



**CITY COUNCIL  
ATLANTA, GEORGIA**

**21-O-0120**

**Z-21-16 A SUBSTITUTE ORDINANCE BY ZONING COMMITTEE DESIGNATING THE 300 PONCE DE LEON AVENUE - KODAK BUILDING, LOCATED AT 300 PONCE DE LEON AVENUE, NE, LAND LOT 48 OF THE 14TH DISTRICT OF FULTON COUNTY, GEORGIA AND CERTAIN REAL PROPERTY ON WHICH IT IS LOCATED, TO THE OVERLAY ZONING DESIGNATION OF LANDMARK BUILDING/SITE (LBS) PURSUANT TO CHAPTER 20 OF THE ZONING ORDINANCE OF THE CITY OF ATLANTA AND REZONING FROM MRC-2 (MIXED RESIDENTIAL COMMERCIAL) TO MRC-2/LANDMARK BUILDING/SITE (LBS) (MIXED RESIDENTIAL COMMERCIAL CONDITIONAL/LANDMARK BUILDING/SITE; TO REPEAL CONFLICTING LAWS; AND FOR OTHER PURPOSES.**

Application File Date	
Zoning Number	Z-21-16
NPU / CD	E-2
Staff Recommendation	Approval conditional
NPU Recommendation	Approval conditional
ZRB Recommendation	Approval conditional

21-O-0120

Z-21-16

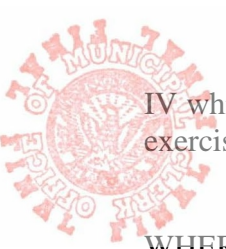
CITY COUNCIL  
ATLANTA, GEORGIA

A SUBSTITUTE ORDINANCE  
BY: ZONING COMMITTEE

A SUBSTITUTE ORDINANCE DESIGNATING THE 300 PONCE DE LEON AVENUE - KODAK BUILDING, LOCATED AT 300 PONCE DE LEON AVENUE, NE, LAND LOT 48 OF THE 14<sup>TH</sup> DISTRICT OF FULTON COUNTY, GEORGIA AND CERTAIN REAL PROPERTY ON WHICH IT IS LOCATED, TO THE OVERLAY ZONING DESIGNATION OF LANDMARK BUILDING / SITE (LBS) PURSUANT TO CHAPTER 20 OF THE ZONING ORDINANCE OF THE CITY OF ATLANTA AND REZONING FROM MRC-2 (MIXED RESIDENTIAL COMMERCIAL) TO MRC-2/LANDMARK BUILDING/SITE (LBS) (MIXED RESIDENTIAL COMMERCIAL CONDITIONAL/LANDMARK BUILDING/SITE; TO REPEAL CONFLICTING LAWS; AND FOR OTHER PURPOSES.

WHEREAS, the City Charter, at Section 1-102(b), provides that the City shall have all powers necessary and proper to promote the safety, health, peace, and general welfare of the City and its inhabitants; and

WHEREAS, this ordinance is adopted pursuant to Georgia Constitution Article IX, Section II, Paragraph



IV which empowers the governing authority of each county and of each municipality to adopt plans and exercise the power of zoning; and

WHEREAS, the City Council of the City of Atlanta finds that this rezoning is in the best interest of the public health, safety, and welfare.

THE CITY COUNCIL OF THE CITY OF ATLANTA, GEORGIA, HEREBY ORDAINS, as follows:

SECTION 1. That the property lying within the 300 Ponce de Leon Avenue-Kodak Building Landmark Building / Site (LBS), which property is more fully described as shown in Attachment “A” to this ordinance, which attachment is incorporated herein, met the criteria for Landmark Building / Site as set forth in the Nomination Resolution of the Urban Design Commission attached hereto as Attachment “B” and incorporated herein, and is hereby determined to be a Landmark Building / Site (LBS) pursuant to Chapter 20 of the 1982 Zoning Ordinance of the City of Atlanta, as amended.

SECTION 2. That the 1982 Zoning Ordinance of the City of Atlanta, as amended, is hereby further amended by designating said property described in Attachment “A”, in addition to its MRC-2-C zoning classification, to the overlay zoning category “Landmark Building / Site” pursuant to Section 16-20.006 of the 1982 Zoning Ordinance of the City of Atlanta, as amended.

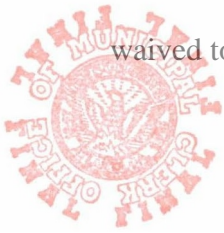
SECTION 3. That the boundaries of the 300 Ponce de Leon Avenue-Kodak Building Landmark Building / Site (LBS) shall be established as shown on the attached map marked Attachment “A”, which attached map is incorporated herein.

SECTION 4. That the official zoning map of the City of Atlanta, now on file with the Office of Zoning and Development, be and is hereby amended so as to provide that the subject property lying within said 300 Ponce de Leon Avenue-Kodak Building Landmark Building / Site (LBS) shall bear, in addition to its MRC-2-C zoning classification, the zoning designation “Landmark Building / Site,” which designation shall be officially abbreviated as “LBS” and shall immediately follow the abbreviation for the existing zoning classification.

SECTION 5. All properties lying within said 300 Ponce de Leon Avenue-Kodak Building Landmark Building / Site (LBS) shall be subject to the general regulations governing Landmark Buildings / Sites contained in Chapter 20 of the 1982 Zoning Ordinance, as amended, as well as any other applicable laws and regulations.

SECTION 6. All buildings and exterior portions thereof lying within said 300 Ponce de Leon Avenue-Kodak Building Landmark Building / Site (LBS) shall be considered to have Contributing / Non-Contributing status, as defined by Chapter 20 of the 1982 Zoning Ordinance, as indicated in Attachment “B”.

SECTION 7. That all ordinances or parts of ordinances in conflict with this ordinance are



waived to the extent of the conflict.

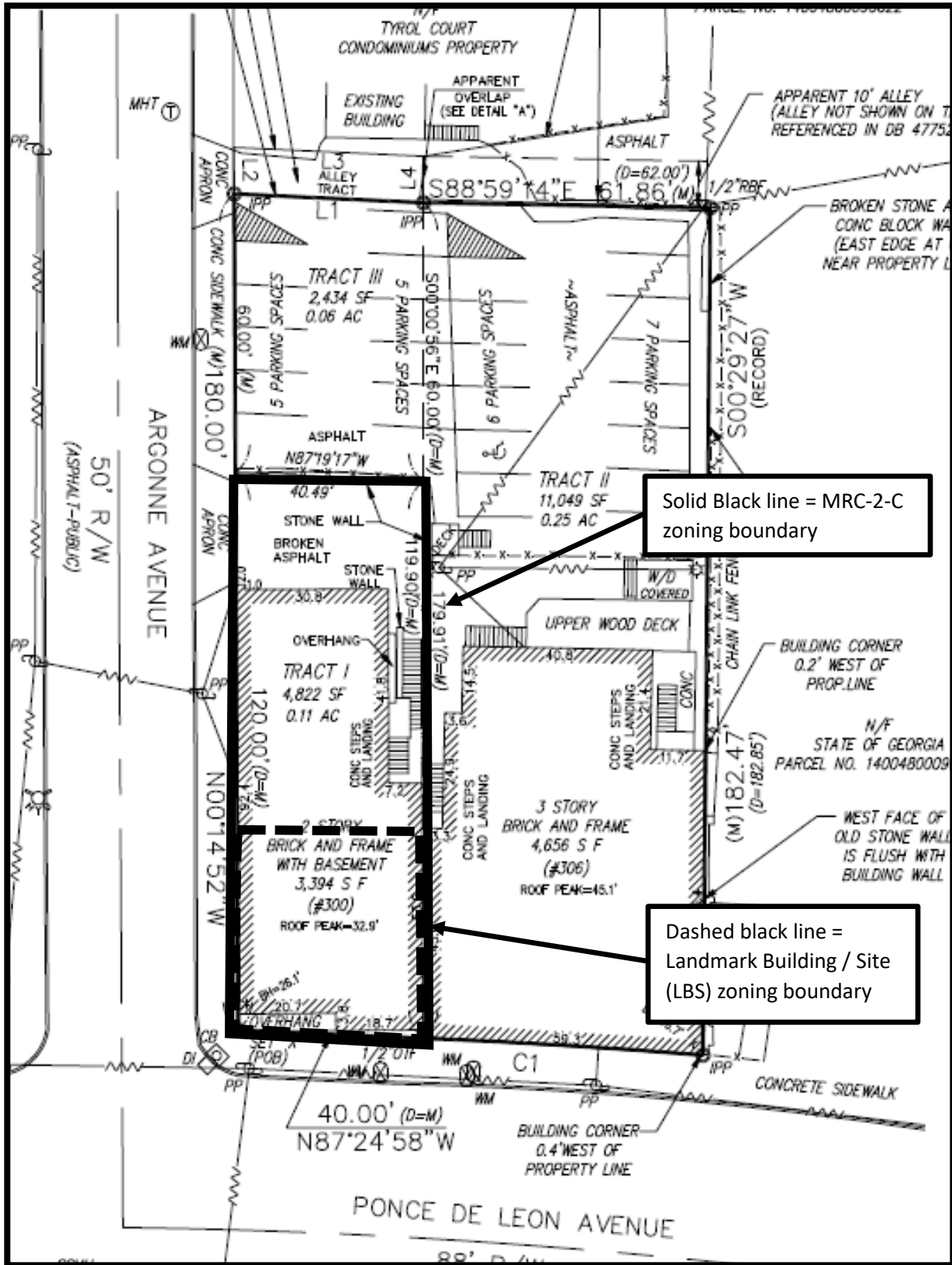
A true copy,

A. Vanessa Waldon  
Deputy Municipal Clerk

**ADOPTED by the Atlanta City Council  
APPROVED per City Charter Section 2-403**

**MAY 17, 2021  
MAY 26, 2021**

ATTACHMENT "A" TO Z-21-16



**ATTACHMENT "B" TO REZONING LEGISLATION**



**KEISHA LANCE  
BOTTOMS  
MAYOR**

**CITY OF ATLANTA**  
DEPARTMENT OF CITY PLANNING  
55 TRINITY AVENUE, S.W. SUITE 3350 – ATLANTA, GEORGIA 30303  
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**TIM KEANE  
COMMISSIONER**

**Kevin Bacon, AIA, AICP  
Director  
Office of Design**

**Atlanta Urban Design Commission  
Nomination Resolution:  
300 Ponce de Leon Avenue – Kodak Building  
Landmark Building / Site**

**Application Number:** N-20-408 / D-20-408

**Proposed Designation:** Landmark Building / Site (LBS)

**Zoning Categories at time of Nomination / Designation:** MRC-2

**District:** 14 **Land Lot(s):** 48

Fulton County, City of Atlanta

**Whereas**, the Executive Director of the Atlanta Urban Design Commission (the "Commission") initiated the nomination process by mailing the appropriate Notice of Intent to Nominate to the property owner of the 300 Ponce de Leon Avenue – Kodak Building Landmark Building / Site (LBS) and publishing a notice pursuant to Subsection (b) of the City of Atlanta Code of Ordinances, Section 16-20.005; and

**Whereas**, the Executive Director caused to be conducted research regarding this proposed nomination and has compiled a written designation report stating the findings and recommendations regarding the historic, architectural and cultural significance of said nomination pursuant to Subsection (d) of said code section, which report, Attachment "A", is attached to this resolution and is hereby incorporated by this reference; and

**Whereas**, a public hearing was held on January 13, 2021 and continued to January 27, 2021 by this Commission to consider said nomination after appropriate public notice was provided as required by Subsection (e) of said code section; and

**Whereas**, this Commission has reviewed and considered said designation report as well as all other testimony, documentation and other evidence presented to it, including the testimony of all interested members of the public and the property owner pursuant to Subsection (e) of said code section.

**ATTACHMENT "B" TO REZONING LEGISLATION**

**Now therefore be it resolved** by the Urban Design Commission of the City of Atlanta as follows:

**Section 1.** That the designation report caused to be prepared by the Executive Director of the Commission, as well as all submitted written materials, and all the testimony heard at the January 13, 2021 and January 27, 2021 public hearings, is hereby adopted by this Commission and shall constitute the Findings of Fact upon which this nomination is based.

