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 any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. 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 Wake Forest Historic Distric	t		
other names/site number			
2. Location	D 1/4		NT/A . C 11'
street & number South White Street roughly from East	Roosevelt Avenue to U	wen Avenue	
city or town Wake Forest	1- 102		N/A vicinity
state North Carolina code NC county Wal	ce code 183	zip code	27587
3. State/Federal Agency Certification			
As the designated authority under the National Historic Pro	eservation Act of 1986, as	s amended, I	hereby certify that this X
nomination request for determination of eligibility n			
the National Register of Historic Places and meets the pro			
60. In my opinion, the property x meets does no	-		
property be considered significant nationally stat			
comments.)			
On Or. Sup	0/-1		
Affent Mons Stito	2/5/02		
Signature of certifying official/Title	Date		
North Carolina Department of Cultural	Resources		
State or Federal agency and bureau			
To any action the appropriate and the design of the	ant the National Designation		C
In my opinion, the property meets does not m	eet the National Register	criteria. (_ See continuation sheet
for additional comments.)			,
Signature of commenting or other official/Title	Date		
Signature of commenting of other official Title	Date		
State or Federal agency and bureau			
4. National Park Service Certification			
I hereby certify that this property is:	Signature of the Keep	er	Date of Action
	•		
entered in the National Register.	1		
See continuation sheet.			
determined eligible for the National Register.			
See continuation sheet.			
determined not eligible for the National Register.			
removed from the National Register.			
other (explain):			

Name of Property

	Ownership of Property (Check as many boxes as apply) (Check of the characteristics)		y Number of Resour box)	ces within Property (Do not include previously listed resources in the coun
X private		building(s)	Contributing	Noncontributing
public-local		X district	<u>25</u>	<u>3</u> buildings
public-State		site	0	<u>0</u> sites
public-Federal	•	structure	1	0 structures
······································		object	1	0 objects
			27	3 Total
Name of related m	ultiple pr	operty listing		uting resources previously listed
(Enter "N/A" if property	is not part of	a multiple property listing.)	in the National Reg	ister <u>N/A</u>
"Historic and Archi	tectural R	esources of Wake Cour	nty, North Carolina (c	a. 1770-1941)"
6. Function or Use				
Historic Functions			Current Functions	
(Enter categories from in	structions)		(Enter categories from ins	tructions)
Category	Subcai	egory	Category	Subcategory
COMMERCE	special	ty store	COMMERCE	specialty store
COMMERCE	restaur	ant	COMMERCE	restaurant
COMMERCE	busine	SS	COMMERCE	business
COMMERCE	departi	nent store	HEALTH CARE	medical office
COMMERCE	financi	al institution	TRANSPORTATIO	N rail-related
COMMERCE	wareho	ouse		
DOMESTIC	multip!	e dwelling		
SOCIAL	meetin	_		
GOVERNMENT	post of		•	
RECREATION	theater			
HEALTH CARE	medica	l office		
TRANSPORTATIO				
7. Description				
Architectural Class	sification		Materials	
(Enter categories from instructions)		(Enter categories	from instructions)	
Colonial Revival			foundation	Brick
Art Deco			walls	Brick
Moderne			roof	Metal
•			other	Wood
				Glass
				Ceramic tile
Narrative Description			Concrete	
		ition of the property on one o	r more continuation sheets.	

Name of Property

8. Statement of Significance	
Applicable National Register Criteria	Criteria Considerations
(Mark "x" in one or more boxes for the criteria qualifying	g (Mark "X" in all the boxes that apply.)
the property for National Register listing.)	Property is:
 X A Property is associated with events that have massignificant contribution to the broad patterns of history. B Property is associated with the lives of persons 	de a Four A owned by a religious institution or used for religious purposes.
significant in our past.	C a birthplace or a grave.
C Property embodies the distinctive characteristic	D a cemetery.
a type, period, or method of construction or	E a reconstructed building, object, or structure.
represents the work of a master, or possesses hi	
artistic values, or represents a significant and distinguishable entity whose components lack	G less than 50 years of age or achieved significance within the past fifty years.
individual distinction.	the past fifty years.
D Property has yielded, or is likely to yield,	
information important in prehistory or history.	
Areas of Significance	Period of Significance
(Enter categories from instructions)	Co 1900 1051
COMMERCE	<u>Ca. 1890-1951</u>
COMMERCE	· · · · · · · · · · · · · · · · · · ·
	Significant Dates
	Ca. 1915
	Cd. 1713
Significant Person	Cultural Affiliation
(Complete if Criterion B is marked above)	Cultur at Attituation
N/A	N/A
- VI - A	· · · · · · · · · · · · · · · · · · ·
	Architect/Builder
	(see continuation sheet)
Narrative Statement of Significance (Explain the significance of the property on one or more of the property of the propert	continuation sheets.)
(Cite the books, articles, and other sources used in prepari	ng this form on one or more continuation sheets.)
Previous documentation on file (NPS):	Primary location of additional data:
preliminary determination of individual li	
(36 CFR 67) has been requested	Other State agency
previously listed in the National Register	Federal agency
previously determined eligible by the Nat	ional Local government
Register	University
designated a National Historic Landmark	Other
recorded by Historic American Buildings	Survey Name of repository:
#	
recorded by Historic American Engineering	ng Record
	-

Name of Property

10. Geographical Data

Acreage of Property approximately 6 acres

UTM References

(Place additional UTM references on a continuation sheet)

Zone Easting Northing

Zone Easting Northing

1 17 72450 3984400

3

2

4

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

J. Daniel Pezzoni

organization

Landmark Preservation Associates

date

May 1, 2001 (540) 464-5315

street & number city or town

6 Houston St. Lexington

state VA

telephone zip code

24450

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 the SHPO or FPO.)

name

Kathryn Drake (Downtown Revitalization Commission contact)

zip code

street & number

614 N. Main St.

telephone

(919) 556-3134

city or town

Wake Forest state

NC

27587

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 the 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 Project (1024-0018), Washington, DC 20503.

