GOVERNMENT OF THE DISTRICT OF COLUMBIA
HISTORIC PRESERVATION OFFICE

HISTORIC PRESERVATION REVIEW BOARD
APPLICATION FOR HISTORIC LANDMARK OR HISTORIC DISTRICT DESIGNATION

New Designation __X__ for: Historic Landmark __X__ Historic District ____
Amendment of a previous designation _____
Please summarize any amendment(s) _____

Property name ____National Geographic Society Historic Buildings_____
*If any part of the **interior** is being nominated, it must be specifically identified and described in the narrative statements.*

Address _1145 17th Street, NW_____

Square and lot number(s) ____Square 183, Lots 883, 884_____

Affected Advisory Neighborhood Commission __2B_____

Date of construction _1904, 1913, 1931, 1964_____ Date of major alteration(s)_____

Architect(s) __Hornblower & Marshall, Arthur B. Heaton, Edward Durell Stone_____
Architectural style(s) _Classical Revival, New Formalist_____
Original use __Institution_____ Present use _Institution_____

Property owner __ National Geographic Society_____

Legal address of property owner _1145 17th Street, NW, Washington, DC 20036_____

NAME OF APPLICANT(S) _National Geographic Society_____

***If the applicant is an organization**, it must submit evidence that among its purposes is the promotion of historic preservation in the District of Columbia. A copy of its charter, articles of incorporation, or by-laws, setting forth such purpose, will satisfy this requirement.*

Address/Telephone of applicant(s) _1145 17th Street, NW, Washington, DC 20036_____
(202) 857-7000_____

Name and title of authorized representative _Michael L. Ulica, President and Chief Operating Officer_____.

Signature of representative _____ Date Apr 23, 2021

Name and telephone of author of application _Anne H. Adams, (202) 577-7978_____

Date received _____
H.P.O. staff _____

OMB Control No. 1024-0018
expiration date 03/31/2022

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form.* If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name: National Geographic Society Historic Buildings
Other names/site number: _____
Name of related multiple property listing**:**
N/A
(Enter "N/A" if property is not part of a multiple property listing

2. Location

Street & number: 1145 17th Street NW
City or town: Washington State: DC County: NA
Not For Publication: ☐ Vicinity: ☐

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this ___ nomination ___ request for determination of eligibility 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 ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

___national ___statewide ___local
Applicable National Register Criteria:

___A ___B ___C ___D

_____

Signature of certifying official/Title: **Date**

_____

State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official: **Date**

Title : **State or Federal agency/bureau or Tribal Government**

4. National Park Service Certification

I hereby 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:) _____

Signature of the Keeper Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

Private:	X
Public – Local	
Public – State	
Public – Federal	

Category of Property

(Check only **one** box.)

Building(s)	X
District	

Site ☐

Structure ☐

Object ☐

Number of Resources within Property
(Do not include previously listed resources in the count)

Contributing	Noncontributing	
3	1	buildings
		sites
		structures
		objects
		Total

Number of contributing resources previously listed in the National Register 0

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6. Function or Use
Historic Functions
(Enter categories from instructions.)
Other/Institutional,
Educational,
Museum

Current Functions
(Enter categories from instructions.)
Other/Institutional,
Educational,
Museum

7. Description

Architectural Classification
(Enter categories from instructions.)
_Italian Renaissance__
_Classical Revival____
_New Formalism_____
_____
_____
_____
_____

Materials: (enter categories from instructions.)
Principal exterior materials of the property: brick, limestone, marble, copper, bronze, aluminum, and steel_____

Narrative Description

Summary Paragraph

The National Geographic Society ("Society") occupies a large site in the north half of Square 183 in the Northwest quadrant of Washington, D.C. The Society site is bounded on the east by 16th Street NW, on the west by 17th Street NW, on the north by M Street NW, and on the south by an alley (Sumner Row NW) that runs through the square between 16th to 17th Streets NW. Sixteenth Street is a major element of the L'Enfant Plan for the federal city. In the early years of the twentieth century, it developed into a premier address for prominent local and national institutions. Proximity to the White House added to the street's prestige. The three historic buildings on the property, Hubbard Hall, the Administration Building, and the Edward Durell Stone Building ("Stone Building") (collectively the "Historic Buildings"), reflect the evolving architectural styles of the early 20th century to the mid-century years. They were all designed by noted architects who understood Washington's classical architectural heritage and designed buildings that contribute to and reinforce that important characteristic of the city. Hubbard Hall and the Stone Building are architecturally significant beyond their association with the Society. The fourth building on the property, designed by Skidmore, Owings, & Merrill ("SOM Building") and its associated plaza date from 1984 and are outside the Historic Buildings' period of significance of 1904-1964. The SOM Building and its plaza are not yet fifty years old and they do not possess the exceptional significance required for a building less than fifty years old to be listed in the National Register of Historic Places ("National Register"). Furthermore, they are sufficiently different from the architectural character of the Historic Buildings to require the passage of a full half century to allow for their critical evaluation in their appropriate historic context.

Over the years the Society has notably set an example of good stewardship of all its buildings; they are all well-maintained and in excellent condition. Although various exterior alterations to the Historic Buildings have occurred, the changes have been primarily small changes such as the replacement of windows and doors. Overall, the Historic Buildings retain a high level of integrity and continue to reflect the original design intent of their architects.

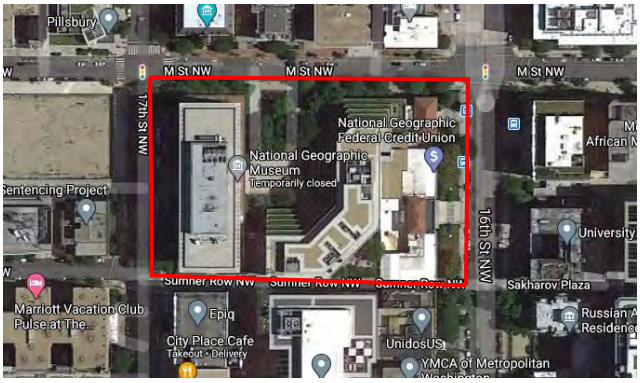

Figure 1 – Aerial Photograph (2020) - Google Maps

Narrative Description

1156 16th Street NW – Hubbard Hall

Constructed in 1904
Hornblower & Marshall, Architects

Exterior

Hubbard Hall fronts on the west side of 16th Street NW, at the southwest corner of 16th and M Streets NW, with its two street elevations standing on their property lines. The building was designed by Hornblower & Marshall and constructed by builder James Parsons. Although relatively small in size (some 7,659 square feet), the building has a strong presence in the 16th Street streetscape. It is both compatible with the established residential architecture of the street and also has presence as an important institutional building. Hubbard Hall was the first headquarters building constructed by the Society, and was funded by the Hubbard and Bell families, both of which were important to the founding of the Society. Prior to the completion of Hubbard Hall, the Society rented space elsewhere in the District of Columbia for its offices.

The two-story Classical Revival building is clad primarily with buff-colored brick; the architectural details are limestone. The hipped roof is covered with terra cotta tiles with copper edging. The symmetrical 16th Street NW front elevation is three bays wide and is capped by an overhanging modillioned cornice. The first floor consists of a raised center entrance flanked by single punched window openings. The second floor features three arched windows. The front

entrance is reached by granite steps with curved cheek walls and consists of a set of double doors with a stone surround with dentils and crossetting with "National Geographic Society" above it.

The center arched window on the second floor has a decorative stone balcony supported by scrolled brackets. Stone details include prominent quoins, a stringcourse that delineates the first and second floors, a frieze with the name of the building ("Gardiner Greene Hubbard Memorial") inscribed in it, modillions, and notable carved lion heads that add to the visual interest of the cornice. The same architectural details and materials carry around to the M Street NW elevation, which consists of, at the first floor, three punched openings, the central one with a full stone surround, flanked by windows with stone sills and brick lintels and, at the second floor, above the stone stringcourse, a single arched window with stone surround. The south elevation, facing a courtyard, shares the same materials and details. It has two punched window openings on the first floor and two bricked in window openings on the second floor. Only a small portion of the west, rear elevation remains visible from M Street; the SOM Building is attached to Hubbard Hall at this location. The design, materials, and details wrap the corner.

Hubbard Hall retains a high level of architectural integrity. The only notable exterior alteration (non-contributing element) occurred as part of the construction of the SOM Building in 1984, when the building saw the replacement of its windows with ones that were largely compatible with the design and material of the original windows. Hubbard Hall originally had two simply-detailed light wood windows painted a dark color that were operable, including at the second floor balcony, where they could be opened to provide for fresh air for the meeting room and library. The replacement windows are in keeping with the original design, with the substitution of aluminum for wood.

Figure 2 – Front (16th Street) Elevation - 1904, National Geographic Society Magazine

Interior

Mabel Bell, wife of Alexander Graham Bell, insisted that the interior of the building be designed by Boston architect Allen & Collins in order that it be a more restrained/functional design than the interior originally designed by Hornblower & Marshall: Mrs. Bell felt that the design of the exterior of the building was too "showy." [1]

The original floor plan consisted of first floor paneled offices for the Board of Managers, President, Treasurer, Secretary, and Editor. The basement floor contained file rooms and a darkroom. The second floor consisted of what was originally used as a large meeting room for members and guests for lectures and presentations as well as for a library. In later years, the upper floor was converted into the board room. As part of the construction of the adjacent SOM Building, the board room was renovated and the N.C. Wyeth murals flanking the staircase were restored, the library relocated into a larger space on the first floor of Hubbard Hall, and the Administration Building. There was also a map room in the building.

