as architects themselves. The Fulton County World War 1 memorial does contain modifications to the typical design, particularly in relation to the height of the central pylon (see Figure 29), degree of curvature of the benches (see Figures 31-33), and level of ornamentation (see Figures 31 v. 32). Earlier examples tend towards a higher degree of ornamentation, in particular the use of classical motifs such as the Greek key and laurel wreaths (see Figures 28-29 and 32-33). Later examples would begin to see the influence of Art Deco with bolder geometric shapes that lack symbolic ornamentation (see Figure 30).

The Fulton County WWI Memorial represents a mid-range example from the high-style neoclassical and the later Art Deco exedras. The central pylon has a typical Doric cornice and pediment that is in keeping with traditional Neoclassical architecture. The bronze plaque with its laurel border also features classical symbolism as laurel wreaths were traditionally placed on the heads of victors. The overall design is spare, with relatively little ornamentation, trending more towards the later exedras. The Great Depression largely signaled the end of this type of monumental Neoclassical memorials, and later war memorials took on new modern forms. The use of the Neoclassical exedra for the Fulton County WWI Memorial marks it as a distinctive representative element of the aesthetic and ideological zeitgeist of the era.

The flanking arms/benches of the exedra contain engravings which list the major battles of the war. The left arm lists: Cambrai, Somme, Lys Aisne, Champagne-Marne, Noyon, Montdidier, Aisne-Marne. The right arm lists: Somme-Oise-Aisne, Ypres, Lys, Sainte Mihiel, Vittorio, Minetto, Meuse-Argonne.

Changes have occurred to the principal structure as follows:

1. In April, 1928, a plaque memorializing Mrs. Sam D. [Betty] Jones (March 18, 1862-February 22, 1928) was added to the memorial in recognition of her contributions to the Service Star Legion and facilitating the construction of the monument.
2. In 1969, a major \$110,000 redesign of the surrounding park was completed. At this time significant changes were made including the moving of the memorial, removal of the raised dais it sat on, repaving the plaza with decorative pavers, removal of

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the memorial sundial, installation of a fountain, benches, and a complete redesign of the planting program with the addition of multiple trees.

3. A concrete and bronze plaque memorializing the creation of the park and its dedication on September 20, 1920, was also added following the alterations in 1969.
4. In 2019 the war memorial was cleaned and restored. At this time the 1969 fountain was also removed, with a planter installed in its place.

4. PERIOD OF SIGNIFICANCE

1919 (initial construction of the monument begins)-1969 when alterations are made to Pershing Point Park, including removal of original portion of the war memorial, the sundial and dais, moving of the memorial site within the park and relandscaping.

5. NEIGHBORHOOD HISTORY & CONTEXT

National and Local Significance:

The neighborhood of Pershing Point is unusual in that it does not even cover a full City block. It is entirely within the triangular portion of land that is formed by the intersection of Peachtree Street NE, West Peachtree Street NE, and 17th Street NE. This area of Midtown Atlanta, would not become known as Pershing Point until after the donation of land for a park, located at the northern terminus of the neighborhood, to be dedicated in honor of General John J. "Blackjack" Pershing, commander of the American Expeditionary Forces on the Western Front in WWI. Prior to that this area was dominated by wagon yards, with Wood's Wagon Yard located at the "the intersection of the two Peachtreesⁱ." In 1901, there was a push to incorporate this northern limit of the City as its own town, called Peachtreeⁱⁱ. This proposed independent City establishment would never occur. At the same time other new developments in the vicinity, most significantly the development of the neighborhood of Ansley Park in 1903, would drive development of new neighborhoods as opposed to a separate city. The area would continue to transition and develop as an independent neighborhood in the late 1910s. The neighborhood would become known as Pershing Point in the period after WWI.

At the end of the 19th century, Peachtree Street NE and West Peachtree Street were lined with large residential mansions, the owners of which selected the location due to its relative remoteness from Downtown and the relatively low degree of development. However, rapid development would begin following the completion of the Southern Railroad's Brookwood Station just a half mile north of Pershing Point on Peachtree Streetⁱⁱⁱ. The construction of Brookwood Station coupled with the new service of two streetcar lines, the West Peachtree-East Hunter and the Peachtree-Whitehall lines, made the area attractive for professionals working downtown^{iv}.

