

Mid-Century Modern Architecture: A Strategy for Documentation and Preservation



Russell Maxey Collection, 1968, Richland Library

DEFINING THE ERA

- c.1945-1975 (careful if you are writing ordinances)
- Flexible, depends on your resources

Proposed New Eau Claire Fire Station



The Columbia City Council has approved the construction of a new fire station in the center of the Eau Claire area of Columbia. The new station will cost approximately \$85,000 and will contain two engines with sleeping quarters for enough men to man the vehicles.

Mid-Century, Modern, modern?



Notice the **modern** lines of Carlisle's new post office. Stork and Ott of Columbia were the General Architects, and Baker Construction Co. of North Augusta, S. C., the contractor.

New

Post Offices Increase

Why South Carolina?



- We have a LOT of mid-century architecture
- Clemson Architectural School graduates
- Urban Renewal
- Universities and Colleges
- Government Buildings (all levels)
- Tourism
- Suburbs (houses, churches, retail)
- Civil Rights sites
- Equalization Schools
- Most are still in use
- We need to document to better understand what we have

DOCUMENTATION



Horry County Historic Resource Survey

Efforts So Far:

- *Professor Alfred Willis did a tour of the whole state several years ago but the information has not been published
- *Horry County Architectural Resource Survey (2009) covered the coastline including Myrtle Beach
- *New surveys in Greenville, Greer are including modern resources
- *City of Columbia has started on a survey of downtown with over 300 resources identified
- *Probably many more!

DOCUMENTATION

DIY Documentation

- *Informal or reconnaissance survey in your area (windshield survey)
- *Always get photographs
- *See if you can obtain permission to the interior
- *Look for older photos
- *Start an Excel spreadsheet of what the addresses are, if a photo has been taken, a contact person, and a threat level
- *If the site is going to be demolished, ask for permission to photograph the site



Horry County Historic Resource Survey



DIY Documentation and Publication:

- *Consider starting a vertical file at the local library, or digital file
- *Create a Google Map identifying interesting resources (not related to threats)
- *Make a “virtual tour” on your website or social media of old or new images
- *Research the buildings to start understanding significance, age, style, etc.

RESEARCHING MODERN

Why Are We Looking at That?

Mid-Century and Modern Architecture in South Carolina



PRESERVATION HOTLINE #13 ▲ MID-CENTURY ▼ PRESERVATION HOTLINE #13 ▲ MID-CENTURY ▼ PRESERVATION HOTLINE #13 ▲ MID-CENTURY ▼



Preservation Hotline #13

South Carolina Department of Archives & History
8301 Parklane Road
Columbia, SC 29223-4905

State Historic Preservation Office
<http://shpo.sc.gov/>

Researching a Mid-Century/Modern Property

Mid-century construction, now fifty years of age and eligible to be considered for listing in the National Register of Historic Places, is prominent across South Carolina. While our state may not have been the center for big-name designers of the time, South Carolina had several prominent firms designing buildings in the mid-century and a wealth of vernacular buildings. Mid-century structures range from houses to schools to banks to government buildings and beyond and we encourage citizens interested in the history of our state to recognize and preserve these historic structures.

Until now, little scholarly attention has been paid to the mid-century and post-World War II building era in the South and in South Carolina. New research into the history of mid-century buildings is likely to break new ground

Architecture related

- [The American Small House - Early to Mid-20th Century House Types](#)
- [Courthouses in SC Designed by William Augustus Edwards \(MPS\)](#)
- [Gardens, A Context for the Study of Lowcountry](#)
- [Modern Apartment Complexes, 1936-1954 \(MPS\) \(4.8 MB\)](#)
- [Public Elementary and Secondary Schools, 1868-1971 \(MPS\) \(3.2 MB\)](#)
- [Public Housing in the United States, 1933-1949 \(MPS\) \(14 MB\)](#)
- [Ranch Houses: Guidelines for Evaluation and Resource Types](#)
- [South Carolina's Country Stores, 1850-1950, Report \(11.7 MB\) Appendices \(9.5 MB\)](#)
- [Tabby, The Conservation and Preservation of \(8.5 MB\)](#)
- [Why Are We Looking at That? Mid-Century and Modern Architecture in South Carolina \(4.4. MB\)](#)

RESEARCHING MODERN

- National Trends in History (suburbs)
- National/International Architects
- Architectural Styles
- State and Local Movements
- Effects of Federal laws and funding (Urban Renewal)

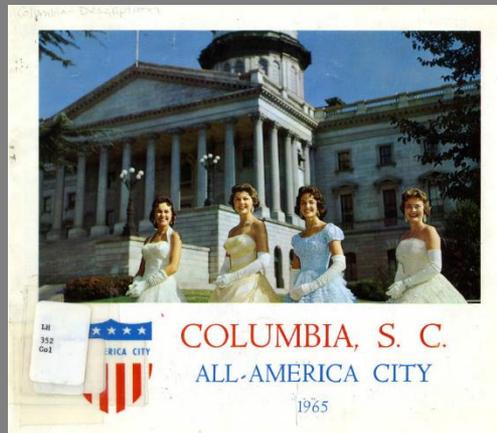


Cornell Arms, Richland Library Postcard Collection. Built in 1948, FHA program.

RESEARCHING MODERN



Renderings are sometimes inside the building, like this one from Clinton, SC, now City Hall (image by Jerre Threatt)



Postcards (color, landscaping)

Permits! (architects, drawings)

Photographer Collections (Maxey at Richland Library, more than what is online)

Architectural drawings, archived (Clemson)

Plumbing book from City of Columbia (architect pulled permit at times— up to 1950s)

Highway Maps (digitized)