**Section 2.** That the Commission hereby determines that the 300 Ponce de Leon Avenue – Kodak Building Landmark Building / Site (LBS), a general plat map of which delineating all its boundaries is contained within Attachment "A", and hereby incorporated by this reference, is architecturally, historically, and culturally significant.

**Section 3.** That the Commission further determines the 300 Ponce de Leon Avenue – Kodak Building Landmark Building / Site (LBS) to be eligible for designation to the category of Landmark Building / Site (LBS), as meeting, at a minimum, the eligibility criteria set forth in Section 16-20.004(b)(1), specifically including subsections a., b., and c. of this code section.

**Section 4.** The 300 Ponce de Leon Avenue – Kodak Building Landmark Building / Site (LBS) is generally located in Land Lot 48 of the 14<sup>th</sup> District of Fulton County, Atlanta, Georgia.

**Section 5.** That the Commission hereby further determines that said 300 Ponce de Leon Avenue – Kodak Building Landmark Building / Site (LBS) meets the criteria set forth in Section 16-20.004(b)(2)(a), specifically including those criteria in the following groups: Group I (1) and (2); Group II (1), (10), and (11); and Group III (2) and (3).

**Section 6.** That the Commission, having determined that the 300 Ponce de Leon Avenue – Kodak Building Landmark Building / Site (LBS) meets or exceeds the criteria as set forth herein, hereby nominates the 300 Ponce de Leon Avenue – Kodak Building Landmark Building / Site (LBS) to the category of Landmark Building / Site (LBS) pursuant to Section 16-20.005(e)(3).


**Section 7.** That the Commission hereby directs the Executive Director to transmit this resolution including all supporting documentation to the Chair of the Zoning Committee of the Atlanta City Council, to the Commissioner of the Department of City Planning, and to notify by first class mail the property owner of 300 Ponce de Leon Avenue – Kodak Building Landmark Building / Site (LBS).

Approved by and nominated by the Atlanta Urban Design Commission on January 27, 2021.

  
\_\_\_\_\_  
Desmond Johnson, Chair  
Atlanta Urban Design Commission

  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Douglas H. R. Young, Secretary and Director  
Atlanta Urban Design Commission

  
\_\_\_\_\_  
Date



Department of  
**CITY PLANNING**

**KEISHA LANCE  
BOTTOMS  
MAYOR**

55 TRINITY AVENUE, S.W. SUITE 3350 - ATLANTA, GEORGIA 30303-0308  
404-330-6145 - FAX: 404-658-7491  
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**TIM KEANE  
Commissioner**

**KEVIN BACON, AIA, AICP  
Director, Office of Design**

***Updated Designation Report for  
300 Ponce de Leon Avenue – Kodak Building  
Landmark Building / Site (LBS)***

*(Updated January 20, 2021 for the January 27, 2021 Urban Design Commission public hearing.)*

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

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**Street Address:** 300 Ponce de Leon Avenue, NE

**Application Number:** N-20-408 (D-20-408)

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

**Zoning Categories at Time of Designation:** MRC-2

**District:** 14

**Land Lot:** 48

**County:** Fulton

**Designation Report Sections:**

1. Eligibility Criteria
2. Minimum Findings
3. Physical Description of the Property
4. Period of Significance
5. Neighborhood Context
6. Occupancy / Use / Names of the Property
7. History and Narrative Statement of Significance
8. Bibliography
9. Contributing / Non-Contributing Structures
10. Potential for Transfer of Development Rights and Economic Incentives
11. General Boundary Description
12. Boundary Justification
13. General Plat Map
14. Photographs
15. Exhibits

***Except as noted below, Sections #1 - #8 and #15 of this Designation Report are based on, incorporate the research completed by and includes text prepared by Historic Atlanta, Inc. and shall be considered part of the Director's "research" as required in Section 16-20.005(d) for the preparation of a Designation Report for a proposed nomination.***

## 1. ELIGIBILITY CRITERIA

As more fully described in this Designation Report, the 300 Ponce de Leon Avenue-Kodak Building 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:

Three (3) total criteria - if qualifying under this group alone, at least one (1) criterion must be met. The 300 Ponce de Leon Avenue-Kodak Building Landmark Building / Site meets two (2) criteria:

- (1) The 300 Ponce de Leon Avenue – Kodak Building Landmark Building / Site is associated with the work of a **person of exceptionally high significance to the city, the state and the nation: Mayor Shirley Clarke Franklin**. Shirley Franklin was “the first woman to be elected mayor of Atlanta and the first black woman to lead a major Southern city” and used the Kodak Building as her campaign headquarters.
- (2) The 300 Ponce de Leon Avenue – Kodak Building Landmark Building / Site is also associated with an **extremely important historical trend and event of local significance: the transition of the Ponce de Leon Avenue corridor from a fashionable, residential corridor containing large, stylistic homes for middle and upper income residents to a commercial corridor** containing small office, retail, and eating/drinking establishments, and larger institutional uses.

Through the early and mid-1900s, Peachtree Street, 10th Street and Ponce De Leon Avenue became commercial corridors for small businesses catering to the residents of Midtown. New small commercial structures were built along these streets, but “Ponce de Leon, in particular, is characterized by houses which have been altered to accommodate businesses, and small commercial blocks.”<sup>1</sup> Ponce De Leon Avenue evolved from a residential street into an increasingly commercial corridor – and the architecture changed to reflect that shift.

The 300 Ponce de Leon Avenue – Kodak Building Landmark Building / Site is also associated with another **extremely important historical trend and event of local significance: the nationwide rise of amateur photography for mass consumers in the 20th century**. In roughly 1950, Pappy Starns of Atlanta opened Star Photo Finishing Co.(Star Photo) in 300 Ponce de Leon Avenue to become a dealer and process film for Kodak. This marks the beginning of the building's significance associated with the commercial rise of mass amateur photography. “There is a star where you are”, was Star Photos motto that gave consumers the courage to become amateur photographers. By 1953, the business had already proved itself financially sound enough for expansion. That is when Star Photo dramatically altered the historic home.

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<sup>1</sup> NRHP, p.5



Group II- Architectural Significance:

Eleven (11) total criteria - if qualifying under this group alone, at least five (5) criteria must be met. The 300 Ponce de Leon Avenue-Kodak Building Landmark Building / Site (LBS) meets three (3) criteria:

- (1) The 300 Ponce de Leon Avenue – Kodak Building Landmark Building / Site (LBS) clearly dominates and **is strongly associated with the street scene along Ponce de Leon Avenue and the urban landscape in Atlanta’s Midtown neighborhood.** The Kodak Building occupies a highly visible location along the significant and well-known Ponce de Leon Avenue corridor. In particular, its large, roof-top “Kodak” signage is visually prominent from up and down the Ponce de Leon Avenue corridor.
- (10) The 300 Ponce de Leon Avenue – Kodak Building Landmark Building / Site (LBS) has **virtually all character-defining elements of its type and design intact**, taking into account both its early 1800s original construction and its 1950s adaption into a mid-century commercial building.
- (11) The 300 Ponce de Leon Avenue – Kodak Building Landmark Building / Site’s (LBS) **original site orientation is maintained.** The buildings and associated features have not been moved or altered from their original and 1950s orientation facing Ponce de Leon Avenue. The 1950s façade’s relationship to the public sidewalk and right-of-way remains unchanged. The Landmark Building / Site (LBS) maintains a prominent and recognizable site along the Ponce de Leon Avenue corridor.

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 300 Ponce de Leon Avenue-Kodak Building Landmark Building / Site (LBS) meets two (2) criteria:

- (2) The 300 Ponce de Leon Avenue-Kodak Building Landmark Building / Site (LBS) is **broadly known or recognized by residents throughout the city, particularly due to its large, roof top “Kodak” signage.** It is this steel framed sign that gives the building its current name, a name commonly accepted by the citizens of Atlanta as the “Kodak Building”. The closing of Star Photo in 1970 and the images included in Henri Hova’s critique (see below) put the date of the KODAK sign between 1965 and 1970.
- (3) The 300 Ponce de Leon Avenue-Kodak Building Landmark Building / Site (LBS) **clearly conveys a sense of time and place and about which one has an exceptionally good ability to interpret the historic character of the building: that of an early 1900s house with a mid-century modern front addition reflecting the changing character of the Ponce de Leon Avenue corridor.** This unique building form was created just after 300 Ponce de Leon’s use as a boarding house came to an end and a new tenant moved in. On April 10, 1951, Star Photo, owned by Pappy Starns, had already moved into the space and began advertising to hire an “Energetic Girl for snapshot darkroom work.”<sup>2</sup> To accommodate the lab space needed to expand the business Star Photo built a commercial front to the Hancock House in 1953. The

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<sup>2</sup> “Untitled Ad,” *The Atlanta Constitution*, April 10, 1951, p. 24.

once grandiose home was converted into a decidedly commercial space. The conversion included the construction of the storefront and the filling-in of windows on the west facade of the home, and the placing of a casement window for the second story of the portion of the building that was a home.

## **2. MINIMUM FINDINGS**

The 300 Ponce de Leon Avenue-Kodak Building 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 300 Ponce de Leon Avenue-Kodak Building Landmark 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 300 Ponce de Leon Avenue-Kodak Building Landmark Building / Site (LBS) 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: 1910 to 2001.

### Section 16-20.004(b)(1)(a) – (c):

- a. The 300 Ponce de Leon Avenue-Kodak Building Landmark Building / Site (LBS) is associated with events that have made a significant contribution to the broad patterns of our history, particularly the changing nature of amateur photography and the transformation of a significant corridor in the City of Atlanta; and
- b. The 300 Ponce de Leon Avenue-Kodak Building Landmark Building / Site (LBS) is associated with the lives of persons significant in our past, particularly Mayor Shirley Franklin; and
- c. The 300 Ponce de Leon Avenue-Kodak Building Landmark Building / Site (LBS) embodies the distinctive characteristics of a type, period, or method of construction, particularly its original residential form and its evolution to a commercial structure that incorporates that original residential form.

## **3. PHYSICAL DESCRIPTION OF THE PROPERTY**

### Summary Description

- a. Date of construction and source(s) used to determine date: 1910  
(Building permit, Atlanta History Center)
- b. Date(s) of significant/major exterior alterations and/or additions:
  - Star Photo commercial storefront - 1953 - Marked in cement of the building.
  - "Kodak" sign added. Sometime between 1965 and 1979. Permit filed by Alan Goodleman in 1979 for the sign contradicts the "Star Photo" logo fixed atop of the sign.

The Kodak Building can best be described in two sections: The historic Hancock Home & the Mid-century Star Photo storefront added onto the south facade of the building- each portion generally amounts to half of the massing of the structure. The Hancock House accounts for the northern half of the building.

Regarding the Hancock House, it is typical of the residential architecture of the Midtown Historic District, which is listed on the National Register of Historic Places.

*"Most of the houses within the district are wood-framed and represent a wide variety of architectural styles and house types that were constructed in Georgia and throughout the Southeast from 1885 to 1930. Stylistic influences that can be found... include Queen Anne, Craftsman, Italianate, Classical Revival, Shingle Style, Gothic Revival, Mediterranean Revival, Colonial Revival, Jacobethan Revival, and Renaissance Revival."*<sup>3</sup>

In particular, the changes itemized below provide a summary of the Mid-century (and beyond) changes to the property:

1. Commercial addition (1953)
2. Addition of the Kodak sign (1979)
3. Painted Advertising - the exterior of the building has been painted several times throughout its use by Star Photo.
4. Building Painted White - 2020.

### Present Day Description

The Hancock Home was constructed in the Italian Renaissance Revival style. The Italian Renaissance Revival style is identified by a low-pitched hipped roof typically covered by ceramic tile; smaller upper story windows; widely overhanging eaves with decorative brackets and can be both symmetrical and asymmetrical in form.<sup>4</sup>

The 1910 Hancock House is a veneer-brick home that originally had an asymmetrical facade with a recessed entry, typical of this style home, on the east half of the main facade. The home has a low pitched, hipped roof with red asphalt shingles - perhaps a modernist re-envisioning of the original ceramic tile. This could be an element due to the 1953 renovations. The roof is accompanied with moderately wide overhanging eaves with decorative brackets. A notable amount of these brackets remain. The first and second stories of the house are non-structural yellow brick. The brick is painted white at this time. The basement level is constructed with granite blocks and is also painted white.