National Register of Historic Places Continuation Sheet

Section number 7 Page 1

Downtown Wake Forest Historic District Wake Co., N.C.

NARRATIVE DESCRIPTION

Summary

The Downtown Wake Forest Historic District encompasses approximately six acres at the historic center of the Town of Wake Forest, North Carolina. The linear district extends along both sides of the north-south axis of White Street for approximately 1,200 feet from a point on the north side of East Roosevelt Street to a point on the south side of Owen Avenue. The thirty resources in the district date from ca. 1890 to 1949--there are no modern (post-1951) resources. The majority of resources in the district are buildings (93.3%); there are also one structure (a railroad underpass) and one object (a gas pump). The buildings range in height from one to three stories (only two buildings are three stories) and are typically of brick construction, although several dating from the 1940s are cinder block. Shed and flat roofs are typically concealed behind parapets. Typical facade features include metal cornices, corbeling and other decorative brickwork, upper-story windows in flat-headed or segmental-arched openings, and storefronts with display windows and recessed entries. Most buildings are only remotely influenced by period styles. However, a few buildings from the 1940s exhibit stylistic influence, typically the Colonial Revival and Art Deco styles. Historic functions of the buildings represented in the district include general store, grocery, hardware store, dry goods store, warehouse, post office, bank, restaurant, dry cleaners and laundry, doctor's office, cotton brokerage office, pool hall, and apartment (upper stories). The district's streets were paved and concrete sidewalks installed prior to World War II. Modern revitalizations include canvas awnings, benches, and (on some blocks) street trees. The district has a prosperous appearance with few unoccupied storefronts.

Inventory

Each inventory entry gives the inventory number and the status of the property as contributing (C) or noncontributing (N) to the character of the district, followed by the street address, the known or approximate date of construction, and the property name, either historic ("Bank of Wake") or generic ("Building"). The body of the entry describes the style (where appropriate), height, construction materials, and important exterior details of a property. It also provides pertinent historical information derived from four principal sources: Melanie Murphy's "Historic and Architectural Resources of Wake Forest, North Carolina" (1979), Edgar Folk's "Story of Wake Forest" (1971), the 1915 and 1926 Sanborn maps, and the recollections of older Wake Forest residents interviewed on November 16, 2000 (see acknowledgements in footnote 1).

National Register of Historic Places Continuation Sheet

Section number 7 Page 2

Downtown Wake Forest Historic District Wake Co., N.C.

Description (continued)

Status/No. Street Address Date Name

C 1. 238 E. Owen (White?) St. Ca. 1910. Cotton Warehouse.

One-story seven-course American-bond brick warehouse with a shed roof and stepped side parapet. On the north elevation are a modern plate-glass window and a Colonial Revival entry with fluted pilasters and triglyph-like elements in the frieze. Other features include a signage panel defined by corbeled brick courses in the front parapet, brick lattice vents on the north elevation, a west entry (facing the tracks) with reused double Greek Revival one-panel doors flanked by sidelights, and a basement level accessed by a matchboard freight door. The building was built as a cotton warehouse prior to 1915 and may at that time have been associated with the W. W. Holding Co. cotton brokerage, as it was in later years. In the 1920s it was used as a feed warehouse. Presently unoccupied.

C 2. 1XX E. Roosevelt Ave. Ca. 1935. CSX Underpass.

Concrete underpass supports the CSX rail line where it crosses E. Roosevelt. The underpass is supported at its two ends by abutments with angled walls and scored surfaces. Inside the abutments at the two edges of the street are arcades that run parallel to the street and are supported by stout square-section pillars. Above, at the level of the tracks, are balustrades with arched openings. According to tradition, the underpass was built to replace a crossing after an accident involving school children.

C 3. 101 N. White St. Late 1940s. J. W. Fort Barbecue Restaurant.

One-story cinder block building under a shed roof with stepped side parapets and ceramic parapet copings. Other features include an angled corner entry under an old metal sign, a front plate-glass window, an old garage door to the rear, and a cinder block rear addition with a modern vinyl garage door. The 1948 Wake Forest College *Howler* yearbook identifies the building as J. W. Fort's Barbecue restaurant, and pictures original signage over the corner entry that read "Plate Lunch". At the same time, or shortly thereafter, the building served as the town bus station. Presently Import Quality Auto Repair.

C 4. 101 S. White St. 1930s. Chester Wilkinson Dry Cleaners.

One-story brick building with stretcher-bond brickwork on the western (White St.) elevation and

National Register of Historic Places Continuation Sheet

Section number 7 Page 3

Downtown Wake Forest Historic District Wake Co., N.C.

Description (continued)

five-course American-bond brickwork on the northern (Roosevelt Ave.) elevation. The former elevation features concrete copings, a modern door and canvas awning, and a temporary aluminum handicap ramp. The latter elevation has numerous bricked-up windows, metal casement windows, a full basement level, and concrete planters along the sidewalk. The building narrows to a width of about seven feet on its east end. Chester Wilkinson operated a dry cleaners in the basement of the Wilkinson Building (inventory no. 8) prior to erecting this building for the business in the 1930s. The building was erected on a residual strip of land purchased from the town, which explains its unusual narrow tapering form. Presently the Music Bar and Hair Dimensions.

C 5. 104 S. White St. 1940s. Lovelace Building.

