

Local Historic Landmark Designation

The Chatham Block

301, 305, and 311 West Fourth Street

Winston-Salem, NC

APPLICANTS/OWNERS:	WRCP PROPERTIES LLC
SITE ADDRESS:	301, 305, AND 311 WEST FOURTH STREET, WINSTON-SALEM
TAX BLOCK:	0027 BU: 1
TAX LOT:	012
PIN:	6835-17-4071
ACRES:	0.32 ACRES

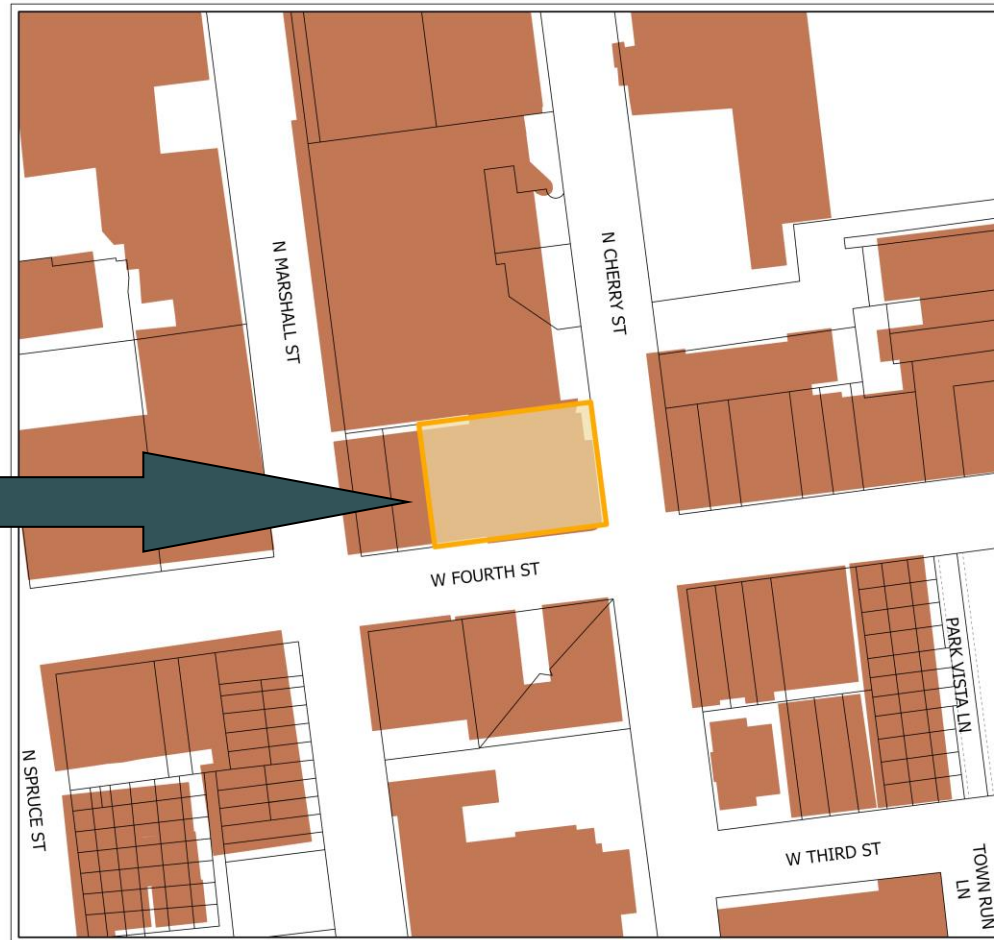
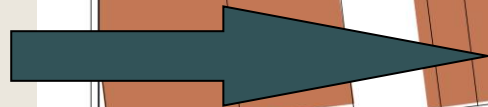
REQUESTED DESIGNATION:

THE COMPLETE EXTERIOR AND INTERIOR OF THE CHATHAM BLOCK; AND ALL OF TAX BLOCK 0027 BU: 1 LOT 012 (PIN 6835-17-4071) AS SET FORTH IN THE LOCAL HISTORIC LANDMARK DESIGNATION APPLICATION AND REPORT WHICH IS INCORPORATED HEREIN BY REFERENCE.

