

NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in "Guidelines for Completing National Register Forms" (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property

historic name F.J. Cooleage and Sons Company-Hastings' Seed Company
other names/site number n/a

2. Location

street & number 434 Marietta Street
city, town Atlanta () vicinity of
county Fulton code GA 121
state Georgia code GA zip code 30313
() not for publication

3. Classification

Ownership of Property:

- private
- public-local
- public-state
- public-federal

Category of Property

- building(s)
- district
- site
- structure
- object

Number of Resources within Property:

	<u>Contributing</u>	<u>Noncontributing</u>
buildings	1	0
sites	0	0
structures	0	0
objects	0	0
total	1	0

Contributing resources previously listed in the National Register: n/a

Name of related multiple property listing: n/a

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this nomination 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 the National Register criteria. () See continuation sheet.

Mark R. Edwards

Signature of certifying official

September 18, 1995
Date

Mark R. Edwards
State Historic Preservation Officer,
Georgia Department of Natural Resources

In my opinion, the property () meets () does not meet the National Register criteria. () See continuation sheet.

Signature of commenting or other official

Date

State or Federal agency or bureau

5. National Park Service Certification

I, hereby, certify that this property is:

entered in the National Register

Edson R. Beall

10/31/95

() determined eligible for the National Register

Entered in the
National Register

() determined not eligible for the National Register

() removed from the National Register

() other, explain:

() see continuation sheet

Signature, Keeper of the National Register

Date

6. Function or Use

Historic Functions:

INDUSTRY: manufacturing facility

Current Functions:

DOMESTIC: multiple dwelling

CULTURE: museum

7. Description

Architectural Classification:

OTHER: Utilitarian Industrial

Materials:

foundation	brick
walls	brick/stucco
roof	asphalt
other	n/a

Description of present and historic physical appearance:

The F.J. Cooleage and Sons Company-Hastings' Seed Company Building fronts Marietta Street and abuts the Western and Atlantic railroad tracks in an industrial section northwest of Atlanta (photo #1 and #2). The building was constructed in 1913 by the Mackle & Crawford Construction Company for F.J. Cooleage and Sons, as an industrial building which has housed glass, paint, and seed companies.

It is a four-story, brick building with a basement of load-bearing masonry construction and a poured concrete structural system (photo #3). The building is functional in design with little stylistic influence or ornamentation.

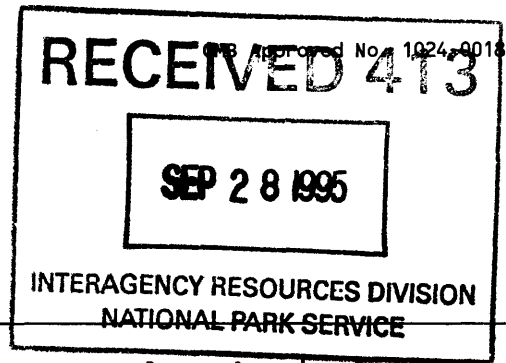
Exterior features include the original brick, both painted and unpainted, painted stucco, and the steel frame factory windows (photo #4). There are four vertical rows of windows on the front facade with the first and fourth row windows being alike and having brick window surrounds. The two center rows' windows are larger with just a brick sill and no surround. There are also large display windows on the entrance level. The main entrance is recessed with angled-glass window walls on either side of the glass front door. The painted stucco is on the entrance level front facade. There are three rows of decorative brick between the first and second story.

The building interior is generally open with the first, third, and fourth floors each having one original transverse partition (photo #5). The first floor also has the original display rooms and offices. The interior features include exposed concrete ceilings and floors, first floor tongue-and-groove floors, steel fire doors, and the

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concrete columns (photo #6). There are also exposed mechanical systems throughout the building (photo #7). The most distinguishing features on the interior of the basement, second, third, and fourth floors are the circular concrete columns with flared capitals and vertical band marks which are evidence of the wood frame molds which formed them (photo #8). These columns are also known as mushroom columns. The first-floor columns are smoothly-finished mushroom columns. The original freight elevators have been converted to regular elevators for access to the upper floors (photo #9).

A certified rehabilitation was completed on the building in 1994 for use as loft apartments and gallery space. A later one-story building abutting the main building to the south was dilapidated and torn down; however, a portion of the front facade was utilized in building a wall around the secured parking lot (photo #10).

