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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 National Register Form 10-900a). Type all entries.

1. Name of Property

historic name Westinghouse Electric Company Building
other names/site number N/A

2. Location

street & number 426 Marietta Street, NW
city, town Atlanta (N/A) vicinity of
county Fulton **code** GA 121
state Georgia **code** GA **zip code** 30313

(N/A) not for publication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:

Contributing

Noncontributing

buildings	1	0
sites	0	0
structures	1	0
objects	0	0
total	2	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.

Richard Cloves

1-8-01

Signature of certifying official

Date

for W. Ray Luce, Division Director and
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

Elson H. Beall *2/9/01*

() determined eligible for the National Register

() determined not eligible for the National Register

() removed from the National Register

() other, explain:

() see continuation sheet

Keeper of the National Register

Date

6. Function or Use

Historic Functions:

INDUSTRY/manufacturing

Current Functions:

COMMERCE/business

DOMESTIC/multiple dwelling

7. Description

Architectural Classification:

NO STYLE

Materials:

foundation	BRICK
walls	BRICK
roof	ASPHALT
other	N/A

Description of present and historic physical appearance:

The Westinghouse Electric Company Building is located in the largely industrial section of Marietta Street northwest of downtown Atlanta. The building is situated on the northwest lot of the intersection of Marietta Street and Jones Avenue and is bounded in the rear by the Southern and Western and Atlantic railroads (now CSX and Norfolk Southern railroads). The building was constructed to house the engineering, service, manufacturing, and repair departments of the Westinghouse Electric Company.

Built in 1923, the six-story building is concrete frame clad in brick (photograph 1). It was designed by Atlanta-based architect Emil C. Seiz. The building was constructed in a fire-proof design with brick curtain walls on the exterior and concrete mushroom columns providing interior support (photograph 8). The plan is L-shaped allowing for a loading area next to the front (west) facade which fronts Marietta Street (photographs 6 and 8). The sloping lot allows for a partial basement at the rear of the building fronting the railroads (photograph 3).

The exterior is functional in design with one-over-one double-hung windows on the sixth floor and steel casement windows on the rest. The front facade on Marietta Street is distinguished by cast-concrete shield and diamond insets and door surrounds (photograph 1).

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Section 7--Description

A hemispherical bottom tank or "tin man" water tank is located on the roof of the building (photographs 2-4). The hemispherical bottom tanks were common in the early 20th century for both municipal and factory use.¹

The interior is also utilitarian in design with an open floor plan and concrete floors. Architectural embellishments were reserved for the front lobby space with its entrance steps, staircases to the second floor and basement, and decorative cast-iron railings (photograph 9). The building retains its original freight elevators (photographs 10 and 14).

On November 13, 1997, the Westinghouse Electric Company Building received final certification from the Tax Incentives Program, Technical Preservation Services Branch, National Park Service. During their certified rehabilitation, the property owners converted the open space to offices and lofts (photographs 12-15).

¹ Dubie, Carol Anne. "The Architecture and Engineering of Elevated Water Storage Structures: 1870-1940." Master's thesis, George Washington University, 1980.

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:

1923-1943

Significant Dates:

1923 - construction of the building

Significant Person(s):

N/A

Cultural Affiliation:

N/A

Architect(s)/Builder(s):

Seiz, Emil C., architect

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Section 8--Statement of Significance

Narrative statement of significance (areas of significance)

Located on a corner lot and bounded in the rear of the lot by the Southern and Western and Atlantic railroads (now CSX and Norfolk Southern railroads), the Westinghouse Electric Company Building is representative of the commercial and industrial buildings that line Marietta Street, an important industrial area located northwest of downtown Atlanta.

The Westinghouse Electric Company Building is significant in the area of architecture as a good example of an early-20th century brick commercial building. The building is representative of early-20th century fire-proof construction with its concrete frame clad in brick and concrete mushroom support columns. Built specifically for the Westinghouse Electric Company, the building was designed for the consolidation of Westinghouse's varied services including office, manufacturing, repair, and storage space. The building is utilitarian in design with the exception of decorative cast-concrete shield and diamond pattern insets and door surrounds on the front facade. The interior retains its lobby space, decorative cast-iron railings, and exposed concrete mushroom structural columns. The building also retains its original hemispherical bottom-type or "tin man"-type water tank. This type of steel water tank was commonly used for municipal and industrial uses in the early 20th century.

The Westinghouse Electric Company Building is also significant in the area of architecture for its design by Atlanta-based architect Emil C. Seiz. Seiz came to Atlanta from Philadelphia and apprenticed at the firm of G.W. Foote from 1892 to 1894. From 1895 to 1914, Seiz had an independent practice in partnership with a Mr. Jones during the earlier years. He founded the Seiz Construction Company in 1913. In 1915, he began work as an in-house architect for the Massell Realty Company where he remained until his death in 1940. During this time, he designed over 1,000 mercantile structures, hotels, and office buildings including the Massellton Apartments, Massell Office Building, Massell Hotel, Jefferson Hotel, and Chrysler Motor Company Building.

The building is significant in the area of industry for its association with the Westinghouse Electric Company and the expansion of the electrical industry in Atlanta in the early 20th century. The Westinghouse Electric Company established a branch office in Atlanta in 1898 and held office and warehouse space in various buildings around Atlanta. With the rapid expansion of its business in the early 20th century, Westinghouse contracted with the Massell Realty Company to construct a building to consolidate its southeastern headquarters office, service department, and shops. According to the 1923 City Builder, the building also served as warehouse space for "one of the

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Section 8--Statement of Significance

largest supplies of electrical equipment in the Southeast.”² Westinghouse remained at 426 Marietta Street until 1943 when it moved its offices to Northside Drive, where the company remains today.

