

1100

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, style, 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 Troy Peerless Laundry Building
other names/site number N/A

2. Location

street & number 650 Glen Iris Drive
city, town Atlanta
county Fulton code 121
state Georgia code GA zip code 30308

() not for publication

3. Classification

Ownership of Property:

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

Category of Property:

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

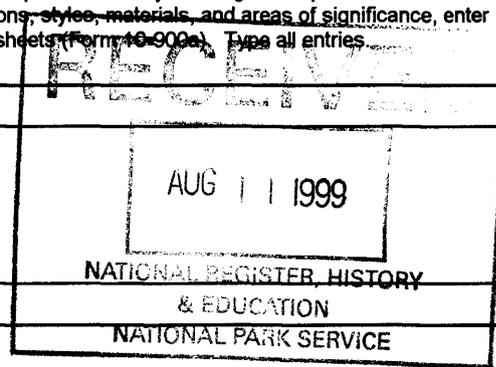
Number of Resources within Property:

	<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 previous listing: 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.

W. Ray Luce _____ 8/2/99
Signature of certifying official Date

W. Ray Luce
Deputy State Historic Preservation Officer

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 H. Beall 9/9/99

() determined eligible for the National Register _____

() determined not eligible for the National Register _____

() removed from the National Register _____

() other, explain: _____

() see continuation sheet _____

ben _____
Keeper of the National Register Date

6. Function or Use

Historic Functions:

Industry/manufacturing facility

Current Functions:

Domestic/multiple dwelling

7. Description

Architectural Classification:

Modern Movement: Art Deco

Materials:

foundation	Concrete
walls	Brick
roof	Asphalt
other	Terra Cotta

Description of present and historic physical appearance:

The Troy Peerless Laundry Building, located in the Midtown vicinity of Atlanta, is a brick-clad, concrete-framed building that survives as one of the city's best examples of small-scale Art Deco architecture. The Troy Peerless Laundry was designed by Atlanta architect Isaac Moscowitz and was built in 1928-1929. It is located on a slightly sloped, mostly paved lot between North Avenue and Ponce de Leon Avenue in an area of the city that contains both commercial development and light industrial operations.

Troy Peerless was designed in three sections that are separated by masonry fire walls. The two-story main block is set on a raised basement that featured parking for twenty delivery vehicles. The main entrance on Glen Iris provided access to office space in the northeast corner of the building and to the open-plan laundry facilities. The load-bearing concrete-block walls are clad with brick. The open plan is achieved through reinforced concrete columns that support reinforced concrete beams. Stairs and a bathroom are located in the northwest corner. The freight elevator is located in the southwest corner and the elevator tower is clearly visible on the south elevation. Large, 30-light metal pivot windows were installed throughout the building and remain mostly intact.

A two-story rear wing on the south side of the building contained the coal bin and boiler room and is separated from the main block by Dowman Dosier fire doors. A one-story rear addition contained the dry cleaning operations. Large monitor windows oriented to the north light the main block and rear wings.

The exuberant front and side facades are defined by the repetition of two-story brick pilasters that feature mousetooth brickwork to create the appearance of fluting. Stylized, foliated forms liven the polychromatic terra-cotta capitals. In addition, the facades are animated by basket-weave brickwork

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section 7--Description

and terra-cotta insets in the spandrels between the first and second floors. The main entrance, like the raised foundation, is cast concrete painted white and scored to resemble stone. The classical surround features a modillion cornice, decorative panels with foliated forms, and pilasters *in antis* with fluting and stylized capitals.

On December 17, 1997, the Troy Peerless Laundry Building received final certification from the Tax Incentives Program, Technical Preservation Services Branch, National Park Service. The rehabilitation divided the two-story open plan of the laundry into smaller loft apartments. The apartments range in size from roughly 600 to 1000 square feet. Interior brick walls and concrete framing remain exposed and character-defining features such as fire doors have been fixed in place.