Two-story Moderne building of stretcher-bond brick construction with occasional header-stretcher courses. The parapet is capped with concrete copings and concrete bands frame the second-story metal casement windows. The angled corner at White and Roosevelt has Olde English signage and board-and-batten storefront, and other storefronts have canvas and asphalt-shingle mansard awnings. Contractor Ed Osborne Sr. built this building, which contained commercial space on the ground floor and student apartments above. Early commercial tenants included the Hen House and Bob Lovelace's College Inn restaurants. Presently known as Victorian Square, the building contains offices (second floor) and the Wake Forest Portrait Studio (112 E. Roosevelt). Includes E. Roosevelt Ave. address 102.

C 6. 103-07 S. White St. 1940s. Dick Frye Restaurant.

One-story cinder-block building with stretcher-bond brick veneer on front and a corrugated-metal shed roof. Other features include three signage panels in the front parapet below a corrugated fiberglass mansard awning, one-light and six-over-six rear windows, and modern front display windows. Dick Frye operated a restaurant in the building in the 1940s. Presently Goodson and Associates (103) and Hale Architecture (107).

C 7. 110 S. White St. Ca. 1890; 1940s. Powers-Barbee Building.

This building consists of two sections: a ca. 1890 three-story building aligned with the railroad tracks, and a 1940s one-story building that fronts Wait and White streets (two stories along the latter). The three-story section is constructed of six-course American-bond brick with hybrid segmental/splayed jack arches over the modern one-light and multi-pane windows, corbeling at the top of the second story (suggesting the third story may be an early addition), unusual corbeled piers

National Register of Historic Places Continuation Sheet

Section number 7 Page 4

Downtown Wake Forest Historic District Wake Co., N.C.

Description (continued)

on the west elevation of the third story, and a metal fire escape. The one-story section is constructed of stretcher-bond brick with an angled corner with a glass-block window, metal casement windows, and a modern storefront and canvas awning on the lower White St. elevation. The three-story section was built by Dr. John B. Powers about 1890, shortly after Powers dissolved his partnership with Thomas E. Holding in 1888. The Forestville Lodge No. 282 (Masons) met on the third floor around the turn of the 20th c. From 1928 to 1940 Dr. St. John Hardwicke operated his pharmacy in the building. The lower section was built as a dry cleaners and laundry by Gibson "Gib" Barbee in the 1940s. The building's proximity to the railroad tracks led to a number of train/building collisions. Presently the offices of MedFaxx, Inc. (upper part of third-story section), the Garden Gate (143-45 Wait), and the Philly Bistro (110 White).

C 8. 111-113 S. White St. 1899. Wilkinson Building.

One of the downtown's more imposing buildings, this three-story five-course American-bond brick building has hybrid segmental/splayed jack arches over its many windows. The corner at White and Wait is cut away to create an entry and features a slender cast-iron Doric column and a matchboard ceiling. The remodeled storefronts facing Wait have granite thresholds and a modern deck and canvas awning. R. W. Wilkinson Sr. had this building built. It has housed retail shops, doctors' offices, a movie theater, an ice cream parlor, block ice storage, a public health clinic, and student apartments at various times. Chester Wilkinson's dry cleaners operated in the basement until it moved to 101 S. White St. (inv. no. 4) in the 1930s. Presently Baskets & B'Yond (113), the Beadstro, Las Margaritas Mexican Restaurant, and a barber shop. Includes E. Wait Ave. address 201.

C 8a. 111-113 S. White St. Ca. 1915. Wilkinson Gas Pump.

Cast-iron gas pump enclosure on a concrete footing inscribed on two sides: "Bowser Enclosed Long Distance Pump, Cut 241, S. F. Bowser & Co. Inc., Fort Wayne, Ind., U.S.A." The Wilkinson family, which operated a store in the Wilkinson Building, once sold gasoline from this pump as a sideline.

C 9. 121 S. White St. Ca. 1900. Building.

One-story building with stretcher-bond brick on the front and six-course American-bond brick on the north elevation. Other features include a shed roof with stepped side parapet, a front parapet with corbeling and a signage panel, a concrete foundation, and a modern Colonial Revival

National Register of Historic Places Continuation Sheet

Section number 7 Page 5

Downtown Wake Forest Historic District Wake Co., N.C.

Description (continued)

storefront. To the rear is an early addition of six-course American-bond brick with segmental-arched openings, one-over-one windows, and wood steps. A grocery store operated from this building in 1915; Pender's Grocery, a chain store, was once an occupant. Dr. St. John Hardwicke moved his pharmacy to the building from the Powers-Barbee Building (inv. no. 7) in 1940, and in 1946 Mr. and Mrs. Gail Edwards opened their Edwards Pharmacy there. The storefront was remodeled between 1968 and 1970. Presently unoccupied.

C 10. 123 S. White St. 1949. Central Carolina Bank (former).

One-story Colonial Revival bank with a Flemish-bond front elevation of textured brick and five-course American-bond side and rear elevations. The sophisticated street elevation features a slate-shingled gable roof, a dentil cornice, brick planters, bow windows in paneled embrasures, and an entry with an eared surround, paneled embrasure, and a scrolled pediment with a center urn. To the rear are six-over-six windows and modern wood steps. Durham architect George Watts Hill provided the design for this building, which was occupied by the Central Carolina Bank from 1949 to 1972 and the Wake Forest Public Library from 1973 to 1996. Presently Carolina Health Solutions, PA, and Cady Construction.

Vacant lot (former house site).

C 11. 139-43 S. White St. 1894-95; 1949. B&S Department Store.