Following the construction of Brookwood Station, the neighborhood would see new luxury apartment housing be constructed, with seven apartment buildings located within the triangle of the Pershing Point neighborhood. Because of their still relatively remote

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locations, these apartments were largely self-sustaining as is evidenced by their use well water or rooftop cisterns due to the City water lines which did not yet extend to the neighborhood^v. The crowning jewel of these buildings was the Pershing Point Apartments, located directly to the rear of the park, which was developed and managed by the Grant-Jeter development corporation.

Designed by G. Lloyd Preacher (1882-1972), designer of Atlanta City Hall and numerous Atlanta schools, the 10-story, Neoclassical Revival Pershing Point Apartments contained 300 apartments and the Rose Bowl Restaurant, a popular tearoom^{vi}. The location was advertised as having the most modern conveniences in terms of heating, elevators, appliances, Murphy beds, and bathroom fixtures^{vii}. The apartments were also touted as being the most luxurious apartment building in the South, complete with a doorman and Staff to ensure that maintenance men, ice, and package deliveries would not be inconveniences to the residents. The building also hosted physician's office and Taylor's Drug Store on the ground floor and contained a private connecting entrance through the rear of the lobby into the Coursey & Gordon Grocery^{viii}.

Additional apartment buildings constructed in the Pershing Point neighborhood during this time were Stratford Hall, Pershing Park Apartments, Canterbury Manor, Russell Apartments, and the Peachtree Apartments. The Le Pavilion Hotel was located on 17th Street between the Russell and commercial properties. Amenities such as restaurants and dry cleaners were located on the corner of Peachtree Street.

From the 1940s-1970s the majority of the neighborhood of Pershing Point was owned by Helena J. Shippen (1895-1978)^{ix}. Shippen was the widow of wealthy Ellijay, Georgia lumber baron William J. Shippen (1865-1945), originally from Louisville, Georgia^x. Helena, and her son Joseph, would run a large real estate firm in the City and were key in the development of the nearby Colony Square^{xi}. She lived in both the Pershing Point apartments and Stratford Hall, and ran an antique and curio shop called The Century Shop located in Pershing Point^{xii}.

The Pershing Point Apartments would transition to a hotel during WWII, advertising with the slogan "*Eat and Sleep Where the Peachtrees Meet!*" The transition of the apartments to a hotel appear to be due to the sale of the management lease and not due to a lack of tenants. The building was fully occupied in 1943 and portions were slowly transitioned to hotel space as tenants moved out^{xiii}. Census records for the 1930s-1950s show that the entire neighborhood was made up of largely middle-class tenants, with their occupations listed as salespeople, office workers, schoolteachers, and bank clerks.

By the late 1960s the area was undergoing rapid change. Many of the residents of the apartments had left the City for the suburbs and the apartments became popular affordable housing for those involved in Atlanta's counterculture^{xiv}. The Rose Bowl Restaurant, a key feature of the neighborhood closed in 1969^{xv}. That same year the City of Atlanta undertook a \$110,000 complete redesign of Pershing Point Park^{xvi}. The Pershing Point Hotel offered a bohemian hub for the neighborhood, where affordable housing, public gathering spaces, and a central physical location for the shifting

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population were offered. The counterculture sought a freedom from the traditions and values of previous generations, and the communal nature of the Pershing Point Hotel as both a residential and gathering space was a central feature of this growing community, which now also included a large gay population. Articles describe it as Atlanta's Haight-Asbury with Pershing Point being the Southern equivalent of New York's Chelsea Hotel. Actor Leslie Jordan (1955-2022) lived in the Pershing Point Hotel from 1974-1976, and would later direct a fictionalized version of his experiences there called *Lost in the Pershing Point Hotel* (2005)^{xvii}. Helena J. Shippen who had been a longtime advocate of preserving the apartments for their cultural and aesthetic value, died in 1978 after which the apartments were sold. Mismanagement and desire for commercial development began to put increasing pressure on the historic buildings, particularly as rumors that IBM was considering Pershing Point for their headquarters. The Le Pavilion Hotel was destroyed by fire in 1980, and not rebuilt^{xviii}.

