

**HISTORIC INTERPRETATION RESEARCH GUIDE
FOR THE
AUBURN AVENUE, DOBBS PLAZA, AUBURN MARKET
DEVELOPMENT**

PREPARED BY

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AUBURN AVENUE: A STREET WHERE DREAMS BECOME A REALITY

This Historic Interpretation Program is designed to incorporate the rich history of Atlanta's premier street for African-Americans Auburn Avenue with architectural design and renovation to develop a program that accurately reflects the uniqueness of the street, to incorporate the sense of change of the street, to identify individuals, businesses and organizations whose sense of purpose laid the foundation for the street and to recognize the accomplishments of such individuals .

To adequately plan and create possible subjects for the interpretation, the following steps were taken.

1. Data was gathered from existing resources on the historic significance of the street.
2. Extensive research was conducted using the Atlanta City Directory from 1893 to 1993
3. Existing sites were photographed
4. Historical photographs and film footage have been identified from the following repositories:
 - Digging It Up Archives
 - The Atlanta History Museum
 - The Auburn Avenue Research Library
 - The Atlanta Journal Constitution Archives and Library
 - The Apex Museum
 - The Atlanta Daily World

A further listing of sources is included in the bibliography.

The Historic Program has been developed according to street blocks along the Auburn Avenue Corridor beginning at Peachtree and ending at Jackson Street. The program identifies the possible subject recommendations for interpretation including individuals, businesses and buildings both non existent and existing .

The following guide is used to foster a better understanding of the proposed interpretation:

SUGGESTED BANNER IMAGE
THREE DIMENSIONAL OBJECT
SCRIPT STRIP
MARKER SITES

The subjects reflected represent in the best opinion of Digging it up, the most feasible subjects to feature based on availability of information, images and documentation. In addition, the subjects identified convey the excitement, the enthusiasm and pride in a street built and developed on ambitions and dreams. It is important to put faces and names with buildings. AUBURN AVENUE was and is a street for the people. Who can better relate the history of the street than the street itself? Digging It Up 's concept is to create street exhibits with as many visual images , colorful banners, etc. When a person end their stroll down Auburn Avenue, they will know exactly why John Wesley Dobbs called it "Sweet," for it was a street where dreams became a reality.

COURTLAND STREET to PIEDMONT AVENUE

BANNER IMAGE- Henry Rucker or Alonzo F. Herndon

THREE DIMENSION FIGURE - Alonzo Franklin Herndon, "Chief" Walter Aiken

SCRIPT STRIP- Names of the African-Americans residents who owned property in this block between 1893 and 1923

MARKER SITES/TEXT

FROM PEACHTREE

(Right Side of street)

100 - Auburn Avenue Research Library

Prior to the construction of the Robinson and Stephenson garage and auto repair shop on this site, this was a residential block and consisted of several homes .

135 - Apex Museum(formerly Imperial Bedding Company)

141 - Apex Vistors Center(Formerly Hopkins Book Concern /Furniture and Appliance Store(1937)

141 1/2 - Freeman's Employment Bureau

143-45 - Atlanta Daily World(Previously the Poinciana Club

In the 1940's, the Virgil Coffee Company , the Colored Division of the Girl Scouts of America District 5, occupied this building.

149 -Negro Cultural League(Southwest corner of Auburn and Piedmont)
Market(Former site of Oscar Harden's Service Station)

Left Side of Street from Peachtree

132 Atlanta Life Insurance Company and Herndon Plaza

Originally a private residence, this structure housed the YMCA and was purchased by Atlanta Life in 1918 and transformed into a brick veneer office building in 1919 and later a classical facade was added in 1927. Extensive remodeling was done on the first floor which housed the Atlanta Mutual(Life offices) while the second floor was rented to other businesses including Poole Photography Studio.