The Chatham Block

301, 305, and 311 West Fourth Street

Site Location



The Chatham Block

301, 305, and 311
W Fourth Street

Winston-Salem

PINs:
6835-17-4071.000

Tax Block: 0027 BU: 1
Tax Lot: 012
Acreage: 0.32

Historic Resources
Commission



Scale: 1" represents 100'
May 6, 2026

Local Historic Landmark Designation Process

Landmark Application Received by Historic Resources Staff

Criteria for Designation

1. Special Local Significance
2. Integrity of the Building/Site



NC State Historic Preservation Office for Comment (30 Days to respond)



Forsyth County Historic Resources Commission for Recommendation to the Elected Body
(Public Hearing)



Winston-Salem City Council for Determination of Designation (Public Hearing)



If Designated

Ordinance sent to the County for Tax Deferral Determination (up to 50% of designated portion)
and Mapping.

Design Review begins with the Historic Resources Commission.

The Chatham Block Summary

Criteria for Designation

1. Significant Local Significance

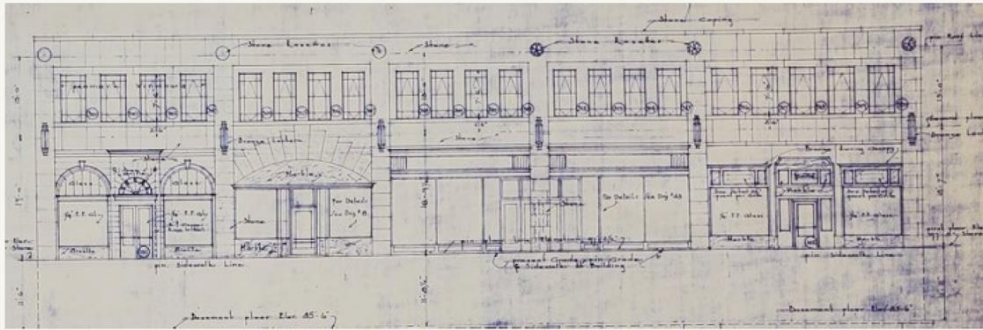
From the designation application and report:

The Chatham Block is a two-story masonry building that spans nearly the entire width of the north side of Fourth Street between Cherry and Marshall Streets. The building was designed by prominent Winston-Salem architect, Harold Macklin, for textile manufacturing mogul and politician, R. Thurmond Chatham, and his wife, Lucy Hanes Chatham. Macklin's design for the Chatham Block blended Stripped Classicism and Art Deco styles in what was one of his last works before the significant impacts of the Great Depression hit the architecture profession. The Chatham Block served as the location of several major retail and department stores from its opening in 1931 through the early 1980s. In addition to the local men's clothier, Frank A. Stith Company, national franchise Montaldo's, founded by female entrepreneur Lillian Montaldo, opened its second location nationally in Winston-Salem. Upon the opening of the Chatham Block, Montaldo's moved its operations from its original location just a block to the east. The high-end women's clothing store expanded into the former spaces of Ideal Dry Goods Company and W. T. Vogler and Sons jewelry store, occupying the majority of the building. Both Frank A. Stith's and Montaldo's remained in operation at their Fourth Street location until the early 1980s.

Chatham Block is locally significant under Criterion C in the area of Architecture, and Criterion A in the area of Commerce. The building has a period of significance beginning in 1931 when the construction was completed and the first retailer opened, through 1970, since it remained a significant commercial building in Winston-Salem through the late twentieth century. The Chatham Block retains a high degree of architectural integrity representative of its Stripped Classical and Art Deco-influenced design and continues to convey its historic commercial character.