1156 16th Street NW – Administration Building/Addition
Constructed in 1912-1913 & 1931
Arthur B. Heaton, Architect

Exterior

The Administration Building at 1156 16th Street NW was constructed in three sections. Noted Washington architect Arthur B. Heaton was responsible for the design of the original building and its first addition, which comprise the 16th Street NW façade of the building. Both were built by the George A. Fuller Company. The first section of the Administration Building was constructed in 1912, connected to and adjacent to the south of Hubbard Hall, with a notable setback from the front elevation of Hubbard Hall. This was followed in 1931 by an addition to the south, which completed the Classical Revival 16th Street NW façade of the building. In 1949 a second addition, known as the Editorial Wing, was built to the west, with frontage only on the alley/Sumner Row, completing the Administration Building.

The Administration Building clearly illustrates the transformation of lower 16th Street NW from residential use to institutional use. Heaton's Classical Revival design reflects a style widely used in Washington in the early decades of the 20th century. The 16th Street NW front elevation features a four-story, five-bay center section flanked by four-story, five-bay wings, all clad in limestone. The first floor of the center section has rusticated stonework and three double-leaf brass doors. The second and third floors are topped by a prominent pediment supported by single and paired Ionic columns. The punched window openings are separated by marble panels delineating the floors. Above and behind the temple front, the center section is topped by a parapet that consists of a stone balustrade set in front of a hipped roof penthouse with terra cotta

[1] Moeller, Gerard Martin, and Boris Feldblyum. *AIA Guide to the Architecture of Washington, D.C.* 5th ed., Johns Hopkins University Press, 2012, p. 166-67.

clay tile roof. Additional details at the center section include two sets of granite steps that lead to the front entrances, "National Geographic Society" carved in the frieze, and original wall-mounted sconces flanking the first floor entrances.

The flanking wings, which share nearly identical detailing, have a one-story base that is separated from a center two-story section by a limestone cornice, above which the fourth floor is topped by a stone cornice that in turn separates it from the fifth, top floor. The wings are faced with buff-colored brick, which serves to delineate them from the center section. Additional Classical Revival style details include the use of stone quoins, prominent stringcourses that delineate the first floor from the upper floors, cornices with modillions, and at the fourth floor carved stone rosettes. The fenestration pattern for the wings consists of punched openings with stone surrounds at the first floor, double-height punched openings with windows separated by decorative metal panels/grills at the second and third floors, and punched openings with understated stone surrounds at the fourth floor.

The north courtyard elevation features the same stone detailing and fenestration pattern as the front elevation. The south elevation along the alley, known as Sumner Row, is a simplified version of the front elevation. The stone detailing and fenestration pattern wrap the corner for one bay before being simplified with bricked-in window openings at the first floor and modestly detailed windows at the upper floors. The 1931 addition was designed by Heaton to create a unified composition with his earlier original addition. It too was built by the George A. Fuller Company.[2]

The link between the Administration Building and Hubbard Hall consists of a raised courtyard paved in brick and stone reached by simply detailed granite steps. The four-story three-bay elevation has a raised double-leaf door at the center flanked by single punched window openings at the first floor, three punched openings at the second floor, and single punched openings at the recessed third and fourth floors. The first floor is clad in buff-colored brick, as is the recessed third floor, while the second and fourth floors are clad in stone. Notable stone detailing includes the door surround and at the upper floors cornices that delineate each of the levels and serve to break up the massing of the addition.

The Editorial Wing was the final component of the Administration Building. It was located behind the 1931 section of the building, along the alley, and had no street frontage; it was never a part of the 16th Street streetscape. It was demolished to allow the construction of the non-contributing SOM Building.

The Administration Building retains a high level of architectural integrity. The only notable exterior alteration (non-contributing element) occurred as part of the construction of the SOM Building. At that time, the wood windows on the upper floors of the 16th Street NW façade were replaced with aluminum windows that repeat the pane configuration of the original windows; the steel windows at the basement level of 1931 16th Street NW are the only original windows remaining. Minor alterations (non-contributing elements) to the basement and first floor

[2] Jenkins, "Geopedia: An Encyclopedia of All Things National Geographic."

windows on the alley/Sumner Row elevation include the in-filling of openings with brick and the introduction of a metal service entrance.

Interior

The earliest section of the Administration Building contained a series of offices for the Society business, editorial, and clerical staffs, thus freeing up space in Hubbard Hall for meetings. Following this initial work, plans were drawn up for a further expansion of the building to the south. However, the plans were not to be realized until some nearly twenty years later with the completion of the second addition in 1931.[3] The second addition allowed for an auditorium, expanded photo lab, executive offices, and the exhibition and reception hall (which would later be named Explorers Hall). The final 1949 addition was designed by the architectural firm of Faulkner, Kingsbury, and Stenhouse and constructed by the Charles H. Tompkins Company.

1145 17th Street NW – National Geographic Society Headquarters
Constructed in 1964
Edward Durell Stone, Architect

Exterior

Noted modern architect Edward Durell Stone designed the new Society headquarters at 1145 17th Street NW. Stone sought to create a thoroughly Modern building that also continued the Society's classical architectural heritage. The building's New Formalist design was at the same time both modern and compatible with the Society's earlier Classical Revival buildings on 16th Street NW. The reinforced concrete building is clad with white marble without the ornament or detail found on the Society's earlier Historic Buildings. Stone's design consists of a raised one-story base, a nine-story middle, and a clearly-defined top reminiscent of the parts of a classical column. Unlike the earlier Historic Buildings, Stone's free-standing building is fully articulated on all four of its sides. Nonetheless, its primary elevation and the building's primary entrance clearly front on 17th Street NW. Its secondary elevation faces east, providing a secondary entrance from and to what was at the time a parking lot. The north and south elevations of the building are tertiary.

The 17th Street NW front elevation is forty-eight bays wide. There is an open arcade on the raised base. A prominent projecting concrete canopy covers the white marble walkway of the arcade. Two sets of double-leaf bronze doors, centered on the first floor, are accessed via granite steps with bronze handrails. Large, tinted glass windows in a steel framework run the length of the arcade. Thirteen marble piers support the canopy and provide a classical element that also clearly delineates the space. "National Geographic Society" is engraved in the canopy above the front doors. The upper nine floors are clad with a curtain wall system of tinted glass windows in bronze frames separated by projecting fins of white marble, and from floor to floor by black

[3] Jenkins, Mark. "Geopedia: An Encyclopedia of All Things National Geographic." *National Geographic Library & Archives*, https://nglibrary.ngs.org/geopedia/1914MoreProperty (last visited July 9, 2019).

granite spandrel panels. The combination of the narrow windows and fins creates the building's strongly vertical design. The recessed windows and spandrels at the top two floors create the horizontal line that clearly establishes the building's top, and the building's classical composition of base, middle, and top. The elevation is topped by the projecting perforated edge of the roof. It is a feature Stone employed on numerous buildings and which became a character-defining feature of his design aesthetic.

The M Street NW, east, and alley/Sumner Row elevations continue the same design elements: arcade supported by piers, the recessed top floors, and the projecting perforated roof edge that continues around the building. All elevations have first floor entrances: The M Street and alley/Sumner Row elevations have single double-leaf aluminum doors and the east elevation has two sets of paired double-leaf bronze doors. The design of the bronze doors is consistent with the simply-detailed design, with rectangular bronze handles and unornamented bronze surrounds. The first floor arcade wraps around all the elevations, with four marble piers on the M and alley/Sumner Row elevations and thirteen on the east elevation. The upper nine floors have the same curtain wall system and recessed upper floors. The lighting for the first floor arcade is provided by recessed fixtures in the white marble walkway.

The Stone Building retains a high level of architectural integrity. Significant exterior restoration was carried out to correct considerable damage caused by the magnitude 5.8 earthquake that occurred in August of 2011, causing damage to buildings and sites throughout the District. Following the earthquake, the Society undertook a comprehensive survey of the exterior of the building. This survey revealed extensive areas of damage to the white marble fins found in the upper floors curtain wall system. The restoration work resulted in the replacement of damaged marble at the fins with new marble to match the color/finish of the original.

The other notable alteration (non-contributing element) to the Stone Building and its site occurred at the front 17th Street NW elevation, with the introduction of granite cheek walls and paving for the landing and lower stairs. This granite is significantly darker than and contrasts with the white marble of the building. Sculptural benches on the arcade and walls fronting the public sidewalk, all of the same dark granite, were also installed. Another component of this work was the introduction of granite cheek walls topped by bronze sculptures with water features. All of this work postdates the period of significance and does not contribute to the significance of the Stone Building or the collective Historic Buildings. In addition, the doors on the M Street NW and alley/Sumner Row elevations have been replaced with non-contributing aluminum doors and on M Street NW a ramp has been added to provide wheelchair access from the sidewalk to the arcade. The ramp is largely screened by landscaping. Despite these alterations and other minor ones such as new signage and lighting (non-contributing elements), the building still conveys Stone's architectural vision. His New Formalist design is a Mid-Century version of the classical designs of the earlier Historic Buildings.

Interior

The large floorplates of the building provided the Society with additional offices, photographic laboratories, and a cafeteria for the growing staff. Given the size of the building and the flexibility of the design, the Society was able to rent out several floors to commercial tenants until it needed the space for its own use. This provided the Society with an important revenue stream for a number of years. As would be expected with modern floorplates, considerable alterations to the interior spaces have occurred over the years. For example, the 10th floor cafeteria was moved to the newly constructed SOM Building in 1984.[4] Other alterations at that time included work on the third floor to accommodate the Staff Travel Office and Phototype.[5] Recent alterations have been completed to allow use of lower floors in the building by the Embassy of Australia, which has the use of one of the sets of double-leaf bronze doors on the 17th Street NW front elevation.