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:

1928-1937

Significant Dates:

1928 - Atlanta Laundries Inc., purchases site on Glen Iris for Troy Peerless Laundry
1929 - Troy Peerless Laundry begins operations.
1937 - Troy Peerless Laundry Building is occupied by Trio and Capital City laundries.

Significant Person(s):

N/A

Cultural Affiliation:

N/A

Architect(s)/Builder(s):

Moscowitz, Isaac, architect

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section 8--Statement of Significance

Narrative statement of significance (areas of significance)

The Troy Peerless Laundry Building is significant in the area of architecture because it survives as one of Atlanta's best examples of small-scale Art Deco architecture. Its polychromatic decorative panels with stylized foliated forms are characteristic of the Art Deco phase of early modern architecture. Art Deco-style buildings were never built in Atlanta in the numbers that were constructed in other American cities. Moreover, those that were built in Atlanta were smaller in scale and often with a conservative decorative program. Troy Peerless is significant at the state level because its polychromatic terra-cotta ornament is unusually exuberant for Art Deco in Georgia and because the building survives with a very high level of historic integrity. Several Art Deco buildings, such as the Freeman Ford Building (listed 8/6/98), have been rehabilitated, but Atlanta has lost and continues to lose important Art Deco buildings, including Decatur Chevrolet (1936), Morris Plan Bank (1936), and the Atlanta Police Station and Jail (1934-35), which is slated for demolition.

The Troy Peerless Laundry Building is also significant in the area of industry because it represents the rise of the laundry industry in the 1920s when the increasing number of hotels and apartment buildings relied on commercial laundry services. Its location between Midtown, with its large number residential hotels and apartments, and the large, middle- and upper-middle-class suburb of Druid Hills, provided Troy Peerless with a strong customer base just as the laundry industry in Atlanta had begun to burgeon. In 1890, one laundry was in operation in Atlanta and by 1929, there were 25 laundries and 20 Chinese laundries. The high-style Art Deco ornamentation on the Troy Peerless Laundry Building indicates not only the success of Atlanta Laundries but also the importance of the commercial laundry industry in Atlanta in the first decades of the 20th century.

National Register Criteria

A and C.

Criteria Considerations (if applicable)

N/A

Period of significance (justification)

The period of significance begins in 1928, the year Atlanta Laundries, Inc., purchased the Glen Iris Drive site for the Troy Peerless Laundry and ends in 1937, the last year of operation for Troy Peerless before Trio and Capital City laundries occupied the building. During this period, the Troy Peerless Laundry Building attained the characteristics that qualify it for listing in the National Register.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section 8--Statement of Significance

Contributing/Noncontributing Resources (explanation, if necessary)

The Troy Peerless Laundry Building is the only building on the nearly one-acre lot. There are no noncontributing resources located on the property.

Developmental history/historic context (if appropriate)

On June 23, 1928, Atlanta Laundries, Inc. purchased most of the undeveloped site for the Troy Peerless Laundry Building from Walter H. Jones and in November of that year, the company added another tract of land on the south end of the property. At the end of September 1928, Atlanta Laundries received a building permit for a "two story reinforced concrete brick laundry." The permit lists the architect as Isaac Moscovitz and the builder as The Flagler Co.

Isaac (Ike) Moscovitz was a naturalized American citizen who was born January 1, 1891 in Turkey. According to his application for membership in the American Institute of Architects, Moscovitz received his architectural training at Columbia University in New York and later served as a draftsman with Frances H. Kimball, Kenneth Murchison, and Don Barber. He moved to Atlanta about 1920 and served for seven years as a consulting architect for Georgia Power Company, designing a number of buildings for hydroelectric powerplants.

Moscovitz specialized in industrial architecture. After his tenure with Georgia Power, he worked for the Plantation Pipeline Company, designing petroleum pumping stations. Initially, he worked alone but later formed the architectural firm of Moscovitz, Millner & Millkey of which he was senior partner until his death in 1952. This firm continued pipeline work on a larger scale.

