

**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: Pilot Life Insurance Company Home OfficeOther names/site number: GF1234

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: 5300 High Point RoadCity or town: Greensboro State: NC 27407 County: GuilfordNot For Publication: ☐ NA Vicinity: ☐ NA**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:

     A      B      x C      D

Signature of certifying official/Title:

Date

North Carolina Department of Natural and Cultural ResourcesIn my opinion, the property      meets      does not meet the National Register criteria.

Signature of commenting official:

Date

Title :

State or Federal agency/bureau  
or Tribal Government

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#### 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

☐

##### Category of Property

(Check only **one** box.)

Building(s)

☒

District

☐

Site

☐

Structure

☐

Object

☐

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**Number of Resources within Property**

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>4</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>3</u>	<u>0</u>	structures
<u>0</u>	<u>1</u>	objects
<u>7</u>	<u>1</u>	Total

Number of contributing resources previously listed in the National Register N/A

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions.)

COMMERCE/TRADE: Business

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Current Functions**

(Enter categories from instructions.)

VACANT/Not In Use

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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## 7. Description

### Architectural Classification

(Enter categories from instructions.)

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

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

Principal exterior materials of the property: Brick, Stone, Wood, Metal

### 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.)

### Summary Paragraph

The Pilot Life Insurance Company Home Office is located at 5300 High Point Road on a small part of the original property about eight miles southwest of downtown Greensboro in an area known as Sedgefield. When the campus opened in 1928, three buildings stood on 132.42 acres that the president of Pilot Life Insurance Company, A. W. McAlister, acquired for this purpose in what was then a fairly rural area.<sup>1</sup> The Philadelphia architecture firm of Zantzinger, Borie & Medary along with Harry Barton, a Greensboro architect, designed the buildings in the Georgian Revival style. Landscape architect Robert Cridland, also of Philadelphia, designed the plan of the campus, which included a lake, and its landscaping. The buildings were constructed with exteriors of red brick with contrasting limestone trim and decoration. The central building, Fackler Building, which faces south, is flanked by Mebane Building to the east and Commons Building to the west, that are connected to Fackler Building by two angled arcades to form a forecourt. A rectangular reflecting pool is in the center of the forecourt. Two large additions were made to the rear of the Fackler Building in 1951 and 1960. In 1953, Pilot Life added a clubhouse and recreation area for employees that included a pool, tennis courts, and a gazebo by the lake. Sometime before 1965, the northern wing of what is now known as the Lake Building

<sup>1</sup> For a full discussion of the acquisition of this property see Section 8, Page 25.

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was built and in ca. 1965 the southern wing, oriented east-west, was added along with a hyphen to connect it to the earlier building. With that last addition, the complex reached its zenith.

In 1986, Pilot Life Insurance Company merged with Jefferson Standard Insurance Company, and by 1990 the Pilot Life employees had moved to a newly constructed office tower in downtown Greensboro. The buildings at the Sedgefield campus have stood vacant for the last thirty years and both the buildings and the grounds have deteriorated. The recreational amenities were demolished, and the lake drained in 2018. Kisco Senior Living (KSL Sedgefield Pilot LLC) purchased the property in 2008, has subdivided the property into numerous parcels, and is in the process of selling them. This nomination covers the approximately 20.75 acres that includes all the surviving buildings and the viewshed from the three original buildings to High Point Road.

## Narrative Description

### Inventory

Fackler Building with two additions	1928, 1951, 1960	Contributing Building
Mebane Building	1928	Contributing Building
Commons Building	1928	Contributing Building
Lake Building	1950s, ca. 1965	Contributing Building
Reflecting Pool	1928	Contributing Structure
Mechanical Equipment Covers (2)	ca. 1960	Contributing Structure
Security Fence	2008	Noncontributing Object

### SETTING

The Pilot Life Insurance Company Home Office is located in an area that was rural when the complex was built but today is a mix of land uses. Although High Point Road in front of the complex continues to be a two-lane road, there are major limited access highways to the north and east of the property. The Sedgefield Country Club development is located across High Point Road, but the land is wooded and largely screened from the road and the Pilot Life buildings. There are small residential areas on the east side of the property and west of the now-drained Pilot Life lake. A new large apartment complex was built in 2021 to the rear of the Pilot Life buildings on land that until recently was part of the Pilot Life property. There is a small commercial building just east of the eastern entrance. About a half mile west of the Pilot Life complex is a commercial shopping center.

The main buildings are sited on the property's highest point and would have been very visible from High Point Road. Its deliberate siting on the high point of the land created a commanding presence meant to impress and convey a sense of permanence and stability. The Fackler Building, the main building, faces High Point Road. The two other buildings, Mebane Building to the east and Commons Building to the west, are sited south of Fackler. Each is connected to the Fackler Building by an arcade and face each other to form a forecourt. A rectangular reflecting pool is located in the center of the forecourt. This composition displays a symmetry typical of Georgian Revival architecture.

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As the company thrived, the building complex expanded to the north. Two large additions, named in company literature as the Annex and the North Building, were built onto the rear of the Fackler Building. Because they were built at a lower elevation than the original buildings, they are not visible from the forecourt or High Point Road. In the yard on the west side of the first rear addition is a low brick mechanical equipment cover that was built to screen cooling equipment. A second similar structure is sited at the southwest corner of the eastern parking lot. Farther to the west and screened from the other buildings and west parking lot by a row of cedar trees, stands what is currently known as the Lake Building that housed printing and storage. The southern wing of this building is overgrown with vegetation.

The land on which the Pilot Life buildings are located rises from High Point Road with the original three buildings sited on the highest elevation of the land before the land gently drops off to the west and south. Due to years of neglect except in a few areas, it is difficult to tell which trees and shrubs are part of the original landscape plan. The land in front of the buildings originally was open but has grown up with bushes and trees. This is especially evident along High Point Road limiting the view of the buildings from the road. The land immediately around the buildings, except for the Lake Building, is open and originally was lawn but has become overgrown. There are a number of deciduous trees within the forecourt, and several are linden trees. There is a row of trees behind the Mebane Building that according to an early aerial photograph of the three buildings were part of the original plantings. A similar row of trees to the rear of the Commons Building is now gone as are the trees shown to the rear of the Fackler Building. There is a thicket of overgrown bushes at the northeastern corner of the Fackler Building. A row of tall evergreens stands on the eastern side of the drive around the main buildings and screens a later parking lot, which is now on a separate parcel and not part of this nomination. There is also a row of cedars on the western side of the west parking lot that screens the Lake Building from the main building and extends to the south to define the western side of the open area in front of the original buildings.

The property features a network of paved roads and sidewalks. Access to the Home Office was along a curving paved road with entrances from High Point and Alamance roads. This access road runs in front of the original buildings with a secondary U-shaped drive that enters the forecourt to provide access to the front of each building. Another secondary drive runs behind the Mebane and Commons buildings to encircle the Fackler Building and its additions. These drives widen to become paved parking lots on either side of the rear additions and to a smaller degree, on the north side. A narrow, paved drive extends from the north end of the west parking lot to provide access to a paved parking lot situated in the area defined by the two wings of the Lake Building. Two service drives on the east and west sides at the rear of the Fackler Building end at the south end of the Annex addition and originally may have been a single service drive looping behind the Fackler Build before it was expanded. Another paved service drive leads from the west parking lot to the central loading entrance on the western side of the Annex and the southern side of the North Building. A set of brick steps extends down the hill from the west arcade to a sidewalk that leads to the west parking lot. A brick sidewalk extends from the eastern arcade to the drive within the forecourt. On the west side, a brick sidewalk extends from

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the arcade immediately adjacent to the west end of the Fackler Building. There are concrete sidewalks along the side yards of the Annex and the rear of the North Building.

Currently a tall, electrified chain-link security fence encircles the main buildings but not the Lake Building or the parking lots.

## BUILDINGS

The Pilot Life Insurance Company Home Office contains four buildings: Fackler, Mebane, and Commons, built in 1928, and the printing/storage facility now known as the Lake Building completed by 1965. While the three main buildings are sited together, the Lake Building is located northwest of this group close to the site of the now-drained lake. All three of the main buildings, including the 1951 and 1960 rear additions to Fackler (the Annex and North Building), are steel framed with brick veneer walls laid in Flemish bond with contrasting limestone or cast stone trim and decorations, all of which are dressed unless otherwise noted. All three buildings also have hipped roofs with tile shingles to simulate slate shingles and rectangular steel multi-pane windows. The brick of all four buildings is red with randomly placed dark stained headers and stretchers. (For the sake of brevity, throughout this nomination the brick is described simply as red.) Angled one-story brick arcades connect the Fackler Building to the Mebane Building on the east and the Commons Building on the west. For the purposes of this nomination, they are considered extensions of the Mebane and Commons buildings because the arcades continue along and are integrated into the respective facades.

### **Fackler Building, 1928**

### **Contributing Building**

The Fackler Building is a stately three story, eleven-bay-long building with a projecting, gable-roofed, central pavilion that houses the main entrance. Fackler is the most richly ornamented of the buildings. All corners have stacked stone quoins and an entablature with a stone modillioned cornice and a frieze of alternating panels of stone and brick in a basketweave pattern encircles the building. At each corner of the cornice, between the modillions, there is a small ornament that appears to be a pinecone. Cove molding in stone tops the modillions, which in turn are topped by the front edge of the recessed copper lined gutters incorporated in the cornice and stamped in what appears to be a chevron pattern. Copper downspouts have been replaced with large rubber hoses, but rectilinear trim at the top of each ornamented in bosses and diamonds in relief, remains in place. All windows are recessed in flat stone surrounds and consist of a fixed upper sash above casements. A water table and a beltcourse near the top of the first-story windows wrap the building: both elements are dressed stone.<sup>2</sup>

All first-story windows are floor length, and all have segmental arched surrounds on the façade. The second-story façade windows have simple rectangular stone surrounds. The third-story windows are smaller with stone surrounds. The third-story facade windows are grouped together in pairs with a stone-sheathed post between the two that extends to the cornice. As the building stood vacant over the years, water infiltration caused the brick veneer on the upper stories of the façade to separate and fall. All brick and stone ornamentation was saved for later reinstallation.

<sup>2</sup> For the sake of continuity, stone is used through the nomination to describe both cast stone and limestone. Where it is clear that the material is limestone, it will be noted.

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This area is now covered with plywood but will be replicated in the upcoming rehabilitation. A 1996-97 sales brochure includes an earlier aerial photograph of the Fackler Building and shows the original appearance of the façade.

Much of the building's decoration is concentrated on the central projecting pavilion that also houses the front entrance. All of the first story and the center bay of the second story are sheathed with limestone. The round-arched entrance contains a double six-raised-panel wooden door with a decorative fanlight grille that appears to be copper with an embedded light fixture. Pilot Life sprinkled the company's iconography throughout the buildings and the door surround is decorated with a floral design with stylized birds that each hold a worm. Above the door, a keystone is emblazoned with a beehive below the bottom section of a sun and its rays, which continue to the wedge-shaped space to either side featuring reliefs of a farmer sowing seeds to the left and one with a scythe to the right. The two reliefs flank a pair of steel four-over-six-light double-hung sash windows. The stone facing rising through the second story consists of large pilasters with capitals bearing reliefs of a mother with children on the left and an elderly man on the right. Immediately above each capital, a fluted console supports a shallow stone balcony with decorative metal railing. Between the consoles is a frieze of three small reliefs separated by two panels of raised vertical lines: at each end the relief is a padlock flanked by keys and in the middle, the relief depicts a winged hourglass. At the third story, a stone surround frames a triple opening with multiple-light doors with transoms accessing the balcony. Two narrow bays flanking the entrance bay at the first and second stories: the bays at the first story contain a decorative vent that incorporates the initials of the company PLICO for Pilot Life Insurance Company and at the second story each bay has a narrow four-over-six-light double-hung sash window. The center of the gable, defined by a modillion cornice with returns, features a cartouche depicting a ship's captain or pilot at a ship's wheel inside of a circle draped with a flower garland. The projection of the pavilion is a single narrow bay defined at each level by a single window identical to those on the front. The stone facing on the front of the first story wraps around the sides and the entablature is a continuation of that on the rest of the building.

The two side elevations of the Fackler Building are almost identical except for the decorative element at the third story. They consist of three bays, with a central door flanked by windows in the first and second stories. The first-story door, sheltered by the attached arcade, is multiple-light, double-leaf of wood with a fanlight defined by turned wooden spindles. A round arch of brick headers surmounts the doorway. The second-story door provides access to the top of the arcade and communication with the second floor of the flanking buildings. The second-story entrance, which is more visible than the first-story door, is also more elaborate. The double-leaf wooden door has a single panel in each leaf and is topped by a decorative transom with a metal grille similar to the front door. The doorway is in a gabled stone surround and to either side there is a stone niche that once held a light fixture. The middle of the third story contains a stone relief: a simple image of a "Pilot" in an oval on the east elevation and a more elaborate cartouche showing Pilot Mountain on the west elevation. The two flanking bays of the side elevations contain windows. The eastern elevation has single steel casement windows in a stone surround flanking the central door on the first and second stories. Paired windows flank the central cartouche on the third story. The western elevation has the same window type as the



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eastern elevation but a single window in each end bay on every story. A single barrel-roofed dormer with steel casement windows pierces each end of the roof.

The rear elevation is very similar to the front except the middle is occupied by the hyphen connecting the Annex wing. According to the floor plan of the Fackler Building and an aerial view of the roof, there was a rear pavilion corresponding to the front pavilion that housed the main stair and was subsumed into the hyphen. The rear has the same hierarchy of windows as the façade. The rear first-story windows have the same segmental arch surround as the façade first-story windows but are shorter with a stone apron. The second-story rear windows are the same as the façade windows, but the third-story windows are arranged in a pattern with a group of six windows separated by stone-sheathed half columns with a single window on the end of the group. There is a narrow window on all three stories immediately adjacent to the hyphen to the Annex and separated from the rest of the rear elevation by a column of stacked quoins. On the west side of the hyphen, these windows have been infilled with brick. There is a basement entrance on both sides of the rear with double-leaf doors with six lights in each leaf and descending concrete steps with pipe railings.

Two large brick chimneys pierce the rear slope of the hip roof of the Fackler Building. Both have recessed panels with a central vertical row of vents that embellish three sides of the chimneys with a stone band between the panel and the stone coping at the top. There are also four gabled louvered vents on the rear slope of the roof just below the ridge.

The Fackler Building housed offices including the president's office and the boardroom. The front entrance accesses a small vestibule that opens into an entrance hall or lobby that leads to the central east-west corridor, which is found on every level. The entrance hall contains anterooms on either side of the hall, an elevator on the west side and a utility closet on the east side opposite the elevator. Across the central east-west corridor and opposite the entrance hall, the main stairwell projects into the central rear pavilion. An enclosed secondary stair to the basement is located on the south side of the central corridor east of the entrance hall. In the same location on the third floor, another secondary stair leads to the attic. Secondary stairs are also located at each end of the building adjacent to the side entrance vestibules. On the first floor, double doors on the west side lead to a double-loaded corridor extending to the end of the building while double doors on the east side of the central corridor open into a large room with offices along the front wall. This plan repeats on each floor, although the lengths of the corridors vary as do the sizes and numbers of open spaces and offices. The third floor contains the executive office with the boardroom located in the central pavilion. The president's office was immediately west of the boardroom. The basement had a plan similar to the upper floors. A series of offices were located along the front wall on the east half in addition to larger open spaces for receiving while the western side of the basement consisted of large open spaces for the boiler, telephone equipment, and storage.

