

## SUMMARY OF PROPOSED NATIONAL REGISTER/GEORGIA REGISTER NOMINATION

Name: Mark Inn East

Location: 277 Moreland Avenue SE, Atlanta, Fulton County

Description: Mark Inn East, constructed in 1964, is a concrete block motel consisting of two three-story wings sited at an approximately 120-degree angle to one another (oriented roughly east-west and north-south) and connected on the 3rd floor by a covered elevated walkway. The east wing comprises twelve units on each floor with an ell at the east end which houses a unit on the 1<sup>st</sup> floor (lower level), motel lobby and office on the 2<sup>nd</sup> floor (main level), and an additional unit and storage space on the 3<sup>rd</sup> floor (upper level). The north wing comprises six units on each floor as well as a trapezoidal laundry/conference room addition at the north end, constructed in 1972. The three-story building is built into a steep lot such that the lower-level units are completely below grade at the front of the building and exposed at the rear. Exterior hallways integrated into the primary elevations and set behind structural columns run the length of the primary elevation of each wing, accessing rooms on the 2<sup>nd</sup> and 3<sup>rd</sup> floors. Interior finish materials for typical guest rooms at Mark Inn East consist of historic and non-historic painted concrete block walls, drywall-finished stud walls, non-historic vinyl plank flooring, and exposed concrete ceilings.

Acreege & Boundary Explanation: Less than one acre, following the current and historic legal boundary for the property

Period of Significance: 1964-1975

NR Criteria & Area of Significance: Criterion A; Commerce

Statement of Significance: Mark Inn East is locally significant under Criterion A in the area of commerce as the remarkably intact second location of Mark Inn, Inc., an Atlanta-based motel chain that represents the nationwide trend of family-owned motels and the evolution of the roadside hospitality industry locally. Mark Inn, Inc., was a locally owned and operated motel business founded in 1961 which grew into a small regional chain by the late 1970s. The first Mark Inn opened as a 23-room motel on Cleveland Avenue and I-75 South in 1961. The construction of Mark Inn East followed in 1964, and the company grew to have five locations by 1966. Of the first five Mark Inns, constructed between 1961 and 1966, Mark Inn East is the only remaining extant. Later Mark Inn locations were much larger and stylistically different. Thus, Mark Inn East is an important local example of a distinct phase in the evolution of interstate-catering hospitality. At the initial construction of Atlanta interstates, local and family-run lodgings were still a dominant force in the automobile traveler hospitality industry. Mark Inn was a prolific family-owned chain that embodied this trend and furthered its impact locally, even surpassing the number of locations held by larger regional and national chains for a brief period in the 1970s

Suggested Level of Significance: Local

Sponsor: The nomination is sponsored by Stan Sugarman, and nomination materials were prepared by Ray, Ellis, and LaBrie Consulting, LLC.