National Register Criteria

The Westinghouse Electric Company Building is significant for the National Register of Historic Places under Criteria A for its association with the Westinghouse Electric Company, a major provider of electrical services during the period of rapid expansion of electrification in Atlanta during the early 20th century. The Westinghouse Electric Company Building is also significant under Criteria C as a good and intact example of an early-20th century brick building built for industrial uses.

Criteria Considerations (if applicable)

N/A

Period of significance (justification)

The period 1923-1943 represents the period during which the building was occupied by the Westinghouse Electric Company.

Contributing/Noncontributing Resources (explanation, if necessary)

The Westinghouse Electric Company Building is the only building on the property and is contributing. The water tower located on the roof of the building is a contributing structure. There are no noncontributing resources on the property.

²City Builder, December 1923, p. 6.

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Section 8--Statement of Significance

Developmental history/historic context (if appropriate)

NOTE: The following developmental history was prepared by Bamby Z. Ray for the "Westinghouse Electric Company Building." National Register Nomination Form (draft), October 3, 1995. On file at the Georgia Department of Natural Resources, Historic Preservation Division, Atlanta, Georgia.

The Westinghouse Electric Company Building, located at 426 Marietta Street, was built by the Massell Realty Company in 1923 for the Westinghouse Company. The Massell Realty Company was one of the largest real estate developers in Atlanta for many years. The company was run by three brothers--Ben, Sam, and Levy. Ben was the president of the company and the best known of the three. Ben Massell, the son of poor Lithuanian immigrants, was a self-educated real estate tycoon. With his entry into the real estate development business in 1910, he always had a building under construction. Massell was often in debt and played the financing of his business like a high-stakes roller. By 1923, his company was controlling property valued at up to \$2 million. In 1961, Massell was worth \$40 million and had built more than 1,000 buildings in Atlanta.

The portion of Marietta Street where the Westinghouse Electric Company Building is located developed as a residential area after the Civil War. Two industries located in the immediate area, Southern Agricultural Works and the Atlanta Rolling Mill, provided employment. The Westinghouse site was occupied as early as the 1870s by the Dean family who owned several parcels of property. Residences continued to occupy the site until the late 1890s when the adjacent Southern Agricultural Works bought the property. Southern Agricultural Works operated from 1877 until 1901. First operated by Elias Haiman, a German immigrant, the company produced agricultural implements. Under the direction of Sigmund Landauer, another prominent Atlanta businessman, Southern Agricultural Works used the site as a timber yard from 1897 to 1901. Landauer's death in 1899 may have caused the demise of Southern Agricultural Works because by 1902, the company was no longer in business and the site became vacant.

In 1906, the property, which lies in Land Lot 79 of the 14th District of Fulton County, was owned by two parties. John Murphy sold his portion of the property to W.G. Raoul in June 1906. Then in March of 1910, Raoul applied for a building permit to build five brick stores. They were built quickly and completed in May 1910. Occupied by various businesses such as barbers, shoemakers, jewelers, a pharmacy, and coal companies, the stores remained mostly occupied during their existence.

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Section 8--Statement of Significance

In August and October of 1922, the Massell Realty Company purchased the property in two increments. Having made a contract in August with the Westinghouse Company to build a structure for them, the Massells secured a building permit in December 1922 to build a six-story reinforced concrete building. Completed in November of the following year, the building was a fire-proof concrete building with brick curtain walls.

The year 1923 was a time of growth and rapid building for Atlanta. The city had a goal of being the "Half Million City" by 1930.³ Massell Realty Company played a large part in helping the city to achieve this goal. In 1923, the company had a million dollars worth of construction under way.⁴ It was in this burgeoning era that the new Westinghouse Electric Company Building was completed. It housed the southeastern headquarters of the company, the service department, and the shops. The building also provided storage space for large supplies of electrical equipment in the warehouse.

Westinghouse Electric and Manufacturing Corporation first came to Atlanta in 1905. Offices were in the old Empire Building in Marietta Street. Business grew rapidly and the following year the offices were moved to the Candler Building where four offices and a reception room were located, while the warehouse was sited behind the Montag Building. A service department was located on Magnum Street. Because of rapid expansion of the business, operations were moved to 426 Marietta Street in 1923. The engineering, service, manufacturing, and repair departments were housed in the new building.⁵

Beginning in 1913, Henry A. Coles was the district manager for Westinghouse. A native of Virginia, Coles had studied engineering at the time when the world's attention was being focused on the possibilities of an electrical age. Electricity was playing a large part in the growth of Atlanta in the early 20th century, and Westinghouse equipment was a vital part of that. Coles understood the importance of electrical power and how it would change the ways we live. He remained as district manager until his death in October of 1929.

Westinghouse remained at 426 Marietta Street until 1943 when it moved its offices to Northside Drive in Atlanta, where the company remains today. Now employing hundreds of people in its five Atlanta locations, Westinghouse has grown significantly since 1905 when it employed only 10 people.

³City Builder, December 1923, p. 6.

⁴Atlanta Journal, May 18, 1923, p. 9.

⁵The Atlanta Journal/Constitution, July 15, 1951, p. B-12.

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Continuation Sheet**

Section 8--Statement of Significance

A succession of businesses has occupied 426 Marietta Street since Westinghouse's departure. Bell Aircraft Company used the building as a training school in 1944. In 1945, the U.S. Treasury Department housed its procurement division here. The building was a warehouse for Sears from 1947 to 1952. For the past 25 years, the building has been home to various business records storage companies. During its most recent rehabilitation, the building was converted to office space and lofts.

