

United States Department of the Interior
National Park Service

SEE SLR APPENDED AT END

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 *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "X" in the appropriate box or by entering the information requested. If an 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. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Downtown North Historic District

other names/site number Trade Street District

2. Location

street & number Bounded roughly by West Fifth, West Eighth, North Main and North Cherry streets N/A not for publication

city or town Winston-Salem N/A vicinity

state North Carolina code NC county Forsyth code 067 Zip code 27101

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this 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 meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Jeffrey J. Crow SHPO 10/31/02
Signature of certifying official/Title Date

North Carolina Department of Cultural Resources
State of Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:	Signature of the Keeper	Date of Action
<input type="checkbox"/> entered in the National Register. <input type="checkbox"/> See continuation sheet.	_____	_____
<input type="checkbox"/> determined eligible for the National Register <input type="checkbox"/> See continuation sheet.	_____	_____
<input type="checkbox"/> determined not eligible for the National Register.	_____	_____
<input type="checkbox"/> removed from the National Register.	_____	_____
<input type="checkbox"/> other, (explain:)	_____	_____

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

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
46	11	buildings
0	0	sites
0	1	structures
0	0	objects
46	12	Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing.)

N/A

Number of contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions
(Enter categories from instructions)

- COMMERCE/specialty store
- COMMERCE/department store
- COMMERCE/financial institution
- COMMERCE/restaurant
- COMMERCE/business
- GOVERNMENT/post office
- DOMESTIC/hotel
- RELIGION/religious facility

Current Functions
(Enter categories from instructions)

- COMMERCE/specialty store
- COMMERCE/warehouse
- COMMERCE/professional
- COMMERCE/business
- GOVERNMENT/government office
- RELIGION/religious facility
- RECREATION AND CULTURE/music facility
- LANDSCAPE/parking lot

7. Description

Architectural Classification
(Enter categories from instructions)

- Commercial Style
- Beaux Arts
- Moderne
- Tudor Revival

Materials
(Enter categories from instructions)

- foundation Brick
- walls Brick
- Limestone
- roof Asphalt
- other Brick
- Limestone

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

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.)

- Criteria A, B, C, D with checkboxes and descriptions.

Criteria Considerations

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

Property is:

- Criteria A through G with checkboxes and descriptions.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- Documentation checkboxes: preliminary determination, previously listed, National Historic Landmark, Historic American Buildings Survey, Historic American Engineering Record.

Areas of Significance

(Enter categories from instructions)

Commerce

Architecture

Period of Significance

ca. 1907-1952

Significant Dates

ca. 1907

1914-15

1925

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Wenderoth, Oscar - Architect

Northup and O'Brien - Architects

Primary location of additional data:

- Location checkboxes: State Historic Preservation Office, Other State agency, Federal agency, Local government, University, Other.

Name of repository:

10. Geographical Data

Acreage of Property Approx. 20

UTM References

(Place additional UTM references on a continuation sheet.)

1	17	567680	3995300
	Zone	Easting	Northing
2	17	568070	3995660

3	17	5680000	3995080
	Zone	Easting	Northing
4	17	567770	3995020

See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Laura A. W. Phillips, Architectural Historian

organization Consultant to Downtown Winston-Salem Partnership date May 1, 2002

street & number 637 N. Spring Street telephone 336/727-1968

City or town Winston-Salem state NC Zip code 27101

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A USGS map (7.5 or 15 minute series) indicating the property's location.

A Sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name Multiple owners

street & number _____ telephone _____

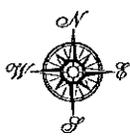
City or town _____ state _____ Zip code _____

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. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 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 Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.



Downtown North Historic District Winston-Salem, Forsyth County, North Carolina



0 50 100 200 Feet



Scale: 1 inch represents 100 feet

- 123 Street Address
- Contributing Resource
- Non-contributing Resource
- Vacant Lot
- Parking Lot
- Photo ID and Vantage Point
- District Boundary

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Downtown North Historic District
Forsyth County, North Carolina

DESCRIPTION

Materials, cont'd.

Walls: Stucco
Concrete
Ceramic tile

Other: Metal
Terra cotta
Ceramic tile
Glass

Narrative Description

The Downtown North Historic District is an area of commercial buildings located just north of Winston-Salem's central business district. Rather than being part of the city's flashier center of commerce, finance, government, and entertainment that was focused on West Fourth Street, the area encompassed by the district served, historically, as more of a workingman's downtown, where farmers came to sell their tobacco and other products and stayed to purchase goods that best addressed their needs.

The district covers all or parts of eight city blocks, bounded roughly by West Fifth Street on the south, West Eighth Street on the north, North Main Street on the east, and North Cherry Street on the west. Within this area, the streets form a grid continued from the street pattern established by the older town of Salem to the south, and include West Fifth, Sixth, and Seventh streets and North Main, Liberty, Trade, and Cherry streets. There are several alleys. The district's irregular boundary is drawn to encompass all buildings from the district's period of significance, ca. 1907-1952, that continue to contribute to its historic and architectural character, while excluding, as much as possible, parking lots and later buildings along the edges of the district that are not historic. The district is distinguished from its surroundings in the following ways: to the east are large parking lots, industrial buildings, and railroad tracks; to the south are modern buildings and a parking deck; to the west are modern buildings and parking decks and lots; and to the north are parking lots, a modern school, buildings that have lost their historic integrity through alteration, and a newly-built stretch of Martin Luther King, Jr. Drive that forms a visual separation between what lies to the south and what lies to the north of it. The block of North

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Trade Street between Seventh and Eighth streets, outside the district, contains several buildings related to the historic character of the district. However, these are effectively separated from the district by a group of buildings that either post-date 1952 or have lost their historic integrity due to substantial alterations.

The Downtown North Historic District contains fifty-eight resources, all but one of which are buildings. The other is a structure, a modern open shed adjacent to the City Market. Historically, all the buildings in the district were commercial in nature except for the former United States Post Office, and today it, too, serves a commercial purpose. The district contains eight small individual parking lots or parking areas associated with particular buildings. There are two vacant lots, located next to each other in the 700 block of North Main Street. Landscape amenities in the district are minimal and were installed by the city in recent years. They consist of brick sidewalks along North Fifth, the 500 and 600 blocks of North Liberty, and North Trade streets, as well as Bradford pear trees planted on Fifth, Sixth, Trade, and Cherry streets.

Except for the former Pure Oil Station (721 North Liberty Street), which faces a V-shaped piece of land where Main, Liberty, and Eighth streets converge, buildings in the district are uniform in their relationship to the street, standing directly adjacent to the sidewalk. Typical of their urban character, most buildings stand contiguous to each other in rows. There are also some buildings that have always stood alone, such as the former United States Post Office, the former City Market, and the commercial buildings at 623 and 633 North Liberty Street. While most buildings face only one street, several—such as the Charles Store at 501 North Liberty Street, the former Brown-Rogers-Dixson Company Building at 505 North Liberty Street, and the commercial building at 521 North Liberty Street—run through the block to the next street, where they have another facade. The former Brown-Rogers-Dixson Company Building at 516 North Trade Street has two additional facades, on North Cherry Street and West Fifth Street.

Nearly half (46%) of the buildings in the district are two stories in height. However, more than a third (38%) are only one-story tall, reflecting the important role of small-scale businesses in this area of Winston-Salem's downtown. Only nine buildings in the district (16%) are three stories tall. A great majority of the buildings are rectangular in shape with the short end toward the street. All buildings are of masonry construction. Most of these are brick, sometimes with a stuccoed surface, while a few, such as the former Post Office and the 1928 former Brown-Rogers-Dixson Company Building, are stone veneered. Several buildings near the north end of the district are constructed of either brick-tile, concrete blocks, or reinforced concrete, but most of these have a brick, stuccoed, or terra cotta-tile facade.

Decorative details are often rendered in stone, pressed metal, or stucco, although some detailing is in brick. Although most of the district's buildings are relatively simple in design, and some are totally plain, others exhibit various forms of restrained decoration. Among the types of architectural decoration used in the district (and examples) are brick corbeled and/or dentiled cornices (227-229 Fifth, 527-531

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and 722 Liberty), stepped or shaped parapets (705 and 709 Main), panels or lozenge shapes in brick (515-517 Liberty), patterned brick panels (528-532, 534, and 722 Liberty), round arches with contrasting keystones (601 Trade and 528-532 Liberty), decorative stone work over doors and windows (623 and 722 Liberty), pressed metal cornices (Main Street facade of 505 Liberty and 527 Trade), tile pent roofs (537-541 and 629-633 Trade and 623 and 801 Liberty, and decorative terra cotta tiles or panels (537-541 Trade and 633 Liberty). Several buildings display modernistic details in stone, such as the sunburst panels of 516 North Trade Street and the streamlined pilasters of 610 North Liberty Street. Probably the most sophisticated and stylish details in the district are the classical columns, pilasters, and variety of classical motifs found on the former Post Office at 101 West Fifth Street.

Most of the buildings in the district fall into the category of standard commercial design for the first half of the twentieth century with no particular, if any, style represented. However, several buildings do reflect popular styles of the period. By far the most clearly developed building, stylistically, is the former United States Post Office. Built in 1914-15 with a matching addition in 1936-37, it is an example of Beaux Arts classicism often used for public buildings in America during the first quarter of the twentieth century. Its use of a long colonnade of Corinthian columns across the facade, matching pilasters, a full classical cornice with balustraded parapet, round-arched doors and windows along the first story of three sides of the building, and other classical details create a stately building commensurate with its important function in the community. A stylistically more unusual building in the district is the former Centenary Church Education Building at 545 North Trade Street. Its Tudor-arched doorway on the Sixth Street elevation and profusion of Tudor window labels and quoins—all in cast stone or terra cotta that provides a strong contrast with the building's red brick walls—reflect the 1920s' Tudor Revival. This seemingly unusual choice for a commercial building makes sense when it is remembered that the building was originally associated with a church. Modernism had limited impact in the district, but its influence is evident in several buildings. Although retaining some classical features, the former Brown-Rogers-Dixson Company Building at 516 North Trade Street has a boldly modern feel with its stylized sunburst panels between window rows contrasting sharply with the starkness of the blocked-stone facade wall. The effect is tripled, because the building has a facade not only on Trade, but also on Fifth and Cherry streets. To a lesser extent, the buildings at 550, 610, and 633 North Liberty Street exhibit streamlined features that reflect modernism. Another building in the district is a textbook example of a style created for a specific purpose. The former Pure Oil Station at 721 North Liberty Street exemplifies the quaint English country cottage style developed by the oil company for its stations in the late 1920s and 1930s. The style was intended to blend with residential neighborhoods (though, obviously, it was used without regard to actual site) and to instill a sense of familiarity in people who were not yet totally immersed in the automobile culture.