The early 1980s saw an increasing number of vacant or abandoned apartments in the area. The culture of Pershing Point also became increasingly avant-garde, with artists moving into the neighborhood. The Café des Amis opened in the old Rose Bowl Restaurant and became a hub of the Midtown arts scene^{xix}. Perhaps the most memorable and enduring feature of this era was the Blue Rat Gallery. Started by artists Stephanie Ayers [Dean], Clark Brown, James Farmer, Karen Hennessee, and Chick Lockerman the gallery began as freeform pop-up art shows at locations around Pershing Point, starting in a vacant apartment at the Pershing Point Apartments^{xx}. The group's unusual name was attributed to its non-traditional approach to art, such as inviting anyone to come and display their own art and the fact that the word "rat" is an anagram for "art"^{xxi}. Eventually they would move into a permanent space in Pershing Point at 1385 West Peachtree Street, which would become known affectionately as the Blue Rat Hotel, due to the majority of the artists group members living there. They would remain at this location until 1987 when the group disbanded. The end of the Blue Rat Gallery largely coincided with the end of the historic Pershing Point neighborhood. On December 1985 the Pershing Point Apartments and Stratford Hall would become the first of the historic buildings to be demolished^{xxii}. By 1988, all of the 1920s era apartments buildings that made up Pershing Point had been demolished (see Figure 45). Pershing Point Park, by this point heavily modified due to the 1969 renovations, was the only surviving historic element.

Since its creation, the Fulton County WWI Memorial has served as an anchor at the intersection of Peachtree and West Peachtree. In 1946, William J. Folsom Jr., manager of the Pershing Point Hotel commissioned a 100-foot-long mural of the WWI Memorial for the dining room of the hotel and a portrait of General Pershing hung in a prominent location in the lobby^{xxiii}. Newspaper articles interviewing longtime residents discuss how the memorial was a central feature, a sort of neighborhood mascot and anchoring point, which was admired by passersby as they dined at the nearby restaurant and walked their dogs through Pershing Point Park.

The wave of memorialization that swept across the United States in the wake of WWI was almost universal. The low number of soldiers that were repatriated from Europe, led to a strong desire for survivors to memorialize the fallen. The Fulton County WWI Memorial

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reflects this national trend and attracted national celebrities such as Charles Lindbergh. This immediately recognizable landmark, which the neighborhood was built around, has been the key feature of the neighborhood for the past century, and ironically is the only remaining original feature of the neighborhood of Pershing Point.

6. OCCUPANCY / USE OF THE PROPERTY

The Fulton County WWI Memorial has been owned by the City of Atlanta since its construction. In an *Atlanta Constitution* article dated February 9, 1919, it is noted that the land was "donated to the City for use as a park by the property owners that live in that neighborhood." An *Atlanta Constitution* article dated January 8, 1919, lists the benefactors that donated the land as:

- Judge Spencer Atkinson (1851-1920), who resided at 618 Piedmont Avenue
- Mrs. Lena Swift Huntley (1857-1934), widow of patent medicine, Three-S-Tonic creator Charles Swift, who resided at 1459 Peachtree Street NE
- Hugh Willet (1858-1944), General Agent of the Penn Mutual Insurance Company, who resided at 1708 Peachtree Street NE
- Marion Jackson, Esq. (1875-1933), who resided at 1430 West Peachtree Street NE
- Mrs. Richard Johnson, a widow from Alabama living at the Georgian Terrace Hotel, 659 Peachtree Street NE, with her son Major Graham Johnson, was aide to President Taft.
- E.W. Born
- M.F. Lively

The description of the donation only lists the names of donors. As a result, it is not clear how much land was given by each donor.

7. HISTORY AND NARRATIVE STATEMENT OF SIGNIFICANCE

The Fulton County WWI Memorial is historically significant for its association with the Pershing Point neighborhood of Midtown Atlanta, who donated the land for the memorial, the War Mothers Service Star Legion, led by Mrs. Sam D. [Betty] Jones and their crusade to memorialize those who were killed in WWI (1914-1918), as well as a significant example of Neoclassical memorial architecture designed by William J. Sayward with landscaping by E. Burton Cooke, landscape architect. It is a comprehensive memorial, which lists the names of all servicemen and women, by area of service, regardless of race, from Fulton County killed in the conflict.

WWI and Atlanta

107,000 Georgians served in WWI, of those 36,000 were African American^{xxiv}. The discrepancy in enlistment numbers by race was a result of white Georgia landowners refusing to allow their sharecroppers to register for the draft, or if registered, not allowing them to report for duty^{xxv}. These landowners did not support their workforce, which they

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needed to fulfill lucrative contracts for cotton and naval supplies for the war effort, being removed for military service^{xxvi}. As a result of not reporting for active duty when drafted, many African American men were arrested and placed in camp stockades. This situation came to a head in August of 1917 when the Selective Draft Act was challenged in court^{xxvii}. The constitutionality of the act was upheld, and as a result widespread registration of African American men for the draft occurred.