The interior of the Fackler Building is richly ornamented. Decoration is concentrated in the entrance lobby, but it also carries throughout the building. The entrance vestibule is groin-vaulted and has side walls sheathed in rose-colored marble surrounding a large metal grille in a stylized foliate pattern and topped in a metal frieze also in a foliate pattern. The walls of the

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entrance hall are sheathed with patterned wooden veneer panels that are seen throughout the three original buildings. The fluted pilasters in the entrance hall have decorative capitals with a garland of bees and a beehive. The foliated band at the top of the wall also has bees. The ceiling is divided by raised bands bearing yet another foliate pattern stamped in metal. The east-west corridor walls on either side of the lobby continue the rich decoration with pilasters and wooden veneer walls. Several different patterns are used in the wooden veneer, including diamond, marl, and tiger-striped patterns. The light fixtures in this area are cylindrical pendants with decorative metal fittings. The floors and baseboards in the corridors are terrazzo with a darker band along the outer edges of the floors.

The main half-turn staircase rises from the first floor to the third floor in a grand stairwell with patterned veneer on all walls. The veneer is applied in alternating light and dark squares that creates a checkerboard pattern in addition to the pattern within each square. The top floor of the stair has a coved ceiling with a decorative foliated band around the bottom. The graceful metal handrail features balusters with a vertical scroll design alternating with plain vertical pickets. Light fixtures in the stairwell are both wall-mounted sconces and pendant lights in the same cylindrical form found in the corridors. The landing floor and stair treads are terrazzo. The stairwell is accessed on each floor through three single-leaf, multiple-light, painted metal doors. The first and second floor doorways have decorative transoms, but the third-floor doorway has no transom. There is an ornamental painted metal trim around the doors and transom. The stairs at each end of the building have the same decorative metal handrail as the main stair with rectangular fluted newels. The other stairs to the basement and attic are very utilitarian with plain vertical pickets.

The upper-floor corridors also have wood veneer paneling. The president's office and the boardroom are located on the third floor and the decorative scheme is especially lush in these rooms. The entrance to the boardroom, opposite the main staircase, is through a short, barrel-vaulted corridor to double-leaf doors with a wood veneer pattern that approximates chevrons. The boardroom features wood veneer in a diamond pattern with fluted pilasters flanking the windows and doors, and in each corner. Above the veneer is a tall decorative cornice with a band of stylized lotuses at the bottom and a row of dentils at the top. The baseboard is marble. Three full-length windows with transoms open onto the balcony above the main entrance.

Adjacent to the boardroom was the office of the president of Pilot Life. It has a veneered wall at one end with a fireplace with corbelled mantelshelf and marble around the firebox opening. Above the mantel are decorative blocks of veneer. Fluted pilasters with capitals depicting a pelican feeding her young flank the fireplace with doors veneered in a chevron pattern on each side of the pilasters. The solid transoms above the doors have a decorative beehive medallion. Pilasters also flank each window. A band in a geometric pattern encircles the room at the top of the wall. The baseboard is marble.

Other offices in Fackler are not nearly as decorative. These offices have painted plaster walls, tile floors, and tile ceilings with lay-in lights, although these treatments do not appear to be original. Original partition walls were plastered, and some offices have wooden windows between the rooms. Later partitions were metal. A dumbwaiter is located at each end of the

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building for moving files between floors. Restrooms are clustered near the center of the building.

The main interior spaces in the Fackler Building, including the entrance hall, lobbies, all stairs and stair halls, and primary offices, all retain their original layout and ornate design with patterned veneer paneling, decorative terrazzo floors, decorative cornices, original HVAC grilles, and original light fixtures. In secondary areas or offices a few interior alterations have occurred with the addition of metal partitions. In these areas, acoustical tile has been added to ceilings and original tile floors were covered with carpet probably to ameliorate sound. All interior areas have peeling paint and many ceiling tiles have fallen where they were added.

#### Fackler Building Additions

##### The Annex, 1951

In 1951, an addition known as the Annex was built perpendicular to the rear of the Fackler Building, to which it is connected by the hyphen that covers the rear pavilion. The hyphen exterior has more in common with the design of the Annex than with the Fackler Building. The hyphen is sheathed with the same Flemish bond as both Fackler and the Annex. Both sides of the hyphen are almost identical. The side walls have a single window with adjacent blank panel all with a stone surround in the bay adjacent to the Fackler Building. On the fourth story, the east side has a paired window while the west side has a single window. The blank panel has a vertical column of headers on each side, which is a design element found on the Annex but not the Fackler Building. There is an entrance in the bay adjacent to the Annex, which has a single-leaf door with stone panel above with decorative light fixture. The east side entrance has a brick balustrade with stone coping that extends beyond the steps turns to the north. Each of the upper stories in this bay has a single window with the fourth-story window, which is more visible, topped with an arch with stone panel and keystone. This bay extends another story to house elevator equipment.

Although the four-story, eleven-bay-long addition is larger than the original building, its siting at a somewhat lower level keeps it from being visible from the front of Fackler. Due to the slope of the site, the basement is largely exposed, and the attic level has a long wall dormer filled with windows that essentially created a fourth story. The decorative scheme of the addition's exterior blends with the original building but is more elaborate. The end bays on each side are delineated with offset stone quoins in contrast to the stacked quoins of the original building, and with brick pilasters with stone capitals that separate each bay between the second and fourth stories. There is a flat stone watertable and beltcourse and the main-story windows have stone aprons and plain stone surrounds that rise into the beltcourse. The basement level has a stone beltcourse that doubles as the sills of the basement windows. The remaining windows have stone sills. The Annex has a stone cornice and a stone and brick frieze. The attic, or fourth-story wall dormer, has a bank of triple casements at each bay except for the end bays, which are recessed with a single twelve-pane window and sheathing of what appears to be the same kind that covers the roof. Alternating bays in the rest of the wall dormer are capped by a segmental arch and four small eyebrow vents dot the roof above. A freestanding brick wall with stone cap extends along the west side of the Annex breaking for the loading door on this side. South of the loading door

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it serves as a retaining wall as the land rises. The wall also encloses stairs that descend to a basement entrance at the south end and up to a main floor entrance on the north end of the Annex. This wall also extends to the west to create a service area for the cafeteria in the North Building.

The hyphen connecting the Annex to the Fackler Building contains a stair and part of the Fackler Building stairwell and is paneled to picture rail height with decorative veneer similar to that in Fackler. Restrooms and an elevator are located at the south end of the Annex and a second stair is located on the north end of the building. The stairs are utilitarian with a metal railing with wooden handrail. All other interior walls in the addition are painted and there is little decorative detail. Much of each floor is open; the second and top floors are almost entirely open with only two or three offices. Partition walls are metal and glass. The open spaces apparently were full of desks judging by the number of floor outlets. The floors are carpeted over tile, and the ceiling is tile.

#### North Building, 1960

Within ten years, a second addition, known as the North Building, was appended to the north end of the first addition parallel to the original building, creating an overall H-shaped footprint. The connecting hyphen, unlike the hyphen connecting the Fackler Building with the Annex, is extremely plain with no openings and no decoration. The only design element are the stone beltcourses and the cornice that extend from the Annex across the hyphen to the North Building. A second thin stone cornice also extends across the hyphen and interrupts the mass of its upper stories. The north addition followed the same format and decorative scheme as the Annex with four stories on an exposed basement, three bays wide by fifteen bays long. On the north and south walls, the first-story windows are blank, infilled with brick. Photographs indicate that these openings originally had windows. On the north elevation, the top story, like the Annex, appears as one long wall dormer with recessed end bays; elsewhere in the dormer, alternating bays are topped by shallow pediments, and there are six eyebrow vents above. On the south elevation, similar wall dormers flank the structure connecting the building to the Annex. On each end of the north addition there is a three-bay wall dormer with recessed end bays and a pediment at the center bay. There is an enclosed loading dock extension on the south wall of the west side of the North Building with a loading door on the south side, a single-leaf door on the west end, and a basement entrance on the east end. There is a brick retaining wall with stone cap just west of this loading dock. Because this area housed the kitchen and cafeteria, there are three exhaust fans along the south wall at the ground floor. There is a raised platform with mechanical equipment adjacent to the hyphen.

There are two entrances into the main floor on the 1960 addition: one on the center of the north side and one on the east end. Both entrances have a double-leaf wooden door topped with a multiple-light rectangular transom, and a stone surround with a pediment. The east doorway is flanked by windows with stone rustication, which makes it appear grander. Due to the slope of the ground on the north side of the North Building, the central north entrance is reached by a bridge with arched supports at the south end. The bridge has brick paving and a decorative metal railing with stone piers. Stairs on the east side of the bridge descend to an entrance into the cafeteria beneath the bridge. The cafeteria entrance consists of a double-leaf metal door with a

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multiple-light rectangular transom. There is also an entrance into the cafeteria kitchen on the west end of the building with retaining walls on either side of the steps.

On all floors, the connector to the Annex contains two elevators on the west side and a restroom on the east side. The connector hallway is paneled to picture-rail height with decorative veneer similar to that in Fackler. A common element on all floors of the North Building is an enclosed staircase at each end on the north side. All floors are concrete. The interior of the North Building has been remediated for asbestos and is completely open from floor to ceiling on most floors. Prior to remediation, the basement contained rooms for mechanical and HVAC equipment, the elevator room, and maintenance and storage rooms. The ground floor contained the kitchen and cafeteria, which was moved there from the Commons Building. The kitchen rooms along the south wall survive with glazed tile sheathing the walls. Elsewhere on the ground floor, one north/south wall survives but the rest of the walls were removed for the remediation. The original use of the first floor is not known, but according to architectural drawings there were offices along the north wall and one large room on the south side of the western half of this floor. None survive today. By the late 1960s or 1970s, this floor was converted to house computers. The floor in the eastern half was recessed to house cooling equipment and the windows on the north and south elevations were enclosed. The second through fourth floors were mostly open with offices scattered along the exterior walls. All are now gone. Because of the remediation, the steel posts, joists, trusses, and roof supports are now exposed.

### **Commons and Mebane Buildings**

Slightly forward of and flanking the Fackler Building, the two-story Commons and Mebane buildings face each other across the forecourt and contrast with Fackler in their asymmetry. While the two buildings are very similar, their different lengths plus the placement of their respective entrance towers and resulting differences in the length of the connecting arcade, which extends to the tower, prevents them from being mirror images of each other. Their materials are the same as those of the Fackler Building, but their decoration is less extensive.

### **Commons Building, 1928**

### **Contributing Building**

The Commons Building is ten bays long and three bays wide. A projecting two-story, hip-roofed entrance tower occupies the second bay from the south. The arcade connecting this building to the Fackler Building extends south from Fackler in three angled sections open on each side (the middle section consisting of three bays and the flanking sections two bays) and continues across the northern eight bays of the Commons Building's main façade to end at the north side of the entrance tower. All sides of the one-story arcade are faced in Flemish bond brick with a stone beltcourse running just above the arched openings. The arcade floor is brick in a basketweave pattern, and the ceiling is concrete. The arcades' parapet roof is concrete and provides access from the second-story doors at each end. The eight first-story bays north of the tower mimic the openings of the arches that front them; slightly recessed in a round arch defined by rounded brick headers, each bay contains double multi-paned steel doors topped by a segmental-arched four-pane transom. The southern-most first-story façade bay is blank. The second-floor façade windows are steel, multi-light windows with transoms recessed in stone surrounds. A stone beltcourse encircles the entire building at the top of the first-floor windows before it transitions

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into the roof coping on the one-story, flat roofed section on the north end of the Commons Building. Like the Fackler Building, the Commons Building has copper-lined recessed gutters with an exposed front edge stamped in a decorative chevron motif just above the stone cornice that encircles the building. The building has a shingled hip roof with a single-bay hipped-roof dormer on the north and south ends of the roof and two hipped-roof dormers on the rear slope of the roof near the south end.

The first floor of the tower is sheathed with stone with a segmental pediment supported by pilasters with capitals in a meander design framing the door. The name of the building is incised on the doorway lintel. The double wooden door is topped by a transom with a metal grille. Niches with lights flank the doorway. The center of the second story of the tower façade is adorned by a cartouche with an owl in a central oval with a garland of flowers on each side. The entrance tower's second story has a multi-light window on the south side while a double multi-paned steel door on the north side opens onto the arcade roof. The third or attic floor façade has a multiple-light, steel, full-length window flanked by sidelights and transom with a stone surround that opens onto a balcony with decorative metal railing that compliments the balcony on the Fackler and Mebane Building facades. An oxeye window is located on both sides of the tower at the third story. A paneled brick chimney rises on the façade on the south side of the entrance tower.

Full-length, steel, first-story windows on the south end also function as doors and have segmental-arched stone surrounds that integrate with the beltcourse. The second story has a central blank stone panel between two rectangular windows.

The rear elevation repeats some of the elements found on the façade and south end. The southern-most rear first-story window is like those found on the south end and can function as a door. The window in the next bay to the north has been enclosed with brick to the fanlight level. Most of the rear first-story windows, like the first-story façade windows, are inset within a round arch of brick headers but are not floor length. Two small windows are located on the north end of the first-story rear elevation of the main block. The second-story rear windows are the same as the facade second-story windows except for the northern-most window, which is smaller. There is a basement entrance on the rear near the south end accessed by concrete steps framed by a brick retaining wall with stone coping.

On the north end of Commons, there is one second-story window that is topped with a jack arch and a louvered vent near the center of the wall. The attic level contains one six-light fixed steel window towards the west end of the wall and a similar sized louvered vent on the east side of this story, both within a stone surround. Also on the north end is a one-story, flat-roofed wing on a banked basement section that appears to be original to the building. The façade of this section presents as a solid wall at the first-story level behind the arcade. The windows on the north end are steel multiple-light casement windows with jack arches. An inset loading dock framed by two stone-topped pilasters and accessed by concrete steps is located on the rear of this section. The rear wall has a single wood door with multiple lights above a single panel. Multiple-light wood windows flank the door and turn the corner on the south wall of the loading dock. There

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have been no changes to the exterior of the Commons Building except for general deterioration due to a lack of maintenance. It retains all its original ornamentation.

The Commons Building was erected to house group functions and training. It originally contained the employees' cafeteria, an executive dining room, and a kitchen on the first floor, and an auditorium with stage on the two upper levels over the cafeteria. The employee cafeteria was subdivided into offices when the North Building addition to the Fackler Building was constructed in 1960 with a new and larger cafeteria. Probably about the same time, the auditorium was subdivided as offices with the insertion of a second-story ceiling. A secondary staircase occupies the northeast corner of the building.