Large sections of the first story's brick wall on the west facade were rebuilt, filling in what were likely large first story windows. The second story of the home features smaller windows lacking decorative qualities closer to the north. These windows are typical of the

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<sup>3</sup> "National Register of Historic Places Form: Midtown Historic District," National Register of Historic Places Form: Midtown Historic District § (1999), NRHP ID #99000161, <https://npgallery.nps.gov/AssetDetail/8f2849b8-ff41-4c11-a741-36ec136c140c> p. 4

<sup>4</sup> McAlester 397-407

Italian Renaissance Revival style. Closer to the front of the building is a casement window that is typical of the historic Star Photo addition's International style architecture.

The North facade of the home has suffered considerable damage. The rear of the home has a projecting massing one room deep with a separate shed roof extending off the rear of the home. This portion of the home is likely an original external kitchen but has suffered great damage and is walled using only boards of plywood.

The east facade of the Hancock House that is still visible retains its original brick walls, window casements on the second story, an oriel window jetting out on the main story. One one-over-one window is located on each story moving south along this wall towards the commercial addition. Windows appear to have been replaced in an in-kind fashion. On this facade is the commercial additions low-level cinderblock lower-level and brick main story. Both of these stories have large square casement windows that are boarded over. The remaining walls are unable to be seen due to the construction right-up-against the Atlanta Eagle Building (306 Ponce de Leon Avenue) though it is constructed of brick.

The south facade of the home is no longer visible due to the 1953 commercial addition.

The commercial addition is best visible on the south facade of the home. The commercial storefront is of the International Style. The sidewalk level of this facade contains two storefronts, both boarded over. One storefront is recessed into the building on the west. The easternmost storefront is not recessed and has aluminum walls.

The upper story of the commercial storefront of the Kodak Building cantilevers over the commercial storefront. This upper story is an aluminum wall with a border. Centered in this upper story is Atlanta's most prominent ribbon window. The panes of glass in the window also have a strong horizontal expression and are arranged three high and seven wide.

Above the commercial structure is a sign placed by Star Photo. The triangular sign faces two directions. Each direction of the sign reads "KODAK" in large red lettering with "DEALER" in red lettering over a yellow background beneath "KODAK". Atop each side of the sign is a large ribbon advertising "Star Photo". The top ribbon is rusty and is more visible on the eastern facing side.

#### **4. PERIOD OF SIGNIFICANCE**

The period of significance extends from the construction and completion of the Hancock House in 1910 to the use of the property as the campaign headquarters for former Mayor Shirley Franklin in 2001.

## 5. NEIGHBORHOOD CONTEXT

The Kodak Building is situated along Atlanta's Ponce de Leon Avenue. This corridor is a historic boulevard in the City of Atlanta with a variety of building forms and styles.

Ponce de Leon Avenue was originally developed as a residential corridor at the turn of the 19th century when the residential house at 300 Ponce de Leon was constructed. The street became more multi-family during the progressive era, and eventually developed into a commercial corridor over the course of the 20th century.

Across Ponce de Leon Avenue from the Kodak Building is the Grady Ponce de Leon Center, and catty-corner to the property is the iconic Krispy Kreme Doughnuts Building. To the east across Argonne are a series of small non-historic commercial structures with dirt parking and greenspace to their rear.

The Kodak Building is located at the southern edge of the Midtown Historic District listed on the National Register of Historic Places. The Midtown Historic District was last updated in 1999. The 1999 Midtown Historic District National Register Nomination describes the neighborhood as follows:

*"Buildings in the historic district include exceptional architect-designed buildings and commercial and residential resources that are representative of architectural styles and house types built throughout Georgia from the late 19th century through the first half of the 20th century..."*

*"Historic commercial buildings in Midtown are scattered throughout the neighborhood. The main commercial areas were along Peachtree Street, 10th Street and Ponce de Leon Avenue...Today, Ponce de Leon is characterized by houses which have been altered to accommodate businesses, and small commercial blocks and gas stations."*

## 6. OCCUPANCY / USE / NAME OF THE PROPERTY

### Occupants:

William L. Hancock & Virginia Hancock (1910-22)

Mr. Bast (1926)

Boarding House - Multiple Tenants (1926 to at least 1936)

Star Photo - (~1951 to Nov 1970)

Ritz Camera/Star Photo (Aug 1971) - (Sept 1974)

Wolf Camera (Feb 1975)

Uses of the Property:

Residence (1910 to at least ~1922)  
Boarding House (1926 to 1950)  
Commercial Photography Stores (1951- 1997)  
Vacant (1997-2000)  
Campaign Headquarters (2001)  
Vacant (2002-Present)

Residential Occupancy Names Used:

Hancock House (1910- X ) - non-formally named /name of first owner  
160 / 300 Ponce de Leon Avenue - Address  
The Poplars (~1936 ) - Temporary name of boarding house

Commercial Occupancy Names Used:

300 Ponce de Leon Avenue - Address  
"Star Photo Building"/ "Star Photo #1" - (1953- 1970) - Ads from *the Atlanta Constitution*  
Kodak Building - the name originates from the large lettering of the Star Photo sign atop of the building that advertises "KODAK". It is likely this name originated over the times of vacancy as the name of the actual businesses deteriorated from signage.

## 7. HISTORY AND NARRATIVE STATEMENT OF SIGNIFICANCE

### Early History

The land around 300 Ponce de Leon Avenue was platted in 1883. The area between 8th and 10th streets was primarily developed by George S. May. William A. Hemphill, a native Georgian who came to Atlanta in 1867, purchased some of these lots in 1888 for investment purposes. Hemphill became a co-founder of *The Atlanta Constitution*, a publication dedicated to the advancement of Atlanta during Reconstruction, in 1868. He later served as mayor of Atlanta from 1891 to 1893. Hemphill owned land along Monroe Drive and Ponce de Leon Avenue, and in 1898 his daughter Lula Belle moved into 162 Ponce de Leon Circle, a lot located at the corner of Ponce de Leon Circle & Bedford Place.<sup>5 6 7 8</sup>

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<sup>5</sup> "National Register of Historic Places Form: Midtown Historic District," National Register of Historic Places Form: Midtown Historic District § (1999), NRHP ID #99000161, <https://npgallery.nps.gov/AssetDetail/8f2849b8-ff41-4c11-a741-36ec136c140c> p. 4

<sup>6</sup> Sharon Foster Jones, *Atlanta's Ponce de Leon Avenue* (Charleston, SC: The History Press, 2012)) p.75-78

<sup>7</sup> *Sanborn Fire Insurance Maps, Sanborn Fire Insurance Maps* (Atlanta, GA: Sanborn Fire Insurance Co., 1911)). 1911 Sanborn Maps indicate that Ponce de Leon Circle and Ponce de Leon Avenue were used interchangeably in the early years of the development of the Ponce de Leon Corridor

<sup>8</sup> "Woman and Society," *The Atlanta Constitution*, July 28, 1898, p. 9, <https://www.newspapers.com/image/26935447/>

It is unclear why the Quinby family moved out of the home by 1900, but for the next five years the home was rented to several individuals and families. William L. Hancock Sr. purchased the Quinby House in 1905. The Hancock family included William L. Hancock Sr., his wife Virginia, and their two sons Kerfoot and William Hancock Jr.<sup>9</sup>

The family began construction for a new residence on the same lot in May of 1910 according to a City of Atlanta building permit.<sup>10</sup> The new Italian Renaissance Revival style home was built between Bedford Place (now Argonne Avenue) and the Quinby House (162 / 306 Ponce de Leon Avenue). The home featured veneered yellow-brick construction, a tile roof, large eaves, and decorative brackets—elements typical of the home's architectural style. The family lived in the home for roughly twelve years. After the death of Virginia Hancock on June 7, 1922, William moved into brick apartments to the rear of the house.<sup>11 12</sup>

An ad from 1926 marks the end of the home's strictly single-family use. The ad, written in incomprehensible English, announces Alliance Joy Spec. Co. "wants live house-to-house men to handle new fast-selling specialty in the city."<sup>13</sup> It is not clear if this was related to the home's use as a boarding house from 1928 to 1950.

It was in the late 1920s that Ponce de Leon Avenue began seeing more commercial activities within the homes that lined the street. Just a few parcels to the east of the Hancock House was Shady Rest, a series of large homes used as short-term rentals that began in 1926. The story of the Hancock house followed suit. By 1928, the home was advertised as a "High-Class Boarding House."<sup>14</sup> From 1928 until 1950, the home continued use as a Boarding House. Ads throughout this period enticed businessmen with phrases such as "large single or double rooms...chicken dinners. Free Parking,"<sup>15</sup> but the venture, once called The Poplars, came to an end soon after August of 1950.<sup>1617</sup>

### Mid-Century and Commercialization (1953)

***The Kodak Building / 300 Ponce de Leon is architecturally significant for its unique building form created through the dramatic alteration of a historic home to serve commercial activities in Midtown.***

Through the early and mid-1900s, Peachtree Street, 10th Street and Ponce de Leon Avenue became commercial corridors for small businesses for the residents of Midtown. Small commercial structures were built along these streets, but "Ponce de Leon, in

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<sup>9</sup> Jones, 76.

<sup>10</sup> City of Atlanta, "Application for Building Permit from Will. L Hancock at 162 Ponce de Leon" (Atlanta, May 27, 1910.) Located at Atlanta History Center.

<sup>11</sup> Jones, 76.

<sup>12</sup> "Mrs. W. L. Hancock Dies on Wednesday," *The Atlanta Constitution*, June 8, 1922, p. 16.

<sup>13</sup> "Untitled AD," *The Atlanta Constitution*, August 22, 1926, p. 33.

<sup>14</sup> "300 Ponce de Leon," *The Atlanta Constitution*, October 8, 1928, p. 13.

<sup>15</sup> "300 Ponce de Leon," *The Atlanta Constitution*, July 14, 1943, p. 20.

<sup>16</sup> "Untitled AD" *The Atlanta Constitution*, August 21, 1950, p. 22. The Last found ad of the space for use as a boarding house

<sup>17</sup> Jones, 50.

particular, is characterized by houses which have been altered to accommodate businesses, and small commercial blocks.”<sup>18</sup> Ponce de Leon Avenue evolved from a residential street into an increasingly commercial corridor – and the architecture eventually changed to reflect that shift. Sharon Foster Jones, author of *Atlanta’s Ponce de Leon Avenue*, describes the house as one of two structures remaining that best represents this historic change.

*“The two commercial buildings, located adjacent to each other on the northeast corner of Argonne Avenue and Ponce de Leon Avenue, are perfect examples of Ponce’s evolution from antebellum farmland to urban commercial development. Two houses, built on historic land, changed from residential to commercial over the course of the twentieth century. The house on the corner is known to modern Atlantans as the Kodak building because of its large rooftop sign, while the house immediately to the east is known as home of the Atlanta Eagle...”*<sup>19</sup>

In particular, expanded streetcar service brought increased commercial and residential suburban development along Ponce de Leon Avenue between 1910 and 1920 and began to change the once-bucolic character of the area (Jones 2012, 49). The Great Fire of 1917 resulted in the destruction of several residences along Ponce to limit the northward spread of the inferno (Garrett 1954, II:701–2). The Dixie Highway Association’s decision to include Ponce de Leon Avenue as part of the 1916 re-alignment of the Dixie Highway’s Eastern Division (nicknamed the “Old Capital Route”) between Atlanta and Waynesboro, Georgia would have an even greater impact on the corridor’s setting between the 1920s and the 1940s. As a section of the Dixie Highway (also known as Bankhead Highway and later U.S. Highway 78), Ponce de Leon Avenue became a primary east-west route for overland car travel into and out of the city, which resulted in increased automobile traffic and accelerated changes along the road as late nineteenth and early twentieth century single-family development as older houses were either demolished and replaced by new apartment complexes and auto-oriented, commercial buildings.