Only two architects are known to have designed buildings in the district. The original 1914-15

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part of the Post Office was built according to the design of Postal Service architect Oscar Wenderoth. The 1936-37 addition to the Post Office and the 1925 City Market were designed by the prominent Winston-Salem architectural firm of Northup and O'Brien. Other architects may have worked in the district, but they have not been identified. Judging from the generally more modest character of most of the buildings in the district when compared with the flashier Fourth Street area of Winston-Salem's downtown, more of the district's buildings were probably built without the aid of an architect, but rather with the general knowledge of design and construction possessed by local builders.

The present collection of fifty-seven buildings and one structure in the district owes largely to the fairly compressed period during which they were built. By far, the heaviest period of building was in the 1920s, which corresponds with Winston-Salem's strongest period of prosperity. Fifty-three percent of the district's buildings were erected during that decade. Following far behind, eighteen percent date from the first two decades of the twentieth century. By 1940, a total of eighty percent of current buildings in the district had been erected. Only three resources (five percent) date from after the 1952 end of the district's period of significance. Although building activity during the period of significance was scattered, it tended to progress from south to north.

Despite the fact that many of the storefronts have been remodeled, consistent with typical mid-to-late twentieth-century practice in downtowns across North Carolina, the form and detail of most of the buildings above the first story remain largely intact. Typical replacement materials, where they are used, include glass, metal, and stucco. Of the twelve non-contributing resources in the district, nine are buildings from the district's period of significance that have been substantially altered; the remaining three were built after 1952. The non-contributing buildings are scattered throughout the district, thereby diminishing their negative impact. With nearly eighty percent of the district's resources contributing to its historic and architectural character, the district retains a strong degree of integrity in terms of location, setting, design, workmanship, feeling, and association.

Inventory List

The following inventory list provides basic information on all properties in the Downtown North Historic District, including each property's name, location, date of construction, contributing or non-contributing status, and summary of its physical character and known history. Historic names—based on the first known owner or use of a building or on a building's most historically significant owner or use—are used whenever possible. Resources—buildings, sites, structures, or objects—which were built during the period of significance and have sufficient integrity contribute to the significance of the district. Those resources that post-date the period of significance or have been significantly altered are non-contributing resources. In several instances, buildings front on more than one street. In those cases, if at

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least one of the facades contributes to the character of the district, then the building is designated as a contributing resource. Listings for parking lots and vacant lots indicate current usage; while they are included in the inventory list, they are not counted as contributing or non-contributing resources.

Information given in the inventory list is based primarily on a combination of the on-site survey conducted in March, 2002, and research with Sanborn Map Company maps, city directories, and the 1989 National Register nomination for the Downtown Winston-Salem Historic District, although a variety of other sources were also used (see Bibliography).

The inventory is organized by street. For east-west streets, the entries move from east to west; for north-south streets, the entries move from south to north. The inventory follows this sequence: West Fifth Street; West Sixth Street; East side, North Main Street; West side, North Main Street; East side, North Liberty Street; West side, North Liberty Street; East side, North Trade Street; West side, North Trade Street; and North Cherry Street. Buildings are listed by their street addresses, which are keyed to the district map.

WEST FIFTH STREET

(former) United States Post Office
101 West Fifth Street
1914-15; 1936-37

Contributing building

The (former) United States Post Office, which extends along the entire block of West Fifth Street between Liberty and Trade streets, is a substantial, limestone-faced, two-story-and-basement structure designed in the Beaux Arts classical style. The central eleven bays of the Fifth Street elevation are recessed behind a colonnade of ten colossal limestone Corinthian columns—the dominant feature of the exterior. Corinthian pilasters, round-arched first-story windows, a full classical cornice, and a balustraded parapet around three sides of the building are among the other distinctive exterior features. The interior is richly detailed with a groin-vaulted lobby stretching across the front of the building; marble baseboards, wainscot, and pilasters in the lobby; mahogany woodwork; and delicate Adamesque low-relief plaster work on the lobby ceiling. The original portion of the building was erected in 1914-15 according to the design of Postal Service architect Oscar Wenderoth. It is believed to have incorporated elements of the 1906 Post Office which stood at the northwest corner of West Fifth and North Liberty streets. In 1936-37, the building was nearly doubled in size with the construction of a two-story rear

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addition which converted the original U-shaped configuration to a rectangle. Designed by the prominent Winston-Salem architectural firm of Northup and O'Brien, the addition was designed and executed so skillfully that it is difficult to discern the juncture between the two sections of the building. One of the most outstanding buildings in all of downtown Winston-Salem, the Post Office reflects through its size and high-style design the growth and economic prosperity that characterized Winston-Salem in the early decades of the twentieth century. The original 1914-15 building signifies the early-twentieth-century efforts of the federal government to make known its presence at the local level through the construction of large-scale public buildings of sophisticated design. The 1936-37 addition was part of the federal government's attempt to alleviate the effects of the Great Depression on the building trades and architectural profession by undertaking a nation-wide building program. In addition to its primary function as a post office, the building also housed through the years a variety of federal offices and courts. In 1991 the United States Post Office building ceased its function as a federal facility. It remains well-preserved and is currently the Millenium Center, a venue for entertainment and other special events. (This description is taken, in part, from Allison Harris Black's 1992 National Register nomination of the former United States Post Office and Custom House.)

Wachovia Bank and Trust Company Trade Street Branch

Non-contributing building

201 West Fifth Street
1919; remodeled 1980s

Although currently a non-contributing building in the historic district because of its heavily remodeled appearance, this building was originally significant to the district's history. Now sheathed with stuccoed panels pierced by plain rectangular windows, the large two-story building has a wide, plain frieze band and a flat roof. It was originally an austere classical building with a multi-part cornice and segmental-arched and flat-headed windows which was erected in 1919 by Wachovia Bank to serve farmers bringing their tobacco to the many warehouses on Trade Street. As the warehouses moved from Trade Street, the branch bank's business declined in the 1960s. It closed and moved to Fourth Street in 1980, and the Winston-Salem Urban League purchased and remodeled the building for its headquarters in the early 1980s. In its remodeling, it incorporated the one-story building to its north at 512 North Trade Street.

(225 West Fifth Street - See 516 North Trade Street)

Commercial Building

Contributing building

227-229 West Fifth Street
ca. 1915

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The simple, two-story, brick commercial building has two recessed shopfronts and entrances set within modern pedimented enframements. The second story features two groups of three sash windows; a brick paneled and corbeled cornice runs across the top of the building. Alex S. Hanes purchased the property in 1915; it first appeared on the 1917 Sanborn map. Hanes's heirs retained ownership of the building until 1968, when the Brown-Rogers-Dixson Company purchased it. From ca. 1930 to ca. 1949, the Winston Hardware Company was located here.

Jesse G. Bowen Music Company
231 West Fifth Street
1924

Contributing building

The two-story brick building with a remodeled, wide, central, recessed entrance, has a simple but striking design above the first story. A row of second-story sash windows is accented by a central limestone keystone. Above the windows is an unusual row of inset green tile triangles; a stepped parapet caps the building. The lot stood vacant at least through 1917, and Sanborn maps indicate that the building was erected in 1924. It was owned by Cora H. Liipfert and/or her heirs from 1912 to 1968. They sold it to Jesse G. Bowen, who retained ownership until 1977. From 1935 to ca. 1980, the Jesse G. Bowen Music Company occupied the building.

Commercial Building
233-235 West Fifth Street
ca. 1915

Contributing building

The largely intact two-story brick building features two glass storefronts with a pair of central recessed entrances with large prism glass transoms and molded cornices. Between the two storefronts and entrances, a tall, round-arched opening leads to a central stair. A row of five sash windows with segmental-arched heads runs across the second story, and a stepped-parapet crowns the building. The 1917 Sanborn map shows a new, two-story brick commercial building at this location; the 1918 city directory follows with a listing for a notions store and wholesale grocery here. Smithdeal Realty and Insurance Company purchased the property in 1919 and held it until 1939, after which there have been numerous owners. A paint store used the building from 1930 to ca. 1950; in the 1940s and 1950s, the Winston-Salem Hebrew Congregation (Emmanuel) met here.

WEST SIXTH STREET

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(207 West Sixth Street - See 600 North Trade Street)

Alley

Commercial Building

209-217 West Sixth Street
ca. 1927

Contributing building

This plain but well-preserved two-story brick building is ornamented only by the spare use of horizontal bands of brick. Glass storefronts on the first-story flank a central stair. At second-story height, the facade has four paired sash windows; on the west side elevation a band of paired sash windows runs the full depth of the building from front to rear. The building replaced a two-story frame dwelling which stood on the site until ca. 1925. In 1927, M. W. Norfleet's heirs listed the property for taxes; they continued to own it until 1983. The 1928 city directory lists S. L. Collins, grocer, the Sixth Street Inn, and the Piedmont Feed and Seed Store at this location. The building continued to house grocers and produce merchants, as well as boarders, through at least the mid-1930s.

Alley

NORTH MAIN STREET - East Side

Commercial Building

701 North Main Street
ca. 1928; remodeled late twentieth century

Non-contributing building

The front of this large, brick building is two-stories in height, but as Seventh Street descends along the south side toward the railroad tracks, the building makes use of the slope of the land to become three stories with a basement. Metal factory-type windows line the south side. The west facade has been heavily remodeled with patterned aggregate on the first story and a stuccoed second story with a projecting framework for an added layer of sheathing (now removed). Although the building has been altered to the point of being non-contributing in the district, the facade has a tantalizing feature visible beneath the projecting framework—bold, Renaissance Revival-style, molded cast-stone window surrounds with projecting cornices, the center one a full pedimented cornice with scrolled brackets. Sanborn maps up through 1917 show several small but interrelated foundry and machine shop buildings;

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however, the Sanborn map updated to 1950 shows a large factory building. City directories from the early 1920s indicate two grocers occupying the property, but by at least 1929 the Empire Furniture Company is listed, followed soon thereafter by the Huntley-Hill-Stockton furniture firm. The building is currently unoccupied.