Two separate but closely related two-story four-course American-bond brick buildings integrated by a simplified Art Deco facade in 1949. 139 White has blocked-up windows on its northern (Wait St.) elevation, a stepped rear parapet, and splayed jack arches over four-over-four windows (the second-story windows with corbeling over the arches). The rear of 143 White has similar arches over modern four-over-four windows on the second story and old six-over-twelve windows on the first story. Both rear elevation parapets have identical decorative iron vents. The front has a scored concrete facade, modern storefronts, and second-story windows with period 1949 sash. According to the corner stone the building was built in 1894-1895 (presumably both sections of the building were built about the same time). The Purefoy & Reid general merchandise store was the first occupant of the building. In 1915 the building contained a men's furnishings store (139) and a notions, boots and shoes store (143). George and Mary Bolus moved their department store to the building in 1917 before moving on to 150-54 S. White (inv. no. 13) in the 1920s. The B&S Department Store occupied the building (or part of it) in 1932 and remodeled it in 1949. During the B&S period the women's department occupied 139 and the men's department occupied 143. An

National Register of Historic Places Continuation Sheet

Section number 7 Page 6

Downtown Wake Forest Historic District Wake Co., N.C.

Description (continued)

amoeboid sign bearing the initials B&S graced the facade in 1950. The Dickson Brothers and Sam Sidenberg have been associated with the building during the B&S years and later. Presently The Wake Forest Art & Frame Gallery (139) and Domino's Pizza (143).

C 12. 145-49 S. White St. Ca. 1930; 1950s. Building.

One-story building with five-course American-bond brick on the rear and Perma-Stone on the streetfront. Other features include rear windows mostly infilled with cinder blocks and mostly original storefronts with plate-glass display windows, recessed entries, and textured glass transoms. Past occupants included a restaurant (145), a barber shop (147) and the Wake Forest Savings & Loan (149). Presently InstaCash (145), Hot Shot Studio Film Developing (147) and White Street Computers (149).

C 13. 150-58 S. White St. 1915. Arrington Building.

Two-story four-course American-bond brick building with four storefronts, the southernmost storefront jogged forward. The second-story windows, some with the original two-over-two sash but most altered, have three-course segmental arches. The plain parapets have perforated iron vents. The 150 storefront has stepped-back display windows, a textured-glass transom, paneling on the ceiling and inside the display windows, and a floor and window bulkheads paved with small tiles in white, black, and two shades of green. Between the 150 and 154 storefronts is a paneled wood door with transom to a stair leading to the second floor. The 154 storefront has early display windows and a textured-glass transom. The 156 storefront has ca. 1950 aluminum-framed display windows. Built mostly or in its entirety in 1915 following a fire that destroyed a frame commercial building on the same site, Tom Arrington and his family owned the building for much of the 20th century. Early occupants included the Citizens Bank (150) and Samuel Wake Brewer's feed and seed store (156 and 158; also known as Brewer's Grocery at one point). George and Mary Bolus moved their clothing store to 150-54 in the 1920s, and Keith's Supermarket operated in 158 in the 1950s. Presently The Clothes Horse of Wake Forest, Inc. (150), Manpower (154), Not Just For Kids Bookstore (156), and Solid Sounds (158).

C 14. 153 S. White St. Ca. 1940. Ben's of Wake Forest Building.

One-story building of textured stretcher-bond brick with a stepped side parapet, projecting Art Deco belt courses that wrap around the corner in the parapet, a White St. storefront with greenstone bulkheads and T1-11 infill, and a secondary storefront at the rear corner facing Jones St. Ben

National Register of Historic Places Continuation Sheet

Section number 7 Page 7

Downtown Wake Forest Historic District Wake Co., N.C.

Description (continued)

Aycock operated his men's clothing store here in the 1940s, which was known as Ben's of Wake Forest in 1950 to differentiate it from a branch store in Winston-Salem. Prior to the construction of this building about 1940 (definitely after 1938), the site was occupied by a two-story frame building that had served as the T. E. Holding Drugstore from about 1895 to 1925.

C 15. 204-208 S. White St. 1915. Mangum's Grocery.

Two-story four-course American-bond brick building with a cornice and recessed signage panels and perforated iron vents in the parapet. Other features include second-story windows with one-over-one sash and concrete lintels and sills, and ca. 1950 aluminum storefronts under an original cornice. Mangum's Grocery operated in the building from about 1915 to the early 1930s (it then moved across the street). Presently Waynes (204) and the Wake Forest Academy of Fine Arts (208).

C 16. 210 S. White St. 1915. Jones Hardware.

Two-story four-course American-bond brick building with headers that are slightly darker than stretchers and a modillion cornice below a plain parapet with decorative iron vents. Other features include second-story windows with one-over-one sash and concrete lintels and sills, and a modern aluminum storefront under a canvas awning. Ira Otis Jones began the Wake Forest Supply Co. across the street at 211 S. White (inv. no. 17) in 1906. In 1915 he built this building for his business, which was renamed the Jones Hardware Co. in 1935 when Leland Jones joined his father. Groceries and dry goods were original sidelines; in later years the business also sold electrical appliances and building supplies. Presently the 1915 Bagel & Sandwich Shoppe.

C 17. 205-211 S. White St. Ca. 1895. Bank of Wake.

Two-story five-course American-bond brick building with extensive corbeling, houndstooth courses, and recesses in the front parapet and corbeling and recesses in the stepped parapet on the north (Jones Ave.) side elevation. Other features include decorative iron vents set into the piers between the parapet recesses, segmental-arched openings, modern two-over-two windows, and modern storefronts with metal and asphalt-shingled mansard awnings. The Bank of Wake is the original occupant of the north half of this building (205-209 S. White). The bank went under in the 1930s and the Durham Bank & Trust opened in its place. The town's first telephone company occupied a back office in the bank. The south half of the building (211 S. White) was the first location of the Wake Forest Supply Co., established in 1906 and relocated across the street to 210

National Register of Historic Places Continuation Sheet

Section number 7 Page 8

Downtown Wake Forest Historic District Wake Co., N.C.

Description (continued)

S. White (inv. no. 16) in 1916. Clothing, boots and shoes were among the store's wares in 1915. In 1925 the T. E. Holding Drugstore moved to the building. Dental and insurance offices once occupied the upstairs. Presently Burkenstock's Bar & Grill.