*(The previous paragraph is from the Designation Report adopted as “Findings of Fact” in 2018 by the Atlanta Urban Design Commission for the Ponce de Leon Avenue Tourist Home Landmark Building / Site (LBS) designation located at 881 Ponce de Leon Avenue, NE.)*

A unique building form was created just after 300 Ponce de Leon’s use as a boarding house came to an end and a new tenant moved in. On April 10, 1951, Star Photo, owned by Pappy Starns, had already moved into the space and began advertising to hire an “Energetic Girl for snapshot darkroom work.”<sup>20</sup> To accommodate the lab space needed to expand the business Star Photo built a commercial front to the Hancock House in 1953. The once grandiose home was converted into a decidedly commercial space. The conversion included the construction of the storefront and the filling-in of windows on the west facade of the home, and the placing of a casement window for the second story of the portion of the building that was a home. According to Sanborn maps, the rear yard

<sup>18</sup> NRHP 199 Midtown, 4.

<sup>19</sup> Jones, 75-76.

<sup>20</sup> “Untitled Ad,” *The Atlanta Constitution*, April 10, 1951, p. 24.



had been paved by 1965. Star Photo would continue operations in the building until 1970.<sup>21 22 23 24</sup>

The building has remained virtually unaltered other than the painting-over of a number of Goody's Photography advertisements from the 80s and 90s. The building is a historically-contributing structure in the 1999 Midtown National Register Historic District.<sup>25</sup>

### Association with Amateur Photography

***The 300 Ponce de Leon Avenue – Kodak Building is historically significant for its association to the nationwide rise of amateur photography for mass consumers in the 20th century.***

When Star Photo opened around 1950, the building began its association with a historic trend of national significance: the commercial rise of amateur photography.

Commercial photography originated in 1837, but due to the complex process to develop images, commercial photography remained a practice composed solely of professional photographers well into the late 1870s. For the next few decades, the industry would continue to innovate and produce more user-friendly cameras & processing methods. By June of 1888, George Eastman, an avid photographer, invented the first Kodak camera for use by the general public. These film cameras were user friendly. After taking photos, film would then be processed in a laboratory.<sup>26</sup>

The cameras allowed anyone to be a photographer: however, the demand was so great that production could not keep pace through the 1890s. This led to an initial ambivalence in photography's ability to take off for mass use by the general public. It was in the early twentieth century that the industry began to meet the demand of consumers and truly make anyone a photographer. New cameras were constantly invented in Europe, but America's equivalents were often knock-offs by Kodak.<sup>27 28</sup>

Though most popular cameras were produced in Europe, it was America's Kodak that mastered innovating film. "Verichrome film, a wider-latitude black and white film, was introduced by Eastman Kodak in 1931, and in 1935, the still-unequaled Kodachrome

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<sup>21</sup> *Sanborn Fire Insurance Maps, Sanborn Fire Insurance Maps* (Atlanta, GA: Sanborn Fire Insurance Co., 1941).

<sup>22</sup> Construction date determined by the casting of "1953" in the cement of the new addition.

<sup>23</sup> *Sanborn Fire Insurance Maps, Sanborn Fire Insurance Maps* (Atlanta, GA: Sanborn Fire Insurance Co., 1965). Map denotes paved parking pad & laboratory location in the Star Photo Building.

<sup>24</sup> Untitled Ad," *The Atlanta Constitution*, March 2, 1970, p. 27.

<sup>25</sup> NRHP 1999 Midtown

<sup>26</sup> Jenkins, Reese V. "Technology and the Market: George Eastman and the Origins of Mass Amateur Photography." *Technology and Culture* 16, no. 1 (1975): 1-19. Accessed May 29, 2020. doi:10.2307/3102363.

<sup>27</sup> *Ibid.*

<sup>28</sup> Gretchen Garner, "Photography and Society in the 20th Century," in *The Focal Encyclopedia of Photography*, ed. Michael Peres, 4th ed. (Burlington, MA: Focal Press, 2013), pp. 187-191.

color transparency film was introduced.”<sup>29</sup> These films were premiere quality and like the cameras, they were accessible to the general public. With production finally meeting demand, Kodak would constantly advertise its products to 20th century Americans for the next few decades.<sup>30</sup>

In roughly 1950, Pappy Starns of Atlanta opened Star Photo Finishing Co.(Star Photo) in 300 Ponce de Leon Avenue to become a dealer and process film for Kodak. This marks the beginning of the building's significance associated with the commercial rise of mass amateur photography. “There is a star where you are”, was Star Photos motto that gave consumers the courage to become amateur photographers. By 1953, the business had already proved itself financially sound enough for expansion. That is when Star Photo dramatically altered the historic home. The architecture of the new addition needed a sense of modernity for consumers to associate with the products inside. The Star Photo Building’s modern design with a cantilevered second story and a prominent ribbon window on Ponce certainly would have achieved its goal. Sanborn maps from 1965 indicate that Star Photo’s laboratories for developing Kodak film were on the interior of the building abutting the west facade. This is likely the reason that the windows of this wall that are original to the home were filled in with brick.<sup>31 32</sup>

Star Photo expanded to not only at 300 Ponce de Leon Avenue, but also across the city/region with new operations opening in Marietta, Decatur, Moore’s Mill, and other locations by 1964. The Star Photo Building, 300 Ponce de Leon, became known as “Star Photo no. 1”.<sup>33</sup> Other locations earned their new numbered names when they joined the Star Photo franchise, respectively. These new locations advertised “8-hour Kodacolor...Black & White” processing, and sold cameras, projectors, radios, at-home processing aids, gadget bags, and more according to an ad in the Atlanta Constitution dated May 5, 1964.<sup>34</sup>

The advertisements of Star Photo were not limited to the papers. By 1965, the building had fixed numerous small neon signs to Star Photo No.1 advertising its association with Kodak. Similar advertisements were also painted on the west facade of the building with overhanging lighting. This lighting remains. The overwhelming number of advertisements caught the attention of renowned architect Henri Jova. Henri Jova, who designed Atlanta landmarks such as Colony Square and the Carter Center, harshly critiqued the effectiveness of the unorganized advertisements in a 1965 American Institute of Architects planning document. Jova went so far as to publish a counter-rendering, historic image #3, of how the building should look.<sup>35</sup>

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<sup>29</sup> Ibid. p.190

<sup>30</sup> ibid.

<sup>31</sup> Jones p.76

<sup>32</sup> Sanborn, 1965)).

<sup>33</sup> “Star Photo No.6”, *The Atlanta Constitution*, May 5, 1964. p.18 .

<http://www.newspapers.com/image/384616508/>

<sup>34</sup> Ibid.

<sup>35</sup> Jova, Henri. (

<https://digitalcollections.library.gsu.edu/digital/collection/planATLpubs/id/43977/rec/5>)

It is possible that Jova's criticism made an impact. Sometime after, the advertisements were re-designed. In the redesign, many of the smaller neon fixtures were removed from above the sidewalk. A more simple, yet massive, sign was placed on the top of the building. This sign is the steel framed sign that gives the building its current name, a name commonly accepted by the citizens of Atlanta as the Kodak Building. The closing of Star Photo in 1970 and the images included in Henri Hova's critique put the date of the KODAK sign between 1965 and 1970. There is a permit that was applied for by Alan Goodelman in 1979, located at the Atlanta History Center, that references the sign. It appears that Goodleman did not build the sign. "Goody's" seems to just be the name he added atop the sign after 1979. After years of rust, Goodleman's sign atop the Kodak Building has deteriorated leaving evidence behind that proves the sign dates back to Star Photo. The sign, more visible from the east, features the Star Photo logo at its highest point.<sup>36 37 38</sup>

August 15, 1971 marked the beginning of the end for Star Photo. It was the first day of Ritz Camera's "Grand-Opening Demonstration Week."<sup>39</sup> Ritz Camera had bought the business interest of Star Photo from Pappy Starns and changed names at the original Star Photo locations to Ritz Camera with a new bubbly Star Photo logo framing the new company name. Star Photo's representation was dropped in the logo by the end of 1972.<sup>40 41</sup>

300 Ponce de Leon Avenue remained as a Ritz camera's main warehouse store for the Atlanta metropolitan area until it was announced "Ritz Camera is now Wolf Camera." in the Atlanta Constitution on February 23rd, 1975.<sup>42</sup> Ultimately, Wolf Camera's main warehouse was theirs no more by 1979. That is when Alan Goodleman, who bought the real property from Pappy Starns years ago, let Wolf Camera's lease run out. Goodleman then opened one of his own camera stores, Alan's Photography, in the building.

There were 13 locations celebrating the opening of Alan Photography's new location at 300 Ponce in May 1979. The business remained in the building until Goodleman sold Alan's Photography in 1987. Goodleman opened a small camera shop a few years later in 1992 and died processing film in 300 Ponce de Leon Avenue just five years later.<sup>43 44</sup>

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<sup>36</sup> Jones p.77

<sup>37</sup> The Star Photo logo remains atop the Kodak sign. The permit Jones references in *Atlanta's Ponce de Leon Avenue*. Pg. 77 should be located and examined for whether the permit was for actually renovating the sign, not building a new one in 1979.

<sup>38</sup> Untitled Ad, *The Atlanta Constitution*, Nov 19, 1970. p.75

<https://www.newspapers.com/image/398374643/>

<sup>39</sup> "Ritz camera STAR PHOTO announces its GRAND OPENING DEMONSTRATION WEEK", *The Atlanta Constitution*, Aug 15, 1971. p.73

<https://www.newspapers.com/image/398266628/>

<sup>40</sup> Jones 77

<sup>41</sup> "FANTASTIC PHOTO STORE & WAREHOUSE SALE", *The Atlanta Constitution*, Nov 19, 1972 p166. <https://www.newspapers.com/image/398849403/>

<sup>42</sup> Untitled Ad, *The Atlanta Journal and Constitution*, Feb 23, 1975 p37.

<https://www.newspapers.com/image/398823632/>

<sup>43</sup> "The Show Goes On..." *The Atlanta Journal and Constitution*. May 17, 1979 p13

<https://www.newspapers.com/image/398932800/>

<sup>44</sup> Jones, 77

Shirley Franklin Mayoral Campaign

***The building is significant for being associated with the first African-American woman to be elected mayor of a major southern City: Shirley Franklin.***

After Alan Goodleman's death in the 1990s, the building has remained largely vacant except for a single yet historic period of occupancy by the Shirley Franklin Campaign for Mayor in 2001.

Shirley Clarke Franklin was born May 10, 1945 in Philadelphia, PN. Franklin received her B.A. in sociology from Howard University and her M.A., also in sociology from the University of Pennsylvania. She moved to Atlanta and under Mayor Maynard Jackson, Franklin served as the Commissioner of Cultural Affairs. Under the next administration, she was named Chief Administrative Officer and City Manager under Mayor Andrew Young.

During Bill Campbell's mayoral term, Shirley announced her candidacy for the 2001 mayoral election for the City of Atlanta. Shirley won the election outright with no runoff by a little over 190 votes. During the historic election cycle, Shirley Franklin became "the first woman to be elected mayor of Atlanta and the first black woman to lead a major Southern city" and used the Kodak Building as her campaign headquarters.<sup>45 46 47</sup>

Since the Shirley campaign occupied the space, the building has again remained vacant with minimal rehab; however, the building was recently painted white. This covered some of the 1990s Goody's advertisements painted on the building.

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<sup>45</sup> Kevin Sack, The New York Times, Nov 8, 2001. Accessed May 31, 2020.  
<https://www.nytimes.com/2001/11/08/us/black-woman-elected-mayor-of-atlanta-in-close-vote.html>

<sup>46</sup> *ibid.*

<sup>47</sup> Jones 77

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Untitled AD *The Atlanta Constitution*, August 21, 1950.

Untitled Ad," *The Atlanta Constitution*, March 2, 1970.

Untitled Ad, *The Atlanta Constitution*, Nov 19, 1970. p.75  
<https://www.newspapers.com/image/398374643/>

Untitled Ad, *The Atlanta Journal and Constitution*, Feb 23, 1975 p37.  
<https://www.newspapers.com/image/398823632/>

"Woman and Society." *The Atlanta Constitution*, July 28, 1898.  
<https://www.newspapers.com/image/26935447/>.

"300 Ponce de Leon." *The Atlanta Constitution*, October 8, 1928.

## **9. CONTRIBUTING / NON-CONTRIBUTING STRUCTURES**

Contributing structures of the proposed 300 Ponce de Leon Avenue-Kodak Building Landmark Building / Site consist of the extant building on site, including all exterior features and signage.