Church and school cornerstones

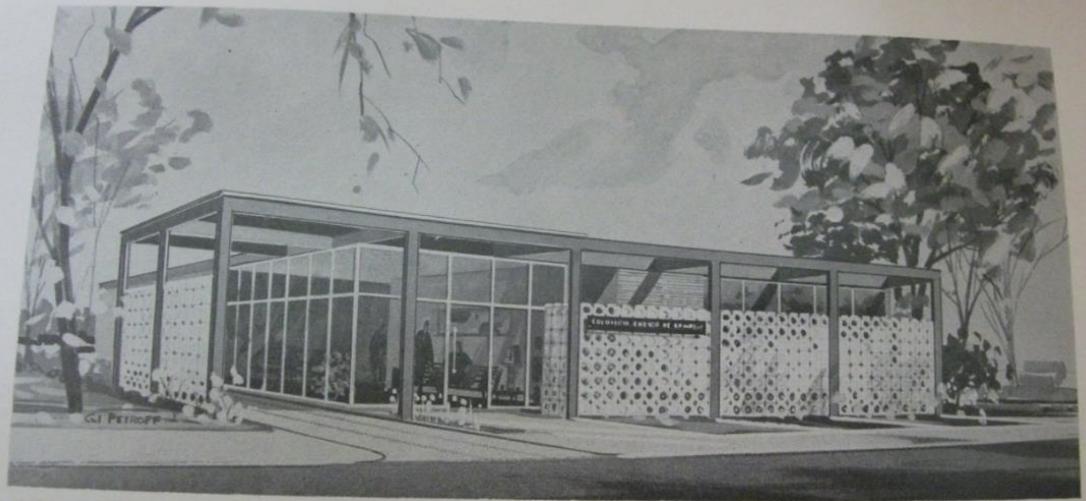
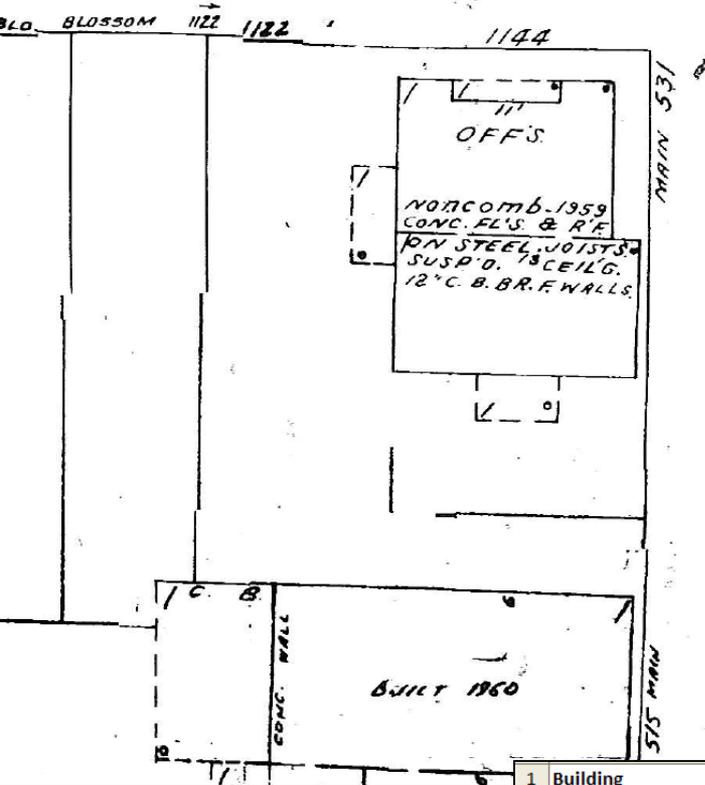
City promotional and planning docs

SC Magazine/AIA Review from 1960s

Architect Promotional booklets

Plan books on www.archive.org

BLOSSOM



COLUMBIA CHAMBER OF COMMERCE
COLUMBIA, SOUTH CAROLINA

MAYNARD PEARLSTINE, AIA, Architect

Above: 1958 SCAIA magazine

Left: 1969 Sanborn Fire Insurance Map

Below: Table made from LBC&W Promo Booklet

1	Building	Year	Address	Construction Company	Other Information
2	Abe Derahany Store	1948			
3	Adger Road Residence	1953			
4	Library-Allen College	1971	Hampton St.		Allen College-1530 Harden
5	Asbury Hall-Columbia College	1965	Russel Ave/Morgan St.		Columbia College-1401 Colum
6	Associates Building	1957	901 Sumter St.		Known at Internal Revenue Ser
7	B.H. Kline Residence	1948	217 Edisto Ave		
8	Baker Apts.	1949	724 Maple St.	M.B. Kahn Construction Co.	David Baker, owner; 20 units
9	Bankers Trust Tower	1974	1301 Gervais St	M.B. Kahn Construction Co.	LBCW office, 21 story
10	Barnwell-Senate Apartment Building	1971			
11	Bell Tower	1961	501 Elmwood Ave.		Elmwood Cemetery
12	Benjamin F. Payton Learning Resources Center-Benedict College	1971	1600 Harden St.		
13	Citizens and Southern Bank	1971	1801 Main St.		1801 Main St.
14	C&S National Bank Building/ Citizens & Southern Bank	1971	1801 Main St.	Ruscon Construction Co.	18 story
15	Carolina Coliseum-USC	1968-	701 Assembly St.		
16	Children's Museum, Columbia Museum of Art	1959			Columbia Museum of Art-1122
17	Christine Apts.	1949	3135 Millwood/923 Daly	Congaree Construction Co.	W.S. Durham, owner; 22 units

Challenges to Preservation

Hold on to Your Hat

Challenges to Preservation

- Perception of Youth (I am older than that building!)
- Ugliness/Aesthetics
- Layout inside and out (set back on lot)
- Materials used are deteriorating
- Vernacular and high styles
- Lots of Ranches and Colonial Revival
- Lack of understanding from professionals on styles, architects
- Painful history (urban renewal, relocation)
- Alterations
- Unsympathetic zoning
- Lots of others



Myrtle Beach resources





Preservation is largely reactionary, and there are other fires to put out.