1600 M Street NW – Office & Auditorium Building
Constructed in 1984
Skidmore, Owings & Merrill, Architects (David Childs)

Exterior

The non-contributing SOM Building stands mid-block on M Street NW and also faces west to the contemporaneous driveway and plaza between it and the Stone Building. Construction of the seven-story building required the demolition of the Editorial Wing of the Administration Building. The SOM Building connects to the west side of the Administration Building and Hubbard Hall, and to the Stone Building via an underground connection. The strongly horizontal ziggurat-like massing of the non-contributing building is unlike the Historic Buildings and unusual in Washington. The M Street elevation consists of a recessed first floor with three center double-leaf doors, topped by a second floor with pale pink concrete panels above and below continuous ribbon windows that wrap the corners. The upper five floors are generally the same as the second floor except that they are stepped back to create a series of terraces. A large mechanical penthouse tops the building and is clad in matching pale pink concrete. A garage entrance on M Street NW provides access to below-grade parking. The rear alley/Sumner Row elevation consists of a first floor loading dock and uniform floors of ribbon windows and concrete panels above. The penthouse has been expanded in recent years and additional mechanical equipment has been added to the roof.

Interior

The floorplan contains a two-story rotunda and the 400-seat Gilbert H. Grosvenor Auditorium, which allowed the Society for the first time to hold large scale events. The building also included

[4] National Geographic Society, News & Views, June 1984, "New Building's Dedication Set for June 19"
[5] National Geographic Society, News & Views, June 1984, "New Building's Dedication Set for June 19"

spaces for the Records and Illustrations Libraries and the News Service and Photomechanical Library, among others.

Plaza/Courtyard

The site plan developed in connection with the SOM Building included a large central plaza/courtyard designed by landscape architect James Urban. The space consists of a suburban-style loop driveway and a series of planting areas. The trees have grown so large that they almost totally block any view to and of the inner part of the plaza. Granite pavers and low walls help to define the space. A sculpture known as “Marabar,” comprised of five large granite boulders arrayed around a rectangular pool, was installed in the plaza in 1984. It postdates the period of significance of the Historic Buildings and will be relocated sometime after spring 2021. A second sculpture, a bronze African lion and cub known as “Together” and dating from 2013, sits in the planting bed at the south edge of the plaza. This sculpture also postdates the period of significance of the Historic Buildings and this does not contribute to their significance.

8. Statement of Significance

Applicable National Register Criteria
(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

__X__ A. Property is associated with events that have made a significant contribution to the broad patterns of our history.

__X__ B. Property is associated with the lives of persons significant in our past.

__X__ C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values; represents a significant and distinguishable entity whose components lack individual distinction.

☐ D. Property has yielded, or is likely to yield, information important in prehistory or history.

The property also meets District of Columbia landmark designation criteria (a) Events, (b) History, (C) Individuals, (d) Architecture and Urbanism, (e) Artistry, and (f) Work of a Master.

Criteria Considerations
(Mark "x" in all the boxes that apply.)

- ☐ A. Owned by a religious institution or used for religious purposes
- ☐ B. Removed from its original location
- ☐ C. A birthplace or grave
- ☐ D. A cemetery
- ☐ E. A reconstructed building, object, or structure
- ☐ F. A commemorative property
- ☐ G. Less than 50 years old or achieving significance within the past 50 years

Areas of Significance
(Enter categories from instructions.)
Education, Exploration,
Invention, Science

Period of Significance
1904-1964

Significant Dates
1904, 1913, 1931, 1964

Significant Person
(Complete only if Criterion B is marked above.)
Gardiner Greene Hubbard,
Alexander Graham Bell,
Gilbert Hovey Grosvenor
Melville Bell Grosvenor
Gilbert Melville Grosvenor

Cultural Affiliation

_____
_____
_____

Architect/Builder
Hornblower & Marshall,
Arthur B. Heaton,
Edward Durell Stone

Statement of Significance Summary Paragraph

The National Geographic Society Historic Buildings stand in the north half of Square 183, in the Northwest quadrant of Washington, D.C. They represent the Society's growth and evolution from a small academically-scientific society to a scientific and educational organization providing information on the wonders of the world to its members and to all who were interested. Furthermore, the Historic Buildings excellently represent prevailing architectural styles of their time and all three are, in their own way, compatible with the classical architectural heritage of the city. The Society's principal founders and their families—Gardiner Greene Hubbard, Alexander Graham Bell, and three generations of Grosvenors—were hands-on organizational leaders as well as civic leaders. The Society's Historic Buildings are significant on a local, Washington, D.C. level. They are eligible for D.C. landmark designation and listing in the DC Inventory of Historic Sites ("Inventory") under criteria: (a) for their association with the Society, an institution that has contributed significantly to the heritage, culture, and development of the District of Columbia; (c) for the Society's association with individuals significant to the history of the District of Columbia; (d) because they embody the distinguishing characteristics of architectural styles significant to the appearance and development of the District of Columbia; (e) artistry, because Hubbard Hall on 16th Street NW and the Stone Building on 17th Street NW possess high artistic and aesthetic values that contribute significantly to the heritage and appearance of the District of Columbia; and (f) because they are significant buildings by master architects Hornblower & Marshall, Arthur B. Heaton, and Edward Durell Stone who were significant to the development of the built environment of the District of Columbia. The Society's Historic Buildings are also eligible for listing in the National Register under criteria: (A) for their association with the Society and its events and activities; (B) for their associations with multiple individuals important to our past; and (C) because they embody the distinctive characteristics of architectural periods and are significant works designed by master architects.

Narrative Statement of Significance

The Society was founded January 13, 1888, at the Cosmos Club, then located in the Dolley Madison House at 23 Lafayette Square, in Washington, D.C. The thirty-three like-minded founders established the organization for the "increase and diffusion of geographic knowledge." Among the founders were Gardiner Greene Hubbard, Henry Gannett, Adolphus W. Greely, Cleveland Abbe, George Brown Goode, Henry Henshaw, George Kennan, and John Wesley Powell. The geologists, geographers, explorers, meteorologists, naturalists, military men, cartographers, bankers, and lawyers were all noted figures in their fields. After writing a certificate of incorporation and plan for the organization, the Society was incorporated on January 27, 1888. Hubbard, a Boston attorney fairly-recently arrived in Washington, was elected president. During the Society's first years its membership grew to 209 men and women. Society activities consisted of meetings and lecture programs as well as the publication of a journal, *The National Geographic Magazine*, later known simply as *National Geographic* ("Magazine"). Most of the articles in early issues of the Magazine were highly technical and scientific, relieved by the occasional dramatic story such as "The Great Storm of 1888." Hubbard stated upon his appointment as president that he had "no claim to any special knowledge that would entitle [him] to be call a "Geographer" … By my election … you [the Society Board] notify the public that the membership of our society will not be confined to professional geographers, but will include that large number who, like myself, desire to promote special researches by others, and to diffuse that knowledge so gained … so that we may all know more of the world upon which we live."

The Society first appeared in a D.C. city directory in 1894 as having an office in the US Geological Survey headquarters at 1330 F Street NW. By 1896 it was located at 1515 H Street NW, the following year at 1517 H Street NW, and at various other locations for the next seven years. Membership grew rapidly, reaching 1,500 by 1899. The need for an established headquarters grew with the membership.

Alexander Graham Bell was elected president in January 1898, following Hubbard's death the month before. Under Bell the nature of the Society evolved considerably, primarily as a result of his hiring in 1899 of 23-year old Gilbert H. Grosvenor, the Society's first full-time staff member. It was Grosvenor who oversaw major changes in the character of the Magazine and resulting growth of the Society. Grosvenor's formative years in Constantinople, where "the East meets the West," gave him a broad view of geography and the world. This, combined with Bell's inspiration to incorporate "pictures, and plenty of them," would invigorate the Magazine and the Society, eventually turning it into a household name.

Grosvenor lightened the tone of the Magazine, which originally was scientific, scholarly, and full of black and white charts and graphs. He revamped it to appeal to a broader audience interested by expanding the scope of the articles and replacing charts and graphs with illustrations and then photographs. Although the Society's board was initially skeptical of Grosvenor's ideas it agreed to let him pursue them. Grosvenor's writing style combined with a liberal use of photographs, first in black and white and then in color, made the Magazine enormously successful. He

remained at the Society until his death in 1966, having made the Society and its Magazine names known around the world.

By 1899 the Society's need for more space had reached a critical point. In 1900 the search began for a suitable site for a new, permanent home. The Society looked at four sites: one at 16th and M Streets NW; one at Rhode Island Avenue NW and M Street NW; one in the 1700 block of H Street NW; and on in the 1600 block of I Street NW. Charles J. Bell, a Society founder and Alexander Graham Bell's brother, chose the 16th and M Street NW site. The new headquarters building initiated the rapid change in the character of 16th Street NW, from residential to institutional use. Hornblower & Marshall was chosen over four other firms to design the building. The builder was James Parsons.

The building was named Hubbard Memorial Hall in honor of Gardiner Greene Hubbard. Construction, funded by the Hubbard and Bell families, began in the fall of 1901. The cornerstone was laid in 1902 and the building was completed in early 1904. However, all was not smooth sailing between the architects and Mrs. Alexander Graham Bell, who thought the building too extravagant and showy. Ultimately, Mrs. Bell chose the firm of Allen & Collins, a partner of which designed Twin Oaks for her father Gardiner Greene Hubbard, to design the interior of the building. The new headquarters housed offices for the Society's board and officers and the editor of the Magazine, as well as a map room, an assembly/meeting room that could accommodate 100 people, a library, and dark rooms for photo processing. The Society hosted an opening reception on March 12, 1904, and later that same year welcomed guests from the International Geographical Congress.