The formal entrance in the tower accesses a vestibule the depth of the tower which in turn opens to the stair and elevator lobby from which both the executive dining room to the south and the employees' cafeteria to the north as well as restrooms to the west could be accessed. The single-bay entrance vestibule has marble wainscot and opens through multi-pane double doors into a lobby that contains an open half-turn stair that rises to the loft and is identical to the main staircase in the Fackler Building. The entrance from the vestibule into the lobby is framed by pilasters with an entablature decorated with swags and a denticulated cornice. The walls of the first-floor stair lobby are sheathed with wood veneer in a diamond pattern and have fluted pilasters, and a decorative cornice. There is a fully veneered telephone booth off the stair lobby. The lower half of the north wall has a decorative metal covering over the ventilation system. The lobby floor is terrazzo in a diamond pattern.

The executive dining room spans the south end of the building and has veneered walls in a large diamond pattern to picture-rail height, pilasters, a decorative frieze along the top of the wall, and marble baseboards. The fireplace mantel is plain, and the marble firebox surround matches the baseboard. The door into the executive dining room from the stair hall is a double bifold door with a square motif on each panel. The same door design is found on the entrance into the former employees' cafeteria, which has now been subdivided. The original exterior walls of the cafeteria have plaster walls with a tall wood veneer wainscot. The south wall of the cafeteria has the same decorative metal ventilation cover found in the stair hall. Most of the ceiling is now covered with acoustical tile but a decorative band is visible on the south end of the ceiling. The floor is terrazzo in a diamond pattern covered with carpet in some areas. A Moroccan-style tile water fountain in shades of blue with a colonial-style ship just above the spigot stands near the west end of the south wall of the cafeteria. When the employee cafeteria moved in 1960 to the new North Building, the existing cafeteria space was subdivided into smaller rooms and the kitchen was removed from the north end of the building.

On the second floor, the large south room above the executive dining room is bisected by folding wooden panels that could be closed to create two smaller rooms. This room also retains its original or early panels of ceiling lights, a precursor to long fluorescent lights. The northern part of the second floor contained an auditorium with a raised stage at the north end. The auditorium was subdivided by the insertion of a lowered ceiling and metal partitions to form offices. The walkway on top of the arcade could be accessed from the main stair landing to the second floor and a landing of the secondary staircase.

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The northern part of the loft or attic area of the Commons Building originally was the upper space of the auditorium, now inaccessible as it contains the supports for the inserted second floor ceiling. The decorative auditorium proscenium, frieze, and light fixtures remain intact above the second-floor ceiling. The main stair to the third floor provided access to the balcony on the front of the tower and to the projection room for the auditorium.

### **Mebane Building. 1928**

### **Contributing Building**

The Mebane Building is eight bays long and three bays wide. The arcade extending northward to connect to the east end of the Fackler Building is identical to the arcade connecting the Commons Building to Fackler. As at the Commons Building, here too the arcade extends across the Mebane Building's façade to a projecting hip-roofed entrance tower, but here the tower occupies the third bay from the north so that the arcade covers only two narrow bays each the width of an arcade opening before reaching the side of the tower. First-story windows south of the tower are full-length, multi-light, steel windows with multi-light transoms and can function as doors. They have segmental arched stone surrounds that integrate with the stone beltcourse that encircles the entire building except where interrupted by the arcade. The two bays north of the tower beneath the arcade have only multi-light, steel transoms with stone stills but the remainder of the wall is brick, all recessed within a round arch of headers.

The entrance tower is identical to that of the Commons Building except for the name Mebane incised on the facade door lintel. The first story of the tower façade is sheathed with stone. At the main façade entrance, pilasters with meander design capitals support a molded, segmental-arched cornice. The cornice and capitals frame a slightly recessed panel bearing a round foliate design. Niches with light fixtures flank the surround. The double-leaf wooden door is topped by a transom with a metal grille. The side tower entrance door is a double-leaf, multiple-light wooden door with brick laid in a herringbone pattern above the door surmounted by a round brick arch of headers. The south side of the tower has a rectangular window recessed within a stone surround on the south wall. The upper stories of the tower are identical to the Commons building with a door opening onto the arcade roof at the second-story level and oxe-eye windows on each side of attic level with the balcony on the façade.

Second-floor façade windows, like those at the Commons Building, are rectangular multi-light steel casement windows with transoms recessed within a stone surround. The south-end first-story windows are like those on the façade and are full-length and are topped with segmental arched stone surrounds that rise to the beltcourse. Second-floor south-end windows are the same as those found on the façade. The rear first-story windows, like those on the façade and south end, have segmental arch stone surrounds but are not full length and have a stone apron below. Second-story rear windows are rectangular, multi-light steel windows in stone surrounds like the façade and south-end windows. The north end of the Mebane Building is the plainest on the building with two rectangular-shaped steel windows recessed in stone surrounds located near the center of the wall below the beltcourse on the first story, with two shorter windows that flank a louvered vent directly above on the second story.



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Like the Fackler and Commons buildings, the Mebane Building has copper-lined recessed gutters with an exposed front edge stamped in a decorative chevron motif just above the stone cornice that encircles the building. The Mebane Building has a hipped roof with a hip-roofed dormer at each end of the building and one on the rear slope near the south end of the roof. A shed-roofed dormer is located near the north end on the rear slope of the roof. There are also two gable-roofed louvered vents on the rear slope near the ridge of the roof. There have been few changes to the exterior of the Mebane Building except for general deterioration due to a lack of maintenance. The exterior retains all of its original ornamentation.

The first floor of the entrance tower functions as a vestibule into a larger lobby that contains the staircase. On the upper floors, the stair landing is located in the tower. Restrooms and an elevator are to the left (north) of the lobby and on the right is a double-loaded corridor that opens into offices on the front (west) and a large open office area on the rear (east) and south end. The second floor has a similar layout but the spaces south of the stair lobby have been subdivided with modern partitions. The top floor is basically an attic space with the only windows in the four dormers and the entrance tower. Except for the stairwell, most of this floor appears to have been redone with modern partitions.

Of the three original buildings, Mebane is probably the most subdued in terms of interior decoration. Most of the veneered or stained woodwork is concentrated on the lobby, upper stairwell, and rooms to the north and east of the stair lobby on the first and second floors. Where it survives, the decorative scheme is similar to Fackler's interior. The walls of the first-floor corridor have a wainscot of veneer with what was probably clear glass panels above as is found on the second floor. The panels have either been painted or replaced with an opaque material. The corridor floor is terrazzo. The walls in the second- and third-floor stair hall only have a veneer wainscot with paint above. The most decorative office is at the north end on the second floor. It features fluted pilasters at the window, doors, and corners, a decorative frieze at the top of the wall, and doors with a veneer in a chevron pattern. The remainder of the rooms or offices have modern partitions and are painted with no decoration. In many areas of the interior, the paint is peeling, and acoustical ceiling tiles have fallen where they were added due to a lack of interior heating and air conditioning. There appear to be few floor-plan changes aside from the insertion of the modern partitions.

### **Lake Building, ca. 1960, ca. 1965**

### **Contributing Building**

The Lake Building consists of two wings that form an L.<sup>3</sup> A parking lot occupies most of the area created by the L of the two wings and a driveway runs along the north end and east side of the building. The north wing, oriented north-south, was built around 1960. Its original use is not known. It is very utilitarian, a departure from the design of the other buildings. The nine-bay-long building is one story on a raised basement that is almost fully exposed at the south end due to the grade of the site. This wing has a flat parapet roof with molded cast stone coping that simulates a cornice. The northern-most bay is slightly stepped in on each long elevation. Like

<sup>3</sup> No historic documentation on the name of this building could be found. The first mention of this building by the name Lake is in a Section 106 report, "Historic and Architectural Resources in the Area of Potential Impact of the Proposed Construction of the Greensboro Western Urban Loop, Guilford County," by Langdon Edmonds Opperman, 1991. For the purposes of this nomination, the building will be called the Lake Building.

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the other buildings, the exterior veneer of red brick is laid in Flemish bond. Each first-story window and the basement window or vent beneath it is in a slightly recessed vertical panel that is the width of the window and framed by a vertical course of stacked stretchers at each side. Windows are the multi-light hopper type with stone sills. There is an entrance on the east side and north end. The east entrance is boarded up but has a stone surround with a shouldered architrave and is reached by a set of steps. A tall brick smokestack is located on the west side of the north wing just south of where the exterior walls step in. The north end contains a loading dock that is sheltered by brick wing walls with a concrete roof. A corrugated metal roll-up door and an adjacent two-panel metal pedestrian door are located within the sheltered area.

The southern wing, built ca. 1965 and oriented east-west, is eleven bays long and three bays wide with brick veneer laid in Flemish bond and a deck on hip roof. Due to the grade of the site, the building reads as two full stories, with the bottom story corresponding to the basement of the north wing. In contrast to the north wing, it resembles the other buildings in its Georgian Revival style featuring stone or cast stone offset quoins at the corners. The windows are rectangular, multi-pane, steel casements with multi-paned transoms. The stone watertable also serves as the sill for the first-floor windows while the second-floor windows have individual stone sills. There is a door on each end. On the east end, there is a double-leaf door with multiple lights at the top and a plain stone surround. A low brick L-shaped wall with concrete coping extends from the south side of the door and runs north across most of the east façade to direct pedestrian traffic to the entrance. The single-leaf door on the west end of the building has a stone surround with a shouldered architrave. There is a loading dock in the center of the northern elevation.

A tall hyphen, built at the same time as the southern wing, connects the two wings. The main entrances are on the west side facing the parking lot and nearby loading dock into the south wing. Both entrances have double-leaf doors; the north entrance has a louvered transom. There is a single pedestrian door on the east side of the hyphen. Windows in the hyphen are minimal and are metal casements. The exterior of the building, especially the southern wing, has become quite overgrown with vegetation, but otherwise there have been few changes to the exterior.

The interior of this building is utilitarian. The basement of the north wing is open except for two offices at the north end and features concrete posts running down the middle. Beams, joists, and floor are also concrete, and the walls are exposed brick. The first floor has a tile floor and ceiling with few small rooms. The first and second floor interior of the south wing also are mostly one open space with a few offices at the eastern end. The two main floors and the attic have dropped ceilings, tile floors, and gypsum wallboard partitions. The section that joins the two wings together houses a stair, elevator, and restrooms. There are also stairs and restrooms at the west end of the south wing and the north end of the north wing. A lack of interior conditioning has caused ceiling tiles to fall and floor files to buckle, especially in the southern wing. This building has also suffered damage from vandalism, with interior partition walls damaged and a significant amount of graffiti.

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### **Reflecting Pool, 1928**

### **Contributing Structure**

A rectangular reflecting pool is located in the forecourt formed by the Fackler, Mebane, and Commons buildings. The concrete pool capped in brick is accessed by brick steps that descend on either side of a low ornamental brick wall in front of Fackler. The remains of a fountain are located in the center of the pool.

### **Mechanical Equipment Cover, West, ca. 1960**

### **Contributing Structure**

The Mechanical Equipment Cover in the west yard of the Annex is a low, rectangular brick structure and has large openings on both of the long sides and two smaller rectangular openings on each end. The end openings have louvers. The openings on the long sides have a metal mesh and louvers that have fallen in. The brick is laid in Flemish bond and has a cast concrete coping at the top of each wall. The roof is now missing. This square structure once housed equipment and is now in poor condition.

### **Mechanical Equipment Cover, East, ca. 1960**

### **Contributing Structure**

The Mechanical Equipment Cover in the east yard of the Annex is a rectangular brick structure with the brick laid in Flemish bond. There is a concrete top. There are large openings on both of the long sides with metal gates and two smaller rectangular opening on each end with horizontal louvers. This structure is in better condition than the mechanical equipment cover on the western side of the building.

### **Security Fence, 2008**

### **Noncontributing Object**

A tall chain-link security with barbed wire at the top that is angled outwards encircles the three main buildings, Fackler and additions, Commons and Mebane. It was installed in 2008 to deter vandalism at the property. It is also electrified.

### **INTEGRITY ASSESSMENT**

Considering that the buildings have been vacant for thirty years, their integrity is quite good. Overall, the property retains all aspects of integrity including location, setting, design, workmanship, materials, feeling, and association. No buildings have been added to the complex since the of the period of significance and no buildings have been demolished or moved.

The core of the designed landscape and park-like setting of the original campus survives although it has become overgrown. The location of the buildings on a rise with Fackler, the main building, facing High Point Road and the two other buildings, Mebane to the east and Commons to the west, forming a forecourt that remains unchanged. The original entrance roads also survive intact. The last change to the campus was the construction of the former printing plant and storage facility (the Lake Building) by 1965, but it is sited some distance from the original buildings and screened by a row of cedar trees. Because the property has been vacant for over thirty years and the grounds not maintained for several years, the area between the buildings and the road is not as open as it once was due to the growth of trees and bushes especially along the road. The lake, a small part of which was on this nominated property, has been drained by the current owner.

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While deterioration due to neglect has affected integrity of design and materials in certain areas, overall, these aspects retain a very good level of integrity. There have been very few exterior changes to the original buildings and the rear additions to the Fackler Building continued to use the same design style and esthetic as the original buildings. The siting of the Fackler additions to the rear and at a lower elevation enabled the complex to retain its original appearance from the road. Water infiltration caused the brick veneer on the upper stories of the façade of the Fackler Building to separate and fall. All of the fallen brick as well as the stone ornamentation in this area were saved for later reinstallation. This area is now protected, and current plans call for it to be rebuilt as it was originally. The additions to Fackler and the other three buildings exhibit no such issues on the exterior and remain intact.

The highly ornamental interiors of Fackler, Mebane, and Commons are in a remarkable degree of preservation down to small details although numerous areas exhibit deterioration. While there have been interior alterations in some secondary office areas (primarily the installation of modern partitions), the entrance halls, all stairs and stair halls, lobbies, and primary offices all retain their original layout and ornate design with patterned veneer paneling, decorative terrazzo floors, decorative cornices, original HVAC grilles, and original light fixtures in all three original buildings. The lack of interior heating and air conditioning has caused paint to peel, some damage to the wood veneer, acoustical tiles to drop from the ceiling and some floors tiles to buckle.

The Commons Building sustained the most changes when the employee cafeteria was moved to the last addition (North Building) to Fackler in 1960. At that time, the first-floor cafeteria was subdivided into smaller rooms but most new walls in this area continued the use of a tall, stained wainscot. On the second floor, an auditorium was subdivided into offices and the ceiling lowered. The stage remains but a wall was inserted on the front of the stage to separate it from the remainder of the auditorium. The original auditorium cornice and arched proscenium of the stage survives above the lowered ceiling.

The original materials used to construct the buildings of the Pilot Life campus are still present and visible displaying a high integrity of workmanship. The original brick and stone used on the exterior as well as the decorative wooden veneer, marble, terrazzo, and metal used on the interior survive. The exterior and interior details of the buildings demonstrate a high level of craftsmanship and design. Examples on the exterior are the decorative brickwork and stone or cast stone embellishments. On the interior, the work with the patterned veneer paneling, marble wainscot and base, and terrazzo floors illustrate the high quality of workmanship in these buildings.