City of Columbia, Planning, 2011



Russell Maxey Collection, 1968, Richland Library

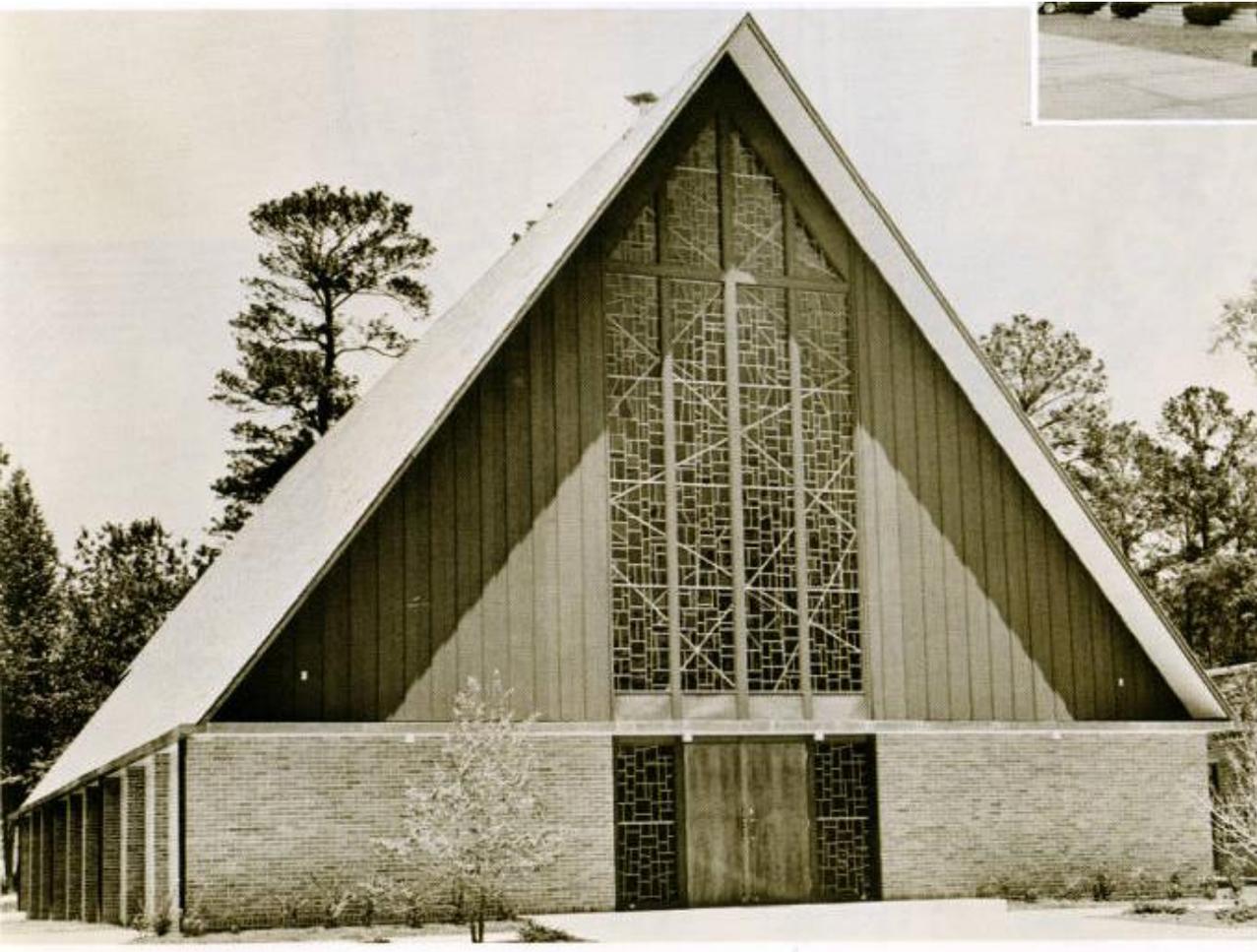


“I guess it’s not old enough to be saved by the preservationists,” he said. “It’s in the middle ground.”

Architect Maynard Pearlstine quoted in The State newspaper when referencing his works from the 1950s and 1960s in Columbia, SC (6/24/12)

CHURCHES

- *Great architecture
- *Much more expression than institutions
- *Located in suburb growth rings
- *Immune to the “carrots” of tax incentives!



Google



ART

Artwork by a (now) famous artist has made these sculpture significant on this c.1958 theater in Myrtle Beach. They were removed for safekeeping.



Horry County
Historic Resource
Survey



Several Issues: Artwork at entrance, Government building, and a finding of “not eligible” from a 2010 historic resource report, but locally considered a great example of the International Style, and was a work of locally important architects. Demolition contracts were requested for this building in 2015.

ALTERATIONS



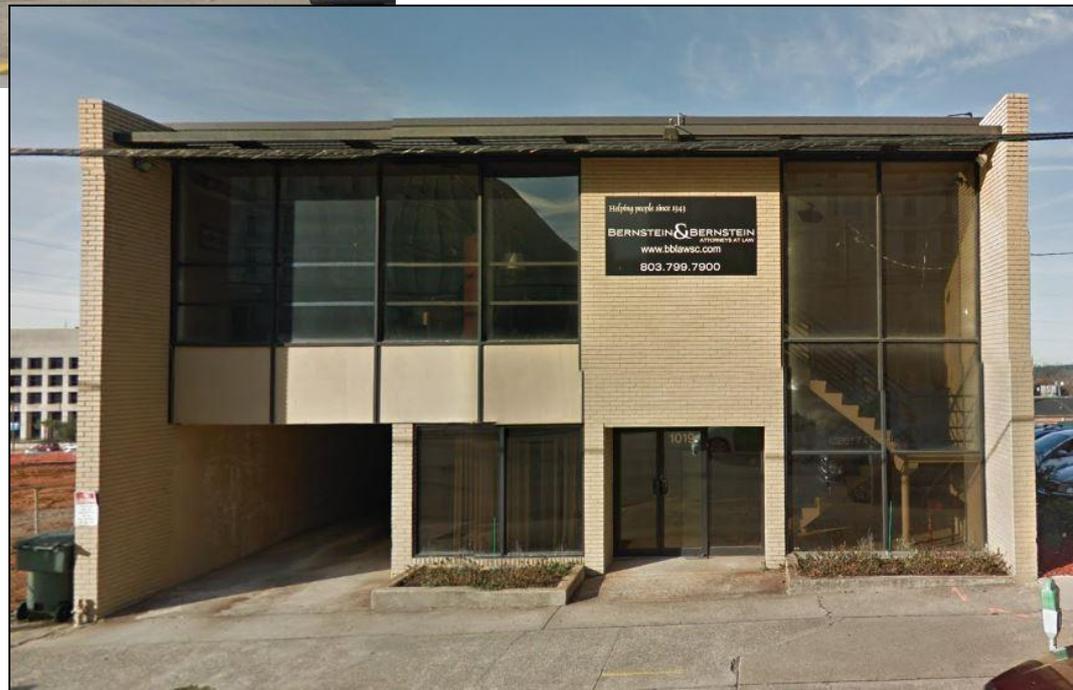
FOREST LAKE CLUB, Columbia



1700 Block Gervais St. Columbia, SC

1968-69 SCAIA Review

Google Streetview at right



1019 Assembly St., Columbia, SC

Glass tinted, brick painted, metal trim painted

Above: City of Columbia, 2011

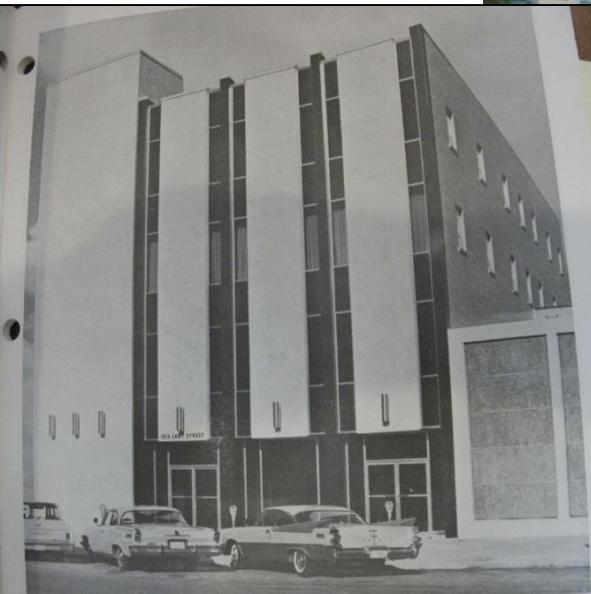
Right: Google, 2017

One of a kind?



Below: SCAIA Review
1966

Right: City of Columbia



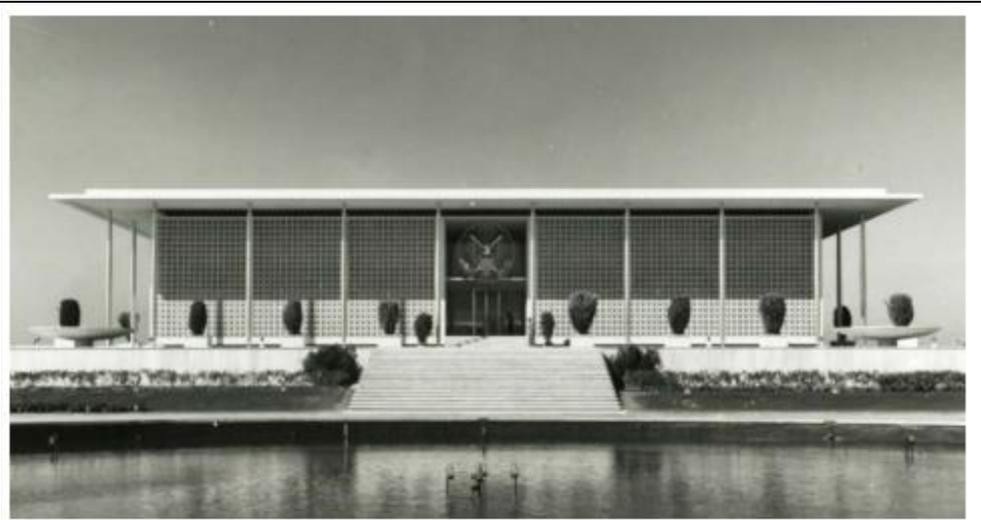
OFFICE BUILDING
Lady Street, Columbia, S. C.