## **10. 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 300 Ponce de Leon Avenue – Kodak Building Landmark 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 31<sup>st</sup> 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.

## **11. GENERAL BOUNDARY DESCRIPTION**

The boundary of the proposed 300 Ponce de Leon Avenue-Kodak Building Landmark Building / Site (LBS) at 300 Ponce de Leon Avenue is generally described as follows:

Beginning at a point at the northeast corner of the intersection of the rights-of-way of Ponce de Leon Avenue, NE and Argonne Avenue, NE, thence north along the east right-of-way line of Argonne Avenue, NE 120 ft., thence southeast 40 ft., thence south 120 ft. to the northern right-of-way line of Ponce de Leon Avenue, NE, thence northwesterly 40

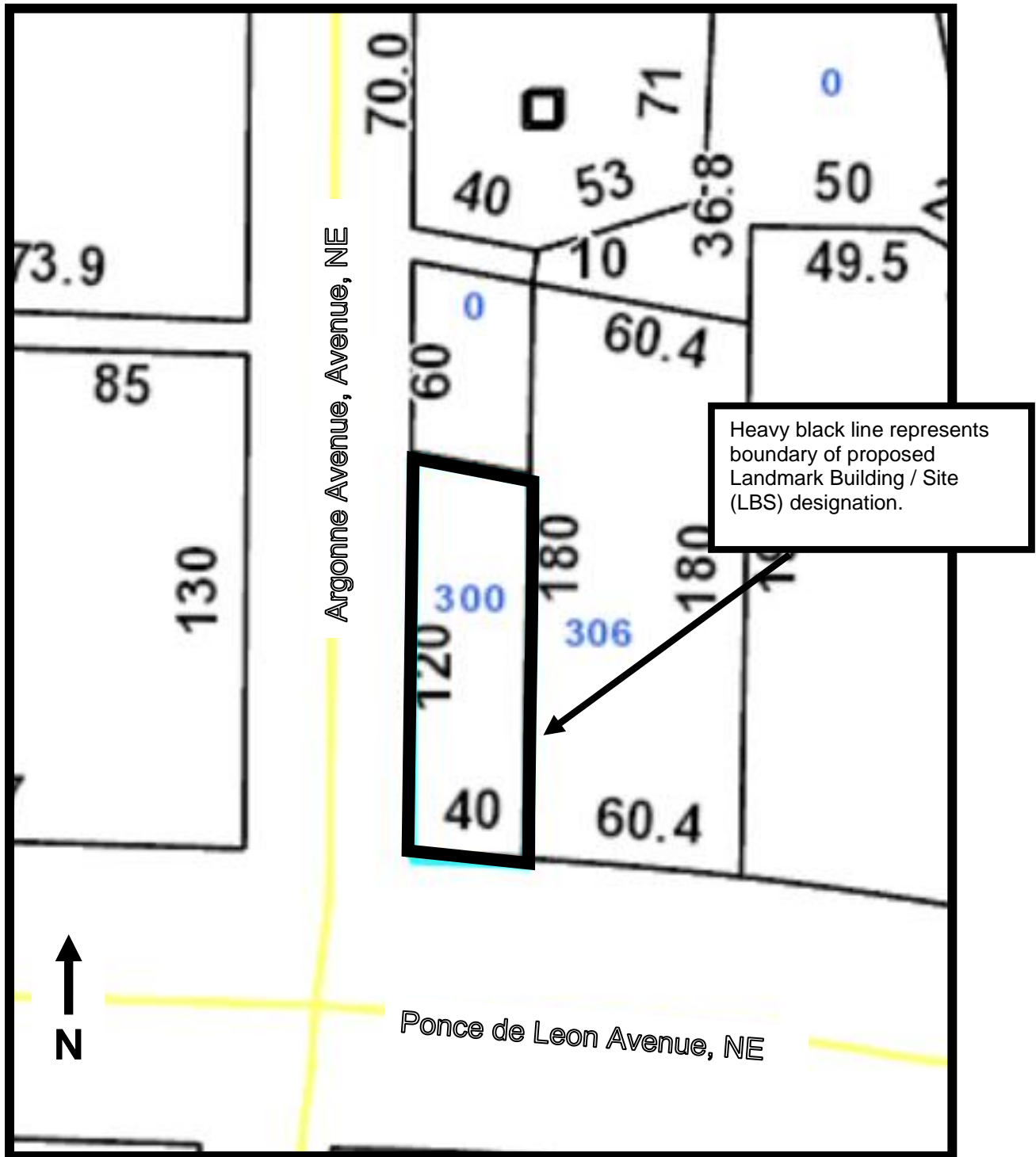
ft. along the northern right-of-way of Ponce de Leon Avenue, NE to the point of beginning. Area is approximately .1102 acres.

## **12. BOUNDARY JUSTIFICATION**

The proposed boundary of the designation is the current property boundary containing the extant building, including all exterior features and signage. This boundary generally aligns with the boundary of the property during its period of significance.



13. GENERAL PLAT MAP



**14. PHOTOGRAPHS**

Unless otherwise noted, all photographs were taken by City of Atlanta Office of Design Historic Preservation Staff on January 10, 2021.



#1 – Front (south – Ponce de Leon Ave, NE) and left side (west – Argonne Ave, NE) facades, looking northeast



#2 – Front (south – Ponce de Leon Ave, NE) façade, looking north



#3 – Front (south – Ponce de Leon Ave, NE) and left side (west – Argonne Ave, NE) facades and adjacent Atlanta Eagle Building, looking northeast



#4 – Front (south – Ponce de Leon Ave, NE) façade and adjacent Atlanta Eagle Building, looking northwest



#5 – Front (south – Ponce de Leon Ave, NE) façade and adjacent Atlanta Eagle Building, looking north



#6 – Upper portion of front (south – Ponce de Leon Ave, NE) façade and window detail, looking north



#7 – Lower portion of front (south – Ponce de Leon Ave, NE) façade, looking east



#8 – Rooftop signage, looking north



#9 – Rooftop signage, western face, looking northeast



#10 – Rooftop signage, eastern face, looking northwest



#11 – Front portion of left side (west – Argonne Ave, NE) façade, looking east





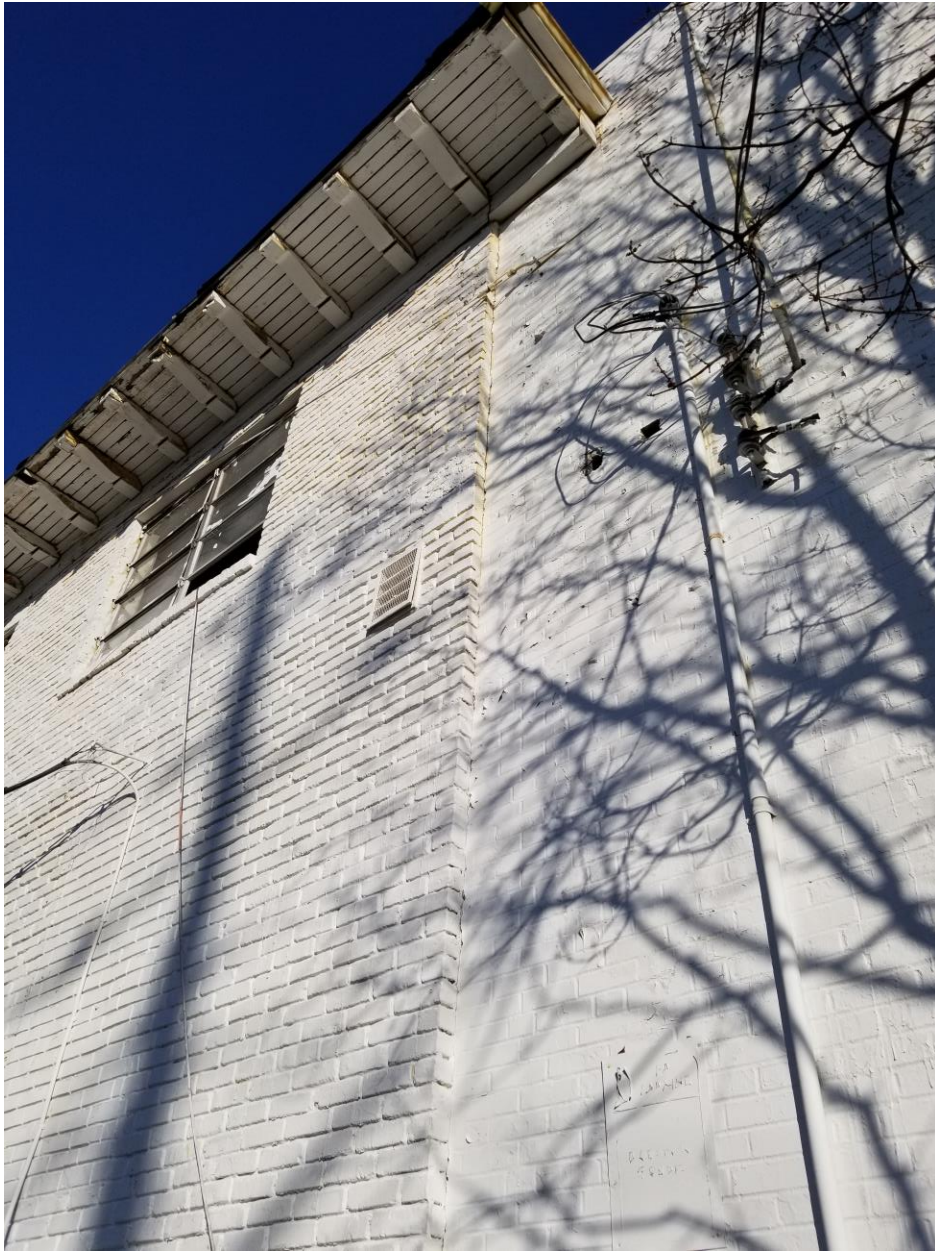
#12 – Rear portion of left side (west – Argonne Ave, NE) façade, looking southeast



#13 – Left side (west - Argonne Ave, NE) façade, looking northeast



#14 – Rear portion of left side (west - Argonne Ave, NE) façade, looking east



#15 – Middle portion of left side (west – Argonne Ave, NE) façade, looking up



#16 – Rear portion of left side (west – Argonne Ave, NE) façade, looking southeast



#17 – Middle portion of left side (west – Argonne Ave, NE) façade and eave detail, looking up



#18 – Rear (north) façade, looking southeast



#19 – Rear (north) façade, looking southeast





#20 – Rear (north) façade and rear of property, looking east



#21 – Rear (north) façade and eave detail, looking east



#22 – Right side (east) façade, looking northwest



#23 – Front (south – Ponce de Leon Ave, NE) and left side (west – Argonne Ave, NE) façade and adjacent Atlanta Eagle Building, looking northeast from Argonne Street, NE south of Ponce de Leon Avenue, NE



#24 – Front (south – Ponce de Leon Ave, NE) and left side (west – Argonne Ave, NE) façade and adjacent Atlanta Eagle Building, looking northeast from Argonne Street, NE south of Ponce de Leon Avenue, NE



#25 – Front (south – Ponce de Leon Ave, NE) façade and adjacent Atlanta Eagle Building, looking northwest from Ponce de Leon Avenue, NE



#26 – Left side (west - Argonne Ave, NE) and front (south – Ponce de Leon Ave, NE) facades, looking northeast from Ponce de Leon Ave, NE

