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Historic Resource Report

GENERAL INFORMATION

Resource	id:	256205

Resource Type: Building

Coordinate System: GCS_WGS_1984

X: -81.09842266864186

Y: 32.06581454827088

Surveys:

Survey Name	Survey Type	Description	Date
<u>City of Savannah</u> <u>Phase 2- 2016</u>	HPD grant (HPF)	City of Savannah Phase 2 survey of the Savannah Victorian Historic District, generally bounded by Martin Luther King Boulevard and East Broad Street, Gwinnett and Anderson Streets	2017- 01-23

FORM PREPARED BY

Survey By City of Savannah Phase 2- 2016 (Updated 2017/03/28)

Name surveyor: Caitlin Herrnstadt

Date of field survey: 2017/03/20

Other: JMT

BASIC RESOURCE INFORMATION

Survey By City of Savannah Phase 2- 2016 (Updated 2017/03/28)

Resource Address: 1001 Whitaker Street

City/Community: Savannah

County: Chatham

Resource Name: undefined

Vicinity of: No

USE, ORIGINAL

Survey By City of Savannah Phase 2- 2016 (Updated 2017/03/28)

Use, Original: Commerce and Trade (commercial) » Business/office

USE, CURRENT

Survey By City of Savannah Phase 2- 2016 (Updated 2017/03/28)

Use, Current: Commerce and Trade (commercial) » Business/office

DATE OF CONSTRUCTION

Survey By City of Savannah Phase 2- 2016 (Updated 2017/03/28)

Year: 1961

Known: No

ARCHITECTURAL STYLE

Survey By City of Savannah Phase 2- 2016 (Updated 2017/03/28)

Style: Modern Movement - Other

BUILDING TYPE, ORIGINAL

Survey By City of Savannah Phase 2- 2016 (Updated 2017/03/28)

Building Type: Commercial Building Types (retail & office) » Single Retail (one story)

FLOOR PLAN (ORIGINAL)

Survey By City of Savannah Phase 2- 2016 (Updated 2017/03/28)

Rooms Across: Two rooms with central hallway

Rooms Deep: More than two rooms

PLAN SHAPE

Survey By City of Savannah Phase 2- 2016 (Updated 2017/03/28)

Plan shape: Rectangular

Plan shape status: original

STORIES, NUMBER OF

Survey By City of Savannah Phase 2- 2016 (Updated 2017/03/28)

Numbers: 1

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FACADE SYMMETRY AND FRONT DOOR

Survey By City of Savannah Phase 2- 2016 (Updated 2017/03/28)

Façade Symmetry: Symmetric

Number of Front Door(s): One door

Front Doorway: Double door

ROOF TYPE AND MATERIAL

Survey By City of Savannah Phase 2- 2016 (Updated 2017/03/28)

Roof Type: Flat

CHIMNEY LOCATION AND MATERIAL

Survey By City of Savannah Phase 2- 2016 (Updated 2017/03/28)

Chimney Location: No chimney observed

FOUNDATION TYPE AND MATERIAL

Survey By City of Savannah Phase 2- 2016 (Updated 2017/03/28)

Foundation Materials: Brick

EXTERIOR MATERIAL

Survey By City of Savannah Phase 2- 2016 (Updated 2017/03/28)

Exterior Material: Brick » Bond » Running bond/stretcher

WINDOWS

Survey By City of Savannah Phase 2- 2016 (Updated 2017/03/28)

Window Type: Fixed

Shape: Square

Pattern: Single pane

Frame/Sash Materials: aluminum

SETTING AND GROUNDS -- YARD(S)

Survey By City of Savannah Phase 2- 2016 (Updated 2017/03/28)

Overall yard layout/arrangement: Formal/Geometric

Historic Landscape Features: Trees/Shrubs - specimen

Historic Landscape Features: Walls (non-retaining) - ornamental

Historic Landscape Features: Planters - freestanding

Historic Landscape Features: Trees - ornamental

SETTING AND GROUNDS -- SETTING

Survey By City of Savannah Phase 2- 2016 (Updated 2017/03/28)

Historic Streetscaping Setting: Street trees Non-historic Streetscape Setting: Sidewalks - concrete slab Non-historic Streetscape Setting: Curbing - concrete

SURROUNDING ENVIRONMENT

Survey By City of Savannah Phase 2- 2016 (Updated 2017/03/28)

Surrounding Environment: Urban/Incorporated Community » Mixed Uses **Major Category:** predominnantly more than 50 years old

DESCRIPTION OF THE RESOURCE (ADDITIONAL/OPTIONAL)

Survey By City of Savannah Phase 2- 2016 (Updated 2017/03/28)

Description:

This one-story commercial office building is located on the west side of Whitaker Street and was constructed c. 1961. The east-facing symmetrical façade features a central entrance with a curvilinear awning. Windows are square, single-pane fixed metal windows.

NATIONAL/GEORGIA REGISTER CRITERIA

Survey By City of Savannah Phase 2- 2016 (Updated 2017/03/28)

National/Georgia Register Criteria for Evaluation: Yes

Criterion A - Associated with important events, activities, developments: No

Criterion B: Associated with important persons: No

Criterion C: Type or style of architecture or method of construction: Yes

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Justification - Criterion C:

Should be listed as a contributing resource in the National Register listed Savannah Victorian Historic District.

Criterion D: Has yielded or may be likely to yield important information: No

National/Georgia Register Criteria Considerations: No

FIELD SURVEY ASSESSMENT

Survey By City of Savannah Phase 2- 2016 (Updated 2017/03/28)

Architecture: Architectural design (type and/or style) » Unusual example/illustration

Notes on Architecture:

This mid-century office building is a unique example and should be listed as a contributing resource in the National Register listed Savannah Victorian Historic District.