The Pilot Life buildings and campus retain the aspects of feeling and association because the physical features that express its historic character survive and create an awareness of its history and importance. The buildings on the Pilot Life campus are so little altered and their setting sufficiently intact that they continue to express the original intent of the insurance company to create a complex of buildings that conveyed stability and hard work for its customers.

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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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Period of Significance**

1927- ca. 1965

\_\_\_\_\_  
\_\_\_\_\_

**Significant Dates**

1927, 1928

1951, 1960, ca. 1965

\_\_\_\_\_

**Significant Person**

(Complete only if Criterion B is marked above.)

N/A

\_\_\_\_\_  
\_\_\_\_\_

**Cultural Affiliation**

N/A

\_\_\_\_\_  
\_\_\_\_\_

**Architect/Builder**

Zantzinger, Borie & Medary, Architect

Barton, Harry, Architect

Cridland, Robert B., Landscape Architect

McMinn, Norfleet, & Wicker, Additions Architect

Angle-Blackford Company, Contractor

**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.)

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In 1927–1928, the Pilot Life Insurance Company home office was constructed on part of the 3,665-acre Sedgefield tract in Guilford County, approximately eight miles southwest of Greensboro, North Carolina. The company buildings and the landscaping complemented the housing and country club development already underway elsewhere on the tract. With its handsome Georgian Revival–style buildings replete with allegorical stone images lauding hard work, its layout designed for efficiency, its landscaped grounds, its fountain and lake, and its facilities for employee comfort and entertainment, the complex exemplified an early modern suburban “corporate campus.” Architects Zantzinger, Borie and Medary, of Philadelphia, Pennsylvania, and Harry Barton, of Greensboro, designed the buildings, while Philadelphia landscape architect Robert B. Cridland designed the grounds. Pilot Life president Alexander W. McAlister, who largely controlled the development of the Sedgefield tract, and the company’s building committee closely reviewed the designs to ensure operational efficiency. Pilot Life was known for innovations in its insurance product offerings, cultivating a reputation for forward-thinking, dedicated service to its employees as well as to its clientele. It had become a leader in the North Carolina insurance industry only a few decades after the state began competing in the field, which largely had been based in the Northeast. The design of the company’s headquarters buildings and grounds, therefore, epitomized the innovations it had made as it rose through the industry’s ranks, with a nod to the state’s colonial past in the buildings’ architectural details.

When the Pilot Life headquarters moved from downtown Greensboro to Sedgefield in 1928, the new complex consisted of three architectural elements: Fackler Building, containing the executive offices; Mebane Building, to the east, which housed the fire insurance companies; and the Commons Building, to the west, which featured an assembly room, cafeteria, and other employee amenities. Arcades linked the Mebane and Commons buildings to the Fackler Building, and a reflecting pool was built in the center of the resulting forecourt. In 1951 and 1960, the company’s growth mandated two large additions, known as the Annex and North Building, respectively, on the north side of the Fackler Building. Before 1965, an austere one-story brick storage facility (oriented north-south and now identified as a wing of the Lake Building) had been constructed. By 1965, a second, two-story brick wing had been joined to the southern end of the storage facility by a hyphen. The Sedgefield property remained Pilot Life’s headquarters until 1990, when the company returned to downtown Greensboro.

The nominated property retains good integrity. Under Criterion C for Architecture, it is locally significant for its collection of Georgian Revival–style buildings and is of statewide significance as the earliest-known, pioneering example of a modern suburban corporate headquarters campus in North Carolina. The period of significance extends from 1927, when construction began, to ca. 1965, when the construction of the last contributing building was completed.<sup>4</sup>

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<sup>4</sup> “Corporate campus” is a modern term for company headquarters consisting of buildings arranged on landscaped grounds, as per Louise A. Mazingo, “How Pastoral Capitalism Reshaped the Metropolitan Landscape,” 2012, Frameworks Web site, <https://frameworks.ced.berkeley.edu/2012/pastoral-capitalism/>, accessed Oct. 1, 2021. In the 1920s, as the Pilot Life complex was being designed and constructed, the terms employed in newspaper accounts was “home office,” “buildings and grounds,” and the like, never “campus.” There is a strong possibility that the Pilot Life Company Home Office is the earliest example of the “corporate campus” type in the country (*see*

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

## HISTORICAL BACKGROUND

Before the Civil War, North Carolina's economy—like those of other Southern states—was primarily agricultural, with scattered small industries and other businesses. After the war, however, North Carolina became well known for its tobacco and textile industries. Near the end of the nineteenth century, in addition to those “blue-collar” enterprises, the state began to develop a new, “white-collar” industry: life insurance. Skeptics questioned whether the fledgling companies could keep pace with the larger, established long-established firms in the Northeast.<sup>5</sup>

In 1890, Greensboro, North Carolina, residents Dr. John M. Worth, his brother Thomas C. Worth, and local businessman E. P. Wharton founded the Worth-Wharton Real Estate & Investment Company. Alexander Worth McAlister (1826–1942), Thomas C. Worth's nephew, soon joined the company. After Worth died in 1891, McAlister became a partner in the firm, which added a loan and trust division in 1897 and a banking department in 1900. In 1903, the company was licensed to sell life insurance in North Carolina and changed its name to Southern Loan & Trust Company. In 1905, the company again renamed itself, this time as Southern Life & Trust Company, and its real estate division became Southern Real Estate Company. It chose for its letterhead logo an engraving of the massive quartzite pinnacle known as The Knob atop Pilot Mountain and the motto “Rock Ribbed”—a term, made popular in the nineteenth century, denoting firm adherence to principles. The Knob also had been famous for centuries as a landmark or guidepost. In 1908, McAlister became Southern Life & Trust's president, a position he held until 1931.<sup>6</sup>

Southern Life & Trust Company continued to grow and add divisions to its organization chart. In 1920, for example, it added the Intermediate Division, which served industrial clients, including the many textile mills near Greensboro. The division's Weekly Premium Department “sold a policy that combined life, health, and accident insurance in one contract at affordable rates” to industrial workers. Pioneered in England late in the nineteenth century, weekly

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Architecture Context below). Pending additional research, the nomination potentially could be amended to support a claim of national significance.

<sup>5</sup> *Greensboro Daily News*, Nov. 22, 1927, “Fitting Ceremonies Attend Formal Cornerstone Laying,”

[https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68DA9EC1533C%40GB3NEWS-140AF429863D9498%402425207-140A492B70B7104E%409-140A492B70B7104E%40?h=1&fname=&lname=&fullname=&rgfromDate=November%2022%2C%201927&rgtoDate=November%2022%2C%201927&formDate=&formDateFlex=exact&dateType=range&kwinc=%22Pilot%20Life%22&kwexc=&sid=dyldikajfdqnoxmepinlmvjarlhxyfv\\_wma-gateway013\\_1648579280889](https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68DA9EC1533C%40GB3NEWS-140AF429863D9498%402425207-140A492B70B7104E%409-140A492B70B7104E%40?h=1&fname=&lname=&fullname=&rgfromDate=November%2022%2C%201927&rgtoDate=November%2022%2C%201927&formDate=&formDateFlex=exact&dateType=range&kwinc=%22Pilot%20Life%22&kwexc=&sid=dyldikajfdqnoxmepinlmvjarlhxyfv_wma-gateway013_1648579280889), accessed Aug. 3, 2020.

<sup>6</sup> Jeffrey L. Rodengen and Richard F. Hubbard, *Jefferson Pilot Financial, 1903–2003: A Century of Excellence* (Ft. Lauderdale, FL: Write Stuff Enterprises, 2003), 12–14; Ken Otterbourg, “Pilot Mountain,” NCpedia Web site, <https://www.ncpedia.org/pilot-mountain>, accessed Sept. 16, 2021; Thomas S. Morgan, “Alexander Worth McAlister,” NCpedia Web site, <https://www.ncpedia.org/biography/mcalister-alexander-worth>, accessed Aug. 3, 2020.



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premium policies were paid for by workers out of their weekly wages at a low rate, rather than paying a higher premium once a year.<sup>7</sup>

In 1924, Southern Life changed its name to Pilot Life, a name by which it had been known locally for some time. It also altered its logo to place the Pilot Mountain pinnacle within a ship's wheel steered by a nautical pilot wearing foul-weather gear.<sup>8</sup> At about the same time, the company decided to construct new offices outside Greensboro on part of a vast tract of land that had been owned by tobacco magnate John B. Cobb (1857–1923).

Cobb, a native of Caswell County, North Carolina, was at various stages of his career a president, vice-president, or director of many tobacco firms including the American Tobacco Company, the Cuban Land and Leaf Tobacco Company, and the Louis K. Liggett Company.<sup>9</sup> He owned almost 44,000 acres between Greensboro and High Point, 3,665 acres of which was a tract named Sedgefield located on both sides of the High Point Road about eight miles southwest of downtown Greensboro. Cobb died suddenly on April 9, 1923. He bequeathed the Sedgefield tract to his daughters, Mary Howard Gilmour and Lucie Cobb Hill. On November 1, 1923, Gilmour and Hill conveyed the tract to a newly formed company—Sedgefield, Incorporated—whose president was Alexander W. McAlister.<sup>10</sup> McAlister also was among the men who subsequently formed the Sedgefield Country Club, Incorporated, on June 2, 1925, to promote and encourage “outdoor games and exercises, including golf, tennis, polo, trapshooting, and other forms of wholesome and healthful games and amusements” on the property.<sup>11</sup>

Although McAlister's Sedgefield, Inc., owned the tract, it was his Southern Real Estate Company, the Pilot Life subsidiary, that announced plans for the property's development even before the acquisition from Cobb's heirs was completed. On September 30, 1923, the company announced plans to build on the tract

a series of projects of unusual magnitude ranging from the organization of a country club through home developments for many varieties of homes to the setting aside of part of the property for industrial plants. . . . So sweeping is the scope of these plans that they will necessarily take years to complete and future events may change the rough outlines the owners now have in mind.”<sup>12</sup>

<sup>7</sup> Rodengen and Hubbard, *Jefferson Pilot Financial*, 39–40.

<sup>8</sup> Rodengen and Hubbard, *Jefferson Pilot Financial*, 40–41.

<sup>9</sup> William S. Powell, “John Blackwell Cobb,” NCpedia Web site, <https://www.ncpedia.org/biography/cobb-john-blackwell>, accessed Aug. 3, 2020.

<sup>10</sup> *New York Times*, Apr. 10, 1923, “John B. Cobb Dies Suddenly on Train,” *New York Times* Web site, <https://www.nytimes.com/1923/04/10/archives/john-b-cobb-dies-suddenly-on-train-exvice-president-of-american.html>, accessed Aug. 3, 2020.

<sup>11</sup> Incorporation Book G, 35–36, Certificate of Incorporation, Sedgefield Country Club, Inc., June 2, 1925, Greensboro, NC.

<sup>12</sup> *Greensboro Daily News*, Sept. 30, 1923, “Sedgefield, Cobb Property, To Be Developed Extensively,” <https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68DA9EC1533C%40GB3NEWS-1409003BE2AE7ED3%402423693-1408FD761352A9C5%4022-1408FD761352A9C5%40?h=1&fname=&lname=&fullname=&kwinc=%22Sedgefield%22%20%22Cobb%22&kw>

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The “rough outlines” quickly produced results, starting in March 1925 with horseback rides around Sedgefield, billed as “Soon To Be the Suburban Playground Of the Piedmont Cities.” The Black Hawk Riding Academy offered saddle horses at Sedgefield Manor (demolished 1980), Cobb’s former hunting lodge, to interested parties.<sup>13</sup> By the very next month, a model house on the Sedgefield tract—named “the County Home Ideal”—had been completed and was opened to the public from April 28 to May 6. Designed by Greensboro architect Charles C. Hartmann in the Colonial Revival style, the two-story frame house had an entrance hall, staircase, dining room with kitchen and “serving pantry,” living room, library, and “lavatory” on the first floor. The kitchen featured “one of the most ingenious inventions of the day,” the Frigidaire, “an improved cooling system for the preservation of food,” as well as an electric range, “another marked improvement in housekeeping.” On the second floor were a master bedroom with attached bathroom, two smaller bedrooms, another bathroom, a sleeping porch, and several closets. The model was the lure for the housing development to come.<sup>14</sup>

By August 1925, the Sedgefield Country Club (McAlister was a member of the board of directors), with a golf course designed by noted golf architect Donald Ross, was projected to open about October 1. Membership discounts were offered, and Sedgefield, Inc., also offered a discount of 25 percent to any club member who purchased a lot in the housing development. Next, in April 1926, the country club announced that the construction of a hotel that would also serve as the clubhouse would begin in the summer and be completed by the spring of 1927. Designed in the Tudor Revival style by architects Nathan Harris, of Newark, New Jersey, and Harry Barton, of Greensboro, the hotel would feature 150 rooms and have the space to add an equal number of rooms later if needed. The club’s quarters were to be in the basement, to include club rooms, showers, and locker rooms. The club’s announcement pointed out that “A. W. McAlister is president of Sedgefield, Incorporated. He has been instrumental in forwarding the hotel plans.”<sup>15</sup>

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[exc=&rgfromDate=1923&rgtoDate=1923&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=vfxmwzjowrxknaikidgbbjbjpmxbvvgg\\_wma-gateway003\\_1648579496702](#), accessed Aug. 3, 2020; Guilford County Deed Book 429, pp. 310–317, Deed of Trust, Sedgefield, Inc., to American Exchange National Bank, Nov. 1, 1923, Greensboro, NC.

<sup>13</sup> *Greensboro Daily News*, Mar. 22, 1925, “Sport Center of the Piedmont,”

[https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68DA9EC1533C%40GB3NEWS-140A4D8951F5BBD2%402424232-1408B5446AA984CA%4013-1408B5446AA984CA%40?h=2&fname=&lname=&fullname=&kwinc=%22Sport%20Center%22%20%22Piedmont%22&kwexc=&rgfromDate=1925&rgtoDate=1925&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=wkuvvznjrqilmaesodimflcvstvsbg\\_wma-gateway019\\_1648579611637](https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68DA9EC1533C%40GB3NEWS-140A4D8951F5BBD2%402424232-1408B5446AA984CA%4013-1408B5446AA984CA%40?h=2&fname=&lname=&fullname=&kwinc=%22Sport%20Center%22%20%22Piedmont%22&kwexc=&rgfromDate=1925&rgtoDate=1925&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=wkuvvznjrqilmaesodimflcvstvsbg_wma-gateway019_1648579611637), accessed July 1, 2021.