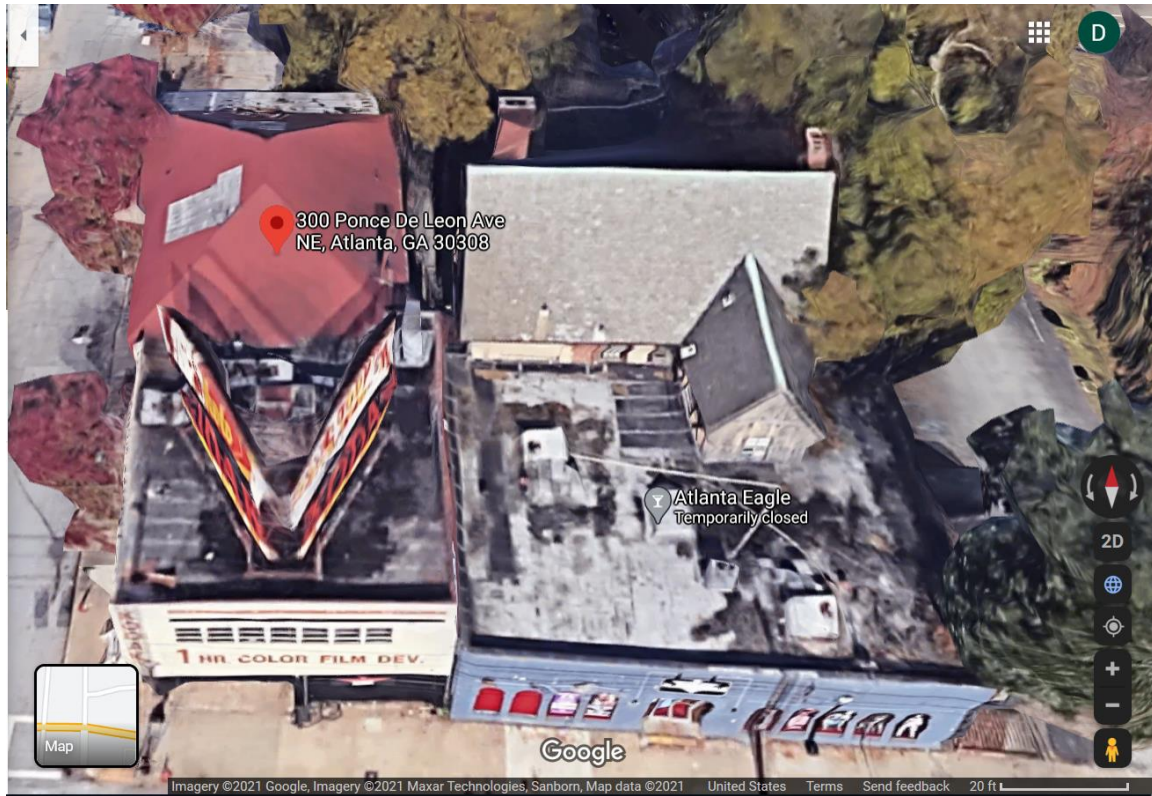


#27 – Left side (west – Argonne Ave, NE) and front (south – Ponce de Leon Ave, NE) facades, looking northeast from Ponce de Leon Ave, NE

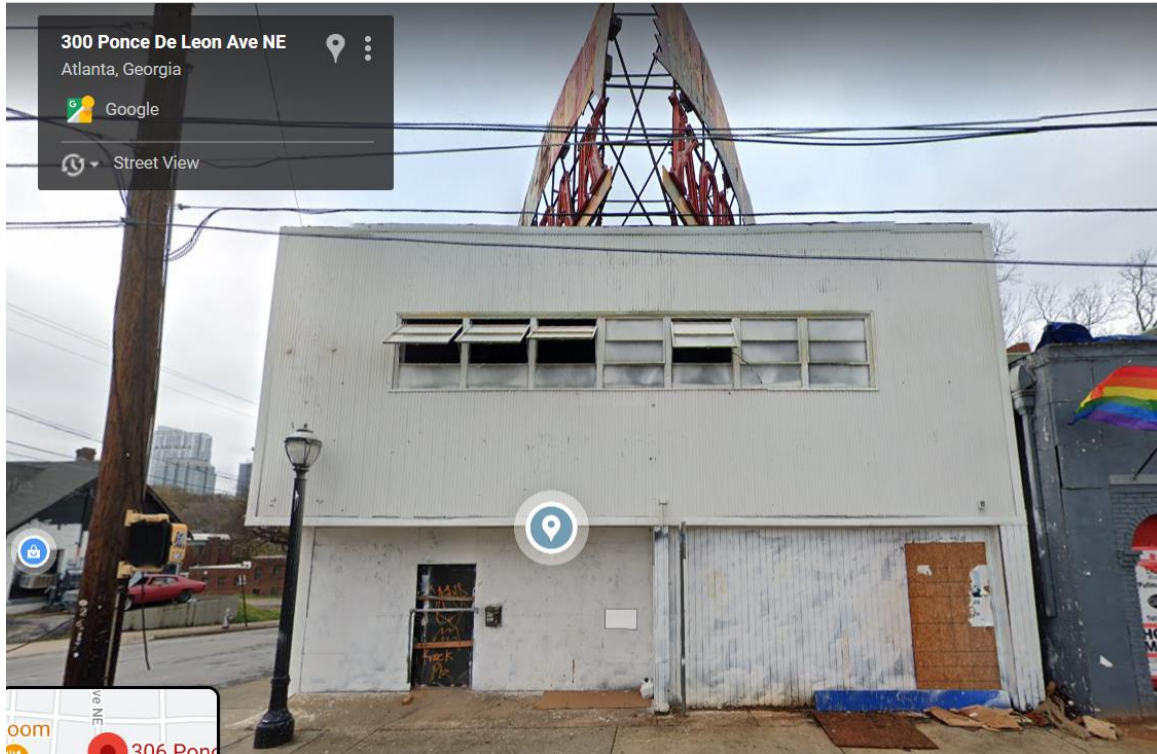




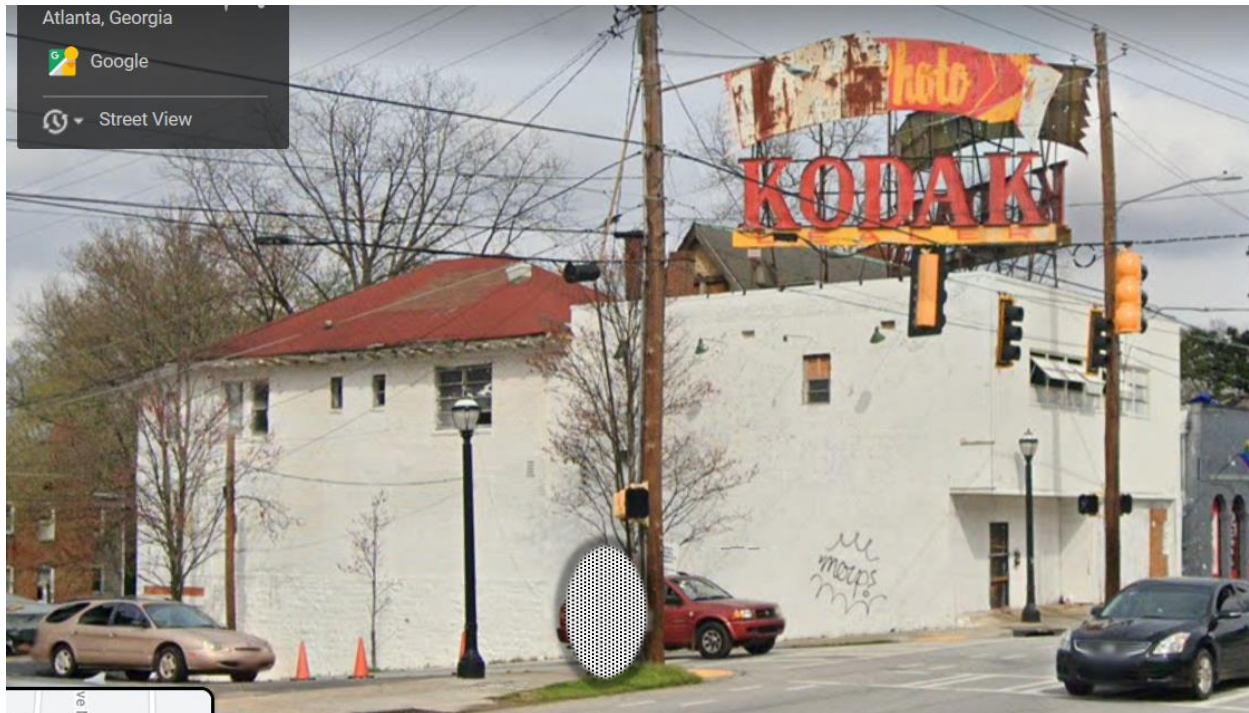
#28 – Left side (west – Argonne Ave, NE) and front (south – Ponce de Leon Ave, NE) facades, looking northeast from Ponce de Leon Ave, NE



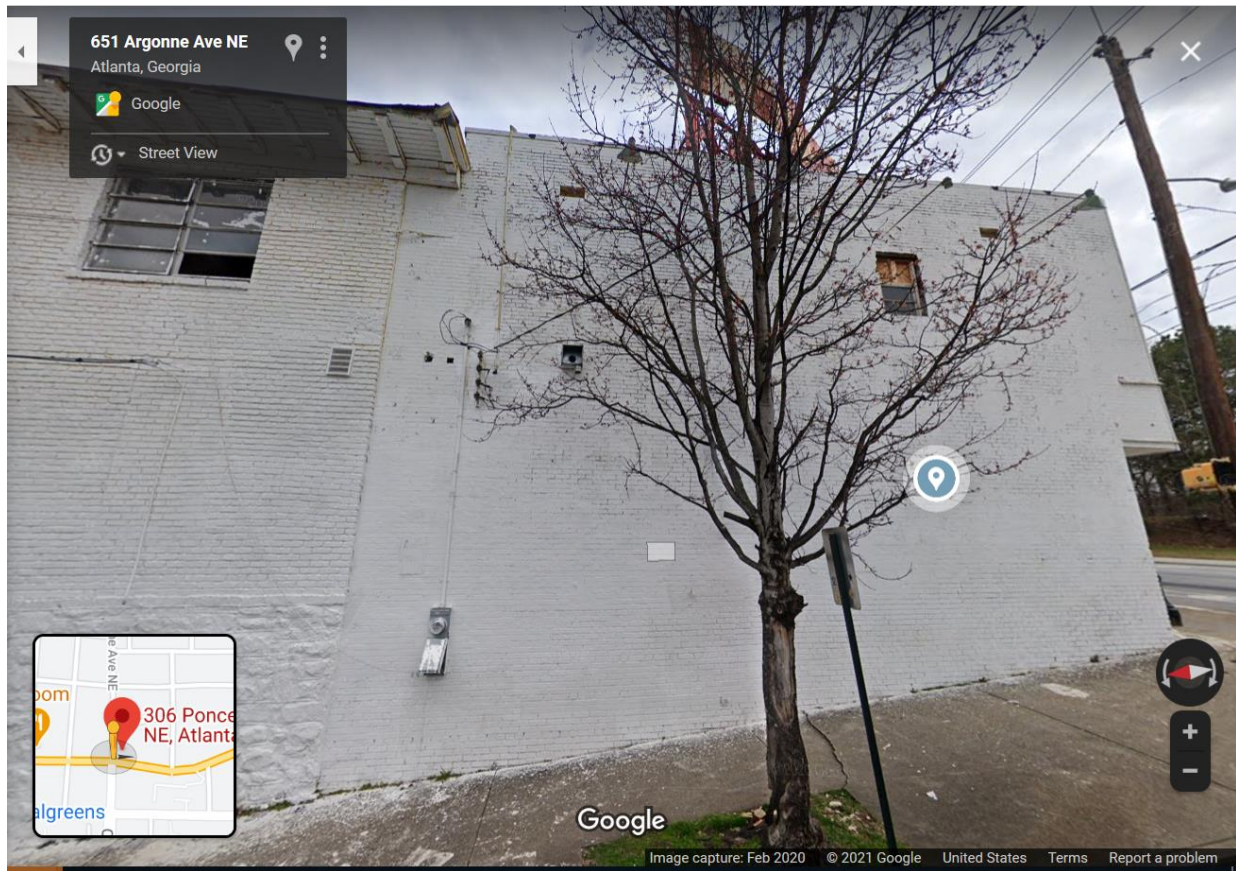
#29 - Google Aerial 3D Image, 2021 – Looking north



#30 - Google Streetview Image – March, 2020 – Front (south – Ponce de Leon Ave, NE) façade, looking north



#31 - Google Streetview Image – March, 2020 – Left side (west – Argonne Ave, NE) and front (south – Ponce de Leon Ave, NE) facades, looking northeast



#32 - Google Streetview Image – February, 2020 – Front portion of left side (west – Argonne Ave, NE) façade, looking east



#33 - Google Streetview Image – February, 2020 – Left side (west – Argonne Ave, NE) and rear (north) facades, looking southeast



#34 - Google Streetview Image – February, 2020 – Rear (north) façade, looking southeast



#35- Google Streetview Image – March, 2020 – Rooftop signage (west face), looking northeast





#36 - Google Streetview Image – March, 2020 – Roof top signage (east face) looking northwest



#37 - Google Streetview Image – July , 2019 – Front (south – Ponce de Leon Ave, NE) and left side (west – Argonne Ave, NE) facades, looking northeast

15. EXHIBITS

**Rooms and Board**

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**Rooms With Board      67**

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PEACHTREE ST.—PRIV. HOME, ATTRACTIVELY FURN. ROOM. ADJOINING BATH; MEALS; BUSINESSMEN. HE. 3532.