FIELD SURVEY EVALUATION

Survey By City of Savannah Phase 2- 2016 (Updated 2017/03/28)

Field Surveyor's Evaluation: Appears not to meet Nationa/Georgial Register criteria

Reason not meet National/Georgia Register criteria: no apparent significance SHPO Concurrence : No

SUPPORTING DOCUMENT

Survey By City of Savannah Phase 2- 2016 (Updated 2017/03/28)

Document: <u>IMG_0559b.jpg</u>

Category: photographs (images) » exterior

Date Document: 2017/03/20

Survey By City of Savannah Phase 2- 2016 (Updated 2017/03/28)

Document: IMG_0558a.jpg

Category: photographs (images) » exterior

Date Document: 2017/03/20



Mark Williams Commissioner

January 7, 2011

David Paddison Seacrest Seven LLC P.O. Box 8004 Savannah, GA 31402



RE: IBM Eastern Regional Office, 1001 Whitaker Street, Savannah, Chatham County

Dear Mr. Paddison:

Our office forwarded to the National Park Service a preliminary Historic Preservation Certificate Application, Part I, for the above-referenced property. We believe that the property meets the criteria for listing in the National Register, has been documented to National Register standards, and that it will be nominated to the National Register subsequent to certification of completed rehabilitation work.

We will contact you if any further action is required on your part, and we will notify you when we have scheduled your property for nomination. If any additional information is needed to complete the final nomination, please be prepared to answer further questions at that time. As you may know, in order for preliminary certifications of significance and rehabilitation to be made final, the building(s) must be listed in the National Register of Historic Places within 30 months of the time the rehabilitation tax credit is taken.

We look forward to working with you on the rehabilitation and nomination of this property. Please contact me at <u>Gretchen.brock@dnr.state.ga.us</u> or 404-651-6782 if you have any questions.

Sincerely,

Mol

Gretchen Brock National Register & Survey Program Manager

cc:

Bob Ciucevich, Quatrefoil Consulting Jason Katorski, Preservation Planner, Coastal Regional Commission Sarah Ward, Director of Historic Preservation, Chatham Co.-Savannah MPC Daniel Carey, President, Historic Savannah Foundation Ced Dolder, Tax Incentives Coordinator, HPD National Park Service

NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in "Guidelines for Completing National Register Forms" (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property

historic name: IBM Eastern Region Office/Draughon's Junior College other names/site number:

2. Location

street & number 1001 Whitaker Street city, town Savannah county Chatham **code** 051 state Georgia code GA zip code 31401

() not for publication

3. Classification

Ownership of Property:

- (x) private
- () public-local
- () public-state
- () public-federal

Category of Property:

- (x) building(s)
- () district
- () site
- () structure
- () object

Number of Resources within Property:	Contributing	Noncontributing
buildings	1	0
sites	0	0
structures	0	0
objects	0	0
total	1	0

Contributing resources previously listed in the National Register: 0 Name of previous listing: n/a Name of related multiple property listing: n/a

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify
that this nomination meets the documentation standards for registering properties in the National Register of
Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my
opinion, the property meets the National Register criteria. () See continuation sheet.

Signature of certifying official	Date	
W. Ray Luce, Division Director and Deputy State Historic Preservation Officer		
In my opinion, the property () meets () does not meet the National Re	egister criteria. () See continuation sheet.	
Signature of commenting or other official	Date	
 State or Federal agency or bureau		
5. National Park Service Certification		
i, nereby, certify that this property is:		
() entered in the National Register		
() determined eligible for the National Register		
() determined not eligible for the National Register		
() removed from the National Register		
() other, explain:		

Keeper of the National Register Date

6. Function or Use

Historic Functions:

COMMMERCE: business = office building EDUCATION: college = junior college

Current Functions:

VACANT/NOT IN USE

7. Description

Architectural Classification:

MODERN MOVEMENT Other: New Formalism

Materials:

foundationCONCRETE: poured slabwallsBRICK, GLASS, CONCRETE: block, SYNTHETIC: interior sheetrock partitionsroofCONCRETE: precast reinforcedotherMETAL: aluminum window and curtain wall framing

Description of present and historic physical appearance:

The IBM Building is characterized as a low slung, one story Mid-Century Modern office building of concrete, brick, metal, and glass featuring a flat built-up gravel and tar roof, pre-cast reinforced concrete structural system (roof/ceiling and load bearing concrete piers), brick and glass curtain walls, and a flat cantilevered concrete canopy extending around the perimeter of the building that serves both as a sunshade for the continuous band of flush mounted aluminum frame clerestory windows that line the upper walls of the exterior as well as a cover for adjacent pedestrian walkways. Periodic square-shaped openings in the canopy – strategically placed above and adjacent full height plate glass curtain walls in the facade and sides as well the glassed-in cut-outs located in each corner of the building – allow and control the direct flow of natural sunlight into the interior.

The façade elevation is ordered and symmetrical, exhibiting a clear expression of structural and geometric form characterized by the late period iteration of the International style commonly referred to as "New Formalism." A large centered, full height curtain wall of aluminum frame and glass dominates the façade, which is flanked by unadorned walls of brick topped by an ordered band of square-shaped, flush mounted aluminum frame clerestory windows. A rectangular shaped glass and aluminum frame vestibule with a parabolic roof and extended cantilevered canopy serves as the main entrance to the building through a pair of fully glazed aluminum frame doors that lead to a second pair of glazed doors within the glass curtain wall – the whole of which is recessed back a few feet from the plane of the brick curtain wall. The modern design of the building is further expressed and articulated

through its structural form: corners are inverted and the glass curtain wall recessed with the openspaced areas glassed-in between the interior load-bearing concrete piers of the superstructure and the outer exterior plane of the brick curtain walls of the façade and sides. The curtain wall of glass, together with the continuous bands of clerestory windows and inverted glass-enclosed corners – as well as the "reveal" of the interior concrete piers themselves – discloses the non-supporting character of the outer walls.

The north and south elevations of the building are similar in appearance and feature unbroken bands of aluminum frame clerestory windows, long expanses of unadorned brick curtain walls punctuated by full height panels of aluminum framed glass, and the flat cantilevered concrete canopy continued from the façade. The north elevation – which faces West Waldburg Street – features two large glass curtain walls: a seven-paneled glass wall toward the front half of the building; and a five paneled glass wall toward the rear of the building that is obscured by a lattice style brick wall enclosure that that serves as a screen for the employee break room. The south elevation – which faces the parking area – features an ordered spacing of three small double-paneled glass curtain walls. Like the concrete canopy along the façade, periodic square-shaped openings – which are identical in size to the clerestory windows – are located mostly adjacent but also above the glass walls to allow natural light into the building.