9. Major Bibliographic References

Atlanta City Directory, 1877-1946.

Atlanta Constitution, obituary for Henry A. Coles, October 28, 1929.

Atlanta Constitution, obituary for Emil C. Seiz, August 21, 1940.

Atlanta History Center photo archives.

Atlanta Journal, obituary for Sigmund Landauer, September 6, 1899, p. 1.

Atlanta Journal and Atlanta Constitution, July 15, 1951, p.12-B.

City Builder. December 1923, p. 6.

Collier, Bert. "Massell, Master-Builder and His Career," Atlanta Journal, May 18, 1923, p. 9.

Dubie, Carol Anne. "The Architecture and Engineering of Elevated Water Storage Structures: 1870-1940." Master's thesis, George Washington University, 1980.

Garrett, Franklin. Atlanta and Its Environs, 3 vols. New York: Lewis Historical Publishing, 1954.

Glass, Dudley, ed. Men of Atlanta. Atlanta: Blosser-Williams, 1924.

Hopkins, G.M. City Atlas of Atlanta, 1878.

Ray, Bamby Z. "Westinghouse Electric Company Building." National Register Nomination Form (draft), October 3, 1995. On file at the Georgia Department of Natural Resources, Historic Preservation Division, Atlanta, Georgia.

Sanborn Fire Insurance Maps.

Sibley, Celestine. "Once an Office Boy, He's Worth \$40 Million," Atlanta Journal and Constitution Magazine, June 18, 1961, p. 8-9, 32-34.

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: November 13, 1997
- 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 #**

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**National Register of Historic Places
Continuation Sheet**

Section 9--Major Bibliographic References

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 741010 Northing 3739150

Verbal Boundary Description

The National Register boundary for the Westinghouse Electric Company Building is indicated on the attached tax map with a heavy, black line.

Boundary Justification

The boundary includes the historic city lot associated with the Westinghouse Electric Company Building owned by the current property owners.

11. Form Prepared By

State Historic Preservation Office

name/title Gretchen B. Kinnard/National Register Coordinator
organization Historic Preservation Division, Georgia Department of Natural Resources
street & number 156 Trinity Avenue, SW, Suite 101
city or town Atlanta **state** Georgia **zip code** 30303
telephone (404) 656-2840 **date** January 8, 2001

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

name/title Bamby Z. Ray
organization Ray and Associates
street and number 328 7th Street, NE
city or town Atlanta **state** GA **zip code** 30308
telephone 404-607-7703

consultant
 regional development center preservation planner
 other:

(HPD form version 02-24-97)

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Photographs

Name of Property: Westinghouse Electric Company Building
City or Vicinity: Atlanta
County: Fulton
State: Georgia
Photographer: James R. Lockhart
Negative Filed: Georgia Department of Natural Resources
Date Photographed: April 2000

Description of Photograph(s):

- 1 of 15: Front (east) and south facade; photographer facing northwest.
- 2 of 15: South and west (rear) facade; photographer facing northeast.
- 3 of 15: West (rear) facade; photographer facing east.
- 4 of 15: View of roof and water tower; photographer facing southeast.
- 5 of 15: View of railroad corridor; photographer facing north.
- 6 of 15: View of loading area; photographer facing south.
- 7 of 15: Detail of brick column, loading area; photographer facing northwest.
- 8 of 15: View of concrete mushroom column, loading area; photographer facing southeast.
- 9 of 15: Interior, main entrance; photographer facing northeast.
- 10 of 15: Interior, detail of elevator door and staircase, third floor; photographer facing northeast.
- 11 of 15: Interior, second floor, typical loft; photographer facing southeast.
- 12 of 15: Interior, second floor, typical loft; photographer facing northeast.
- 13 of 15: Interior, second floor, typical loft; photographer facing northwest.
- 14 of 15: Interior, second floor, typical loft; photographer facing south.