N 18. 213 S. White St. 1914. Wake Forest Post Office (1914 building).

One-story brick building with a wooden signage panel and brick lattice vents in the parapet, modern multi-pane display windows and recessed entry, and canvas awnings. The building served originally and through 1926 as the town's post office. In later years it was Mack's Dime Store. Presently being remodeled.

N 19. 214 S. White St. Ca. 1915. Collegiate Theater.

One-story brick building with a stretcher-bond facade of brown brick, a stepped parapet, and a modern storefront under a canvas awning. According to one account, Shorty's (a restaurant) occupied this building in the 1930s, followed by the Collegiate Theater. Presently Shorty's Famous Hot Dogs.

C 20. 215-19 S. White St. Ca. 1915. Pope Building.

Two-story brick building with painted stretcher-bond brick with occasional header courses on the front elevation and five- and six-course American-bond brick with darker headers on the side elevations. The plain front parapet has brick lattice vents and a recessed signage panel, and the side parapets are stepped. The second-story windows have segmental arches as do the street-level doors. Over the modern storefront are a recessed signage panel and a canvas awning. A general store occupied this building in 1915. Pope's Inc., also known as Pope's Dime Store, was an occupant during the second quarter of the 20th century. Presently the Old Curiosity Gift Shoppe (217) and the Olde English Tea Room and Gift Shoppe (219).

N 21. 218 S. White St. Ca. 1920. Service Chevrolet (north end).

One-story brick building with a modern temple-fronted dryvit facade. The facade has pilasters singly on the ends and paired in the middle on rock-faced concrete-block pedestals, modern aluminum windows and doors, and canvas awnings. The prominent front-gable roof has metal sheathing. The Freeman family ran Service Chevrolet in this building and the adjoining building (inv. no. 22) during the second quarter of the 20th century. Presently Church Initiative.

National Register of Historic Places Continuation Sheet

Section number 7 Page 9

Downtown Wake Forest Historic District Wake Co., N.C.

Description (continued)

C 22. 220 S. White St. Ca. 1940. Service Chevrolet (south end).

One-story five-course American-bond brick building with a plain parapet with a signage panel outlined by headers, a stepped side parapet with old painted signage reading "Service Chevrolet Co.", and modern doors and windows under a canvas awning. Presently Church Initiative.

C 23. 221 S. White St. Ca. 1915. Building.

One-story five-course American-bond brick building with brick lattice vents in a plain parapet and a ca. 1950 aluminum storefront. Western Auto occupied this building in the mid-20th century. Presently White Street Antiques.

C 24. 223 S. White St. Ca. 1920. Building.

Two-story brick building with stretcher-bond brick on the front, five-course American-bond brick on the sides, and a plain parapet. At the rear is a metal-sheathed roof-top elevator housing. Other features include a signage panel over an old storefront with a recessed entry, a textured-glass transom, and vents in the display window bulkheads, modern and old one-over-one windows, and evidence on the south side elevation that another building once adjoined. Presently Brassfield Realty.

C 25. 232 S. White St. Ca. 1940. Building.

One-story stretcher-bond brick building with plain parapets (stepped on the side) and aluminum display windows and a recessed entry under a canvas awning. The building is thought to have been built as a grocery store, but it was used as an automobile repair garage in 1946. Presently B & W Hardware.

C 26. 300 S. White St. Ca. 1940. W. W. Holding Co. Office.

Two-story Colonial Revival building of stretcher-bond brick construction with header-stretcher courses every five courses. The facade is distinguished by a pedimented cast stone panel with fluted pilasters between the second-story windows; a similar pediment tops a recessed entry. Other features include a plain parapet, eight-over-eight windows on the front elevation, and six-over-six windows on the north elevation. Built to serve as the office of cotton broker W. W. Holding Jr.,

National Register of Historic Places Continuation Sheet

Section number 7 Page 10

Downtown Wake Forest Historic District Wake Co., N.C.

Description (continued)

whose father W. W. Sr. had established the W. W. Holding Co. about 1890, the building became the first home of the Wake Forest Public Library in November 1961.

C 27. 301 S. White St. 1940. Wake Forest Post Office (1940 building).

Sophisticated one-story Colonial Revival building of Flemish-bond brick construction with an asphalt-shingled hip roof. The front facade is distinguished by a segmental-arched entry with an eagle carving in the tympanum, a dentil cornice, and cast stone sills and lintels for the twelve-over-twelve windows. On the roof is a windowed cupola; granite steps with decorative railings and lamp standards lead to the front entry, which was redone in the 1960s. To the rear are a loading dock and a small parking lot. The original flag pole stands off the northwest corner. As its corner stone states, the building was designed under the direction of Supervising Architect of the Treasury Louis A. Simon, and Works Progress Administration funding aided its construction. The building was decommissioned after a new post office was completed in 1990. Presently Dr. Jack Gorlesky, Chiropractic Physician, and Curves for Women (basement).

C 28. 306 S. White St. Ca. 1940. Cotton Warehouse.

Two-story six-course American-bond brick building of utilitarian character. Most openings are square-headed except for a small segmental-arched opening next to a second-story freight door. The first-story entries have modern doors and sidelights. The second-story windows have metal sash. A raised concrete sidewalk with a metal railing extends in front of this building and 308. To the rear is a modern garage door in an old opening and wood loading dock and steps. The 1926 Sanborn map shows a one-story cotton, feed, and fertilizer warehouse at this location. The map also noted that the building was equipped for cotton seed culling and had an electric motor. The present building may incorporate fabric from this earlier warehouse but for the most part it appears to be later. The National Guard formerly drilled on the second floor. Presently being rehabilitated as the Cotton Company antiques mall and artist studios.

C 29. 308 S. White St. Ca. 1900; ca. 1920. Building.

