

NATIONAL REGISTER OF HISTORIC PLACES INVENTORY
NOMINATION FORM

Ref # 7700 RECEIVED 19
NATL HIST PLACES

Continuation Sheet Item Number Page 30

Name Historic Consolidated Building Location 1326-30 Main Street
Common Classification Building
Owner Otis C. Johnston, Jr.
1330 Main Street
Columbia, S.C. 29201

Representation in Existing Surveys

Description A brick building with two story facade of glazed and colored terra cotta, the Consolidated Building was constructed about 1912.

First floor has been altered. On right hand side an imitation sandstone facade covers original terra cotta. Left hand side, however, retains decorative panels on side, five windows over store, and two panels with lions heads at each end. A third entrance between storefronts is flanked by decorative panels and is surmounted by a bull's eye window. Originally two consoles on either side of bull's eye window supported a terra cotta balcony. This has been removed as has terra cotta surface where consoles and balcony were attached.

Second floor has seven bays. Central bay is a tripartite round-headed window that previously afforded access to the balcony. On either side are three closely spaced round-headed windows with elaborate trim. (continued on back)

Significance

Designed by J. Carroll Johnson for the Consolidated Holding Company, the Consolidated Building was erected about 1912. (It is believed that the building itself, or a substantial portion of it dates back to at least 1900.) The architect was a principal in the Columbia firm Urquhart and Johnson who also designed other notable buildings in Columbia, including Columbia High School, the Seibels-Wilson House, and both Sloan College and the Administration Building on the University of South Carolina campus.

The Consolidated Building's intricately detailed glazed and colored terra cotta facade is unique in Columbia.

Acreage .25 acre

Verbal Boundary Description TMS 19-08-19; fronting 53.4' along Main Street with side line of 207.4'

UTM Reference Point Columbia North 17/496820/3762320

Other Information

Description continued

Above central window is a cartouche containing the date of construction, 1912. On far sides of building are colonettes with a geometrical design. An elaborate decorative frieze features fleur-de-lis motif with overhanging section with trefoils.

Parapet contains word Consolidated and pierced quatrefoils. Sections of parapet cornice have been removed.