It was not long before the Society again required more space. Grosvenor had succeeded brilliantly in expanding circulation; by 1912 membership had risen to more than 150,000, and increased staff was needed to handle the demands of such a large membership. Arthur B. Heaton, who designed Wild Acres in Rockville, MD for the Grosvenors, was chosen to design the new building. The George A. Fuller Company was the building contractor. Begun in early 1913, construction was complete later that year. The new building housed the membership department and other "business" aspects of the Society's operations and was known as the Administration Building.

Membership continued to grow, as did a corresponding demand for space not available in the existing buildings. In 1931 Heaton and Fuller were again chosen to respectively design and build a substantial addition to the Administration Building. The completed building extended south along 16th Street NW to the alley and more than doubled the square footage of the building.

In 1948 a second addition to the Administration Building was constructed behind the building, along the alley. This addition, known as the Editorial Wing, was designed by Washington architects Faulkner, Kingsbury and Stenhouse and built by the Charles H. Tompkins Company. This wing, strictly utilitarian in design, was later demolished to make way for the SOM Building.

The Society experienced astronomical growth during the 1940s and 50s, with membership surpassing 2,000,000, and office space bursting at the seams. In 1959 the Society decided to construct a new headquarters building on the west edge of its property, along 17th Street NW. The new building would be substantially bigger and taller than the existing Historic Buildings. Designed by Mid-Century starchitect Edward Durell Stone, its New Formalist design would be stylistically and visually very different from the earlier Historic Buildings. Nonetheless, the design for the new headquarters building would have the same architectural roots in Washington's traditional, classically-inspired buildings. It also fully expressed the vertical character of the city's built environment. Stone was a pioneer of the Modern movement's New Formalism. His building for the Society was a much-heralded work, partly because it was commissioned by the Society and partly for its design, which was something new and different in Washington.

Space in the Stone Building allowed the Society to continue to expand. With expansion of its membership came its enhanced ability to fund or co-sponsor research, exploration, and experimentation. The Society awarded its first grant in 1890 and has over the years awarded over 14,000 grants, some for specific projects, such as teaming up with the US Army Air Corps for balloon flights into the stratosphere in the mid-1930s and Navy oceanographer Bob Ballard's 2002 exploration of John F. Kennedy's PT-109 and others for long-term studies such as Dian Fossey's work with mountain gorillas, Jane Goodall's pioneering studies of family life among Africa's chimpanzees, and Biruté Galdikas' work with orangutans. Society-supported research and explorations have yielded extraordinary information and knowledge about all aspects of the natural world.

The Magazine produced articles and photographs that spread knowledge of these and other significant endeavors to millions of people across the country and around the world. The Society produced maps accurate and detailed enough for the United States military to use during World War II that were frequent inserts in the Magazine. Lesser-known activities of the Society include the National Geographic Bee, similar to the National Spelling Bee, and extensive support for the study of geography in the country's schools through grants for that purpose. The Society maintains a museum that mounts exhibits on a wide range of topics, from frogs of the world, to dinosaurs, to China's terra cotta warriors. It also has a library that is open to the public and sponsors an annual series of live events at its buildings that include lectures on a wide range of topics.

The Society also awards, on a periodic basis, the Hubbard Medal for the highest feats of exploration. The medal has been awarded to such diverse individuals as Roald Amundson (1907) for his polar explorations, Anne Morrow Lindbergh (1934) the first woman to receive the Hubbard Medal, for serving as copilot and radio operator alongside her husband on two significant exploratory flights in 1931 and 1933, and the astronauts of Apollo 11 (1970), for their moon landing.

As the world evolved, so did the Society. In the late 1950s it expanded its diffusion and outreach efforts to include television documentary films, which covered important scientific work by Society grantees such as Jacques-Yves Cousteau, the Leakey family, Eugenie Clark, Lee Berger,

and many other contemporary researchers such as J. Michael Fay and his Megatransect of Africa. These documentaries have won hundreds of awards and are considered the gold standard of filmmaking. Noted narrators of these programs have included Orson Welles, Helen Hunt, Burgess Meredith, Susan Sarandon, and Morgan Freeman. The Society also developed extensive educational and instructional materials for both teachers and students and now offers lesson plans on its website. It also produces material for the internet, international television, and other media outlets.

The Magazine

Through nearly all of the Society's history, the Magazine has been the public face of the Society. Its success and the Society's corresponding increase in membership were staggering. Ultimately, the Society would construct a large building in Rockville, MD to accommodate its membership staff alone. The Magazine evolved from a staid scientific journal with a terra cotta cover prepared by volunteer members and published on an irregular schedule, to its famed yellow-bordered cover, which was first used in 1910, consistently published twelve times a year. American families subscribed to the Magazine for decades and never threw an issue away. Ultimately, the Magazine could also be found at newsstands and in 40 different languages and Braille. At its peak, the Magazine reached over 60 million people worldwide. It is now available in print and by digital access.

The Magazine has long been known for its spectacular photography. In 1910, the Magazine published a 24-page spread of hand-tinted color illustrations of Japan and Korea. The following year it hired Franklin Fisher, who established the first color photographic laboratory in American publishing. Photographic equipment and photo processing were cumbersome at best in the early years. Nonetheless, Magazine photographers carried equipment around the world and shared the glorious results of their efforts with Magazine subscribers. Pictures of animals of Africa, the ruins of Machu Picchu, the conquest of the Alps, and outer space were all recorded by Magazine photographers and shared around the world via the Magazine. Over the years the Magazine employed many noted photographers, including Luis Marden, who lived for many years in a Frank Lloyd Wright house in McLean, VA, and Thomas Abercrombie, who in 1956 became the first photojournalist to travel to the South Pole.

The Society is an extraordinary institution that has contributed greatly to man's understanding of our planet and universe. The people and families who established and built it were prominent Washingtonians who participated and contributed to the civic life of their city. The Historic Buildings are associated with and are the physical embodiment of the institution thus qualifying for listing in the Inventory and the National Register. The Society was and remains strongly associated with five significant individuals, founding members Gardiner Greene Hubbard and Alexander Graham Bell, and three members of the Grosvenor family—Gilbert Hovey Grosvenor, Melville Bell Grosvenor, and Gilbert Melville Grosvenor—who served editor of the Magazine almost continually from 1888 to 1980. The vision of these men shaped the character, growth, and evolution of what began as a small organization for scientists and explorers to one of the largest non-profit scientific and educational organization in the world. The Society grew from

a small inwardly-focused Washington institution, and with its ever-expanding vision, one known around the world.

Significant Persons

Figure 3 – Gardiner Greene Hubbard

Gardiner Greene Hubbard

Gardiner Greene Hubbard was a patent attorney, financier, entrepreneur, and community leader. He was born in Boston, MA on August 25, 1822. He died on December 11, 1897, at Twin Oaks (1888, designed by Francis Richmond Allen), his home at 3225 Woodley Road NW, Washington, D.C., where Charles and Roberta Hubbard Bell also had a house. Hubbard's funeral was held at the Church of the Covenant and he was buried in Rock Creek Cemetery.

Hubbard grew up in Boston. He attended Andover Academy, graduated from Dartmouth College in 1841, studied law at Harvard Law School, was admitted to the bar in 1843, and then joined the Boston law firm of Benjamin Robbins Curtis. He married Gertrude Mercer McCurdy in 1846 and together the couple had six children. A daughter, Mabel Gardiner Hubbard, lost her hearing at the age of five as a result of scarlet fever. She became a student of Alexander Graham Bell and years later his wife.

The Hubbards settled in Cambridge and he became involved in a number of institutions and projects. As a result of Mabel's deafness Hubbard became interested in education for the deaf and hard of hearing. He first hired a teacher with specialized training to work with Mabel on her speech and language. Ultimately, in 1867, he and philanthropist John Clarke founded the Clarke School for the Deaf in Northampton, MA. Clarke, the first oral school for the deaf in this country, provided residential educational services for children who were deaf or hard of hearing. Hubbard was a member of its board until he died. Alexander Graham Bell taught at Clarke for the first time in 1851 and was involved with the school for over fifty years and served as the president of its board from 1917 to 1922. Hubbard was also a trustee of the Columbian College (later The George Washington University) and a regent of the Smithsonian Institution.

Hubbard was involved with city improvement projects. He helped establish the Cambridge city water works and was a founder of the Cambridge Gas Company. He was also interested in inventions and new technology of the day. He advocated for a nationalized telegraph system. Although he failed to achieve such a system his search for equipment and patents to make such a system work led him, along with partner Thomas Sanders, whose son was deaf, to financing Bell's experiments and development of an acoustic telegraph, which in turn led to the invention of the telephone.

After Benjamin Curtis retired Hubbard moved to Washington and continued to practice law. In 1876 he was appointed by President Grant to determine rates for railway mail and he served as a commissioner of the Centennial Exposition. On July 9, 1877 Hubbard organized the Bell Telephone Company. He was the president, Sanders was the treasurer, and Bell was the "Chief Electrician." Two days later, on July 11, 1877, Hubbard became Bell's father-in-law when daughter Mabel and Bell were married. The Bell Telephone Company would eventually evolve into the American Telephone & Telegraph Company (AT&T). Hubbard was involved with other Bell experiments, including work that evolved in 1889 into Columbia Records. Hubbard was also interested in the dissemination of scientific information. To that end, in 1883 he founded a publication called *Science*. He, along with Bell, helped save the American Association for the Advancement of Science ("AAAS"), which was founded in 1848 but financially floundering by 1897. Hubbard enabled the AAAS to purchase *Science* as part of his effort to help save that organization.