The rear elevation – which faces Howard Street – is also similar in appearance to the side elevations and features the same unbroken bands of aluminum frame clerestory windows and long expanses of unadorned brick curtains walls but lacks glass curtain walls. A rear entrance consisting of a pair of industrial metal doors opens into the mechanical room in the northwest corner of the building. Like the façade, the rear elevation also features inverted glass-enclosed corners, although the design characteristic has been slightly altered in the northwest corner where metal louvered grills replace the sheets of glass (for security and safety reasons).

Non-historic alterations to the exterior are minimal and appear to be limited to side entrances created on both sides of the building. A single metal door was installed in the north elevation by removing a section of the brick curtain wall (clerestory windows appear to have been covered over with a combination of plywood and cement board). A single door entrance was enlarged to accommodate a pair of metal doors in the south elevation by removing a section of one of the glass curtain walls (clerestory windows also appear to be extant underneath plywood and concrete board).

Floor plan and Physical Description of Interior Spaces

The interior of the building originally featured a relatively open floor plan facilitated by the reinforced concrete superstructure – 20 load-bearing concrete piers support a sculpted, coffered concrete ceiling which extends beyond the curtain walls of the interior to form the overhanging canopy and sunshade that extends around all four sides of the building on the exterior. Columns are arranged in four rows of five, are square-shaped, and culminate in a large solid square within the geometric, "waffle" pattern of the exposed concrete ceiling. The building's austere square columns with articulated square canopy – which resembles a tree – are clearly inspired by Wright's dendriform or "lily pad" columns utilized at his S.C. Johnson Wax Administration Building.

The building is entered through a small reception area – which is further defined by a row of squareshaped skylights in the ceiling – that gives way to an open "General Office" space from which the room partitions of the front 3/4 of the building are centered around. Like Wright's Johnson Wax Administration Building, the "general office" space is articulated by ordered rows of load bearing concrete columns that rise to the exposed concrete ceiling while interior spaces within the central part of the main office floor were (originally) defined by the ordered placement of clerk's desks and office equipment. Flanking the "general office" area on three sides are a range of managers offices along the south wall of the building, a range of classroom and training rooms along the north side of the building, and a grouping of service-related rooms that form the west side of the general office quadrangle. Corridors on each side of the service related rooms provide access to the bathrooms, employee "Lunch Room", and "Mechanical Room" which occupy the rear 1/3 of the building along the north side, and "Receiving", "Shop", and "Stock" rooms that occupied the rest of the rear section of the building. Two rooms of almost identical proportions – the "Interview Room" adjacent the "I.B.M. Manager's Office", and the "E.T. Demo" Room adjacent the "Classroom" – flank the "Reception" area located at the entrance of the building.

Original interior finishes include unadorned brick curtain walls, aluminum frame and glass curtain walls, aluminum frame clerestory windows (as part of the south and north walls of the private offices and training rooms that line each side of the building, respectively), and a poured concrete slab floor (covered over with wall to wall carpet).

All of the office/room divider partitions are full height and are of metal frame construction with gypsum board walls (with the exception of the "Mechanical Room", which features concrete block construction). Private offices and training rooms are located along the sides of the building in order to take advantage of the natural sunlight provided by continuous rows of clerestory windows. All of the room partitions opening onto the "General Office" space featured solid wood doors with equal-sized, full height sidelights of "grey solar rough plate glass." The range of six manager's offices along the south side of the building is partitioned such that each features at least one rectangular full height plate glass window. The largest of these offices - reserved for the "I.B.M Manager" - is located in the southeast corner and features two full height plate glass windows as a result of the inverted corner detail described earlier (see description of exterior on page). The divider partitions between the "Conference Room" and the "E.T. Manager's" office and the "C.E. Manager's" and "Administrative Manager's" offices bisect two of the three double paneled glass curtain walls along the south elevation of the building in such a way that the resulting full height, single pane of plate glass in each office is aligned with the full height sidelight adjacent the office doorway on the opposite side each office. In addition, one corner of each of these rooms is further articulated by a load bearing concrete column that forms the extremity of the solid portion of these specific partition walls. The open space between the interior column and the central mullion of the double paneled glass wall is closed in by a third thin, rectangular full height plate glass window, giving each of these four offices a two dimensional, glass-enclosed corner similar to that of the inverted design found in each corner of building (see original floor plans). A third double paneled glass curtain wall located toward the rear of the building on the south side is bisected by an interior partition wall between the "E.T.C.E." office and "Receiving" in a similar fashion, although in this instance one of the full height plate glass windows serves as a sidelight to an exterior door. Unlike the managers office's, the range of training rooms located on the north side of the building are not uniform in size and do not share an ordered fenestration. The "Machine Training Room" and the adjacent "K.P. Training Room" share a seven paneled glass curtain wall, with five panels making up the entire north wall of the Machine Training Room up the entire north wall of the "Machine Training Room. Separate male and female bathrooms feature ceramic tile floors and walls, ³/₄ tile screen wall at entrance, and coffered concrete ceiling. The north wall of the employee "Lunch Room" is made up entirely of a glass curtain wall which is shielded from view by a lattice brick wall screen.

There have been several alterations to the interior, all of which appear to have occurred after 1996 when Draughon's Junior Business College (later South College) vacated the property. Between 1997 and 2007, work was begun to partition the interior into three offices, each with a separate entrance

but with shared rest room facilities (see existing floor plans). Only two of these office spaces were completed.

In 1997 the rear half of the building was remodeled for use as a local branch office for Powertel. An access hall ("Corridor #2" on "As Built" plans) was created by adding a wall between the columns on the west side of the "General Office". Existing corridors were used to connect rooms within the newly partitioned office and to provide bathroom access to all existing and proposed office partitions, while a separate entrance hall ("Corridor #3" on "As Built" plans) was created for a second proposed office along the north side of the building by partitioning the "K.P. Training" room in half and adding a metal door in the north side of the building. In remodeling back half of the building for use by Powertel, several office partition dividers were removed to create larger spaces: the space formerly occupied by the "Mail", "Dispatch", "E.T. Storage" and "Clerical Storage" Rooms were combined to create the "Control Room;" the "Sales Lit." and "Sales Proposal" rooms were combined to create the "Battery Room"; the "E.T.C.E." and "Administrative Manager's" Offices were combined to create the "Cell Tech/Storage Room"; and the "Shop" and "Stock" rooms were combined to create the "Switch Room" and a second "Cell Tech/Storage Room" (see "As Built" and original I.B.M. plans). The existing supply entrance on the south side of the building became the main entrance to the office - although the doorway was expanded from single to double doors - and the space that was originally "Receiving" was truncated to create an entry hall ("Corridor #1 on "As Built" plans). All doors and entrances appear to have been added at this time - no original doors or entrances were retained. Sheetrock added over interior brick walls in the Cell Tech/Storage Room and Switch Room appears to be fairly recent (2005 – 2007). Small Cell Tech/Storage Room in southwest corner eliminated during this last round of renovation (partition wall removed).