Alley

Commercial Building
705 North Main Street
ca. 1928

Contributing building

The exterior of this two-story brick building is almost completely intact. It features shop windows across the first story headed by a prism-glass transom and a horizontal, brick-outlined panel. Six sash window carry across the second story, above which is a central lozenge flanked by brick panels. A shaped parapet caps the facade. City directories reveal that the building, indicated on the 1950 Sanborn map as a store, had multiple uses through the years.

Commercial Building
707 North Main Street
ca. 1928

Contributing building

Similar to adjacent 705 North Main, this small, one-story brick building was probably built around the same time as 705. Its original shop front has been interrupted by a loading door but, like 705, the building has a narrow horizontal panel above window height and a lozenge centered above that. A stepped parapet heads the building. The first use of the building, in the late 1920s and early 1930s, appears to have been by a hide dealer. By the mid-twentieth century, it was an electrical repair shop.

Benjamin Swartz and Company Building
709 North Main Street
ca. 1928 [a replacement or remodeling of a ca. 1910 building]

Contributing building

This large, one-story brick building has a six-bay facade with a sequence of four windows, a pedestrian entrance, and a loading door. The upper facade has one long and several short panels appropriate for labeling; the whole is topped by a complex stepped parapet. Although the present appearance of the building probably dates from the late 1920s, it appears to represent a replacement or remodeling of a ca.

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1910 building on the site. Throughout most of its history, the building housed a junk and hide warehouse operated by Benjamin Swartz and Company. The company name is still partly visible on the long facade panel, beneath which can be seen clearly "scrap iron, metals, hides."

Two Vacant Lots

NORTH MAIN STREET - West Side

Commercial Building
512 North Main Street
ca. 1920

Contributing building

The two-story brick building with stuccoed facade has pilasters dividing the three bays and a stepped parapet cornice with corbeling. A large vehicular entrance consumes the center bay of the first story, flanked by pedestrian entrances. The second floor features four segmental-arched windows. From ca. 1900 through ca. 1917, this site was part of a two-story brick livery stable. Reflecting changes in popular transportation, the property was purchased in 1920 by Standard Motor Company, and the following year the city directory listed at this location, "Standard Motor Co., autos." By 1926 the building was occupied by Hudson-Essex Autos, Inc. In 1930 it was the Chief Motor Company, and by 1939 the Johnson Auto Service was located here. Breaking this pattern, by 1950 the building was labeled on the Sanborn map as a sign painting company.

Commercial Building
518 North Main Street
ca. 1924

Contributing building

This plain, one-and-a-half-story, painted brick building has a three-bay facade with a stepped parapet. The north bay has a vehicular entrance, while the south bay appears to have had another vehicular entrance, now bricked-up. The center bay has a pedestrian door with a small window adjacent to it; above these are two large, rectangular, boarded-up windows. The early history of the building parallels that of 512; clearly the two were interrelated. However, in 1950 it was shown on the Sanborn map as a furniture warehouse.

(520 North Main Street - See 521 North Liberty Street)

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Alley

Commercial Building
526 North Main Street
ca. 1934

Contributing building

The one-story brick building has a central vehicular entrance flanked by a pair of sash windows on the south side and a pedestrian entrance and window on the north side. The plain facade is capped by a stepped parapet; windows line the south side of the building along the alley. Originally the building housed the Landingham Plumbing and Heating Company, and that use continued for some years. By 1950, the building was shown as a machine shop on the Sanborn map.

(former) Dixie Welding Company
532 North Main Street
ca. 1923

Non-contributing building

In its original form, this building was more decorative than those which flank it. The two-bay facade is divided by three tall pilasters, each with a vaguely Art Deco brick decoration at the top. At the center of each bay is a brick-bordered, diamond-shaped tile; a stepped parapet defines the original cornice line. The north bay of the building retains its vehicular entrance. Alterations—which include the enclosure of the south-bay with brick (except for the insertion of a narrow pedestrian entrance and two modern square windows) and the addition of brick in-fill that raises the stepped parapet to a flat one—give the building its non-contributing status in the district. However, were these changes reversed, it is highly likely that the building could be re-classified as a contributing resource in the district. For at least its first decade, this was the Dixie Welding Company. The 1950 Sanborn map shows that the building still housed a welding business at that time.

Commercial Building
534 North Main Street
ca. 1928

Contributing building

Unique in the district, this one-and-a-half-story brick building has a rounded roof. A large vehicular entrance forms the north bay of the facade, while a pedestrian entrance is at the south end. Two levels of three metal sash windows characterize the rest of the facade. From at least the late 1920s through the mid 1930s, the building housed the plumbing business of Grady K. Griffith. By 1950 it had become an

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auto repair and welding shop.

Commercial Building

Non-contributing building

700-702 North Main Street
1920; enlarged 1948; remodeled ca. 2001

Built of fire-proof concrete and tile with numerous large industrial windows, this three-story, three-bay-wide building retains its parapeted cornice with classical molding, but otherwise has been substantially altered. Most of the exterior has been covered by an insulation material, and the large industrial windows of the east facade and west elevation have been replaced with smaller single-light windows. The rear of the building faces a loading dock at the northeast corner of North Liberty and West Seventh streets. During its first decade, this was the home of the Crawford Mill Supply Company. Later it was used as a garage by the Standard Furniture Company.

Commercial Building

Non-contributing building

704-706 North Main Street
1927; remodeled ca. 2002

This three-story, two-bay-wide building runs through the block from North Main Street to North Liberty. Built with fire-proof construction, it—like 700-702 North Main Street—has been heavily altered. The Main Street facade has been largely covered with an insulating material, and its large industrial windows have been reduced to much smaller, one-light windows. The North Liberty Street elevation is stuccoed and has one-light replacement windows running across the top of the second story. Originally the building housed the Cude Furniture Company, but it soon became the Standard Furniture Company.

NORTH LIBERTY STREET - East Side

Charles Store

Contributing building

501 North Liberty Street
1925

The Charles Store is a three-story yellow brick building that spans the block between Liberty and Main streets with primary facades at both ends. The Liberty Street facade is currently being rehabilitated to return it to its original appearance. The sheathing of large tiles added in the mid-twentieth century has

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been carefully removed, revealing the original brick shell with its simple, streamlined look achieved though subtle brickwork detailing and large open window areas nearly consuming the entire second the third floor levels. The first floor level retains its recessed entrance and large shop windows. The Fifth Street elevation continues the clean-cut look of the building with long rows of intact sash windows at second and third-story levels and a row of blind windows at first-story level. The Main Street facade was not remodeled in the mid-twentieth century and is remarkably intact. It continues, at third-floor height, the row of sash windows found on the Fifth Street elevation, but the second story is arranged with two rows of smaller sash windows. At the corner of the first-story level, shop windows and entrances with prism glass transoms and projecting cornices address both Main and Fifth streets. At the center of the Main Street elevation, a tall doorway with a fancy round-arched, ironwork fanlight provides entrance to the upper levels. North of the arched doorway is a loading door entrance, headed by the same cornice as found on the shop windows/entrances. The Main Street elevation is headed by a limestone cornice with a brick-paneled parapet. From 1906 to the 1980s, the property was owned by H. G. Chatham, A. H. Eller, and their heirs. The Charles Store was built in 1925, replacing smaller commercial buildings. During the early years of the building, Hutchins Drug Store was located at the Main Street side of the building.

(former) Brown-Rogers-Dixson Company Building
505 North Liberty Street
1913

Contributing building

Like the Charles Store, the former Brown-Rogers-Dixson Company Building is a three-story brick building that runs though the block from Liberty to Main Street. And like the Charles Store, the Main Street facade is the most intact of the two. The Liberty Street facade has a mid-twentieth-century first-story glass storefront, two rows of eight windows each (now enclosed with a thin sheathing) with accented sills and lintels on the upper stories, and a raised parapet whose decorative cornice was destroyed by the storm of May, 1989. On Main Street, the first floor has been remodeled, except for its metal cornice with sawtooth band, but the upper two floors remain intact with rows of sash windows and brick panels. The Main Street metal cornice survives, with courses of modillions and dentils and projecting decorative elements at each end and at the center. H. G. Chatham and A. H. Eller and their heirs owned the property from 1906 until 1975. The building was constructed in 1913 for the Brown-Rogers Company, but in 1915 W. N. Dixson joined T. J. Brown and J. M. Rogers to form the Brown-Rogers-Dixson Company, a hardware business. The company occupied the building until 1928, when it moved to its new building at 516 North Trade Street. In later years, this was the Montgomery Ward Store.

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(former) Home Real Estate and Insurance Company Building

Contributing building

511-513 North Liberty Street
1911

The storefront of this three-story, three-bay-wide, brick building has been altered, although its original metal cornice remains intact. The upper-story windows have been brick infilled, but the rhythm of the windows remains, along with the granite window lintels. Most importantly, the distinctive original cornice area remains intact. It features a shallow corbeled course, a wide decorative brickwork frieze, a projecting molded and modillioned cornice, and a brick parapet. Owner Home Real Estate was the primary occupant of the building from 1911 to ca. 1980. Other tenants have included Edwards Business College, the Grand Piano Company, and Mrs. Hancock, a dressmaker.

Commercial Building

Contributing building

515-517 North Liberty Street
ca. 1915

This two-story brick commercial block is divided into two primary sections defined by primary pilasters: a one-bay section at the south end and a three-bay section at the north end. The first story has been altered with a modern glass and brick storefront, and the second-floor sash windows have been enclosed. However, the salient features of the upper facade remain largely intact, including primary and secondary pilasters and a paneled frieze with raised lozenges corresponding with the bays. Home Real Estate and Insurance Company purchased the property in 1909, and the 1917 Sanborn map shows the building with a furniture store and a general storefront. By 1918 the Harris-Stoudemire Furniture Company and the Great A & P Tea Company occupied the building. From 1920 until at least 1950 the Crystal Ice and Coal Company, a food store, and a furniture store under various ownerships occupied the building.