However, it is for the founding of the Society that Gardiner Greene Hubbard is best remembered. Hubbard was the Society's first president and served as such from 1888-1897. The Hubbard Medal, named in his honor, is given for distinction in exploration, discovery, and research. Mount Hubbard on the Alaska-Yukon border was named for Hubbard by an expedition co-sponsored by the Society. Robert Peary named the Hubbard Glacier in Greenland in his honor. The main building at the Clarke School is named for Hubbard. In 1899, a new Washington, D.C. public school, on Kenyon Street NW, was named after him. An article about the new school in the August 21, 1899 *Evening Star* reported that the school was named for Hubbard because he was one of the "most public-spirited men in the District, never neglecting an opportunity to advance its interests, but was also a man of great learning and earnestly interested in all educational movements. Mr. Hubbard was the president of the National Geographic Society, a man prominent in science and a man of the highest character."

Figure 4 - Alexander Graham Bell

Alexander Graham Bell

Alexander Graham Bell was a scientist, teacher, engineer, and inventor whose work fundamentally changed how the world operated. He was born March 3, 1847 in Edinburgh, Scotland. He died August 2, 1922 at his summer home in Baddeck, Nova Scotia, Canada. Bell was an inquisitive child and began inventing at an early age. His first invention was a homemade dehusking machine that the father of a friend used for some years at his flour mill (McGoogan, p. 214). He attended the Royal High School in Edinburgh and was an undistinguished student. He later attended the University of Edinburgh and the University College London. Bell's mother began going deaf when he was 12. He then learned "finger language" to communicate with and for her. Bell's grandfather and father studied speech and elocution. Bell followed in their footsteps and studied the mechanics of speech, anatomy and physiology related to speech, and acoustics.

The Bell family immigrated to Canada in 1870. Bell turned a carriage house at the family's Brantford, Ontario home into a workshop for his research and experiments. He began teaching deaf students in Montreal in 1871 and subsequently moved to Boston to teach at the Boston School for Deaf Mutes. There he introduced the Visible Speech System and was a teacher of teachers. His success led to him introducing the same system at the American Asylum for Deaf-Mutes in Hartford, CT and the Clarke School in Northampton, MA. The following year he opened the School of Vocal Physiology and Mechanics of Speech in Boston. Among his first class of thirty students was Helen Keller. Years later Keller would break ground for Bell's Volta Bureau, which was dedicated to the increase and diffusion of knowledge relating to the deaf. Bell was an "oralist", believing that the deaf could be taught to read lips and speak without using sign language. In 1872, he became a professor of Vocal Physiology and Elocution at Boston University. The following year, exhausted and suffering from severe headaches, Bell reduced his teaching load to two students, including Mabel, determined to focus his research and experiments on sound. Mabel's father became Bell's benefactor and friend and, ultimately, his father-in-law when he married Mabel in 1877.

The deafness of both his mother and wife had profound effects on Bell's work. It was his intense research and experimentation in search of a hearing aid that ultimately led to Bell receiving, on March 7, 1876, the first American patent for the telephone. Shortly thereafter Bell succeeded in making his telephone work, uttering the well-known phrase "Mr. Watson, come here, I want to see you." to his assistant in another room. Further experimentation and refinement in Brantford and Cambridge led to a successful two-way conversation in Boston and public demonstrations of and lectures on his new invention. One demonstration occurred at the 1876 Centennial Exposition in Philadelphia. Another occurred two years later when Bell demonstrated the telephone for Queen Victoria, placing calls from Osborne House on the Isle of Wight to Cowes, Southampton, and London.

The Bell Telephone Company was established in 1877. By 1886 more than 150,000 Americans owned telephones and the numbers ballooned from there. It was an invention of enormous consequence; the telephone shrank distances, changed how people communicated and related to one another, and began to fundamentally change how business was conducted. Bell continued experimenting and inventing throughout his lifetime, ultimately receiving 18 patents in his own name and 12 more shared with collaborators.

In 1882, the Bells moved to 1331 Connecticut Avenue NW in Washington, D.C., to a house purchased by Gardiner Greene Hubbard across Connecticut Avenue NW from his own house. Charles Bell and his wife, Roberta Hubbard Bell, lived in the house next door. In 1885, the Alexander Bells started construction on a summer house overlooking Bras d'Or Lake in Baddeck, on Cape Breton Island, Nova Scotia. The house was finished in 1889 and two years later a laboratory building was also complete. The complex was ultimately named Beinn Bhreagh ("Beautiful Mountain" in Gaelic), in honor of Bell's Scottish roots.

In 1888, Hubbard and a small group of like-minded Washingtonians founded the National Geographic Society. Bell was an integral part of the young organization and in 1898 succeeded Hubbard as president and served in that capacity until 1903. Perhaps Bell's greatest contribution to the Society was the hiring in 1899 of his son-in-law, Gilbert Hovey Grosvenor, as the Society's first full-time employee. Bell had a vision for the struggling Magazine far different from the scholarly, technical journal than it was. He wanted to expand readership to the average American. He entrusted this effort to Grosvenor, who succeeded beyond all expectations. Grosvenor implemented Bell's ideas for the Magazine and was to have a major impact on the success and growth of the Society.

Bell received honorary degrees from Gallaudet and Amherst Colleges, Harvard, Oxford, and St. Andrew's Universities, among many others. He was a regent of the Smithsonian Institution and a member of the Alfalfa Club, the National Press Club, and the Explorers' Club in New York City. He has been honored in Canada with a stamp and a C$100 gold coin and in Scotland with a commemorative one Euro note issued by the Bank of Scotland. The French government honored him with the decoration of the Legion of Honor.

Figure 5 - Gilbert Hovey Grosvenor

Gilbert Hovey Grosvenor

Gilbert Hovey Grosvenor was born on October 10, 1875 near Constantinople in the Ottoman Empire. He died in Baddeck, Nova Scotia on February 4, 1966 and was buried in Rock Creek Cemetery. Grosvenor was hired by Alexander Graham Bell, to be the Society's first full-time employee. Bell personally paid Grosvenor's salary for a number of years. As editor, he built the Magazine into an iconic publication that reached millions of American homes and millions more around the world. He attended Worcester Academy, Robert College in Constantinople, and Amherst College, from which he graduated *magna cum laude* in 1897. He married Elsie May Bell on October 30, 1900, and the couple had seven children.

Grosvenor was an energetic employee and noted editor, an enthusiastic traveler, and significant supporter of the National Park Service ("NPS"). His interest in and support for the NPS stemmed from his first trip to the American West and lasted throughout his life. He and Stephen Mather, who would become the first director of the NPS hiked in the Sierra Mountains and what is now Sequoia National Park. Subsequently, Grosvenor met with Mather and others to draft legislation that would create the NPS. To counter Congress' long opposition to a national park service, Grosvenor created a special April, 1916 issue of the Magazine titled "The Land of the Best" to promote appreciation for America's natural beauty, particularly the importance of parks, and to encourage readers to support the creation of a national park system. This special issue was delivered to every member of Congress, which later that year finally passed legislation that established the national park system. That year, the Society committed $80,000 to the National Park Service to invest in national parks. In January 1917, the Magazine published a story by Dr. Robert F. Griggs about the Valley of Ten Thousand Smokes in the Katmai area of Alaska. Through the Society's support for Dr. Griggs and his reporting on the effects of a volcanic explosion in that area, the NPS established Katmai National Monument in 1918, which later became a national park. In 1935, the Society assisted with the acquisition of privately-owned property for the creation of Shenandoah National Park.

In 1931, the Grosvenors bought property in Coconut Grove, FL, next to Elsie's brother-in-law David Fairchild (he was married to Marian Bell), the Department of Agriculture's botanist and plant explorer and collector extraordinaire. They named the property Hissar, after the town where Gilbert was born. The property was later purchased by the National Tropical Botanical Garden when it purchased Kampong, the adjacent property owned by David and Marian Bell Fairchild.

Under Grosvenor, the Magazine engaged in neutral, upbeat, and visually inspiring journalism through two World Wars, the Depression, and the beginning of the Cold War. During his tenure, the Magazine grew to more than four and a half million subscribers. Under his editorship, the Magazine became a part of everyday life for generations of Americans (including for Sheriff Andy Taylor on *The Andy Griffith Show* and for George Bailey in *It's a Wonderful Life*) and became a staple of coffee tables and doctors' offices throughout the country. He resigned at age 78 in 1954.

Figure 6 - Melville Bell Grosvenor

Melville Bell Grosvenor

Melville Bell ("MB") Grosvenor was the president of the Society and editor of the Magazine from 1957 to 1967. He was born in Washington, D.C. on November 26, 1901 and died in Miami on April 22, 1982. He graduated from the United States Naval Academy in 1923 and was commissioned an ensign in the United States Navy. He resigned from the Navy the following year to become a picture editor for the Magazine. He married Helen North Rowland in 1924. They had three children before divorcing. In 1950, Grosvenor married Anne Elizabeth Revis, a long-time photographer for the Magazine. Together they had two children.

MB Grosvenor was a pioneer in the field of color photography long before he became president and editor of the Magazine. In 1930, using the Finlay process, he flew dirigibles with a technical crew and took aerial color photographs of the Statue of Liberty, the Washington Monument, the Lincoln Memorial, and the United States Capitol which were published in the September, 1930 issue of the Magazine.