Blume, Cannon & Ott, Architects

Columbia, S. C.
ARCHITECTURE/71



Above: Russell Maxey Collection, Richland Library/ Rt: Google



US Embassy in New Delhi, Edward Durrell Stone, 1954



Thomas Cooper Library, University of South Carolina, Edward Durrell Stone and LBC&W Columbia, SC, 1959

Why are We Looking at That?
SCSHPO

From LBC&W: A Case Study
for Preservation (USC)



“Slipcovers” over older buildings are worth preserving, some have already come and gone, like this one in Columbia, SC. Richland Library

SIGNS



Signs that are damaged or that do not apply to the current tenant are targets for removal due to municipal ordinances. City of Columbia image.



Signs that are part of "slipcovers" on Main St. are threatened.



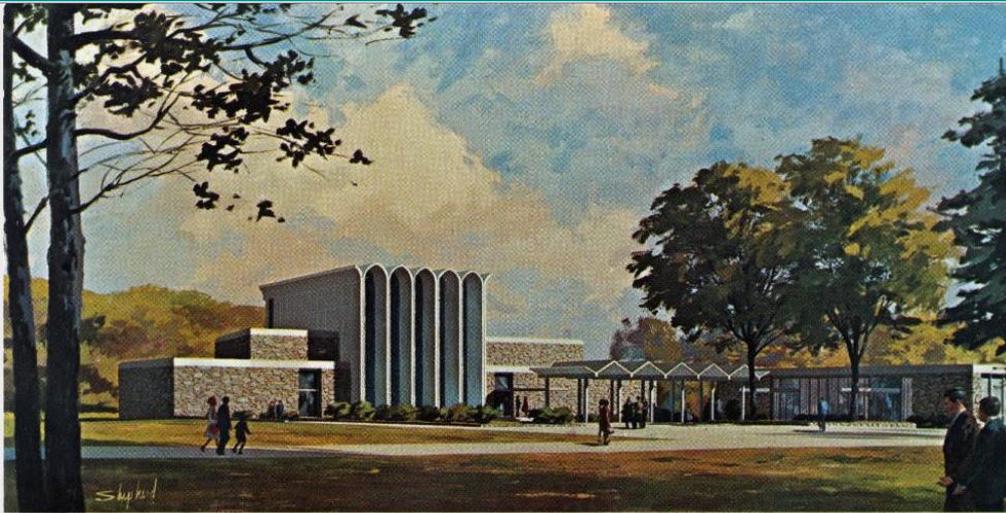


1315 Calhoun St. (2011)
City of Columbia image



Google

CHALLENGE: LANDSCAPE(S)



CHRIST CHAPEL AND CAMPUS UNION. LUTHERAN THEOLOGICAL SOUTHERN SEMINARY

COLUMBIA, S. C.



CORONET MOTEL, US 21, 2½ MILES NORTH OF COLUMBIA, S. C.

Plazas, patios, driveways and plantings all help make the settings for mid-century buildings.



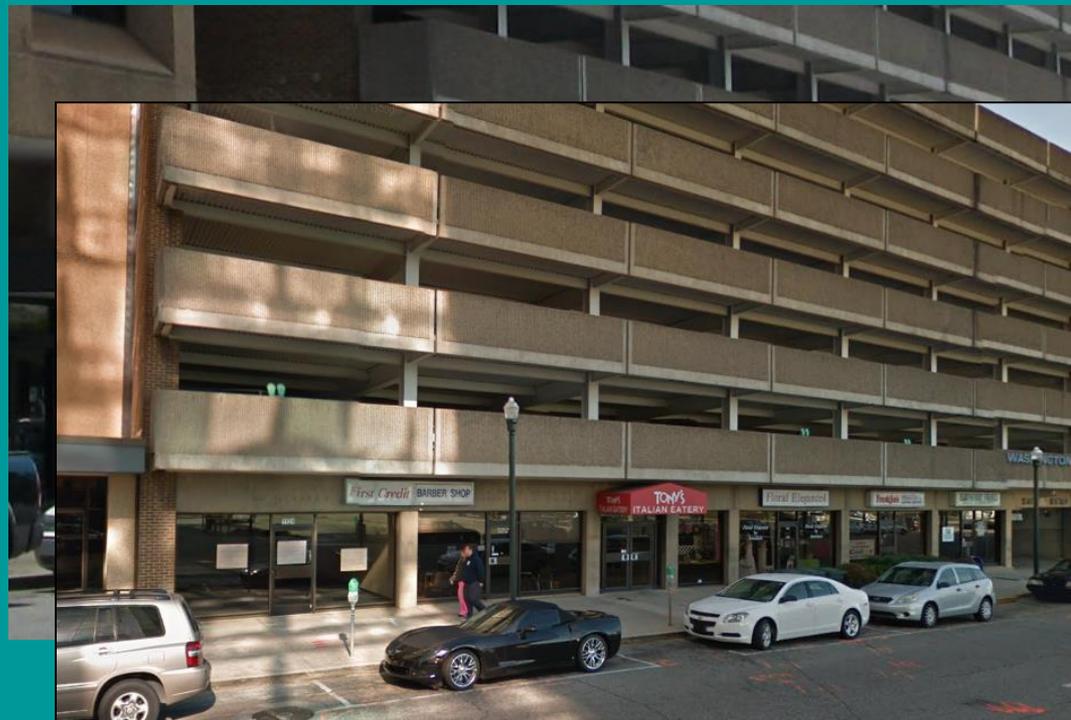
CHALLENGES: LANDSCAPE(S)



Horry County Historic Resource Survey



Walls, fences, sidewalks and driveways are often not protected in preservation ordinances.



Interiors, associated street lighting are difficult to protect.

STRATEGIES

Moving Towards Mid-Century
Preservation in South Carolina

BIG IDEAS

- People in this room prove there is support for an effort towards mid-century resource preservation
- There is opportunity for all levels of interest, expertise, and involvement
- Preservation is largely permission-based, so let's start "asking permission" by gaining a broad base of support
- A network of communities across the state working toward a common goal can begin with YOU!
- We have to know what we are talking about and be able to communicate significance to the decision makers

Oh cool! I like that. Let's preserve it.



EDUCATION: What is This?