The reputation of Moscovitz, Millner and Millkey for their pipe line work has extended far beyond the shores of our country to South America where their Firm took part in the pipe line engineering and designed pumping stations for the Tropical Oil Company in Baranca, Columbia (Dudley Glass, *Men of Atlanta*, 1924).

Some of his other designs include the plant for the Atlanta Paper Company and the office and warehouse for the United Motors Service Division of General Motors. Moscovitz also served as Consulting Architect for the Atlanta Housing Authority and participated in the design of two urban renewal projects.

Although Moscovitz conceived a straight-forward industrial building, he added Art Deco inspired touches to the street facade and almost halfway back on both sides of the building. These embellishments elevated the building from the ordinary to a building which stands out in Atlanta.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section 8--Statement of Significance

The entrance, which leads into an office area, is particularly decorative. Although constructed of concrete, the entry and raised basement were painted to resemble limestone. This decoration also stops about half way back on the north and south elevations.

The Troy Peerless Building was occupied by laundries and dry cleaners from the time of its construction in 1929 until it was acquired by Sears, Roebuck and Company in the late 1960s, and converted into a warehouse. The first laundry, Troy-Peerless, operated in the building from 1929 to 1937, when the Atlanta City Directory shows Trio Laundry and Capital City Laundry both at the Glen Iris address. Trio and Capital City, as well as Troy-Peerless, are listed as components of Atlanta Laundries, Inc., so the property changed management rather than ownership. Trio and Capital City occupied the building jointly until 1955, when only Capital City Laundry is shown. Whitman Laundry occupied the building from 1960 to c.1967. Sears then acquired the building making only minor alterations, such as the installation of ductwork and the enclosure the coal room.

Atlanta Laundries, Inc. was founded in 1929 through the merger of several independent laundries. The president of the company, George H. Fauss, was also president and manager of Capital City Laundry. The 1944 Atlanta City Directory lists him as Chairman of the Board of Atlanta Laundries. The manager of the new Troy-Peerless Laundry was William H. Harris, listed as president of Peerless Laundry located on Auburn in 1928. Harris appeared in the Atlanta City Directory as early as 1915 as secretary-treasurer and in 1920, as president of Trio Laundry Company, whose motto was "We Do It Better."

George H. Fauss was born in Boston, Massachusetts in 1871, but moved to Atlanta as a teenager. In 1892, he started his career in the laundry industry driving a truck for Trio Steam Laundry. At that time, Trio was a new laundry, joining Troy Steam Laundry and Excelsior, both of which were later part of Atlanta Laundries, Inc. Trio was owned by Wilson and Harris.

Not only did Fauss find his profession at Trio, he met his wife there also, Miss Pearl Harris. In March 1894, Pearl Harris and George Fauss were married. Whether the Harris who owned Trio was Pearl Harris' father or uncle, and whether he was the same William H. Harris, who later was president of Trio Laundry Company, remains unclear.

Fauss's career advanced with the laundry business in Atlanta. By 1900, he was foreman at Trio, and by 1902, he owned his own business. The Capital City Laundry first appears in the Atlanta City Directory in 1900 and in 1902, John A. Young and Fauss are listed as its proprietors. They advertised widely and their business grew. Fauss bought out his partner and by 1924, Capital City Laundry was one of the largest laundries in the South. Fauss was active in Rotary, the Chamber of Commerce, and the Laundry Association on both the local and national levels. The formation of Atlanta Laundries, Inc., in 1929 solidified Fauss's position as a leader in the laundry industry in Atlanta.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section 8--Statement of Significance