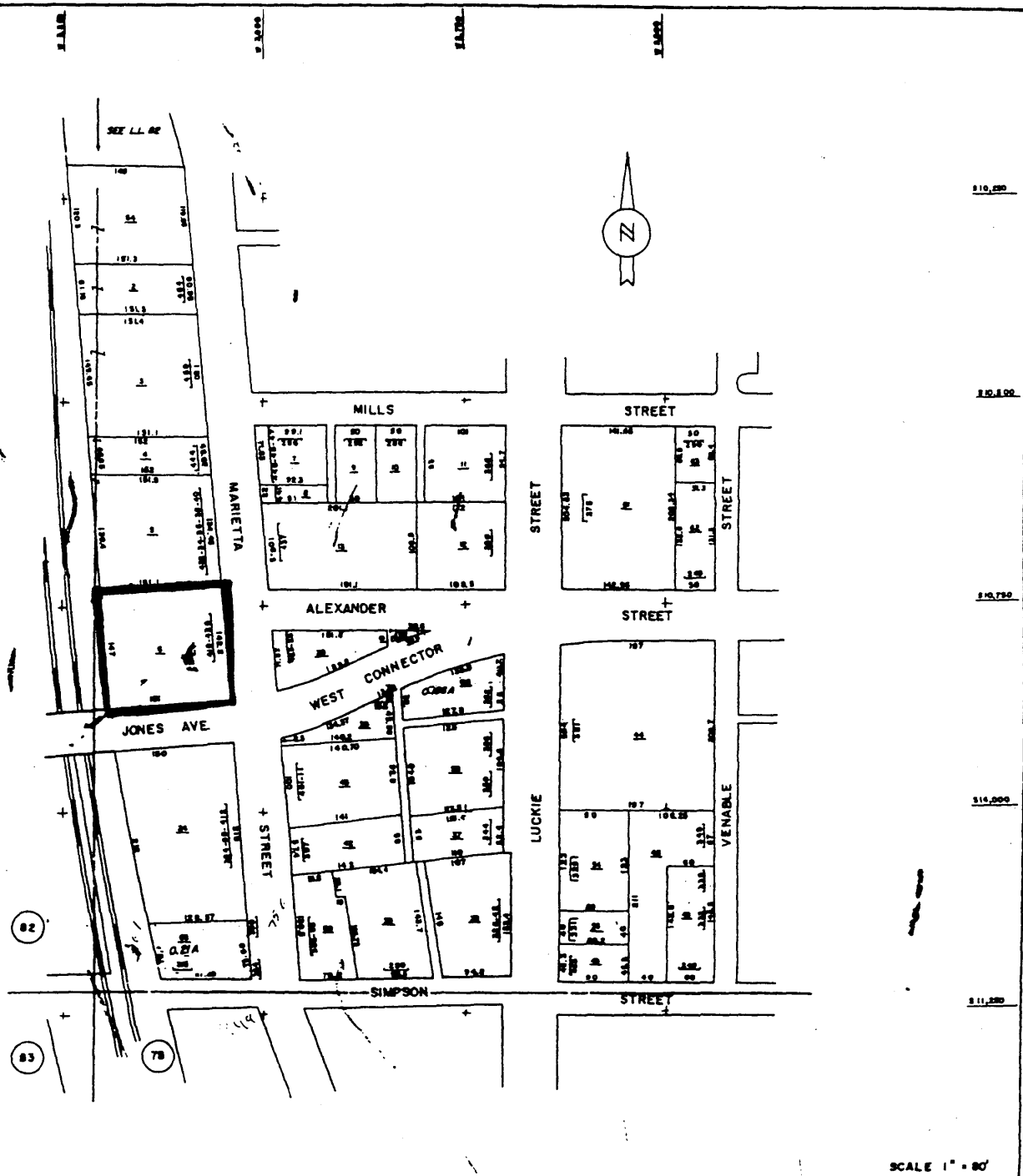
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Continuation Sheet**

Photographs

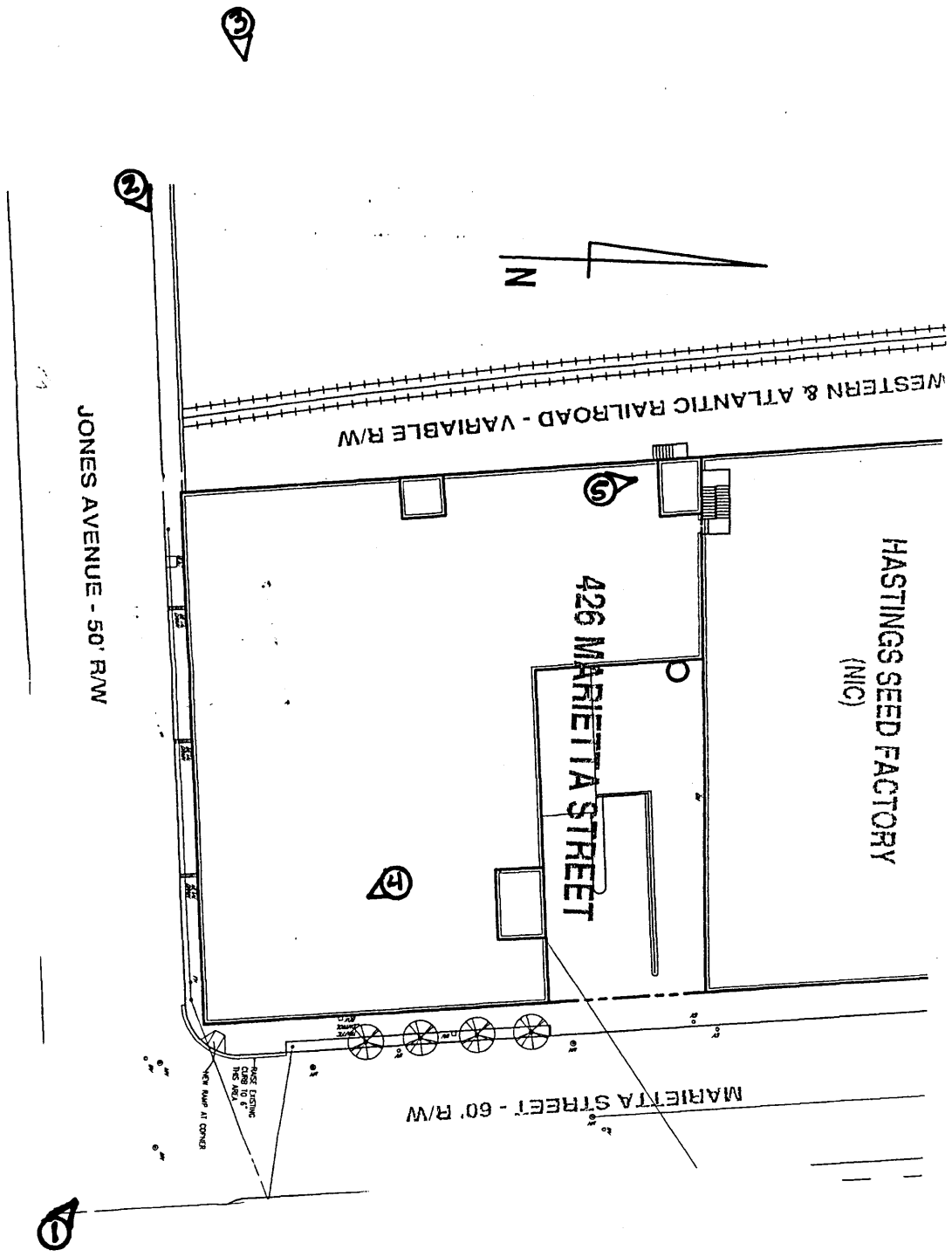
15 of 15: Interior, fourth floor, typical loft; photographer facing southeast.