The Architecture of the Department of Defense

A Military Style Guide

Michelle Michael and Adam Smith
with Jennifer Sin

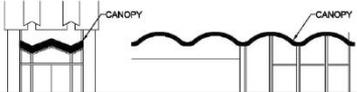


and carving concrete forms. In this country, the style is illustrated in high-profile buildings like the TWA terminal at JFK Airport in New York. The government interpretation of the style is much more restrained. Some buildings do showcase the sweeping curved forms, usually in the roofline, but most maintain a conservative balance of symmetrical use of concrete, steel, and glass to define the style.

Top: The uniformity of solids and voids as shown in the regular concrete bays of the Administration Building (early 1970s) at Charleston Navy Yard, South Carolina, is typical of Expressionism.

Mid-Century Modern 1950-1975

The Mid-Century Modern movement was evident throughout the country, especially in the larger cities of Chicago, New York, and Washington, D.C. This movement also captured the imagination of local and regional architects, who interpreted it in smaller cities and towns. The Mid-Century Modern style experimented with different forms, especially roof forms. These forms are curved, slanted, diagonal, or folded and are typically executed in concrete or metal. Concrete block screens or metal screens were also used as decoration in combination with the concrete, steel, and glass buildings. The military implemented the style as more and more buildings were designed by nationally or regionally-known architects.

Top: The Chapel (1962) at the U.S. Air Force Academy, Colorado, is considered a masterpiece of Mid-Century Modern architecture.

Bottom: Two examples of Mid-Century Modern entrance canopies.

72 The Architecture of the

Symmetrical massing, monumental full-height porches, or entries with columns are updated with clean lines and restrained of any ornament. Paired with high-quality materials, such as marble and stone, this was a popular style at mid-century for banks and municipal buildings. As with the Mid-Century Modern, the military implemented this style with buildings designed by nationally and regionally known architects. Military buildings that utilized New Formalism were typically the more public buildings like headquarters, post exchanges, commissaries, libraries, and clubs.



Above: The symmetry, columns, and clean lines of the Library (1966) at Fort Gordon, Georgia, are typical of New Formalism.

Bottom, Left and Right: Signal Corps Headquarters (1970) at Fort Gordon.

Defining Features

- Symmetrical massing
- High-quality materials
- Flat roofs
- Wide, overhanging eaves
- Smooth wall surface
- Engaged porches
- Columns



The Architecture of the Department of Defense



Department of Defense Legacy Resource Management Program

Project Number 11-448

HISTORIC CONTEXT FOR EVALUATING
MID-CENTURY MODERN MILITARY BUILDINGS

Roy Hampton, with contributions from Maria Burkett and Christine Trebellas,
Hardlines Design Company

May 22, 2012

This study is a good overview of the nationally influential architects as well as the different styles of architecture.

Department of Defense Legacy Resource Management Program: Historic Context for Evaluating Mid-Century Modern Military Buildings



Figure 24. Metallurgy and Chemical Engineering Building (built 1942–1946), Illinois Institute of Technology, Chicago, designed by Mies van der Rohe

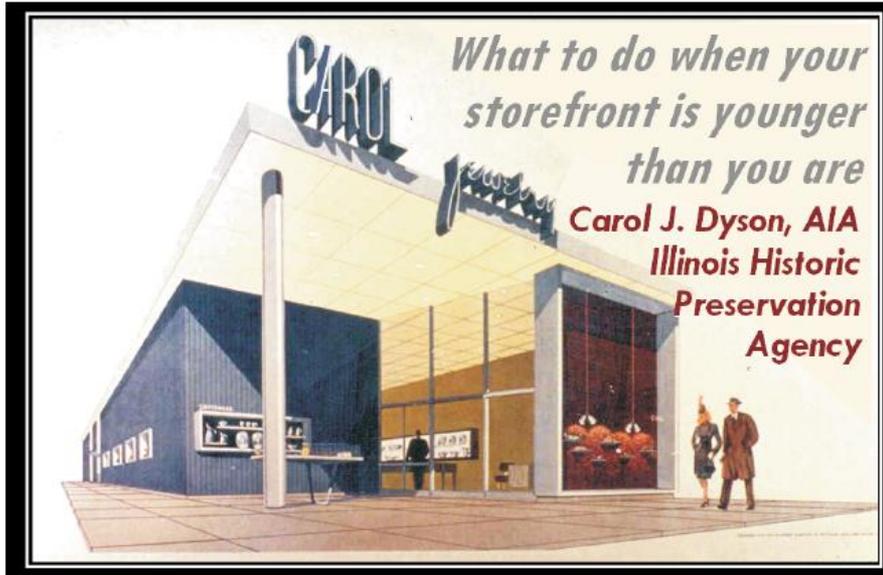
Photo by Bill Engdahl, Hedrich-Blessing, ca. 1946

The exterior form of the buildings is highly cubic and composed of a concrete frame that reflects the form of the interior structural steel frame, plus large infill areas of glass and brick.

The popularity and accessibility of the Miesian style led to a whole generation of glass box towers—buildings with a steel or reinforced-concrete structural frame and glass and metal curtain walls on the outside. At first, these buildings seemed original and almost futuristic, but by the 1970s, the form had been repeated so often that it began to fall out of favor. The first American glass box skyscraper with flat, smooth, metal-and-glass exterior walls was the Equitable Savings and Loan Association Building in Portland Oregon, designed in 1944 by

HOW TO WORK WITH STOREFRONTS OF THE MID-TWENTIETH CENTURY

A Mid-Twentieth Century Storefront Components Guide



National Main Streets Conference, Philadelphia, April 2, 2008

Carol J. Dyson, AIA,
Senior Preservation Architect
Illinois Historic Preservation Agency
1 Old State Capitol Plaza
Springfield, Illinois, 62701

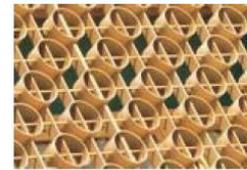
Email: carol.dyson@illinois.gov or recentpast@aol.com

<http://www.illinois-history.gov/ps/midcentury.htm>

Mid-20th Century Storefront Components



This storefront in Danville, Illinois is in great condition, and has it all. Gold anodized slipcover, projecting backlit sign, tile transom area and side piers, a cantilevered projecting display case, an asymmetrical shopfront, and a projecting canopy. This well-designed and completely intact storefront, makes this building a very significant example of mid-century commercial design. This storefront clearly exemplifies *The Secretary of the Interior's Standards for Rehabilitation*, "Number 3: Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved."



Not all striking modern facades of the mid-century were slipcovers over earlier buildings. Many stores were built in the 1950's. New construction and slipcovers alike could be covered with opaque materials of glass, steel, aluminum or porcelain enamel, or with perforated metal screens that let in sunlight to upper floors. The screens were usually anodized aluminum and were made in a variety of colors.

