

North Carolina Department of Natural and Cultural Resources  
State Historic Preservation Office

Ramona M. Bartos, Administrator

Governor Roy Cooper  
Secretary D. Reid Wilson

Office of Archives and History  
Deputy Secretary Darin J. Waters, Ph.D.

August 9, 2022

Mayor Allen Joines  
City of Winston-Salem  
PO Box 2511  
Winston-Salem, NC 27101-2511

RE: Downtown Winston-Salem Historic District, Winston-Salem, Forsyth County

Dear Mayor Joines:

Enclosed is a copy of the nomination for the Downtown Winston-Salem Historic District, which is scheduled for presentation to the North Carolina National Register Advisory Committee on October 13, 2022. For more information about meeting details and updates on how to view the meeting, please visit the Secretary of State's Public Meeting Calendar at [https://sosnc.gov/online\\_services/calendar/Search](https://sosnc.gov/online_services/calendar/Search) and search "National Register Advisory Committee." The maps for the nomination will follow via email in the coming days.

As a Certified Local Government, you normally have sixty (60) days in which to comment on the proposed nomination. If you do not respond by October 12, 2022 on the proposed nomination, approval of it will be assumed. Please note that the Forsyth County Historic Resources Commission is to provide an opportunity for public comment on this nomination according to the terms specified in the certification agreement the city signed with this office. A copy of your notice to the public should be forwarded to our office along with any comments you, the Winston-Salem City Council, or the Forsyth County Historic Resources Commission wish to make on the nomination to satisfy federal and state requirements.

Please use the enclosed comment forms to send us the responses. If you have any questions concerning this nomination, we will be happy to help. Please direct any inquiries to our State Historic Preservation Office's Survey and National Register Branch Supervisor, Sarah Woodard at [sarah.woodard@ncdcr.gov](mailto:sarah.woodard@ncdcr.gov).

Sincerely,

A handwritten signature in black ink that reads "Darin J. Waters".

Darin J. Waters  
State Historic Preservation Officer

DJW/jhs

Enclosures

cc: Michelle McCullough, Project Planner, Forsyth County Historic Resources Commission  
David R. Plyler, Chairman, Forsyth County Board of Commissioners

## **CERTIFIED LOCAL GOVERNMENTS AND THE NATIONAL REGISTER**

The federal and state guidelines for the Certified Local Government Program require that the CLGs participate in the process of nominating properties to the National Register of Historic Places. This participation involves the review of nominations within the jurisdiction of the CLG by the CLG Commission and the chief elected local official. Opportunity for public comment must be provided during the 60-day comment period. The commission and the chief elected official are required to submit comments to the State Historic Preservation Office and the owner of the property relaying their findings as to the eligibility of the property under consideration for listing in the National Register. The attached forms are provided for you to facilitate your review of nominations and your submittal of comments to the State Historic Preservation Office. A copy of the criteria for listing in the National Register is also enclosed for your reference and use.

Although the federal regulations governing the CLG program call for the chief elected local official to provide comments on proposed National Register nominations within the CLG jurisdiction, North Carolina law stipulates that the mayor or chairman of the board of county commissioners may act only in an administrative capacity on behalf of the local governing board. If a certified local government has doubts about the legality of the chief elected official assuming sole responsibility for comments on proposed National Register nominations, it may wish to consider two alternatives: 1) having the governing board review the nominations or 2) having the governing board pass a resolution granting the chief elected local official the authority to furnish comments on behalf of the governing board.

In order to fulfill the required comment procedures, please complete the information below and the appropriate comment paragraph that is attached after you have reviewed the nomination. This information should be returned to:

**Sarah A. Woodard, Survey and National Register Branch Supervisor**

**State Historic Preservation Office**

**4617 Mail Service Center**

**Raleigh, North Carolina 27699-4617**

COMMENTS ARE DUE IN THE STATE HISTORIC PRESERVATION OFFICE BY: **October 12, 2022**

1. Name of Certified Local Government: **City of Winston-Salem and Forsyth County**
2. Name of CLG Commission: **Forsyth County Historic Resources Commission**
3. Property being reviewed for nomination: **Downtown Winston-Salem Historic District**
4. Please attach documentation of the measures taken to provide for public comment during the nomination review and a record of any comments received, as per your certification agreement with the State Historic Preservation Office.
5. In approving local governments for certification, the SHPO may have stipulated that the Commission obtain the services of professional historians, architectural historians, or archaeologists when reviewing National Register nominations, if those disciplines are not represented in the Commission membership. If this stipulation applies to you, please note the name of the professional you consulted below and his/her appropriate field. If you have any questions about the applicability of this stipulation to your commission, contact Kristi Brantley, Certified Local Government Coordinator, State Historic Preservation Office at 919.814.6576.

THE CLG COMMISSION SHOULD COMPLETE **ONE** OF THE FOLLOWING PARAGRAPHS:

A. We, the **Forsyth County Historic Resources Commission**, have reviewed and discussed the nomination for **Downtown Winston-Salem Historic District** and find that the property **meets** the criteria for listing in the National Register of Historic Places as stated in Section 8 of the report. We therefore, **recommend** that the property be submitted for listing in the Register.

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Commission chair's signature and date

B. We, the **Forsyth County Historic Resources Commission**, have reviewed and discussed the nomination for **Downtown Winston-Salem Historic District** and find that the property **does not meet** the criteria for listing in the National Register of Historic Places as stated in Section 8 of the report. We therefore, **do not recommend** that the property be submitted for listing in the Register. The reasons for our findings concerning this nomination are stated below (use additional sheet if necessary).

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Commission chair's signature and date

THE CHIEF ELECTED LOCAL OFFICIAL OR THE LOCAL GOVERNING BOARD SHOULD COMPLETE ONE OF THE FOLLOWING COMMENT PARAGRAPHS:

C. I, **Mayor Allen Joines**, or We, the **Winston-Salem City Council**, have reviewed the nomination for **Downtown Winston-Salem Historic District** and find that the property **meets** the criteria for listing in the National Register of Historic Places as stated in Section 8 of the report. We therefore, **recommend** that the property be submitted for listing in the Register.

Additional Comments:

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Chief Local Elected Official's signature and date

D. I, **Mayor Allen Joines**, or We, the **Winston-Salem City Council**, have reviewed the nomination for **Downtown Winston-Salem Historic District** and find that the property **does not meet** the criteria for listing in the National Register of Historic Places as stated in Section 8 of the report. We therefore, **do not recommend** that the property be submitted for listing in the Register. The reasons for my (or our) findings concerning this nomination are stated below (use additional sheet if necessary).

Additional comments:

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Chief Local Elected Official's signature and date

## NATIONAL REGISTER FACT SHEET **1**

### WHAT IS THE NATIONAL REGISTER OF HISTORIC PLACES?

The National Register of Historic Places is the nation's official list of buildings, structures, objects, sites, and districts worthy of preservation for their significance in American history, architecture, archaeology, and culture. The National Register was established by the National Historic Preservation Act of 1966. The purpose of the Act is to ensure that as a matter of public policy, properties significant in national, state, and local history are considered in the planning of federal undertakings, and to encourage historic preservation initiatives by state and local governments and the private sector.

#### **What the National Register Means for the Private Property Owner**

The listing of a property in the National Register places no obligation or restriction on a private owner using private resources to maintain or alter the property. Over the years, various federal incentives have been introduced to assist private preservation initiatives. A private owner of a National Register property becomes obligated to follow federal preservation standards only if federal funding or licensing is used in work on the property, or if the owner seeks and receives a special benefit that derives from National Register designation, such as a grant or a tax credit described below.

When a National Register nomination is prepared, all buildings, objects, structures and sites on each property must be categorized as contributing or noncontributing. Contributing resources are those constructed during the period of significance which substantially convey their appearance from that period. Noncontributing resources are those that do not date from the period of significance or date from the period of significance and have been substantially altered.

*National Register listing should not be confused with **local historic property and historic district designations**. These designations are made by a local governing board on the recommendation of a local historic preservation commission. This program of local designations is an option available to local governments under North Carolina enabling legislation (G.S. 160A-400). Properties and districts listed in the National Register sometimes also receive local designation in jurisdictions where local preservation commissions have been established according to the state enabling legislation, but there is no direct correlation between National Register listing and local designation.*

National Register listing means the following:

#### **1. Consideration and Protection in Public Planning:**

All properties and districts listed in or eligible for listing in the National Register are considered in the planning of federal undertakings such as highway construction and Community Development Block Grant projects. "Federal undertakings" also include activities sponsored by state or local governments or private entities if they are licensed or partially funded by the federal government. "Federal undertakings" do not include federal farm subsidies or loans made by banks insured by the FDIC.

National Register listing does not provide absolute protection from federal actions that may affect the property. It means that if a federal undertaking is in conflict with the preservation of a National Register property, the North Carolina Historic Preservation Office will negotiate with the responsible federal agency in an effort to eliminate or minimize the effect on the historic property. This review procedure applies to properties that are determined eligible for the National Register in the day-to-day environmental review process as well as those actually listed in the National Register.

Similarly, North Carolina law (G.S. 121-12a) provides for consideration of National Register properties in undertakings funded or licensed by the state. Where a state undertaking is in conflict with the preservation of a National Register property, the North Carolina Historical Commission is given the opportunity to review the case and make recommendations to the state agency responsible for the undertaking. The commission's recommendations to the state agency are advisory.

## 2. Incentives for the Preservation of National Register Properties:

**Tax Benefits.** Under the federal Tax Reform Act of 1986, a privately owned building that is listed in the National Register or is a contributing building in a National Register historic district may be eligible for a 20% federal income investment tax credit claimed against the costs of a qualified rehabilitation of the building. The federal credit applies only to income-producing, depreciable properties, including rental residential properties. The federal credit does not apply to owner-occupied residential properties. The cost of the rehabilitation must exceed the adjusted basis of the building. Plans for the rehabilitation are reviewed by the North Carolina Historic Preservation Office and the National Park Service, and work on the building must meet the *Secretary of the Interior's Standards for Rehabilitation*.

Please note that the former North Carolina State Historic Credit program expired for rehabilitation expenses incurred after December 31, 2014. New state historic tax credit programs go into effect on January 1, 2016 for both income-producing properties and non-income-producing properties, including private residences.

This new program allows taxpayers who receive the federal income tax credit for rehabilitating certified historic structures to take a state credit against North Carolina income taxes on income-producing properties. Also these new North Carolina tax credits provide a state income tax credit for non-income-producing properties listed in the National Register or as a contributing building in a National Register historic district, including private residences. For more information and applications, contact the Tax Credit Coordinator at the address given below, or call 919/814-6585 for income-producing projects or 919/814-6574 for non-income-producing projects.

The Tax Treatment Extension Act of 1980 provides federal tax deductions for charitable contributions of partial interests (easements) in historically significant properties for conservation purposes. Interested individuals should consult legal counsel or the local Internal Revenue Service office for assistance in determining the tax consequences of the provisions of this act.

**Grants and Loans.** A limited program of matching grants for the rehabilitation of National Register properties, including those that are privately owned, was authorized by the National Historic Preservation Act of 1966, but has not been funded to a significant degree since the early 1980s. A loan program authorized by the Act has never been funded.

In some years, the North Carolina General Assembly has made funds for preservation projects available to local governments and nonprofit groups through one-time discretionary appropriations. Such appropriations may or may not be repeated in coming years. The only private properties that have received state appropriations are those owned by non-profit organizations. Listing in the National Register has not been a precondition for receipt of a state grant.

**Owner Consent:** A privately owned individual property may not be listed in the National Register over the objection of its owner or, in the case of a property with multiple owners, over the objection of a majority of owners. A district may not be listed in the National Register over the objection of a majority of owners of private property within the proposed district. For a complete description of procedures for objecting to a National Register nomination, see *National Register Fact Sheet 5: "Procedure for Supporting or Objecting to National Register Listing."*

See also the following numbered *National Register Fact Sheets*:

- 2: "National Register Criteria for Evaluation"
- 3: "How Historic Properties Are Listed in the National Register of Historic Places"
- 4: "The National Register of Historic Places in North Carolina: Facts and Figures"

See the handout entitled "A Comparison of the National Register of Historic Places With Local Historic Landmark and District Designations" for a review of the differences between these two programs.

### FOR MORE INFORMATION:

**Historic Preservation Office website at <http://www.hpo.ncdcr.gov>**

Historic structures and the National Register: **Survey and National Register Branch**, 919/814-6570

Archaeological sites and the National Register: **Office of State Archaeology**, 919/814-6554

Preservation tax credits and technical restoration assistance: **Restoration Services Branch**, 919/814-6570

Environmental protection and planning: **Environmental Review Branch**, 919/814-6570

**Written inquiries to each of these branches** may be sent to the State Historic Preservation Office, 4617 Mail Service Center, Raleigh, North Carolina 27699-4617.

The National Register program is governed by the following federal and state rules and regulations: 36CFR Part 60 (interim rule), 36CFR Part 61 (final rule), and North Carolina Administrative Code T07: 04R .0300.



## NATIONAL REGISTER FACT SHEET 2

### NATIONAL REGISTER CRITERIA FOR EVALUATION

The following criteria are designed to guide the states, federal agencies, and the Secretary of the Interior in evaluating potential entries for the National Register.

*The quality of significance in American history, architecture, archaeology, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, and association, and:*

- A. *that are associated with events that have made significant contribution to the broad patterns of our history; or*
- B. *that are associated with the lives of persons significant in our past; or*
- C. *that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or*
- D. *that have yielded, or may be likely to yield, information important in prehistory or history.*

**Criteria Considerations (Exceptions):** *Ordinarily cemeteries, birthplaces, or graves of historical figures, properties owned by religious institutions or used for religious purposes, structures that have been moved from their original locations, reconstructed historic buildings, properties primarily commemorative in nature, and properties that have achieved significance within the past 50 years shall not be considered eligible for the National Register. However, such properties will qualify if they are integral parts of districts that do meet the criteria or if they fall within the following categories:*

- A. *a religious property deriving primary significance from architectural or artistic distinction or historical importance; or*
- B. *a building or structure removed from its original location but which is significant primarily for architectural value, or which is the surviving structure most importantly associated with a historic person or event; or*
- C. *a birthplace or grave of a historical figure of outstanding importance if there is no other appropriate site or building directly associated with his or her productive life; or*
- D. *a cemetery that derives its primary significance from graves of persons of transcendent importance, from age, from distinctive design features, or from association with historic events; or*
- E. *a reconstructed building when accurately executed in a suitable environment and presented in a dignified manner as part of a restoration master plan, and when no other building or structure with the same association has survived; or*
- F. *a property primarily commemorative in intent if design, age, tradition, or symbolic value has invested it with its own historical significance; or*
- G. *a property achieving significance within the past 50 years if it is of exceptional importance.*

*(see other side)*

## APPLYING THE CRITERIA

**The two principal issues to consider in determining eligibility for the National Register are "significance" and "integrity."**

A property may have "significance" for association with important events or patterns of history (criterion A); for association with an important historical figure (criterion B); as an important example of period architecture, landscape, or engineering (criterion C); or for the information it is likely to yield (criterion D, applied to archaeological sites and districts, and sometimes applied to certain types of structures). A National Register nomination must demonstrate how a property is significant in at least one of these four areas. For properties nominated under criterion A, frequently cited areas of significance are agriculture, community planning and development, social history, commerce, industry, politics and government, education, recreation and culture, and others. For technical reasons, criterion B (significant person) nominations are rare. Criterion C (architecture) is cited for most, but not all, nominations of historic buildings. Archaeological sites are always nominated under criterion D, but may also have significance under one or more of the other three criteria.

Properties are nominated at a local, state, or national level of significance depending on the geographical range of the importance of a property and its associations. The level of significance must be justified in the nomination. The majority of properties (about 70%) are listed at the local level of significance. The level of significance has no effect on the protections or benefits of listing.

Besides meeting one or more of the above criteria, a property must also have "integrity" of "location, design, setting, materials, workmanship, feeling, and association." This means that the property must retain enough of its historic physical character (or in the case of archaeological sites, intact archaeological features) to represent its historic period and associations adequately.

All properties change over time, and in some cases past alterations can take on historical significance in their own right. The degree to which more recent, incompatible, or non-historic alterations are acceptable depends on the type of property, its rarity, and its period and area of significance. Buildings with certain types of alterations are usually turned down by the National Register Advisory Committee. For example, 19th and early 20th century wood frame buildings that have been brick veneered in the mid-20th century are routinely turned down for loss of historic integrity. Similarly, it is extremely rare that buildings covered in synthetic materials such as aluminum or vinyl siding are individually eligible for listing in the Register.

### Criteria Exceptions

The criteria exclude birthplaces and graves of historical figures, cemeteries, religious properties, moved buildings, reconstructions, commemorative properties, and properties less than 50 years old, with certain exceptions. The following exceptions are sometimes encountered:

Historic **churches** that are architecturally significant and retain sufficient architectural integrity can be successfully nominated under criterion C (architecture), sometimes together with criterion A for social or religious history, provided they have not been brick-veneered or covered in aluminum or vinyl siding.

**Cemeteries** may sometimes successfully be nominated under criterion C when they retain important examples of historic stone carving, funerary art, and/or landscaping, and they also may be eligible under criterion A or criterion D. However, both the National Register Advisory Committee and the National Register have turned down nominations of graves when the historical importance of the deceased is the sole basis for the nomination. The National Register was created primarily to recognize and protect historic places and environments that represent how people lived, worked, and built in the historic past. Human burials are recognized and protected under other laws and programs.

**Moved buildings** may sometimes be successfully nominated under criterion C for architecture when they remain in their historic communities and the new setting adequately replicates the original setting. The point to remember is that the program is called the National Register of Historic Places, not Historic Buildings or Historic Things, because significance is embodied in locations and settings as well as in the structures themselves. Buildings moved great distances, buildings moved into incompatible settings (such as a farmhouse moved into an urban neighborhood or a downtown residence moved to a suburb), and collections of buildings moved from various locations to create a pseudo-historic "village" are routinely turned down. In some cases, the relocation of a historic building to a distant or incompatible setting may be the last and only way to save it, and such an undertaking may be worthwhile. However, sponsors of such a project must understand that the property subsequently may not be eligible for the National Register.

If a property is **less than 50 years old**, it can be nominated only if a strong argument can be made for exceptional significance. For example, Dorton Arena on the State Fairgrounds was completed in 1953. It was successfully nominated to the National Register in 1973 as one of the most important examples of modernism in post-World War II American architecture.

Downtown Winston-Salem Historic District, Forsyth County



# United States Department of the Interior National Park Service National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

### 1. Name of Property

Historic name: Downtown Winston-Salem Historic District  
Other names/site number: N/A  
Name of related multiple property listing:  
N/A  
(Enter "N/A" if property is not part of a multiple property listing)

### 2. Location

Street & number: Third, Fourth, Fifth, Sixth, Spring, Spruce, Marshall, Cherry, Town Run, Trade, Liberty, Church  
City or town: Winston-Salem State: NC County: Forsyth  
Not For Publication:  N/A Vicinity:  N/A

### 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this X nomination     request for determination of eligibility 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 X meets     does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

    national      X statewide      X local  
Applicable National Register Criteria:  
X A          B      X C          D

<p>Signature of certifying official/Title: _____ Date _____ North Carolina Department of Natural and Cultural Resources _____ State or Federal agency/bureau or Tribal Government</p>
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Downtown Winston-Salem Historic District  
Name of Property

Forsyth County, NC  
County and State

In my opinion, the property \_\_\_ meets \_\_\_ does not meet the National Register criteria.

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**Signature of commenting official:** \_\_\_\_\_ **Date** \_\_\_\_\_

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**Title :** \_\_\_\_\_ **State or Federal agency/bureau or Tribal Government** \_\_\_\_\_

**4. National Park Service Certification**

I hereby certify that this property is:

- \_\_\_ entered in the National Register
- \_\_\_ determined eligible for the National Register
- \_\_\_ determined not eligible for the National Register
- \_\_\_ removed from the National Register
- \_\_\_ other (explain:) \_\_\_\_\_

\_\_\_\_\_  
Signature of the Keeper \_\_\_\_\_ Date of Action \_\_\_\_\_

**5. Classification**

**Ownership of Property**

(Check as many boxes as apply.)

- Private:
- Public - Local
- Public - State
- Public - Federal

Downtown Winston-Salem Historic District  
Name of Property

Forsyth County, NC  
County and State

**Category of Property**

(Check only **one** box.)

- Building(s)
- District
- Site
- Structure
- Object

**Number of Resources within Property**

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>56</u>	<u>8</u>	buildings
<u>0</u>	<u>1</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>2</u>	objects
<u>56</u>	<u>10</u>	Total

Number of contributing resources previously listed in the National Register 16

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions.)

COMMERCE/TRADE: Office Building, professional, organizational, financial institution, specialty store, department store,

SOCIAL: Meeting hall, civic

GOVERNMENT: City hall, government office, courthouse

RELIGION: religious facility/church

RECREATION/CULTURE: Theater

INDUSTRY/PROCESSING/EXTRACTION: mill

LANDSCAPE: parking lot, plaza

TRANSPORTATION: road-related (vehicular)/parking garage

Downtown Winston-Salem Historic District  
Name of Property

Forsyth County, NC  
County and State

### Current Functions

(Enter categories from instructions.)

COMMERCE/TRADE: Office Building, professional, organizational, financial institution, specialty store, restaurant

GOVERNMENT: City hall, government office, courthouse

RELIGION: religious facility/church

RECREATION/CULTURE: Theater, outdoor recreation,

LANDSCAPE: parking lot, plaza

TRANSPORTATION: road-related (vehicular)/parking garage

DOMESTIC: Multiple-dwelling/apartment building; Hotel;

### 7. Description

#### Architectural Classification

(Enter categories from instructions.)