During the early to mid 2000s a second office was created along the north side of the building where the I.B.M. training rooms were originally located. One large rectangular room was created by removing the office divider partitions between the "K.P. Training" and "Machine Training" rooms and the "Classroom" (see "As Built" and original I.B.M. floor plans). The space that was originally the "E.T. Demo" Room was expanded by removing a closet and closing in the original entrance off the "General Office" floor. Two additional rooms were added to the south of the former training room space (see plans). All doors and entrances appear to have been added at this time - no original doors, sidelights, or entrances were retained. Note that the "furred down" HVAC containment box that formed the lowered ceiling of the original corridors and continued the length of the managers offices and training rooms (still extant on south side of building) are probably still extant within the framed in walls of the newly added rooms. Drop ceilings were added throughout the second office at this time.

The renovation of the third and largest office – consisting of the main entrance, most of the "General Office" area and the remaining manager's offices – was never completed, although it is apparent that some demolition was completed. The original entrances –plate glass sidelights, framework, and solid wood doors – to all of the private offices were removed, although most of the original office partition dividers remain intact.

The building appears to be structurally sound and retains a good degree of integrity overall.

National Register of Historic Places Continuation Sheet

Section 8--Statement of Significance

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties:

() nationally (X) statewide (X) locally

Applicable National Register Criteria:

(X) **A** () **B** (X) **C** () **D**

Criteria Considerations (Exceptions): (X) N/A

()A ()B ()C ()D ()E ()F ()G

Areas of Significance (enter categories from instructions):

Architecture Engineering Other: Industrial Design and Corporate Development

Period of Significance:

1960-61 approximate dates the building was designed and built

Significant Dates:

1961 approximate date of construction

Significant Person(s): n/a

Cultural Affiliation: n/a

Architect(s)/Builder(s): Richard Aeck of Aeck Associates, Atlanta

Narrative statement of significance (areas of significance)

In the area of <u>architecture</u> the IBM Eastern Region Office is significant at the local level as a good example of an early 1960s suburban commercial office building and as an excellent example of the New Formalist style of modern architecture. Also significant for its characteristic use of modern materials, the building is among the relatively few iconic examples of New Formalism in Savannah

National Register of Historic Places Continuation Sheet

Section 8--Statement of Significance

that exhibit the type of new forms – waffle slabs, umbrella shells, and folded plates – made possible by the then "newly discovered … plastic-like qualities of concrete." The building's innovative modern design and structural form – expressed through pre-cast concrete piers and modular waffle slab ceiling – as well as its characteristic parabolic aluminum entry vestibule and concrete canopied overhangs, set it apart from other local buildings of the period.

In the areas of <u>architecture</u> and <u>engineering</u>, the IBM Eastern Region Office is significant on both the local and state levels for its association with architect Richard L. Aeck and Aeck Associates and for its innovative method of construction – modular pre-formed concrete waffle slab – a method pioneered by Aeck during the 1940s and 1950s and characteristic of his best work of the period. A prominent architectural firm in Georgia and throughout the southeast, Aeck Associates, Architects was known for its innovative use of structure and strong modern design philosophy, receiving numerous awards for design excellence. Designed by Aeck in 1960, the IBM Eastern Region Office was one of the first buildings in Savannah to feature a modular concrete structural system. The building's structural form – consisting of pre-form concrete columns and joists with a modular concrete roof slab – displays the same flat roof, waffle slab ceiling/cantilevered canopy design that appears to have become a standard for Aeck's structural concrete frame buildings of that period as exhibited in his c1958-59 Lovett School in Atlanta, Georgia and c1963 Lockeed Research Center in Marietta, Georgia.

In the area of <u>industrial design and corporate development</u> the IBM Eastern Region Office is significant at the state level for its association with the IBM Design Program, the first comprehensive, corporation-wide design program in American business. Between 1956 – 1977 architect and industrial designer Eliot Noyes served as "Consultant Design Director for the Corporate Design Programme (for architecture, graphics, industrial design, interiors, exhibits, and fine art procurement), developing and implementing his "new American modernist design approach" for IBM. Noyes established design continuity and a reputation for high standards of excellence in all of IBM's products – from buildings to typewriters – by implementing as the sole criterion of all the company's endeavors as being "the best in modern design", commissioning only the best architects, designers, and artists throughout the world. As a result of its demonstrated ability as one of the best architectural firms in the region, Aeck Associates was selected in 1960 by Eliot Noyes to design IBM's Eastern Region Office in Savannah, Georgia. The IBM Eastern Region Office was the first of four buildings designed by Aeck for IBM in Georgia, Florida, and South Carolina between 1960 and 1963, and – along with IBM Atlanta – is one of only two buildings in Georgia that was designed and built as a direct result of the Noyes' era IBM Design Programme (sic).

National Register Criteria

The IBM Eastern Region Office meets <u>National Register Criterion A</u> in terms of architecture at the local level as a good example of the dozens of one-story, free standing suburban style commercial office buildings built during the 1950s and early 1960s as infill along the major north-south corridors connecting Savannah's downtown business district and the growing suburbs south of Victory Drive.

National Register of Historic Places Continuation Sheet

Section 8--Statement of Significance

The building also meets National Register Criterion A at the state level for its association with the IBM Design Program, the first comprehensive, corporation-wide design program in American business established and implemented by architect and industrial designer Eliot Noyes between 1956 and 1977. The IBM Eastern Region Office was the first of four buildings designed by Aeck for IBM in Georgia, Florida, and South Carolina between 1960 and 1963, and – along with IBM Atlanta – is one of only two buildings in Georgia that was designed and built as a direct result of the Noyes' era IBM Design Programme (sic).