Two-story building with a four-course American-bond brick first story and a six-course American-bond brick upper portion and plain parapet. On the front are segmental-arched door and window openings, the latter with two-over-two sash on the second story. Other features include a modern door and transom in an old front entry opening, and perforated iron vents at the foundation and parapet levels. The 1915 Sanborn map shows a three-story furniture and hardware store at this

National Register of Historic Places Continuation Sheet

Section number 7 Page 11

Downtown Wake Forest Historic District Wake Co., N.C.

Description (continued)

location. On the 1926 map the building appears as only two stories in height. Changes in brick bond and color may indicate that the upper stories were removed and a new second story constructed between 1915 and 1926. The W. W. Holding Co. cotton brokerage maintained its office in this building before the construction of 300 S. White (inv. no. 26).

Integrity Statement

The Downtown Wake Forest Historic District possesses sufficient integrity for inclusion in the National Register of Historic Places. The basic character and extent of the district remains essentially that which had developed by the end of the period of significance (1951): contiguous blocks of mostly one- and two-story masonry commercial-type buildings extending (approximately) from East Roosevelt Avenue on the north end to Owen Avenue on the south end. The high ratio of contributing resources to non-contributing resources (90%) also attests to the overall integrity of the district.

Individually--as the contributing/noncontributing ratio indicates--the constituent resources of the district retain good to high degrees of integrity, both generally as defined by the National Register and in terms of their type (see section 8 summary). The district's commercial buildings retain character-defining features such as relatively unaltered upper stories, parapets and cornices, and, in most instances, storefronts with display windows, recessed entries and so forth. The storefronts are typically either historic or post-1951 reworkings in the character of the original; unsympathetic modernizations are rare. Where substantial modern intrusions have occurred, such as the 1971 bank building at 231 S. White St. and the parking lot on the west side of the 100 block of S. White St. that replaces a historic passenger depot, those parcels have been excluded from the district without compromising its coherence.

The district's setting also possesses good integrity. The district is flanked by historic residential areas on its east and west sides; the neighborhood on the west side has been placed on the NCHPO Study List for consideration for National Register designation. The only substantial erosion to integrity of setting has occurred beyond the two ends of the district, but as those areas impinge on only a small percentage of the district boundaries, the negative effect is minimal.

National Register of Historic Places Continuation Sheet

Section number 8 Page 12

Downtown Wake Forest Historic District Wake Co., N.C.

NARRATIVE STATEMENT OF SIGNIFICANCE

Summary

The Downtown Wake Forest Historic District encompasses the historic commercial core of the town of Wake Forest in northern Wake County, North Carolina. The approximately six-acre district extends for several blocks along White Street and along the line of the Raleigh & Gaston Railroad (now CSX). Development began after the establishment of a depot in 1874 to serve the pre-existing village of Wake Forest and Wake Forest College on the other side of the tracks. Merchants, bankers, cotton brokers, and others built brick commercial buildings and warehouses distinguished by decorative brickwork and storefronts with large display windows, transoms, and recessed entries. Many buildings were erected in the mid-1910s after a devastating fire. The Colonial Revival style was employed for key buildings such as the W. W. Holding Company Office (ca. 1940), the Wake Forest Post Office (1940), and Central Carolina Bank (1949), and Art Decoinfluenced treatments began to appear about 1940. The historic district continues to serve as a choice location for restaurants, retail outlets, and offices in Wake Forest.

The district meets Criterion A and is eligible in the commerce area of significance as the historic commercial heart of the town of Wake Forest and surrounding area. The period of significance extends from ca. 1890, the period of the earliest known surviving construction in the district, until 1951, embracing over a half century of commercial history. The district's significance relates to the Multiple Property Documentation "Historic and Architectural Resources of Wake County, North Carolina (ca. 1770-1941)" contexts 3 and 4 and property type "Commercial and Transportation-Related Buildings and Structures." The district satisfies the registration requirements set forth for commercial resources in the MPD in that a significant majority of its constituent buildings retain their original shape and upper facade elements. The district is part of a larger area placed on the NCHPO Study List as the Wake Forest College Campus Historic District in the early 1990s. The district is eligible at the local level of significance.¹

¹ A number of individuals and organizations assisted in the preparation of this report. Foremost among these were the nomination's sponsors, Bob Johnson and Downtown Revitalization Commission member Kathryn Drake. The historical discussion in the inventory entries is based in part on the recollections of older Wake Forest residents including Marlon Cole, Gene McCamy, R. W. Wilkinson III, Willis Winston, and Thelma Wright, who were interviewed on November 16, 2000. Others who provided assistance included Wake Forest historian Melanie Murphy and Agnes W. Wanman, Planner, Wake Forest Planning and Inspections Department.

National Register of Historic Places Continuation Sheet

Section number 8 Page 13

Downtown Wake Forest Historic District Wake Co., N.C.

Statement of Significance (continued)

Historical Background and Commerce Context

The town of Wake Forest developed around the campus of Wake Forest College, which was established in 1834 as the first institution of higher learning in Wake County. The Baptist-affiliated liberal arts college grew quickly, and in 1839 some of the college lands were subdivided into streets and lots in order to create a town. The laying out of the original section of Wake Forest coincided with the construction of the Raleigh & Gaston Railroad line just to the east of the college (and on the western edge of the district) along the course of what is now the CSX rail line. The town's promoters likely assumed that the railroad would locate its depot at Wake Forest, but a site in Forestville a couple of miles to the south was chosen and attempts to move the depot to Wake Forest were unsuccessful until 1874. In the interim, commercial development had begun in the town with the construction of a hotel and store opposite the southeast corner of the campus by 1866.²