Commercial Building

Contributing building

521 North Liberty Street
ca. 1923

Stretching along an alley from Liberty to Main Street, this two-to-three-story brick building has an altered Liberty Street elevation but a largely intact Main Street elevation. The most unusual feature of the Liberty Street facade is its roofline. Rising behind the narrow-brick and stucco second story, the roofline is composed of a green-tiled truncated gable, bordered on north and south sides by a truncated-gable parapet. The rear slope of the parapet is twice as long as the front slope and connects with the flat

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roof of the rest of the building. The Liberty Street storefront has a hip-roofed metal canopy over the sidewalk. Upper story windows line the north and south side elevations of the building. The Main Street facade retains the brick and stucco-block borders of the large first-story window and loading and pedestrian entrances (now enclosed), along with two stories of metal casement windows divided by vertical stiles, and a stepped parapet. Subtle brickwork detailing provides additional refinement. The building was first listed in the 1924 city directory as the Penney Brothers Department Store; by 1928 it was listed as the J. C. Penney Department Store. From 1931 until recently, the building housed various furniture businesses.

Alley

Nading Building

527-531 North Liberty Street
1922

Contributing building

The second story of this two-story brick building features large, brick-edged panels and a dentiled cornice with a plain brick parapet. Second-story windows run along the south (alley) side of the building. The first story has been altered with three modern recessed storefronts and a recessed stair entrance at the north end, all set within a vinyl-sided surround. When constructed, the building replaced a two-story frame dwelling which stood on the site from ca. 1900 to ca. 1920. The 1923 city directory lists the Nading Realty Company at this location; in the 1949-50 directory, it is listed as the Nading Building. Tenants have included the White Front Cafe, Polly's Beauty Shop, and Sosnik's Men's Furnishings.

Commercial Building

533-537 North Liberty Street
ca. 1940

Contributing building

This simple, one-story brick building has a terra cotta tile facade divided into three narrow shop fronts by vertical piers that rise above the roof line. Probably built ca. 1940, the building is shown on the 1950 Sanborn map. It has been used by a variety of small businesses.

Efird Building

601 North Liberty Street
1925

Contributing building

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The Efird Building is a three-story, three-bay-wide brick structure. Classical pilasters define the bays, each of which at second-story level is filled with four six-over-one sash windows. A simple cast-stone cornice heads the windows, connecting the cast-stone capitals of the pilasters. Originally the building was crowned with a pierced stone parapet with a solid brick shaped parapet in the center bearing a dated crest. The May 1989 storm that damaged several other buildings in the district, as well as many buildings throughout the city, destroyed the parapet across the facade. However, the parapet remains intact around the Sixth Street corner. The second story of the Sixth Street elevation retains its band of paired six-over-one sash windows. The first-story shop windows have been covered with wood. For more than a quarter of a century, this was the Efird Grocery, built by Francis B. Efird and later operated by his sons, F. B. Efird, Jr. and A. Bahnson Efird, after his death in 1938. When the store was liquidated in 1955, it was the city's oldest grocery concern. In 1959, the Efird Building was sold to W. P. Harrison, owner and operator of B. and H. Beauty and Barber Supply.

Commercial Building
609 North Liberty Street
ca. 1948

Non-contributing building

Original features still visible on the facade of this two-story brick building are the limestone block border around the facade and the marble bulkhead along the base of the storefront and recessed entrance. Corrugated metal currently sheathes most of the facade, but if it were removed, it is very likely the building would once again contribute to the historic and architectural character of the district. The building probably was erected or at least took on its present form in the late 1940s after World War II. The 1950 Sanborn map shows that it was a furniture store.

Commercial Building
615 North Liberty Street
1952

Non-contributing building

Built in 1952, this one-story building appears to have been remodeled in recent years with a stucco-like facade, narrow vertical windows, and a central entrance with canopy.

Commercial Building
617 North Liberty Street
1953

Non-contributing building

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Now the offices of the *Winston-Salem Chronicle*, this is a one-story, three-bay, painted-brick building with a flat roof, plate glass windows with canvas awnings, and a recessed three-bay north wing. In front of the wing, an iron fence borders a landscaped area.

Commercial Finance Company Building
623 North Liberty Street
1947

Contributing building

This two-story, brick-veneered building with one-story set-back south wing has a crisp design. The focal point of the building is its glass entrance, which has a decorative cast stone surround and cresting which forms a sharp contrast with the red brick of the body of the building. Above the entrance are three sets of metal casement windows; casement windows also line the second story of the south side of the building, with a wider window formation at first-floor level. No windows are on the north side of the building. The facade is capped by a red clay shingle pent roof. The south wing has a steep gable roof with a raised parapet end and metal windows. City directories and a painted sign on the north side of the building indicate that it was used originally and for some years by the Commercial Finance Company.

Twin City Motor Company
633 North Liberty Street
1925

Contributing building

One of the most impressive buildings in the district, this two-to-three-story concrete and brick structure spans the block between Liberty and Main streets, running along the south side of Seventh Street. The primary elevation on Liberty Street is faced with a white terra cotta tile curtain wall that wraps around the corner to cover one bay of the Seventh Street elevation. Entrance bays at the corner of Liberty and Seventh streets and at the center of the Liberty and Main elevations are accented by a decorative, crenelated, roof-line parapet. Plate-glass windows run along the first floor of the Liberty Street elevation and around the corner to Seventh Street. Otherwise, these two elevations are composed primarily of large-scale industrial windows. The second and third-floor windows of the Main Street elevation have been infilled, although the first-floor openings remain intact. The south elevation is composed primarily of brick within the concrete grid. South of the building is a paved parking lot associated with the building. The 1950 Sanborn map shows that it was for used auto sales. This building has always been associated with the automotive industry. Initially, and for years, it was the Twin City Motor Company. Although the building is no longer used for sales, it is now used as the Automotive Associates, Inc., an automobile repair and service business.

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Pure Oil Station
721 North Liberty Street
1932

Contributing building

This is a near-textbook example of the style of gas stations built by the Pure Oil Company in the late 1920s and 1930s. Its home-like, English-country-cottage style was intended to provide a comfortable setting and to blend with residential areas (although, obviously, it was used other places, as well). Its trademark was the exceptionally steep, bright blue tile, "rain spitter" roof. Other characteristic features were the gable-end chimneys, bay windows, and hooded entrance with round-arched wood door with circular window. The only distracting feature of this building is the added connector built in recent years between the rear of the station and the taller building behind it, presumably to provide better drainage for rain and snow. The V-shaped piece of land in front of the station is created by its strategic location at the juncture of Liberty, Main, and Eighth streets. At the point of the V is what appears to be an original Pure Oil sign on a standard, now used by the current automotive-service occupant as his sign. Although this station was built in 1932, an earlier gas station had stood on the site for at least a decade.

(former) State Employment Security Building
801 North Liberty Street
1947

Contributing building

The facade of this two-story brick building has a central entrance with fanlight transom flanked by two large show windows (currently boarded up). The second floor has three metal casement windows sheltered by a pent roof. The demolition of an adjacent building (date of building and demolition not known) that was contiguous to the southwest side of the former State Employment Security Building has left this elevation exposed, with rough brickwork and mortar. Six miscellaneous windows, three per floor, have been cut into this wall since the demolition of the other building. The rear, southeast, elevation has a central loading door at basement level flanked by two boarded-up windows. The first and second-story levels have miscellaneous windows, only one of which, with a metal casement, appears to be original. At the northeast end of the facade an arched doorway attached to the main body of the building once led to a narrow room or stair. The northeast elevation retains metal casement windows. Beyond the building to the northeast, the land drops sharply away to the railroad tracks below. Originally, this was the local State Employment Security Building.

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Downtown North Historic District
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NORTH LIBERTY STREET - West Side

Alley

Medearis Building

520-522 North Liberty Street
ca. 1915; ca. 1923

Contributing building

The Medearis Building is a two-story brick structure with a simple, straightforward design that exhibits minimal decoration. There are two shop fronts, each with a black tile dado beneath the windows, and one which retains a wide prism glass transom. A shallow corbeled brick cornice heads the facade. Metal pivot windows carry across the east facade and down the south elevation at second-story level. Painted signs for the Medearis Stamp and Printing Company and Jerome's, a clothing store, remain visible on the south elevation. Now a single building, 520 and 522 were originally separate. Sanborn maps and city directories suggest that the original 520 part of the building may have been erected ca. 1915, replacing an earlier two-story structure on the site. The north section, 522, may have been added around 1923, when other buildings in this row were being erected, and the whole may have been remodeled then or a little later to unify the building, giving it its present appearance. Medearis occupied the building from 1918 to ca. 1940.

Globe Security Company Building

528-532 North Liberty Street
ca. 1923

Contributing building

This two-story brick building provides a stylized Colonial Revival presence on the block. Its design is achieved through the use of patterned brickwork, second-story windows with round and segmental-arched heads with keystones, and a center-bay, round-arched stair entrance with a recessed, fanlighted door. Even with changes made in recent years—the removal of the molded cornice, the replacement of the original wood fans over the windows with stucco, and the replacement of the eight-over-one sash with one-over-one—the building still gives a striking image on the street. The building was first listed in the 1923 city directory, when Globe Security Company was the occupant. Occupants in 1930 included Kenny Coffee Company and Architectural Planning Service, L. J. Burge. Susan B. Shelton and her heirs held ownership of the building from 1925 to 1982.

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Raiff Block

534 North Liberty Street
1924

Contributing building

The two-story, three-bay, brick Raiff Block proudly bears its name and date of construction on a panel at the center of the upper facade. The first story has been modernized with glass panels for the doors and windows and corrugated metal covering the transom area, but the second story retains windows with diamond muntins, square panels with basketweave brickwork, and a stepped parapet. Mrs. Etta Raiff purchased the lot in 1920, and the Raiff Block was first listed in the 1924 city directory. Its first tenant was the National Store Inc, men's and women's ready to wear, and on the second floor, Draughon's Business College. While the National Store continued to occupy the first floor for the next decade, the second floor housed a collection of small offices.