In total, 3,700 Georgians were killed in action during the war^{xxviii}. 154 of these were from Fulton County, 138 white and 16 African American. The majority of the men were from Fulton County resided in the City of Atlanta.

Mrs. Sam D. [Betty] Jones

Elizabeth Harrison was born March 18, 1862, in Vinton, Virginia, daughter of J.R. and Sarah Elizabeth Harrison^{xxix}. She was educated at Hollins College and married Samuel Dews Jones on October 10, 1883, in Glade Springs, Virginia^{xxx}. Heavily active in a wide range of philanthropic organizations, including the Anti-Tuberculosis League, Association for the Blind, and the Women's Auxiliary for the Baptist Hospital, her most noteworthy achievement was the organization of the War Mother's Service Star Legion of Fulton County^{xxxi}. Mrs. Jones had three sons; Harrison (1887-1967), Saunders (1889-1945), and Bolling (1897-1973), all of whom served in WWI^{xxxii}. Noteworthy is the fact that despite her devotion to the cause of memorialization, none of her sons were wounded or killed in action during the war. Mrs. Jones also had two daughters, Eoline, who died in childhood, and Lula Dean (later Mrs. Beverly DuBose)^{xxxiii}.

Betty Jones died at home on February 27, 1928, after a brief illness^{xxxiv}. The Service Star Legion put out a call in the newspaper to all members to attend services in her honor^{xxxv}. Services were held on February 28 at the Ponce de Leon Baptist Church, with burial in Westview Cemetery^{xxxvi}.

In April of 1928, a second monument of rough granite with an engraved face was added to Pershing Point Park^{xxxvii}. It reads:

"In Loving Memory of Mrs. Samuel Dews Jones,
Life President of the Atlanta Chapter and Founder
The Service Star Legion of Georgia"

On May 2, 1928, the Daughters of Confederate Veterans, closely tied to the Service Star Legion, voted to change their chapter name in honor of Mrs. Sam D. Jones^{xxxviii}.

War Mothers' Service Star Legion of Fulton County

Betty Jones would organize the local War Mothers of Fulton County in March of 1917, before the conclusion of the war^{xxxix}. In 1918, following the Armistice, the local chapter of War Mother's joined the national Service Star Legion, organized in Evansville, Illinois^{xl}.

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On January 12, 1919, they first announced that their intention was to create a monument to the fallen heroes of Fulton County^{xli}.

Monument Development

The first plans for the proposed war memorial at Pershing Point Park were published in the *Atlanta Constitution* on February 9, 1919^{xlii}. In the month that had elapsed since the first announcement by the War Mother's Service Star Legion, they had engaged the services of William J. Sayward of Edwards & Sayward Architects and E. Burton Cooke, landscape architect to design the monument and beautify the surrounding park^{xliii}.

The proposed design was for a central pylon of Stone Mountain granite (supplied by the Southern Marble & Granite Works), with a bronze plaque listing the names. A new plaque was added later with the names of those who had died after the war of related injuries and several names of individuals only identified after the initial dedication, the current monument displays the names of all who were killed. The monument reads: *1917-1918 In Memory of the Fallen Heroes of Fulton County, Georgia, The World War.*" The men are listed first by race, with a separate listing for the sixteen "negro" soldiers killed in the war. Secondly they are listed by area of service: infantry, engineers, machine gun, field artillery, coast artillery, ammunition train, motor transport, marines, navy, cavalry, aviation, signal corps, ambulance corps, field hospital, medical corps, ordinance, and Red Cross nurses. There is an additional category of labor corps for Negro soldiers, a classification that grew out of the relatively low number of African Americans permitted to serve in combat roles. Below the plaque is engraved the names and organizations which contributed to the monument.

The exedra extends to both sides of the pylon, offering benches for contemplation which are inscribed with the names of the major battles of the war. On the left are: Cambrai, Somme, Lys Aisne, Champagne-Marne, Noyon, Montdidier, Aisne-Marne. On the right are: Somme-Oise-Aisne, Ypres, Lys, Sainte Mihiel, Vittorio, Minetto, Meuse-Argonne. The monument was set on a dais, elevated three steps above the surrounding park.