LATE VICTORIAN/Renaissance/Second Renaissance Revival

LATE 19<sup>TH</sup> AND 20<sup>TH</sup> CENTURY REVIVALS/Colonial Revival

LATE 19<sup>TH</sup> AND 20<sup>TH</sup> CENTURY REVIVALS/Classical Revival/Neo-Classical Revival

LATE 19<sup>TH</sup> AND 20<sup>TH</sup> CENTURY REVIVALS/Spanish Revival

LATE 19<sup>TH</sup> AND 20<sup>TH</sup> CENTURY REVIVALS/Late Gothic Revival

LATE 19<sup>TH</sup> AND EARLY 20<sup>TH</sup> CENTURY AMERICAN MOVEMENTS/Commercial Style

MODERN MOVEMENT/International Style

MODERN MOVEMENT/Art Deco

MODERN MOVEMENT/Streamlined Moderne

MODERN MOVEMENT/Brutalism

**Materials:** (enter categories from instructions.)

Principal exterior materials of the property: BRICK, STONE/Limestone, STUCCO, CONCRETE, GLASS, SYNTHETICS/Vinyl, METAL/Aluminum

#### Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Downtown Winston-Salem Historic District  
Name of Property

Forsyth County, NC  
County and State

### Summary Paragraph

The Downtown Winston-Salem Historic District is located in the heart of the city of Winston-Salem and represents the historic commercial and institutional core of the city. The urban district is laid out in a grid-like pattern with West Fourth Street at its core from North Chestnut Street to North Broad Street. The district also expands outward northwest to West Sixth Street between North Cherry Street and North Broad Street; and extends south to East First Street roughly between North Church Street and North Spruce Street. The irregular shape of the district incorporates the body of contiguous properties that relate to the central commercial and governmental development of Winston-Salem beginning in the late-nineteenth century through the mid-twentieth century. The Downtown Winston-Salem Historic District is characterized by its concentration of high-style commercial and institutional buildings that represent the success of the city's core industries including tobacco, textiles, and furniture. Construction dates of primary buildings in the district range from 1882 through the early 1980s and include the earliest extant commercial buildings, as well as the city's mid-20<sup>th</sup> century urban renewal projects. The district is comprised of roughly 53 acres and 82 resources, including 71 contributing resources (70 buildings and 1 object) and 11 noncontributing resources (8 buildings, 2 objects, and 1 site). Among the resources are 14 individually-listed properties with 16 total contributing resources. These individually listed resources include: the Reynolds Building (FY2141), the Pepper Building (FY2489), the O'Hanlon Building (FY0767), the Nissen Building (FY0784), the Gilmer Building (FY1354), the Sosnik's Department Store (FY1520) and Morris-Early Furniture Store (FY1356), the Winston-Salem City Hall (FY0740), the Wachovia Building (FY2615), the Shamrock Mills (FY0014), the Spruce Street YMC (FY0800), the Wachovia Bank and Trust Company Building (FY2163), and the Forsyth County Courthouse (FY2162). The district and its contributing resources retain integrity of location, design, setting, material, workmanship, feeling, and association.

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### Narrative Description

#### Setting

The Downtown Winston-Salem Historic District is located in the heart of Winston-Salem and represents the historic commercial and institutional core of the city. The urban district is laid out in a grid-like pattern with West Fourth Street at its core from North Chestnut Street to North Broad Street. The district also expands outward to the northwest to West Sixth Street between North Cherry Street and North Broad Street; and extends south to East First Street between North Church Street and North Spruce Street, roughly. Buildings in the district are generally constructed to the lot line and abut city sidewalks. Light vegetation and street trees are planted along the city sidewalks. The district is surrounded by urban commercial, institutional, and multi-family residential properties. Existing historic districts are located on all sides of the district. Street trees are located along the roads throughout the district.



Downtown Winston-Salem Historic District  
Name of Property

Forsyth County, NC  
County and State

### Architectural Description and Development of Downtown Winston-Salem

The Downtown Winston-Salem Historic District is characterized by its concentration of high-style commercial and institutional buildings that represented the success of the city's core industries including tobacco, textiles, and furniture. With a period of significance beginning in 1882 through 1976, the district represents nearly a century of architectural development. The district includes a number of large, high-style buildings, the earliest of which include the **Wachovia Bank and Trust Company Building (c.1911, 1917)**, the **O'Hanlon Building (c.1915)** and the **Odd Fellows Building (c.1915)**. Many of the district's high-style buildings were constructed between 1920 and 1930, one of the most prolific building periods in Downtown Winston-Salem. During this period, a number of large Classical and Colonial Revival style buildings were constructed, including the towering **Nissen Building (c.1926)**, the **Spruce Street YMCA (c.1928)**, the **Carolina Theatre and Hotel (c.1928)**, the **Realty Building (c.1925)**, and the **Forsyth County Courthouse (c.1926)**. The "roaring twenties" or the "era of success" in Winston-Salem is also responsible for the proliferation of Art Deco architecture in the city. Some of the best examples of the style in Winston-Salem include the imposing **R.J. Reynolds Building (c.1929)**, which not only represented the headquarters of the tobacco tycoon and wealth that the industry brought to the city, but also held the spot as the state's tallest building for several decades. Other influential Art Deco buildings on Fourth Street include the **Pepper Building (c.1928)**, the **Morris Early Department Store (c.1929)**, and the **Sosnik's Department Store (c.1930)**, as well as the **Southern Bell Building (c.1930)** on West Fifth Street. This period from 1920 to 1930 is representative of the key works of prominent local architects such as Harold Macklin and Northrup and O'Brien, as well as that of regional and nationally-renowned architects such as Mayre, Alger, and Vinour, and Shreve and Lamb.

The district also includes a large number of smaller commercial buildings, many of which are more elaborately detailed than other commercial districts in the city. Early remaining examples of the Commercial style of the late-nineteenth century include **Bitting Block (c.1882)** and the **H. D. Poindexter Store (c.1882)**. As with the district's larger high-style buildings, the period from 1920 to 1930 saw the construction of many of the district's ornate two-story commercial buildings, including the Renaissance Revival buildings at **411 North Cherry Street (c.1929)** and **206-208 West Fourth Street (c.1925)**, the **Glenn Building (c.1925)**, the **Gilmer Building (c.1924-1926)**, **Recreation Billiards (c.1925)**, and the Art Deco **Walgreen's Drugstore (c.1926)**.

In accordance with national trends, the second most prolific building period in Winston-Salem occurred in the Post-World War II period. The urban core along Fourth Street expanded and smaller one-story modern buildings were constructed along the fringes of the downtown area. Buildings on the northwest edge of the boundary, for example, are largely representative of regional International style trends in small office and commercial architecture of the period and demonstrate auto-centric designs such as front loaded parking lots and loading doors, as well as automobile service stations. Examples include the **Douglas Battery Service (c.1970)**; **Bluebird Cab Company (c.1970)**; **U.S. Department of Health Education and Welfare Social Security Administration (c.1962)**; and the **State Employment Security Commission (c.1949)**. Their

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lack of ornament, flat roofs, and smooth textures are characteristic of the International style. Also on the western edge of the district is the **Firestone Building (1960)**, which features elements of the International style. The Firestone Building also features Googie influences, a term used to describe the futurist architectural designs of the mid-twentieth century "space age." Characteristic features of the style include cantilevered and arched roofs, neon lights, starbursts, and sharp angles.

In response to exponential suburban growth in the 1950s and increasing vacancy in downtown, urban renewal and revitalization efforts in the 1960s and 1970s resulted in the redevelopment of entire blocks, as well as Modern commercial façade improvements in the district. This period saw the introduction of monumental buildings and superblock construction consisting of Brutalist and International style buildings. In 1966, the **International Style Wachovia Building** was constructed, towering over the adjacent R.J. Reynolds Building. At 30 stories high, the Wachovia Building was the tallest building in the southeast when completed and marked a critical shift in the architecture of the city. In the early- to mid-1970s, several Brutalist superblocks were constructed in the southern part of the Downtown Historic District. During the early- to mid-1970s, the southeastern edge of the district was redeveloped primarily by the local and Federal governments. The new government office buildings, including the **Forsyth County Hall of Justice (c.1974)** and the **U.S. Courthouse and Federal Office Building (c.1976)**, were designed using modern construction technology and Brutalist design principles. The buildings were not only monumental in size and scale, but reshaped the streetscape and the ways in which people interacted with the built environment through the introduction of plazas, below and above grade access points, and inclusion of public art and landscaping at varying levels. During this period, owners of smaller buildings modernized their buildings. Façade improvements, such as those made to the **Piedmont Federal Savings and Loan Association Building** in 1974, were prominent during the mid-twentieth century and were an attempt to attract customers back to downtown by incorporating Modern design trends that were popping up in suburban shopping centers and office buildings.

Representative of trends in mid-twentieth century building and planning, the expansion outward from the commercial core also resulted in the gradual change in the relationship of buildings to the street and an increase in automobile-focused streetscapes and buildings. During this time, property owners began introducing parking lots in the front of buildings to accommodate the growing parking needs of their consumer base. The shift of parking lots to the front of the building emphasizes the role automobiles had come to play in American life. Buildings such as the **Firestone Store (1960)** and **Douglas Battery Service (c.1970)** placed parking lots in prominent positions in front of their buildings. Additionally, as residents moved to the suburbs and automobiles became more affordable for the average American family, downtown areas frequently cited the increasing need for parking. In Winston-Salem, the construction of several mid-twentieth century parking decks is representative of this trend. These purpose-built parking garages, **Cherry-Marshall Parking Deck (1974)** and the **NCNB Parking Deck (1974)**, or the incorporation of parking into the structure such as the ground level parking in the **Phillips Building (1972)** are representative of the automobile's effect on the landscape.

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### **Integrity Analysis**

The Downtown Winston-Salem Historic District retains a high degree of architectural integrity. The district retains its integrity of *location* in the heart of the city. The historic district also retains integrity of *setting* as a densely developed commercial area that gradually expanded from its core along Fourth Street throughout the twentieth century. The Downtown Winston-Salem Historic District also retains integrity of *design* both in its individual components and as a whole. Many of the district's buildings were designed by prominent architects whose expertise and skill remains a critical component of the impressiveness and cohesiveness of this architecturally significant district. While some individual buildings have lost some original *materials*, these are primarily limited to storefront glass and windows, and doors. Most of these buildings, however, retain the overall fenestration pattern representative of their original design. Character defining exterior materials such as masonry exteriors remain intact overall. Additionally, as a whole, the district retains the *workmanship* that was characteristic of high-style architecture including brick and stonework, carved stone, plaster, and concrete, iron work, and woodwork. Because this workmanship has been preserved and because some mid-twentieth century alterations have become significant in their own right, the district represents a full span of architectural trends and craftsmanship throughout the twentieth century. The Downtown Winston-Salem Historic District retains its *feeling* as a historic commercial and institutional center that expanded over the course of the twentieth century, and its *association* with its areas and period of significance.

### **Inventory**

The inventory of resources below is the result of reconnaissance level survey of the Downtown Winston Salem Historic District in July 2021. Surveyors documented all resources within the district including secondary resources. The 2021 survey resulted in the identification of 82 resources, including 72 contributing and 10 noncontributing resources.

Each entry in the inventory below identifies the primary and secondary (where applicable) resource name, address, survey site number (SSN), date(s) of construction, contributing or non-contributing status, and resource type (building, site, structure, or object). Where the dates of alterations are known, they have been added. If an alteration date is not included in the inventory, the author was not able to determine the date. The inventory is organized alphabetically by street name and address number. Resources within the Downtown Winston Salem Historic District are considered contributing if they were constructed during the district's period of significance (1882-1976), are associated with the district's areas of significance, and retain architectural integrity. Construction dates have been determined as accurately as possible using a combination of municipal tax records, city directories, Sanborn maps, historic aerial and ground photographs, newspaper articles, and other published sources.

A contributing resource is one that adds to the historic associations or architectural qualities for which the district is significant. Resources are considered contributing if they are associated with at least one of the district's areas of significance, where constructed within the district's period of significance, and retain historic integrity. Non-contributing resources are those that are not

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associated with at least one of the district's areas of significance, were constructed outside the district's period of significance, or do not retain historic integrity. Architectural integrity was evaluated based on the seven aspects of integrity, as well as the individual resource's character-defining features. Where a building retains most of the seven aspects of integrity including its character defining features, these resources are still considered contributing. Resources that were constructed within the district's period of significance, but which have been significantly altered on the exterior of the building resulting in the removal or alteration of character defining features after 1976 have been noted as non-contributing. Where resources retain fewer aspects of integrity, but are of considerable significance to the district under Criterion A, they are considered contributing and noted for their historical association.

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#### **Broad Street**

**Douglas Battery Service (FY9219)**                      **ca. 1970**                      **Contributing Building**  
575 North Broad Street

The two-story International-style commercial building sits on a city block bound by North Broad Street, West Sixth Street, North Spring Street, and Pilot View Street and is surrounded by a paved asphalt parking lot. The flat roof has a continuous standing seam metal parapet on all elevations. The brick building has two primary facades- one on the east elevation and one on the west elevation. The west elevation is four-bays wide with a full width metal canopy with exposed rafters covering the lower level. There are two garage bays and three half-lite hollow metal doors. A third garage bay is on the south elevation. The second floor has six-narrow plate glass windows. The east elevation has two recessed entries with full-lite glass doors. Like the west elevation, the windows on this side are narrow plate glass windows. There is a loading deck on the south side.

#### **Cherry Street**

**First Presbyterian Church (FY4102)**                      **1932; 1971-72**                      **Contributing Building**  
300 North Cherry Street

The First Presbyterian Church congregation demolished their 1888 Gothic-style sanctuary in 1970 to make way for a larger sanctuary and adjacent fellowship hall, completed by 1972. The sanctuary is constructed in a cross plan with a steeple at the intersect. Composite shingles cover the gambrel roof and a stone cap parapet lines the gambrel ends. Cut stone that mimics the ca.1930 educational wing covers the wall surface. The main entry features three, full-lite double doors which are incorporated into an etched glass window wall. Faceted stained-glass windows mimic the roof line. Immediately south of the sanctuary, the fellowship hall is constructed of the same stone, but a stepped parapet conceals a flat roof. A set of five, narrow, fixed pane windows flank two single entry doors on the south elevation. To the west of the sanctuary is the ca.1930 Gothic-style educational wing. The main wing of the building has a slate covered mansard roof and steep gable end wings on the north and south side. Three entries are located on the west side of the building. One pair of wooden double doors set into a stone, pointed arch door surround is

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located on either end and a third door is centrally located under a flat metal canopy. This door features a modern full-lite double door, which opens to a small vestibule and a second set of wood and glass panel doors that opens into the corridor.

**Kaufman's Clothing Store (FY2634) ca. 1925 Contributing Building**  
405 North Cherry Street

This Kaufman's Clothing Store building is a two-story brick commercial building that sits at the corner of West Fourth Street and North Cherry Street. The primary elevation faces West Fourth Street. This elevation features a stepped parapet with metal coping and stone cornice. The modern storefront system and paneled windows on the second floor wrap around to the side elevation. The second-floor features 1-over-1 modern sash windows. The window surround features marble panels on the front and the first bay on the side elevation. A secondary storefront on the side elevation faces North Cherry Street. The Cherry Street entrance retains the historic storefront system with a recessed entrance, marble bulkhead, and prism glass transom. In addition, the historic 12-pane casement windows to the right of the storefront remain intact. The remaining windows seen on the second floor are modern replacement sash windows. A third entry is to the left of the storefront and sits under a small metal canopy. This single leaf, glass door provides access to the second floor.

**Commercial Building (FY0782) ca. 1929 Contributing Building**  
411 North Cherry Street

This two-story Renaissance Revival-style commercial building has a limestone facade with ornate classical detailing. The recessed storefront includes an inset double door entry with transom and plate glass storefront windows on granite and limestone bulkheads. A canvas awning covers the storefront. To the south of the storefront entry is a pedimented secondary single door entry that has been covered for signage. Other classical detailing includes fluted pilasters, a wave patterned belt course, dentilled cornice, and carved panels flanking the central upper story window and below the cornice.

**Cherry-Marshall Parking Deck (FY9221) 1974 Contributing Building**  
416 North Cherry Street

The Brutalist-style parking deck is constructed of steel frame, pre-cast concrete building with commercial rental space on the first two levels and parking deck on the upper levels. The parking deck is open air with mesh-covered steel grid. The elevator tower is a round shaft covered with pebbled concrete. A pedestrian bridge connects the parking deck to Winston-Salem Marriott Hotel, which is outside of the district. The parking deck takes up the middle 1/3 of the block and is attached to Hyatt House (FY9220) via pedestrian and vehicle access and to the Chatham Building (FY1266) via pedestrian entrance. Under the parking decks on the Cherry Street side there is an inset open air commercial plaza with one floor below grade and another at grade. The below grade brick paved plaza is accessed by concrete stairs from the Cherry Street sidewalk. Adjacent to the stairs on the plaza are tiered concrete planters.

**Hyatt House (FY9220) 1974 Contributing Building**  
460 North Cherry Street

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The nine-story Brutalist-style building was completed in 1974. This building is constructed of painted, pre-cast concrete. The building takes up 1/3 of the block and fronts three streets- North Cherry Street, West Fifth Street, and North Marshall Street. Character defining features include pre-cast concrete construction, steel grid window wall, ground level buttresses, and window projections on the upper two floors. The front entry, on West Fifth Street, sits under a flat concrete awning and has two full glass double doors with plate glass transoms. The windows are fixed, triple pane on the facade (West Fifth Street), while the side elevations have a steel sash window wall above the ground floor.

### Church Street

#### Phillips Building (FY3184)

1972

Contributing Building

301 North Church Street

The six-story, Brutalist-style building comprises an entire city block bound by Church Street to the west, Fourth Street to the north, North Chestnut to the east, and Third Street to the south. The building is constructed to the lot lines and bordered by a city-maintained sidewalk. The first-floor facade has a glass and steel storefront system, while the upper floors on all elevations alternate with concrete bands and narrow ribbon windows. The four corners have inset concrete columns. The recessed main entry is centrally located facing Church Street and was constructed in the location of the historic main entry ca. 2012 and the concrete exterior has been painted. Additionally, the sky bridge that connected the building to the nearby Wachovia Building was removed. These alterations have compromised the building's integrity of design; however, it retains the other six aspects of integrity. Furthermore, the alterations are reversible and do not detract from the building's significance under Criterion A for Community Planning and Development as the first Urban Renewal project in the city of Winston-Salem.

### Fifth Street

#### Integon Life Insurance Building (FY3344)

ca. 1980

Non-contributing Building

500 West Fifth Street

The Integon Life Insurance Building is an 18-story rectangular skyscraper with a five-bay sawtooth steel and glass facade. The first three sawtooth bays are recessed with two revolving doors on either side of a single entry. A concrete plaza leads to the main entry north of the building. The east, west, and south elevations are surfaced with stone panels. Constructed ca. 1980, during the energy crisis, this building was notable for its passive solar design. In 2020, the ca. 1951 and 1963 portions of the building were demolished and the lot was subdivided for construction of a modern residential building.

#### First Baptist Church (FY0792)

1925

Contributing Building

501 West Fifth Street

The cornerstone for the First Baptist Church was laid February 1924. The Classical Revival-style church has a temple front portico with Corinthian columns that support a three-tiered steeple. The circular sanctuary has a domed roof with a stone balustrade topped with urns at the roof line. Decorative features include dentilled cornice, brick pilasters with Greek key bands, and festoons

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above arched stained-glass windows. On the north side of the sanctuary, there is a four-story, brick educational building with limestone quoining, limestone jack arches, and metal cornice. In 2019-2020, the 1954 and 1961 additions were demolished and the church prepared plans for a community garden.

**Southern Bell Building (FY0793) ca. 1920, 1972 Contributing Building**  
629 West Fifth Street

The original portion of the Southern Bell Building is a six-story brick, Art Deco-style building that was constructed ca. 1920. The building has alternating vertical bands of brick and cast stone spandrels/windows on the facade and the first bay on the side elevation. The lower portion of the building has limestone veneer panels with vertical etchings and shell motif. The 4-over-4 windows are steel sash. In 1972, a Brutalist-style addition was constructed on the east elevation. The addition is pre-cast concrete panels that are stacked vertically and alternate with narrow, fixed pane windows. Both buildings have a flat roof and integrated platers on the facade.

**Centenary Methodist Church (FY0794) 1930-31, 1960 Contributing Building**  
646 West Fifth Street

The Gothic-Revival Centenary Methodist Church was originally constructed in 1930-1931 and features Art Deco influences. During the mid-twentieth century, the congregation constructed several additions to the church, greatly expanding its footprint into a large U-shaped church. The building has a limestone facade with stepped buttresses and narrow stained-glass windows. The sanctuary entrance off Fifth Street is raised on limestone stairs and is inset under a stepped arch door surround. Above the central entrance is a large multi-pane, stained glass window with decorative, star-shaped limestone details, flanked by shallow towers that have inset leaf-shaped carvings. The rear entry is at ground level under a gabled portico. The roof form of the buildings is a combination of gable end, hipped, and mansard; all roof covering is slate. The sanctuary and education wing comprises 1/3 of the city block. The parcel also features a limestone wall that encloses a columbarium and a chain link fence which encloses a playground.

**Servant's Quarters ca. 1895 Contributing Building**

In the southwest corner of the parcel, sits a small, stuccoed, gable end roof building that pre-dates the construction of church. Historically, the building was the servant's quarters for the Will Reynolds property and was donated to the church with the transfer of land. The building currently serves as the Boy Scout Troop 920 Scout Hut.

**Commercial Building (FY9222) 1966 Contributing Building**  
657-659 West Fifth Street

This one-story commercial building is rectangular in shape and has a flat roof. The facade has a pair of paneled doors with a sidelight and transom (which has been covered). The windows are modern 30-pane divided lite windows with a brick sill and fixed wood shutters. A canvas awning shelters the entry; however, the outline of the historic broken pedimented door surround is visible.

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**Commercial Building**

**ca. 1966**

**Contributing Building**

On the rear side of the property fronting Pilot View Street is a secondary commercial building with a flat roof and terracotta coping. The building is surfaced with running bond brick and the central single door entry has a transom that has been covered. The building has modern six-over-six vinyl sash windows.

**Garage**

**ca. 1985**

**Noncontributing Building**

Between the two commercial buildings is a non-contributing, modern garage building. The building has a shed roof with a mansard front, covered with composite shingles. The facade is surfaced with stucco and includes two overhead track paneled garage doors and two single door entries.

**Firestone Building (FY3347)  
Building**

**1960**

**Contributing**

675 West Fifth Street

The Firestone Stores building was constructed as a one-story showroom with garage bays and a two-story warehouse. The one-story showroom has a metal, chevron roofline with metal and glass curtain walls with a brick bulkhead on the west and south elevations. The south elevation includes a stone veneer panel. The central garage and northern warehouse portions of the building have flat roofs with metal coping. The seven garage bays have been filled with divided pane aluminum framed storefront windows and three include single door storefront entries. The two-story warehouse on the north end has been altered to introduce second story windows and two storefront entry doors with storefront windows. Decorative metal geometric elements adorn the building.

**Fourth Street**

**Reynolds Building (FY2141)**

**1928-29**

**Contributing Building**

51 East Fourth Street

The Reynolds Building is a 22-story, 8-bay wide, steel and concrete construction, Art Deco-style skyscraper. The building has clear setbacks at the 17th, 19th, and 21st stories creating a ziggurat-like tower. The flat roof has a limestone crenelated parapet. The exterior walls are covered with limestone veneer vertical elements that alternate with vertical rows of 3-over-3 steel windows. The ground floor has large, fixed pane, showcase windows with a decorative marble and steel surround. The main entry has a deep setback on East Fourth Street that has two sets of brass and glazed metal doors under a divided lite transom. There are two 10-story wings on the north and east elevations. This resource was individually listed in the National Register of Historic Places in 2014.

**Pepper Building (FY2489)**

**1928**

**Contributing Building**

106 West Fourth Street

The Pepper Building is a six-story, five-bay building that features variegated brick in a common bond pattern. The flat roof has a stone capped parapet. The bays have a pair of three-over-three steel sash windows and are divided by brick plasters that extend up from decorative sandstone



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pilasters on the ground level. The upper floors are divided from the ground floor by a decorative sandstone band atop stucco panels. The main entry faces West Fourth Street and is a full lite, recessed double door with glass transom flanked by angled storefront windows. The lower level is comprised primarily of storefront windows above a vitrolite bulkhead. There is a second entrance on the west end of the facade. This entry has a modern storefront and full glass transom. The North Liberty Street entrance mimics the main entry. This resource was individually listed in the National Register of Historic Places in 2014.