Mid-20th Century Storefront Components

Flat Glass

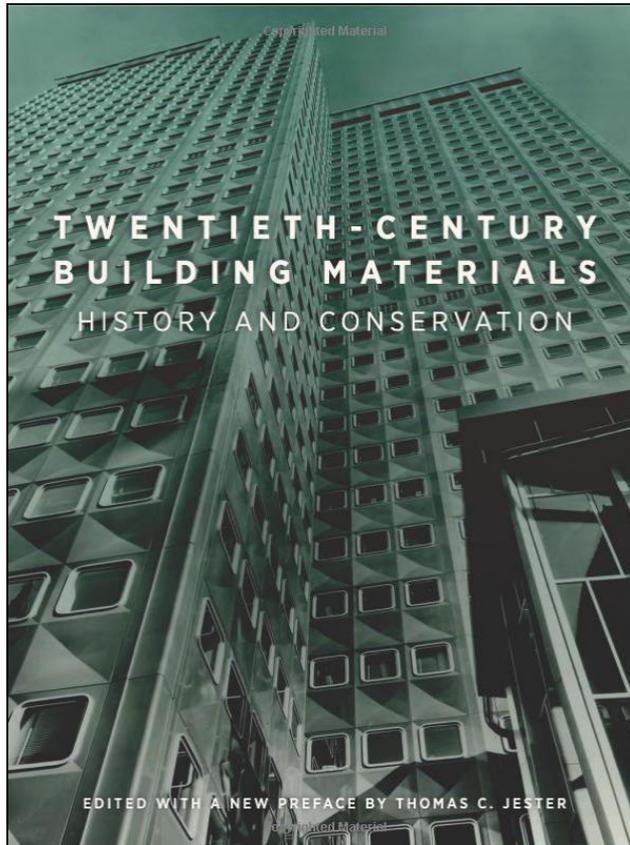


The "open front" utilized large sheets of plate glass to open up the interior store to the sidewalk. Perfectly flat and polished, plate glass provided completely clear views into the store. Plate glass could come in pieces as large as 10' by 24.' Traditional plate glass is no longer made in the United



Opaque structural glass was used on storefronts beginning in the first decade of the 20th century. Often known by the proprietary names of Vitrolite and Carrara, by 1940 the glass was available in a variety of colors, patterns and finishes. Highly durable and elegant, the glass was popular up until the 1960's as a glossy way to modernize existing storefronts. The thinness of the glass meant that it could be attached to a variety of substrates with mastic.

EDUCATION: MATERIALS



PART I METALS

1 ALUMINUM

Stephen J. Kelley

2 MONEL

Derek H. Trelstad

3 NICKEL SILVER

Adrienne B. Cowden

4 STAINLESS STEEL

Robert Score and Irene J. Cohen

5 WEATHERING STEEL

John C. Scott and Carolyn L. Searls

PART II CONCRETE

6 CONCRETE BLOCK

Pamela H. Simpson; Harry J. Hunderman
and Deborah Slaton

7 CAST STONE

Adrienne B. Cowden; David P. Wessel

8 REINFORCED CONCRETE

Amy E. Slaton; Paul E. Gaudette,
William G. Hime, and James D. Connolly

9 SHOTCRETE

Anne T. Sullivan

10 ARCHITECTURAL PRECAST CONCRETE

Sidney Freedman

11 PRESTRESSED CONCRETE

Howard Newlon, Jr.



Plate 4. Glazed structural clay tiles, generally produced in 5-by-8- and 5-by-12-inch sizes, gained favor in the early 1930s for building exteriors and interiors (right). Sweet's Architectural Catalogues, 1932.



Republished in 2014, this book is a good primer on mid-century building materials, both exterior and interior.

EDUCATION: Architects



PEARLSTINE, MAYNARD. (AIA)
Office: 1102 Maple, Columbia, S.C. Home: 4134 E. Buchanan, Columbia, b. Charleston, S.C. Dec. 31, 22. M. 50, Children 2. Educ: Clemson A ft M Col, B.S. Arch, Arch. Engr, 43; Univ. of Calif, M.A, Arch, 47. Phi Eta Sigma, Phi Kappa Phi, Who's Who Among Students in Amer. Univ. ft Cols, Annual Medal of S.C. Chapter of AIA, Gamma Alpha Mu, 43. Designer, Draftsman, Stork ft Lyles, 47-48; Assoc, Lyles, Biseett, Carlisle & Wolff, 48-50; Heyward Singley, 50-53. Present Firm: Maynard Pearlstine, AIA, Archt, org. 53. Reg: S.C. Prin. Wks: Pearlstine Res, Columbia, 52; Kohn Res, C, 53; Fleischmans Res, C, 54; Vassy Res, C, 55; St. John Sch, Cameron, ft John Ford Sch, St. Matthews, 55, Archt. Asaocs, P. B. Harrison, ft all S.C. Gen. Types: 1,2,4,5. Mem: Columbia J r . C of C; Columbia Museum of Art. Mag, Articles: S.C. Mag, 55. AIA Mem: S.C. Chapter.

From 1956 American Architects Directory, available online

Office of LBC&W City of Columbia

Office of
Maynard
Pearlstine

Russell Maxey
Collection,
Richland Library

City of Columbia,
Planning



Assessment of Conditions

- SC Cities are including mid-century resources in their surveys
- Recent listings on the National Register include Waikiki Motel, Equalization School
- More mid-century archival resources are being accessed through digitization
- In Columbia a few mid-century resources have gained local landmark designation



Horry County Historic Resource Survey



Greer Historic Resource Survey

STRATEGIES: Building a Foundation

For the General Public (Fans)

- Provide engaging social events (tours)
- Educate real estate agents
- Encourage appreciation for the style through social media



City of Columbia, Planning

STRATEGIES

For the Organizations:

- Educate staff members about materials
- Provide education and material support for building owners (flat roofs, aluminum, cleaner)
- Consider a “texture tour” virtually or in person to start appreciating the variety in your area
- Consider color and contrast as a defining feature



Example of “shotcrete”



Be Proactive:

- Start recognizing how mid-century building materials in your community are aging.

- Consider a salvage partner for items that may be kept during a demolition

- Start a list of contractors who are working on the mid-century buildings

- For Cities: Work with Code Enforcement to reach owners receiving violations



Horry County Historic Resource Survey

STRATEGIES

- Shift “period of significance” of your historic or preservation organization to include mid-century
- This may change the mission and vision of the group
- This will require surveys and education
- This may require changes in ordinances



HOW?

- Evaluate their threat level and current climate for any new moves towards protection (narrow your list)
 - Engage your base of support
 - Use your educated staff, evaluate staff time needed
 - Consider your efforts as part of a “program” or “project” with definable goals and milestones (don’t poke along)
 - Consider special branding for this program
-
- Start with an “easy win” – an owner you know, a building that is already loved, a work of a known architect, or with a fan base



Stopping Demolition

- Using a lot of the techniques already listed will generate an informed, interested community, documented resources and educated staff
- That momentum has to be used in the traditional preservation paths of local historic district and landmark listings and protection, with buy-in from owners
- We have to understand development pressures, zoning ordinances, and more to be able to address the many factors at play
- We have to effectively communicate the benefits and bonuses of preservation (Bailey Bill, Tax Incentives, Easements) –sell preservation to owners!



DOOMED

*Even if a building is threatened, documentation and education are still avenues available

*Form partnerships:

Dr. Lydia Brandt (USC) has used her classes to educate students and the public about mid-century resources on and near campus

*Her students have presented at the SCSHPO conference, published online documentation, conducted research, and hosted tours for the public



Sometimes the loss of one important resource will spur the protection of others! Use the loss as momentum.