79-10
14TH



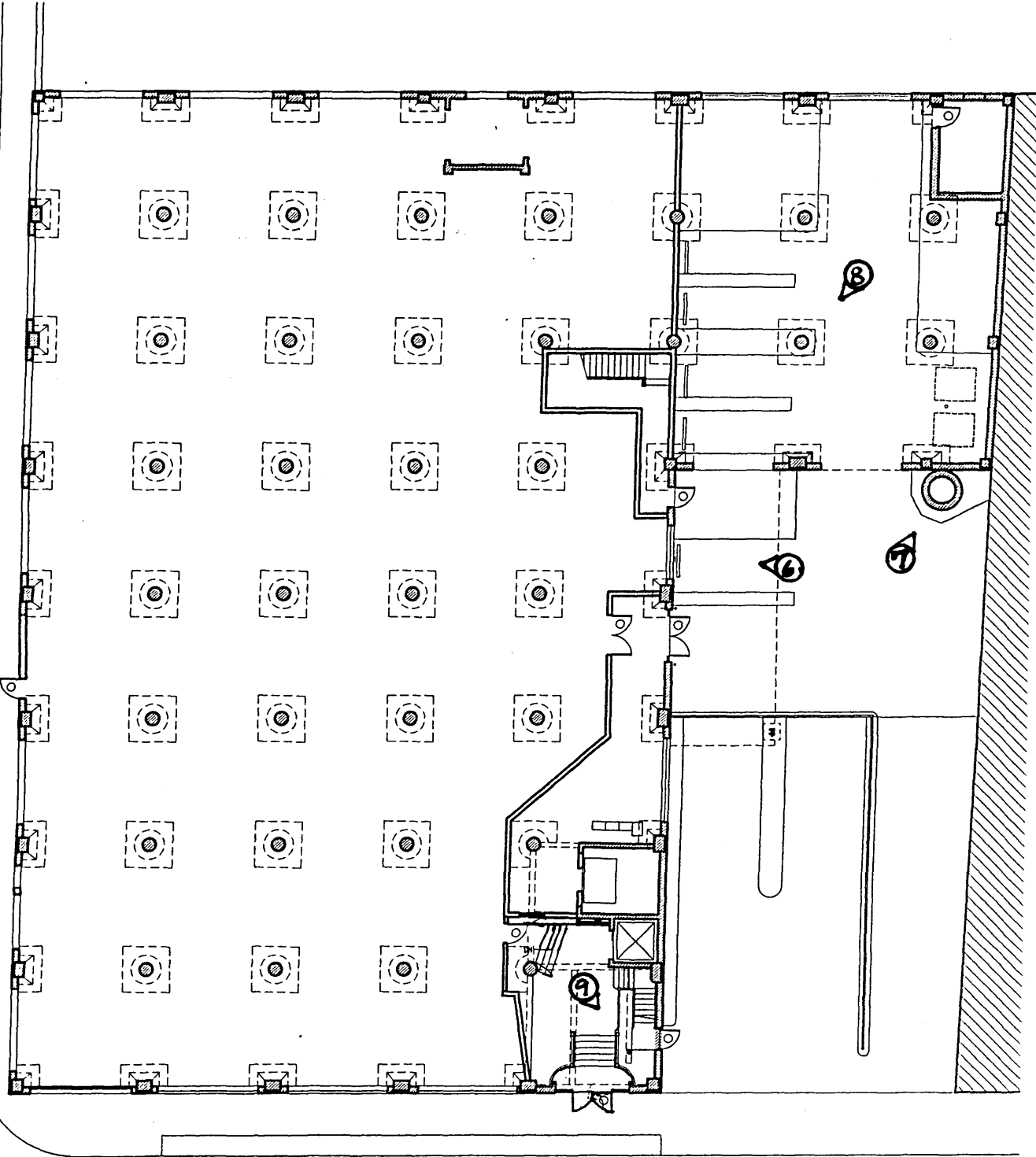
79-10
14TH



WESTINGHOUSE ELECTRIC COMPANY BUILDING
 FULTON COUNTY, GEORGIA
 TAX MAP
 NORTH: ↑
 SCALE: 1" = 80'
 NATIONAL REGISTER BOUNDARY