**O'Hanlon Building (FY0767) 1915 Contributing Building**  
105 West Fourth Street

The eight-story O'Hanlon Building fronts West Fourth Street eight-bays wide with three-bays fronting North Liberty. The early skyscraper has a classical form with a base, shaft, and capital. The terracotta base has several recessed glass entries and storefront windows to accommodate commercial units. Each lower bay has a curved awning. Two bays on the ground floor have been infilled with masonry. The walls of the shaft, or middle portion of the building, are brick in a common bond pattern with decorative brick in the window spandrels. The entry to the upper floors is on the Fourth Street facade with a pair of full-lite double doors and decorative door surround. The windows on the upper floor are modern divided lite metal sashes. The terracotta capital has a classical cornice. The flat roof has a stepped, brick parapet with a stone cap. This resource was individually listed in the National Register of Historic Places in 1984.

**Commercial Building (FY2622) 1975 Contributing Building**  
113 West Fourth Street

This one-story, brick commercial building has a flat roof and no parapet. The storefront system is recessed under a concrete overhang and has two full-lite doors with a glass transom flanked by a narrow brick pilaster. There are full-lite windows are on either side of the entry. The side elevations share a wall with the adjacent buildings.

**Efird's Department Store (FY1124) ca. 1915, 1920 Contributing Building**  
131 West Fourth Street

Efird's Department Store is located at the corner of West Fourth and Trade Street. It is a three-story stucco and brick building with a flat roof and dentilled cornice. The two corners on the facade have rusticated block piers. The first floor has four-bays and a recessed entry with two full glass double entry doors flanked by large, divided plate glass storefront windows. To the right of the main entry, there is a single-entry door. The west side has nine bays with two recessed entries and six plate glass windows. There are two additional entries on the Trade Street elevation. The segmental arched windows on the upper levels are wood sash with a brick lintel and stone keystone.

**Walgreen's Drugstore (FY2496) 1926 Contributing Building**  
201 West Fourth Street

The historic Walgreen's Drugstore is a large, one-story Art Deco-style corner building with a recessed corner entrance and metal awning. The top of the exterior walls is covered with stuccoed panels, while modern rusticated block veneer covers the bottom portion of the walls.

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The rusticated block enclosed the former display windows and removal may reveal the historic window openings. Art Deco elements are present in the vertical stone with decorative reliefs and zig-zag cornice details. A mural has been painted on the West Fourth Street facade. Although the building has undergone exterior alterations, its high style elements have been preserved and elements of the design changes may be reversible. The building served as a Walgreen's pharmacy beginning in 1935. Although no longer a Walgreen's at the time of listing, the building has continued to serve as pharmacy since its original construction.

**Commercial Building (FY2625)**

ca. 1925

**Contributing Building**

206-208 West Fourth Street

This two-story, stone veneered Renaissance Revival-style commercial building features round arch windows, fluted pilasters, garland swag, and elaborate decorative cornice. The upper floor features paired arch windows under a decorative stone window surround. Between the arched windows are a pair of square plate windows and a flat decorative surround. A stone medallion is located above each square windows.

**Commercial Building (FY2628)**

1966

**Noncontributing Building**

214 West Fourth Street

This one-story commercial building has a two-story stuccoed faux facade with stone cornice. The recessed storefront entry is flanked by two storefront windows. A canvas awning covers the storefront. The upper floor has recessed arched panels with stuccoed pilasters. Due to modern alterations to the facade, the building lacks integrity of material and design, therefore it is a noncontributing resource to the district.

**Realty Building/Patten Building (FY2630)**

1925

**Contributing Building**

216 West Fourth Street

The Realty Building is a five-story, three-bay brick Colonial Revival style commercial building in the classical base, shaft, capital form. The storefront has been altered with the addition of EIFS, a non-load bearing exterior cladding system that is generally applied to the original exterior wall, and replacement windows, but the remaining floors are intact. The windows are 6-over-1 sash windows. Character defining features include keystone arches, a dentilled cornice, urn roof finials, and decorative tiling.

**Commercial Building (FY2626)**

ca. 1915, 1940

**Contributing Building**

231-239 West Fourth Street

This two-story, L-shaped brick commercial building was constructed in the Art Deco style with fluted pilasters separating the windows and rising above the roof line. The West Fourth and North Trade Street facades are surfaced with limestone veneer. The West Fourth Street entry is a replacement storefront system and the North Trade Street facade retains its aluminum storefront system with brick bulkheads. Both facades have metal sash upper story windows. The North Trade Street side of the building is addressed 406 North Trade Street.

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**Hines Shoe Store (FY2627)**

**1914**

**Contributing Building**

245-256 West Fourth Street

This two-story brick commercial building has a flat roof with a dentiled cornice. The upper story four-pane metal sash windows are divided by brick pilasters. There is a simple cornice over the first story and the first floor is divided into two storefronts. The west storefront is more traditional with two recessed entries, with the eastern entry being flanked by storefront display windows with brick bulkheads. The east storefront has a marble veneered arch that covers a recessed exterior lobby with granite floor flanked by marble bulkheads and curved storefront display cases with brass cornices. The storefront display windows have been covered by plywood. The main entry is a double door storefront entry with sidelights and large divided transom.

**Commercial Building (FY2629)**

**ca. 1915, 1980s**

**Noncontributing Building**

259 West Fourth Street

This two-story stuccoed commercial building retains its historic angled storefront with single door storefront entry with transom and storefront windows with brick bulkhead. The second-floor windows are replacement single pane windows. Due to modern alterations to the façade, the building lacks integrity of material and design, therefore it is a noncontributing resource to the district.

**Commercial Building (FY2631)**

**ca. 1920**

**Contributing Building**

265 West Fourth Street

This two-story commercial building has a flat roof with stepped parapet and terracotta coping and is surfaced with brick. At the time of the survey, the storefront was covered with plywood. Modern material has been removed to reveal the historic second story windows. A band of inset stuccoed panels runs along the top of the first floor.

**Commercial Buildings (FY2632)**

**ca. 1917**

**Contributing Building**

271-279 West Fourth Street

This two-story, painted brick commercial building has two storefront bays on the lower level under a canvas awning and eight inset 1-over-1 sash windows with stone sills on the upper level. Each window is topped with a round brick arch with an inset arched brick panel and diamond. The flat roof has a brick parapet and metal coping. A stuccoed sign band runs along the cornice with the name "BALDWIN KIMEL BUILDING" in individual letters.

**Commercial Building (FY2633)**

**ca. 1923**

**Contributing Building**

285 West Fourth Street

This two-story brick commercial building has a textured stucco veneer on the first floor. There are two recessed entries and a glass storefront window. The upper floor has a row of 1-over-1 sash windows with divided light transom. The storefront and upper windows have been reinstated.

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**Chatham Building (FY1266) ca. 1930 Contributing Building**

301-311 West Fourth Street

The Chatham Block, constructed ca. 1930, is a two-story Stripped Classical-style building with Art Deco influences. The monumental building spans much of the block between Cherry and Marshall Streets. The masonry walls are covered with smooth limestone veneer on the Fourth and Cherry Street exteriors, and slightly raised pilasters and shallow-relief rosettes mark the separation of the historic first-floor storefronts. An historic aluminum metal canopy wraps the corner of the building and runs along much of the Cherry Street elevation and approximately two-thirds of the Fourth Street façade. A second, modern canopy covers the westernmost storefront. The second-floor features slightly recessed panels with grouped multi-light steel casement windows. The eastern-most bay is differentiated from the rest with a central bay window on the second floor over the storefront.

**Nissen Building (FY0784) 1926 Contributing Building**

310 West Fourth Street

The Nissen Building is a Neo-Classical-style eighteen-story brick and stone, U-shaped building. It is constructed with a classical base, shaft, and capital form with classical ornamentation such as dentilled and modillioned cornices, balustrades, and urns. The primary facade has eight storefront bays with two recessed storefront entries, one with a decorative door surround. This resource was individually listed in the National Register of Historic Places in 1984.

**Commercial Building (FY1268) 1969 Contributing Building**

314 West Fourth Street

This is a one-story, painted brick commercial building with a flat roof and recessed corner entry constructed in the Streamline Moderne-style. The facade's corners are curved and the east corner overhangs the recessed entry and is supported by a metal column. The facade's storefront is a full-lite curtain wall that wraps around one-bay on the side elevation. The building is surfaced with painted running bond brick and the upper portion of the facade's corners are surfaced with a header bond. A painted 36-pane steel sash window is on the south corner of the side elevation. This building was individually listed as part of the Nissen Building Boundary Increase in 2004.

**Commercial Building (FY3342) ca. 1924 Contributing Building**

315 West Fourth Street

This two-story commercial building in the Neo-Classical Revival-style has a two-bay storefront has flagstone flooring and a limestone veneer surround with pilasters and a low-profile dentilled cornice. The east bay has a single door storefront door with divided storefront windows over a brick bulkhead. A brick wall separates the two storefront bays. The west storefront bay has a curved divided storefront over a brick bulkhead. A canvas awning covers the storefront. The upper story is surfaced with header bond brick with five arched windows. Classical detailing on the second story includes Corinthian columns between the windows, pilasters, medallions, and a dentilled cornice.

**Commercial Building (FY1326) ca. 1925 Contributing Building**

321 West Fourth Street

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This two-story, brick commercial building with flat roof has a brick parapet and metal coping. There is a stone cornice with decorative tile. The facade has a recessed entry under a canvas canopy with a single glass door and narrow divided steel windows. The upper floor has five 6-over-6 wood sash windows with stone sills. The west elevation has nine-bays divided by brick pilasters with stone caps. The windows are a combination of modern metal sash and historic 6-over-6 sash windows. There is a secondary entry on the northern bay under a canvas awning.

**JC Penney Building (FY2541)                      1954, 1980, 2016                      Non-contributing Building**

400 West Fourth Street

The JC Penney Building is a four-story commercial building with a flat roof and is composed of two sections. The northeast corner of the first floor is recessed to create an open patio with four storefront entries along the east elevation. The wall covering is stucco with aluminum divide pane fixed sash windows. While the building incorporates a portion of the historic building, as a result of multiple phases of extensive exterior modifications, this building is non-contributing to the historic district.

**Glenn Building (FY1347)    1925    Contributing Building**

410 West Fourth Street

This is a two-story brick commercial building with stone cornice and decorative red brick panels with a buff-colored brick surround. The storefront facade is modern divided light aluminum sash flanked by single recessed entries. The windows on the second floor are 1-over-1 sash windows with a stepped buff colored brick surround within a red brick surround.

**Carolina Theatre & Hotel (FY1346)    1928    Contributing Building**

407 West Fourth Street

The Carolina Theatre & Hotel is an eleven-story Renaissance Revival style building surfaced with brick and stone. The building has the classical composition of base, shaft, and capital. A four-story window wall centered on the facade was instated in the 1980s. Character defining features include pedimented windows, cartouches, pilasters, garland swags, and a heavily ornamented cornice. On the north side of the building is the Carolina Theatre with a low-pitched gable roofed, brick, six-story theatre auditorium and fly loft. On the east elevation there are two hollow metal double door emergency exits, one with metal stairs to access the balcony, a single door, and a loading bay door. Each side of the building includes vertical decorative brickwork.

**Recreation Billiards (FY1353)    1925    Contributing Building**

412 West Fourth Street

This is a two-story commercial building with a flat roof and brick parapet. There are two decorative brick panels on the facade. The storefront includes a primary single door entry, a secondary recessed single door entry, square storefront windows with a mosaic tile bulkhead, and a stepped brick surround. A historic internally illuminated neon sign that reads "Recreation Billiards" stretches across the facade. The second floor has three 15-lite metal windows and a brick header sill.

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**Gilmer Building (FY1354) 1924-26 Contributing Building**

418-424 West Fourth Street

The Gilmer Building is a two-story commercial building with classical and Egyptian ornamentation. The building has a flat roof with parapet and the facade is surfaced with terracotta. The building has four storefronts with tiled bulkheads, recessed entries, and gridded transoms, as well as a central arched entrance with recessed entry door that leads to the second floor. Terracotta pilasters separate the building's bays, and a dentilled cornice runs between the first and second stories. The upper floor windows are 3-over-1 sash windows. A raised, enclosed walkway connects the building to the Spruce Street YMCA (FY0800) to the north. This building was individually listed in the National Register of Historic Places in 1984.

**Sosnik's Department Store (FY1520) 1929, 1949 Contributing Building**

500 West Fourth Street

The Sosnik's Department Store is a three-story commercial building and is an excellent example of the Art Deco style. The building is surfaced with limestone engraved with Art Deco elements. Art Deco pilasters divide the building's bays, a decorative Art Deco panels are beneath the upper story three-over-three windows and along the limestone parapet. The Art Deco storefront was remodeled in 1950 when Sosnik's and Thalhimers merged. At that time, the first floor was sheathed with smooth limestone panels trimmed with granite. Two central recessed storefront entries with transoms and sidelights were instated, along with storefront windows above a granite bulkhead. An awning extends to cover the store front. Sosnik's-Thalhimers expanded into the Morris-Early Furniture Store (FY1520) to the east in 1958, and the building is listed on the National Register of Historic Places as part of the Sosnik's/Morris-Early Commercial Block (FY1521).

**Morris-Early Furniture Store (FY1356) 1929 Contributing Building**

514 West Fourth Street

The Morris-Early Furniture Store is a four-story commercial building constructed with Art Deco and Classical elements. The building has a flat roof with parapet. The building's storefront has a recessed central entry flanked by storefront windows atop marble bulkheads. A large, multi-light transom tops the storefront. The building is surfaced with painted brick with terracotta ornamentation such as wave molding, rosettes, rope, and urns. Terracotta pilasters run the height of the building on each end of the facade. Decorative square-patterned panels are located beneath the upper story's six-over-six sash windows. Granite wraps the bottom of the building's southeast corner to form the bulkhead of a storefront window on the east elevation. This storefront window is topped with a cornice and tri-part transom and is surrounded by terracotta rope. Additional fixed pane windows are located on the north end of the east facade and are bordered by a decorative stretcher bond brick surround. The Morris-Early Furniture Store is attached to the east end of Sosnik's Department Store (FY1520) and was purchased as an expansion of Sosnik's-Thalhimers in 1958. The building was listed on the National Register of Historic Places as part of the Sosnik's/Morris-Early Commercial Block (FY1521).

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**Bolich Building (FY1361)**  
**Building**  
614-636 West Fourth Street

1928, ca. 2016

**Contributing**

The Bolich Building is a two-story commercial building constructed in the Renaissance Revival style. The ornate building is surfaced with limestone. The east and west ends of the facade include rusticated pilasters and decorative limestone pilasters. The building includes ornate classical ornamentation around its windows, some of which include engraved arched lintels, as well as along the building's cornice. The building has nine storefronts, each including a recessed storefront entry and storefront windows. The western end of the facade is the most ornate and includes an arched entry with double doors and fanlight on the first floor, and an arched window opening with limestone faux-balcony on the second floor.

A modern, ca. 2016 addition has been added to the east elevation and is surfaced with brick veneer and metal siding. The first floor includes a storefront double door entry on the east elevation and storefront windows running along the south elevation. The second floor has fixed metal framed windows and the south elevation includes a covered porch with metal railings.

**Commercial Building (FY2493)**  
638 West Fourth Street

ca. 1928

**Contributing Building**

This two-story commercial building was constructed in the Commercial style with a flat roof and small stuccoed parapet with metal coping. The building's facade is surfaced with patterned brickwork, and a row of diamond-shaped vents runs along the top of the facade beneath a dentiled cornice. The stuccoed storefront includes a single storefront door with transom and sidelights, along with eight-over-eight sash windows that match the upper story windows. A sign board stretches across the facade and the center bay of the band extends from the building at an angle.

**Liberty Street**

**NCNB Parking Deck (FY9224)**  
204 North Liberty Street

1974

**Contributing Building**

The NCNB Parking Deck was constructed in 1974 and has four, open air parking decks. Encompassing the full block along Second Street between North Liberty Street and Town Run Lane NW, the parking deck has scored concrete construction system with brick stair wells on the northwest and southwest corners. Adjacent to the parking deck is a three-story commercial building with a restaurant on the first floor and office space on the upper floors. A glass pedestrian walkway connects the parking deck to the NCNB Building (FY9232).

**F. W. Woolworth Company (FY1398)**  
408 North Liberty Street

ca. 1915

**Contributing Building**

The F. W. Woolworth Company Building is an L-shaped commercial building constructed in the Commercial style with facades on North Liberty Street and West Fourth Street. The main facade is the two-story, stuccoed North Liberty Street elevation. Although the storefront has been

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altered, it retains its rhythm with two recessed storefront entries and storefront window openings. A canvas awning covers the storefront. The upper story retains its historic facade, with stuccoed inset panels, added by 1938, between pilasters, cornices topping the first and second stories, and a small parapet with stone coping. The secondary West Fourth Street elevation is two-stories and is surfaced with stucco. The storefront includes a recessed entry with transom, a secondary single door entry with transom, and fixed storefront windows. A canvas awning covers the storefront. The upper floor retains its historic window openings, decorative inset panels, and cornice. The F.W. Woolworth Company Building is an important commercial building in Downtown Winston-Salem as the site of the February 1960 lunch counter sit in that led to the desegregation of Winston-Salem's lunch counters.

**Commercial Building (FY1405)**

ca. 1900, 1960s

**Contributing Building**

414-416 North Liberty Street

This two-story commercial building was constructed in the Commercial style. Non-historic metal sheathing has been removed to reveal the historic facade. Although partially obscured behind fencing, the storefront includes two recessed storefront entries with transoms and storefront windows. The storefront is covered by curved canvas awning that is attached to a stone signboard. The building retains its historic fenestration pattern with stone sills, and brick pilasters flanking each of the three sets of window openings. The brick building has a dentilled cornice with a small parapet with stone coping.

**Bitting Block (FY0765)**

1882

**Contributing Building**

418 North Liberty Street

Bitting Block is a two-story Commercial style building fronting North Liberty Street. The historic facade and storefront design have been reinstated. The storefront includes modern aluminum framed storefront windows above a brick bulkhead and a recessed double door storefront entry with transom and sidelights, as well as a recessed single storefront entry door with transom and sidelights. Two canvas awnings cover the storefront. The building is surfaced with painted brick and the historic upper story includes replacement one-over-one sash windows within historic curved window openings in recessed panels between brick pilasters. The upper story's inset panels are topped with dentilled courses, and the building has a large dentilled cornice with large brackets. Constructed in 1882, Bitting Block is one of the earliest extant commercial buildings in Downtown Winston-Salem and is one of the buildings that establishes the beginning of the Period of Significance.

**Camel Pawn Shop (FY1408)**

ca. 1910, 1965

**Contributing Building**

422 North Liberty Street

Camel Pawn Shop is a three-story brick commercial building that was altered using façade improvement funds in the 1970s to conform to the Commercial Modernism-style of the mid-twentieth century. The recessed storefront includes large display cases with aluminum framed storefront windows and two double door storefront entries with transoms that are recessed between storefront displays. A flat metal canopy covers the storefront, and the floor of the recessed storefront is covered with terrazzo tiles. The upper floors are surfaced with a metal panel slipcover with an individually lettered sign, "CAMEL PAWN SHOP," above "HOME OF



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LOW PRICES." Evidence of the ca. 1965 green metal tile, applied as part of the city's façade improvement program, remains beneath the modern slipcover. The modern slipcover, therefore, has preserved the historic material and the monolithic streamlined façade mid-twentieth century.

### Main Street

**Winston-Salem City Hall (FY0740) 1926 Contributing Building**  
101 North Main Street

Winston-Salem City Hall is a three-story with raised basement, U-shaped Renaissance Revival-style government building. The building has a paneled limestone basement, rusticated limestone first story, upper floors surfaced with running bond brick, and is topped with a limestone entablature and parapet with balusters. The central bay of the facade includes arched window and door surrounds on the first floor, the second-floor windows are topped with pediments, and limestone pilasters run between the windows on the upper floors. The main entry door is a three-paneled metal door topped with an ornate fanlight. The wings that extend to the east on the north and south of the building are less ornate than the central bay of the facade; however, the second story windows are topped with a bracketed stone lintel. A paved parking lot is located to the north of the building and the entire block is landscaped. This resource was individually listed in the National Register of Historic Places in 2001.

**R.J. Reynolds Monument 1979 Noncontributing object**

Near the northeast corner of the parking lot north of City Hall is a statue of R. J. Reynolds. The statue sits on a granite block and depicts Reynolds atop a horse. The side of the granite block is engraved with "RICHARD JOSHUA REYNOLDS 1850-1918," and a bronze plaque is affixed to the front of the granite block with an inscription commemorating R.J. Reynolds.

**Forsyth County Hall of Justice (FY2140) 1974-75 Contributing Building**  
200 North Main Street

The Forsyth County Hall of Justice is a five-story Brutalist building constructed into a sloping site that exposes its two-story foundation on the south end. A reinforced-concrete frame supports the poured concrete floors. The first four stories generally have pre-cast concrete panels with an irregular fenestration pattern at the façade and rear elevation, while blond brick veneer covers the windowless side elevations. Exposed portions of the two basement stories are glass curtain walls and pre-cast concrete panels. The building's top story features a curtain wall of dark-tinted glass beneath an exaggerated boxy concrete cornice. Toward the north end of the façade, the perimeter columns of the reinforced-concrete frame are exposed as the surface of the façade steps back, recessing into the footprint of the building (HF 2009). No changes to the resource have occurred.

**U. S. Courthouse and Federal Office Building (FY3351) 1976 Contributing Building**  
251 North Main Street

The U.S. Courthouse and Federal Office Building is an eight-story Brutalist-style building with one-story below grade on the east side. The flat roofed, pre-cast concrete structure and its entry plaza occupy three-quarters of the block bounded by Main, Third, Church, and Second Streets.

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The plaza features cast concrete planters and is surfaced with terrazzo. It leads to the main entrance on the north, which includes two metal framed glass double doors with fixed storefront windows along the first floor. The plaza and a surface parking lot are divided by a concrete wall and additional parking is in the three-level parking garage beneath the plaza. The lower floors are recessed between concrete columns that extend the height of the building, with the first floor being the most recessed, and the upper five stories extend out from the lower stories above angled concrete panels. Between the concrete columns on the upper floors are inset fixed metal framed windows. A concrete parapet tops the building.

**Wachovia Building (FY2615)**

1963-66

**Contributing Building**

301 North Main Street

The Wachovia Building is a 28-story International Style, steel framed skyscraper that occupies the block bounded by East Fourth, East Third, North Main, and North Church Streets. The concrete base is a full story in height on the east elevation, including recessed loading bays, and wraps around the building, tapering with the change in grade until it ends in a concrete plaza in front of the tower. A four-story concrete extension is located on the east elevation. The building is surfaced with a curtain wall of stainless steel and tinted glass with steel mullions running the height of the building and opaque glass running horizontally between floors. The flat roof is surrounded by a parapet with large individual letters spelling "WINSTON TOWER." This resource was individually listed in the National Register of Historic Places in 2001.