On March 21, 1919, Councilman Bailey of the 10th ward announced on behalf of the City that no funds were available to work on the park, despite a promise of \$1,000 made in January^{xliv}. On April 19th it was announced that work had been abandoned on the site^{xlv}. The following day papers published strong admonitions against the City saying that the lack of funds was unfounded and unpatriotic^{xlvi}. On May 1, 1919, the City approved a budget of \$900 for the improvement of the park, just slightly less than the initial funds promised^{xlvii}. The initial dedication was scheduled for July 4, 1920; however, these financial delays would push the completion out until September 1920 with landscape work still occurring after that date.

A sundial was part of the original design of the monument bearing the inscription "After Darkness Comes Light." In November of 1920, two months after the dedication, 200 ornamental shrubs were donated to the park by the American Legion^{xlviii}. On December

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3, 1920, Mrs. Warren Candler stated that she would plant poppies in perpetuity at Pershing Point Park to honor the fallen, but it is not clear if this plan was ever executed^{xlix}.

Racial Segregation

All the documented lists of casualties from Fulton County are segregated by race. This includes the list published in the *Atlanta Constitution* on September 5, 1920, the official dedication program for the monument, and the history of the War Mother's Service Star Legion published in 1924. The list of casualties from Fulton County on the monument itself is also segregated by race.

There is a relatively small representative example of full WWI memorials in the state of Georgia with which the monument can be compared. The majority of WWI memorials were dedicated by the counties, but have general epitaphs memorializing all the dead, lost, fallen, etc. not comprehensive lists of all casualties. The only other WWI monument in the state that provides a complete list of casualty names is the Chatham County memorial in Savannah. This monument was formerly located on the median of Victory Drive (U.S. 80) the memorial boulevard installed in 1919 to honor the dead of WWI, connecting Savannah with the town of Thunderboltⁱ. The monument was added a decade later in 1929, by the local chapter of the American Legion. This monument, a granite boulder with a plaque listing the casualties, is likewise segregated by race, with a separate list of "Negro Soldiers". The memorial is extant but is no longer in its original location as it was moved to Daffin Park (located on Victory Drive) in 2012 due to safety concerns, and for ease of public access to the memorial^{li}.

Given that the only other example (the Chatham County memorial in Savannah) post-dates the creation of the Fulton County WWI Memorial by almost a decade, it is difficult to determine where the precedent for this manner of displaying the name of the deceased was established. The WWI monuments located in Macon, Augusta, Chattanooga, TN, Birmingham, AL, nor Greenville, SC do not contain a listing of all casualties. Given the general culture of segregation, the precedent for segregation seems to fit the overall era regarding the precedent of "separate but equal" set by *Plessey v. Ferguson*.

William J. Sayward, Architect

William J. Sayward was born in Woodstock, VT in 1875^{lii}. He attended the University of Vermont in 1893, then transferred to and received his BS in Architecture from the Massachusetts Institute of Technology in 1897. He would begin his career as a draftsman for the noted architecture firm of McKim, Mead, & White, known as the masters of American Neoclassical architecture. In 1907 he established the firm of Willcox & Sayward, beginning in his home state of Vermont, and after moving to Seattle, Washington^{liii}. In 1913 he moved to Atlanta where he would spend the bulk of his career. From 1913-1939 he worked in partnership with William S. Edwards. Following Edwards death in 1939, he partnered with Robert Logan, who was already employed by the firm, which became Sayward & Logan^{liiv}. These two firms designed many noteworthy buildings in the City of Atlanta and the metro area, including Girls High School (1924), the Robert Woodruff

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Health Services Center Administration Building (Emory), Pressner Hall, McCain Library, and Buttrick Hall at Agnes Scott (1939), the Georgia Power Corporate Headquarters, and University Homes. He died at his home in Decatur on December 21, 1945.

E. Burton Cooke Landscape Architect

E. [Ernest] Burton Cooke was a graduate of the University of Alabama, who began his career as a landscape architect at the Biltmore estate in Ashville^{lv}. He practiced in Atlanta from approximately 1910-1930 as part of the firm of Cooke & Swope^{lvi}. In 1923 he designed a proposal for Central Park to be located in the 6th ward, for the City of Atlanta, which was never executed^{lvii}. Cooke was a close personal friend of Franklin D. Roosevelt and would leave Atlanta to work for the Warm Springs foundation^{lviii}. He died in Asheville, NC on March 2, 1958^{lix}.