(Kayla Halberg, The Chatham Block Local Historic Landmark Application 1/6/2026)

Architectural Significance



Above Image: Original architectural drawing of the façade of the Chatham Block

Right Image: Harold Macklin, prominent local architect responsible for the original design of the Chatham Block



Commercial Significance



Inside Montaldo's, ca. 1960 (WSJ)



MANAGER—Mrs. Charles A. Dixon keeps up with the office work essential to the operation of a specialty shop. She also likes to move around and visit all departments.

Montaldo's Manager (WSJ)



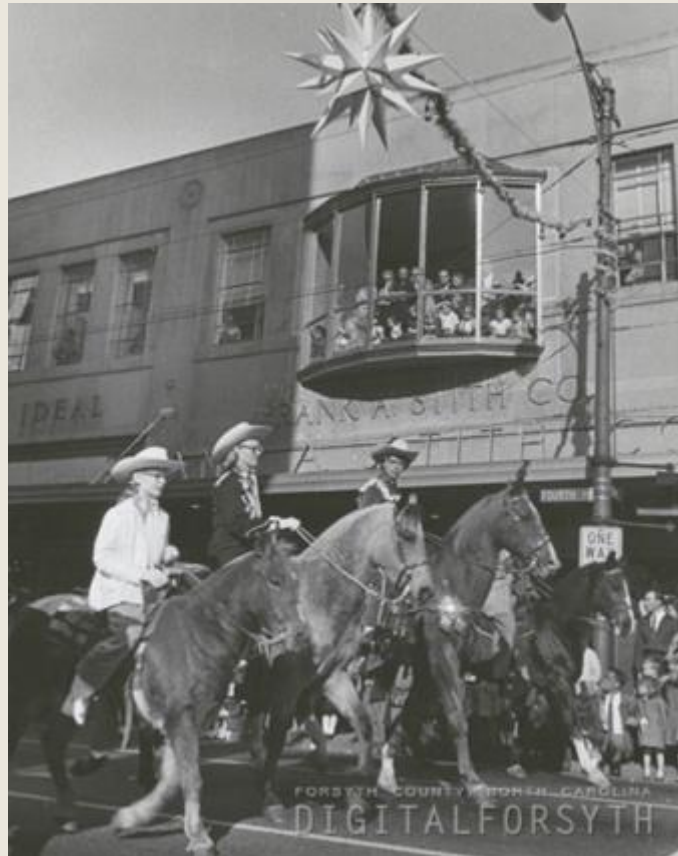
Inside Frank A. Stith Co., ca. 1977 (WSJ)

The Chatham Block Summary

Criteria for Designation

2. Integrity of the Building/Site

The application and report states that the Chatham Block possesses the seven qualities of historic integrity—location, setting, feeling, association, design, materials, and workmanship—required for local historic landmark designation.



The Chatham Block Recommendation

- The North Carolina State Historic Preservation Office (SHPO) sent comments on February 20, 2026. They commend staff and the commission for submitting a thorough and complete report and feel this local designation report will provide the preservation commission and local governing board with sufficient information to determine whether the Chatham Building possesses the requisite special local significance and integrity for local historic landmark designation.
- The Forsyth County Historic Resources Commission (HRC) held a public hearing on May 6, 2023. The applicant's consultant presented the application at the hearing.
- The HRC found unanimously that The Chatham Block, meets the criteria for designation as a Winston-Salem Local Historic Landmark because it has special significance in terms of its commerce history and architectural importance and possesses the required integrity; and recommends to the Winston-Salem City Council that it find the qualifying elements exist, as set forth in the Local Historic Landmark Designation Application and report, which are incorporated herein by reference, and designate as a Local Historic Landmark the complete exterior and interior of the Chatham Block and all of .32 acres Tax Block 0027 BU 1, Lot 012 (PIN 6835-17-4071).