**Marshall Street**

**Shamrock Mills (FY0014)**

ca. 1911, 1912, 1926

**Contributing Building**

226 North Marshall Street

Shamrock Mills, or Hanes Hosiery Mill, consists of three buildings, each with a ground level floor with a basement.

**Sawtooth Building**

ca. 1911

**Contributing Building**

The primary resource, located at the corner of North Marshall and West Second Streets is commonly referred to as the sawtooth building and is comprised of nine sections. The roof of each section slopes to the south and has a row of vertical skylights allowing for light into the interior space on the north vertical wall. The exterior walls are red brick in a common bond pattern and the three sections on the north side have been painted red. The building features single metal, casement windows topped by a segmental arch. The last two sawtooth sections on the north side are concealed by a false facade on the east elevation. The facade reads as a typical storefront with a large, divided plate glass window and a recessed entry. There is decorative brick above the storefront and a stepped brick parapet. The windows on all elevations have brick row lock arch lintels and double row brick sills.

The Hanes Company outgrew their space on North Marshall and moved into a new location in 1926. That same year the Carolina Cadillac Company purchased the property as their new showroom and office space. This resource was individually listed in the National Register of Historic Places in 1977.

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**Sawtooth Building Addition/Carolina Cadillac Company Showroom 1912  
Non-contributing Building**

This building was originally constructed as an addition to the Sawtooth Building and was later converted to an auto service center by the mid-twentieth century. This building is 4-bays wide, two-stories with a flat roof. The bays have recessed angled windows that have been painted. In 1926, the façade was modified to accommodate the new use as a showroom for the Carolina Cadillac Company. The east elevation retains original openings, but the historic windows have been removed. A modern addition was added to create a new façade on the west elevation. The west elevation features window curtain walls with a large brick loading bay to the north. As a result of these design and material modifications, this building is considered noncontributing.

**Carolina Cadillac Company Auto Repair 1926 Contributing Building**

This building is a one-story, three bay brick constructed in a commercial style. The main entry is recessed in the south bay while the other two have storefront windows. There is a full glass addition on the northwest corner. While there have been minor alterations to the building including modern replacement storefront, the building retains its design features associated with its historic commercial character.

**First Federal Savings and Loan (FY9226) 1960 Contributing Building**  
235 North Marshall Street

This former bank building is currently addressed at 235 North Marshall Street, however the historic façade faces North Cherry Street. This is a two-story brick building that was constructed c.1960. The flat roof has a composite membrane covering and has a mechanical enclosure towards the west side. The historic facade abuts the city-maintained sidewalk on North Cherry Street. There is a recessed elevation on the first and second floors with steel sash, full-lite curtain wall. A full-lite, double door entry on the first level appears to be not operational. The northern bay of the rear elevation is flush with the roofline with no window openings, although there is a hollow metal door facing North Cherry Street on the first floor and a hollow metal door facing the second-floor deck. The rear entrance sits under a cantilevered metal canopy and has a full-lite storefront system. On the second floor, there is a pair of fixed plate glass windows. There are no other windows on this elevation. The side elevations have alternating brick bays with finished sandstone columns. The roof line and corners have the same sandstone detailing.

**Winston Square Park (FY4287) 1982 Noncontributing Site**  
310 North Marshall Street

Winston Square Park is an outdoor park and amphitheater situated between the Spruce Street YMCA (FY0800) to the north, Shamrock Mills (FY0014) to the south, North Spruce Street to the west, and North Marshall Street to the east. The amphitheater has stepped concrete seating leading down from the North Marshall Street side to the central, circular concrete stage. Concrete sidewalks connect the steps to the stage, and concrete ramps lead up either side of the stage. The area between sidewalks is covered with grass. A rock and water feature is located along the North Spruce Street side, which is at grade. A raised concrete walkway supported by concrete columns runs along the west and north sides of the park and connects to the Spruce Street

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YMCA. Along North Marshall Street is a brick paver plaza with a flagpole and a geometric metal sign board for events at Winston Square Park.

**Winston-Salem Journal and Sentinel Building (FY0791) 1926, 1951, 1982 Contributing Building**

418 North Marshall Street

The Winston-Salem Journal and Sentinel Building is a three-story Georgian Revival building with a side gable roof and parapet gable ends. The roof is covered with standing seam metal. Gabled dormers and a cupola extend from the roof, and the building has a dentilled cornice. The building is surfaced with Flemish bond brick. The main entrance has a limestone classical door surround and the surround's dentilled cornice is topped with iron balusters beneath a Palladian window. Secondary single door entrances on each end of the facade have classical door surrounds with broken pediments. The first floor has arched windows with brick arched lintels with limestone keystones, and the upper floor windows are twelve-over-twelve sash windows with jack arches and limestone keystones. A rear brick expansion was added to the building in 1959. In 1982, a large addition was added to the north elevation and extends to West Fifth Street. The north addition is surfaced with concrete panels and large sections of metal framed fixed windows.

**Sixth Street**

**Crystal Towers (FY3345) 1972 Contributing Building**

625 West Sixth Street

Crystal Towers is a 10-story, Y-shaped International-style building with a central bay, 4-bay angled wings to the east and west, and a 2-bay wing to the north. The exterior is characterized by alternating vertical bands of brick and metal casement windows, and the central bay has a set of three vertical windows while the wings have a pair of vertical windows per bay. The building has a smooth concrete finish on the exterior walls. A concrete, butterfly roof portico covers the main entry under the central bay, and the building's first floor is recessed.

**State Employment Security Commission (FY9228) 1949 Contributing Building**

630 West Sixth Street

The State Employment Security Commission building sits at the corner of West Sixth Street and Buxton Street. It is a one-story brick building with a flat roof. There are two elevated entries on the facade. A ramp accesses the left facing doors and the other has a small staircase. Both full-lite storefront systems are sheltered by vinyl awnings. The narrow, fixed windows are full height along the facade. There is a small addition on the southeast corner of the rear elevation. The building is surrounded by asphalt parking lots with stone retaining walls.

**Bluebird Cab Company (FY9229) 1970 Contributing Building**

650 West Sixth Street

The Bluebird Cab Company building is a two-story commercial building constructed in the International Style. The facade (south elevation), which faces Pilot View Street, and side (east and west) elevation wall surfaces are brick in a common bond pattern. The facade includes two

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recessed storefront entrances and vertical fixed metal framed windows are located on all but the west elevation. The rear elevation wall surface is metal standing seam. The grade of the lot steeply declines from the front of the property, leaving the full two-stories of the building exposed the West Sixth Street side of the lot. The rear elevation includes six overhead track loading bay doors topped by a flat metal canopy. A single bay, flat roofed building with running bond brick veneer and an overhead track loading door on the facade and rear elevations is connected to the east side of the building by a flat metal canopy. A large asphalt parking lot surrounds the east and north sides of the building and is bordered by a concrete retaining wall on the south, east, and west sides as needed due to the change in grade. A chain link fence surrounds the property.

### **Spring Street**

#### **US Department of Health Education and Welfare (FY9230) 1962      Contributing Building**

533 North Spring Street

This one-story, International-style commercial block building is free standing on the corner of North Spring Street and West Sixth Street. It has a flat roof with flat concrete parapet. The walls are brick in a common bond pattern. The front entry faces Spring Street and spans five bays with two full glass doors in the center flanked by divided light plate glass windows. There is a secondary entrance on the northeast corner facing Sixth Street with a single full glass door. The stairs have concrete treads and a metal rail with full metal panels. An asphalt parking lot wraps around from the southwest corner at Spring Street to the northeast corner at Sixth Street.

### **Spruce Street**

#### **Spruce Street YMCA (FY0800)**

**1927**

**Contributing Building**

315 North Spruce Street

The Spruce Street YMCA is a four-story Colonial Revival style building surfaced with Flemish bond brick and has a limestone raised basement. Character defining features include belt courses, dentilled cornice, pilasters, keystones, and quoins. The first-floor arched windows rest on decorative limestone panels. In the center bay are two arched entrances with classical entablatures topped with iron balusters. Within the arched entrances are recessed Palladian double doors. "BOYS" is engraved above the north entrance, "MEN" is engraved above the south entrance, and "YOUNG MENS CHRISTIAN ASSOCIATION" is engraved along the building's entablature. This resource was listed individually in the National Register of Historic Places in 1984.

#### **Winston-Salem Journal Building (FY0790)      1940**

**Contributing Building**

419 North Spruce Street

The Winston-Salem Journal Building is a two-story Colonial Revival style commercial building surfaced with Flemish bond brick and glazed headers. The side gable slate roof is broken on each side by interior end chimneys and has a dentilled cornice. The single door entry with transom includes a broken pedimented, rubbed brick door surround. The building's windows are six-over-six double hung vinyl sash windows with brick sills and brick jack arches. The metal downspouts

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are engraved with the date "1940." A large extension on the rear elevation is original to the building. A raised brick lined planter wall runs along the facade.

### Third Street

#### **Wachovia Bank and Trust Company Building (FY2163) 1911, 1917 Contributing Building** 8 West Third Street

The Wachovia Bank and Trust Company Building is an eight-story commercial building constructed as Winston-Salem's first metal-framed skyscraper. The building has a classical limestone base with banded pilasters, a buff-colored brick shaft with a symmetrical fenestration pattern, and a detailed limestone entablature with dentilled cornice. Flat metal canopies with decorative metal brackets cover the entrances, and "WACHOVIA BANK AND TRUST COMPANY" is engraved along the first-floor entablature. This resource was listed in the National Register of Historic Places in 1984.

#### **Standard Savings and Loan Association (FY4285) 1967 Contributing Building** 10 West Third Street

The Standard Savings and Loan Association building is a four-bay, two-story, Brutalist-style building. The double door entry is off-center to the right and has two sidelights. The exterior walls are concrete bands that span the facade. There is a large granite parapet at the flat roof. On the left side of the building there is a built-in planter with shrubbery.

#### **Forsyth County Courthouse (FY2162) 1926, 1959-60 Contributing Building** 11 West Third Street

The Forsyth County Courthouse is a Beaux Arts-style courthouse that occupies the entire block bounded by North Main Street, West Fourth Street, North Liberty Street, and West Third Street. The courthouse consists of a three-story core on a raised basement constructed in 1926 and two-story wings on a raised basement constructed in 1960. Portions of the 1896 courthouse walls and interior features were incorporated into the design of the 1926 courthouse. The 1926 core of the courthouse is surfaced with rusticated limestone on the first floor and limestone panels on the upper floors, with carved swags between the second and third floor windows. A limestone parapet with balusters surrounds the standing seam metal mansard roof. The 1960 wings are surfaced with limestone panels and are more streamlined in style than the 1926 core. This resource was individually listed in the National Register of Historic Places in 2013.

#### **Historical marker/monument ca. 1921 Contributing Object**

A monument and flagpole dedicated to Forsyth County soldiers killed during World War I was erected in 1921 at the southwestern corner of the building at the intersection of North Liberty and West Third Streets. The flagpole sits atop a slightly tapered granite base. A bronze plaque with the names of fallen soldiers from Forsyth County is attached to the front of the monument.

#### **Historical marker/monument ca. 2007 Non-contributing Object**

A stone Good Samaritan monument was erected in 2007 on the northeastern corner of the building at the intersection of North Main Street and Fourth Street. The granite

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monument is inscribed with a commendation of the Good Samaritans of Forsyth County on the south side, and a bronze bas-relief plaque of one man helping another is attached to the north side.

**Piedmont Federal Savings and Loan Association (FY4286) 1955, 1974 Contributing Building**

16 West Third Street

The Piedmont Federal Savings and Loan Association building sits the corner of Third Street and Liberty Street. It is a three-story International Style commercial building with a stone veneer foundation. The building retains the stone veneer of the original 1955 building, as well as the historic storefront opening. In 1974, a divided window wall with reflective glass was added to the exterior, as well as an upper story. In 1977, a sandstone surround was instated around the main storefront entrance; however, the historic storefront opening with its recessed, double door storefront entrance with transom and storefront windows were retained. There is an asphalt lot to the south of the building.

**NCNB (North Carolina National Bank) Building (FY9232) 1974 Contributing Building**

102 West Third Street

The NCNB Building is a 13-story office building constructed in 1974 in the Brutalist-style. The first two levels are double the height of the upper floors and have floor to ceiling windows. The exterior wall surface is pre-cast smooth concrete, and the windows are steel sash fixed pane. The windows are inset slightly with a flat lintel and angled sills. The flat roof has a large concrete parapet and there is a mechanical enclosure at the center. In the northeast corner of the building, there are raised planters with flowers, shrubs, and small trees. Concrete stairs provide access to a small plaza adjacent on the north side. On the south side, there is a glass walkway that connects the building to the NCNB Parking Deck (FY9224). There is an underground loading dock in the southwest corner of the building.

**Third-Main Street Parking Deck (FY9236) 2019 Non-contributing Building**

118 East Third Street

The Third-Main Street Parking Deck is a modern seven-story parking deck constructed of reinforced concrete and surfaced with precast concrete. The stairwell tower is located on the northeast corner of the building and is topped with a flat roof with overhanging eaves.

**Commercial Building (FY9234) ca. 1912 Contributing Building**

207 West Third Street

This two-story commercial building has a painted brick facade and a flat roof with a brick parapet. The storefront system appears to be historic with recessed entry flanked by two showcase bay windows and brick bulkheads. The transom is partially covered by plywood and then by a full width pent awning frame. The second floor has fixed plate glass windows but retains the row lock arch above each opening and the double row brick sills. Character defining features of the early 20<sup>th</sup>-century commercial building that remain include brick parapet, row lock brick arches, window openings with brick sills, and historic storefront with recessed entrance and display windows.

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**Commercial Building (FY9235) ca. 1912 Contributing Building**  
209 West Third Street

This two-story commercial building has a stuccoed facade and a flat roof. There is a modern storefront entry with painted brick bulkhead, as well as a glass and metal single entry door that provides access to the second floor. A curved awning frame spans the width of the first floor. The second floor has two off-set narrow windows with a segmented arch lintel and stone sill. The windows are covered by louvered shutters. Character defining features of the early 20<sup>th</sup>-century commercial building that remain include parapet, window openings with stone sills, and historic storefront with recessed entrance and display windows.

**Carnegie Public Library (FY0096) 1906 Contributing Building**  
211 West Third Street

The primary façade of this building faces North Cherry Street, but it is addressed on West Third Street. The Carnegie Library is a one-story brick building constructed in the Renaissance Revival-style with a hipped roof with overhanging eaves supported by simple brackets on a wide entablature. The pedimented entrance bay includes fluted Doric columns and a recessed double door storefront entry door with transom. The building has arched stained glass windows with limestone keystones, and glass block windows beneath. There are two interior chimneys.

**Trade Street**

**H. D. Poindexter Store (FY2165) 1882 Contributing Building**  
409 North Trade Street

The H.D. Poindexter Store is a two-story, flat roofed commercial building with a parapet along the facade and stepped parapet along the side elevations. Although the first-floor storefront was altered to create a Colonial Revival storefront in the 1980s, the upper story continues to read as a late-nineteenth century commercial building. The upper story is surfaced with painted brick and includes decorative sawtooth brick banding. The historic fenestration pattern remains intact, and the building is one of the oldest extant commercial buildings in Downtown Winston-Salem.

**Commercial Building (FY2166) 1966 Noncontributing Building**  
412 North Trade Street

This three-story, flat roofed commercial building has received extensive alterations to the historic facade. The first floor is surfaced with fieldstone veneer and includes a recessed double door entry covered by a standing seam metal pent awning. The second floor is surfaced with painted wood siding and includes three fixed windows on the second and third floors. Due to loss of integrity in materials and design, this building does not contribute to the district.

**Commercial Building (FY2168) ca. 1910 Contributing Building**  
418 North Trade Street

This two-story commercial building is representative of the Commercial style and has a flat roof with cornice and decorative brackets. The wooden storefront includes a recessed storefront entry framed by storefront windows, as well as a secondary single entry that provides access to the



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second floor. A transom tops the storefront. The second story is surfaced with painted brick with a brick pilaster on the south end of the facade. Stone lintels top the historic window openings that have received replacement windows. In ca. 2019, the 1980s veneer was removed from the building's façade, revealing exterior.

**Odd Fellows Building (FY2170)**

ca. 1915

**Contributing Building**

420-422 North Trade Street

The Odd Fellows Building is a four-story, six-bay commercial building with a flat roof with parapet and decorative cornice with dentils. The facade's upper floors are surfaced with buff colored brick and a modern baluster balcony runs between the second and third stories. Although the storefront has been altered and the windows have been replaced, the building retains its historic fenestration pattern and storefront openings, and thus retains integrity of design, setting, location, feeling, and association.

**Statement of Archaeological Potential**

The Downtown Winston-Salem Historic District is closely related to the surrounding environment and landscape. Archaeological deposits and remnant landscape features such as road beds and paths, infrastructural remains related to the management of water, waste, and energy, filled-in privies and wells, debris that accumulated in the district from commercial and domestic activities, and structural remains which may be present, can provide information valuable to the understanding and interpretation of the district.

Archaeological remains likely present in the Downtown Winston-Salem Historic District include those of late-nineteenth- and early-twentieth-century enterprises, primarily tobacco factories and warehouses. In 1885 these included the V.O. Thompson & Co. Cigar Factory, Piedmont Tobacco Warehouse, Farmers Tobacco Warehouse, Williamson & Smith Tobacco Factory, C. Hamlen & Co. Tobacco Factory, Bynum & Cotton Tobacco Factory, Lunn & Morris Tobacco Factory, W. J. Eliis & Son Tobacco Factory, and Browns Tobacco Warehouse. The district may also contain archaeological resources associated with a variety of businesses including a stone cutter, marble works, cabinet shop, blacksmith, printers, hotels and boarding houses, restaurants, grocers, banks, jewelers, cobblers, barbers, dressmakers, milliners, undertakers, and an array of specialty shops. Also present may be remains of community institutions such as an Episcopal Church, YMCA, post office, opera house, National Guard Armory, and the county jail. Archaeological remains of a broad socioeconomic spectrum of housing types in portions of the district later converted to commercial use may also be present, which are classified on Sanborn maps as dwellings (some with separate accommodations for servants), shanties, and tenements, as well as specifically "Negro tenements" and "Negro dwelling."

Information can be obtained from archaeological investigations to address topics significant in Winston-Salem's history, such as commerce, politics and government, and social history.

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Information concerning the character of daily life in the district, changes in the relationship between commercial and domestic space over time, as well as structural details and landscape use, can be obtained from the archaeological record. Archaeological investigations can also yield details concerning pivotal moments in Winston-Salem's history, such as the civil unrest that followed the police killing of James Eller in 1967. Therefore, archaeological remains may well be an important component of the significance of the Downtown Winston-Salem Historic District. At this time no investigation has been done to discover these remains, but it is likely that they exist, and these potential remains should be considered in any future development within the district.

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### 8. Statement of Significance

#### Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. Property is associated with the lives of persons significant in our past.
- C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important in prehistory or history.

#### Criteria Considerations

(Mark "x" in all the boxes that apply.)

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

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**Areas of Significance**

(Enter categories from instructions.)

ARCHITECTURE  
COMMERCE  
COMMUNITY PLANNING AND DEVELOPMENT  
POLITICS/GOVERNMENT  
SOCIAL HISTORY

**Period of Significance**

1882-1976

**Significant Dates**

N/A

**Significant Person**

(Complete only if Criterion B is marked above.)

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

Macklin, Harold  
Northrup and O'Brien  
Shreve and Lamb  
Colvin, Hammill, and Walter Associates  
Johnson, Stanhope  
Fogle Brothers, Builders  
Grigg, Wood, and Browne  
Mayre, Alger, and Vinour

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**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Downtown Winston-Salem Historic District is locally significant under **Criterion A** in the area of **Commerce** as the historic commercial core of the city that supported its tobacco, textile, and furniture industries, and it also served as the financial, institutional, and retail center of Winston-Salem. As the headquarters for prominent Southeast corporations such as the R.J. Reynolds Tobacco Company, Hanes Hosiery, and Wachovia Bank, Winston-Salem was among the wealthiest and largest cities of the South in the early to mid-twentieth century. The Downtown Winston-Salem Historic District is also significant at the local level in the area of **Social History: Civil Rights**, as the site of Civil Rights demonstrations that prompted Winston-Salem to become the first city in North Carolina to desegregate its lunch counters and restaurants in 1960. The Downtown Winston-Salem Historic District is also locally significant in the area of **Government**, as the government core for Forsyth County from 1851 with the construction of the first county courthouse to the present, as well as **Community Planning and Development** for its use of Urban Renewal and Downtown Redevelopment Programs that re-envisioned the urban core in an attempt to bring activity back to downtown in the age of the automobile and increasing suburbanization. Finally, the Downtown Winston-Salem Historic District is eligible for listing under **Criterion C** for **Architecture** at the statewide level of significance. Downtown Winston-Salem's collection of high-style commercial architecture represents nearly a century of architectural styles, craftsmanship, and design associated with prominent architecture firms, many of whom also had offices in the district. Several buildings in the district are among the most exceptional designs of their era in North Carolina, and as a collection they represent the Southeast's race to the sky setting height records for the region's tallest buildings many times over. The Downtown Winston-Salem Historic District has a period of significance beginning in 1882 when the first extant commercial buildings were constructed, to 1976 when the government superblocks of the urban renewal period were completed.

**Narrative Statement of Significance** (Provide at least one paragraph for each area of significance.)

**Criterion A: Government**

The Downtown Winston-Salem Historic District is significant at the local level under **Criterion A** in the area of **Government** as the government core of Forsyth County from 1851 to the present. As early as 1851, the County's first courthouse was constructed in the district following the formation of Forsyth County. Local and Federal government offices have remained in the district into the twenty-first century.

In 1849, the North Carolina General Assembly created Forsyth County from Stokes County. By the middle of the nineteenth century, the Moravian settlements in the area—Bethabara, Bethania, and Salem—had grown in size and population, making the formation of the new county

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necessary. In order to form a new county seat, the new county's leaders asked the Moravian congregation of Salem to sell land for a courthouse and town. While the request created controversy and disagreement among the congregants, the economic benefit of having a new county seat so close persuaded the congregation to sell the land. Surveyors laid out Winston in 1851, continuing Salem's street grid to the north. First Street on the south, Seventh Street on the north, Church Street on the east, and Trade Street on the west served as the town's original boundary. Francis Fries designed and constructed a Greek Revival courthouse, completed in 1851 on the site of the later 1926 courthouse at 11 West Third Street, and a post office was established. The Civil War halted the growth of the town, but in 1873 the Northwest North Carolina Railroad completed the Salem Branch Line into Winston from Greensboro, marking the beginning of a long period of prosperity and growth for the town.<sup>1</sup>

The General Assembly attempted to unify Winston and Salem in 1879, but disagreement over the new naming of the city prompted Winston residents to withdraw support.<sup>2</sup> Thirty-four years later, Winston's business and civic leaders launched another effort to consolidate the towns.<sup>3</sup> On May 13, 1913 the two towns successfully became the city of Winston-Salem, and citizens elected a city board known as the Board of Aldermen.<sup>4</sup> The new consolidated city continued to serve as the county seat for Forsyth County.