The building meets National Register Criterion C in terms of architecture at the local level as an excellent example of the New Formalist style of modern architecture, one of the relatively few iconic examples of the style in Savannah that exhibit the type of new forms - waffle slabs, umbrella shells, and folded plates – made possible by the then "newly discovered ... plastic-like gualities of concrete." The building's innovative modern design and structural form set it apart from other local buildings of the period. The building meets National Register Criterion C at the local and state level in terms architecture and engineering for its association with architect Richard L. Aeck and Aeck Associates and for its innovative method of construction - modular pre-formed concrete waffle slab - a method pioneered by Aeck during the 1940s and 1950s and characteristic of his best work of the period. A prominent architectural firm in Georgia and throughout the southeast, Aeck Associates, Architects was known for its innovative use of structure and strong modern design philosophy, receiving numerous awards for design excellence. Designed by Aeck in 1960, the IBM Eastern Region Office was one of the first buildings in Savannah to feature a modular concrete structural system. The building's structural form – consisting of pre-form concrete columns and joists with a modular concrete roof slab - displays the same flat roof, waffle slab ceiling/cantilevered canopy design that appears to have become a standard for Aeck's structural concrete frame buildings of that period.

Developmental history/historic context (if appropriate)

Office Building Development in Savannah after 1950

The completion of the International style Drayton Towers in 1950 signaled the arrival of modern architecture in Savannah's downtown commercial district. Although a few low and high rise commercial office towers and apartment buildings were constructed during the 1950s and early 1960s, the majority of commercial buildings built in Savannah during this time were built as infill along the major north-south corridors (Whitaker, Bull, and Drayton Streets) that connect the downtown business district and the growing suburbs south of Victory Drive. Most of these buildings are characterized as small scale, one-story, free standing suburban type commercial office buildings, are rectilinear in shape ("Miesian box") and reflect a more pure expression of the International style, and were typically built as branch offices for banks, savings and loan associations, and insurance companies. While the Miesian aesthetic continued to be a popular style for commercial architecture throughout the 1960s and early 1970s – which was especially true for small scale office and

National Register of Historic Places **Continuation Sheet**

Section 8--Statement of Significance

commercial buildings built in mid as well as southside Savannah, a new design approach in modern architecture – known as "New Formalism" – briefly became the preferred style for major civic and public buildings in Savannah (as well as in Georgia's other major cities). New Formalism – which is sometimes called "Neo Palladiansim", gained favor among the nation's leading architects during the late 1950s as a rejection of – and alternative to – the rigid form of Modernism. New Formalism, simply put, is an architecture that combines the decorative elements and traditional methods of composition and design with the new materials and technologies incorporated in the International Style. The style represents another 20th Century effort to incorporate the building forms of the past with new forms made possible by advances in building technology. According to the architectural style guide developed by the Washington Department of Archeology and Historic Preservation in Olympia:

"New Formalist buildings embraced many Classical precedents such as building proportion and scale, classical columns, highly stylized entablatures, and colonnades. However, they also used the newly discovered plastic-like qualities of concrete to create new forms such as umbrella shells, waffle slabs, and folded plates."

Although there are relatively few examples of New Formalist architecture in Savannah (less than two dozen), the examples that do exist (see attached list) are characteristically high profile, well known buildings built for prominent local, regional, and in some cases, national entities or organizations. Prominent, large scale examples in Savannah include the Desoto Hilton Hotel and Citizens & Southern National Bank Building (c1968-69), designed by the Atlanta firm of Aeck Associates, and the Savannah Civic Center (c1974) – perhaps the city's best example of New Formalism applied to a civic building – designed by the Savannah firm of Nowell and Ritzert. Built in 1961, the IBM Eastern Region Office, one of four office buildings in the southeastern United States designed by prominent Atlanta architect Richard Aeck for the IBM Corporation, is one of Savannah's earliest examples of the New Formalist style.

International Business Machines Corporation: the Eliot Noves Years (1956 – 1979)

Eliot Fette Noyes (August 12, 1910 – July 18, 1977) was a Harvard-trained American architect and industrial designer who is best known for his pioneering efforts in the development of comprehensive corporate-wide design programs in which design strategy is harmoniously integrated with business strategy. In establishing new standards of design for corporations, Noyes provided uniformity "based on bold, clearly cut simplicity, making individual corporate identities instantly recognizable." His clients included IBM, Mobile Oil, Cummins Engine, and Westinghouse. As an industrial designer he is best known for his work for IBM – principally his famous design for the IBM Selectric typewriter, c1961 – and for the Mobile Oil Corporation, in developing a service station prototype with cylindrical gas pumps, c1968.

National Register of Historic Places Continuation Sheet

Section 8--Statement of Significance

The IBM Design Program

In 1956 Eliot Noyes was commissioned by new IBM President Thomas J. Watson, Jr. to create IBM's first corporate-wide design program, acknowledged as the first comprehensive design program in American business. Given the title "Consultant Design Director for the Corporate Design Programme (for architecture, graphics, industrial design, interiors, exhibits, and fine art procurement)," Noyes – in partnership with Watson and other key collaborators – spent the next twenty-one years developing and implementing his "new American modernist design approach" for IBM, designing several products and buildings, while also advising the IBM internal design staff.

In establishing a look or style for IBM, Watson recalls Noyes' insistence that excellence in modern design be the objective and sole criterion:

"I wanted factories, products and sales offices, all done in such a way that a person could look at any of them and say instantly, 'That's IBM'. But Noyes said this would be self defeating. If we tried to fit a single uniform image, it would eventually become tired and dated. Instead, he suggested the IBM's theme be simply the best in modern design. Whenever we needed something built or decorated, we would commission the best architects, designers, and artists, and give them a relatively free hand to explore new ideas in their own styles."

According to Gordon Bruce in his book, <u>Eliot Noyes: A Pioneer of Design and Architecture in the Age of American Modernism</u>, Noyes realized that excellence in design was the unifying quality that tied together all the components of his client's programs – graphics, buildings, products, exhibitions, interiors – and that hiring the best people for each job ensured a continuity that made all of these efforts compatible:

"He knew if he selected the best architects, product designers and graphic designers no matter where they were located in the world, and gave them the freedom to do their best – with insight into the corporate spirit that he defined – everything would work together because everyone thought in the same way."