Parking Lot

Commercial Building

550 North Liberty Street
1947

Contributing building

Sanborn maps indicate that this building was erected in 1947 for a furniture store. The two-story, three-bay brick structure has a modernistic limestone-block facade with a flat roof and a vertical emphasis achieved through the use of second-story pilasters and pairs of tall, narrow windows. The storefront is composed of a low bulkhead beneath glass windows that are divided by a metal framework into large upper panels above short lower panels. The north and south bays of the storefront are flush with the building's facade, but the center entrance bay is deeply recessed.

Parking Lot

Western Auto Supply Company Building

610 North Liberty Street
1916; 1940s

Contributing building

Sanborn maps in 1917 and 1950 indicate that a two-story, reinforced-concrete building was erected here in 1916 as a garage with a capacity for fifty cars and corner offices in the front. The streamlined, stuccoed detailing currently characterizing the three-bay-wide building suggests, however, that it was

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likely remodeled to its present appearance around 1940, when the business became Western Auto, or in the late 1940s, after World War II. City directories show that from around 1920, this building was part of the same business that occupied the stepped-parapet-front building at 611 North Trade Street, and that at some point, the buildings were physically joined at the rear. During its early years, the business was known as the Auto Repair and Sales Company. Then, from at least 1920-1935 it was the Standard Motor Sales Company. By 1941, it had become the Western Auto Supply Company, which it remained for years. Today the building is used as the Empowering Family Center of the YWCA. North of the Trade Street end of the building is a small paved parking area associated with the building.

Commercial Building

722 North Liberty Street
1926

Contributing building

Although the first-story shop fronts of this two-story, four-bay, brick building have been enclosed with brick panels and a high band of transom windows, the classical pilasters that divide the first story into four bays remain. The second story of the building is remarkably intact with a rich collection of classical features, including stone keystone lintels over the twelve sash windows, decorative brick panels between each set of three windows, stone flower medallions, and a central stone shield that bears the initials A and L and the date 1926. Crowning the building is a stone or terra cotta cornice with both dentiled and egg-and-dart courses, topped by a brick parapet. Throughout most of its history, the building housed a series of furniture stores.

NORTH TRADE STREET - East Side

Alley

Parking Lot

Commercial Building

527-533 North Trade Street
ca. 1907; enlarged ca. 1910

Contributing building

The commercial block of 527-533 constitutes the oldest surviving building in the district. Although sections of the building are deteriorated, as a whole it is relatively little-altered. The long two-story brick

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structure is divided by plain brick pilasters into five sections. The second story has segmental-arched windows and a dentiled and sawtoothed cornice. The first story retains some segmental-arched doors and windows, the broad round arch of a former carriage way, and shopfront cornices. A sidewalk canopy across the center of the building has a decorative pressed-metal ceiling. Sanborn maps and city directories show that 527-529 had been erected by 1907, along with 523-525 (now demolished). By 1910, 531-533 had been built, with a carriage way connecting it to the earlier part of the building. Immediately south of the building, a small gravel parking area, site of the demolished 523-525, is now associated with 527. In 1912, businesses housed in the building included grocery stores and a jeweler, while the Winston Hotel was on the second floor. In 1917, the second-floor hotel was the McClenahan, while a bottling works was located in 527. Later occupants included the Piedmont Candy Kitchen, the Trade Street Tire Company, the Twin City Cafe, a shoe repair shop, a grocery, and clothing shops.

Piedmont Feed and Seed Store
537-541 North Trade Street
1923

Contributing building

This well-preserved two-story brick building is divided into three sections of two bays each by pilasters that rise above the roof line and are accented by decorative terra cotta tiles. The clay tile pent roof is distinctive. The storefront of the center section of the building retains its original prism glass transom, but otherwise, the three storefronts—which had been remodeled at an unknown earlier date—were rebuilt in the 1990s with double-leaf doors, wood pilasters, a paneled dado beneath the windows, and glass transoms. Throughout much of its history, this building housed a seed store: first the Farmer's Cash Feed and Seed Store and, by the mid-1930s, the Piedmont Feed and Seed Store. Other occupants have included a furniture store, a hardware store, a coffee and tea store, an auto equipment store, a billiard parlor, and others.

Building
Between 541 and 545 North Trade Street
ca. 1940; mostly demolished in 1980s

Non-contributing building

Around 1940, a narrow, one-story building was erected on this site. For years it housed the Modern Shoe Repair Shop. In the 1980s, the entire building, except for the plain brick border of the facade, was demolished.

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(former) Centenary Church Education Building
545 North Trade Street
ca. 1923

Contributing building

This three-story, Tudor Revival building with seven bays on the west facade and five bays on the north, is one of the most distinctive structures in the district. Its red brick body has contrasting stone trim used for Tudor door and window surrounds, corner quoins, window spandrels, string and dentil courses, and shields within raised sections of the decorative parapeted cornice. The entrances are located in the center bay of both the west and north elevations and are distinguished from the surrounding bays. The north entrance is the more prominent of the two, with an ashlar-stone Tudor arch surrounding the double-leaf door with its Tudor-arched transom. Above the north entrance, the windows are surrounded by quoins and are connected vertically by stone panels. The west entrance has a plain brick surround, topped by brick panels with stone quoined surrounds. Original multi-pane casement windows, some with Gothic or Tudor-arched heads, were replaced in a 1980s remodeling with paired, tripled, or quadrupled glass panels. Built as the education building for the ca. 1900 First Methodist Episcopal Church (called Centenary Church by 1912) which stood behind it facing Liberty Street, the building was converted to commercial use after the new Centenary Church on Fifth Street was built ca. 1930.

(former) Pleasant's Hardware Company Store
601 N. Trade Street
1922

Contributing building

One of the best-preserved buildings in the district, this large, three-story brick building at the northeast corner of Trade and Sixth streets is one of the anchors of the district. A simple reflection of the Renaissance Revival style, its well-articulated design features a six-bay-wide facade and an eight-bay-deep south elevation. Windows are eight-over-eight sash. On the Trade Street facade and wrapping one bay around the corner of Sixth Street, there are white stuccoed spandrels between the windows of the second and third floors, and the third-floor windows are enframed by tall round arches with keystones. A shallow corbeled cornice carries across the Trade Street facade and the Sixth Street elevation. North of the building, a small gravel parking area associated with the building replaced a one-story and a two-story building that once stood on the site. In its earliest years, this was the Townsend Hardware Company, but from around 1926 through the 1970s, it was Pleasant's Hardware Company.

(611 North Trade Street - See 610 North Liberty Street)

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Downtown North Historic District
Forsyth County, North Carolina

Commercial Building
619-625 North Trade Street
ca. 1946

Contributing building

Built shortly after World War II, this long, one-story, brick building with six-bay facade and flat roof is simple but well preserved. It has three storefronts of varying sizes. The building has housed a variety of businesses, including a sewing machine shop, a music store, a G I surplus store, and now art galleries.

Commercial Building
627 North Trade Street
ca. 1955

Non-contributing building

This is a small, plain, one-story, concrete-block building with a flat roof, a door, and a window.

Commercial Building
629-633 North Trade Street
ca. 1920

Contributing building

Similar in design to the building at 537-541 North Trade Street, this well-preserved building is constructed of unglazed terra cotta blocks with a brick veneer facade. The two-story building has three storefronts with recessed entrances, glass transoms, horizontal panels between the two floors, and a long bank of one-over-one sash windows across the facade, five per bay. The three bays are defined by tall brick pilasters which rise slightly above the parapeted roof. A particularly distinctive feature of the building is the clay tile pent roof supported by wood brackets above the second-floor windows. The parapet contains a row of diamond-shaped brick details. Although the building has served a variety of businesses through the years, the longest tenants appear to have been the Piedmont Furniture Company (at least from 1924 to 1950), the Camel City Seed Store (at least from 1933 to 1955), and the Motor Parts Company (at least from 1941 to 1955). A parking area just south of the building is associated with it.

Commercial Building
635 North Trade Street
ca. 1915

Contributing building

Among the oldest buildings in the district, this one-story brick building has a stepped-parapet facade, a

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Downtown North Historic District
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central vehicular entrance with transom windows, and flanking segmental-arched windows. The building has been used through most of its history for automobile sales and service businesses.

NORTH TRADE STREET - West Side

(512 North Trade Street - See 201 West Fifth Street)

(former) Brown-Rogers-Dixson Company Building

Contributing building

516 North Trade Street

1928

The unusual shape of the former Brown-Rogers-Dixson Company Building has its primary, three-story, seven-bay facade on Trade Street, but extends in a T configuration to matching, but smaller facades on Fifth (225 - two stories, three bays) and Cherry streets (three stories, five bays). The building is brick with limestone block facades. Its austere simple design includes sunburst panels between the upper floors, a first-story cornice with vaguely classical motifs, and a simple molded cornice. The windows were replaced during a late-1980s remodeling. For most of its history, the building served as the retail hardware store and offices of the Brown-Rogers-Dixson Company, which moved to this site from its previous location at 505 North Liberty Street.

Commercial Building

Contributing building

560-564 North Trade Street

1947; ca. 1960

The primary two-bay section of this one-story brick building at the southwest corner of North Trade and West Sixth streets was erected in 1947 by "JS," as attested to by the lozenge-shaped stone blocks in the parapeted cornice. It replaced Gorrells Tobacco Sales Warehouse (earlier the Leader Tobacco Sales Warehouse), which ran from North Trade Street to North Cherry Street. The brick storefronts have plate-glass windows with a low bulkhead and plate-glass double-leaf doors. The original (or early) occupants were the Trade Street Billiards and the Carolina Sewing Machine Company. Around 1960, a one-story, one-bay addition was built to the south side of the building. The entire building now houses art studios and galleries.

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Cox's Seed Store
600 North Trade Street
ca. 1922

Contributing building

The two-story brick corner building has segmental-arched windows on the second floor (original sash replaced) and continuing down the Sixth Street elevation, a shallow corbeled cornice above the full-width storefront of the Trade Street facade, and a corbeled, parapeted cornice crowning the facade. At the rear of the Sixth Street elevation is another shop, 207 West Sixth Street. Throughout most of its history, this was Cox's Seed Store, one of several feed and seed businesses on the street.