The elaborate ornamentation of the Troy Peerless Laundry Building, a working laundry and dry cleaning establishment rather than the company headquarters, illustrates the importance of this industry in Atlanta. Before the 1880s, Atlantans did their laundry at home or used the services of a laundress. The first steam laundry in Atlanta was Troy Steam Laundry, listed in the Atlanta City Directory in 1882, an indication of the city's growing urbanization. Troy was the only laundry until 1890, when Excelsior was established. After that the number of laundries grew quickly. The Atlanta City Directory lists 25 laundries (plus 20 Chinese laundries) in 1929, and 46 "steam laundries" (plus 11 Chinese, eight hand, and one wet wash) in 1944. Fleets of trucks picked up and delivered the wash, giving patrons the choice between "wet" or finished laundry. Atlanta Laundries, Inc., was a chain operation which owned or operated at least nine of the oldest and largest laundry and dry cleaning establishments in Atlanta during the 1930s and early 1940s.

9. Major Bibliographic References

Craig, Robert M. *Atlanta Architecture: Art Deco to Modern Classic, 1929-1959*. Gretna, La.: Pelican Publishing, 1995.

Ray, Bamby. "Troy-Peerless Laundry." Historic Preservation Certification Application Part 1-- Evaluation of Significance. United States Department of the Interior, National Park Service, Washington, D.C. On file at the Georgia Department of Natural Resources, Historic Preservation Division, Atlanta, Georgia.

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

- preliminary determination of individual listing (36 CFR 67) has been requested**
- preliminary determination of individual listing (36 CFR 67) has been issued**
date issued: June 27, 1995
- 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 Approximately 0.91 acres

UTM References

A) Zone 16 Easting 743720 Northing 374020

Verbal Boundary Description

The property boundary is indicated by a heavy black line on the attached map, drawn to scale.

Boundary Justification

The boundary follows the legal boundaries of the parcel and includes the Troy Peerless Laundry Building, the only historic resource associated with the property. The nominated property retains a high level of historic integrity.

11. Form Prepared By

State Historic Preservation Office

name/title Steven H. Moffson, Architectural Historian
organization Historic Preservation Division, Georgia Department of Natural Resources
street & number 500 The Healey Building, 57 Forsyth Street
city or town Atlanta **state** Georgia **zip code** 30303
telephone (404) 656-2840 **date** July 30, 1999

Consulting Services/Technical Assistance (if applicable) () not applicable

Name: Bamby Ray **Firm:** Ray Associates
Address: 328 7th Street, NE, Atlanta, Georgia 30308 **Phone:** (404) 607-7703