The establishment of the Wake Forest depot in 1874 stimulated the growth of the town and marked the beginning of commercial development within the district boundaries. Lots were laid out on the east side of the railroad tracts near the depot, partly on college land, and Wake Forest was incorporated by the state legislature in 1880. According to historian Edgar Folk, "It was natural for the Wake Forest business [area] to develop across the tracks, out of the residential area, yet contiguous to it." Folk lists a hotel and drug store among the first businesses to spring up near the depot. "Soon," historian Todd Johnson adds, the town "could boast drug stores, hotels, general stores, cotton gins, cotton buyers, doctors, and the other accounterments of a flourishing trade center." The new lots were located on White Street, named after the second president of Wake Forest College, and cross streets were named after another president (Wait), a professor (Owen), and the owner of the plantation on which the college and town developed (Jones). Among the

² Paschal, *History of Wake Forest College* (vol. 1), 188-89; Folk, "Story of Wake Forest," 13-17, 21; Murphy, "Historic and Architectural Resources of Wake Forest"; Johnson, "Wake Forest"; and Lally, *Historic Architecture of Wake County*, 35, 260-61. The establishment of Wake Forest College was preceded in 1823 by the opening of the Wake Forest Academy for Boys in the home of Dr. Calvin Jones on the site of what would later become the college (the present Southeastern Baptist Theological Seminary). 1823 was also the date of the creation of the Wake Forest post office.

National Register of Historic Places Continuation Sheet

Section number 8 Page 14

Downtown Wake Forest Historic District Wake Co., N.C.

Statement of Significance (continued)

merchants who established businesses in the district prior to 1900 were Dr. John B. Powers and R. W. Wilkinson Sr. and members of the Dickson, Purefoy and Holding families. The development of the commercial district was fueled by population growth in the town: from 456 in 1880 to 823 in 1900 and 1,443 in 1910. The college community represented the district's principal clientele, at least at first, but the district also served the commercial needs of the surrounding countryside and, after 1900, of the several hundred workers and dependents of the Glen Royall Mill Village, located on the northern edge of town.³

Historic photographs suggest the majority of district's early commercial buildings were of frame construction, as was typical in small towns throughout North Carolina during the period. Several of these were two stories in height and were oriented with their narrow gable ends to the street (this architectural strategy conserved street frontage and is also a hallmark of most of the buildings that presently stand in the district). Some featured decorative louvered vents in the form of diamonds and trefoils, and were fronted with boardwalks and permanent awnings supported on wooden posts. Several merchants chose to build out of brick rather than wood before 1900, and two three-story brick commercial buildings form the period were (and are) the largest in the district: the Powers-Barbee Building (inv. no. 7) and the Wilkinson Building (inv. no. 8), both located on the north side of the depot.⁴

Frame buildings were more susceptible to fire than brick ones, and at least two fires are known to have depleted the district's first generation of commercial buildings, the most recent large-scale conflagration occurring about 1915. A number of brick commercial buildings were built immediately after the ca. 1915 fire, among them the Arrington Building (inv. no. 13), Mangum's Grocery (inv. no. 15) and Jones Hardware (inv. no. 16). Commercial buildings of this era were essentially astylistic in appearance, although they occasionally employed stock architectural elements such as pressed metal cornices that were classically derived. The period of the 1920s and 1930s saw an expansion of the types of activities and buildings in the district. By 1926 at least one movie theater had opened, and by the late 1930s the Colonial Revival-style Forest Theater had been

³ Paschal, *History of Wake Forest College* (vol. 1), 192, 197; Folk, "Story of Wake Forest," 26-27; Murphy, "Historic and Architectural Resources of Wake Forest"; Johnson, "Wake Forest"; and Belvin and Riggs, *Heritage of Wake County*, 267. According to Paschal the depot was established at Wake Forest in 1872, not 1874.

⁴ Wake Forest Birthplace photographs.

National Register of Historic Places Continuation Sheet

Section number 8 Page 15

Downtown Wake Forest Historic District Wake Co., N.C.

Statement of Significance (continued)

erected on the northeast corner of South White and Owen streets. The Forest is gone (replaced by a 1971 bank that is not a part of the district) but another, simpler movie theater from the era between the world wars survives, albeit in altered form: the Collegiate (inv. no. 19). For a brief period before the construction of specialized filling stations beginning in the 1920s, gasoline was sold from pumps located in front of White Street stores. One of these survives--a Bowser Enclosed Long Distance Pump that stands in front of the Wilkinson Building (inv. no. 8a).⁵

A complex of contiguous buildings associated with the cotton brokerage firm of W. W. Holding Co. developed at the south end of the district during the first half of the twentieth century. The original buildings in the complex are a small cotton warehouse (inv. no. 1) and a two-story brick building that served as a furniture and hardware emporium in 1915 (inv. no. 29). Between the two buildings a two-story cotton warehouse was erected during the period ca. 1920-ca. 1940 (inv. no. 28), and the complex was completed with the addition of a small two-story office building with an unusual Colonial Revival facade about 1940 (inv. no. 26). The business began with William Willis Holding about 1890--the furniture and hardware store may date as early as this period. Holding's main interest, according to historian Edgar Folk, "was cotton . . . buying it from farmers and selling it to the Royall Cotton Mill [in the Glen Royall Mill Village], the Sterling Cotton Mill in Franklinton, and others." After World War II the firm grew into one of the largest cotton brokerages in the South. The Holding family was instrumental in founding Wake Technical College, which began as the W. W. Holding Technical Institute in 1958.