Commercial Building
604-606 North Trade Street
late 1930s

Contributing building

This plain, one-story, brick building has three storefronts with three different forms of recessed entrances. Above the two southernmost storefronts are wood panels with applied molding. These were added post-1980, and appear to have covered original narrow transoms. City directories suggest that the building was erected in the late 1930s. Stabler's Men's Clothing Store and the Piedmont Bargain House (men's clothing) were longtime early occupants of two of the shops. The earliest known use of the third storefront, 604, was as a cafe; later it was used as the general merchandise store, Dick's Quality Shop.

Commercial Building
608-610 North Trade Street
ca. 1923

Contributing building

Three storefronts make up this simple, one-story brick building. While the brickwork of 608 and 608-A remains exposed, including a header course forming the top edge of the cornice, the facade brickwork of 610 has been stuccoed. For more than thirty years, the center of the three shops housed a barber. For at least fifteen years, the northernmost shop held a shoe repair business; during the same years, the southernmost shop was occupied by a watch repair business. Other uses have included a small restaurant, men's clothing shops, and a Maytag sales store.

Messick Building
612-616 North Trade Street
ca. 1930

Contributing building

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The one-story stuccoed-brick building at 612-616 North Trade Street has three storefronts with recessed entrances. It is distinguished from the other one-story buildings in the row by having a taller parapeted roof line divided into bays by brick pilasters. During the 1930s and 1940s, this served both as Messick's Feed and Seed Store and Messick's Grocery Store. In the 1950s, 616 became the Hicks and White Feed and Seed Store, and 612-14 became Food Mart, the forerunner of Food Fair and owned by J. G. Messick and Son. Earlier businesses were located at this approximate site in the 1920s, but seem to have been in different buildings.

(former) Miller's Department Store
620 North Trade Street
ca. 1928

Contributing building

The storefront of this basic one-story brick commercial building retains a bulkhead, plate-glass windows, a transom, and a recessed center entrance. However, a 1932 photograph of the building shows that originally the entrance bay was wider and the transom was composed of prism glass rather than glass panels. Initially the building housed the Carolina Tire Company, but within a few years, it became Miller's Department Store. Miller's occupied the building for several decades. At first the business used only this building, but after a few years it expanded to include the current 616 North Trade. When the Miller brothers went off to fight in World War II, the business retracted to only 620 North Trade. Miller's is still an active business, but now occupies the building at 622 North Trade.

Alley

Manufacturer's Outlet Store
622 North Trade Street
1928; late twentieth century

Non-contributing building

For at least three decades, this was the Manufacturer's Outlet Store, a small department store owned by E. L. Eford. In the late twentieth century, the one-story building was modernized with the addition of a corrugated-metal shed roof across the facade that doubles as a canopy over the sidewalk. Currently, the building is occupied by Miller's Clothing Store, which has been located on Trade Street since 1931.

Commercial Building
626 North Trade Street
1950

Contributing building

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The plain and small one-story building is constructed of concrete blocks and has a brick facade. The center door is flanked by windows, and two windows—one large and the other small—are on the north side. Its early use was as the Gordon E. Curley produce store; it is now an office.

Commercial Building

632 North Trade Street
ca. 1931

Contributing building

This diminutive building is constructed of unglazed terra cotta blocks. Its narrow facade consists of a door and large glass block window, and its roof line, which steps downward toward the rear, has a terra cotta tile coping. The three south-side windows remain, but have been made smaller. A small concrete-block addition is at the rear. The Norfleet Hardware Company was at this location in the 1920s, but it was likely in a different building. From the early 1930s through the mid-1940s the building was used as a restaurant under a succession of proprietors. By the late 1940s, and continuing at least through the mid-1950s, the building was a bar. It is currently an art studio.

NORTH CHERRY STREET

City Market

601 North Cherry Street
1925

Contributing building

Designed by prominent local architects Northrup and O'Brien, the former City Market is a large, one-story-with-basement structure with a cut-limestone base, window and door accents, and cornice which contrast with the Flemish-bond brickwork of the main body of the building. Windows on the primary floor are grouped in threes, and glass-block windows punctuate the basement. The building has a raised parapet above its cornice; at the center of the west (Cherry Street) elevation, the cornice and parapet form a broad curve over what was once the main entrance bay. One of the largest and most significant buildings in the district, the former City Market was erected in 1925 to provide, in a single location, a place where grocers from around the city could come together to sell their products. The idea was to make food shopping more efficient and, through city oversight, to ensure more sanitary conditions for the handling of food products for sale. The market also provided an outdoor curb market where area farmers could bring their fresh produce to sell. This was intended to alleviate traffic congestion on local streets, particularly those in the district, caused by farmers selling their produce, curbside, directly from their

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trucks. The building continued to function as the city market until the late 1960s, when the farmers' market moved to the fairgrounds and the North Cherry Street building housed the Twin City Packing Company and L. C. G. Cooper Enterprises. It now houses the city's visitor center and offices. Playing on the building's history, an open-air farmers' market operates beneath an open shed in the alley east of the building twice a week from spring to fall.

Market Shed
1990s

Non-contributing structure

A long, modern, metal shed runs along the east side of the former City Market. It provides shelter for the small farmers' market that is held twice weekly during the growing season.

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8. SIGNIFICANCE

Summary

Twentieth-century Winston-Salem is largely a product of the tobacco industry begun in the 1870s and fueled primarily by the efforts of industry giant R. J. Reynolds Tobacco Company. Since the end of the 1920s, the tremendous wealth produced by this industry has been symbolized by the magnificent Art Deco-style R. J. Reynolds Building at the northeast corner of North Main and East Fourth streets (outside the district). The working man's connection with this industry—the factories and the tobacco leaf warehouses that supplied them—could be found east and north of the Reynolds Building. Today, many of the factories and warehouses are gone. However, the area encompassed by the Downtown North Historic District still reflects the trade associated with tobacco and, particularly, the commerce geared toward the tobacco farmers and workers who fed the industry. The story of this area is not one associated with the generally larger, more ornate, and often architect-designed buildings erected for Winston-Salem's commercial enterprises centered along fashionable Fourth Street to the south. Rather, it is the story of the commerce that supported the everyday lives of the tobacco farmers and workers. Not that they could not—and did not—visit Fourth Street, but that the area north of Fifth Street provided what they needed, such as feed and seed stores, hardware stores, groceries, small clothing shops, welding and machinery shops, and automobile service garages. The Downtown North Historic District, bounded roughly by West Fifth, West Eighth, North Main, and North Cherry streets, is historically associated with Winston-Salem's working-class tobacco economy—more specifically, with the commerce that served the tobacco farmers and workers. Because of its local significance in the commercial history of Winston-Salem, the district fulfills Criterion A for listing in the National Register. The district is also locally significant for its architecture, for which it meets Criterion C for listing in the National Register. For the most part, the district's buildings reflect the distinctive characteristics of the standard commercial design prevalent during the first half of the twentieth century and, particularly, in the 1920s in Winston-Salem. These straightforward commercial buildings, in which design is expressed primarily in the materials themselves and in miscellaneous decorative motifs rather than in references to historic styles, are mostly of brick construction and are generally from one to three stories in height. The district also possesses two individually significant architectural resources—the former United States Post Office, built in 1914-15 according to the design of Postal Service architect Oscar Wenderoth and enlarged in 1936-37 by prominent local architects Northup and O'Brien, and the 1925 former City Market, also designed by Northup and O'Brien. The period of significance for the Downtown North Historic District spans the years from ca. 1907, when the oldest building in the district was erected, to 1952, when the second of two large tobacco warehouses in the block bounded by North Trade, North Cherry, West Fifth and West

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Sixth streets was demolished. These demolitions signaled a shift away from the district's emphasis on tobacco trade and the needs of tobacco farmers to an interest in fulfilling the more general commercial needs of the community at large.

NOTE: In 1989 a National Register nomination was prepared for the proposed Downtown Winston-Salem Historic District, which incorporated a larger body of contiguous properties related to the central commercial development of Winston-Salem between 1882 and 1930 and which retained sufficient architectural integrity to visually reflect that development. That district included part of the currently nominated Downtown North Historic District. Due to owner objection, the proposed Downtown Winston-Salem Historic District was not formally listed in the National Register. In 1990, it was formally determined eligible for the National Register. With the subsequent loss of historic resources south of Fifth Street due to the construction of Winston-Salem's Transit Center, the historic resources located north of Fifth Street were no longer physically connected with those to the south. Thus, the Downtown North Historic District—located north of Fifth Street, focusing on a particular aspect of Winston-Salem's commercial history, and having a period of significance that spans the years from ca. 1907 to 1952—has been identified as a separate, distinguishable area of local historic significance and is therefore being nominated to the National Register.

Historical Background and Commerce Context

In 1872, Major T. J. Brown, with S. M. Hobson and Hamilton Scales, established the first tobacco auction house in Winston. In the same year, Pleasant Henderson Hanes and his brother, John Wesley Hanes, built a plug tobacco factory in the town. Thus began the nascent period in the development of the industry that would dominate Winston-Salem's economy until the late twentieth century. In 1872, Branson's Business Directory listed only one tobacco manufacturer in Winston, but by 1877, that number had grown to fourteen. Not only was Winston's location in the middle of tobacco-growing counties advantageous, but the completion of the Northwest North Carolina Railroad's Salem Branch Line into Winston in 1873 was a great impetus to the development of tobacco manufacturing in the town. In later years, tobacco industrialist R. J. Reynolds claimed that he had moved from Patrick County, Virginia (about sixty miles to the north) to Winston in 1874 to take advantage of the railroad facilities. While industrial expansion in North Carolina during the late nineteenth century primarily involved cotton textiles, tobacco, and furniture, Winston's expansion during the period centered on

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tobacco. The increase in tobacco factories and warehouses brought scores of new merchants and other businessmen to Winston in the two decades between 1870 and 1890 (Taylor and Phillips, 8.3-6).