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209 14TH ST., N. E. Newly decorated throughout. Priv. baths. Business people; continuous hot water. Excel. food. HE. 2564.

---

SUITE for 3, priv. bath, refined home. Well located. 208 14th, N E. Moderate charge. Also choice double room. HE. 2676.

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AT PERSHING POINT. DESIRABLE FRONT ROOM, SLEEPING PORCH. PRIV. BATH. AVAILABLE JUNE 7. HE. 4709.

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809 MYRTLE ST. ROOMMATE YOUNG LADY; ALSO YOUNG MAN. DELIGHTFUL ROOM, GOOD MEALS. WA. 2067.

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THE POPLARS, 300 Ponce de Leon. Convenient location. Single and double rooms. 2 or 3 meals. MA. 2189.

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THE POPLARS, 300 Ponce de Leon. Convenient location. Single and double rooms. 2 or 3 meals. MA. 2189.

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4 june 1936 p 20

Clipped By:



palnecr  
Tue, May 26, 2020

### **MRS. W. L. HANCOCK DIES ON WEDNESDAY**

Mrs. William L. Hancock, of 160 Ponce de Leon avenue, died at a private hospital Wednesday afternoon.

She was the wife of William L. Hancock, of the International Agricultural corporation and was a member of the Ponce de Leon Avenue Baptist church. She is also survived by two sons, William L. Hancock, Jr., of Atlanta, and Kirk Bowen Hancock, of New Orleans, La.; two sisters, Mrs. E. M. Blackwell and Mrs. V. S. Maddox, and three brothers, Howard S. Bowen, Newport News, Va.; A. J. Bowen, of Front Royal, Va., and James E. Bowen, of Philadelphia, Pa.

Mrs. Hancock was a very active worker and member of the D. A. R., the U. D. C. and had been a member of the Atlanta Woman's club for 20 years. The body was taken to the chapel of H. M. Patterson & Son pending funeral arrangements, which will be announced later.

8, june 1922 p.16

Clipped By:



palncr  
Tue, May 26, 2020

300 PONCE DE LEON—  
  
HIGH-CLASS BOARDING HOUSE.  
NICELY FURNISHED, OWNER.  
WILL SACRIFICE. W.A. 9078.

8 oct 1928, p13

Clipped By:



palnecr  
Tue, May 26, 2020

104 MANHATTAN ST.  
ENERGETIC girl for snapshot dark-  
room work. Must have good eyes and  
hands; physically handicapped accepted.  
Apply in person. Star Photo Co., 300  
Ponce de Leon.

10 april 1951 p 24

Clipped By:



palnecr  
Tue, May 26, 2020

**Rooms and Board**

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**Rooms With Board 67**

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**300 PONCE DE LEON**

LARGE, single or double room. Shower bath. Chicken dinners. Free parking. MA. 2189.

**14 june 1933, p.20**

Clipped By:



palnecr  
Tue, May 26, 2020

ALLIANCE JOY SPEC. CO. wants several live house-to-house men to handle new fast-selling specialty in city: sells on sight; nothing like it on the market; big money and exclusive territory to those who qualify. See Mr. Bast. 300 Ponce de Leon avenue. this week. Out-of-town men write.

---

BOOKKEEPER \$150 attractive opening

**22 aug 1926**

Clipped By:



palnecr  
Tue, May 26, 2020

BOULEVARD PARK—PRIVATE HOME,  
HEATED ROOM, CONN. BATH. HE.  
7531-J.

LOVELY room, conn. bath, steam heat, two  
in family, close in. MA. 2088.

CLEAN, well-heated bedroom, adj. bath,  
priv. home, garage, gentleman. HE. 2687.

300 PONCE DE LEON—Front room with  
conn. bath: steam heat. WA. 9400.

**29 dec 1930 p.11 - boarding starts**

Clipped By:



palneur  
Tue, May 26, 2020

Call 448-1617 for appointment.  
QUALIFIED people with sales experi-  
ence in retail photographic lines, Star  
Photo, 300 Ponce de Leon NE, 873-  
4903.

Clipped By:



palneur  
Thu, May 28, 2020

**Housekeeping Rooms—Fur. 108**

**EXTRA NICE**, three rooms and bath with shower. Ideal for two or three business people. Close in. Near laundries and stores. \$22 weekly including utilities. 300 Ponce de Leon.

**DOWNTOWN** housekeeping room, connecting bath, all utilities and laundry included. Suitable 2 persons. \$10 weekly. Crescent 2101.

**EFFICIENCY** bedroom, kitchenette. Children o. k. All conveniences. Private entrance. Little Five Points. LAMAR 4842.

**LARGE** room, private home with kitchen privileges, use of the house. Business couple or 2 girls. HEMLOCK 6961-J.

**NORTHEAST**—3 large rooms, utilities, transportation. Elderly or business couple preferred. DEARBORN 1722.

**TWO** 2-room apartments, one private bath. Business people. Near transportation. RAYMOND 7049.

**NEAR** Sears. Bedroom, kitchen, three girls, everything furnished. VERNON 5479.

**1142 SPRING ST., N. W.**—Weekly rates. Private bath. ATWOOD 8230.

**WEST END SECTION**—Nice bedroom, kitchenette. 643 Hugh St.

**EFFICIENCY**—375 GLENWOOD AVENUE, SOUTHEAST.

---

**Housekeeping Rooms—Unfur. 109**

**THREE** rooms. Business couple only; all conveniences. BELMONT 3370.

### Latest date of boarding/ housekeeping rooms

Clipped By:



paineer  
Thu, May 28, 2020

**300 PONCE DE LEON**—Owner's home, front room, \$5 and \$6; twin beds, private shower, radio and piano; free parking; good meals. MAIN 2189.

### may 13 1932 p34

Clipped By:



paineer  
Tue, May 26, 2020



**LAST 3 DAYS!**

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**\$2,000,000 FACTORY AUTHORIZED sale by**

will be high lighted with their 18th CENTURY CHAIRTY collection-PRESIDENTIAL. Available in design, all hand-carved hardwoods and now for a limited time at a special factory authorized price reduction.

**YOUR CHOICE**



Bookcase Bed-Reg. M179



Tall 4-Poster Bed Reg. 1899

\$599

**MATCHING SUITE**

AVAILABLE AT  
FACTORY REDUCTIONS

	REG.	NOW
Dresser .....	\$665	\$345
Mirror & Openly Box .....	\$300	\$150
High Boy .....	\$1245	\$795
Nightstand .....	\$200	\$100

**MIRRORED CANOPY REG. \$1,995**

**FACTORY CLOSE OUT \$999 LIMITED QUANTITY NO LAYAWAYS**

**CAPRI**

A single bed bookcase bed in available chair collection. Price \$1,995. Now \$1199.

\$1199

**NEWPORT OAK**

This oak and bed incorporates unique open-top design in a modern style. Price \$1,850. Now \$1,659.

\$1,659

**1/2 PRICE**

ON BEDS  
REG. \$199.95  
NOW \$119.95

\$95

**SPECIAL FINANCING**  
NO DOWN PAYMENT  
FIRST PAYMENT \$10

**GEORGIA'S LARGEST WATERBED SHOWCASES**

M-F 10 A.M. - 9 P.M. SAT. 10 A.M. - 6 P.M.

Nautical Nights

1100 Ponce de Leon Ave. N.E. Atlanta, GA 30316

Tel. 477-1111

### PERFORMANCES

Continued from Page 15

**MAJESTIC 710** (Ponce de Leon) 8:00 p.m. Feb. 23. The Atlanta Symphony Orchestra, conducted by Leonard Slatkin, will perform the concert.

**MAJESTIC 710** (Ponce de Leon) 8:00 p.m. Feb. 24. The Atlanta Symphony Orchestra, conducted by Leonard Slatkin, will perform the concert.

**MAJESTIC 710** (Ponce de Leon) 8:00 p.m. Feb. 25. The Atlanta Symphony Orchestra, conducted by Leonard Slatkin, will perform the concert.

**MAJESTIC 710** (Ponce de Leon) 8:00 p.m. Feb. 26. The Atlanta Symphony Orchestra, conducted by Leonard Slatkin, will perform the concert.

**MAJESTIC 710** (Ponce de Leon) 8:00 p.m. Feb. 27. The Atlanta Symphony Orchestra, conducted by Leonard Slatkin, will perform the concert.

**MAJESTIC 710** (Ponce de Leon) 8:00 p.m. Feb. 28. The Atlanta Symphony Orchestra, conducted by Leonard Slatkin, will perform the concert.

**MAJESTIC 710** (Ponce de Leon) 8:00 p.m. Feb. 29. The Atlanta Symphony Orchestra, conducted by Leonard Slatkin, will perform the concert.

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**MAJESTIC 710** (Ponce de Leon) 8:00 p.m. Feb. 31. The Atlanta Symphony Orchestra, conducted by Leonard Slatkin, will perform the concert.

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**MAJESTIC 710** (Ponce de Leon) 8:00 p.m. Feb. 100. The Atlanta Symphony Orchestra, conducted by Leonard Slatkin, will perform the concert.

**Georgia's  
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For Week**

**Sea-Chain  
Campaign  
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**U.S. G-4  
Takes Action**

**Ministry  
New**



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RITZ CELEBRATES THE GRAND OPENING OF ITS ATLANTA STORES WITH A FULL WEEK OF PHOTO SAVINGS AND FACTORY REPRESENTED DEMONSTRATIONS. FACTORY REPRESENTATIVES WILL BE ON HAND FOR: KODAK, MINOX, RICOH, BELL & HOWELL, CANON, STROBEFRONZ, GAF, MINILTA, KODAK, POLAROID, VINTAGE, MINITA.

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**NEW MINOX 118S  
OR USED MINOX B**

**\$89.95**

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MINOX 118S \$589.95

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MINOX 118S \$629.95

MINOX 118S \$649.95

MINOX 118S \$669.95

MINOX 118S \$689.95

MINOX 118S \$709.95

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MINOX 118S \$749.95

MINOX 118S \$769.95

MINOX 118S \$789.95

MINOX 118S \$809.95

MINOX 118S \$829.95

MINOX 118S \$849.95

MINOX 118S \$869.95

MINOX 118S \$889.95

MINOX 118S \$909.95

MINOX 118S \$929.95

MINOX 118S \$949.95

MINOX 118S \$969.95

MINOX 118S \$989.95

MINOX 118S \$1009.95

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BELL & HOWELL 342 \$169.95

BELL & HOWELL 342 \$189.95

BELL & HOWELL 342 \$209.95

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BELL & HOWELL 342 \$969.95

BELL & HOWELL 342 \$989.95

BELL & HOWELL 342 \$1009.95

**MAIN CENTERS - PRINCE STREET**

282-2825

**TODAY'S WEATHER PICTURE**

**Chance of Rain, Warmth Likely**

Accidents Kill Two In Georgia

**DING-A-LING THIEVES**

**Touch**

Suspect Held In Slaying

3 Escape Jail

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WOLFF INCLUDES FREE TRIPLET BLENDED F-8 1250 FALCON F-11, 8 X 11 W/5 1/2" X 7 1/2" TUBE & 100' FILM FOR \$199.95 ONLY

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**WOLF CAMERA**

**BUY THE BEST FROM THE BEST STARTS TODAY: OPEN TODAY SUNDAY—19th**

# RITZ CAMERA FANTASTIC PHOTO STORE & WAREHOUSE SALE

**OPEN TODAY! SUNDAY at 300 PONCE DE LEON: MAIN WAREHOUSE & STORE: 10 AM- 6 PM**

**SALE CONTINUES MONDAY—20th THRU SATURDAY 24th AT ALL STORES**

**HONEYWELL PENTAX SALE**  
**PENTAX SP 500**  
**\$129<sup>95</sup>**

Special Low Price to Satisfy All!