During the 1920s, Winston-Salem had the largest and wealthiest population in North Carolina. The city had one of the largest industrial presences in the state, and the success of the tobacco and textile industries brought an increasing number of residents to Forsyth County. By the 1920s, the county and city government buildings were insufficient. In response to the county's growth, the 1851 Greek Revival Courthouse was replaced by the **Forsyth County Courthouse (FY2162)** on the same location at 11 West Third Street in 1926. The Classical Revival-style courthouse was designed by Northup and O'Brien; in 1960, Stinson-Arey-Hall designed two-story wings constructed on the north and south elevations of the building.<sup>5</sup> The building remained in use until the county's court systems moved into the **Forsyth County Hall of Justice (FY2140)** in 1974. As the county population grew, the city was also able to physically grow through annexations such as that of the Waughtown area.<sup>6</sup> As a response to the city's growth, **City Hall (FY0740)** at 101 North Main Street was constructed in 1927 to replace an earlier Town Hall that could no longer meet the city's needs.<sup>7</sup>

<sup>1</sup> Downtown Winston-Salem Historic District, National Register Nomination, 1989.

<sup>2</sup> "Winston and Salem Merged, 1913," NC Department of Natural and Cultural Resources. Accessed August 25, 2021. <https://www.ncdcr.gov/blog/2014/05/13/winston-and-salem-merged-1913>.

<sup>3</sup> John Blythe, "Winston-Salem Celebrates 100 Years of the Hyphen," NC Miscellany: Exploring the History, Literature, and Culture of the Tar Hell State, UNC University Libraries. Accessed August 26, 2021. <https://blogs.lib.unc.edu/ncm/2013/05/13/winston-salem-celebrates-100-years-of-the-hyphen/>.

<sup>4</sup> "Winston and Salem Merged, 1913."

<sup>5</sup> Heather Fearnbach, *Winston-Salem's Architectural Heritage* (Winston-Salem: Forsyth County Historic Resources Commission, 2015): 116.

<sup>6</sup> Downtown Winston-Salem Historic District, National Register Nomination, 1989; "City of Winston-Salem Government Meeting Notes, City of Winston-Salem: 1920-1929," City of Winston Salem. Accessed August 26, 2021. <https://www.cityofws.org/DocumentCenter/View/2713/Winston-Salem-1920-to-1929-PDF>.

<sup>7</sup> Fearnbach.

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Following World War II, Winston-Salem and Forsyth County “experienced steady growth” in their “population, housing, and the local economy,” all of which led to the expansion of city and county departments and functions to better serve and to meet the needs of a growing populace.<sup>8</sup> Such department and service expansions during the 1950s and 1960s included the establishment of the Personnel Department, Hospital Commission, Fire-Police Patrol, Department of Public Safety, Transit Authority, Traffic Engineering Department, and a separate Traffic Court.<sup>9</sup> In 1965, the city and county jointly purchased the **Wachovia Bank and Trust Company Building (FY2163)** at 8 West Third Street. The building was to be renamed the “Government Center” and would be used to house departments “that had outgrown available space in City Hall and the Courthouse.”<sup>10</sup> By 1974, the Brutalist-style **Forsyth County Hall of Justice Building** was completed just south of the Wachovia Bank and Trust Company Building. The Hall of Justice was “the first building in a long-range county, city, and federal office and courts complex plan for the center of Winston-Salem’s downtown renewal area.”<sup>11</sup> During the same time, the block across the street, bounded by Second, Third, North Main, and North Church Streets, was being redeveloped for the construction of the **U.S. Courthouse and Federal Office Building (FY3351)**. The new Federal Building was constructed to house the Federal offices of the U.S. District Attorney, FBI, U.S. Marshal, Internal Revenue Services, and the District and Federal Courts that had outgrown their space in the city’s first federal building at 101 West Fifth Street.<sup>12</sup>

#### **Criterion A: Commerce**

The Downtown Winston-Salem Historic District is of local significance under **Criterion A** in the area of **Commerce**, as the city’s historic commercial core where local, regional, and nationally-renowned enterprises, retailers, financial institutions, and communications businesses resided. As early as the late nineteenth century, the area along West Fourth Street sprang up as the core business district where grocers, retailers, banks, and professional services occupied the storefronts and offices of many new buildings. Winston-Salem became the wealthiest and largest city in North Carolina during the 1920s, largely due to its place in the American tobacco, textile, and furniture industries, which supported the expansion of the city’s central business district. Businesses, like other services and institutions, were racially segregated during most of the

<sup>8</sup> US Department of Transportation, Federal Highway Administration, and North Carolina Department of Transportation, “Winston-Salem Northern Beltway (Eastern Section), from US 52 North of Winston-Salem to US 421/I-40 Business East of Winston-Salem, Forsyth County: Environmental Impact Statement,” (Evanston, IL: Northwestern University, 2007): 1-20.

<sup>9</sup> “City of Winston-Salem Government Meeting Notes, City of Winston-Salem: 1950-1960,” City of Winston-Salem. Accessed August 30, 2021. <https://www.cityofws.org/DocumentCenter/View/2722/Winston-Salem-1950-to-1959-PDF>; “City of Winston-Salem Government Meetings Notes, City Of Winston-Salem: 1960-1969,” City of Winston Salem. Accessed August 26, 2021. <https://www.cityofws.org/DocumentCenter/View/2721/Winston-Salem-1960-to-1969-PDF>.

<sup>10</sup> “City of Winston-Salem Government Meetings Notes, City Of Winston-Salem: 1960-1969.”

<sup>11</sup> Winston-Salem Section of the NC Chapter of the AIA, *Architectural Guide Winston-Salem Forsyth County* (Winston-Salem: WSAIA, 1978), 140; Fearnbach, 141.

<sup>12</sup> “Main Post Office Building,” Local Historic Landmark Application, City of Winston-Salem (1987). Accessed August 26, 2021. <https://www.cityofws.org/DocumentCenter/View/16423/LHL-069-Main-Post-Office-Building-Application-PDF?bidId=>.

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district's period of significance. The majority of the existing historic district was owned and operated by and benefited the city's white residents. Much like other similar cities in the American South, segregated Black business districts formed to serve African American residents. Winston-Salem's African American Business District was partially located along the southeastern areas of the existing historic district, or just outside the district's boundary. Most of the historic resources associated with the African American business district were lost to Urban Renewal programs of the 1960s and 1970s, or closed following integration due to reduced demand as African American residents began to frequent more white-owned establishments.

Among the most influential enterprises in Winston-Salem was the R. J. Reynolds Tobacco Company. Richard Joshua Reynolds established the R. J. Reynolds Tobacco Company in 1875 in downtown Winston due to the city's new railroad facilities and its central location in the area known as the "Old Bright Belt" where "the new bright leaf tobacco" was grown.<sup>13</sup> The Reynolds Tobacco Company continually expanded and was brought to the national level with the introduction of Camel cigarettes in 1913. After R. J. Reynolds' death in 1918, the company grew into an international business under a new generation of leaders. It was during this new era that the Reynolds Tobacco Company sought a modern office building that represented its success and power in the tobacco industry. In 1929, the Reynolds Tobacco Company constructed the Art Deco skyscraper, known as the **Reynolds Building (FY2141)**, at 51 East Fourth Street, which was the tallest building in North Carolina until 1966. The building represented the financial achievements of the Reynolds Tobacco Company during the 1920s "Era of Success" in Winston-Salem and served as a symbol for the company's continued prominence into the mid-to-late twentieth century as it worked to modernize the national tobacco industry.<sup>14</sup> While the Reynolds Building primarily served as an office building for white-collar employees of Reynolds and other professional services companies, Reynolds Tobacco company employed a large number of blue-collar laborers, including African Americans, in their factories located near the historic district. Though these employees were typically relegated to the most menial tasks, they contributed significantly to the commercial success of the Reynolds Company.

The Downtown Winston-Salem Historic District was also home to the Hanes Hosiery Mill, constructed in 1911 as the **Shamrock Knitting Mills (FY0014)** at 226 North Marshall Street. In 1914, the Shamrock building became the first mill of the Hanes Hosiery Company, which led the nation in production of women's hosiery during the early twentieth century. In the 1930s, Hanes began producing the nation's first seamless nylon hosiery on the branded market. Hanes role in the national nylon manufacturing industry fixed its position as a household brand among American women. As the Hanes empire grew and expanded, it became one of Winston-Salem's most important enterprises and one of the largest hosiery manufacturers in the world.<sup>15</sup>

The Downtown Winston-Salem Historic District was also home to a number of financial institutions, which primarily served white residents. Wachovia Bank, the city's largest and most well-known financial was responsible for the construction of two substantial contributing

<sup>13</sup> Reynolds Building, National Register Nomination, 2014.

<sup>14</sup> Reynolds Building, National Register Nomination, 2014.

<sup>15</sup> Shamrock Mills/Hanes Hosiery Mill #1, National Register Nomination, 1978.



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building in the historic district: **Wachovia Bank and Trust Company (FY2163)**, c.1911 at 8 West Third Street, and the **Wachovia Building (FY2615)**, c.1966 at 301 North Main Street. By the mid-twentieth century, Wachovia was the largest bank in the Southeast and was among the top forty banking institutions in the United States.<sup>16</sup> Both of the Wachovia headquarters buildings in Winston-Salem symbolize the importance of high-rise architecture in the financial sector on a national scale, as well as the growth and prosperity of the company in the city's financial sector. Other important financial institutions that operated offices in the Downtown Winston-Salem Historic District include the **Piedmont Federal Savings and Loan Association (FY4286)** at 16 West Third Street, and the **Standard Savings and Loan Association (FY4285)** at 10 West Third Street.

Winston-Salem's tobacco and textile industries allowed the city to grow into the largest and wealthiest city in North Carolina during the 1920s. This wealth prompted growth and expansion of the city physically and also allowed retail industries like clothing, jewelry, furniture, and department stores to flourish. The district, and particularly the Fourth Street corridor, was also the historic center for many of the most prominent retail and department stores in the city during the early to mid-twentieth century. Most well-known retailers, which were primarily white-owned and operated to serve white residents, were located on Fourth Street. These included S. H. Kress (demolished), Montaldo's (**Chatham Building, FY1266**), Frank A. Stiths (Chatham Building), F. W. Woolworth (**F.W. Woolworth Company Building, FY1398**, 408 North Liberty Street) Sosnik's Department Store/Thalhimer's (**Sosnik's Department Store, FY1520**, 500 West Fourth Street), Anchor Company (demolished), and J. C. Penny (**J.C. Penney Building, FY2541**), 400-402 West Fourth Street).<sup>17</sup> In addition to department stores, West Fourth Street was also home to furniture showrooms that supported the furniture manufacturing industry locally. Among the most prominent within the district was the **Morris-Early Furniture Store (FY1356)**, which was constructed c.1929 and operated in the building at 500 West Fourth Street for nearly 30 years.

While Black residents had limited access to most downtown retail outlets during the period of significance, de facto and de jure segregation relegated most Black-owned and operated businesses to a commercial district bounded by Third, Fourth, Chestnut, and Church Streets. The businesses located there served the city's African American residents who worked in and lived near the city's tobacco and textile warehouses located just east of downtown. Businesses included multiple theaters, such as the Lincoln, Lafayette, and Rex theaters, cafes, grocery stores, loan services, and retail stores. One of these businesses was the Safe Bus Company. In response to Jim Crow laws that segregated city services, businesses, neighborhoods, and transportation, a network of approximately 35 independently operated competitor jitneys – unlicensed taxicabs – provided transportation for the African American community.<sup>18</sup> On May 24, 1926, C. T. Woodland and 20 other jitney operators chartered a transportation company to

<sup>16</sup> Wachovia Bank and Trust Company, National Register Nomination, 1984; Wachovia Building, National Register Nomination, 2001.

<sup>17</sup> Winston-Salem Sanborn Fire Insurance Maps.

<sup>18</sup> "Safe Bus Company," North Carolina Transportation Museum. Accessed June 2021. <https://www.nctransportationmuseum.org/safe-bus-company/>.

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safely provide bus service to Winston-Salem's African American residents. The company's name said it all – Safe Bus Company – and its first office was located in the Atlantic Building at 303 Church Street in the Black Business District. By 1939, the company served approximately 8,000 Black customers each day and employed over 80 African American drivers.<sup>19</sup> Safe Bus was the “largest Black owned-and-operated transportation company, not only in the South but in the world.”<sup>20</sup>

The City of Winston-Salem purchased the Safe Bus Company in the early 1970s, merging it with the Winston-Salem Mass Transit Authority. The block that comprised the eastern edge of the Downtown Winston Salem Historic District, and this once thriving black business district, was redeveloped as the earliest of the city's major urban renewal projects. Following total clearance of the block in 1963, the **Phillips Building (FY3184)**, which housed offices, retail space, and a parking deck, was completed on the site by 1966.<sup>21</sup> Although the Phillips Building has been altered, losing integrity of Design, the resource retains the other six aspects of integrity associated with Urban Renewal and is therefore a contributing resource (see section below on Community Planning and Development). Additionally, inclusion of this block allows for discussion of the history of Winston-Salem's former Black business district, which has largely been lost to demolition and redevelopment.

The Downtown Winston-Salem Historic District was also home to several high-rise hotels, theaters, and entertainment enterprises serving white patrons in the segregation era. Black theatergoers could attend the Lincoln, Lafayette, or Rex theaters or dine in cafes in the Black business district. Additionally, the historic district was home to the city's local newspaper, the **Winston-Salem Journal and Sentinel Building (FY0791)** at 418 North Marshall Street, and several social and civic organizations such as the **Spruce Street YMCA (FY0800)** at 315 North Spruce Street. Also among Winston-Salem's portfolio of historic commercial buildings are a number of high-rise office buildings including the **Realty Building (FY2630)** at 216 West Fourth Street, the **O'Hanlon Building (FY0767)** at 105 West Fourth Street, the **Nissen Building (FY0784)** at 310 West Fourth Street, and the **Pepper Building (FY2489)** at 104 West Fourth Street. These buildings housed professional offices of architects, insurance agents, real estate companies, and medical professionals.<sup>22</sup> The commercial enterprises centrally located within Winston-Salem and Forsyth County supported the growth and success of the region and funded construction of the city's impressive collection of quality, high-style architecture.

### **Criterion A: Social History: Civil Rights Movement**

The Downtown Winston-Salem Historic District is significant on the local level under **Criterion A** in the area of **Social History: Civil Rights** as the location of pivotal activism during the Civil Rights Movement in the 1960s. In the early 1960s, nonviolent protests lead the city to become

<sup>19</sup> Tursi, *Winston-Salem: A History*. 75.

<sup>20</sup> Tursi, *Winston-Salem: A History*. 75.

<sup>21</sup> See Community Planning and Development Section below for additional information.

<sup>22</sup> Winston-Salem City Directories.

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the first in North Carolina to voluntarily desegregate its lunch counters.<sup>23</sup> Later in the decade, in 1967, protests against police violence and an unequal justice system revealed deeply-rooted systemic racism and socio-economic inequalities in the city.<sup>24</sup> Like Civil Rights protestors across the state, Winston-Salem's Black activists were mostly youths, highlighting the critical role of young people in the movement.

### *Winston-Salem's Lunch Counter Sit-Ins*

Prior to 1960, all department store lunch counters in the South were segregated. The beginning of the sit-ins associated with the Civil Rights Movement in the United States is attributed to the February 1960 sit-in in Greensboro, North Carolina. On February 1, 1960, four African-American students sat at a segregated sit-down lunch counter at the Woolworth's Department Store in downtown Greensboro as a form of peaceful protest. The Greensboro sit-in gained national attention and ignited a movement primarily led by students and young people, ultimately resulting in the formation of the Student Nonviolence Coordinating Committee or SNCC. SNCC went on to play a critical role in recruiting, training, and organizing young leaders for sit-ins, protests, voter registration, and other Civil Rights demonstrations including the Freedom Rides.

Soon after the Greensboro Four started their protest, Carl Mathews, a recent student of Winston-Salem Teachers College, the historically Black college known today as Winston-Salem State University, sat down at the segregated S. H. Kress (now demolished) lunch counter on West Fourth Street in Winston-Salem on February 8, 1960. Following Mathews' initial protest at Kress, an interracial group of local college students joined him at a sit-in at the Liberty Street **F. W. Woolworth Company (FY1398)** on February 23, 1960. In total, Mathews was joined by eleven African American students from Winston-Salem Teachers College, as well as ten white students from Wake Forest College. Although local lunch counter managers generally declined having protestors arrested, the manager of the Liberty Street Woolworth's had all twenty-two students—white and black—arrested and charged with trespassing.<sup>25</sup> All twenty-two were convicted on March 2, 1960 in the Municipal Court. Initially the judge suspended sentencing in all twenty-two cases; however, after the eleven African American defendants gave notice to appeal to the Superior Court, the judge adjusted his decision to "continued prayer for judgement for twelve months."<sup>26</sup> Since no final sentence had been issued, the convictions could not be appealed.<sup>27</sup>

Lunch counter sit-in protests continued in downtown Winston-Salem stores such as **Walgreens Drugstore (FY2496)** at 201 West Fourth Street, K & W Cafeteria (demolished) on Cherry Street, **Kress Department Store** (demolished), and the second downtown F.W. Woolworths at 411 West

<sup>23</sup> Cheryl Walker, "Remembering the Winston-Salem Sit-in," *Wake Forest News*, 1 Feb 2010; John Hinton, "Students took the Fight for Integration to Winston-Salem Lunch Counters 60 years ago," *Winston-Salem Journal*, 22 Feb 2020.

<sup>24</sup> Richard Hatch, "North Carolina's Big Stories of 1967," *The News and Observer* (Raleigh, December 31, 1967).

<sup>25</sup> Clarence H. Patrick, *Lunch-Counter Desegregation in Winston-Salem, North Carolina* (Winston-Salem: Wake Forest College, 1960), 6.

<sup>26</sup> Patrick, 6.

<sup>27</sup> Patrick, 6.

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Fourth Street. In response to the continuing protests, Mayor Marshall Kurfees appointed the "Goodwill Committee," composed of ten African American men and ten white men, to provide possible solutions.<sup>28</sup> On May 23, 1960 the Goodwill Committee and local merchants met and agreed that the only successful course of action would be to desegregate sit-down lunch counters in Winston-Salem.<sup>29</sup> Their implementation plan began on May 25, 1960 and included restrictions for the first two weeks of integration. Restrictions limited African American group sizes to two or three in a store at a time, and African American customers were to "avoid rush hours and Saturdays." After two weeks, "no unusual or ugly incidents" had occurred and all restrictions were lifted. By partially desegregating its lunch counters on May 25, 1960 and fully desegregating them by June 7, Winston-Salem became the first city in North Carolina to voluntarily desegregate its lunch counters and was noted as the first sit-in victory in the state.<sup>30</sup> Additionally, the February 23 sit-in was also significant as the city's first nonviolent biracial sit-in, and it was the first in the state to result in the arrest and jailing of all protestors, white and Black, for trespassing.<sup>31</sup>

#### *1967 Race Riot and Civil Unrest*

Racial tension in Winston-Salem reached a tipping point in early November 1967, following the death of James Eller while in police custody. On October 15, 1967, police arrested Eller, a 32-year-old African American man, outside of his house for drunkenness. According to reports, Police Officer W.E. Owens struck Eller on the head with a weighted leather blackjack, a low-profile club often used by law enforcement for its compact size and ability to deliver blunt force.<sup>32</sup> Eller died from his injuries thirteen days following his arrest. The Winston-Salem Police Department initiated an internal investigation and released Officer Owens. The judge in the murder trial, however, ruled that "force was necessary" in detaining Eller and dismissed the charges.<sup>33</sup>

<sup>28</sup> Patrick, 16.

<sup>29</sup> Patrick, 20.

<sup>30</sup> "Events Mark 50<sup>th</sup> Anniversary of the First Sit-In Victory," Press Release, Department: Mayor (May 18, 2010). Courtesy of Winston-Salem Planning Department. The desegregation of lunch counters in Greensboro, North Carolina would not occur until July 25, 1960.

<sup>31</sup> G. Mcleod Bryan, *Making History: February 23, 1960 Winston-Salem, North Carolina* (Winston-Salem: Wake Forest University and Winston-State University, 2019): 3. Note: Forty-one students had been previously arrested in Raleigh on February 12; however, no white students were among them. The trial in Raleigh also did not convene until March 14, almost two weeks after the Winston-Salem trial

<sup>32</sup> According to the Baltimore Police Museum, a blackjack is a "small, easily concealed club consisting of a leather-wrapped lead weight attached to the end of a leather-wrapped coil spring or rigid shaft, with a lanyard or strap on the end," and they were frequently used by law enforcement for their low profile and small size. Baltimore Police Historical Society, "Baltimore Police Department Weapons," Baltimore City Police History (November 19, 2019). Accessed June 22, 2022. <https://baltimorepolitemuseum.com/en/k2/weapons.html>; Jess Alan Usher, "An Uneasy Peace: The Struggle for Civil Rights and Economic Justice in Winston-Salem, North Carolina, 1960-1969," (Chapel Hill: University of North Carolina, 2015): 362. Note: Reports vary on the incidents that led to Eller's injuries, with some accounts stating they resulted as an attempted escape, and others that it was a result of resisting arrest.

<sup>33</sup> Usher, 362.

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Prior to James Eller's funeral on Thursday, November 2, 1967, the president of the Winston-Salem chapter of the NAACP, Reverend J.T. McMillan, called for a peaceful protest march to be held after the funeral. Although the march was cancelled prior to the funeral, many gathered at the cemetery and downtown. Shortly after, violence broke out at the corner of Third and Church Streets in the Black Downtown Business District when a group of protestors set fire to a trash can and began taunting the police with chanting and shouting.<sup>34</sup> It is estimated that approximately 500 people took part in the evening's protests. Mayor M. C. Benton and Governor Dan Moore called in the National Guard and North Carolina Highway Patrolmen on Thursday night to assist local police and to seal off ten downtown blocks.<sup>35</sup> The original force of 800 guardsmen that arrived on Thursday was increased to 1,000 by Saturday. Mayor Benton imposed a curfew from 11:00pm to 5:30am from November 3<sup>rd</sup> to November 5<sup>th</sup>.<sup>36</sup> Altercations continued in Downtown Winston-Salem for three nights, with over 110 persons arrested on Thursday and Friday nights for disturbing the peace, resisting arrest, and/or inciting a riot; approximately 45 persons were injured.<sup>37</sup> Protestors were young, often low income, and most vulnerable to unemployment, injustice, and mistreatment by the police.