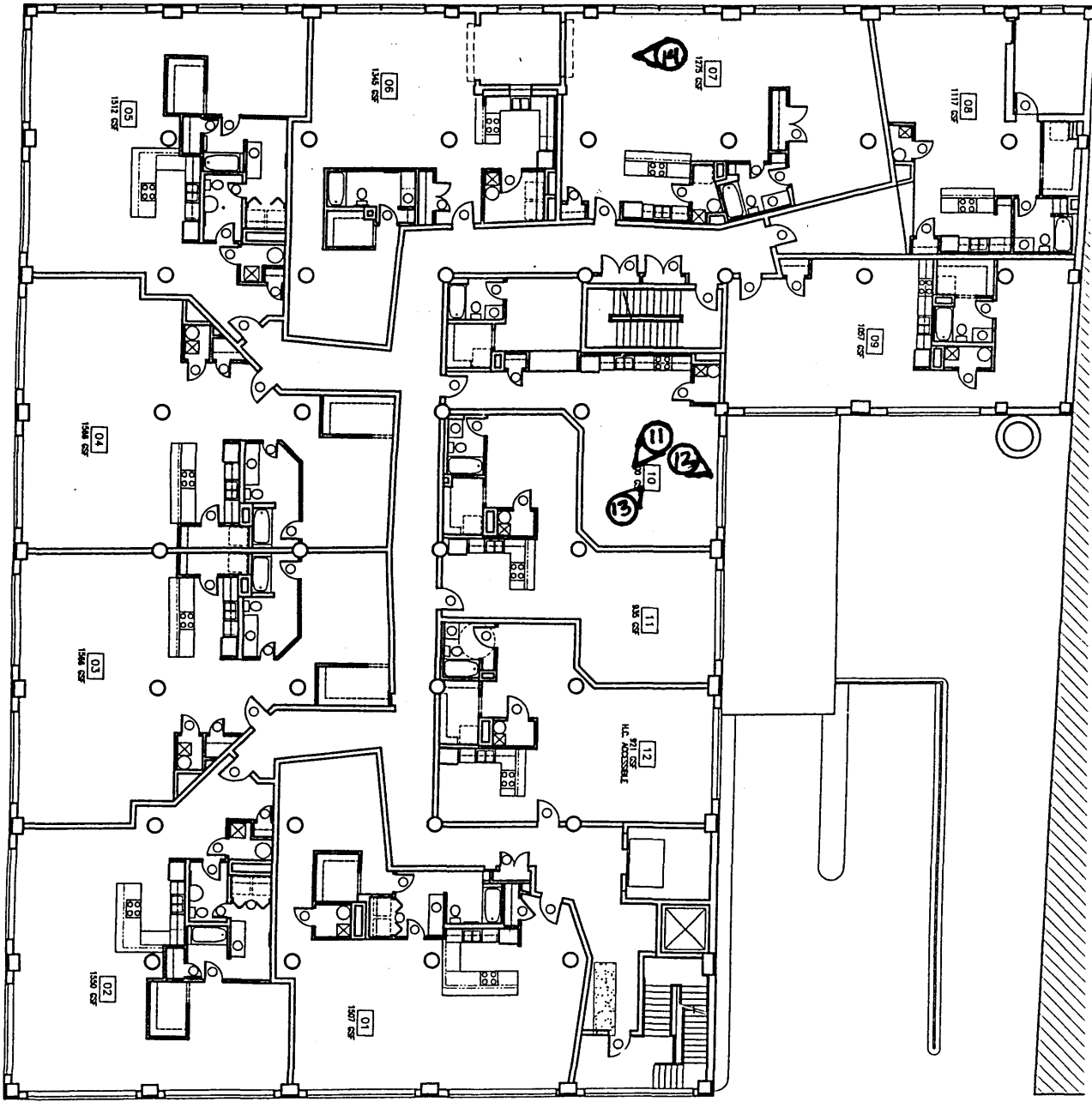
WESTINGHOUSE ELECTRIC COMPANY BUILDING
 FULTON COUNTY, GEORGIA
 SITE PLAN
 NORTH: 
 PHOTOGRAPH/DIRECTION OF VIEW: 
 SCALE: NOT TO SCALE