One of the first steps Noyes took in implementing his corporate design programme (sic) for IBM was to commission Paul Rand – who he felt was the best graphic designer in the United States and who was known internationally – to redesign the IBM logo (the company's "signature") and create a few standards. In addition to Rand, Noyes enlisted the assistance of Charles and Ray Eames and their office to help with exhibitions and film. For control and direction, Noyes saw himself as the "curator of design" and "consultant director" whose function was to select and oversee the efforts of various project consultants, his own office of architects and designers (Eliot Noyes and Associates), and IBM's internal design directors and designers located at various facilities throughout the world. As part of Noyes program, IBM was the first company to appoint a design manager in each of its major plants around the world in an effort to maintain consistent design as a global objective.

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As part of the total design programme for IBM, Noyes – according to author Gordon Bruce – "always selected the best (Modernist) architects from around the world to design the company's buildings and to source the art featured in them" – Mies van der Rohe, Eero Saarinen, Paul Rudolph, Marcel Breuer, John Bolles, among others. Designed by some of the most well known and respected architects of the day, these high profile, groundbreaking works of modern architecture gave IBM considerable international recognition as a great patron of the building arts and – perhaps more importantly – "also provided an important pathway for Noyes to demonstrate the enlightened design spirit he was establishing for the corporation."

Begun in 1956, the IBM Manufacturing and Development Facility (c1958) in Rochester, Minnesota was the first project initiated under Noyes' architecture programme, for which Eero Saarinen was selected. On the selection of Saarinen for this commission, Noyes said:

"When I chose Saarinen for the job, I was not thinking what appearance his building would have. I was thinking that if he does the job, I will not have to worry about its integrity or its modernity, and these are certainly the qualities that IBM should represent."

IBM Rochester was the first of dozens of manufacturing plants, research and development facilities, branch and regional offices, and corporate headquarters built in locations throughout the nation and world for the IBM Corporation under the direction of Eliot Noyes between 1956 and 1977 – a span of time that marks the greatest period of facilities expansion in IBM history. As specified by Noyes through his corporate design programme, all of these facilities were intended to represent "the best in modern design" as a way of "conveying a progressive image of (IBM as) a dynamic, high-technology origination."

In 1990 the National Building Museum in Washington, D.C. recognized three Noyes-era commissions as significant contributions of IBM to the built environment of the United States: the architecture programme's seminal work – Eero Saarinen's c1958 IBM Manufacturing and Development Facility in Rochester, Minnesota; the c1964 IBM Headquarters Building in New York, designed by Skidmore, Owings, and Merrill (SOM); and the c1987 IBM Building in Atlanta, designed by Phillip Johnson and John Burgee.

Richard Leon Aeck, FAIA and Aeck Associates, Architects

Richard L. Aeck of Aeck Associates was an award winning Atlanta architect who designed dozens of buildings throughout Georgia and the southeastern United States during a career that spanned nearly 50 years. A 1936 graduate of Georgia Tech, Aeck took on a number of temporary assignments – both in the U.S. and abroad – before returning to Atlanta during the early 1940s where he worked as an associate architect alongside his friend and colleague, Paul Heffernan, in the Atlanta firm of Bush-

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Brown and Gailey. In 1946 Aeck and his wife Molly – an established interior designer well known in her own right – formed the firm of Aeck Associates, Architects. Over the next forty years Aeck Associates designed a variety of building types for dozens of institutional, commercial and private clients that included residences, hospitals, hotels, dormitories, schools, office buildings, apartment houses, college classroom buildings, technical laboratory buildings, banks, and recreational and sports facilities. A member of the American Institute of Architects since 1941, Aeck was elected to the College of Fellows (FAIA) by his peers in 1961 "in recognition of his outstanding service and contributions to the profession and to society." Richard Aeck retired in 1984 and was succeeded as the principal of Aeck Associates by his son Tony. Aeck Associates merged with Lord & Sargent in 1989 to form Lord, Aeck, and Sargent, Architects, located in midtown Atlanta.

While Aeck garnered a number of awards and other accolades for his contemporary designs throughout the 1950s and early 1960s – particularly his hospitals, college dormitories and classroom buildings, as well as primary and secondary schools (see attached list) - he was perhaps best known in the architectural community for his pioneering use of structural concrete. Between 1944 and 1960, Aeck had completed an impressive number of commissions within the north Georgia region, gaining a reputation for the innovative use of pre-cast and reinforced concrete as executed in his highly functional designs for the West Stands at Ga. Tech's Grant Field (1944-47) and Grady High School Stadium (1948) in Atlanta – both of which received mentions in the architectural journal Progressive Architecture in 1948, his Williams Street Parking Deck (c1954), also in Atlanta – which won an awards citation from *Progressive Architecture* in 1954, and for his Callaway Gardens Outdoor Dining Pavilion (c1958) at Pine Mountain, Georgia, which received national and international accolades. It should be noted that during this period. Aeck's designs were judged alongside the works of some of the most well known and highly regarded architects of the day when entered into juried competitions sponsored by national journals such as the aforementioned Progressive Architecture and Architectural Review, among others. For example, other entries entered into Progressive Architecture's Third Annual Awards competition in 1948 - for which Aeck received a mention - were submitted by such notable Modernists as Pietro Belluschi, Eliel and Eero Saarinen, Richard Neutra, Ralph Twitchell, and Paul Rudolph, among others, while the awards jury included architects Louis Skidmore of SOM (Skidmore, Owings, and Merrill) and Edward D. Stone. As further evidenced by his election to the College of Fellows (FAIA) in 1961, Aeck's work in Georgia and throughout the southeast would have been well known to his fellow architects working in the United States during this time.