<sup>14</sup> *Greensboro Record*, Apr. 26, 1925, “Country Home Ideal; Sedgefield Will Be Thrown Open On Tuesday,”

[https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68DA9EC1533C%40GB3NEWS-140AF32D07537F11%402424267-1408B52D288FA954%4013-1408B52D288FA954%40?h=2&fname=&lname=&fullname=&kwinc=%22country%20home%22&kwexc=&rgfromDate=1925&rgtoDate=1925&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=fnghrvztipptivxihokppwwqvqirmxn\\_wma-gateway015\\_1648579709220](https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68DA9EC1533C%40GB3NEWS-140AF32D07537F11%402424267-1408B52D288FA954%4013-1408B52D288FA954%40?h=2&fname=&lname=&fullname=&kwinc=%22country%20home%22&kwexc=&rgfromDate=1925&rgtoDate=1925&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=fnghrvztipptivxihokppwwqvqirmxn_wma-gateway015_1648579709220), accessed July 1, 2021.

<sup>15</sup> *Ibid.*, Aug. 19, 1925, “Golfers! Qualify To Play the Prettiest Course In the Piedmont,”

<https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68CD17067F8E%40GB3NEWS-13E56A9F9F89A895%402424382-13E55B77998B9FBD%404->



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side of High Point Road, across from the new Sedgefield Country Club.<sup>18</sup> McAlister acquired 132.42 acres of the Sedgefield tract for that purpose on January 15, 1927, when Sedgefield, Inc., and the American Exchange National Bank released the property to Pilot Life from the operation of the deed of trust of November 1, 1923.<sup>19</sup>

At the cornerstone-laying ceremony the following year, McAlister said that he had entertained the idea of relocating the company headquarters for several years:

To build in some setting of natural beauty, withdrawn from the congestion and noise and ugliness of the city, a home for the business of the Pilot Life Insurance company and allied corporations, a business home that would combine with beauty of location, a semi-domestic architecture of pleasing simplicity, and interior planned for the greatest possible efficiency in the dispatch of business, and an equipment contributing the largest possible degree to the physical well-being of those who will through the years to come do the work of this organization.<sup>20</sup>

The company hired the Philadelphia, Pennsylvania, architecture firm of Zantzinger, Borie and Medary to design the buildings, and by late in 1926 they had completed a first draft of the plans. Company officials traveled to Philadelphia in January 1927 to review the second draft at the firm's headquarters. Harry Barton, a Greensboro architect, was associated with the Philadelphia firm in designing the buildings, which featured well-lit offices, a cafeteria, a medical facility, and a handsome lounge where employees could relax. Robert B. Cridland, a noted Philadelphia landscape architect, was in Greensboro in January 1927 to meet with the company's building committee and examine the property. According to the *Greensboro Record*, Cridland was

enthusiastic over the possibilities at Sedgefield, and promises to make the Pilot grounds one of the most beautiful spots in the section of the country. A circular drive-way will lead from the

<sup>18</sup> *Greensboro Daily News*, May 5, 1927, "Pilot Life Insurance Executives Approve Plans for New Home,"

[https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68DA9EC1533C%40GB3NEWS-1409511F2E1B48E4%402425006-14090BCDC08C1E64%400?h=2&fname=&lname=&fullname=&kwinc=%22Pilot%20Life%22%20%22executives%22&kwexc=&sort=old&rgfromDate=%2C%20May%205%2C%201927&rgtoDate=%2C%20May%205%2C%201927&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=duufogfiprgimyvuzhdpvquvabgmblt\\_wma-gateway009\\_1648580507751](https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68DA9EC1533C%40GB3NEWS-1409511F2E1B48E4%402425006-14090BCDC08C1E64%400?h=2&fname=&lname=&fullname=&kwinc=%22Pilot%20Life%22%20%22executives%22&kwexc=&sort=old&rgfromDate=%2C%20May%205%2C%201927&rgtoDate=%2C%20May%205%2C%201927&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=duufogfiprgimyvuzhdpvquvabgmblt_wma-gateway009_1648580507751), accessed Aug. 3, 2020.

<sup>19</sup> Guilford County Deed Book 587, pp. 169–171, Deed, Sedgefield, Inc., to Pilot Life Insurance Company, Jan. 15, 1927, Greensboro, NC.

<sup>20</sup> *Greensboro Daily News*, Nov. 22, 1927, "Fitting Ceremonies Attend Formal Cornerstone Laying,"

[https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68DA9EC1533C%40GB3NEWS-140AF429863D9498%402425207-140A492B70B7104E%409-140A492B70B7104E%40?h=1&fname=&lname=&fullname=&kwinc=%22fitting%22%20%22ceremonies%22&kwexc=&sort=old&rgfromDate=Nov.%2022%2C%201927&rgtoDate=Nov.%2022%2C%201927&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=mibhacfpipfthcgcgbqishqivsagqsuyrj\\_wma-gateway015\\_1648580785055](https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68DA9EC1533C%40GB3NEWS-140AF429863D9498%402425207-140A492B70B7104E%409-140A492B70B7104E%40?h=1&fname=&lname=&fullname=&kwinc=%22fitting%22%20%22ceremonies%22&kwexc=&sort=old&rgfromDate=Nov.%2022%2C%201927&rgtoDate=Nov.%2022%2C%201927&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=mibhacfpipfthcgcgbqishqivsagqsuyrj_wma-gateway015_1648580785055), accessed Aug. 3, 2020.

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High Point road to the top of the hill, where the office building is to be erected, and this drive-way is to be lined with trees and shrubbery. At the foot of the hill, between the building site and the highway, is a natural basin for a lake, and it is proposed to build an artificial lake there which will greatly enhance the beauty of the layout. Mr. Cridland's plans call for tennis courts and an athletic field in the rear of the office buildings.<sup>21</sup>

As built, the complex did not include tennis courts, and the lake was constructed behind the offices to the northwest, not in front of them, but there were landscaped grounds and ample parking.<sup>22</sup>

The final plans for the Pilot Life office buildings were completed in May 1927. They showed three fireproof buildings "of dark red brick trimmed in Indiana limestone and covered in variegated slate" facing a courtyard, in what was termed "a semi-domestic appearance along English Renaissance lines," with brick-and-stone arcades linking the buildings. The central building was to have

three stories, a basement and loft, providing floor space of approximately 35,000 square feet. . . . Plans provide for a beautiful marble finished lobby on the main floor, general offices on the first and second floors with the executive offices, board of directors' room and agency and loan departments on the third floor. The loft is to be occupied by the supply department and dumb waiter service will connect all of the departments with the supply room so that supplies may be distributed with the least possible expenditure of time and effort. . . . The basement of the central building will be used for storage and will contain a central heating and ventilating plant.

The eastern building is to be occupied by the McAlister group of fire insurance companies [Pilot Fire Insurance, George

<sup>21</sup> *Greensboro Record*, Jan. 13, 1927, "Building Plans for Pilot Structure Near Completion," [https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68CD17067F8E%40GB3NEWS-13E5658EE2CA71CE%402424894-13E55CB566F44744%408-13E55CB566F44744%40?h=1&fname=&lname=&fullname=&kwinc=%22building%20plans%22&kwexc=&sort=old&rgfromDate=Jan.%2013%2C%201927&rgtoDate=Jan.%2013%2C%201927&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=rzecnxhcvhfacrpfzspkpxixgkvl\\_wma-gateway009\\_1648580895850](https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68CD17067F8E%40GB3NEWS-13E5658EE2CA71CE%402424894-13E55CB566F44744%408-13E55CB566F44744%40?h=1&fname=&lname=&fullname=&kwinc=%22building%20plans%22&kwexc=&sort=old&rgfromDate=Jan.%2013%2C%201927&rgtoDate=Jan.%2013%2C%201927&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=rzecnxhcvhfacrpfzspkpxixgkvl_wma-gateway009_1648580895850), accessed Aug. 3, 2020; Sandra L. Tatman, "Zantsinger, Borie & Medary," philadelphiabuildings.org Web site, [https://www.philadelphiabuildings.org/pab/app/ar\\_display.cfm/23459](https://www.philadelphiabuildings.org/pab/app/ar_display.cfm/23459), accessed Aug. 15, 2020; William B. Bushong, "Harry Barton," on North Carolina Architects and Builders Web site, <https://ncarchitects.lib.ncsu.edu/people/P000057>, accessed Aug. 15, 2020. For 5 elevations (drawn 1927) of the 3 buildings completed in 1928, see "Zantzinger, Borie & Medary Collection," Athenaeum of Philadelphia, on americanbuildings.org Web site, [https://www.americanbuildings.org/pab/app/co\\_display\\_images.cfm/483534?IMAGE\\_GALLERY\\_SORTBY=ClientName&IMAGE\\_GALLERY\\_PAGE=2](https://www.americanbuildings.org/pab/app/co_display_images.cfm/483534?IMAGE_GALLERY_SORTBY=ClientName&IMAGE_GALLERY_PAGE=2), accessed Aug. 15, 2020.

<sup>22</sup> Rodengen and Hubbard, *Jefferson Pilot Financial*, 43.



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Washington Fire Insurance, and Greensboro Fire Insurance] and the industrial and accident and health divisions of the Pilot Life Insurance company. The floor space in this building is approximately 12,000 square feet. One interesting feature about the eastern building is that the offices on the second floor will be connected with the offices on the corresponding floor of the central building by means of a walkway across the top of the arcade connecting the lower floors.

The western building is to be used as a community building with a cafeteria, kitchen, lockers and showers and a large common room on the first floor. There will be an assembly room with a modern stage and seating capacity of 350 people on the second floor. This room will be available for community meetings as well as for meetings of the Pilot staff. There will also be two class rooms on the second floor of the community building.<sup>23</sup>

The central building was named Fackler for David Parks Fackler, Pilot Life's first actuary. The eastern building, called Mebane, probably was named for Robert Jesse Mebane, a Greensboro businessman and vice president of Pilot Life. The western building was called the Commons, likely because it was the "community building" for the company's employees.<sup>24</sup>

The official groundbreaking ceremony took place on June 21, 1927. Pilot Life gave its employees half the day off so that they could attend. Company president McAlister turned the first shovelful of dirt.<sup>25</sup> A few weeks later, on July 12, 1927, the Pilot Life building committee hosted a dinner at Sedgefield Manor (home of the Sedgefield Inn and golf course) for the architects, contractors, and superintendents overseeing the construction project. Architect Harry Barton was among the speakers, and he pointed out that the work would be carried out by Guilford County firms. Angle-Blackford Company, under C. W. Angle, was the general

<sup>23</sup> *Greensboro Daily News*, May 5, 1927, "Pilot Life Insurance Executives Approve Plans for New Home,"

[https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68DA9EC1533C%40GB3NEWS-1409511F2E1B48E4%402425006-14090BCDC08C1E64%400?h=2&fname=&lname=&fullname=&kwinc=%22Pilot%20Life%22%20%22executives%22&kwexc=&sort=old&rgfromDate=%2C%20May%205%2C%201927&rgtoDate=%2C%20May%205%2C%201927&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=duufogfiprgimyvuahdpvquvabgmblt\\_wma-gateway009\\_164858050775](https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68DA9EC1533C%40GB3NEWS-1409511F2E1B48E4%402425006-14090BCDC08C1E64%400?h=2&fname=&lname=&fullname=&kwinc=%22Pilot%20Life%22%20%22executives%22&kwexc=&sort=old&rgfromDate=%2C%20May%205%2C%201927&rgtoDate=%2C%20May%205%2C%201927&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=duufogfiprgimyvuahdpvquvabgmblt_wma-gateway009_164858050775), accessed Aug. 3, 2020.

<sup>24</sup> Langdon Edmunds Oppermann, *Historic and Architectural Resources in the Area of Potential Impact of the Proposed Construction of the Greensboro Western Urban Loop, Guilford County* (Winston-Salem, NC: February 1991), 135; Laura A. W. Phillips, Irving Park Historic District, Greensboro, NC, National Register of Historic Places Nomination, 1994, North Carolina State Historic Preservation Office, Raleigh, NC.

<sup>25</sup> *Greensboro Daily News*, June 24, 1927, "Pilot Life President Breaks Ground for New Home,"

[https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68DA9EC1533C%40GB3NEWS-140B41C145F03D9D%402425056-1408B02F7508DD0D%401-1408B02F7508DD0D%40?h=1&fname=&lname=&fullname=&kwinc=%22Pilot%20Life%22%20%22president%22&kwexc=&sort=old&rgfromDate=June%2024%2C%201927&rgtoDate=June%2024%2C%201927&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=mtfrrlmamsejwbhavatpmjcukhqpmhzo\\_wma-gateway015\\_1648581147103](https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68DA9EC1533C%40GB3NEWS-140B41C145F03D9D%402425056-1408B02F7508DD0D%401-1408B02F7508DD0D%40?h=1&fname=&lname=&fullname=&kwinc=%22Pilot%20Life%22%20%22president%22&kwexc=&sort=old&rgfromDate=June%2024%2C%201927&rgtoDate=June%2024%2C%201927&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=mtfrrlmamsejwbhavatpmjcukhqpmhzo_wma-gateway015_1648581147103), accessed Aug. 3, 2020.

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contractor. Other contractors were W. W. Dick, heating; J. M. Hunt, plumbing; and J. L. Griffin, electrical.<sup>26</sup>

On November 21, 1927, McAlister laid the cornerstone of the main Pilot Life building at its entrance on the Sedgefield site. First, however, “hundreds of employees of the Pilot company, officials of other companies and special invited guests” convened at the Sedgefield Inn at 1:30 P.M. for a feast. The ceremonies followed, with several speeches and message from North Carolina governor Angus W. McLean, who was unable to attend. McAlister laid the cornerstone with two silver trowels for the mortar. Within the stone, which had been quarried from Pilot Mountain, he placed a “copper sealed box containing many interesting items including the history of the company [and] policy No. 1, issued July 1, 1903.” The employees, again given a “half-holiday,” then took part in various “field events” including a “hopeless eating contest” (requiring the rapid consumption of dry crackers), a “suit case race,” a “filled-cup contest,” and a tug-of-war between “two girls’ teams.” A picnic-style supper took place outside the Sedgefield Inn, followed by several vaudeville numbers featuring employees, including a mock wedding. Dancing went on into the evening.<sup>27</sup>

By September 1928, the move to the new headquarters complex was essentially completed. On September 11, the company officers and 250 employees gathered in the new auditorium in the western building for a dedicatory meeting. President McAlister summarized the purpose of the new home office and its carefully designed buildings:

There has been put into the planning of these buildings and grounds the utmost of care and skill. Pure air constantly renewed in every room by the last word in ventilation; the vital rays of the sun delivered to every desk by window glass specially designed for that purpose; crystal water brought in its natural purity to every floor from a reservoir in the solid rock 350 feet below the surface of the earth will contribute immeasurably to our physical well-being and mental efficiency. A carefully worked out sequence of operation from the mailing table to the filing desk, with mechanical devices for expediting the work and saving of labor,

<sup>26</sup> Ibid., July 13, 1927, “Builders of Pilot Dined,”

[https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68CD17067F8E%40GB3NEWS-13E469825AB773B8%402425075-13E45DDEA60C9CF9%408-13E45DDEA60C9CF9%40?h=3&fname=&lname=&fullname=&kwinc=%22Pilot%22%20%22builders%22&kwexc=&sort=old&rgfromDate=July%2013%2C%201927&rgtoDate=JJuly%2013%2C%201927&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=jdhspjjvblswtxfojgygcimsrtpaskao\\_wma-gateway006\\_1648581296188](https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68CD17067F8E%40GB3NEWS-13E469825AB773B8%402425075-13E45DDEA60C9CF9%408-13E45DDEA60C9CF9%40?h=3&fname=&lname=&fullname=&kwinc=%22Pilot%22%20%22builders%22&kwexc=&sort=old&rgfromDate=July%2013%2C%201927&rgtoDate=JJuly%2013%2C%201927&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=jdhspjjvblswtxfojgygcimsrtpaskao_wma-gateway006_1648581296188), accessed Aug. 3, 2020.