MB Grosvenor became president of the Society and editor of the Magazine in 1957. As editor, he was responsible for major changes that served to reinvigorate the Society and boost circulation of the Magazine from 2.2 million to 5.5 million. The editorial staff was expanded, the front cover of the Magazine began to feature color photographs beginning in July, 1959, and high quality color photographs appeared regularly in the Magazine. The first issue with all color photographs was published in February, 1962. The Society purchased the latest printing and photographic equipment to ensure the quality of its magazine. However, as Robert McFadden noted in his February 5, 1966 *New York Times* obituary of MB Grosvenor, he did not "dramatically modify the magazine's traditional tone of gentlemanly detachment from the ugliness, misery and strife in the world."

MB Grosvenor expanded the scope of the Society's operations and advanced it into the television age, producing documentaries specifically for television. The Society's first atlas was published under his leadership and its first globe was produced in 1961. He increased grants for research and exploration, supporting the work of Jacques-Yves Cousteau, the Leakeys, and Jane Goodall, whose work would soon become world-famous. MB Grosvenor also oversaw the construction of the Society's new headquarters building at 1145 17th Street NW, the last of the Society's three Historic Buildings.

Figure 7 - Gilbert Melville Grosvenor

Gilbert Melville Grosvenor

Gilbert Melville ("GM") Grosvenor is the former president of the Society and editor of the Magazine. He was born in Washington, D.C. on May 5, 1931. He graduated from Deerfield Academy in 1950 and from Yale in 1954. Between his junior and senior years as Yale he volunteered in the Netherlands, helping recovery efforts after the North Sea flood of 1953. He co-authored an article about the flood that was published in the Magazine. Although he never intended to join the Society staff, he subsequently became a picture editor at the Magazine and then editor from 1970 to 1980, when he became president of the Society. He expanded the scope of the Magazine's coverage to include threats to the environment, geopolitical events, and social

issues (for example, "The Everglades, Dying for Help," "Can the World Feed its People?" "East Germany: The Struggle to Succeed," "Cuba Today," and "To Live in Harlem"). GM Grosvenor fully supported the Society's efforts to branch out into television and other newer media. He was passionate about the importance of education and founded the Society's Education Program and the Education Foundation. The goal of these programs was to elevate the status and effectiveness of geographic education by developing a nationwide network of teacher support, providing enhanced geography teaching materials and techniques, and to provide financial support in the form of grants to teachers and schools.

GM Grosvenor served on the Society's board of trustees from 1966 to 2014, becoming chairman in 1987. He retired as president in 1996 and chairman in 2011, and has since served as an honorary director of The Explorer's Club. He was a trustee of the Yale Corporation, Potomac School, and the New York Zoological Society. GM Grosvenor was awarded a gold medal by the Royal Canadian Geographical Society in 1996. He also received the Scottish Geographical Medal from the Royal Scottish Geographical Society and, in 2004, the Presidential Medal of Freedom from President George W. Bush. He is retired and lives with his wife in Virginia. His daughter, Dr. Alexandra Grosvenor Eller, joined the Society board in 2009.

Architects

Hornblower & Marshall

Hornblower & Marshall was one of the premier architectural firms working in Washington, D.C. in the late nineteenth and early twentieth centuries. The firm, a partnership between Joseph C. Hornblower and James R. Marshall, endured for almost 40 years. Known for its exceptional design work, Hornblower & Marshall designed substantial houses for Washington's elite and won competitions for important civic and institutional buildings. Many of their buildings are listed individually in the Inventory and the National Register, and are contributing buildings to historic districts, and therefor make significant contributions to Washington's built environment and architectural heritage.

Figure 8 – Joseph C. Hornblower

Joseph C. Hornblower

Joseph Coerten Hornblower, FAIA, was born in Patterson, NJ on March 3, 1848 and died in The Hague, the Netherlands on August 2, 1908. He graduated from Yale's Sheffield Scientific School in 1869. By 1874, Hornblower was in Washington, D.C., working as a draftsman in the Office of the Supervising Architect of the Treasury. In 1875 and 1876, Hornblower was in Paris studying in the atelier of Jean-Louis Pascal; he was one of the first 30 or so Americans to study architecture in Paris. Pascal, internationally known for his severe academic style, had a significant influence on Hornblower.

Hornblower returned to Washington in 1877. He joined William M. Poindexter in partnership for two years then opened his own firm. In 1883, Hornblower and his long-time friend James Rush Marshall established Hornblower & Marshall. In 1891, the firm designed houses for Alexander Graham Bell and Charles J. Bell on Connecticut Avenue NW, below Dupont Circle and across the street from Gardiner Greene Hubbard.

Hornblower married Caroline Bradley in 1893. He was active in many professional and social organizations. He became a member and Fellow of the American Institute of Architects ("AIA") in 1893 and was a founding member of the Washington Chapter of the American Institute of Architects and was its president in 1897, 1898, 1905, and 1906. He was head of the architecture department of Columbian College from 1895-1900 and an instructor of architectural history from 1900 to 1906. He was also a member of the Committee for Architecture for the 1904 Exposition honoring the Louisiana Purchase, for which his firm designed a pavilion for the Siam exhibit. He was a member and president of the Cosmos Club and a member of the Metropolitan and Chevy Chase Country Clubs and, in New York, the University, Century, and National Arts Clubs.

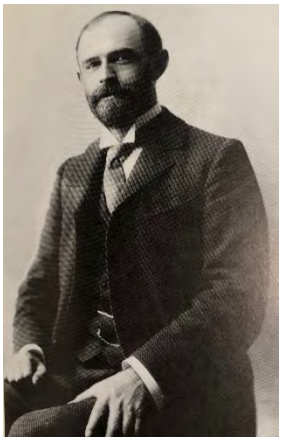

Figure 9 – J. Rush Marshall

J. Rush Marshall

James Rush Marshall, FAIA, was born in Carlisle, PA on October 30, 1851. He died in Washington on June 2, 1927. He attended the Rutgers College Grammar School and studied architecture at Rutgers College Scientific School, leaving after his junior year, and furthered his architectural education on an extended trip through Europe. Marshall began his professional career in 1872 in the Office of the Supervising Architect of the Treasury, working under master architects James G. Hill and Alfred B. Mullet. It was there that he met Joseph Hornblower, with whom, in 1883, he would establish the firm of Hornblower & Marshall. The firm name would continue into the 1920s, long after Hornblower's sudden death in 1908. Marshall continued his design work but also did a master plan for the Bryn Mawr School in Baltimore.

Marshall was active in a number of social clubs and organizations. He became a Fellow of the AIA in 1892 and was a founding member of the D.C. chapter of the AIA, of which he was president for seven terms between 1891 and 1910. Marshall was a member of the Cosmos Club, Army and Navy Club, Chevy Chase Country Club, and the Analostan Boat Club.

The firm of Hornblower & Marshall was particularly noted for their residential work. They designed impressive houses, both freestanding and rowhouses, for Washington's social and political elite, including: the Lothrop Mansion (1908, 2001 Connecticut Avenue NW); the Fraser Mansion (1890, 1701 20th Street NW); the Duncan Phillips house (1896, and 1907 addition, 1612 21st Street NW); and the William Boardman House (1893, 1801 P Street NW). Many of their early houses were designed in the Richardsonian and Colonial Revival styles. As the firm developed its design aesthetic, their buildings took on a sparer, more elegant and refined look, regardless of their style. Nowhere is this elegance more visible than at the Gardiner Greene Hubbard Memorial Hall.

The firm was awarded nine major commissions for the Smithsonian Institution, including the new National Museum of Natural History. They designed the Army & Navy Club (1912, 1627 I Street NW) and the Marine Corps Barracks and Band Hall (1902-06, 9th and I Streets, SE).

They designed the law school at the George Washington University Foggy Bottom campus and ended up having to sue the school for their final payment, which they did receive. The firm, with architect Snowden Ashford designed Engine Company 23 (1910, 2119 G Street NW) and three houses in Seattle, WA. Possibly the firm's most impressive project is the United States Customs House (1904, 40 South Gay Street, Baltimore, MD). Their competition-winning design for the six-story, 92-foot tall Beaux Arts building clearly reflects Hornblower's academic training in Paris. It was immediately praised for its architectural excellence and great functionality.

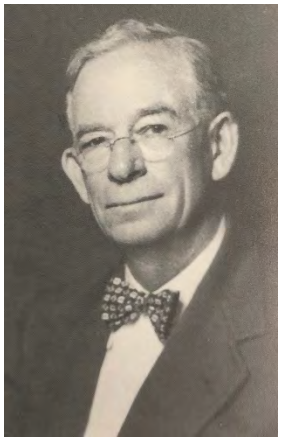

Figure 10 – Arthur B. Heaton

Arthur B. Heaton

Arthur Berthrong Heaton, FAIA, was one of the city's most prominent, capable, and prolific architects. His career spanned more than half a century and his work contributes significantly to the architectural heritage and character both of particular neighborhoods and of the city at large. Many of his buildings are individually listed in the Inventory and the National Register and are contributing buildings in D.C. and National Register-listed historic districts.

Heaton was born in Washington D.C. on November 12, 1875 and died on December 6, 1951. He attended District of Columbia public schools and graduated from Central High School in 1892. He began his architectural training in the office of Frederick B. Pyle in 1894. He worked for Paul J. Pelz in 1895 and 1896, William J. Marsh from 1896 to 1899, and Marsh & Peter from 1899 to 1900. As was common at the time, Heaton traveled to Europe to study the great buildings, including cathedrals, of England, France, and Italy. He opened his own practice in 1901. He became a Fellow of the AIA in 1941. Heaton married Mabel Williams on October 1, 1902, and the couple had two children. They first lived at 3320 Highland Avenue NW, in Cleveland Park and moved in 1928 to 4861 Indian Lane NW, in Spring Valley, to a house he designed.