During the 1880s, Trade Street between Fourth and Fifth streets, just south of the historic district, was dominated by T. L. Vaughn's Tobacco Factory and the Piedmont Tobacco Warehouse on the west side of the street and the Farmer's Warehouse on the east. More than thirty tobacco factories were in operation at the end of the 1880s, when a local editor proclaimed that the tobacco season had been the busiest in the history of the town, and that chewing tobacco was "hardly considered genuine without the Winston brand" (Taylor and Phillips, 8.6-7).

The 1890 Sanborn Map Company map shows that Trade Street (Old Town) between Fourth and Sixth streets was almost all tobacco factories, warehouses, and leaf houses, with only a few stores and dwellings. None of the buildings shown on the 1890 map survives. Photographs from the 1890s of both Main and Trade streets looking north from Fourth Street show these streets jammed with covered wagons filled with tobacco. An 1890 booklet by Mrs. A. V. Winkler asserted that often as many as five hundred wagons made their way daily along the different roads of the county to the tobacco warehouses of Winston (Taylor and Phillips, 8.7-9).

The rapid development of Winston's tobacco economy continued during the first decade of the twentieth century. Along with it, tobacco-related commerce expanded northward beyond Fifth Street. Sanborn maps help to illustrate the evolution of the area encompassed by the historic district between Fifth, Eighth, Main, and Cherry streets. In 1900, the area had four leaf houses, one machine shop and foundry, one livery, several small businesses, two churches, and nearly sixty dwellings. None of these buildings survives. By 1907, the area north of Sixth Street had changed very little. However, between Fifth and Sixth streets, there were some notable changes. The most significant was the appearance of the Piedmont Tobacco Warehouse on the west side of Trade Street, a post office at the northwest corner of Fifth and Liberty streets, and more stores and shops, especially on Trade Street. A two-story row of four brick stores had been erected at 523-529 North Trade. The northern two, 527-529, remain as the oldest surviving building in the district. By 1912, the Piedmont Tobacco Warehouse had expanded, and there was another tobacco sales warehouse—the Leader (later Gorrell's)—that ran through the block between Trade and Cherry streets along the south side of Sixth Street, just north of the Piedmont Warehouse. In addition, the number of stores had increased significantly along Trade Street, including 531-533 North Trade, a surviving addition to 527-529. There was also a group of new stores along the 500 block of Liberty Street. Among the stores in the area were wholesale groceries, hay and feed stores, general stores, a wholesale drug store, a piano store, and offices. In the 700 block of Main Street, a store for junk, hides, and tallow appeared for the first time. Such a store remained at this location at least through 1950 (Sanborn maps, 1900, 1907, 1912, 1917, 1917 updated to 1950).

The years between 1913 and 1930 have been called Winston-Salem's "Era of Success." In 1913,

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the towns of Salem and Winston consolidated, legally creating the city of Winston-Salem. In October of that year, the R. J. Reynolds Tobacco Company began to produce Camel cigarettes. Camels revolutionized the marketing of tobacco and became the top-selling cigarette in America. Among the many stores built in the city in 1913 was the three-story brick hardware store of Brown-Rogers (later Brown-Rogers-Dixson) at 505 North Liberty Street (Taylor and Phillips, 8.16-17). In 1914-15 the new, monumental Post Office, designed by Postal Service architect Oscar Wenderoth, was erected on the north side of West Fifth Street between Liberty and Trade streets. This Beaux Arts style, limestone-faced building was not only an important addition to the district; it also became a major architectural landmark in the city as a whole. Stores were also built at this time at 227-229 and 233-235 West Fifth Street and 515-517 North Liberty Street (Taylor and Phillips, 7.26-27, 32).

The 1917 Sanborn map testified to the continued growth of business along Fifth, Trade, Liberty, and Main streets. In addition, it indicated for the first time the presence of automobile-related businesses, a new area of commerce that was to play a large role in the district in the coming decades. Automobile service garages had been erected at both 610 Liberty and 635 Trade (Sanborn map, 1917). The year 1917 was also a banner year for the tobacco industry in Winston-Salem. The city led the world in the manufacture of flat plug tobacco and, reflecting this, the tobacco warehouses began to have sales three times a day instead of two (Taylor and Phillips, 8.18). Still, with the slow but steady commercial growth in the district during the first two decades of the twentieth century, only eighteen percent of the district's buildings date from this time. The 1917 Sanborn map shows that there were still many dwellings in the district, particularly north of Sixth Street (Sanborn map, 1917).

In the 1920s, the story was different. More than half (53%) of the buildings in the district were erected during this decade, and they were located throughout the district. With the buildings previously constructed during the first two decades of the century, by the end of the 1920s the district possessed nearly three quarters (71%) of its present structures.

According to the 1920 Census, Winston-Salem had become the largest city in North Carolina with a population of 48,395. A Chamber of Commerce brochure claimed that the city was still the largest manufacturer of tobacco products in the world. The volume of construction during the decade clearly reflected the prosperity and optimism of the city (Taylor and Phillips, 8.19).

During the first half of the 1920s, there was a flurry of building activity in the district. Several buildings were erected in the 500 block of North Main Street (512, 518, 532) that were associated with the Standard Motor Company and with a welding company. The 500 block of North Liberty Street saw the construction of four stores and office buildings (521, 527-531, 528-532, 534), including the J. C. Penney Department Store, the Nading Building, and the Raiff Block. The early 1920s was a particularly fruitful time for the 500 and 600 blocks of North Trade Street. Appearing among the buildings on the street then were the Piedmont Feed and Seed Store (537-541), Townsend's (later Pleasant's) Hardware

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Company (601), the building at 629-633 North Trade, part of which operated for years as the Camel City Seed Store, Cox's Seed Store (600), and the one-story building at 608-610 North Trade that housed such small businesses as a shoe repair shop and a watch repair shop. In addition, around 1923 Centenary Methodist Church built its large education building at 545 Trade. Demonstrating the longevity of some of the businesses along North Trade, Townsend's Hardware Company soon became Pleasant's Hardware, which operated at that location from 1926 until the 1970s. Across the street, Cox's Seed Store remained at its location at the northwest corner of Trade and Sixth until ca. 1955. These types of businesses were the mainstay of the district (Taylor and Phillips, 8.20-21; City Directories, 1922-1925).

The year 1925 was a banner year for the construction of significant buildings in the district. The most important of these was the new City Market, designed by the prominent Winston-Salem architectural firm of Northrup and O'Brien and built at the northeast corner of North Cherry (601) and North Sixth streets. The large, one-story-with-basement building has a simple, but attractive design with Flemish-bond brick walls, a limestone base and trim, grouped windows, and a raised parapet above the cornice that forms a broad curve above what was the central Sixth Street entrance. The newspaper article announcing its opening on July 4 described the market as a model of modern construction "embodying in its outlines simplicity of architecture as befits its utilitarian functions" (*Winston-Salem Journal*, July 4, 1925). That description, in fact, could be applied to much of the architecture of the district as a whole. The market was a much-anticipated facility that was strategically built in an area that was associated with the wholesale grocery, feed and seed, and tobacco warehouse trade and that was frequented by area farmers; yet, it benefitted the city as a whole. Its purpose was to provide a place where grocers from around the city could come together to sell their products at a single location. The intent was both to make food shopping more efficient and, through city oversight, to ensure more sanitary conditions for the handling of food products for sale. Additionally, the market provided an organized outdoor curb market where farmers could bring their fresh produce to sell. The centralized curb market alleviated traffic congestion on local streets, particularly those in the district, caused by farmers selling their produce, curbside, directly from their trucks. The market was tremendously successful and continued until the late 1960s, at which time the farmers' market was moved to the fairgrounds (*Winston-Salem Journal*, July 4 and 5, 1925 and November 18, 1997). Yet, a small open-air farmers' market currently operates beneath an open shed in the alley east of the building twice a week from spring to fall.

Other significant buildings erected in 1925 in the district include the Charles Store at 501 North Liberty Street, a three-story structure that extended through the block to Main Street; the Efir Building at 601 North Liberty Street that functioned as a family-run grocery until 1955; and the large building at 633 North Liberty Street which operated for years as the Twin City Motor Company. Spanning the block along West Seventh Street between Liberty and Main streets, the building's primary facade on

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Liberty is faced with a white terra cotta curtain wall with large windows (City Directory, 1925; Sanborn Map, 1917 updated to 1950; *Winston-Salem Journal*, December 2, 1959).

The 1930 Census revealed that Winston-Salem had lost its status as the state's largest city to Charlotte, a position it never regained. As the Depression took hold, the construction of new buildings slowed drastically (Taylor and Phillips, 8.27). This trend was certainly evident in the district, where only five surviving buildings date from that decade. All of these are small one-story structures. One at 526 North Main was for years the Landingham Plumbing and Heating Company. The three in the 600 block of North Trade were used as men's clothing shops (604-606), Messick's Feed and Seed and Messick's Grocery (612-616), and Norfleets Hardware Company, later a series of small restaurants (632). The most significant building from the decade, however, was the former Pure Oil Station, built at 721 North Liberty Street in 1932. Its home-like, English-country-cottage style with steep, bright blue tile roof is a textbook example of the style of gas stations built by the Pure Oil Company around the country from the late 1920s through the 1930s (City Directories, 1930, 1933, 1935, 1941; Margolies, 55-56).

Eight of the district's surviving buildings were erected in the 1940s; all but two of these date from the years immediately following World War II, when building materials were once again more accessible for domestic construction. Among these buildings, all of which are located on North Liberty and North Trade streets, are the small, two-story, brick-veneered building with contrasting decorative cast stone surround and cresting over the entrance at 623 North Liberty; the former State Employment Security Building at 801 North Liberty; and the one-story structure at 564 North Trade Street that was used as the Trade Street Billiards and the Carolina Sewing Machine Company. The last of the three filled part of the space vacated by the demolition, ca. 1945, of Gorrell's Tobacco Sales Warehouse, which spanned the block between Trade and Cherry streets along West Sixth Street (City Directories, 1935, 1941, 1945, 1949/50; Sanborn Map, 1917 updated to 1950).