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties:

nationally statewide locally

Applicable National Register Criteria:

A B C D

Criteria Considerations (Exceptions): N/A

A B C D E F G

Areas of Significance (enter categories from instructions):

Architecture
Industry

Period of Significance:

1913-1945

Significant Dates:

1913 - Construction of Building

Significant Person(s):

n/a

Cultural Affiliation:

n/a

Architect(s)/Builder(s):

Mackle & Crawford Construction Company

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Significance of property, justification of criteria, criteria considerations, and areas and periods of significance noted above:

Narrative statement of significance (areas of significance)

The F.J. Coledge and Sons Company-Hastings' Seed Company building is significant in architecture as a good and intact example of a utilitarian industrial design used for manufacturing facilities in the early 20th century. Significant features include the masonry construction, steel-framed factory windows, flared concrete columns, fire doors, exposed concrete ceilings and floors, and wood floors. The widespread use of concrete for structural purposes, as seen in this 1913 building, was unusual for this early date in this type of building in Atlanta.

In Atlanta, this type of historic building, although once common, is now increasingly rare due to demolition for new development or destruction by fire, neglect, etc. The majority of these buildings which survive are located in the Castleberry Hill Historic District (NR) southwest of Atlanta. Others, like this building are found in isolated pockets, usually along railroad lines.

In terms of industry, the property is significant as an example of early 1900s industrial activity in Atlanta. The building was constructed in 1913 for the F.G. Coledge and Sons Company which was a glass company and paint manufacturer. In the 1940s the property was sold to the H.G. Hastings Company. Hastings published the well-known Hastings' Seed Catalog and shipped and received seeds and gardening materials from this location, as well as operated a retail store that served the entire Atlanta area. In 1982, the building was sold for use as record storage. However, the building remained vacant until 1992 when the current owners bought it.

The building has now been converted into loft apartments and gallery space. The rehabilitation project won an Award for Excellence in the category of adaptive use/historic renovation from the City of Atlanta Urban Design Commission in 1994.

National Register Criteria

The F.J. Coledge and Sons Company-Hastings' Seed Company Building is eligible for the National Register under Criteria A and C as an example of early 1900s industrial activity in Atlanta and as a good

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and intact example of a utilitarian industrial design used for manufacturing facilities in the early 20th century.

Criteria Considerations (if applicable)

n/a

Period of significance (justification)

The building was constructed in 1913 and 1945 marks the fifty-year cut-off of historical significance and the period that the building was occupied by its two primary historic industries.

Contributing/Noncontributing Resources (explanation, if necessary)

The building is the only contributing resource.

9. Major Bibliographic References

Brock, Eric B. "Hastings' Seed Company," Historic Property Information Form, December 1992. On file at the Historic Preservation Division, Georgia Department of Natural Resources, Atlanta, Georgia, with supplemental information.

Previous documentation on file (NPS): () N/A

- preliminary determination of individual listing (36 CFR 67) has been requested (final certification June 18, 1994)
- 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 #

Primary location of additional data:

- State historic preservation office
- Other State Agency
- Federal agency
- Local government
- University
- Other, Specify Repository:

Georgia Historic Resources Survey Number (if assigned):

n/a

10. Geographical Data

Acreage of Property Less than one acre.

UTM References

A) Zone 16 Easting 741020 Northing 3738910

Verbal Boundary Description

The boundary includes the F.J. Cooledge and Sons Company-Hastings' Seed Company building as indicated with a heavy black line on the attached tax map, drawn to scale.

Boundary Justification

The boundary includes the building and the land on which it sits which is the land historically associated with the building.

11. Form Prepared By

name/title Leslie N. Sharp, National Register Consultant
organization Historic Preservation Division, Georgia Department of Natural Resources
street & number 500 The Healey Building; 57 Forsyth Street, NW
city or town Atlanta **state** Georgia **zip code** 30303
telephone (404) 656-2840 **date** August 15, 1995

(OHP form version 12-08-93)

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Photographs

Name of Property: F.J. Cooleage and Sons Company-Hastings' Seed Company
City or Vicinity: Atlanta
County: Fulton
State: Georgia
Photographer: James R. Lockhart
Negative Filed: Georgia Department of Natural Resources
Date Photographed: March 1995

Description of Photograph(s):