(HPD form version 02-24-97)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

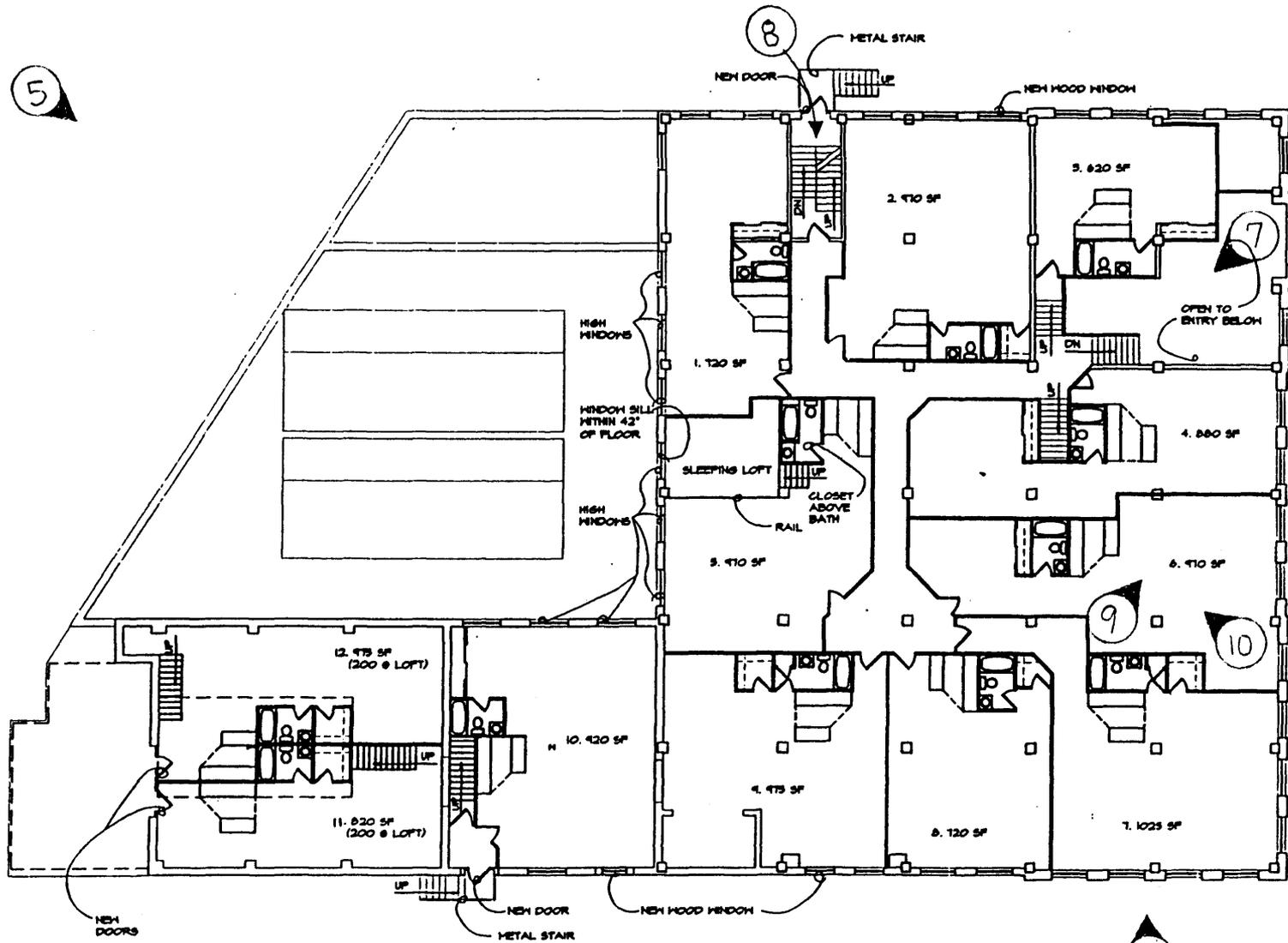
Photographs

Name of Property: Troy Peerless laundry Building
City or Vicinity: Atlanta
County: Fulton
State: Georgia
Photographer: James R. Lockhart
Negative Filed: Georgia Department of Natural Resources
Date Photographed: April 1999

Description of Photograph(s):