**MAMIYA 1000 DTL CAMERA**  
**\$189<sup>95</sup>**

FACTORY SHIP PERIOD

**BRAND NEW AUTOMATIC LENS SALE!**  
**\$128**

SALE TO ALL STORES

**NIKORMAT FTN-3**  
**\$225**

SALE TO ALL STORES

**NEW ON SALE STARTS AT 10 AM SUNDAY**  
**SLIME PROJECTOR**  
**\$49<sup>95</sup>**

**ELECTRONIC FLASH SALE**

**MIRANDA ST-1100**  
**\$149<sup>95</sup>**

**MIRANDA SENSIBEX**  
**\$159<sup>95</sup>**

**LEICA VERMETS CAMERA**  
**\$220<sup>00</sup>**

**SYMPHONY SOUND OUTFIT**  
**\$69<sup>95</sup>**

**MOVIE PROJECTOR**  
**\$99<sup>95</sup>**

**ENLARGER SALE**  
**P.R.O., EISELER, OMEGA & DORST**

**JEAN BAUME FURTHER SALE**  
**\$18<sup>95</sup>**

**KONICA AUTO REFLEX T-2**  
**\$225<sup>00</sup>**

**SALE ON SUPER MOSE CAMERAS**  
**\$99<sup>95</sup>**

**ILY NUIS 15 SP**  
**\$125<sup>00</sup>**

**CANNON FTB**  
**\$119<sup>95</sup>**

**BUY THE BEST FROM THE BEST**

**RITZ CAMERA**

**MAIN WAREHOUSE & STORE: 300 PONCE DE LEON AVENUE**





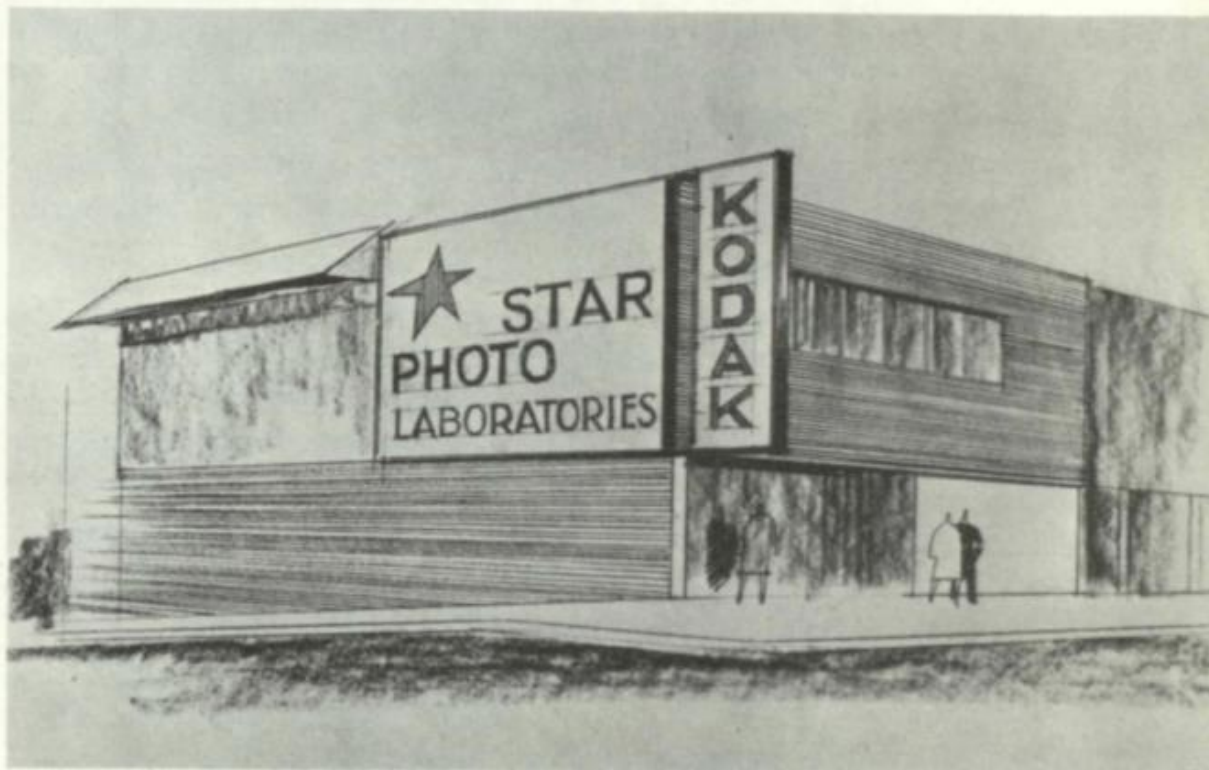


Undated Historic Photograph



Undated Historic Photograph





Undated Historic Photograph and Henri Jova Design Concept, circa 1965



Undated Aerial Photograph – north at top of photograph

ATTACHMENT "A" TO NOMINATION RESOLUTION FOR N-20-408 / D-20-408



City of Atlanta Cadastral Map

ATTACHMENT "A" TO NOMINATION RESOLUTION FOR N-20-408 / D-20-408



Sanborn Map – 1911, Vol. II



Sanborn Map - 1941, Vol. II



Sanborn Map - 1965, Vol. II



**Conditions for Z-21-16**  
**300 Ponce de Leon Avenue, NE**

1. The property owner shall have the right to build adjacent to (including affixed to), over and behind the mid-century commercial front addition to the 1900s house, subject to these conditions and any applicable regulations including but not limited to those related to the Certificate of Appropriateness review process for work within the LBS zoning boundary.
2. Prior to the issuance of any demolition permit for any portion of any structure, building, outdoor deck, patio, stair, or walkway on the parcel which contains the 300 Ponce de Leon-Kodak Building LBS, the property owner shall document through photography and drawings the exterior and site of the 300 Ponce de Leon-Kodak Building LBS to the "Historic American Building Survey" (HABS) standard. Further, within 60 days of the adoption of Z-21-16, the property owner shall provide to the Director of the Urban Design Commission (Commission) a photographic inventory of the exterior of the 300 Ponce de Leon-Kodak Building LBS.
3. An original version of the documentation prepared in compliance with Condition #2 shall be deposited with the Office of Design's Historic Preservation Staff and the Atlanta History Center or similar archival facility within the City of Atlanta and shall be used to comply with Conditions #4 - #5.
4. Prior to issuance of the Certificate of Occupancy (CO) for the building within 300 Ponce de Leon Kodak Building LBS or any new construction on the same parcel as the 300 Ponce de Leon-Kodak Building LBS, the property owner shall install a plaque that describes the history and significance of the 300 Ponce de Leon-Kodak Building LBS with the content based on the Commission-adopted Designation Report attached to Z-21-16 as determined by the Director of the Commission. A general description, the approximate size, and preferred location of the plaque shall be included in the Certificate of Appropriateness application submitted to the Commission in compliance with this LBS designation and the conditions of Z-21-16.
5. The plaque noted in Condition #4 shall be accessible and viewable to the general public at all times and shall be maintained for at least 10 years from the date of the issuance of the Certificate of Occupancy (CO).
6. The plaque noted in Conditions #4 and #5 shall not be included in the calculation of the otherwise permitted signage for the parcel. All other exterior messages, imagery, graphics, etc. shall be governed by the applicable City of Atlanta Sign Ordinance requirements and limitations.
7. Prior to issuance of the Certificate of Occupancy (CO) for the building within 300 Ponce de Leon Kodak Building LBS or any new construction on the same parcel as the 300 Ponce de Leon-Kodak Building LBS, the property owner shall provide to the Director of the Commission and fully implement a rehabilitation plan for the "KODAK" sign on the roof of the 300 Ponce de Leon-Kodak Building LBS such that the "KODAK" sign shall be structurally sound and viewable to the general public at all times but may be moved within the LBS zoning boundary but must remain visible from the Ponce de Leon Avenue, NE right-of-way.
8. The "KODAK" sign retained in compliance with Condition #7 shall not be included in the calculation of the otherwise permitted signage for the parcel nor shall its removal for repair and renovation eliminate its non-conforming status.



9. For any new construction or site work outside the LBS zoning boundary but on the same parcel as the 300 Ponce de Leon-Kodak Building LBS, the UDC shall provide written comments to the Director of the Office of Zoning and Development prior to the issuance of any Special Administrative Permit (SAP) or similar zoning entitlement.
10. The applicant shall provide a copy of the special administrative permit to NPU E at the time of submittal to the Office of Zoning and Development.





**CITY COUNCIL  
ATLANTA, GEORGIA**

21-O-0120

**Z-21-16 A SUBSTITUTE ORDINANCE BY ZONING COMMITTEE DESIGNATING THE 300 PONCE DE LEON AVENUE - KODAK BUILDING, LOCATED AT 300 PONCE DE LEON AVENUE, NE, LAND LOT 48 OF THE 14TH DISTRICT OF FULTON COUNTY, GEORGIA AND CERTAIN REAL PROPERTY ON WHICH IT IS LOCATED, TO THE OVERLAY ZONING DESIGNATION OF LANDMARK BUILDING/SITE (LBS) PURSUANT TO CHAPTER 20 OF THE ZONING ORDINANCE OF THE CITY OF ATLANTA AND REZONING FROM MRC-2 (MIXED RESIDENTIAL COMMERCIAL) TO MRC-2/LANDMARK BUILDING/SITE (LBS) (MIXED RESIDENTIAL COMMERCIAL CONDITIONAL/LANDMARK BUILDING/SITE; TO REPEAL CONFLICTING LAWS; AND FOR OTHER PURPOSES.**

Application File Date	
Zoning Number	Z-21-16
NPU / CD	E-2
Staff Recommendation	Approval conditional
NPU Recommendation	Approval conditional
ZRB Recommendation	Approval conditional

**Workflow List:**

Office of Research and Policy Analysis	Completed	02/18/2021 11:31 PM
Zoning Committee	Completed	02/22/2021 11:00 AM
Atlanta City Council	Completed	03/01/2021 1:00 PM
Zoning Review Board Staff	Completed	05/06/2021 9:08 PM
Zoning Committee	Completed	05/10/2021 11:00 AM
Atlanta City Council	Completed	05/17/2021 1:00 PM
Mayor's Office	Pending	

**HISTORY:**

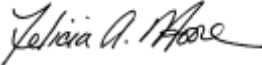

02/22/21	Zoning Committee	
03/01/21	Atlanta City Council	REFERRED TO ZRB AND ZC

<b>RESULT:</b>	<b>REFERRED TO ZRB AND ZC [UNANIMOUS]</b>
<b>AYES:</b>	Bond, Westmoreland, Dickens, Smith, Farokhi, Brown, Archibong, Ide, Shook, Matzigkeit, Hillis, Boone, Overstreet, Sheperd
<b>ABSENT:</b>	Cleta Winslow

05/10/21	Zoning Committee	FAVORABLE ON SUBSTITUTE
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**RESULT:** FAVORABLE ON SUBSTITUTE [UNANIMOUS]  
**MOVER:** Amir R Farokhi, Chair, District 2  
**SECONDER:** Andrea L. Boone, District 10  
**AYES:** Farokhi, Dickens, Winslow, Shook, Smith, Boone, Overstreet

**RESULT:** ADOPTED ON SUBSTITUTE [UNANIMOUS]  
**MOVER:** Amir R Farokhi, Councilmember, District 2  
**AYES:** Bond, Westmoreland, Dickens, Smith, Farokhi, Brown, Winslow, Archibong, Ide, Shook, Hillis, Boone, Overstreet, Sheperd  
**ABSENT:** J. P. Matzigkeit

Certified by Presiding Officer	Certified by Clerk
<p><b>CERTIFIED</b></p> <p>5/17/2021</p> <p>ATLANTA CITY COUNCIL PRESIDENT</p> 	<p><b>CERTIFIED</b></p> <p>5/17/2021</p> <p>MUNICIPAL CLERK</p> 
<p>Mayor's Action</p> <p><i>See Authentication Page Attachment</i></p>	

**ADOPTED BY COUNCIL**  
**05/17/2021**