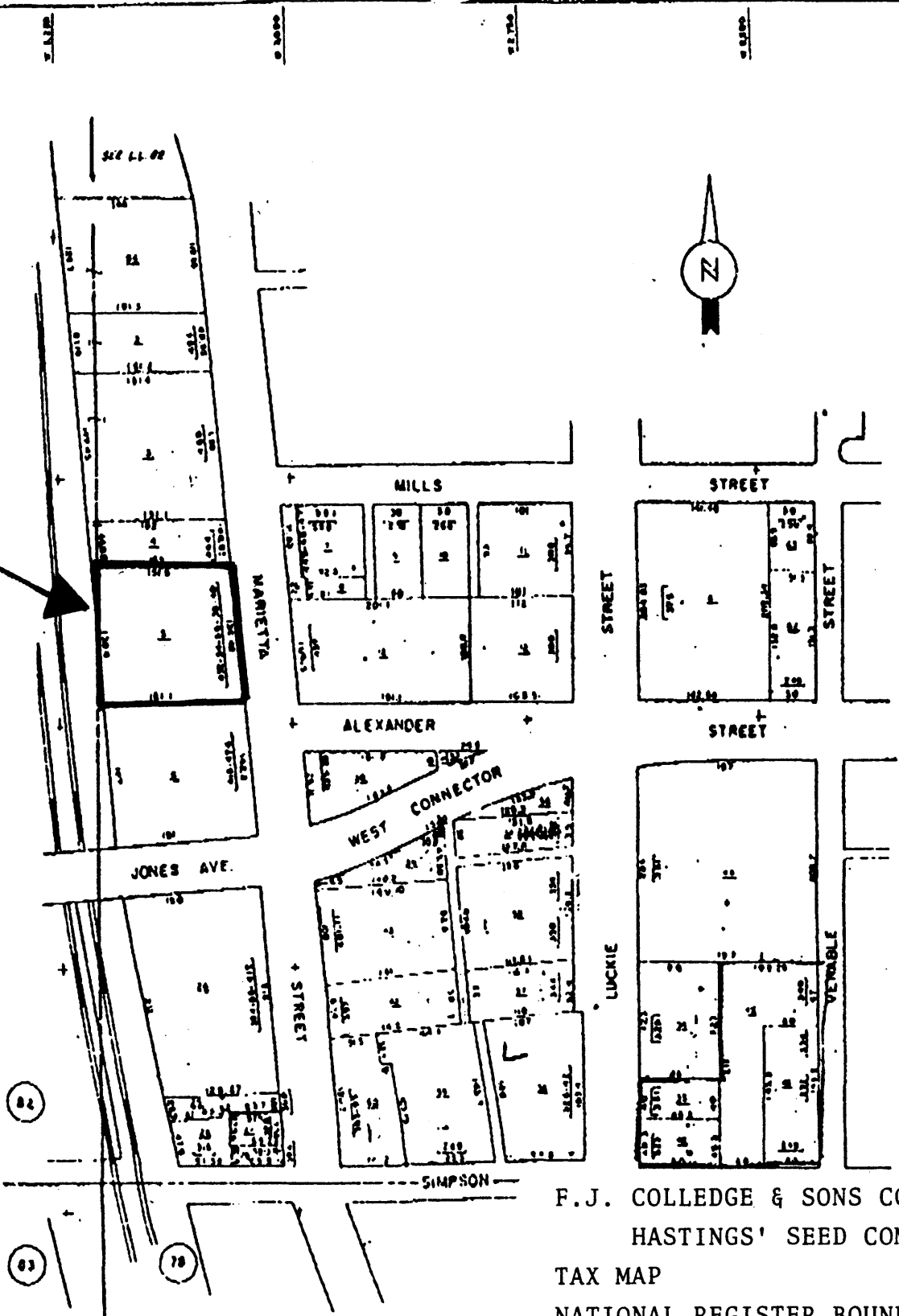
- 1 of 10: View of Atlanta skyline from the top of the F.J. Cooleage and Sons Company-Hastings' Seed Company; photographer facing southeast.
- 2 of 10: View showing how the building abuts the railroad tracks, the building is the four-story one on the left; photographer facing northeast.
- 3 of 10: Front and south facade of the building; photographer facing northwest.
- 4 of 10: Front facade; photographer facing west.
- 5 of 10: First floor lobby of building, showing tongue-and-groove floors; photographer facing southwest.
- 6 of 10: Third floor showing concrete floors and ceilings, mechanical systems, and elevator shaft; photographer facing west.
- 7 of 10: Basement, showing exposed mechanical systems, brick walls, elevator shaft, and mushroom columns; photographer facing southeast.
- 8 of 10: Third floor showing mushroom columns, factory windows, and concrete floors and ceilings; photographer facing southwest.
- 9 of 10: Basement showing elevator shaft; photographer facing west.