The emergence of New Formalism as an alternative to the rigidity of Modernism and the inception of Eliot Foyes's IBM Design Program occurred simultaneously with Richard Aeck's growing reputation during the mid to late 1950s as a leading proponent of modern architecture in the region. In fact, it would appear that Aeck's pioneering work with structural concrete during the 1940s and, in particular, modular, pre-form concrete structural systems during the 1950s helped to bring about the architectural trends that culminated in the brief popularity of New Formalism – particularly the characteristic use of stylized concrete entablatures, colonnades, waffle slabs, and folded plates – as

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the preferred style for major public and civic buildings throughout the state and region during the late 1950s through the early 1970s. Evidence of Aeck's renown in this regard can be found in Edward and Elizabeth Waugh's book <u>The South Builds: New Architecture in the Old South</u>. Published in 1960, the book – which offers a sampling of some of the best and most characteristic contemporary architecture in the Southeast – features five examples of Aeck's work, three being his most well known works in concrete. Of these, Aeck's c1958 Pavilion Restaurant at Callaway Gardens in Pine Mountain, Georgia is singled out – along with Victor Lundy's Warm Springs Inn at Sarasota, Florida – as important examples of the use of "molded– concrete shell structures" of the kind pioneered by engineers such as "Pier Luigi Nervi of Italy, Felix Candela of Mexico, Felix James Samuely of London, and Paul Weidlinger of New York." In a chapter entitled "Trends and Purposes", in which the author identifies "Palladianism" – now known as "New Formalism" – and the pre-form concrete shell as emerging trends in contemporary architecture, Waugh maintains that the importance of Lundy's Inn and Aeck's Pavilion Restaurant derives from

"their use of repetitive (concrete shell) units, which permit a construction technique to the greatest utility in a highly industrialized society."

Further on in the chapter, Waugh later expands on this theme when describing Aeck's Pavilion Restaurant in greater detail:

"A significant trend in architecture is apparent in the structural system of the building. Each one of the inverted cones is cast on one form and then lifted into place by a crane and balanced on its concrete column. Once three of these had been set up in a triangular position they were joined together by the triangular horizontal piece seen in the top of Plate 1. This gives structural stability to the system, and subsequent cones can be added in the same manner indefinitely. This trend of using stressed skin concrete shell construction was developed in Europe over the last twenty years and has only recently been introduced in the United States. ... the repetitive structural forms as seen in this building are a fine example of the proper use of concrete in a society as highly industrialized as the Southeast is becoming."

Aeck continued to develop and use "repetitive (concrete) structural forms" in his buildings throughout the late 1950s and early 1960s as exhibited in his Lovett School (c1958-59) in Atlanta, Georgia and Lockheed Research Center (c1963) in Marietta, Georgia, to name a few. Unlike the concrete shell cones used in his Pavilion Restaurant of 1958, both of these buildings employ a square, single cast concrete "dome" as its "repetitive unit" and exhibit an identical waffle slab ceiling/cantilevered canopy design that appears to have become a standard for Aeck's structural concrete frame buildings of that period. It was during this period – roughly from 1960 to 1963 – that Aeck Associates was commissioned by IBM to design four office buildings in the southeast region as part of Eliot Noyes's initial phase of the "IBM Design Programme."

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Aeck Associates, Architects and the IBM Design Programme

By the end of the 1950s, Richard Aeck and Aeck Associates had earned a reputation as one of the most progressive and innovative architectural firms in the Southeast. It was during this time that Eliot Noyes and his staff began selecting architects to design various facilities throughout the nation and world to help carry out his vision for IBM. According to Gordon Bruce in his book, <u>Eliot Noyes</u>:

"As part of the total design programme for IBM, one of Noyes' duties was to select architects from around the world to design the company's buildings (and to source the art featured within them). They were a very important part of the programme (sic). (IBM President) Watson said, 'We needed architects in particular, because we were just about to begin the greatest factory expansion in IBM history"

While it is clear that Noyes preferred internationally known architects for IBM's larger, more high profile commissions – having chosen Eero Saarinen to design the company's first major facilities under the program at Rochester, MN (IBM Manufacturing and Development Facility – designed in 1956 and completed in 1958) and Yorktown Heights, NY (Thomas J. Watson Research Center – designed in 1957 and completed in 1961) – he also selected highly capable and innovative regional architects for smaller commissions, perhaps as a result of his belief that "each region of the United States has buildings inspired by the local climate." Regardless of stature, however, Noyes always selected the best architects as an essential component of the corporate ethos he sought to cultivate through the IBM Design Programme. According to Noyes' secretary Sandy Garsson:

"he (Noyes) would try to find the best people to do different projects to expose the whole Corporation to a broader knowledge of what you can accomplish. Some of IBM's best buildings, he didn't do. Not because he couldn't have done them, but because he wanted them (IBM) to see a different approach and that there was more than one, but it always had to be excellent. In other words, the criterion was excellence."

As a result of its demonstrated ability as one of the best architectural firms in the region, Aeck Associates was selected in 1960 by Eliot Noyes to design IBM's Eastern Region Office to be located in Savannah, Georgia. Aeck Associates would be called on later to design three more buildings in the southeast for IBM during the Noyes era: branch offices in Greenville, South Carolina and Tampa, Florida, both in 1962; and an office building in Atlanta, Georgia in 1963.

The IBM Eastern Region Office (c1960-61)

In 1956 the Interstate Life and Accident Insurance Company, one of several insurance companies

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that built multiple one story suburban type branch offices along Savannah's main east-west corridors during the 1950s, purchased four lots in Lloyd Ward across from Forsyth Park – Lots #9 – #12 along Whitaker Street between W. Waldburg and W. Park Streets – from Alga H. Adler and the estate of Leopold Adler. Two large, three-story, early 20th century apartment buildings - 1009 and 1007 Whitaker Street – were located on the lots adjacent one another in the center of the property. The two apartment houses were demolished and the existing orange brick, one-story office building located at 1015 Whitaker Street was built on the northwest corner of Whitaker and W. Park Streets in 1957 as the insurance company's district office (an identical branch office was built a year later on Victory Drive across from Gravson Stadium in Daffin Park). The remaining undeveloped parcel. consisting of Lots #9, #10, and the northern 21.4 feet of Lot #11, was subdivided into a separate building lot. It appears that sometime between 1958 and 1960, the Interstate Life and Accident Insurance Company entered into a lease agreement with the IBM Corporation allowing them to erect a building on the site. While no lease agreement between the two parties has been located, there are several indications that such an arrangement existed, including deed records that indicate that the insurance company still owned the property as late as 1973 as well as the fact that the president of the Interstate Life and Accident Insurance Company is listed as a signatory on the original c1960 blueprints prepared by Aeck Associates, along with Richard Aeck and various IBM officials, in approving the final plans.