<sup>27</sup> Ibid., Nov. 22, 1927, “Fitting Ceremonies Attend Formal Cornerstone Laying,”

[https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68DA9EC1533C%40GB3NEWS-140AF429863D9498%402425207-140A492B70B7104E%409-140A492B70B7104E%40?h=1&fname=&lname=&fullname=&kwinc=%22fitting%22%20%22ceremonies%22&kwexc=&sort=old&rgfromDate=Nov.%2022%2C%201927&rgtoDate=Nov.%2022%2C%201927&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=mibhacfyipifhcgcbqishqivsaqqsuyrj\\_wma-gateway015\\_1648580785055](https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68DA9EC1533C%40GB3NEWS-140AF429863D9498%402425207-140A492B70B7104E%409-140A492B70B7104E%40?h=1&fname=&lname=&fullname=&kwinc=%22fitting%22%20%22ceremonies%22&kwexc=&sort=old&rgfromDate=Nov.%2022%2C%201927&rgtoDate=Nov.%2022%2C%201927&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=mibhacfyipifhcgcbqishqivsaqqsuyrj_wma-gateway015_1648580785055), accessed Aug. 3, 2020.

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should take up all lost motion and effect a definite economy of time. The very atmosphere—an atmosphere of spotless cleanness and undisturbed quiet and inspiring beauty, will be conducive to right ideals, high endeavor, serious purpose and wise planning.<sup>28</sup>

McAlister also spoke of the buildings' engendering "a spirit of high purpose . . . a spirit of work [and dedication] , , , to the service of our business and our policyholding public."<sup>29</sup> His lofty principles were portrayed in the decorative stonework on the central building. These features included birds holding worms in their beaks ("the early bird gets the worm"); a sunburst (the rising sun of a new day); a beehive with busy bees; and a man sowing seeds in a field and another man with a scythe carrying the harvested grain, having reaped what he had sown. The Pilot Life logo, with the ship's pilot in foul-weather gear at the wheel, and Pilot Mountain flanked by cornucopias overflowing with bounty were also depicted in stone.

The *Greensboro Daily News* reported on the dedicatory meeting, noting that the company's new home did indeed resemble a busy beehive:

Three large busses are now in daily operation, as well as a large number of privately owned cars, transporting the staff members to and from Greensboro. The first meal was served in the new company cafeteria Tuesday noon.<sup>30</sup>

Despite the optimism that McAlister expressed at the new Pilot Life headquarters, economic disaster struck little more than a year later. On Black Thursday, October 24, 1929, the stock market crashed in a prelude to the Great Depression. The depression affected many thousands of businesses including Pilot Life, which in 1931 divested itself of its three fire insurance companies and sold its health and accident divisions to Inter-Ocean Casualty Company, of Cincinnati, Ohio. Later that year, Jefferson Standard Life Insurance Company purchased a majority of Pilot Life's stock shares, and by the end of the decade, Pilot Life was a wholly owned subsidiary of Jefferson Standard. Brothers Pleasant D. Gold and Charles Gold had organized Jefferson Standard in Raleigh, North Carolina, in 1906. It later merged with Greensboro Life Insurance Company and Security Life & Annuity Company and moved its offices to Greensboro. In 1922, because of the company's growth, it broke ground on a seventeen-story skyscraper in downtown Greensboro and completed it in 1923.<sup>31</sup> Under the

<sup>28</sup> Ibid., Sept. 12, 1928, "Dedication Conference Held in New Pilot Life Building,"

[https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68DA9EC1533C%40GB3NEWS-140B9F18A2DA2993%402425502-140A48930493F84B%4011-140A48930493F84B%40?h=1&fname=&lname=&fullname=&kwinc=%22dedication%22%20%22conference%22&kwexc=&sort=old&rgfromDate=Sept.%2012%2C%201928&rgtoDate=Sept.%2012%2C%201928&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=nwbrqyouamqmnxknfowcxuqyhirn\\_wma-gateway018\\_1648581515661](https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68DA9EC1533C%40GB3NEWS-140B9F18A2DA2993%402425502-140A48930493F84B%4011-140A48930493F84B%40?h=1&fname=&lname=&fullname=&kwinc=%22dedication%22%20%22conference%22&kwexc=&sort=old&rgfromDate=Sept.%2012%2C%201928&rgtoDate=Sept.%2012%2C%201928&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=nwbrqyouamqmnxknfowcxuqyhirn_wma-gateway018_1648581515661), accessed Aug. 3, 2020.

<sup>29</sup> Ibid.

<sup>30</sup> Ibid.

<sup>31</sup> Rodengen and Hubbard, *Jefferson Pilot Financial*, 25–33, 36; Ruth Little-Stokes and McKelden Smith, Jefferson Standard Building, Greensboro, NC, National Register of Historic Places Nomination, 1975, North Carolina State Historic Preservation Office, Raleigh, NC.



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presidency of Julian Price, Jefferson Standard began investing in news and entertainment media, including newspapers and radio stations. In 1940, Pilot Life's financial situation had improved to the point that it was able to buy back its stock, and once again became an independent company. That independence ended in 1945, however, when Jefferson Standard purchased both Pilot Life and Gate City Life Insurance Company.<sup>32</sup>

After World War II, interest in life insurance spiked as veterans—who had received life insurance while in service—returned home with the idea that life insurance was a necessity for family security, not a rare and expensive option for the well-to-do. Both Jefferson Standard and Pilot Life benefited from this attitude, but Pilot Life especially innovated with its line of products. Not only did it heavily advertise group insurance for employees and other groups with common interests, but it also promoted “scholastic accident insurance” for schoolchildren, many of whom walked to and from school.<sup>33</sup>

The company's growth and increasing prosperity inspired the expansion of the 1928 office complex. In 1950, the company announced that a new five-story wing, to be known as the Annex Building, would be added to the rear (northern facade) of the main building. Construction of the Annex began early in 1951 and soon was completed.<sup>34</sup> Another addition, known as the North Building, was constructed at right angles to the northern end of the Annex in 1960.<sup>35</sup>

In 1953, Pilot Life constructed a clubhouse and recreation area for the employees. It was located a few hundred yards west of the 1928 buildings on the southern shore of the lake. “By providing the recreation facility on its home office grounds, Pilot is believed to be . . . the only insurance company in the nation with complete recreation facilities and clubhouse facilities on home office grounds.”<sup>36</sup> It included picnic grounds and a large parking lot. The clubhouse, which was

<sup>32</sup> Rodengen and Hubbard, *Jefferson Pilot Financial*, 49–52, 64.

<sup>33</sup> *Ibid.*, 72.

<sup>34</sup> *Ibid.*, 79; *Greensboro Record*, Jan. 2, 1951, “Construction Total of \$17,475,306 Last Year Sets Record not Likely to be Broken Soon,”

[https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68CD17067F8E%40GB3NEWS-13F3EA824FC8F42C%402433649-13E5C6CB8D0FB60F%4019-13E5C6CB8D0FB60F%40?h=4&fname=&lname=&fullname=&kwinc=%22construction%22%20%22total%22&kwexc=&sort=old&rgfromDate=Jan.%202%2C%201951&rgtoDate=Jan.%202%2C%201951&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=cwryogiybvktwntvtybsuxubejgaoxp\\_wma-gateway016\\_1648581621268](https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68CD17067F8E%40GB3NEWS-13F3EA824FC8F42C%402433649-13E5C6CB8D0FB60F%4019-13E5C6CB8D0FB60F%40?h=4&fname=&lname=&fullname=&kwinc=%22construction%22%20%22total%22&kwexc=&sort=old&rgfromDate=Jan.%202%2C%201951&rgtoDate=Jan.%202%2C%201951&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=cwryogiybvktwntvtybsuxubejgaoxp_wma-gateway016_1648581621268), accessed Aug. 3, 2020.

<sup>35</sup> *Greensboro Daily News*, Aug. 24, 1960, “August Permits Top 3 Million,”

[https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68DA9EC1533C%40GB3NEWS-149E95461DB7FE2C%402437171-149E92E793BA555A%4012-149E92E793BA555A%40?h=1&fname=&lname=&fullname=&kwinc=%22permits%22%20%22top%22%20%22%22&kwexc=&sort=old&rgfromDate=Aug.%2024%2C%201960&rgtoDate=Aug.%2024%2C%201960&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=upzprxybnbvfoemylecypznahdaueibz\\_wma-gateway002\\_1648581730474](https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68DA9EC1533C%40GB3NEWS-149E95461DB7FE2C%402437171-149E92E793BA555A%4012-149E92E793BA555A%40?h=1&fname=&lname=&fullname=&kwinc=%22permits%22%20%22top%22%20%22%22&kwexc=&sort=old&rgfromDate=Aug.%2024%2C%201960&rgtoDate=Aug.%2024%2C%201960&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=upzprxybnbvfoemylecypznahdaueibz_wma-gateway002_1648581730474), accessed Aug. 3, 2020; Rodengen and Hubbard, *Jefferson Pilot Financial*, 80.

<sup>36</sup> *Greensboro Record*, Mar. 16, 1953, “Building Started on \$150,000 Club of Pilot Life Firm,”

<https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68CD17067F8E%40GB3NEWS-13F67D7233CEE94A%402434453-13EB56A79B25B81C%4014-13EB56A79B25B81C%40?h=1&fname=&lname=&fullname=&kwinc=%22building%20started%22%20%22Pilot>

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opened on October 1, 1953, featured “a main lounge, private dining room, snack bar, and locker and shower facilities.”<sup>37</sup> The lake was available for boating and swimming, and was stocked with bass and bream for fishing. A swimming pool also was constructed. The clubhouse and pool were demolished by 2009 and the lake was drained in 2018.

East of the lake, about seventy-five yards northwest of the Commons Building, sometime before 1965 Pilot Life had constructed a utilitarian, one-story brick storage facility that was enlarged with a two-story brick wing completed ca. 1965. According to a May 4, 1965, newspaper report, the new building was “to be electrically heated and air-conditioned [and] will have a built-in incinerator, elevator and loading docks. . . . The space will be used for storage of IBM and data processing records and for packaging of several tons annually of scholastic insurance materials.”<sup>38</sup>

By the late 1950s, Jefferson Standard had added to its radio and television holdings and formed a subsidiary, Jefferson Standard Broadcasting. In 1957, Pilot Life began sponsoring Atlantic Coast Conference basketball games, which were carried on the Jefferson Standard channels. Pilot Life invested heavily in advertising and produced a jingle, “Sail with the Pilot,” that proved memorable and popular. The two companies remained very close in their interests, although they continued to operate independently. Finally, in 1968, in response to changes in tax laws, a new entity was formed as a holding company for both enterprises: Jefferson-Pilot Corporation.<sup>39</sup>

The creation of the holding company did not change the degree of the companies’ respective independence, and each continued with its own directors and offices. Pilot Life remained at the Sedgfield home office while Jefferson Standard kept its downtown Greensboro office. Finally, in 1986, management decided to merge the two companies effective January 1, 1987, as the Jefferson-Pilot Insurance Company. In addition, a new, twenty-story office tower would be

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[%20Life%22&kwexc=&sort=old&rgfromDate=Mar.%2016%2C%201953&rgtoDate=Mar.%2016%2C%201953&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=sdvffryjrdbdvecwvgnpedjewquddwi\\_wma-gateway004\\_1648581894057](#), accessed Aug. 3, 2020.

<sup>37</sup> *Greensboro Daily News*, Oct. 2, 1953, “Pilot Clubhouse Opened,”

[https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68DA9EC1533C%40GB3NEWS-14406960171B523B%402434653-143F67C15B675AD8%4012-143F67C15B675AD8%40?h=1&fname=&lname=&fullname=&kwinc=%22Pilot%22%20%22clubhouse%22&kwexc=&sort=old&rgfromDate=Oct.%202%2C%201953&rgtoDate=Oct.%202%2C%201953&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=pijdbwsljxwevqutqsisgfjmnentlppv\\_wma-gateway011\\_1648582021209](https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68DA9EC1533C%40GB3NEWS-14406960171B523B%402434653-143F67C15B675AD8%4012-143F67C15B675AD8%40?h=1&fname=&lname=&fullname=&kwinc=%22Pilot%22%20%22clubhouse%22&kwexc=&sort=old&rgfromDate=Oct.%202%2C%201953&rgtoDate=Oct.%202%2C%201953&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=pijdbwsljxwevqutqsisgfjmnentlppv_wma-gateway011_1648582021209), accessed Aug. 3, 2020.

<sup>38</sup> *Greensboro Record*, May 4, 1965, “Pilot to Take Bids for New Building,”

[https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68CD17067F8E%40GB3NEWS-13FAD9B32B18F742%402438885-13F83912885CE2FB%4029-13F83912885CE2FB%40?h=1&fname=&lname=&fullname=&kwinc=%22Pilot%22%20%22bids%22&kwexc=&sort=old&rgfromDate=May%204%2C%201965&rgtoDate=May%204%2C%201965&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=zienvcojttogvtrmrueddypgxzyvws\\_wma-gateway009\\_1648582104756](https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68CD17067F8E%40GB3NEWS-13FAD9B32B18F742%402438885-13F83912885CE2FB%4029-13F83912885CE2FB%40?h=1&fname=&lname=&fullname=&kwinc=%22Pilot%22%20%22bids%22&kwexc=&sort=old&rgfromDate=May%204%2C%201965&rgtoDate=May%204%2C%201965&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=zienvcojttogvtrmrueddypgxzyvws_wma-gateway009_1648582104756), accessed Aug. 3, 2020. See also Rodengen and Hubbard, *Jefferson Pilot Financial*, 44–45, 114. The aerial photo across pp. 44–45, which was taken in the summer in 1965 or earlier, shows only the pre-1965 north-south one-story brick facility. The other aerial photo, p. 114, taken after the two-story brick south wing and hyphen were constructed (ca. 1965) shows the two wings of the new building and adjoining parking lot.

<sup>39</sup> Rodengen and Hubbard, *Jefferson Pilot Financial*, 85, 93–94.