The most significant event in the district during the 1950s was the demolition in 1952 of the Piedmont Tobacco Sales Warehouse in the 500 block of North Trade Street and the building soon thereafter, in its place, of a row of one-story storefronts and a parking deck. The loss, by this time, of two of the tobacco warehouses on Trade Street signaled the beginning of a decided shift away from the traditional working-class, tobacco-related uses of the area encompassed by the district. Only four buildings—all one-story—were erected in the district during the 1950s, and only the 1990s' free-standing shed adjacent to the former City Market was built after that time. When Brown's Tobacco Warehouse at the north end of the 600 block of Trade Street burned in 1969, the district lost its last vestige of the tobacco trade, the business around which it had begun its development shortly after the turn of the twentieth century. Numerous tobacco warehouses remained in the city, but by this time they had moved farther to the north and east (City Directories, 1955, 1965-1972).

Today, the Downtown North Historic District is being revived. Some of the small businesses

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along Main, Liberty, and Trade streets have remained fairly constant. At the same time, many of the buildings along North Trade and West Sixth streets are now used as art studios and art galleries, and the area has become known as Winston-Salem's arts district. The former Post Office is no longer used as such, but now hosts a series of music events, and the former City Market is now the city's Visitor Center. Slowly but surely, buildings in the district are being rehabilitated for continued use, and although the area has moved away from its initial uses, it remains alive in its new uses.

Architecture Context

The Downtown North Historic District—bounded roughly by West Fifth Street on the south, West Eighth Street on the north, North Main Street on the east, and North Cherry Street on the west—encompasses fifty-seven buildings, fifty-four of which were erected during the district's period of significance, ca. 1907-1952. Fifty-three percent of the district's buildings date from the 1920s, representing a remarkably concentrated period of development. Of the other buildings, eighteen percent were built between 1907 and 1919; nine percent date from the 1930s, twelve percent were added in the 1940s, and three percent were built between 1950 and 1952. While the buildings are largely the product of Winston-Salem's "Era of Success" between 1913 and 1930, they tend to represent the "everyday" architecture of this period, rather than the higher style architecture often associated with the city's Fourth Street retail area south of the district. The buildings in the Downtown North Historic District primarily reflect what was Winston-Salem's working-class tobacco economy of the period, with a concentration of feed and seed stores, hardware stores, wholesale and retail groceries, automotive businesses, and a variety of small shops. For the most part, these buildings provide a contrast to the larger, often architect-designed, retail stores, banks, government buildings, institutional buildings, offices, and theaters that were erected in the Fourth Street area.

The majority of buildings in the Downtown North Historic District represent the standard commercial design of the first half of the twentieth century. Like many examples in North Carolina, these are straightforward commercial buildings, mostly of brick construction, although sometimes with stone-veneered or stuccoed facades. They are commonly one, two, or three stories in height; in the Downtown North Historic District, nearly half of the buildings are two stories, while more than a third are only one-story. In standard commercial buildings, the design is expressed in the materials themselves and in miscellaneous decorative motifs rather than in references to historic styles, as can be seen in the Beaux Arts classicism of the former United States Post Office at 101 West Fifth Street, the Tudor Revival of the former Centenary Church Education Building at 545 North Trade Street, and the English country cottage styling of the former Pure Oil Station at 721 North Liberty Street.

The earliest examples of standard commercial design in the district—those built prior to 1920,

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generally display such typical elements as dentiled or corbeled cornices, paneled friezes, patterned brickwork, stepped parapets, and segmental-arched or rectangular windows. Good examples include the buildings at 527-533 North Trade Street (ca. 1907, ca. 1910), 511-513 North Liberty Street (1911), 505 North Liberty Street (particularly the North Main Street elevation, 1913), and 233-235 West Fifth Street (ca. 1915). Many of these characteristics continued through the 1920s, and the use of terra cotta and stone trim was introduced. Examples include the buildings at 705 and 707 North Main Street (ca. 1928), 537-541 North Trade Street (1923), and 633 North Liberty Street (1925). During the 1920s and continuing into the 1940s, there was also a strong tendency in standard commercial design toward simplification of design. This is seen in many of the district's buildings, such as those at 209-217 West Sixth Street (ca. 1927), 612-616 North Trade Street (ca. 1930), and 619-625 North Trade Street (ca. 1946).

The district's standard commercial buildings contrast with some of the lushly designed edifices of the Fourth Street corridor to the south, such as 206-208 West Fourth, 614-636 West Fourth, and 411 North Cherry. Likewise, the stylish Art Deco buildings in the Fourth Street area—such as the R. J. Reynolds Building at 401 North Main, the Pepper Building at 318 North Liberty, and Sosnik's Department Store at 500 West Fourth—are not to be found in the Downtown North Historic District. Rather, the district contains several simple, streamlined examples of modernism—516 North Trade Street (1928), 550 North Liberty Street (1947), and 610 North Liberty Street (1940s remodeling of a 1916 building)—that include the use of clean-cut limestone blocks or stucco and an emphasis on verticality achieved through the use of numerous vertical lines in the design. In the case of the building at 516 North Trade Street, there is also the use of stylized classical and sunburst motifs. The contrasts between these buildings and the more elaborate ones in the area of Fourth Street, however, are not a matter of better or worse; they simply reflect appropriately the uses of the buildings and the people they served.

Nevertheless, the Downtown North Historic District also possesses two exceptional, architect-designed buildings that are architecturally and historically significant beyond the boundaries of the district. These are the former United States Post Office at 101 West Fifth Street and the former City Market at 601 North Cherry Street. The original portion of the stately Post Office was designed in Beaux Arts classicism by Postal Service architect Oscar Wenderoth and built in 1914-15. The building was doubled in size, but with a matching design, in 1936-37 by the prominent Winston-Salem architectural firm of Northup and O'Brien. The former City Market, also designed by Northup and O'Brien, was built in 1915. This very large one-story-with-basement building was more simple than the Post Office, in keeping with its use; but it, too, was impressive with Flemish-bond-brick walls, contrasting limestone base and trim, and grouped windows.

In conclusion, the Downtown North Historic District has a large collection of standard commercial buildings, dating largely from the 1920s, significant for its reflection of the tobacco-trade

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While there are small clusters of 1910-1950 standard commercial buildings elsewhere in Winston-Salem, this is the largest, most intact area with these simpler types and styles of commercial buildings. In addition, the district also contains the former United States Post Office and the former Farmers' Market, both of which are architecturally significant in the history of Winston-Salem as a whole.

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Taylor, Gwynne S. and Laura A. W. Phillips. National Register nomination for Downtown Winston-Salem Historic District, 1989.

Winston-Salem City Directories. 1922-1972.

Winston-Salem Journal.

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July 5, 1925

December 2, 1959

November 18, 1997

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Downtown North Historic District
Forsyth County, North Carolina

10. GEOGRAPHICAL DATA

Verbal Boundary Description:

The boundary of the Downtown North Historic District is shown by the heavy black line on the accompanying Forsyth County Tax Maps 630854 and 630858, drawn to a scale of 1" = 200'.

Boundary Justification:

The boundary of the Downtown North Historic District is drawn to encompass all buildings from the district's period of significance, ca. 1907-1952, that continue to contribute to its historic and architectural character, while excluding, as much as possible, vacant lots and later buildings that are not historic.

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Downtown North Historic District
Forsyth County, North Carolina

PHOTOGRAPHS

The following information for #1-5 applies to all nomination photographs:

- 1) Downtown North Historic District
- 2) Winston-Salem, Forsyth County, North Carolina
- 3) Laura A. W. Phillips
- 4) March, 2002
- 5) State Historic Preservation Office, Raleigh, North Carolina
- 6-7) A: East side 500 block N. Liberty St., view to SE
B: (former) U. S. Post Office, 101 W. Fifth St., view to NE
C: North side 200 block W. Fifth St., view to NE
D: North side 200 block W. Sixth St., view to NE
E: West side 500 block N. Main St., view to NW
F: West side 500 block N. Main St., view to NW
G: East side 700 block N. Main St., view to SE
H: West side 500 block N. Liberty St., view to NW
I: Twin City Motor Company, 633 N. Liberty St., view to SE
J: West side 500 block N. Trade St., view to NW
K: 527-533 N. Trade St., view to NE
L: East side, 500 block N. Trade St., view to SE
M: West side 600 block N. Trade St., view to NW
N: 601-545 N. Trade St., view to SE
O: East side 600 block N. Trade St., view to SE
P: City Market, 601 N. Cherry St., view to NE

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National Register of Historic Places Continuation Sheet

Name of Property

County and State

Section number _____ Page _____

Name of multiple property listing (if applicable)

SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: 02001669

Date Listed: 12/31/2002

Property Name: Downtown North Historic District

County: Forsyth

State: NC

This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.



Signature of the Keeper

8-7-2018

Date of Action

Amended Items in Nomination:

Section 5: Resource Count

The nomination is hereby amended to include the following numbers: **47** Contributing Buildings/**10** noncontributing buildings; **47** contributing resources total/**11** noncontributing resources total.

Section 7:

The property located at 609 North Liberty Street (page 7-16 of original nomination) is now considered a **contributing building**. The non-historic siding has been removed, revealing that the original storefront is sufficiently intact to reflect the significance of the district.

Tax credit file #38962

The North Carolina SHPO has been notified of this amendment.

DISTRIBUTION:

National Register property file
Nominating Authority (without nomination attachment)

Supplementary Listing Record

NRIS Reference Number: 02001669

Date Listed:

Property Name: Downtown North Historic District

County: Forsyth

State: NC

This Property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation

for Roger G. Reed
Signature of the Keeper

March 15, 2022
Date of Action

=====
Amended Items in Nomination:

Section 7 Description

622 North Trade Street

Built in 1928 and known for many years as the Manufacturer's Outlet Store, the building was listed as noncontributing when the district was listed in 2002 due to a non-historic facade remodeling, including a pent roof installed over the upper portion of the building in 1985. One of the recessed storefront entrances appears to be historic. In 2021 the large pent roof was removed, revealing the brick stepped parapet with curvilinear coping stone. It appears that original transom window openings are boarded over. With these changes, the building is designated as contributing to the historic district.

Tax Act Project #44177

DISTRIBUTION:

National Register property file

Nominating Authority (without nomination attachment)