Designed in 1960 and completed in 1961, the IBM Eastern Region Office, located at 1001 Whitaker Street on the southwest corner of Whitaker and W. Waldburg Streets, was one of the first buildings in Savannah to feature a modular concrete structural system. The building's structural form – consisting of pre-form concrete columns and joists with a modular concrete roof slab – displays the same flat roof, waffle slab ceiling/cantilevered canopy design that appears to have become a standard for Aeck's structural concrete frame buildings of that period as exhibited in his c1958-59 Lovett School in Atlanta, Georgia and c1963 Lockeed Research Center in Marietta, Georgia.

The IBM Eastern Region Office is also among the relatively few iconic examples of New Formalism in Savannah that exhibit the type of new forms made possible by the then "newly discovered ... plastic-like qualities of concrete" (waffle slab and canopied overhang), along with other local examples such as Bergen and Bergen's c1958 Blessed Sacrament School (modulated concrete sunscreens and umbrella shell canopies), Eugene Maxwell's c1959 Daffin Park Bath House (folded plates), and the c1962 Highway 17 Savannah Visitor's Center (umbrella shell canopies), among others.

After IBM vacated the office in 1971, the building became the property of the Interstate Life and Accident Insurance Company which, along with it's original location at 1015 Whitaker Street, briefly occupied the building in 1972 and part of 1973 before selling the property in August of that same year to the Meadows Development Company of Jacksonville, Florida, a development company specializing in the sale, lease, and development of commercial real estate, particularly office buildings and parks. The Meadows Development Company, known as Meadows, Inc. after 1987, leased the property until its longtime tenant relocated in 1996. In 1997 the property was offered for sale and was

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sold to Alva Lanier Blount Compton in February of 1998.

Between 1975 and 1996, 1001 Whitaker Street served as the primary academic building of Draughon's Business College of Savannah/Draughon's Junior College (known as South College after 1986). During the early 1980s the college leased the former Interstate Life and Accident Insurance Building at 1015 Whitaker Street for use as administrative offices (registrar and business office).

After South College moved its campus to new quarters on Savannah's Southside in 1996, Meadow's, Inc., the real estate development company that owned the property, began remodeling the building into three separate office spaces in 1997, having already leased one of the units to Powertel Wireless. After the building was sold in 1998, the new owner (Compton) continued the remodeling begun by Meadows, Inc., completing a second office space in 1999 (there is little information available regarding the occupancy history of this unit other than it was never listed as occupied in city directories). In 2005 the building was occupied for some time by T-Mobile in the space vacated by Powertell Wireless. Work was never begun on the third office and after 2007 the building has been vacant.

The property was purchased in 2010 by Seacrest Partners, Inc., a private insurance brokerage and consulting firm, with plans to rehabilitate the building for use as its corporate offices.

9. Major Bibliographic References

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Previous documentation on file (NPS): (x) N/A

- () preliminary determination of individual listing (36 CFR 67) has been requested
- () preliminary determination of individual listing (36 CFR 67) has been issued date issued:
- () previously listed in the National Register
- () previously determined eligible by the National Register
- () designated a National Historic Landmark
- () recorded by Historic American Buildings Survey #
- () recorded by Historic American Engineering Record #

Primary location of additional data:

- (x) State historic preservation office
- () Other State Agency
- () Federal agency
- () Local government
- () University
- () Other, Specify Repository:

Georgia Historic Resources Survey Number (if assigned):

10. Geographical Data

Acreage of Property: Less than 1 acre (.39 acres))

UTM References

A) Zone 17 Easting 514404 Northing 3539543

Verbal Boundary Description

Description recorded on August 10, 1973 in Deed Book 102Q, Page 887 located in the Chatham County Court House:

"All those certain lots, tracts or parcels of land situate, lying and being in the City of Savannah, County of Chatham, State of Georgia, and known as Lots Numbers Nine (9), Ten (10), and the northern portion (twenty one and forty-three hundredths (21.43) feet) of Lot Number Eleven (11), Lloyd Ward All of which more fully appears by reference to a map or plan of the same made by Barrett & Exley, Inc., a copy of which is recorded in the office of the clerk of the Superior Court of Chatham Co., Georgia, in Plat Record X, Folio 4."

The boundary is indicated by a heavy blue line, drawn to scale on the attached tax map.

Boundary Justification

The IBM Eastern Region Office property encompasses the intact c1961 office building, parking lot, and walkways, and consists of lots 9, 10, and 21.4 feet of the northern portion of lot 11, Lloyd Ward as subdivided between 1957 and 1960 (approximate).

11. Form Prepared By

State Historic Preservation Office

name/title organization Historic Preservation Division, Georgia Department of Natural Resources street & number 254 Washington Street, SW; Ground Level city or town Atlanta state Georgia zip code 30334 telephone (404) 656-2840 date

Consulting Services/Technical Assistance (if applicable) () not applicable

name/title:Robert A. Ciucevichorganization:Quatrefoil Consultingstreet and number:22 W. Bryan Street, #139city or town statezip code:telephone:Savannah, Georgia 31401(912) 233-8655

(X) consultant
() regional development center preservation planner
(X) other: in tandem with the Historic Savannah Foundation, Daniel Carey, President and CEO

(HPD form version 02-24-97)

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Photographs

Name of Property:IBM Eastern Region Office, 1001 Whitaker StreetCity or Vicinity:SavannahCounty:Chatham CountyState:GeorgiaPhotographer:James R. LockhartNegative Filed:Georgia Department of Natural ResourcesDate Photographed:Eastern Region Office, 1001 Whitaker Street

Description of Photograph(s):





The building located at 1001 Whitaker Street is situated on lots 9 and 10 of Lloyd Ward. It was constructed as an office building for the IBM Corporation's Sales and Service branch. This International Style building was designed by Aeck and Associates of Atlanta in 1960, with assistance from the local design firm of Barnard and King. The original IBM building opened its doors in 1961.

Victorian District Significant Mid-Century I

Address	Ward and Lot Numbers	Date	Architect	Description	
1001 Whitaker St.	Lloyd Ward: Lot 9, 10, and part of 11	1961	Aeck and Associates; Atlanta, GA	IBM Building	
1015 Whitaker St.	Lloyd Ward: Lot 12 and part of 11	1957	Unknown	Old Hurn Museum	
21 W. Park Ave.	Gallie Ward: Lot 30	1955	Unknown	Brick Commercial Building	
1201 Bull St.	Gallie Ward: Lots 34, 36, and 38	1950	Unknown	Masonry Vernacular Commercial Building	