According to historian Jess Usher, the protests revealed class and generational divisions within the African American community, yet resulted in stronger solidarity among Black leadership against injustice and maltreatment of vulnerable populations. In an attempt to address the systemic issues illuminated by the 1967 Race Riot, Mayor Benton established the Employment Resources Committee to tackle unemployment and socioeconomic inequality in the city. On November 10, 1967, the Committee announced that it would commence a "a massive communitywide attack on unemployment."<sup>38</sup> While the 1960s protests for civil rights strengthened and unified the voices of the leaders in the African American community, the actions of young African Americans made a "notable impression upon whites in power." Young African Americans forced local white political leaders, at least for a short time, to hear the grievances of the Black and underserved communities and prepare solutions to systemic inequality.<sup>39</sup>

### **Criterion A: Community Planning and Development**

The Downtown Winston-Salem Historic District is also locally significant under **Criterion A** in the area of **Community Planning and Development**. Like cities around the country in the mid-twentieth century, Winston-Salem sought to redevelop areas that it deemed "blighted," and to

<sup>34</sup> "How It Started In Winston-Salem: The Anatomy of a Race Riot," *The Charlotte News* (Charlotte, NC, November 6, 1967) page 1

<sup>35</sup> David L. Paletz and Robert Dunn, "Press Coverage of Civil Disorders: A Case Study of Winston-Salem, 1967," *The Public Opinion Quarterly* 33, no. 3 (Autumn 1969), pg 352; Usher, 363.

<sup>36</sup> Paletz and Dunn, pg 352; "City of Winston-Salem Government Meetings Notes, City of Winston-Salem: 1960-1969," 26.

<sup>37</sup> "Guard on Duty 3<sup>rd</sup> Night in Winston-Salem Riots," *The Tampa Tribune* (Tampa, November 5, 1967) page 4; "Peace Returns After Winston-Salem Riots," *The Sheboygan Press* (Sheboygan, WI, November 3, 1967), Page 1; "Troops Move Out: Winston-Salem is Calm Again," *The Charlotte News* (Charlotte, November 6, 1967), page 1.

<sup>38</sup> Usher, 375, 381, 383.

<sup>39</sup> Usher, 39, 385-386.

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revitalize its downtown central business district. To achieve this goal, the city took part in the Federal Urban Renewal program and developed Community Renewal and Downtown Renewal Programs. These programs redeveloped multiple blocks in Downtown Winston-Salem and encouraged business owners to revitalize their properties through façade improvements. The Downtown Winston-Salem Historic District is representative of the local influence of Urban Renewal and its role in re-imagining city infrastructure, architecture, and amenities.

### *Urban Renewal and Redevelopment*

In 1951, the North Carolina General Assembly passed the Urban Redevelopment Law to permit municipalities to participate in the Federal Urban Renewal program established under the United States Housing Act of 1949.<sup>40</sup> Winston-Salem's Mayor Marshall Kurfees was among the political leaders who encouraged passage of the enabling legislation at the state level. Soon after the Urban Redevelopment Law was passed, Winston-Salem established its own Redevelopment Commission and began a survey of potential project areas in East and North Winston.<sup>41</sup> Federal funding allowed the city to establish a redevelopment office, hire staff, and begin redevelopment planning, and additional Federal funds were earmarked for the city between 1951 and 1953. Before those funds could be utilized, urban renewal plans across North Carolina were brought to a halt in 1953 when it was recognized that the 1951 Urban Renewal Law was too restrictive. It was not until May 1, 1957 that the General Assembly passed an amendment to "allow condemnation of entire areas where two-thirds of the structures in the area were blighted."<sup>42</sup> This new legislation set into motion the redevelopment activity of the 1960s and 1970s in Winston-Salem.

As early as 1955, conversations began about the need for redevelopment in the downtown central business district in Winston-Salem. Some of the key focuses for the redevelopment of downtown included bringing customers back downtown, satisfying the need for new government buildings downtown, and meeting the ever-growing need for downtown parking. Additionally, as shopping centers were developed in suburban areas, downtown buildings were left vacant and threatened by neglect. The first downtown redevelopment project began in 1966 and was focused on the block bounded by Third, Fourth, Chestnut, and Church Streets that was a core block of the Black Business District in Downtown Winston-Salem.<sup>43</sup> The project received a federal grant of \$3,404,970 to redevelop the block and the process of purchasing lots and demolishing buildings began in 1966.<sup>44</sup> On March 3, 1969, D.L. Phillips Investment Builders purchased the razed block of the former African American commercial corridor from the city for \$266,000 and constructed

<sup>40</sup> "Urban Renewal, After Slow Start, Now is Reshaping City," *Journal and Sentinel* (Winston-Salem, North Carolina, March 10, 1963).

<sup>41</sup> "Urban Renewal, After Slow Start, Now is Reshaping City."

<sup>42</sup> "Urban Renewal, After Slow Start, Now is Reshaping City;" North Carolina General Assembly, *Session laws and resolutions passed by the General Assembly [1956-1957]* (Winston-Salem: Winston Printing Company), 520-521.

<sup>43</sup> "Church Street Block Razing Nears," *Twin City Sentinel* (Winston-Salem, North Carolina, June 4, 1966).

<sup>44</sup> "Director Tells Status of Projects," *Winston-Salem Journal* (April 4, 1967)

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the six-story Brutalist **Phillips Building (FY3184)**, 301 North Church Street.<sup>45</sup> The new building provided downtown Winston-Salem with offices, retail space, and a parking deck. In recent years, the building was modified with paint, the application of metal panels, and the removal of a sky bridge that connected the building to the neighboring Wachovia Building. While these alterations have resulted in the reduced integrity of design, the building retains the other six aspects of integrity, and as an extant resource conveys the origins of urban renewal in Winston-Salem. By including the resource in the Downtown Winston-Salem Historic District as a contributing resource under Criterion A, the district's history of urban renewal as well as its former association with the city's African American business district is strengthened.

Mid-way through the Church Street Project, and prior to the completion of the Phillips Building, the city revised its urban renewal and redevelopment approach. While the Church Street block was redeveloped under an initiative to fund individual projects block-by-block, in 1966, the City announced a plan to create a unified redevelopment program that would disperse urban renewal funds throughout the urban core as necessary. This program resulted in the distribution of funds for both public and private projects, including a range of activities from whole-block new construction to individual building façade improvements.<sup>46</sup>

By the mid-1960s, the City and County governments were in desperate need of additional space for their expanding services. While they jointly purchased the **Wachovia Bank and Trust Company Building** at 8 West Third Street in 1965, they also applied for redevelopment funds to build new government offices on the block bound by Second, Liberty, Third, and Main Streets.<sup>47</sup> By 1974, the **Forsyth County Hall of Justice (FY2140)** was completed on the site at 200 North Main Street. The Hall of Justice was "the first building in a long-range county, city, and federal office and courts complex plan for the center of Winston-Salem's downtown renewal area."<sup>48</sup> The new Hall of Justice housed county and state courtrooms, in addition to Forsyth County government administrative offices.<sup>49</sup> Around the same time, the adjacent block, bounded by Second, Third, North Main, and North Church Streets, was redeveloped for the construction of the **U.S. Courthouse and Federal Office Building (FY3351)**.<sup>50</sup> Both of these projects resulted in the demolition of a number of buildings where commercial enterprises extended from the primary Fourth Street core. In each instance, these large Brutalist-style buildings took up half or whole city blocks and are characteristic of "Superblock" planning of the mid-twentieth century.

<sup>45</sup> Molly Grogan Rawls, "March 3, 1969: Phillips Building Authorized," *Winston-Salem Time Traveler* (March 3, 2014). Accessed June 1, 2021. <http://winstonsalemtimetraveler.com/2014/03/03/march-3/>; Rom Weatherman, "Church Street Block Razing Nears," *Twin City Sentinel* (June 4, 1965).

<sup>46</sup> Rom Weatherman, "New Approach is Proposed Here For Revamping Downtown Area: Private Effort is Emphasized," *Twin City Sentinel* (October 4, 1966).

<sup>47</sup> "Director Tells Status of Projects."

<sup>48</sup> Winston-Salem Section of the NC Chapter of the AIA, *Architectural Guide Winston-Salem Forsyth County* (Winston-Salem: WSAIA, 1978), 140; Fearnbach, 141.

<sup>49</sup> Adelaide L. Fries, Stuart Thomas Wright, and J. Edwin Hendricks, *Forsyth: The History of a County on the March* (Chapel Hill: University of North Carolina Press, 2018).

<sup>50</sup> Chester S. Davis, "Urban Renewal Claims Symbol of Old Winston," *Sentinel* (August 16, 1970); "Redevelopment Agency Awarded Old Building," *Sentinel* (January 4, 1971); "Buildings being demolished in the 200 Block of North Main Street, 1971," Photograph, Digital Forsyth. Accessed June 16, 2021. <https://www.digitalforsyth.org/photos/6688>.

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The “Superblock” was the name architects and planners applied to a new urban design practice they adopted in the mid-twentieth-century. Superblocks often occupied one or more city blocks and shifted the orientation of buildings away from the street and changed the way people moved from building to building. This was typically accomplished using raised plazas or designed urban landscapes. These features were incorporated into several of the buildings constructed as part of Winston-Salem’s downtown redevelopment efforts, including the U.S. Courthouse and Federal Office Building and plaza, the NCNB Building and plaza, and the Forsyth County Hall of Justice with its raised plaza and walkways.

The City’s Urban Renewal program also included incentives for private redevelopment projects. Among the most notable private redevelopment projects were the Phillips Building, the Hyatt House Hotel, and the NCNB Plaza. In an effort to encourage the increasingly suburban population to visit downtown, Winston-Salem provided funds for façade improvements to individual businesses and building owners.<sup>51</sup> One such building that retains its façade improvements is **Camel Pawn Shop (FY1408)** at 422-424 North Liberty Street with its second story slipcover and its recessed exterior lobby with terrazzo floors and aluminum framed storefront display cases. By 1972, private investment in downtown revitalization neared \$3 million, multiplying the impact of the public funds.<sup>52</sup>

#### *Planning for Parking*

Like most cities during the mid-twentieth century, Winston-Salem experienced the impacts of suburbanization and increased reliance on the automobile that contributed to the decentralization of the central downtown business district. In order to combat this, and to draw customers back downtown, downtown businesses and the City of Winston-Salem began incorporating purpose-built parking into their planning. During the mid-twentieth century an increasing number of businesses placed parking in prime locations on their downtown lots. New construction such as the **Firestone Stores (FY3347)** at 675 East Fifth Street, **Douglas Battery Service (FY9219)** at 575 North Broad Street, and the **Bluebird Cab Company (FY9229)** at 650 West Sixth Street incorporated parking as a central component of their lot designs, with the Firestone Stores and Douglas Battery Service locating parking lots in front of their buildings. The **Phillips Building** on Church Street located parking on the ground level of the building. Additionally, all of the downtown redevelopment projects of the early- to mid-1970s, except the Forsyth County Hall of Justice, included the construction of parking lots or parking decks, such as the **Cherry-Marshall Parking Deck (FY9221)** at 416 North Cherry Street and the **NCNB Parking Deck (FY9224)** at 204 North Liberty Street.

<sup>51</sup> Jack Trawick, “Urban Renewal in Winston-Salem: A Fifteen Year Report, 1951-1966,” for the Redevelopment Commission of Winston-Salem (Winston-Salem: Redevelopment Commission of Winston-Salem, 1967).

<sup>52</sup> Redevelopment Commission of Winston-Salem, “Urban Renewal: Winston-Salem, North Carolina,” (Winston-Salem: Redevelopment Commission of Winston-Salem, June 30, 1972).



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### Criterion C: Architecture

The Downtown Winston-Salem Historic District is also significant under **Criterion C** in the area of **Architecture at the statewide level**, for its collection of high-style commercial architecture designed by a cohort of local and regionally prominent architecture firms, many of whom resided or operated in Winston-Salem. The Downtown Winston-Salem Historic District consists of some of the most architecturally impressive and distinctive buildings in the state. This tightly bound historic district is representative of the South's "race to the sky" as the home of several record-breaking skyscrapers. The district is representative of the full breadth of architectural trends of the twentieth century and includes excellent examples of Colonial and Classical Revival architecture, as well as a high concentration of Art Deco style buildings. The district also includes excellent examples of mid-to-late-twentieth century architecture, including examples of International and Brutalist style architecture that are among the Southeast's most impressive representations of modernist architecture. Even the district's smaller, two-to-three-story commercial buildings are more elaborate and detailed than other commercial districts in the city.

Compared to other notable cities in North Carolina, the Downtown Winston-Salem Historic District includes one of the most intact districts that represents the scope of its development from the late-nineteenth century through the mid-to-late-twentieth century. While other similar sized cities in the state are also home to significant collections of architecture, none match the breadth and variety of Winston-Salem. Asheville includes a collection of styles, most notably Art Deco, and was a booming town in the early twentieth century that was home to entrepreneurs, wealthy clientele, and talented architects. However, the town was hit hard by the Great Depression and received little significant development in the post-World War II period.<sup>53</sup> Similar to Winston-Salem, Greensboro became a center for manufacturing and commerce; however, it was not home to titans of industry such as Reynolds, Hanes, and Grey, and its significance is in its collection of late-nineteenth and early-twentieth century resources.<sup>54</sup> Contrasting to Winston-Salem, Raleigh developed as a government and educational center that grew primarily in the post-World War II period and lacked the industry and corporate names that called Winston-Salem home.<sup>55</sup> Similarly, Charlotte emerged as a hub for business and corporate headquarters later than Winston-Salem, and it was described by architectural historian Catherine Bishir as a "largely post-World War II city" that has experienced constant growth and replacement.<sup>56</sup> Therefore, Winston-Salem's volume, concentration, and breadth of high style architecture designed by prominent architecture firms, many of whom had offices in the city as well, sets it apart from similar sized cities in the state.

<sup>53</sup> Catherine W. Bishir, *North Carolina Architecture* (Chapel Hill: The University of North Carolina Press, 2005), 482-488.

<sup>54</sup> Bishir, *A Guide to the Historic Architecture of Piedmont North Carolina*, 322-326

<sup>55</sup> Bishir, *A Guide to the Historic Architecture of Piedmont North Carolina*, 103-106.

<sup>56</sup> Catherine W. Bishir and Michael T. Southern, *A Guide to the Historic Architecture of Piedmont North Carolina*, (Chapel Hill: The University of North Carolina Press, 2003), 506.

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### *Early Architecture and the Commercial Style*

Winston-Salem's earliest extant commercial buildings, the **Bitting Block (FY0765)** at 418 North Liberty Street and the **H. D. Poindexter Store (FY2165)** at 409 North Trade Street, were constructed in 1882 and exemplify the transition from modest frame commercial buildings to substantial masonry commercial buildings. These masonry buildings advertised the owners' success and aimed at attracting customers with their "decorative brickwork, cast-iron storefronts, and expansive plate-glass display windows."<sup>57</sup> They incorporated features such as corbelled cornices, sawtooth brick bands, recessed panels, and window hoods to distinguish their buildings without "dramatically increasing construction costs."<sup>58</sup> With this transition to masonry commercial buildings came the Commercial Style that "represented a complete departure from heavy Victorian-era ornamentation."<sup>59</sup> The Commercial Style was embodied in buildings such as **Recreation Billiards (FY1353)** at 412 West Fourth Street and was characterized by utilizing inexpensive features and adornments to "enliven facades." These included features such as patterned masonry, shaped parapets, pent roofs, bands of large rectangular windows, and incorporations of tile, concrete, stone, or terracotta insets.<sup>60</sup>

### *Colonial, Classical, and Renaissance Revival*

During the early twentieth-century, Colonial and Classical Revival style public and commercial buildings transformed Winston-Salem's downtown.<sup>61</sup> Classical features and influences embodied "democracy, permanence, and refinement," as seen at the **Odd Fellows Building (FY2170)** at 420-422 North Trade Street, and Colonial Revival elements gained increasing popularity with the United States' 150<sup>th</sup> anniversary in 1926.<sup>62</sup> The **Realty Building (FY2630)** at 216 West Fourth Street and the **Winston-Salem Journal and Sentinel Building (FY0791)** at 418 North Marshal Street incorporated Colonial Revival detailing.<sup>63</sup>

The city's earliest skyscrapers exhibit classical influence in their base-shaft-capital composition in addition to their classical ornamentation. The originally 7-story **Wachovia Bank and Trust Company Building (FY2163)**, constructed in 1911 at 8 West Third Street, was the city's first skyscraper and was constructed in a "classically detailed base-shaft-capital scheme."<sup>64</sup> An eighth story was added to the building following the 1915 construction of the city's second skyscraper, the 8-story **O'Hanlon Building (FY0767)**. The O'Hanlon building at 105 West Fourth Street was designed by local firm Northrup & O'Brien with "pure Greek detail."<sup>65</sup> Both the 1926 **Nissen Building (FY0784)**, 310 West Fourth Street) and the 1928 **Carolina Theatre and Hotel**

<sup>57</sup> Fearnbach, 75.

<sup>58</sup> Fearnbach, 75.

<sup>59</sup> Fearnbach, 75.

<sup>60</sup> Fearnbach, 76.

<sup>61</sup> Catherine W. Bisher and Michael T. Southern, *A Guide to the Historic Architecture of Piedmont North Carolina* (Chapel Hill: The University of North Carolina Press, 2003), 369.

<sup>62</sup> Fearnbach, 76.

<sup>63</sup> Fearnbach, 76.

<sup>64</sup> Bisher and Southern, 380-381.

<sup>65</sup> Bisher and Southern, 382.

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(FY1346, 407 West Fourth Street) follow the base-shaft-capital composition and include classical ornamentation and detailing.<sup>66</sup>

Some of the city's two-story commercial buildings, such as West Fourth Street's **Bolich Building (FY1361, 614-636 West Fourth Street)** and the **Gilmer Building (FY1354, 416-424 West Fourth Street)**, featured elaborate classical embellishments including acanthus leaves, urns, swags, cartouches, twisted rope, scrolls, and fanlights.<sup>67</sup> Others, such as the **Forsyth County Courthouse (FY2162, 11 West Third Street)** and the **Spruce Street YMCA (FY0800, 315 North Spruce Street)** "manifest a more austere classicism."<sup>68</sup> The district also includes excellent examples of the Renaissance Revival style, notable for its scale and classical ornamentation. This style is embodied in the large bracketed entablature, classical portico, and rusticated brick detailing of the **Carnegie Library (FY0096)** at 211 West Third Street, and the rusticated limestone first floor, classical ornamentation and pilasters, and balustered parapet of the **Winston-Salem City Hall (FY0740)** at 101 North Main Street.

### *Art Deco*

The Art Deco style was popularized by the 1925 Paris Exposition of Decorative and Industrial Arts and epitomized 1920s exuberance.<sup>69</sup> The bold new style was a fitting choice for the booming industrial and commercial center of Winston-Salem, which had become the largest and richest city in the state by the 1920s.<sup>70</sup> In 1929, New York architects Shreve & Lamb designed the 22-story Art Deco **Reynolds Building (FY2141)** at 51 East Fourth Street. This iconic building was the tallest skyscraper in the state until 1966, and the ziggurat tower served as the precursor for Shreve & Lamb's Empire State Building constructed in 1930.<sup>71</sup> The building's Art Deco detailing highlights and celebrates the tobacco industry with gold leaf patterns and tobacco motifs incorporated throughout the building. The Art Deco style was proliferated by local architects in Winston-Salem during the 1920s and early 1930s building boom. Among those buildings in the district that demonstrate the characteristics of the style are the **Walgreen's Drugstore (FY2496, 201 West Fourth Street)**, **Sosnik's Department Store (FY1520, 500 West Fourth Street)**, the **Morris-Early Furniture Store (FY1356, 514 West Fourth Street)**, the **Pepper Building (FY2489, 100-104 North Liberty Street)**, and the **Southern Bell Building (FY0793, 629 West Fifth Street)**.<sup>72</sup> Other buildings, such as the **Chatham Building (FY1266, 301-311 West Fourth Street)**, incorporated a mixture of Stripped Classical and Art Deco-influenced design.

### *International Style*

<sup>66</sup> Bisher and Southern, 382.

<sup>67</sup> Fearnbach, 76.

<sup>68</sup> Fearnbach, 76.

<sup>69</sup> Fearnbach, 34.

<sup>70</sup> Bisher and Southern, 367.

<sup>71</sup> Fearnbach, 34-35.

<sup>72</sup> Fearnbach, 34.

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As seen throughout the United States, mid-twentieth century architecture in Winston-Salem turned away from historical precedent and embraced Modernist architectural ideals that rejected ornamentation and emphasized form, rational use of space, and the use of modern materials. These ideals were embodied in modern styles such as the International Style. Modernism did not gain widespread traction in North Carolina until 1948, when North Carolina State College chose University of Oklahoma architecture program head Henry Kamphoefner as the first dean of their School of Design in Raleigh.<sup>73</sup> During the 1950s and 1960s, graduates of the program were selected to prepare plans for new downtown buildings. The **Wachovia Building (FY2615)** was constructed in 1966 at 301 North Main Street and designed in the International Style by NC State College graduate Albert B. Cameron. His design employed "a simple yet striking form and streamlined materials to assert prominence and power," and was the first building in the state to exceed the height of the Reynolds Building.<sup>74</sup> Additionally, the Wachovia Building "exemplified the skyscraper mode defined by architect Mies van der Rohe and still new in the state; it was preceded only by Charlotte's 15-story North Carolina National Bank."<sup>75</sup>

Another building that exemplified the International Style is **Crystal Towers (FY3345)**, constructed in 1972 at 625 West Sixth Street and designed by Lashmit, Brown, and Pollock.<sup>76</sup> The eleven-story Crystal Towers building is characterized by its alternating vertical bands of brick and window openings that are flanked by projecting vertical cast concrete elements, as well as concrete beltcourses that delineate each floor and a concrete cornice.<sup>77</sup> During the mid-twentieth century, existing buildings also received updates to their facades. One example is the ca. 1950 update to the **Sosnik's Department Store (FY1520)** at 500 West Fourth Street by the Thalhimers' franchise. The remodeling included "replacing the original storefronts that matched the upper floors with limestone panels framed in granite."<sup>78</sup>

### *Brutalist*

In contrast to the sleek, streamlined designs seen through the early 1960s, architecture of the mid-1960s and 1970s was often massive, angular, and of cast-concrete construction.<sup>79</sup> The Brutalist style designs of government, office, and institutional buildings were influenced by architects such as Le Corbusier, as well as initiatives focused on cost and energy efficiency.<sup>80</sup> The Brutalist style often "employed repetitive elements, voids, cantilevering, blind elevations, and bands of windows to create a sculptural appearance."<sup>81</sup> An excellent example of this style in Downtown Winston Salem is the **Forsyth County Hall of Justice (FY2140)** at 200 North Main Street constructed in 1975. This Brutalist style building was modeled after Boston City Hall (c.1968) and has a reinforced concrete frame surfaced with cast concrete panels and glass curtain

<sup>73</sup> Fearnbach, 77.

<sup>74</sup> Fearnbach, 79; Bishir and Southern, 381-382.

<sup>75</sup> Bisher and Southern, 382.

<sup>76</sup> Fearnbach, 140.

<sup>77</sup> Fearnbach, 140.

<sup>78</sup> Fearnbach, 78-79.

<sup>79</sup> Fearnbach, 79.

<sup>80</sup> Fearnbach, 79.

<sup>81</sup> Fearnbach, 79.