Heaton served as the first Supervising Architect of the Washington National Cathedral from 1908 to 1928. He had a long-term interest in colonial architecture and frequently traveled to Williamsburg, VA to study the historic buildings there. Although Colonial Revival may have

been his preferred architectural style, he, like most architects of his time, was fluent in the language of a variety of architectural styles.

Heaton produced designs for more than 1,000 buildings and for numerous building types. He designed: houses, both detached and attached; more than 40 apartment buildings, large and small; institutional buildings and schools; churches; commercial buildings, including office buildings, banks, and retail establishments; automobile and transportation-related buildings; and industrial buildings. Heaton's residential work ranged from very modest "sanitary houses" for low income workers, to rowhouses that defined the character and appearance of Burleith (among Heaton's work for developers Shannon & Luchs were more than 500 rowhouses in that neighborhood), to the Highland Apartments (1902, 1914 Connecticut Avenue NW) and the Altamont Apartments (1902, 1901 Wyoming Avenue NW). Heaton also designed the Methodist Home for the Aged (1924, 4901 Connecticut Avenue NW) and the John Dickson Home for Aged Men (1911, 14th and Emerson Streets NW), both handsome examples of Colonial Revival institutional residential buildings.

Many of Heaton's houses contribute to the character and significance of the Kalorama Triangle, Woodley Park, and Cleveland Park Historic Districts. Heaton designed houses for many of Washington's prominent citizens, including Gilbert H. Grosvenor, president of the Society, and Joseph W. Babcock, long-time Republican representative from Wisconsin and organizer of the Republican National Campaign Committee. He designed the house at 2618 31st Street NW that incorporates arches from the house designed by Henry Hobson Richardson for Harry Adams (demolished for construction of the Hay-Adams Hotel).

He designed the Society's Administration Building, in stages from 1914-1931, the YWCA building (1924) that once stood at the northeast corner of 17th and K Streets NW, and buildings for the George Washington University. Heaton was for many years the associate University architect and, along with another noted Washington architect, Albert Harris, he designed Stockton and Corcoran Halls (1924), two academic buildings on the Quad. Heaton designed a number of buildings for Riggs Bank and Washington Loan & Trust Bank. Among Heaton's more significant designs was the Washington Loan and Trust Company (1924) that once stood at 17th and G Street NW, sadly demolished after an early preservation battle. That building won an award of architectural merit from the Washington Board of Trade in 1927. One of Heaton's extant banks is the Equitable Cooperative Building Association (1911, 915 F Street NW. He designed that landmark building with Frederick B. Pyle.

Among Heaton's commercial buildings is what is now known as Sam's Park & Shop (1930, 3701 Connecticut Avenue NW). This automobile-oriented complex reflected the growing importance of the automobile in American society. Heaton himself had one of the earliest driver's licenses in Washington. The Park & Shop was one of the earliest examples of a shopping center with drive-in, off-street parking in front of the stores.

The ten-story Capital Garage (1926, 1314 New York Avenue NW) was a major commission. It was Washington's first large public parking garage, designed to provide parking for 1200 cars. It may have been the largest automobile garage in the United States at the time. It also included a waiting room for chauffeurs, a gas station, and retail spaces at the first floor. The garage's exterior was adorned with a variety of architectural details, many appropriately automobile-inspired. Other transportation-related buildings included bus garages for the Washington Railway and Electric Company (subsequently the Capital Transit Company).

Heaton was active in various professional and civic organizations. He became a member of the American Institute of Architects in 1901 and served as the president of the Washington chapter of that organization in 1935. He was one of the founders and presidents of the Washington Building Congress, an organization of architects and builders that aimed to promote the city's building industry. He was interested in efforts to "clean up" the city's slums and to improve its buildings. He designed numerous groups of sanitary housing, including perhaps his earliest commission, for small rowhouses on Bates Street NW for the Sanitary Improvement Company. He was also responsible for the Depression-era "Renovize Washington" movement, which was an effort to have city builders restore and repair and possibly build houses in Washington. Heaton designed a number of model houses for that effort.

Figure 11 – Edward Durell Stone

Edward Durell Stone

Edward Durell Stone was born in Fayetteville, AR on March 9, 1902 and died in New York City on August 6, 1978. Stone was an internationally-known modernist whose early buildings were designed in the International Style. As his work evolved he became a pioneer of New Formalism, a modern style particularly appropriate for Washington, D.C. Stone designed buildings across this country, many in the Los Angeles area, and around the world. He is best known for designing the United States Embassy in New Delhi (1959) and the Society's 17th Street NW headquarters building (1964), and the Kennedy Center (1971). A number of his buildings are listed in the National Register.

Stone's academic training was erratic and incomplete. He attended the University of Arkansas from 1920-1923, Harvard School of Architecture from 1925-1926, and the Massachusetts Institute of Technology from 1926-1927. He never completed his degree. He was awarded a travel fellowship and traveled in Europe before the Depression. He became a member of the AIA in 1947 and a Fellow in 1958. His work received numerous awards and accolades and in his 1960s heyday he was probably the best-known architect in the country.

When Stone returned from Europe he got a job with the Boston firm of Coolidge, Shepley, Bulfinch, and Abbott. He moved to New York in 1933 and was hired by Wallace Harrison, where he became the primary designer for Radio City Music Hall. Stone's first independent commission was the International Style Mandel House (1933) in Mount Kisco, NY. With jobs hard to come by in the Depression, Stone supplemented his income by teaching at New York University's night architecture school. He later taught at the Yale Architecture School for three years in the late 1940s, at Princeton in 1953, and at the University of Arkansas in Fayetteville in 1955 and from 1957-1959.

Stone's early International Style buildings include the Museum of Modern Art (1939) in New York City, designed with Philip L. Goodwin, and the Anson Conger Goodyear House (1938) in Old Westbury, NY (Goodyear was a founding member of the Museum of Modern Art). However, as time went on Stone repudiated the International Style and moved toward architecture that included decoration and then, ultimately, to New Formalism. Elements of his buildings often were repeated from one building to another. Stone was at his professional zenith in the 1960s, with offices on both coasts and over 200 employees. He had become an architectural brand through the use of his middle name, something suggested by his second wife. He continued to get commissions across the country, including the North Carolina State Legislative Building (1960) in Raleigh, the Kennedy Center and the National Geographic Headquarters in Washington, D.C. (1962 and 1964 respectively), and the Florida State Capitol complex (1970) in Tallahassee. Stone also designed a large and fantastic church complex for the National Presbyterian Church in the early 1960s. It was too large for the site and too expensive for the Church and never constructed.

Stone retired in 1974, and much of his work fell out of favor in the years following his death. However, in recent years the current intense interest in Modernism and Mid-Century Modernism have brought new consideration and appreciation of his work.

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National Register of Historic Places Nomination Forms

Babcock-Macomb House
Corcoran Hall
National Geographic Society Headquarters
Stockton Hall
Volta Bureau
WRECO Bus Garage

Files

American Institute of Architects membership and fellowship files
American Institute of Architects Historic Directory of American Architects

Maps

Baist's Real Estate Atlas of Surveys of Washington, D.C.: Complete in Four Volumes. Vol. 1, Plate 14. GW Baist Survey and Map Publishers. Philadelphia, PA, various dates.

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Journal of the American Institute of Architects. Vol. XV, Number 8, August, 1927, Remembrances of James Rush Marshall, Delos Smith

Previous documentation on file (NPS):

____ preliminary determination of individual listing (36 CFR 67) has been requested
____ 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 # _____
____ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

____ State Historic Preservation Office
____ Other State agency
____ Federal agency
____ Local government
____ University
____ Other
Name of repository: _____

Historic Resources Survey Number (if assigned): _____

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10. Geographical Data

Acreage of Property 2.85

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates
Datum if other than WGS84:_____
(enter coordinates to 6 decimal places)

1. Latitude: 38.905140 Longitude: -77.038100

2. Latitude: Longitude:

3. Latitude: Longitude:

4. Latitude: Longitude:

Verbal Boundary Description (Describe the boundaries of the property.)

The National Geographic Society Historic Buildings are in the Downtown neighborhood of the District of Columbia in Ward 2. The site has frontage on three streets and is bounded to the east by 16th Street NW, on the west by 17th Street NW, and on the north by M Street NW. Commercial buildings are located to the south beyond the public alley/Sumner Row.

Boundary Justification (Explain why the boundaries were selected.)

The boundary of the property is the extent of land owned by the National Geographic Society in Square 183 in the Northwest quadrant of Washington, D.C., bounded by 16th Street NW on the east, 17th Street NW on the west, M Street NW on the north, and a public alley running between 16th and 17th Streets NW on the south. It includes all the property on which the three historic buildings were constructed.

