

Twin City Motor Company Building

The 1926 Twin City Motor Company Building possesses the requisite architectural significance for local historic landmark designation as the only extant downtown Winston-Salem building constructed solely to serve as an automobile dealership and service garage. The distinct Commercial Style building, located at 633 North Liberty Street on a .52 acre parcel, designed by Winston-Salem architects Northup and O'Brien, is architecturally significant. The Twin City Motor Company Building, an expansive three-level reinforced-concrete building, is particularly notable due to its white-glazed-terra-cotta-tile-sheathed west façade embellished with slightly projecting pilasters, a molded cornice above the second-story windows, and paneled crenellated parapets atop the corner and north central bays. Original storefront elements include two-section copper-frame plate-glass windows with low black marble kneewalls in the first-floor showroom. The stuccoed east elevation is ornamented with a crenellated parapet atop the central bay. A two-section copper-frame plate-glass window with a stuccoed kneewall and a ten-pane wood-frame transom remains in the south bay. Large multipane steel sash light the building. On the interior, most of each level has an open plan with exposed fire-resistant reinforced-concrete columns, beams, and slabs designed to minimize vibration and carry a heavy load. The proposed landmark is on a 0.52-acre tract (Forsyth County PIN 6835-28-2505, block 13, lot 240). The period of significance is 1926, the building's completion date. The Twin City Motor Company Building is a contributing resource in the Downtown North Historic District, listed in the National Register of Historic Places in 2002. (Heather Fearnbach, Twin City Motor Company Building Local Historic Landmark Application and Report 11/9/2020)

The current owners are seeking complete Local Historic Landmark designation for the entire Twin City Motor Company Building exterior and interior in order to recognize the property's architectural significance. A list of the character-defining features is found in the Landmark report on page 29.

The property is a significant example of Forsyth County's architecture that possesses integrity of location, setting, design, materials, workmanship, feeling, and association.

The Twin City Motor Company Building retains high integrity of location, setting, feeling, and association, as it remains on its historic site within an early- to mid-twentieth-century commercial district in downtown Winston-Salem.

The Twin City Motor Company Building retains excellent integrity in terms of design, material, and workmanship. Northup and O'Brien's architectural drawings were executed with little deviation. The expansive three-level reinforced-concrete building features a white-glazed-terra-cotta-tile-sheathed west façade embellished with slightly projecting pilasters, a molded cornice above the second-story windows, and paneled crenellated parapets atop the corner and north central bays. Wide two-section copper-frame plate-glass windows with low black marble kneewalls light the first-floor showroom, while large multipane steel sash are intact elsewhere. The stuccoed east elevation is ornamented with a crenellated parapet atop the central bay. The intact south storefront encompasses a two-section copper-frame plate-glass window with a stuccoed kneewall and a ten-pane wood-frame transom. Most of each level has an open plan with exposed fire-resistant reinforced-concrete columns, beams, and slabs designed to minimize vibration and carry a heavy load.