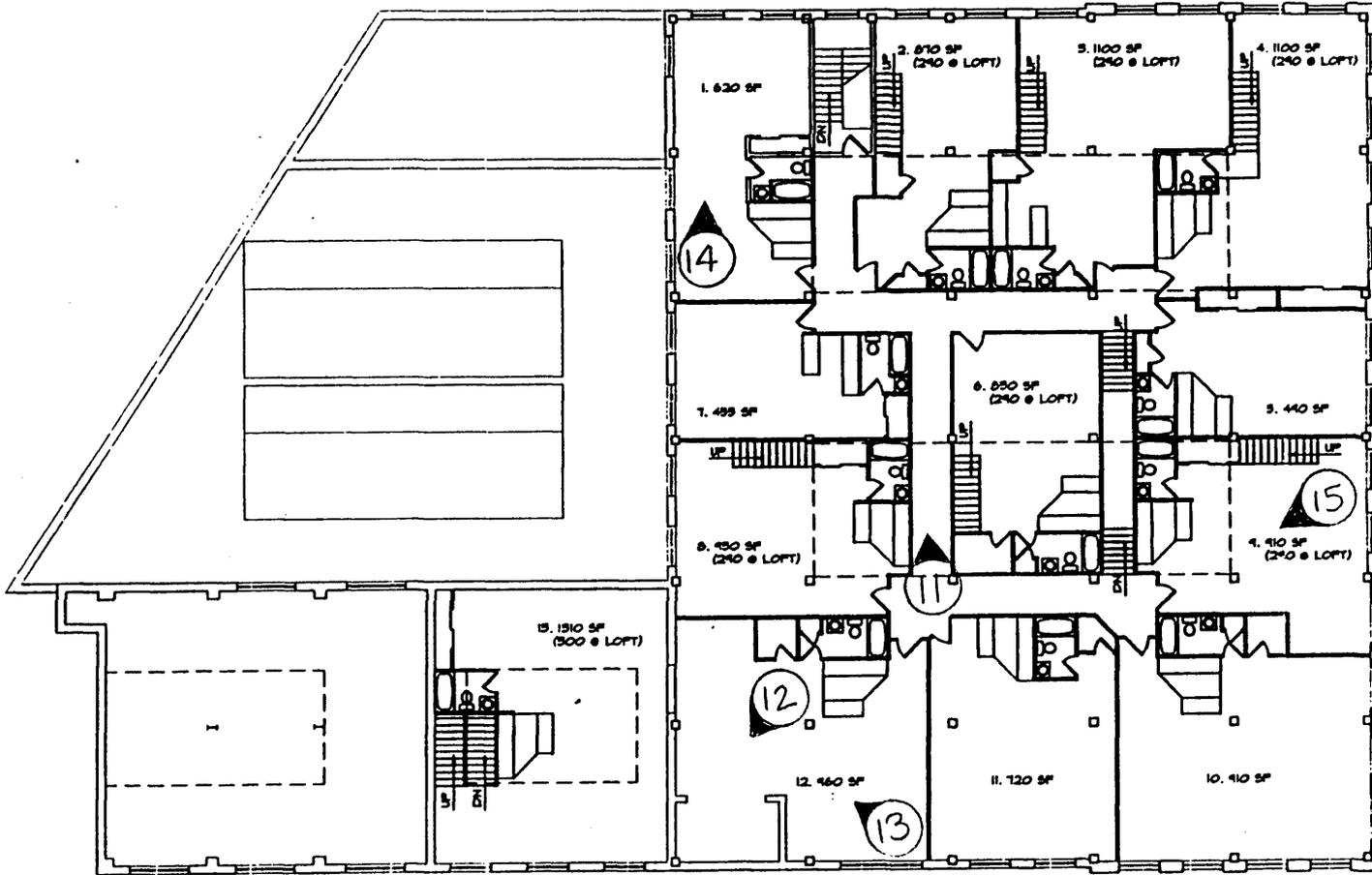
1. Main and south facade, photographer facing northwest.
2. Main facade, photographer facing southeast.
3. Main entrance, photographer facing west.
4. Window detail, south facade, photographer facing north.
5. Rear view, photographer facing northeast.
6. Rear view, photographer facing east.
7. Interior, main lobby, photographer facing southwest.
8. Interior, stair, photographer facing south.
9. Interior, loft apartment, photographer facing northeast.
10. Interior, loft apartment, photographer facing northwest.
11. Interior, second floor, hall, photographer facing north.
12. Interior, second floor, loft apartment, photographer facing southwest.
13. Interior, second floor, loft apartment, photographer facing northeast.
14. Interior, second floor, loft apartment, photographer facing southwest.
15. Interior, second floor, loft apartment, photographer facing north.

Troy Peerless Laundry Building
Atlanta, Fulton County, Georgia
First Floor Plan
Scale: Not to scale
North: ↑



FIRST FLOOR PLAN

Troy Peerless Laundry Building
Atlanta, Fulton County, Georgia
Second Floor Plan
Scale: Not to scale
North: 



SECOND FLOOR PLAN