FIRST FLOOR PLAN

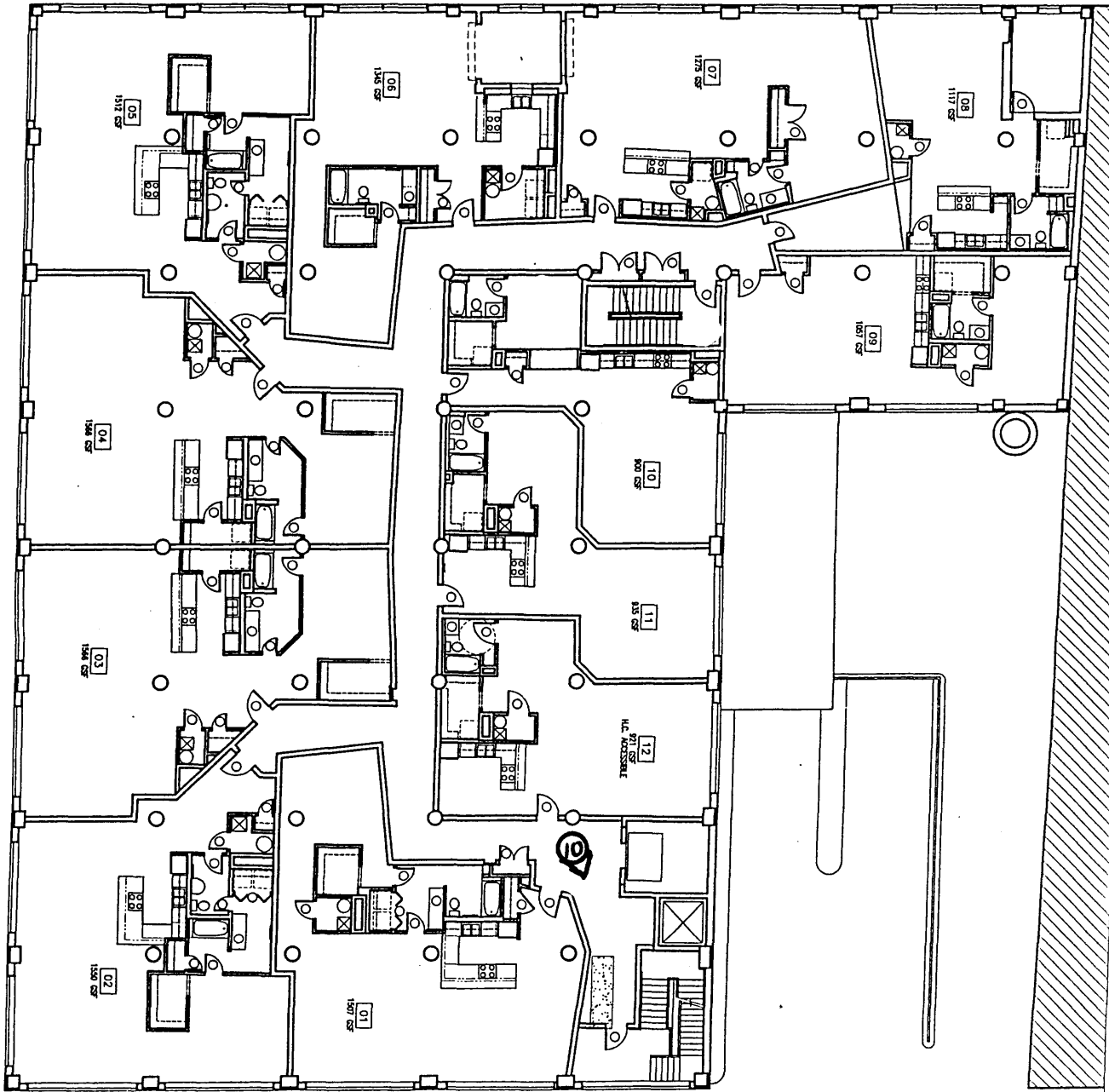




WESTINGHOUSE ELECTRIC COMPANY BUILDING
FULTON COUNTY, GEORGIA
FIRST FLOOR PLAN
NORTH: 
PHOTOGRAPH/DIRECTION OF VIEW: 
SCALE: NOT TO SCALE

TYPICAL FLOOR PLAN

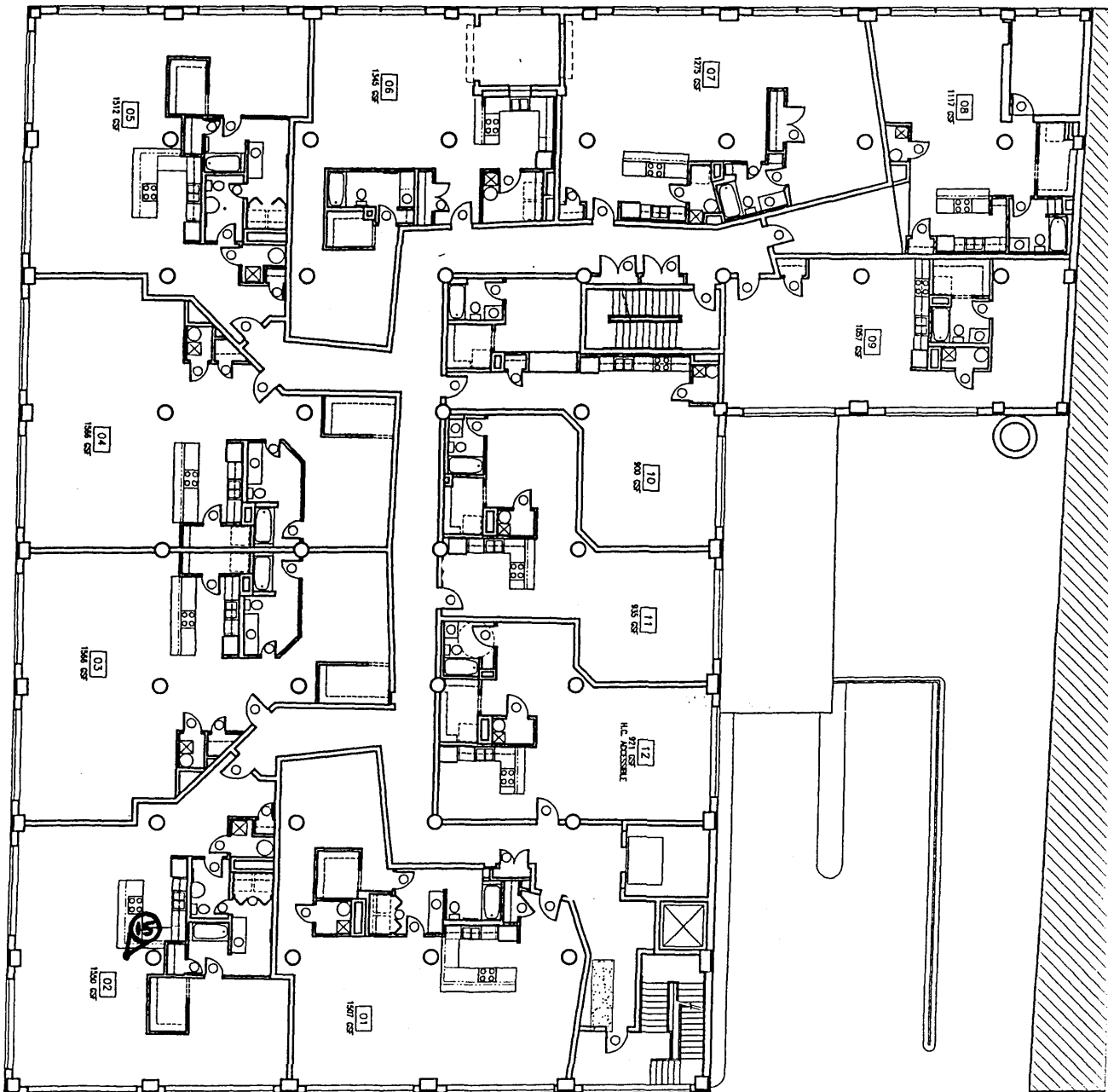



WESTINGHOUSE ELECTRIC COMPANY BUILDING
FULTON COUNTY, GEORGIA
SECOND FLOOR PLAN
NORTH: →
PHOTOGRAPH/DIRECTION OF VIEW: ①
SCALE: NOT TO SCALE