Charles Lindbergh Visitation, 1927

On October 11, 1927, Charles Lindbergh arrived at Grant Field and was brought to Pershing Point as part of his "victory trip" following his famed transatlantic flight in May of 1927^{lx}. At the ceremony, hosted by the Daughters of the Confederacy Lindbergh was presented with a pin, depicting the crossed Confederate and Union battle flag with an American flag in the center, and poem was read in his honor^{lxi}. After that a wreath was laid at the memorial by Colonel Lindbergh^{lxii}. While Lindbergh had served in the Army Air Service, he was not a veteran of WWI.

Alterations and Evolution 1927-1969

Following the death of Betty Jones, a memorial in her honor was added to the site as noted above.

In August of 1969 the City announced a \$110,000 complete redesign of Pershing Point Park. As part of this plan the war memorial was moved, and the land graded. The monument was also originally raised above the remainder of the park, sitting on a dais elevated by three steps. The plaza in front of the monument, originally just concrete, has been replaced with decorative brick pavers. The memorial sundial was removed and replaced with a fountain, seating, and redesigned pathways. An additional memorial, a slanted concrete block with a bronze plaque, documenting the development of the park and memorial was added as part of these renovations as well.

Post-Period of Significance

In December of 1985 the Pershing Point apartments were demolished and replaced with the NSI center (today called 1420 Peachtree), a new building with a substantially different profile, greatly altering the surrounding area and circulation around the park. In 2014, the City of Atlanta cleaned and preserved the monument, restoring the stone and bronze plaque and removing the operational elements of the fountain, turning it into a planter.

8. CONTRIBUTING/NON-CONTRIBUTING STRUCTURES

Contributing Features:

- Fulton County War Memorial, 1920
- Mrs. Samuel D. [Betty] Jones Memorial, 1928

Non-Contributing Features

- History of Fulton County WWI Memorial, circa 1969
- Paths and circulation elements
- Benches
- Fountain/Planter
- Contemporary Signage
- Landscaping elements

9. POTENTIAL FOR TRANSFER OF DEVELOPMENT RIGHTS AND ECONOMIC INCENTIVES

In addition to other economic incentives administered by the State of Georgia that may apply to the proposed Landmark Building / Site (including the Rehabilitated Historic Property Tax Abatement Program, Federal Income Tax Credit Program, and the State Income Tax Credit Program), the Fulton County WWI Memorial Building / Site could be potentially eligible for the following City economic incentives:

Landmark Historic Property Tax Abatement Program

The owner of an income-producing building, which is listed in the National or Georgia Register of Historic Places and has been designated by the City as a Landmark Building or a contributing building in a Landmark District, may obtain preferential property tax treatment. The building must be in standard condition. For purposes of tax assessment for City taxes, excluding bonded indebtedness, the fair market value of the building and up to two acres of land surrounding it, is frozen for eight years at the level existing at the time of application and certification. In the ninth year, the fair market value is fixed at one-half the difference between the frozen value and the current fair market value. The application for this tax freeze must be filed with the county tax assessor's office by December 31st of the year before the freeze will go into effect.

City/County Urban Enterprise Zone Tax Abatement Program

Ad valorem property tax exemptions covering a ten-year period can be obtained by owners of qualifying historic multi-family and non-residential structures located in urban enterprise zone eligible areas. There is no minimum acreage requirement for proposed zones. Tax abatements are also available for commercial, industrial, and mixed-use properties. For housing urban enterprise zones, structures suitable for rehabilitation/renovation must provide a minimum of four multi-family housing units.

Transfer of Development Rights (TDR)

Section 16-28.023 of the Code of Ordinances of the City of Atlanta.

10. GENERAL BOUNDARY DESCRIPTION

The proposed boundary for the Fulton County World War 1 Memorial Landmark Building/Site (LBS) located at 0 Peachtree Street NE includes the entirety of the property within the following boundary:

Beginning at a point approximately 106 feet from the southeast intersection of Peachtree St. NE and West Peachtree St. NW along the eastern right-of-way line of Peachtree St. NE, thence southwest approximately 83 feet to the eastern right-of-way line of W. Peachtree St. NW, thence south approximately 68 feet along the eastern right-of-way line of W. Peachtree St. NW, thence northwest approximately 116 feet to the western right-of-way line of Peachtree St. NE, thence northwest approximately 59 feet to the point of beginning.