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walls. On the northeast corner, the building's façade "steps back, recessing into the buildings footprint" and exposing the building's reinforced concrete perimeter columns and its poured-concrete floor system.<sup>82</sup> Other examples of Brutalist architecture in Downtown Winston-Salem include the **Hyatt House Hotel (FY9220), Y2140), U.S. Courthouse and Federal Office Building (FY3351), Phillips Building (FY3184)** and the **NCNB Building (FY9232)**.

### *Religious Architecture*

Even in Downtown Winston-Salem's superb collection of high-style architecture, the district's religious architecture stands out. The buildings are set apart from many other buildings the district in form, but share many of the same styles, materials, and designers as the rest of the city's architecture. On the corner of West Fifth and North Spring Streets, the Neoclassical Revival domed sanctuary of **First Baptist Church (FY0792)** was designed by Nashville architects Dougherty and Gardner.<sup>83</sup> The church is characterized by its impressive domed sanctuary, classical temple front portico, and tiered steeple. The **Centenary Methodist Church (FY0794)** sanctuary was constructed in 1931 in a stylized Gothic style by the New York architecture firm of Francis L.S. Mayers, Oscar Harvey Murray and Hardie Phillip.<sup>84</sup> The expansive church building includes a sanctuary, education wing, and children's wing that are characterized by their limestone exteriors and Gothic detailing. **First Presbyterian Church's (FY4102)** three-story Collegiate Gothic-style addition was designed by Northup and O'Brien and constructed by the Fogle Brothers in 1932. Virginia architects Grigg, Wood, and Browne later designed the church's third sanctuary in a Contemporary Gothic-style in 1972, and it is among the district's most impressive examples of mid-century architecture.<sup>85</sup>

### *Winston-Salem Historic District Architects*

Winston-Salem's success as an industrial and commercial center and its rise as one of North Carolina's wealthiest cities in the early-to-mid-twentieth century led many prominent architects to establish firms and/or complete commissions in the city. This wealth and the industry related to essentials, such as cigarettes and textiles, also allowed the city to continue constructing buildings and employing architects during and immediately after the Great Depression when many other cities in North Carolina could not. Architectural and building firms such as Harold Macklin; Colvin, Hammill, and Walter Associates; Northup and O'Brien; and the Fogle Brothers established their firms and designed buildings within Winston-Salem. The city's industrial titans also used their influence and wealth to bring high profile architects from other parts of the country to design their headquarters. Perhaps the most well-known example is Reynold's commissioning of Shreve and Lamb for the design of the Reynolds Building. Shreve and Lamb, based in New York, produced a modern skyscraper that remained the tallest building in the state until the 1960s. Proud Winston-Salem locals later cited the Reynolds Building as the inspiration for the Shreve and Lamb-designed Empire State Building in New York. In addition to the

<sup>82</sup> Fearnbach, 141.

<sup>83</sup> Fearnbach, 113.

<sup>84</sup> Fearnbach, 128.

<sup>85</sup> Fearnbach 130-131.

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concentration of architectural firms headquartered in Winston-Salem, the historic district retains a high concentration of buildings that are representative of their larger portfolios.

*Harold Macklin (1885-1947)*

Born in Portland, Dorset, England, Harold Macklin became one of the leading architects in Winston-Salem in the 1920s.<sup>86</sup> After moving to Winston-Salem in 1919, Macklin became a licensed North Carolina Architect on January 18, 1920 and established an office in the **Wachovia Bank and Trust Company Building (FY2163)** at 8 West Third Street. Macklin was proficient in a range of architectural styles, including Georgian and Neoclassical designs, as well as modern design with emphasis on sleekness and geometry.<sup>87</sup> Macklin eventually moved his office into buildings he had designed, first the 1926 **Gilmer Building (FY1354)** at 416-424 West Fourth Street, and later the 1925 **Realty Building (FY2630)** at 216 West Fourth Street. Between 1928 and 1932, Macklin collaborated with William Roy Wallace as Macklin and Wallace. Macklin's commissions within Downtown Winston-Salem included the **Winston-Salem Journal and Sentinel Building (FY0791)** at 418 North Marshall Street, the **Spruce Street YMCA (FY0800)** at 315 North Spruce Street, the **Winston-Salem Journal Building (FY0790)** at 419 North Spruce Street, and the **Chatham Building (FY1266)** at 301-311 West Fourth Street.

*Northup and O'Brien (1916-1953)*

Winston-Salem architects Willard Close Northup and Leet O'Brien formed the firm Northup and O'Brien, "one of the most prolific and distinguished architectural firms in North Carolina during the first half of the 20<sup>th</sup> century."<sup>88</sup> Northup was "one of five North Carolina architects instrumental in founding a state chapter of the American Institute of Architects, and he was equally important in the passage of legislation regulating architectural practice in 1915." After 1927, the firm included Luther Lashmit. Northup and O'Brien were well versed in revival styles, including the local "Salem Revival" developed by Northup that was considered a "localized version" of the Colonial Revival and characterized by arched "bonnet" hoods over entrances, as well as new national trends such as the Art Deco style.<sup>89</sup> Their portfolio of Winston-Salem works includes the Art Deco **Sosnik's Department Store (FY1520)** and **Pepper Building (FY2489)**, the Neoclassical Revival style **O'Hanlon Building (FY0767)** and **Efird's Department Store (FY1124)**, and the Classical Revival style **Forsyth County Courthouse (FY2162)**.

*Shreve and Lamb (1924-1970s)*

<sup>86</sup> Fearnbach; "Macklin, Harold (1885-1947)," North Carolina Architects & Builders: A Biographical Dictionary. Accessed June 15, 2021. <https://ncarchitects.lib.ncsu.edu/people/P000306>.

<sup>87</sup> "Macklin, Harold (1885-1947)."

<sup>88</sup> "Northup and O'Brien (1916-1953)," North Carolina Architects & Builders: A Biographical Dictionary. Accessed August 26, 2021. <https://ncarchitects.lib.ncsu.edu/people/P000213>.

<sup>89</sup> "Northup and O'Brien (1916-1953)."

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The New York architecture firm of Shreve and Lamb included Canadian R. H. Shreve and William Lamb of Brooklyn. Shreve and Lamb initiated their firm in 1924, later adding partner Arthur Harmon in 1929 to become Shreve, Lamb, and Harmon. Before earning national recognition for their design of the Empire State Building, Shreve and Lamb were selected to design the **R. J. Reynolds Building (FY2141)** in Winston-Salem after entering the R. J. Reynolds Tobacco Company's "race to the sky" to build the tallest skyscraper in North Carolina and in the South. Until the construction of the Reynolds Building, North Carolina's skyscrapers "typically had blocky forms with decorative cornices at the roofline," so the six-story ziggurat top of the building was a new and bold design.<sup>90</sup> The design of the Reynolds Building won the firm the National Architectural Association's Building of the Year award in 1929, and in the same year Shreve and Lamb were awarded the commission for the Empire State Building.

#### *Colvin, Hammill, and Walter Associates*

The firm of Colvin, Hammill, and Walter Associates was established in 1965 in Winston-Salem by architects George Colvin, A.J. Hammill, and Lloyd Walter, recent graduates of NC State University. The firm received commissions from clients such as the Winston-Salem Recreation Department, the Greek Orthodox Church, the North Carolina School of the Arts, and Wachovia Bank. By the 1970s, the firm was known as Hammill-Walter Associates. Their notable contribution to Downtown Winston-Salem, and the project that helped establish the firm's credibility, came in 1976. As part of the downtown redevelopment initiative, the firm was selected to design the **U.S. Courthouse and Federal Office Building**, occupying almost an entire city block. The firm continued to design notable buildings throughout Winston-Salem, including the design of early 1980s Reynolds Plaza, the R.J. Reynolds Tobacco Company's new headquarters adjacent to the original headquarters in the Reynolds Building, and just outside the Downtown Winston-Salem Historic District.<sup>91</sup>

#### *Stanhope Johnson (1882-1973)*

Stanhope Johnson was an architect based in Lynchburg, Virginia who designed buildings from New York to Texas.<sup>92</sup> Most well-known for his Neoclassical and Georgian Revival designs, Johnson also designed many modern buildings in the Art Deco, Prairie, and International Styles.<sup>93</sup> From 1925 to 1932, Johnson worked with Ray O. Brannan. Johnson and Brannan's most notable building in Winston-Salem is the **Carolina Theatre and Hotel (FY1346)** at 407 West Fourth Street; the pair also designed the **Bolich Building (FY1361)** at 614-636 West Fourth Street.

<sup>90</sup> "Shreve and Lamb (1924-1970s)," North Carolina Architects & Builders: A Biographical Dictionary. Accessed August 26, 2021. <https://ncarchitects.lib.ncsu.edu/people/P000414>.

<sup>91</sup> "Firm History," Walter Robbs: Architecture + Interiors + Planning. Accessed June 2021. <https://www.walterrobbs.com/about/firm-history>.

<sup>92</sup> "About," Stanhope Johnson Architect. Accessed June 15, 2021. <http://www.stanhopejohnsonarchitect.com/about.html>.

<sup>93</sup> "About," Stanhope Johnson Architect; "Johnson, Stanhope S. (1882-1973)," North Carolina Architects & Builders: A Biographical Dictionary. Accessed June 15, 2021. <https://ncarchitects.lib.ncsu.edu/people/P000597>.

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### *Fogle Brothers*

Active from 1871 to 1932, Winston-Salem natives and Moravian woodworkers, Christian H. Fogle and Charles A. Fogle were partners in the Fogle Brothers contracting firm.<sup>94</sup> The Fogle Brothers constructed most of the buildings in Winston and Salem from the 1870s until the end of the nineteenth century, including the commercial buildings in the commercial area of Winston (present day downtown Winston-Salem).<sup>95</sup> In total they were responsible for constructing thousands of building in the greater Winston-Salem area. Among the most prominent commissions constructed by the Fogle Brothers in the district were the **Realty Building (FY2630)** at 216 West Fourth Street and the **Carnegie Public Library (FY0096)** at 211 West Third Street. In the mid-twentieth century, the company shifted to building material supply, and became one of the largest suppliers in the region.

### *Grigg, Wood, and Browne*

The Virginia based firm of Grigg, Wood, and Browne specialized in churches, estates, and architectural restoration.<sup>96</sup> Some of their most impressive restoration work included restoration work at the White House, Monticello, and the State Capitol of North Carolina.<sup>97</sup> Although they completed most of their work outside of Winston-Salem, the firm is represented within the historic district through their design of the **First Presbyterian Church's (FY4102)** third sanctuary and the adjacent fellowship hall at 300 North Cherry Street.<sup>98</sup>

### *Mayre, Alger, and Vinour*

The firm of Mayre, Alger, and Vinour was formed in the 1920s in Atlanta, Georgia by P. Thornton Mayre, Barrett and Richard Alger, and Ollivier Vinour.<sup>99</sup> The firm was known for their "mastery of the new ornamental style of Art Deco," and in the late 1920s the firm was awarded a commission to design Southern Bell office buildings in the southeast region, with four buildings located in North Carolina.<sup>100</sup> One of these four North Carolina buildings was the **Southern Bell Building (FY1793)** at 629 West Fifth Street in Downtown Winston-Salem.

<sup>94</sup> "Fogle Brothers (1871-1932)," North Carolina Architects & Builders: A Biographical Dictionary. Accessed August 2021. <https://ncarchitects.lib.ncsu.edu/people/P000340>.

<sup>95</sup> "Fogle Brothers (1871-1932)."

<sup>96</sup> "A Guide to the Milton Latour Grigg Papers, 1930-1981," Special Collections Department, University of Virginia Library. Accessed August 26, 2021. <https://ead.lib.virginia.edu/vivaxtf/view?docId=uva-sc/viu03428.xml>; *District of Columbia Appropriations for Fiscal Year 1979: Hearings Before a Subcommittee of the Committee on Appropriations, United States Senate, Ninety-fifth Congress, Second Session, on H.R. 13468* (United States: U.S. Government Printing Office, 1978): 152-153.

<sup>97</sup> *District of Columbia Appropriations for Fiscal Year 1979*, 153.

<sup>98</sup> Fearnbach, 131.

<sup>99</sup> "P. Thornton Marye (1872-1935)," New Georgia Encyclopedia. Accessed August 26, 2021. <https://www.georgiaencyclopedia.org/articles/arts-culture/p-thornton-marye-1872-1935>.

<sup>100</sup> "P. Thornton Marye (1872-1935)," "Marye, P. Thornton (1872-1935)," North Carolina Architects & Builders: A Biographical Dictionary. Accessed August 26, 2021. <https://ncarchitects.lib.ncsu.edu/people/P000203>.



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The Downtown Winston-Salem Historic District includes a collection of some of the most architecturally impressive and distinctive buildings in the state designed by locally and regionally significant architects. The historic district's high-style commercial architecture represents a full range of late-nineteenth and twentieth century architectural design trends, including styles such as Colonial and Classical Revival, Art Deco, International, and Brutalism. While other cities within the state include impressive and high-style examples of commercial buildings, Winston-Salem is significant on a statewide level for the intact collection of high-style buildings that represent the city's full architectural development and were designed by locally and regionally significant architects.

DRAFT

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**Previous documentation on file (NPS):**

- preliminary determination of individual listing (36 CFR 67) has been requested  
 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 # \_\_\_\_\_  
 recorded by Historic American Landscape Survey # \_\_\_\_\_

**Primary location of additional data:**

State Historic Preservation Office

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- Other State agency  
 Federal agency  
 Local government  
 University  
 Other

Name of repository: North Carolina Department of Natural and Cultural Resources;  
City of Winston-Salem; Forsyth County Public Library

Historic Resources Survey Number (if assigned): FY3187

### 10. Geographical Data

Acreage of Property 53 acres

Use either the UTM system or latitude/longitude coordinates

#### Latitude/Longitude Coordinates

Datum if other than WGS84: \_\_\_\_\_

(enter coordinates to 6 decimal places)

1. Latitude: 36.101368 Longitude: -80.253952
2. Latitude: 36.101461 Longitude: -80.242115
3. Latitude: 36.094916 Longitude: -80.241991
4. Latitude: 36.094811 Longitude: -80.253926

Or

#### UTM References

Datum (indicated on USGS map):

NAD 1927 or  NAD 1983

1. Zone: Easting: Northing:
2. Zone: Easting: Northing:
3. Zone: Easting: Northing:
4. Zone: Easting: Northing:

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**Verbal Boundary Description** (Describe the boundaries of the property.)

The Downtown Winston-Salem Historic District includes 53 acres in the downtown commercial core of Winston-Salem. The district is irregularly shaped with the historic West Fourth Street commercial district at its core. In addition to the following verbal boundary description, the boundary of the historic district has been provided on the associated boundary and location maps. Starting at the northwest corner of the tax parcel for 575 North Broad Street, the district boundary runs along the north parcel lines of properties on the south side of West Sixth Street until it crosses to the north to wrap the parcel for Crystal Towers at 625 West Fifth Street. The boundary then runs south along the east side of North Poplar Street and turns to the east to include the parcel for First Baptist Church. The boundary then runs east from the southwest corner of West Fifth Street and North Spruce Street until it turns south to run along the west side of North Cherry Street. The boundary then crosses North Cherry Street to run irregularly along the north side of the parcels for the commercial buildings in the southern half of the blocks between North Cherry Street and North Liberty Street. The boundary then runs south along North Liberty Street before turning east to run along the south side of West Fourth Street, and then turning north to wrap around the parcel for the R. J. Reynolds Building. The boundary then turns east to wrap the parcel for the Phillips Building before running south along the west side of North Church Street until turning west along the north side of East First Street, turning north along the east side of North Main Street, turning west along the north side of East Second Street, and then turning north along the east side of Town Run Lane. The boundary then runs east along the north side of the parcel for the NCNB Building and then north along the east side of North Liberty Street before turning west then north around the parcel for the Pepper Building. The boundary then runs along the south side of West Fourth Street before turning south along the west parcel line for 1 Park Vista Lane, turning west and then south to exclude the parcel for 205 West Third Street, and then running west along the north side of West Third Street. The boundary then runs south along the west side of North Cherry Street, west along the south side of the parcel for 235 North Marshall Street, south along the west side of North Marshall Street, west along the north side of West Second Street, and then north and west along the parcel line of 251 North Spruce Street. The boundary then runs north along the east side of North Spruce Street before turning west to run along the south side of the parcel of 500-514 West Fourth Street before wrapping around the parcels of 614-638 West Fourth Street to then run east along the south side of West Fourth Street. The boundary then runs north along the west side of the parcel for 405 West Fourth Street, turns west at the south side of the parcel for 419 North Spruce Street and crosses North Spruce Street to run along the south side of the parcels for the Integon Life Insurance Building and Centenary Methodist Church. The boundary then turns north at the west side of the parcel for Centenary Methodist Church. The boundary crosses West Fifth Street and turns west to run along the north side of West Fifth Street, turns north to run along the east side of North Spring Street, turns west on the north side of Pilot View Street, and finally turns north along the east side of North Broad Street to close the boundary.

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**Boundary Justification** (Explain why the boundaries were selected.)

The boundary of the Downtown Winston-Salem Historic District represents the comprehensive and complete extent of the historic downtown commercial core of Winston-Salem and its extant historic resources. While historically the commercial core included a larger extent, many historic commercial resources are no longer extant or have lost historic integrity. Areas that have been excluded from the boundary include areas with substantial modern development and alterations, or where historic resources have been demolished. The boundary also excludes areas where existing resources associated with the commercial district were constructed outside of the district's period of significance and therefore would be considered non-contributing on the edge. The property's historic setting and all known associated historic resources have been included within the historic boundary.

**11. Form Prepared By**

name/title: Kayla Boyer Halberg, Ashlen Stump, Erica Howard  
organization: Commonwealth Preservation Group  
street & number: 536 W 35<sup>th</sup> Street  
city or town: Norfolk state: VA zip code: 23508  
e-mail: admin@commonwealthpreservationgroup.com  
telephone: 757-923-1900  
date: August 31, 2021

**Additional Documentation**

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. **Key** all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

**Photographs**



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Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

**Photo Log**

Name of Property: Downtown Winston-Salem Historic District

City or Vicinity: Winston-Salem

County: Forsyth County

State: North Carolina

Photographer: Ashlen Stump (AS), Kayla Halberg (KH), and Ethan Halberg (EH)

Date Photographed: July 16, 2020 and July 28-29, 2021

Description of Photograph(s) and number, include description of view indicating direction of camera:

Photo Number of 28	Description	Camera Direction	Date	Photographer
1	Oblique of Douglas Battery Service	NW	7/2021	AS
2	Oblique of Firestone Stores	NW	7/2021	AS
3	Elevation of Centenary Methodist Church	S	7/2020	EH
4	Oblique of	SE	7/2021	AS
5	Oblique of Crystal Towers	NW	7/2021	AS
6	Elevation of First Baptist Church	N	7/2020	EH
7	Oblique of Winston-Salem Journal and Sentinel Building	NW	7/2021	AS

Downtown Winston-Salem Historic District  
 Name of Property

Forsyth County, NC  
 County and State

8	Oblique of Carolina Theatre & Hotel	NW	7/2021	AS
9	Streetscape of the south side of West Fourth Street between North Marshall Street and North Spruce Street	SW	7/2020	EH
10	Oblique of Sosnik's Department Store	SW	7/2020	EH
11	Elevation of Bolich Building	SW	7/2021	AS
12	Oblique of Spruce Street YMCA	NE	7/2021	AS
13	Streetscape of 118-130 North Marshall Street	NW	7/2021	KH
14	Oblique of Shamrock Mills	NW	7/2021	AS
15	Oblique of Chatham Building	NW	7/2021	KH
16	Oblique of Nissen Building	SW	7/2021	AS
17	Oblique of Realty Building	SE	7/2021	AS
18	Oblique of First Presbyterian Church	SW	7/2021	AS
19	Streetscape of the northeast corner of West Fourth Street and North Trade Street	NW	7/2021	AS
20	Streetscape of the west side of North Liberty Street	NW	7/2021	AS

Downtown Winston-Salem Historic District

Forsyth County, NC

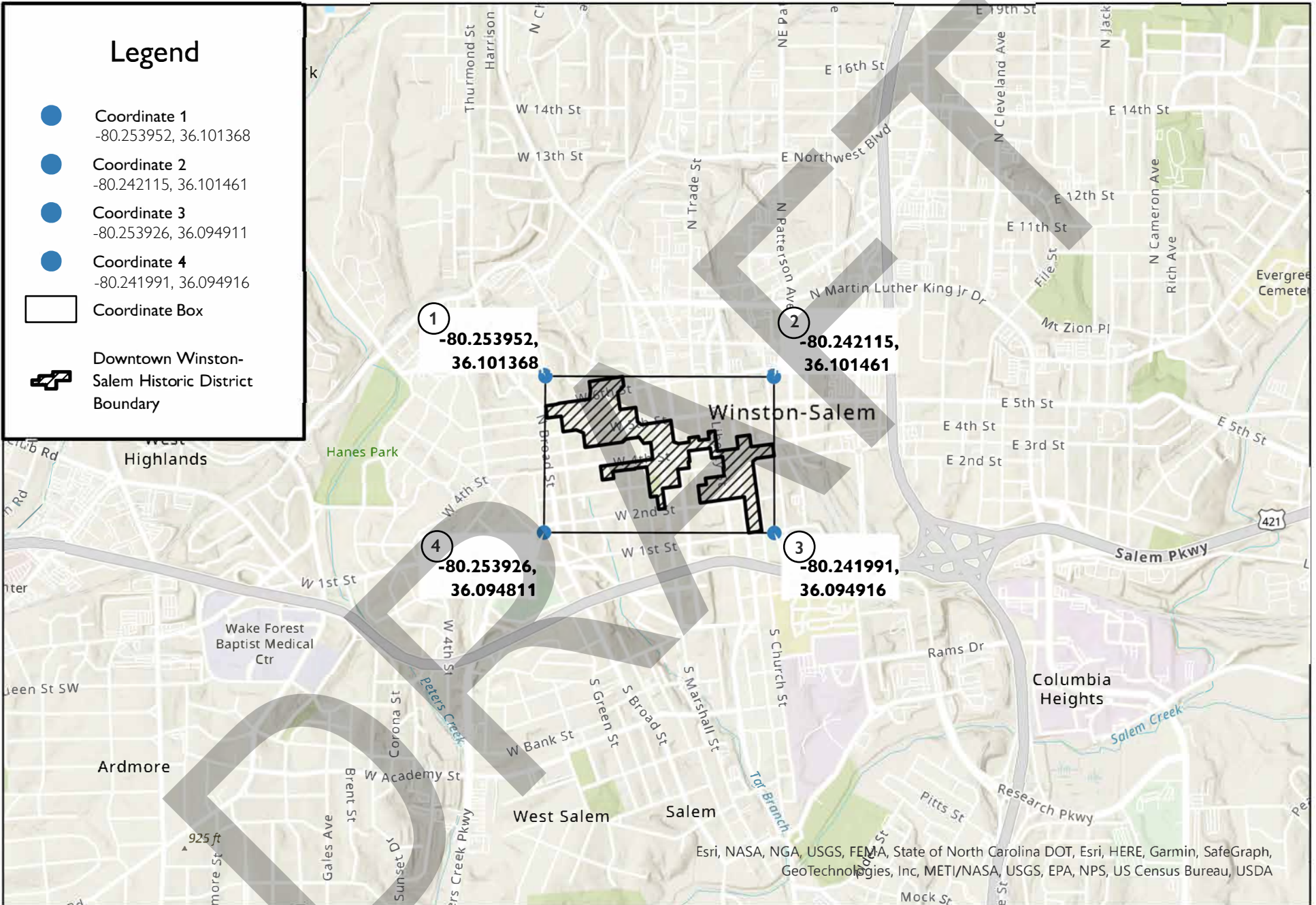
Name of Property

County and State

21	Oblique of Forsyth County Courthouse	NE	7/2020	EH
22	Oblique of R. J. Reynolds Building	SE	7/2021	AS
23	Oblique of Wachovia Building	NE	7/2021	AS
24	Oblique of Phillips Building	NE	7/2021	AS
25	Streetscape of the southeast corner of West Third Street and North Liberty Street	SE	7/2020	EH
26	Oblique of Forsyth County Hall of Justice	SW	7/2021	KH
27	Oblique of U.S. Courthouse and Federal Office Building	NE	7/2021	KH
28	Oblique of Winston-Salem City Hall	NE	7/2021	KH