LOOKING AHEAD

What are Other People Doing?



NORTH CAROLINA IS THE THIRD LARGEST CONCENTRATION OF MODERNIST HOUSES IN AMERICA!

NCMH is a 501C3 nonprofit educational archive providing donors, volunteers, and advocates information and organization to document, preserve, and promote North Carolina's residential Modernist architecture.

• DOCUMENTING •

Profiles of over 250 North Carolina architects

• PRESERVING •

NCMH's exclusive statewide listing of Modernist

• PROMOTING •

The George Matsumoto Prize recognizes



Atlanta is making modern the “it” thing through smart marketing, online presence

MIDCENTURY MODERN



Midcentury Buckhead modern harkens California, requests \$1.1M

With a sunken living room and generous courtyards, updated 1968 dwelling is poised to party.

By [Josh Green](#) | April 12 | 19 comments



1966 Buckhead modern tries again at \$1.7M with fresh photos, staging

Sleekly renovated Mt. Paran contemporary hopes for a better outcome than in 2017.

By [Josh Green](#) | April 5 | 29 comments



Midtown midcentury Jova again up for sale

Seventh Street residence described as the “hond

By [Josh Green](#) | March 2



For \$600K, midcentury modern near Emory delivers ‘unmatched’ craftsmanship

Renovated (and discounted) 1959 dwelling amplifies its modern side with reworked interior.

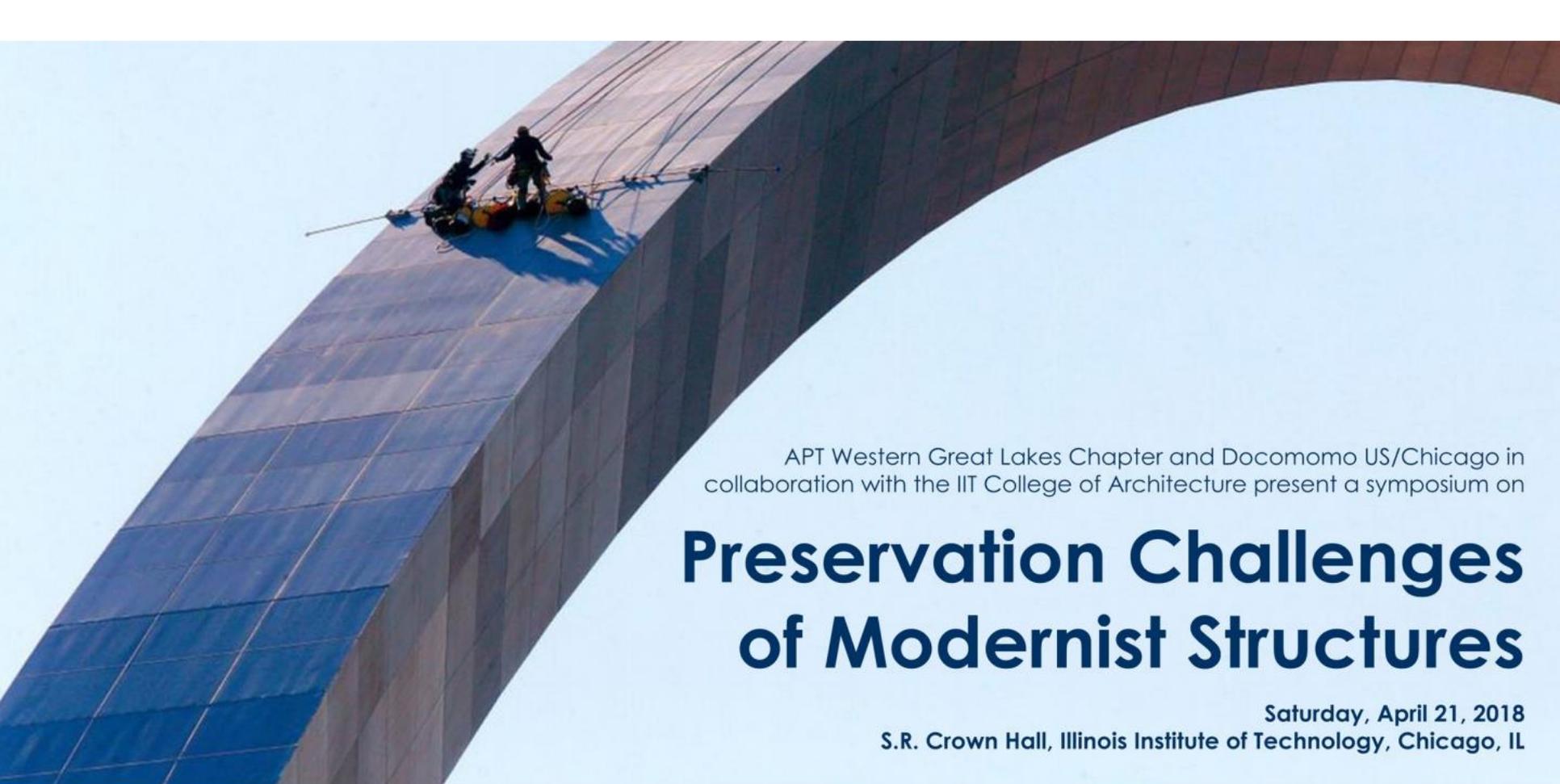
By [Karon Warren](#) | November 21 | 23 comments



For \$499K in Dunwoody, far-out midcentury modern goes full Brady Bunch

This “stunning” tri-level time-capsule from 1963 is marketed as one groovy place for entertaining.

By [Josh Green](#) | November 16 | 24 comments



APT Western Great Lakes Chapter and Docomomo US/Chicago in collaboration with the IIT College of Architecture present a symposium on

Preservation Challenges of Modernist Structures

Saturday, April 21, 2018

S.R. Crown Hall, Illinois Institute of Technology, Chicago, IL

The majority of Modernist buildings and sites realized during the 20th Century have reached the 50 year threshold to be considered eligible for historic designation. Many of these structures are at a point in their life cycle where intervention is required, whether due to deterioration, neglect, misguided modifications or other factors. This symposium addresses the technical, legal, and cultural challenges surrounding the preservation, rehabilitation, restoration, and reconstruction of Modern structures. Symposium presentations and speakers include:

Engage > Chapters

Georgia

Location

Atlanta, GA

Website

docomomo-ga.weebly.com/



Charles Lawrence

Chapter President

Connect



Image details



1 Events

- Events
- Calendar
- Birthdays
- Discover

MARTA-tecture Walking/Riding Tour of Downtown MARTA Stations



MAR 10 MARTA-tecture Walking/Riding Tour of Downtown MARTA Stations

Public · Hosted by DOCOMOMO/US, Georgia Chapter, Inc.

★ Interested ✓ Going

➦ Share ...

🕒 Saturday, March 10 at 10 AM - 1 PM
Next Week · 48-61° Rain Showers

📍 DOCOMOMO/US, Georgia Chapter, Inc.
241, 931 Monroe Avenue, NE, Suite 102, Atlanta, Georgia 30308 [Show Map](#)

Details

Join DOCOMOMO-GA to experience Five Points, Peachtree Center, and North Avenue MARTA stations as you never have before!