The Chatham Block

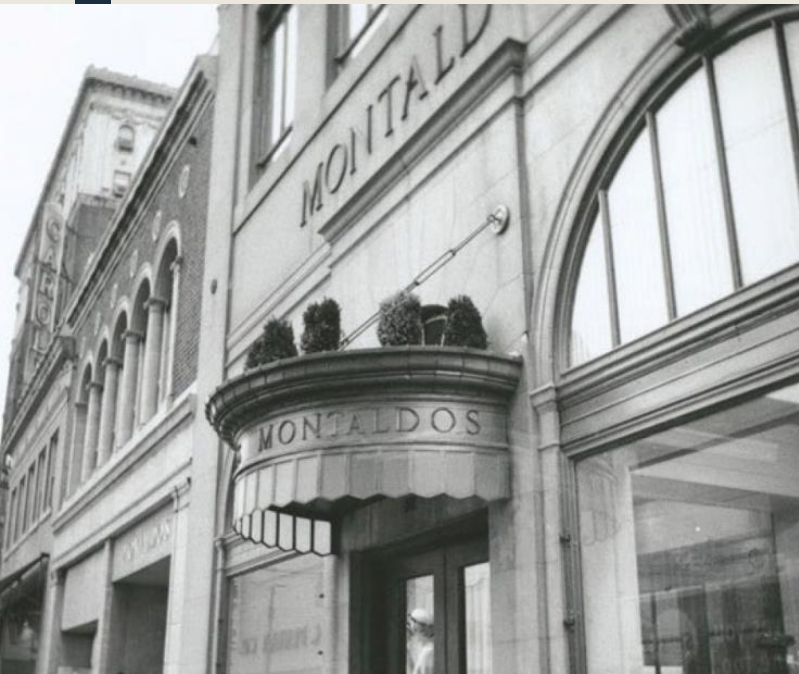
Potential Motions

- Designation of the portion of the property as proposed.
- Designation of a portion of the proposed designation (example: Designation of the exterior of the building only).
- Deny the entire designation.

The Chatham Block



The Chatham Block



The Chatham Block



Cherry Street (east) elevation



301 W 4th Street



305 W 4th Street



311 W 4th Street

The Chatham Block

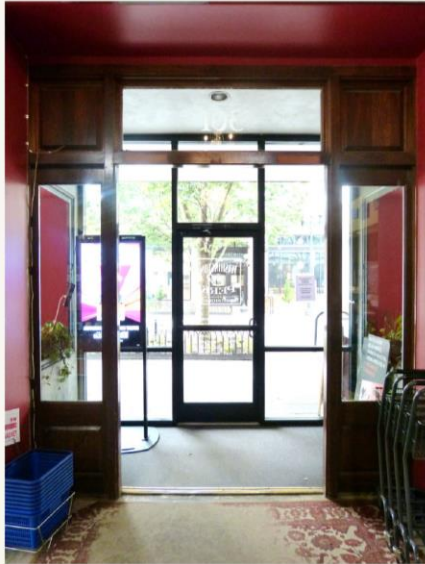


Floral stone detail

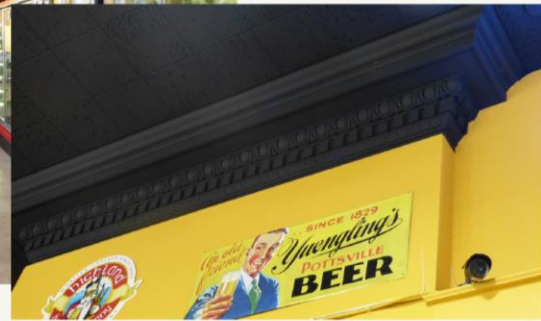


Exterior lighting and window detail

The Chatham Block



Interior of 301 W. 4th
Showing original wood
panel vestibule and
crown molding



Interior of 301 W. 4th



Mezzanine level of 301 W. 4th



Rooftop stair detail of
301 W. 4th

The Chatham Block



Lobby of 311 W. 4th



Theater space and former department store of 311 W. 4th



Second floor interior of historic bronze bay window



Second floor historic windows



FORSYTH COUNTY, NORTH CAROLINA
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