11. BOUNDARY JUSTIFICATION

The proposed boundary of the designation is the footprint of the monument and area directly adjacent containing the Betty Jones monument. These are the only remaining features from the period of significance for the memorial. The boundary also includes a viewshed buffer to protect the two contributing resources in the event that work is done in the park in the future. As such, these features noted above are the only remaining extant elements contributing to the Landmark Building/Site (LBS).

12. GENERAL PLAT MAP

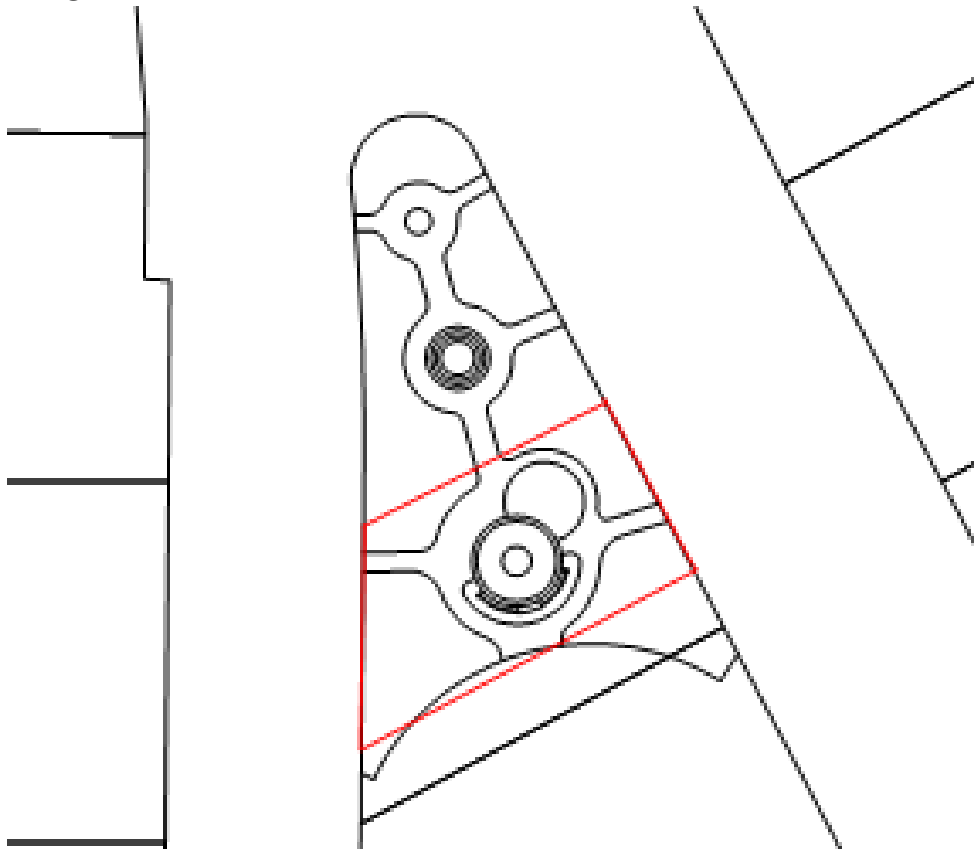


Exhibit "A" To Nomination Resolution

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- xi "Obituary, Joseph Jenkins Shippen," *The Atlanta Journal Constitution*, September 15, 2003.
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- xiv "A Neighborhoods Rise and Fall," *The Atlanta Journal Constitution*, June 25, 2006.
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- xviii Litsch, Joseph, "Pershing Point: The Melting Pot of Atlanta," *The Atlanta Journal Constitution*, October 30, 1980.
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- xxv Ibid.
- xxvi Ibid.
- xxvii Ibid.
- xxviii United States World War I Centennial Commission, <https://www.worldwar1centennial.org/index.php/georgia-memorial-database.html>
- xxix "Biography: Mrs. Betty Harrison (Mrs. Sam D.) Jones," *American Service Star Legion*, 1926.
- xxx Ibid.
- xxxi Ibid.
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- xxxiii Ibid.
- xxxiv "Last Rites Today For Mrs. Jones," *The Atlanta Constitution*, February 28, 1928.
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- xxxvi "Last Rites Today For Mrs. Jones," *The Atlanta Constitution*, February 28, 1928.
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