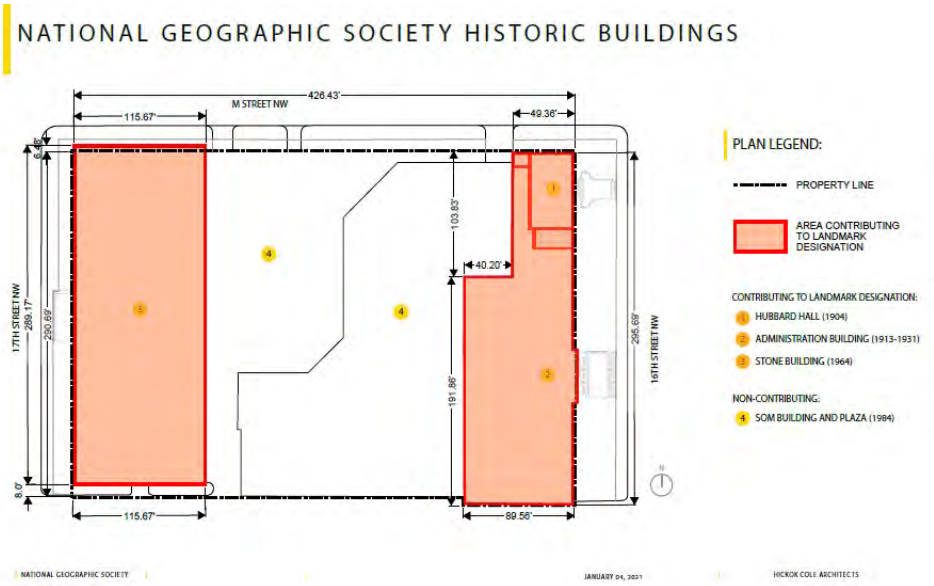


Figure 12 – Proposed Boundary

11. Form Prepared By

name/title: Anne H. Adams and Jonathan Mellon*
organization: A. Adams_& Co.
street & number: 4800 Hampden Lane, Suite 200
city or town: Bethesda state: MD zip code:20814
e-mail: Andi.Adams@AdamsAHHP.com
telephone:_202_577-7978
date: April, 2021
*Goulston & Storrs, 1999 K Street NW, Suite 500, Washington, D.C. 20006
202 721-0024, jmellon@goulstonstorrs,com

Additional Documentation

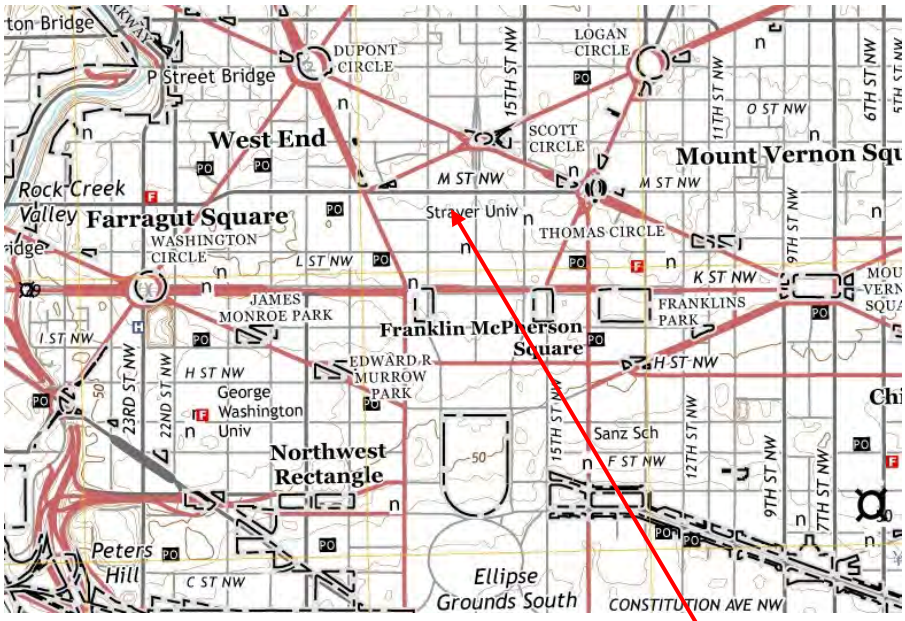


Figure 13 - Detail from 2014 USGS Washington West quadrangle showing the location of the National Geographic Society Historic Buildings (U.S. Geological Survey, 2014).

Figure 14 – Aerial Photo (Google Maps).

Photographs

Photo Log

Name of Property: National Geographic Society Historic Buildings

City or Vicinity: Washington

County: State: D.C.

Photographers: Mark Thiessen, Rebecca Hale

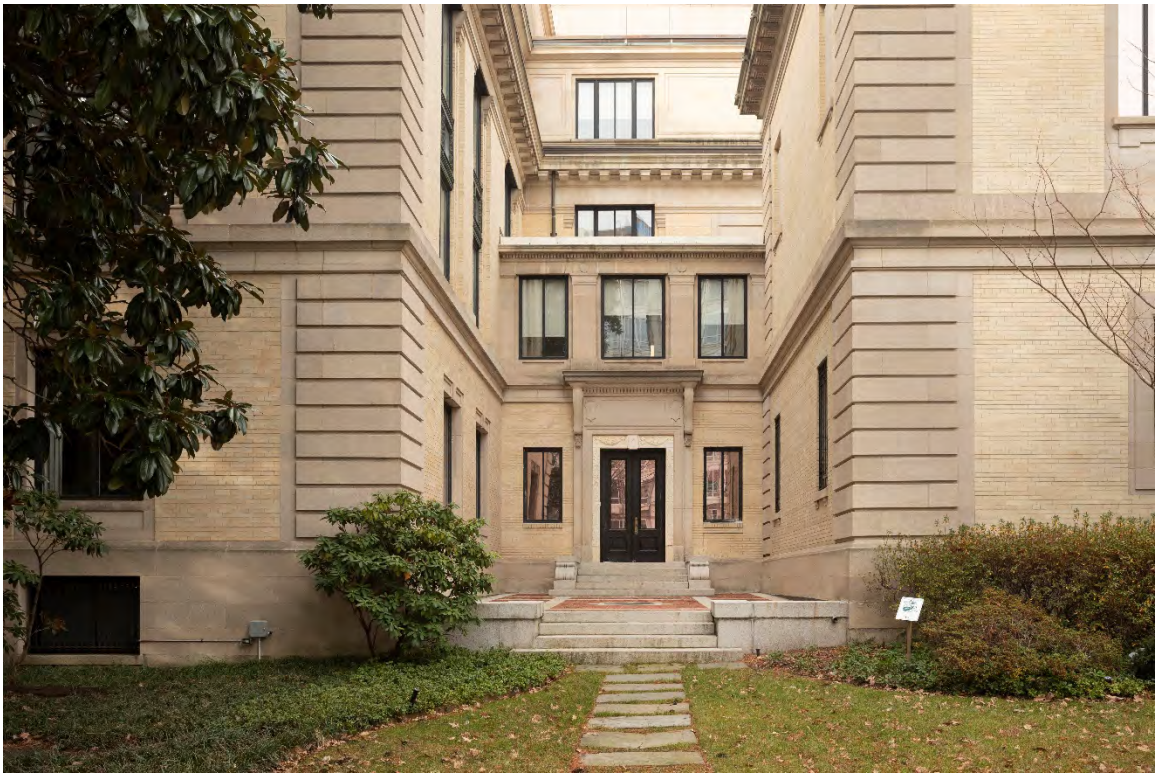
Date Photographed: January 12, 2021

Description of Photograph(s) and number, include description of view indicating direction of camera: National Geographic Society Historic Buildings–Hubbard Hall & Administration Building/Addition, looking west from 16th Street NW. (Photographer: Rebecca Hale)

1 of 12

Description of Photograph(s) and number, include description of view indicating direction of camera: National Geographic Society Historic Buildings–Administration Building/Addition, looking west from 16th Street NW. (Photographer: Rebecca Hale)

2 of 12



National Geographic Society Historic Buildings
Name of Property

Washington, D.C.
County and State

Description of Photograph(s) and number, include description of view indicating direction of camera: National Geographic Society Historic Buildings–Administration Building/Addition, looking west from 16th Street NW. (Photographer: Mark Thiessen)

3 of 12

National Geographic Society Historic Buildings | Washington, D.C.
Name of Property | County and State

Description of Photograph(s) and number, include description of view indicating direction of camera: National Geographic Society Historic Buildings–Administration Building/Addition, looking northwest from 16th Street NW. (Photographer: Rebecca Hale)

4 of 12

Description of Photograph(s) and number, include description of view indicating direction of camera: National Geographic Society Historic Buildings–National Geographic Headquarters, looking southeast from 17th Street NW. (Photographer: Mark Thiessen)

5 of 12

Description of Photograph(s) and number, include description of view indicating direction of camera: National Geographic Society Historic Buildings–National Geographic Headquarters, looking northeast from 17th Street NW. (Photographer: Mark Thiessen)

6 of 12

Description of Photograph(s) and number, include description of view indicating direction of camera: National Geographic Society Historic Buildings–National Geographic Headquarters, looking southeast from M Street NW. (Photographer: Rebecca Hale)

7 of 12

Description of Photograph(s) and number, include description of view indicating direction of camera: National Geographic Society Historic Buildings–National Geographic Headquarters, looking southwest from M Street NW. (Photographer: Mark Thiessen)

8 of 12

Description of Photograph(s) and number, include description of view indicating direction of camera: National Geographic Society Historic Buildings–National Geographic Headquarters, looking southwest from M Street NW. (Photographer: Mark Thiessen)

9 of 12

Description of Photograph(s) and number, include description of view indicating direction of camera: National Geographic Society Historic Buildings–Office & Auditorium Building, looking southeast from M Street NW. (Photographer: Mark Thiessen)

10 of 12

Description of Photograph(s) and number, include description of view indicating direction of camera: National Geographic Society Historic Buildings–Office & Auditorium Building, looking south from M Street NW. (Photographer: Rebecca Hale)

11 of 12

Description of Photograph(s) and number, include description of view indicating direction of camera: National Geographic Society Historic Buildings–Central Plaza/Courtyard, looking south from M Street NW. (Photographer: Rebecca Hale)

12 of 12