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constructed adjacent to the original Jefferson Standard building in Greensboro, and the six hundred Pilot Life employees would move into it. With the move in 1990, the Sedgefield home office was closed.<sup>40</sup>

Throughout the companies' postwar period, they had expanded their interests beyond the insurance field. In 1970, Jefferson-Pilot created its own mutual fund, JP Growth Fund, and offered shares for sale to the public. This and other moves into the financial services sector continued the company's diversification. By 1984, Jefferson-Pilot was described as a "national holding company whose subsidiaries provide insurance, financial, and communications products and services." The company had sizeable investments in debt securities such as bonds and preferred stock in such companies as Wachovia, JP Morgan Chase, Wells Fargo, General Motors, Ford, and Rite Aid. About 2003, the company changed its name to Jefferson-Pilot Financial. By then, the company had acquired other insurance companies such as Kentucky Central Life, Alexander Hamilton Life Insurance Company, and Chubb Life Insurance Company. In 2006, Jefferson-Pilot merged with Lincoln National Corporation to form Lincoln Financial Group.<sup>41</sup>

The Sedgefield buildings and grounds stood empty and unused after its closure in 1990. On July 30, 2008, Lincoln National Life Insurance Company, the Lincoln Financial Group subsidiary that owned the property, sold the 143.36-acre tract and buildings to KSL (Kisco Senior Living) Sedgefield Pilot LLC. KSL proposed converting the offices and grounds into a residential community for senior citizens, but the plan did not progress. The sale of 26.410 acres of the property that include the extant buildings to a new owner that will rehabilitate the buildings for apartments is underway.<sup>42</sup> KSL sold other parcels of the former Pilot Life property and a large apartment complex has been built north and within sight of the Pilot Life buildings.

<sup>40</sup> Ibid., 111–116.

<sup>41</sup> *Greensboro Record*, Nov. 4, 1970, "Jefferson Offers Mutual Funds,"

[https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68CD17067F8E%40GB3NEWS-13FB76B404AF1432%402440895-13F8F0814B954DFB%4048-13F8F0814B954DFB%40?h=2&fname=&lname=&fullname=&kwinc=%22Jefferson-Pilot%22&kwexc=&sort=old&rgfromDate=Nov.%204%2C%201970&rgtoDate=Nov.%204%2C%201970&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=opxvsdzyfdkqdpmtcthqwlhbquerfp\\_wma-gateway020\\_1648582247862](https://www.genealogybank.com/doc/newspapers/image/v2%3A11EA68CD17067F8E%40GB3NEWS-13FB76B404AF1432%402440895-13F8F0814B954DFB%4048-13F8F0814B954DFB%40?h=2&fname=&lname=&fullname=&kwinc=%22Jefferson-Pilot%22&kwexc=&sort=old&rgfromDate=Nov.%204%2C%201970&rgtoDate=Nov.%204%2C%201970&formDate=&formDateFlex=exact&dateType=range&processingtime=&addedFrom=&addedTo=&sid=opxvsdzyfdkqdpmtcthqwlhbquerfp_wma-gateway020_1648582247862), accessed Aug. 3, 2020; *Charlotte Observer*, May 8, 1984, "Jefferson-Pilot Reports Increase in Earnings," <https://www.newspapers.com/image/624506084/?terms=%22Jefferson-Pilot%22%20%22reports%22&match=1>, accessed Apr. 24, 2020; United States Securities and Exchange Commission, Form 10-K, Annual Report, Dec. 31, 2005, Jefferson-Pilot Corporation, on Web site, <https://www.sec.gov/Archives/edgar/data/0000053347/000095014406002215/g00166e10vk.htm>, accessed May 6, 2020; Lincoln Financial Group, "History & timeline," on Web site, <https://www.lincolffinancial.com/public/aboutus/companyoverview/whoweare/historyandtimeline>, accessed May 6, 2020. According to Jefferson-Pilot's annual report as filed with the SEC and cited above, none of its investments were in bonds or other debt securities for textile or tobacco companies.

<sup>42</sup> Guilford Co., Deed Book R6920, pp. 1579–1584, deed, Lincoln National Life Insurance Co. to KSL Sedgefield Pilot LLC, recorded July 30, 2008; Ashley Neville, "Pilot Life Insurance Company Campus, . . . Application for Guilford County Local Landmark Designation," Apr. 15, 2021, p. 3. The 2008 metes and bounds description of this tract is different from that recorded in the original deed to the property written in 1927 (Guilford County Deed Book 587, pp. 169–171, Deed, Sedgefield, Inc., to Pilot Life Insurance Company, Jan. 15, 1927, Greensboro, NC), probably because the boundary description in the 2008 deed had a different starting point. The difference in the

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## ARCHITECTURE CONTEXT

### The Corporate Campus Property Type

The Pilot Life Insurance Company Home Office appears to be the earliest-known suburban “corporate campus” in North Carolina and possibly in the United States having opened fourteen years before the AT&T Bell Laboratories research center complex was occupied. The property was developed as part of an evolving suburban landscape designed to offer houses, recreational facilities, and other amenities as an alternative to the crowded urban environment in which many white-collar employees lived and worked. It possesses many of the design features of modern office campuses, including architecturally unified buildings in a large green space and extensive landscaping, and originally incorporated amenities for employees and management alike. Today it retains all of these features except for the recreational facilities.

Before the twentieth century, company or business headquarters offices were located mostly in buildings in the commercial districts of cities and towns or in buildings on the edges of urban areas.<sup>43</sup> Typical examples of such offices in urban centers included banks, law firms, retail merchants, and other white-collar enterprises. The businesses located well outside the urban centers usually were those that relied on manual labor, such as mills, manufacturing facilities, and coal mines. To keep their laborers close at hand, such businesses often constructed housing areas or company towns adjacent to their facilities and management offices. The urban management offices, however, typically left it to their employees find their own dwellings and other amenities in the city or town.

The Sears, Roebuck and Company complex located on a 41.6-acre tract on Chicago’s West Side and constructed in 1905–1906 could be considered a forerunner of the modern “corporate headquarters campus.” Formed in 1893, the company offered a vast variety of merchandise for sale in mail-order catalogs, and then shipped the products by rail throughout the country. In 1906, after years of expansion into scattered buildings in downtown Chicago, the company’s management offices as well as its mail-order operations, catalog-printing plant, and warehouse were moved to the new complex on the edge of the city in a developing residential area.

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measurements of the tract (“132.42 acres, more or less” in 1927 and “143.36 acres, more or less” in 2008) is 10.94 acres.

<sup>43</sup> Louise A. Mazingo, *Pastoral Capitalism: A History of Suburban Corporate Landscapes* (Cambridge, MA: MIT Press, 2011), focuses on the evolution of suburban corporate landscapes in the period following World War II. Mazingo is Chair & Professor of Landscape Architecture and Environmental Planning, Center for Environmental Design, UC Berkeley (Prof., no Ph.D.), e-mail: [lmazingo@berkeley.edu](mailto:lmazingo@berkeley.edu). She describes pre-WWII corporate offices as either located in downtown business districts (white-collar businesses) or in suburban factories (blue-collar businesses). After the war, offices in suburban landscapes evolved from the early corporate campus (a green space with buildings close to each other with centralized support, amenities, and other functions) to corporate estates (real property held by a company to house its operations) to office or business parks (park-like settings for office buildings housing multiple white-collar companies). A detailed review of the book by Robert Bruegmann appeared in *The Journal of the Society of Architectural Historians*, 72, no. 1 (March 2013): 110–112. For another history of office/business parks, see Mazingo, “How Pastoral Capitalism Reshaped the Metropolitan Landscape,” 2012, Frameworks Web site, <https://frameworks.ced.berkeley.edu/2012/pastoral-capitalism/>, accessed Oct. 1, 2021.



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Although the complex was landscaped on one side, the railroad ran by the south side and the company's enormous buildings covered most of the tract. There was no land, therefore, to develop a truly park-like setting or offer amenities to its employees, and it more closely resembled a manufacturing enterprise that included management offices than a rural "corporate headquarters campus." Also, the Sears facility could have been considered "suburban" for only a short time before the city swept by as it expanded to the west.<sup>44</sup>

The former AT&T Bell Laboratories research center complex located in Murray Hill, New Jersey, has been called the "first corporate campus" in the United States.<sup>45</sup> It was completed and occupied in 1942. For many years, the Bell Laboratories offices were located in Lower Manhattan in New York City before moving to the large Murray Hill complex, where the buildings still stand as the Nokia Bell Labs facility at 600 Mountain Avenue. The president of Bell Labs had his office there, but most of the buildings were given over to the scientists, chemists, engineers, and mathematicians in this vast research and development facility. Many employees commuted from Manhattan via train and bus, but automobile parking was available for those who preferred to drive from the city or the suburbs. At the time, the area was very rural, so there was ample land for the sprawling complex, and extensive landscaping. Amenities for employees eventually included a research library, a medical facility, a cafeteria and formal dining rooms, a table tennis game room, two softball fields, and a motor pool.<sup>46</sup>

One of the employee amenities offered by Pilot Life were recreational facilities including a clubhouse, pool, tennis courts, and a gazebo that were situated by the lake on the same property as the office buildings. Providing recreational facilities amenities was not an innovation, as many tobacco and textile mill villages built in the late nineteenth and early twentieth centuries featured community buildings and ballfields. In the twentieth century, it was not uncommon for large corporations to build recreational complexes for their employees, usually including a lake for swimming and stocked for fishing and a clubhouse where employees could eat at subsidized prices and socialize when not working, but they were off-site. In contrast, Pilot Life's recreational facilities were on the same grounds as the corporate offices.<sup>47</sup>

In Guilford County alone, three large corporations provided off-site recreational facilities for their employees. Jefferson Standard was the first to do so in 1924, when the company built a

<sup>44</sup> Ralph J. Christian, "Sears, Roebuck and Company Complex," National Historic Landmark Nomination, 1978, [https://npgallery.nps.gov/NRHP/GetAsset/NHLS/78001129\\_text](https://npgallery.nps.gov/NRHP/GetAsset/NHLS/78001129_text), accessed Aug. 16, 2020.

<sup>45</sup> A. Michael Noll, *Memories: A Personal History of Bell Telephone Laboratories* (East Lansing, MI: Michigan State University, 2015), 17–19, 22–23, 27–28, <https://quello.msu.edu/wp-content/uploads/2015/08/Memories-Noll.pdf>, accessed Aug. 16, 2020; reference to Bell Labs as first corporate campus in Agustin Chevez and D. J. Huppertz, "The Rise of the Multibillion-Dollar Corporate Campus," on BBC website, <https://www.bbc.com/worklife/article/20170929-the-rise-of-the-multibillion-dollar-corporate-campus>, accessed Mar. 30, 2022.

<sup>46</sup> A. Michael Noll, *Memories: A Personal History of Bell Telephone Laboratories* (East Lansing, MI: Michigan State University, 2015), 17–19, 22–23, 27–28, <https://quello.msu.edu/wp-content/uploads/2015/08/Memories-Noll.pdf>, accessed Aug. 16, 2020.

<sup>47</sup> It closed in 1997. Jim Schlosser, "Closing of JP Club Marks End of Era," Dec. 19, 1997, [https://greensboro.com/closing-of-jp-club-marks-end-of-era/article\\_b85a081f-648f-5742-83fd-71b1847d66e8.html](https://greensboro.com/closing-of-jp-club-marks-end-of-era/article_b85a081f-648f-5742-83fd-71b1847d66e8.html), accessed February 24, 2022.

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clubhouse, tennis court, and lake on 414 acres on New Garden Road in what is now northwest Greensboro. Cone Mills had a clubhouse and a stocked a lake from about 1940 to the 1960s off Randleman Road south of Greensboro. Mill executives had cottages across the lake from the clubhouse that they used for weekend retreats.<sup>48</sup> Burlington Industries had the Bur-Mil Club, which opened in 1958 on 247 acres next to Lake Brandt north of downtown Greensboro with a clubhouse, swimming pool, tennis courts, and a golf course. Of the three facilities, only the Bur-Mil Club survives, now operated by Guilford County as a park.<sup>49</sup>

Corporate office parks or campuses have multiplied as more businesses relocated from city centers to suburbia. The corporate campus created areas for socialization set in a natural or landscaped pastoral environment and provided an alternative to high rise office buildings in a crowded city center. In many cases, these complexes drew on earlier building types and made explicit historical references to earlier periods.<sup>50</sup> A good example of this is the former Liggett & Myers world headquarters building that was built in 1967 as their operations center and in 1974 became their headquarters. It is a massive, five-part, red brick, neo-colonial style building located about four miles north of downtown Durham and set in a landscaped area. On the opposite end of the corporate office park spectrum is the Research Triangle Park, which was created in 1959 by state and local governments, nearby universities, and local business interests. Unlike a corporate office park created for one business, the Research Triangle Park is home to more than 300 businesses that have 50,000 workers in a variety of buildings and campuses within the park that occupies 7,000 acres in Durham and Wake counties.

A master plan for the Pilot Life Insurance Company Home Office has not been identified, but the designer of its park-like setting is known: Robert B. Cridland, a Philadelphia and Atlanta-based landscape architect. Prior to his work in Greensboro, Frederick Vanderbilt hired Cridland between 1910 and 1913 to redesign some of the gardens on his estate in Hyde Park, New York. Around 1920, he was hired by the Irving Park Company in Greensboro to revise and enlarge the plan for the Irving Park neighborhood that initially was drawn by John Nolen. This may have been where he came to the attention of Alexander W. McAlister, president of Pilot Life, who not only lived in Irving Park but was president of the Irving Park Company that developed Irving Park. Shortly after completing the design for the Pilot Life home office, Cridland designed the grounds for Adamsleigh, the estate of J. A. Adams in Sedgefield that was recently demolished.<sup>51</sup> Cridland used curvilinear roads to create an appealing parklike esthetic.

<sup>48</sup> Jim Schlosser, "Like the Dances Held There, Cone Club to be a Memory," Aug. 1, 1990, [https://greensboro.com/like-the-dances-held-there-cone-club-to-be-a-memory/article\\_e43c13ed-8d40-59f2-9e18-86dda7de3488.html](https://greensboro.com/like-the-dances-held-there-cone-club-to-be-a-memory/article_e43c13ed-8d40-59f2-9e18-86dda7de3488.html)

<sup>49</sup> The property was sold in 1989 to Guilford County, which operates it as a county park today. Jamie Kennedy Jones, "Relive Bur-Mil Club days, discover what park offers," March 21, 2008, [https://greensboro.com/relive-bur-mil-club-days-discover-what-park-offers/article\\_c5fetc2b-9d61-57a7-8b34-f2059f92a0ac.html](https://greensboro.com/relive-bur-mil-club-days-discover-what-park-offers/article_c5fetc2b-9d61-57a7-8b34-f2059f92a0ac.html)

<sup>50</sup> R. Kerr, S.K. Robinson, and C. Elliott, (2016) Modernism, postmodernism and corporate power: historicising the architectural typology of the corporate campus. *Management and Organizational History*, 11(2), pp. 123-146., <https://eprints.gla.ac.uk/114945/7/114945.pdf>.

<sup>51</sup> Phillips, Irving Park Historic District, National Register of Historic Places Nomination, 1994. Oppermann, *Historic and Architectural Resources*, 23, 135.