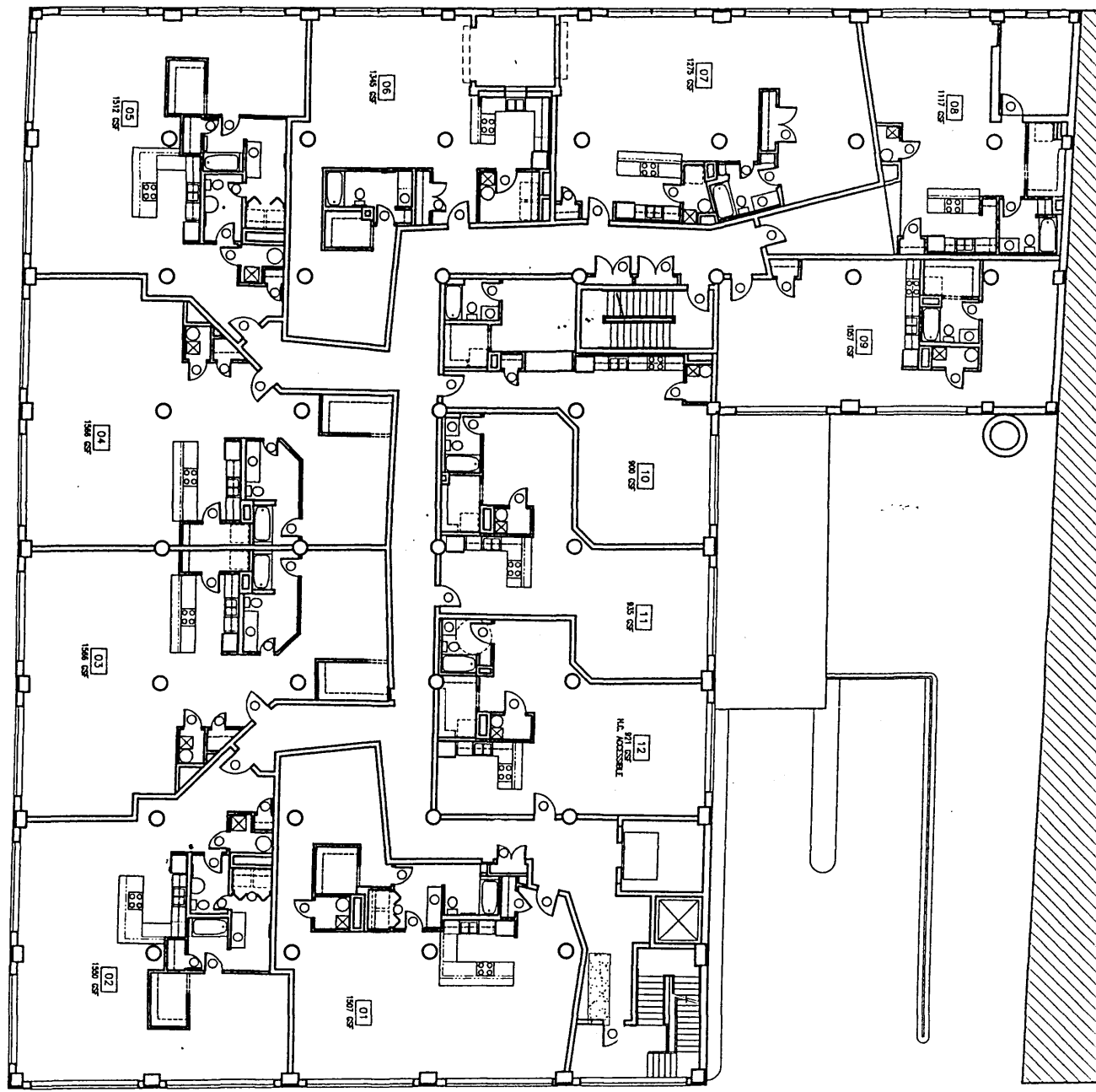




WESTINGHOUSE ELECTRIC COMPANY BUILDING
 FULTON COUNTY, GEORGIA
 THIRD FLOOR PLAN
 NORTH: 
 PHOTOGRAPH/DIRECTION OF VIEW: 
 SCALE: NOT TO SCALE

TYPICAL ELECTRICAL PLAN



WESTINGHOUSE ELECTRIC COMPANY BUILDING
FULTON COUNTY, GEORGIA
FOURTH FLOOR PLAN
NORTH: →
PHOTOGRAPH/DIRECTION OF VIEW: 
SCALE: NOT TO SCALE



WESTINGHOUSE ELECTRIC COMPANY BUILDING
FULTON COUNTY, GEORGIA
FIFTH FLOOR PLAN
NORTH: 
PHOTOGRAPH/DIRECTION OF VIEW: 
SCALE: NOT TO SCALE