We'll explore the stations and learn details about their development, architecture, construction, and art, AND we'll walk their surrounding neighborhoods, viewing area Modern landmarks at each station.

Know before you go: Space is limited to 25 participants! RSVP to the Atlanta Preservation Center at phoenixfliesreservations@preserveatlanta.com or 404-688-3353 ext. 15.

Meet on Forsyth Street outside the entrance to the Five Points MARTA Station at 10am- we will have complimentary MARTA passes for participants!

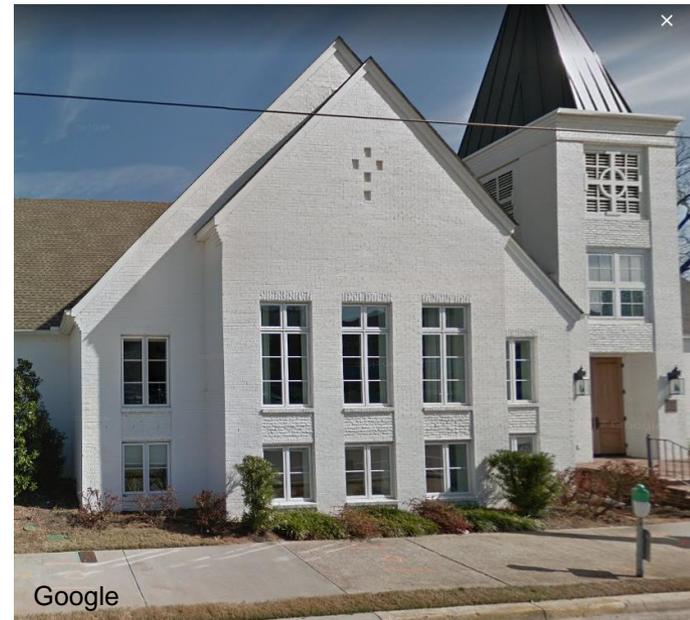


Practical Steps for S.C.

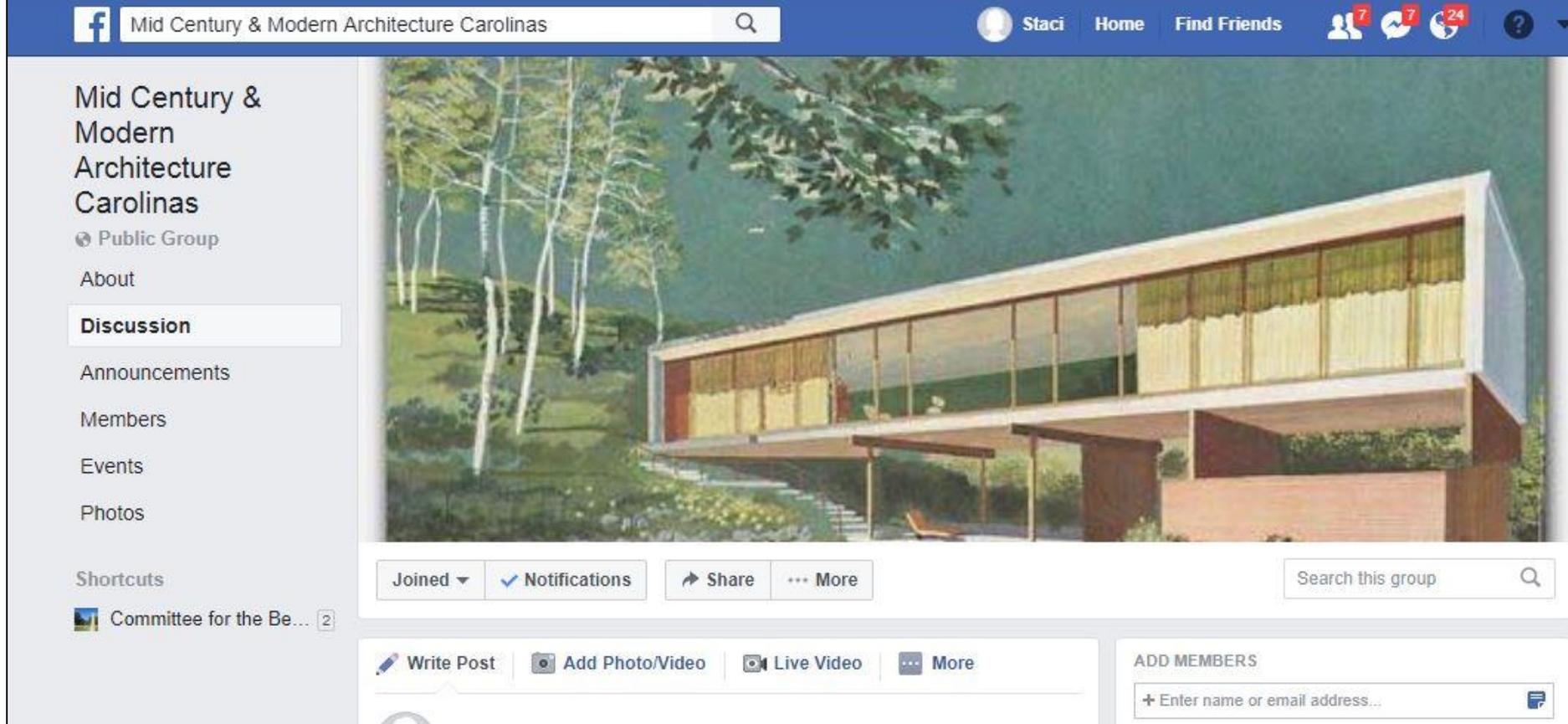
- Create a Historic Context report for the era
- Educate professionals and volunteers about these resources (using conferences, reading lists, websites, discussions, presentations to boards)
- Communicate with each other about projects, demolitions, successes (facebook? Or independent website?)
- Start looking at archival resources in your community that need to be protected (like permits) and ask what policies are in place or that need to change to protect these
- Enlist your local librarian, historians, architects, students, volunteers, city/county staff, and others to form a local interest committee – preferably with the backing of the local historical society or other recognized group to help with meeting locations and marketing
- Generate a base of support (grassroots effort) through tours, media postings, photographs and other events so that the general public is welcomed and invited to this effort
- Once there is some support, approach the decision-makers.
- Consider the formation of a state-wide organization, perhaps like Docomomo



Before and After



Google



Consider joining this public group on facebook!

Docomomo (Documentation and Conservation of Buildings, Sites and Neighborhoods of the Modern Movement): Chapter formation was started in Charleston several years ago, but a statewide chapter is preferable to the national organization. It requires a dedicated group of volunteers and formal chapter paperwork like bylaws.



GOOD NEWS

- We are in an era of increasing appreciation for mid-century resources in the general culture, so let's build on that!
- *Please sign up on the contact sheet now or at lunch
- *We can meet at 12:45 during the lunch hour in the large lobby for a brief "hello" and sign in on the contact sheet
- *The sheet is just to create a list of interested people so that we can keep in touch if there is a formal movement towards organization or just to update on big projects/threats

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