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Photographs

10 of 10: Front facade showing parking lot; photographer facing
 northeast.

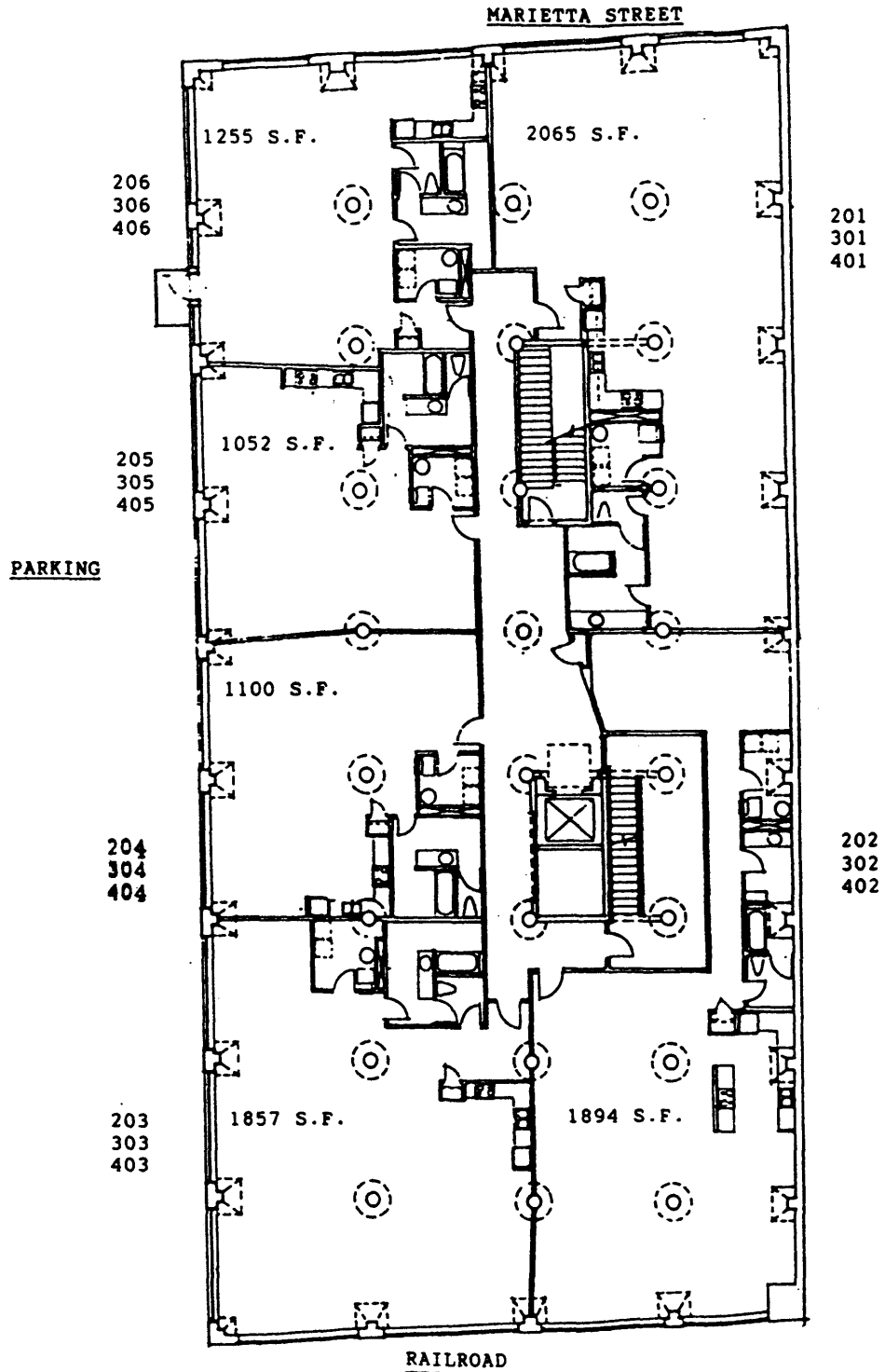


F. J. COLLEDGE & SONS COMPANY -
 HASTINGS' SEED COMPANY

TAX MAP

NATIONAL REGISTER BOUNDARY:

SCALE: 1" = 145'



F.J. COOLEDGE & SONS COMPANY -
 HASTINGS' SEED COMPANY
 ATLANTA, FULTON COUNTY, GEORGIA
 FLOOR PLAN: UPPER FLOORS
 NORTH: ←