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The Pilot Life Insurance Company Home Office opened in 1928, fourteen years before the AT&T Bell Laboratories research center complex was occupied and may therefore be the first such complex in the United States.<sup>52</sup> What certainly sets the Pilot Life Insurance Company Home Office apart today, however, is its distinction as the earliest known corporate campus in North Carolina and one of only three historic corporate campuses in suburban or rural settings developed or begun more than fifty years ago. All of the state's metropolitan areas have been the subject of comprehensive architectural surveys, some of which have been recently updated, and none of these projects has identified an earlier corporate campus.

### **Georgian Revival Architecture**

Alexander McAlister promised the Cobb heirs when he bought the 3,665-acre Sedgefield tract that he would keep the property as open and rural as he could, while developing it for several different uses. That was easy to do with the Sedgefield Country Club, and a little more challenging with the housing developments. Then came the Pilot Life Home Office. He succeeded there, too, with the design that the architects and landscape architect developed: a central building, two arcades, and two flanking buildings in front to form a forecourt, all surrounded by rolling open space and trees.

The direct inspiration for the Pilot Life complex, if there was one, has not been determined and a master plan for the property has not been located. The plan of a central block with flanking buildings connected by arcades was well known, having been first popularized by Andrea Palladio in the sixteenth century as a design for Italian villas. The British revived the plan in the early eighteenth century, utilizing the design to lay out country estates, and the architects would have been well aware of this. The Pilot Life complex has been frequently compared to Tryon Palace, the first permanent capitol in the colony of North Carolina due to both the Palace's plan and its Georgian style. Tryon Palace consisted of a central block with flanking dependencies connected to the central block by arcades. Other well-known residences of this type include Mount Airy, Mount Vernon, and Monticello, all in Virginia.

The architects, landscape architects, and engineers who planned this complex borrowed from an existing form to create an early office park or office complex in a parklike setting. While the plan for the Pilot Life buildings may have been drawn from early residential architecture, their choice of the Georgian Revival style was not one usually seen in commercial architecture in Greensboro. The use of the Georgian Revival style in the Greensboro area was largely confined to residential and educational buildings.

Commercial buildings in downtown Greensboro did not use the Colonial or Georgian revival idioms. Early commercial buildings there used an Italianate-influenced commercial vernacular while later buildings constructed after 1920 used classicism characterized by the Jefferson Standard Building (1923), the Carolina Theatre (1927), and the Beaux Arts Southern Railway

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<sup>52</sup> Should additional research prove that the Pilot Life Insurance Company Home Office is the earliest suburban corporate campus in the country, the nomination could be amended to change the level of significance from statewide to national.

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Passenger Depot (1927). Later commercial buildings in the city favored Art Deco and Moderne styles.<sup>53</sup>

Residential architecture in Greensboro followed national trends including Colonial Revival and the more restrained Georgian Revival styles that were especially popular. A number of Georgian Revival-style residences were built in the city's residential developments including Irving Park and Fisher Park. A. M. Scales, one of the developers of Irving Park, built his architect-designed Georgian Revival-style house in red brick with a long, monumental portico in west Greensboro. The W. D. Meyer House in Fisher Park is a more restrained example of the use of the Georgian Revival style in residential architecture; a two-and-a-half story, red brick house with a portico only at the entrance.<sup>54</sup>

Institutional buildings, especially collegiate architecture, were more likely to be built in the Georgian Revival style in Greensboro. A number of colleges in North Carolina relied on red brick and stone trim Georgian Revival-style architecture to accommodate campus growth in the first half of the twentieth century. A notable example in Greensboro is the campus of Bennett College, which was initially founded in 1873 and reorganized in 1926 as a four-year women's college, one of only two colleges for black women in the country. Its formally planned campus features two or two-and-a-half-story red brick Georgian Revival collegiate architecture including Jones Hall (1922) with a Tuscan portico, Kent Hall (1930), and the chapel (1941) at one end of the campus with a graceful, arcaded portico. Also in Greensboro, the University of North Carolina-Greensboro has a sequence of red brick Georgian Revival-style buildings erected in the 1920s and designed by architect Harry Barton who also was part of the Pilot Life architectural team. These include the Aycock Auditorium (1927), three stories with a long two-story portico and the Chancellor's Residence (1923).<sup>55</sup>

Zantzinger, Borie & Medary was a large and successful architectural firm in Philadelphia when chosen by Pilot Life Insurance Company to design their new home in what was then an undeveloped area of Greensboro. Two of the firm's principals, Clarence Zantzinger and Charles Borie, also were instrumental in early designs for the Philadelphia Parkway, now known as the Benjamin Franklin Parkway, that extends from the Philadelphia City Hall to the Philadelphia Museum of Art, and they brought a wealth of knowledge to the design of the Pilot Life buildings and grounds. The third partner, Milton Medary, balanced the firm's Beaux-Arts tastes with Colonial and Georgian revival styles.<sup>56</sup> Harry Barton, the local Greensboro architect associated with this project, was also adept at designing buildings in many styles. Barton designed seventeen of the thirty campus buildings constructed during the 1920s at the University of North

<sup>53</sup> Laura A. W. Phillips, *Downtown Greensboro Historic District (Amended)*, National Register of Historic Places Nomination, 2004, North Carolina State Historic Preservation Office, Raleigh, NC.

<sup>54</sup> Bishir & Southern, *A Guide to the Historic Architecture of Piedmont North Carolina*, 338; Marvin Brown, *Fisher Park Historic District*, Greensboro, NC, National Register of Historic Places Nomination Form, 1991.

<sup>55</sup> Bishir and Southern, *Historic Architecture of Piedmont North Carolina*, 335-337. No North Carolina college campuses were identified that featured the arrangement found at Pilot Life, with a central building and arcaded wings around a forecourt.

<sup>56</sup> Tatman, "Zantzinger, Borie & Medary," philadelphiabuildings.org web site, [https://www.philadelphiabuildings.org/pab/app/ar\\_display.cfm/23459](https://www.philadelphiabuildings.org/pab/app/ar_display.cfm/23459), accessed Aug. 24, 2020.



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Carolina at Greensboro using red brick with contrasting trim in the Georgian Revival style. Barton also executed classical designs for courthouses and municipal buildings, Art Deco commercial buildings, and dwellings in picturesque, romantic, and neoclassical styles including the Georgian Revival.<sup>57</sup>

McMinn, Norfleet & Wicker have been credited for the design of the two additions to the rear of the Fackler Building. (They are also credited with designing the “old Pilot Life Country Club,” which is probably the clubhouse and other recreational facilities by the lake that have been demolished.) McMinn, Norfleet & Wicker became the largest architectural firm in Greensboro and apparently worked for Pilot Life through the early 1970s.<sup>58</sup> They designed buildings at the North Carolina Agricultural and Technical State University, the University of North Carolina at Greensboro nursing school building, other public schools, the War Memorial Coliseum Complex and the Friendly Center, to name a few.<sup>59</sup> The designs for the addition to the rear of the Fackler Building did not dramatically break with the design of the original buildings some twenty-four years earlier. Instead, McMinn, Norfleet & Wicker continued the use of red brick with contrasting stone trim, the same use of quoins, and the same window treatment. Architecturally, the later additions blended with the original buildings. Even though the additions were larger than the original buildings, their siting kept them from overpowering the original buildings and being visible from the road. They maintained the commanding presence the original Pilot Life headquarters buildings must have conveyed to passersby.

The exterior of the buildings of the Pilot Life Company Home Office and their placement were built in the Georgian Revival style, a subset of the Colonial Revival style that was popular in the United States between the 1880s and 1940s. The Colonial Revival style is one of the most popular and enduring architectural styles in the United States and continues to influence architecture today. The Philadelphia Centennial of 1876, held to celebrate the 100<sup>th</sup> anniversary of the signing of the Declaration of Independence, ignited an interest in looking back at the colonial and revolutionary period for inspiration and influenced architectural designs. The Columbian Exposition of 1893 further promoted that trend. The restoration and reconstruction of Colonial Williamsburg in Virginia by John D. Rockefeller Jr. and the Reverend W.A.R. Goodwin beginning in 1926 had a powerful influence on the use of Colonial Revival and Georgian Revival styles. It was also part of a movement to use historic buildings and sites to inculcate new generations and new arrivals to the United States with patriotism and love of country.

<sup>57</sup> William Bushong, Adam Ronan, & Catherine W. Bishir, “Harry Barton,” on North Carolina Architects and Builders Web site, <https://ncarchitects.lib.ncsu.edu/people/P000057>, accessed Aug. 15, 2020.

<sup>58</sup> Bishir & Southern, *Historic Architecture of Piedmont North Carolina*, 339.

<sup>59</sup> Jim Schlosser, “Greensboro Architect John Wicker Dies,” Aug. 1, 1991, [https://greensboro.com/greensboro-architect-john-wicker-dies/article\\_dc7e7a0d-d1a7-5ddf-95b6-4ac6c7b29e57.html](https://greensboro.com/greensboro-architect-john-wicker-dies/article_dc7e7a0d-d1a7-5ddf-95b6-4ac6c7b29e57.html), accessed February 25, 2022; McMinn, Norfleet & Wicker Collection, Greensboro History Museum, <https://archives.greensborohistory.org/manuscripts/mcminn-norfleet-wicker>, accessed February 25, 2022.

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In the case of Pilot Life, the choice of the Georgian Revival style helped to characterize the life insurance company as a reliable and secure investment. Pilot Life wanted to project an image of stability and patriotism for their existing customers and for the new customers they hoped to attract. The company wanted people who purchased their life insurance policies to know that Pilot Life would be there when needed.

To enhance the message of the Georgian Revival style, the architects decorated the buildings with an iconography that conveyed the company's values and attention to detail. Most of the imagery appears in the main building, Fackler, particularly its entrance pavilion, which is covered with symbols. Within a cartouche with floral garlands in the pavilion's pediment is the "Pilot," a nautical pilot wearing foul-weather gear behind a ship's wheel, which became the logo for the life insurance company. A simpler version of the pilot is also located in the center of the third story on the east end of the building. A cartouche above the entrance at the west end of Fackler features an image of the Pilot Mountain knob encircled by a wreath of leaves with garlands of fruits and vegetables.<sup>60</sup> Fackler Building's main entrance bay features reliefs of a mother with her children and an old man flanking the second-floor window. Above the window is a winged hourglass, a symbol of mortality, sometimes found on gravestones as a message that life is fleeting. Between the second-story window and the first-story door is a tripartite relief of a farmer planting his seeds on one side and a farmer with a scythe harvesting his crops on the other side. The keystone in between depicts stylized sun rays above a beehive with three worker bees. Bees were a symbol used throughout the buildings as an emblem of activity, work, diligence, and good order, all qualities an insurance company would want to project. Fackler Building's main entrance surround depicts plants and birds with a worm in its mouth ("the early bird gets the worm"). On the interior, bees are found on the pilaster capitals in the first-floor halls and intertwined with the foliated bands along the cornice and across the barrel-vaulted ceiling of the entrance hall. In the president's office on the third floor, the pilaster capitals are adorned with a pelican feeding her young with blood from her own breast. Known as the Pelican in her Piety, this symbol of self-sacrifice has been used throughout history. There is much less iconography in the flanking Commons and Mebane Buildings, although both have an owl symbolizing wisdom in a cartouche above their main entrances.

<sup>60</sup> Pilot Mountain, located near Mt. Airy, North Carolina, was the original logo for the predecessor company to Pilot Life but was later supplanted by the nautical pilot.

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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
- ☐ Other State agency
- ☐ Federal agency
- ☐ Local government

Jefferson Pilot Insurance Company Home Office

Name of Property

☐ University

☐ Other

Name of repository: \_\_\_\_\_

Guilford County, NC

County and State

**Historic Resources Survey Number (if assigned):** GF1234

DRAFT

Jefferson Pilot Insurance Company Home Office  
Name of Property

Guilford County, NC  
County and State

## 10. Geographical Data

**Acreage of Property** 20.75 approximately

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: 36.021165° | Longitude: -79.887384° |
| 2. Latitude: 36.022636° | Longitude: -79.887120° |
| 3. Latitude: 36.023050° | Longitude: -79.884571° |
| 4. Latitude: 36.021485° | Longitude: -79.883745° |
| 5. Latitude: 36.021546° | Longitude: -79.882573° |
| 6. Latitude: 36.019490° | Longitude: -79.884266° |
| 7. Latitude: 36.019405° | Longitude: -79.885040° |

**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 boundary of the nominated property encompasses the portion of Guilford County tax parcel 78322882008 as delineated on the accompanying survey map prepared by professional land surveyor Michael S. Miller on 7-23-21.

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

The boundaries include all the buildings, the entrance and interior roads, the original parking lots, the viewshed from High Point Road to the buildings, and the surviving landscape elements around the buildings that historically were associated with the Pilot Life Insurance Company Home Office. Land to the north, east, and west of the boundaries that originally was part of the Pilot Life Home Office is excluded from the nominated property because it has been subdivided or no longer retains integrity. Within the excluded area northwest of the nominated property boundary is the land on which the former recreational facilities stood, excluded from the boundaries because they have been demolished and the lake has been drained. The property north of the nominated property that was formerly part of the Pilot Life tract is excluded because it has been subdivided and developed with new apartment buildings.

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**11. Form Prepared By**

name/title: Ashley Neville & John Salmon  
organization: Ashley Neville LLC  
street & number: 11311 Cedar Lane  
city or town: Glen Allen state: VA zip code: 23059  
e-mail: ashleyneville@comcast.net  
telephone: 804-307-4601  
date: 4/1/2022

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**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.)

Jefferson Pilot Insurance Company Home Office  
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## Photographs

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: Pilot Life Insurance Company Home Office  
City or Vicinity: Greensboro  
County: Guilford State: North Carolina  
Photographer: Ashley Neville  
Date Photographed: July 1, 2020 (photos 3-7, 9,12,14,15) and January 31, 2022 (1,2,8,10,11,13)

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

- 1 of 15 Fackler Building, façade. View to the northwest
- 2 of 15 Fackler Building, entrance pavilion. View to the northwest
- 3 of 15 Fackler Building, west end with the Annex and North Buildings in distance
- 4 of 15 Fackler Building. Rear of Fackler Building, west side of the Annex, and west end of North Building with Commons Building to the west side. View to the southeast
- 5 of 15 Fackler Building with the Annex on left and North Building straight ahead. View to the northwest
- 6 of 15 Fackler Building, main stair. View to the northwest
- 7 of 15 Fackler Building, president's office. View to the east
- 8 of 15 The Annex, typical interior. View to the northwest
- 9 of 15 Commons Building, façade. View to the northwest
- 10 of 15 Commons Building, executive dining room. View to the northeast
- 11 of 15 Mebane Building, façade. View to the southeast
- 12 of 15 Mebane Building façade and arcade, View to the northeast
- 13 of 15 Mebane Building, stairwell. View to the southwest
- 14 of 15 Lake Building, west side of north wing. View to the southeast.
- 15 of 15 Lake Building, south side and west end of south wing. View to the northeast

Note: The buildings' siting at the top of a hill and landscape overgrowth precluded taking a photograph showing the front of all three main buildings.

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**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.