# Legend

- **Coordinate 1**  
-80.253952, 36.101368
- **Coordinate 2**  
-80.242115, 36.101461
- **Coordinate 3**  
-80.253926, 36.094911
- **Coordinate 4**  
-80.241991, 36.094916
- Coordinate Box**
- Downtown Winston-Salem Historic District Boundary**



①  
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②  
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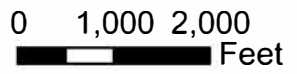
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③  
**-80.241991,  
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Esri, NASA, NGA, USGS, FEMA, State of North Carolina DOT, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA

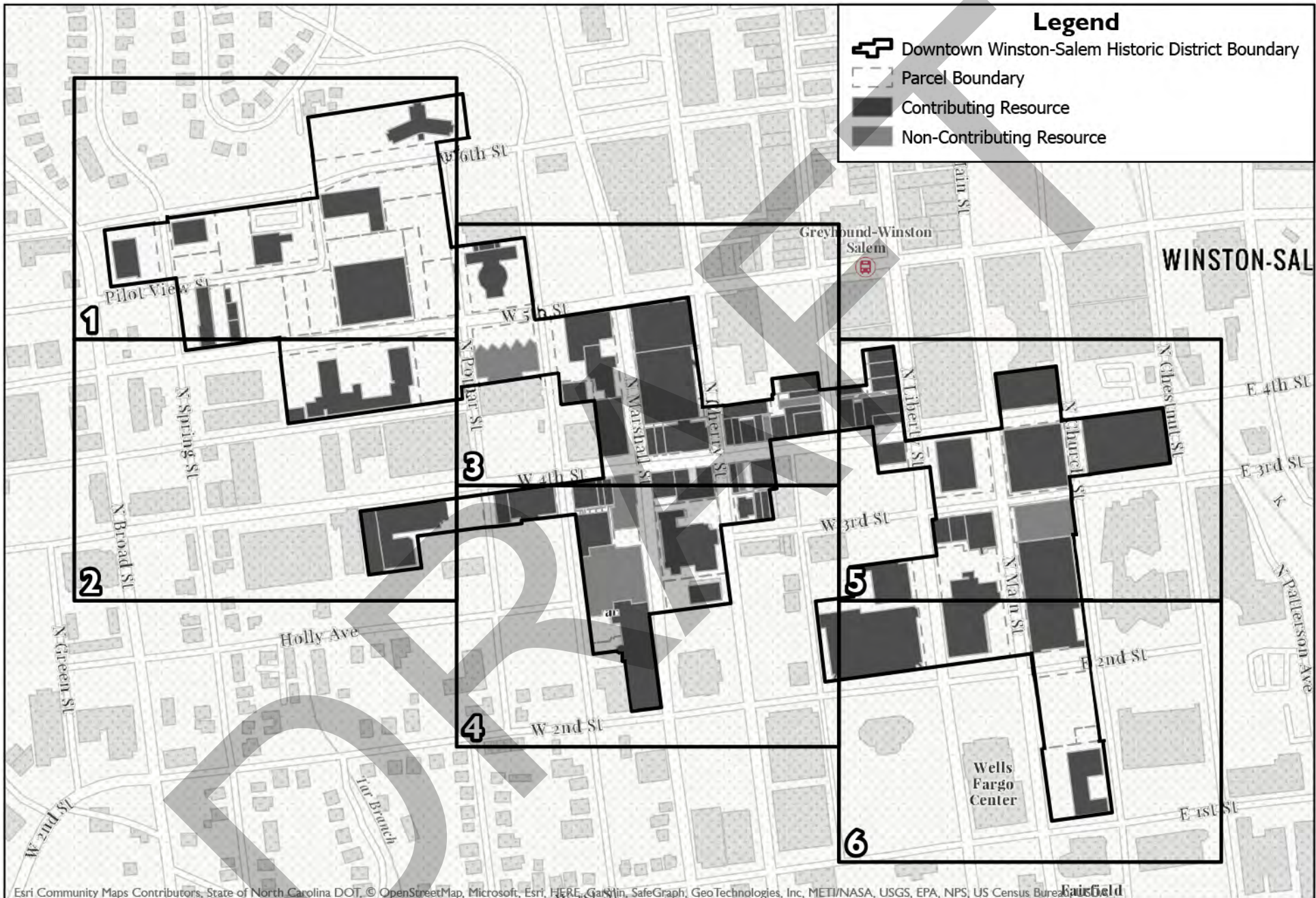
## Downtown Winston-Salem Historic District (FY3187)

Winston-Salem, Forsyth County, North Carolina



Location Map



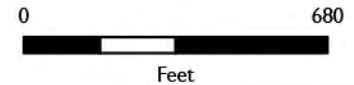


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**Downtown Winston-Salem Historic District (FY3187)**

Winston-Salem, Forsyth County, North Carolina

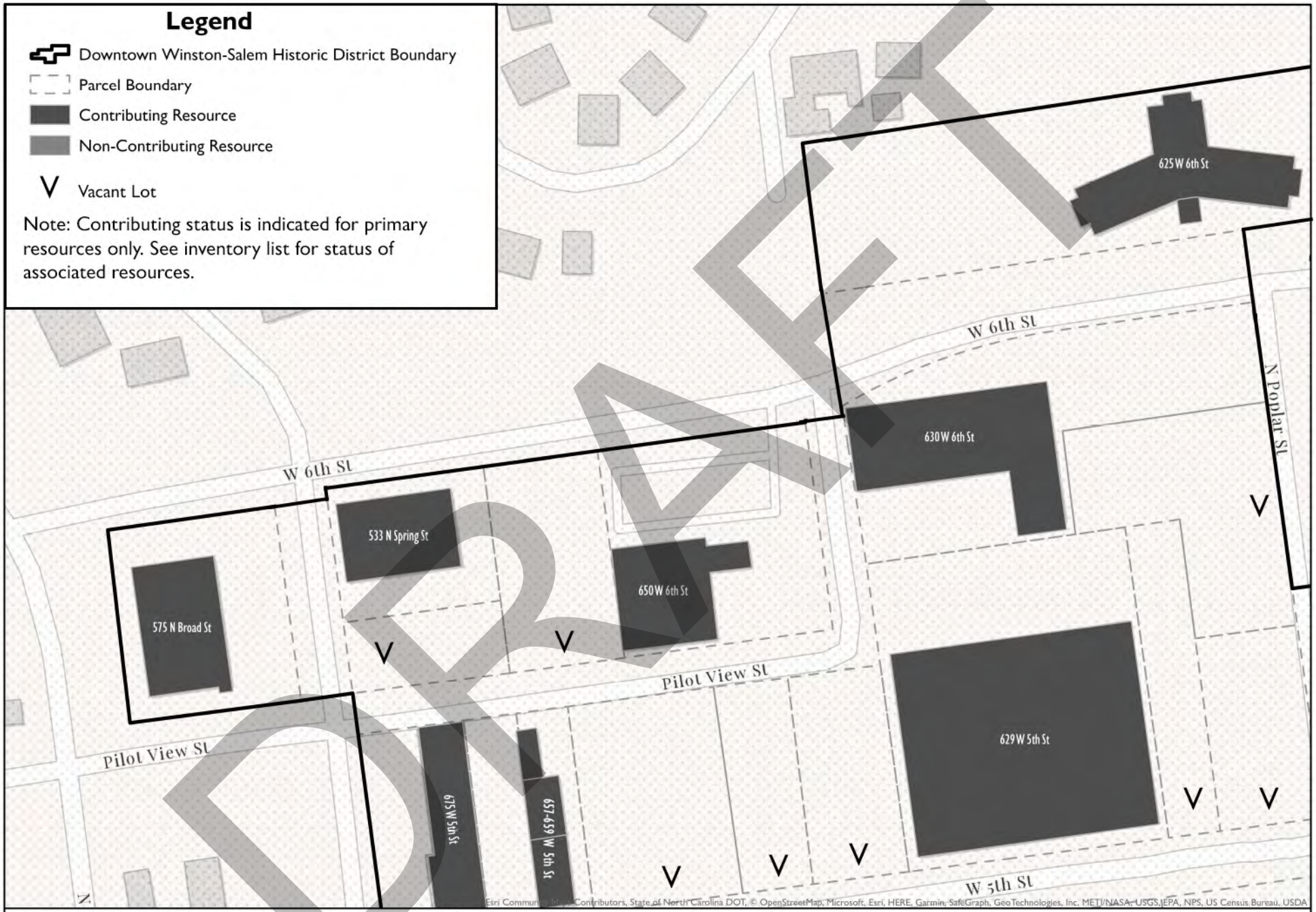
National Register Boundary Map Index



### Legend

-  Downtown Winston-Salem Historic District Boundary
-  Parcel Boundary
-  Contributing Resource
-  Non-Contributing Resource
-  Vacant Lot

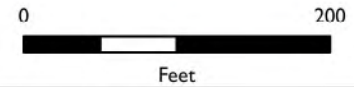
Note: Contributing status is indicated for primary resources only. See inventory list for status of associated resources.

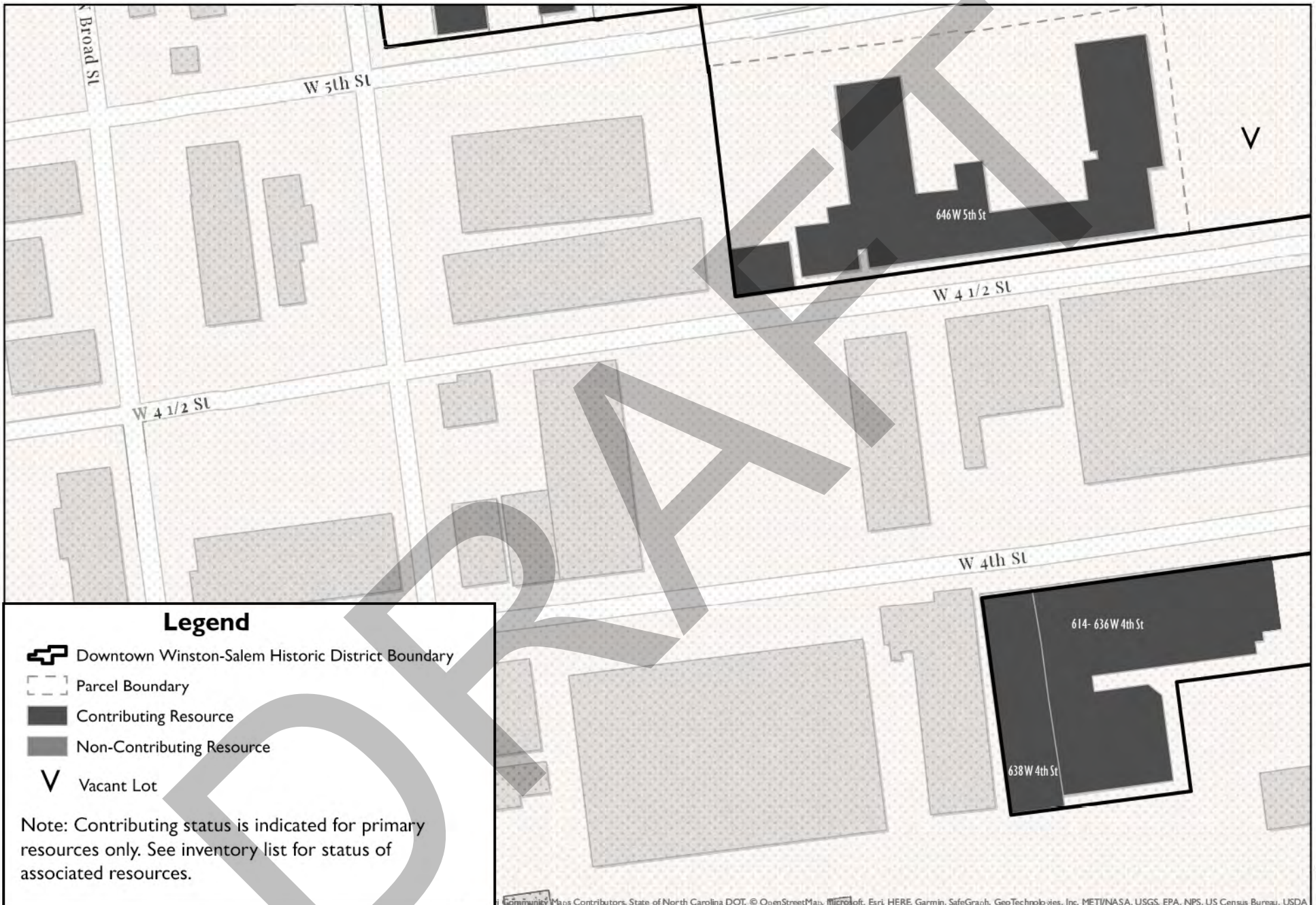


## National Register Boundary Map






### Downtown Winston-Salem Historic District (FY3187)

Winston-Salem, Forsyth County, North Carolina





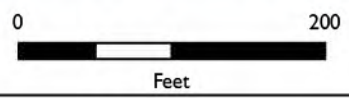
**Legend**

-  Downtown Winston-Salem Historic District Boundary
-  Parcel Boundary
-  Contributing Resource
-  Non-Contributing Resource
-  Vacant Lot

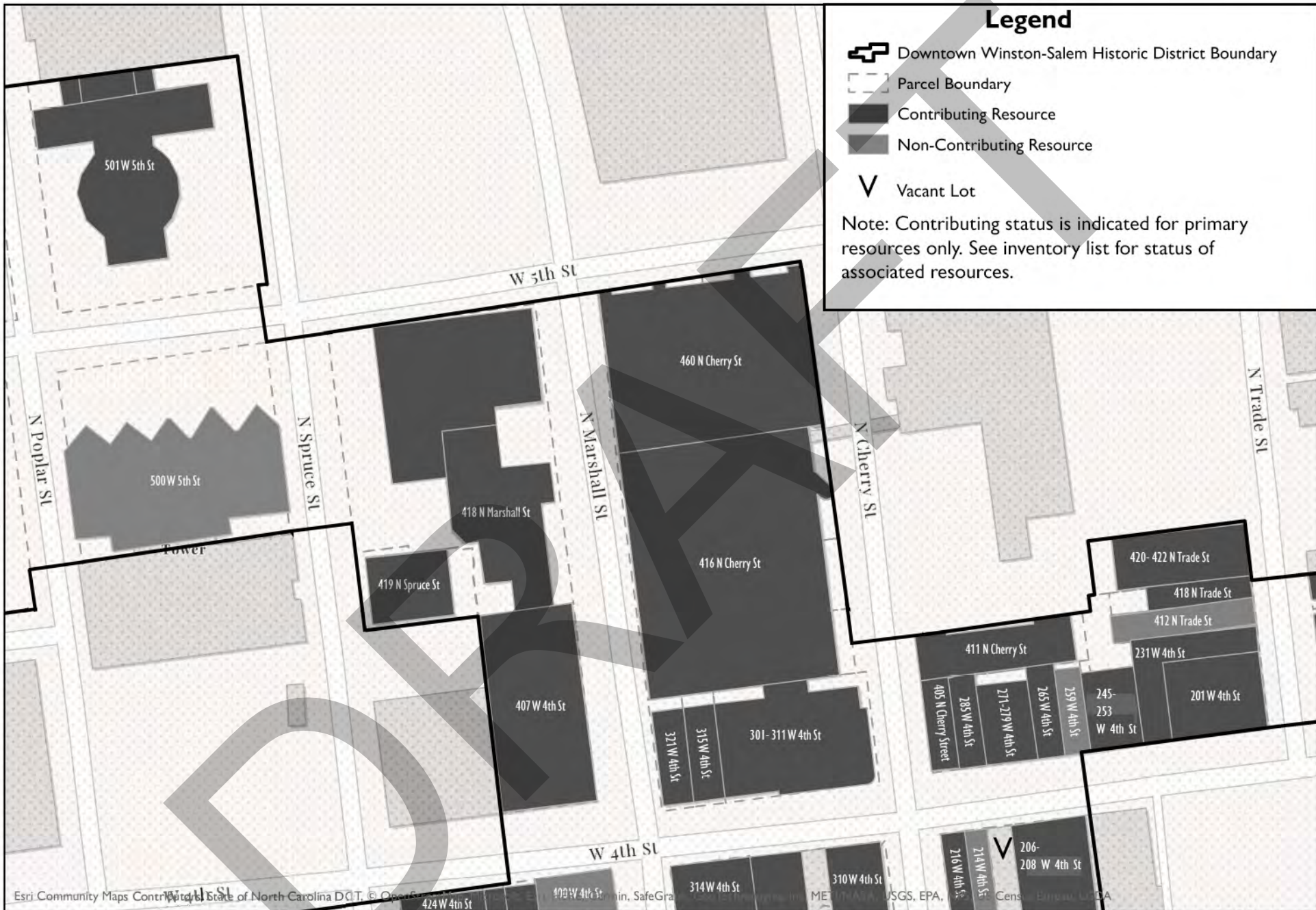
Note: Contributing status is indicated for primary resources only. See inventory list for status of associated resources.

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**National Register Boundary Map**  
**Downtown Winston-Salem Historic District (FY3187)**  
 Winston-Salem, Forsyth County, North Carolina







### Legend

-  Downtown Winston-Salem Historic District Boundary
-  Parcel Boundary
-  Contributing Resource
-  Non-Contributing Resource
-  Vacant Lot

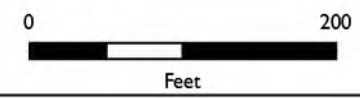
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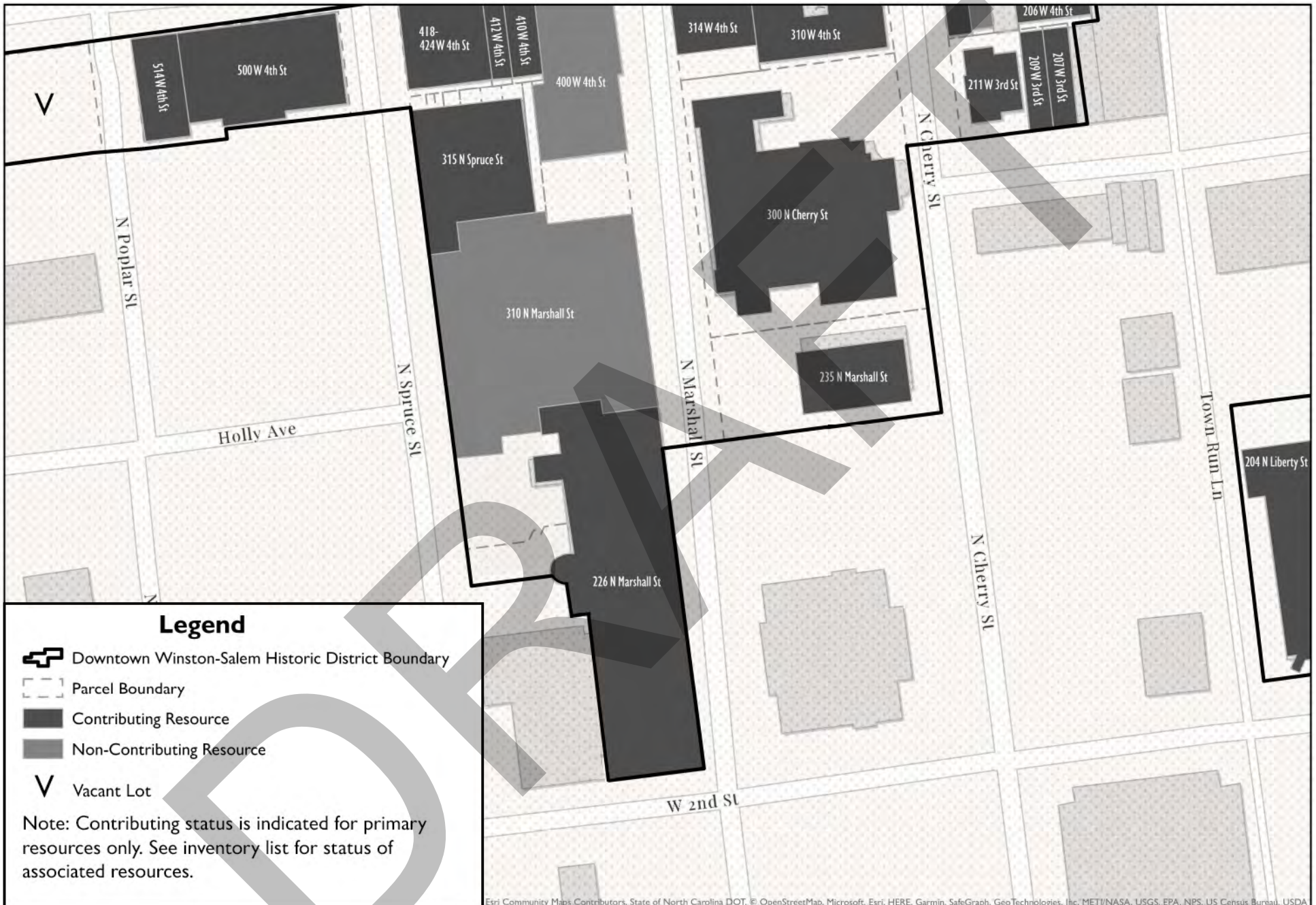
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## National Register Boundary Map






### Downtown Winston-Salem Historic District (FY3187)

Winston-Salem, Forsyth County, North Carolina





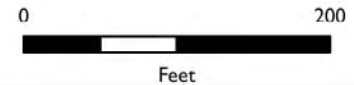
**Legend**

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-  Parcel Boundary
-  Contributing Resource
-  Non-Contributing Resource
-  Vacant Lot

Note: Contributing status is indicated for primary resources only. See inventory list for status of associated resources.





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**National Register Boundary Map**  
**Downtown Winston-Salem Historic District (FY3187)**  
 Winston-Salem, Forsyth County, North Carolina










### Legend

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**National Register Boundary Map**  
**Downtown Winston-Salem Historic District (FY3187)**  
 Winston-Salem, Forsyth County, North Carolina