Building such as the 1930s Forest Theater and the ca. 1940 W. W. Holding Co. Office relate to a shift towards greater architectural sophistication in the district. The Colonial Revival style enjoyed the greatest popularity, perhaps reinforced by the predominately Colonial Revival character of construction at Wake Forest College. The 1949 branch of the Central Carolina Bank (inv. no. 10) illustrates hallmarks of the style such as Flemish-bond brickwork, a pedimented entry, and a dentil cornice. Designed by Durham architect George Watts Hill, the building's gabled one-story domestic form and scale recall some of the pioneering suburban shopping plazas of the era, and point to the high-profile restorations in Williamsburg as a source of inspiration. Another important Colonial Revival building is the 1940 Wake Forest Post Office (inv. no. 27), designed in accordance with

⁵ Murphy, "Historic and Architectural Resources of Wake Forest"; Sanborn maps; Wake Forest Birthplace photographs; and R. W. Wilkinson III personal communication.

⁶ Folk, "Story of Wake Forest," 29-30; Sanborn maps; and Murray, Wake, Capital County, 668.

National Register of Historic Places Continuation Sheet

Section number 8 Page 16

Downtown Wake Forest Historic District Wake Co., N.C.

Statement of Significance (continued)

standardized Treasury Department plans and specifications.

In contrast to the backwards-looking Colonial Revival style are several buildings and remodeling projects from the 1940s that are more modern in spirit. The ca. 1940 Ben's of Wake Forest Building (inv. no. 14) has banded parapet brickwork that is Art Deco in character, and the stark horizontality of the Lovelace Building (inv. no. 5) suggests Moderne influence. The monolithic concrete facade of the B&S Department Store (inv. no. 11) dates to a 1949 remodeling and originally included an amoeboid sign bearing the store's initials. (Admirer's of the downtown's late nineteenth- and early twentieth-century character may be thankful that more merchants did not follow the B&S lead.) Another development of the period was the introduction of cinder-block construction for the district's more utilitarian buildings, as seen in the late 1940s J. W. Fort Barbecue Restaurant (inv. no. 3).

In 1946 the R. J. Reynolds corporation offered Wake Forest College \$40 million to relocate to Winston-Salem, and in 1956 the college made the move. The town prepared for the move by recruiting manufacturers, and the Southeastern Baptist Theological Seminary occupied the Wake Forest College campus (the two schools shared facilities from 1951 to 1956), events that lessened the economic impact on the town. Nevertheless, development in the district essentially ceased by the early 1950s. Only one building has been built along White Street between East Roosevelt and Owen avenues since: the 1971 Fidelity Bank at 231 S. White (not included in the district). The district has continued to serve as Wake Forest's commercial hub over the past half-century. Suburban shopping centers have provided increasing competition, but the downtown has compensated by attracting specialty shops, restaurants and professional offices. A growing appreciation of historic ambiance among Wake Forest's citizenry has benefitted the downtown and inspired a number of recent rehabilitations, among them the conversion of the W. W. Holding Co. Cotton Warehouse (inv. no. 28; in progress) into artist studios and an antiques emporium.⁷

Architect/Builder (continued)

Hill, George Watts Osborne, Ed., Sr. Simon, Louis A.

⁷ Murphy, "Historic and Architectural Resources of Wake Forest"; Johnson, "Wake Forest"; and Irving, "Dining, art, specialty shops."

National Register of Historic Places Continuation Sheet

Section number 9 Page 17

Downtown Wake Forest Historic District Wake Co., N.C.

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National Register of Historic Places Continuation Sheet

Section number 9 Page 18

Downtown Wake Forest Historic District Wake Co., N.C.

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National Register of Historic Places Continuation Sheet

Section number 10 Page 19

Downtown Wake Forest Historic District Wake Co., N.C.

Verbal Boundary Description

The boundaries of the historic district are depicted on the 5/8": 100'-scale map that accompanies the nomination, which is drawn from Town of Wake Forest tax parcel maps. The district boundaries are based almost entirely on property lines.

Boundary Justification

The boundaries of the historic district are delineated so as to include the concentration of resources that represents Wake Forest's historic commercial downtown. For the most part, these resources are located along South White Street, which constitutes the spine of the district and gives it its linear form. Excluded from the boundaries are: a) on the east side, a small residential area comprised of historic (pre-1952) houses generally lacking in architectural integrity; b) on the north and south ends, diffuse groupings of modern (post-1951) and altered historic resources, parking lots, and vacant lots that as a whole lack sufficient integrity or association to qualify for inclusion, and; c) on the west side, the CSX rail line and beyond it historic residential areas and the Wake Forest College campus (now Southeastern Baptist Theological Seminary) that possess high architectural integrity but are not closely associated with the district's area of significance.

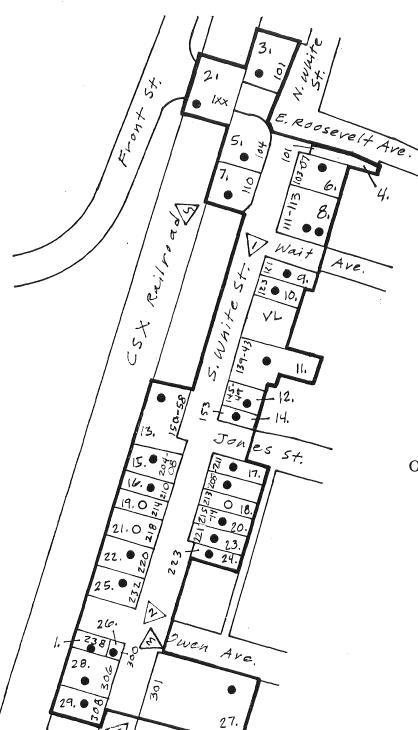
National Register of Historic Places Continuation Sheet

Section number Photo Page 20

Downtown Wake Forest Historic District Wake Co., N.C.

PHOTOGRAPHS

- 1. Subject: Downtown Wake Forest Historic District (same for all photos)
 - 2. Location: Wake Co., N.C. (same for all photos)
 - 3. Photographer: J. Daniel Pezzoni (same for all photos)
 - 4. Photo date: August 2000 (same for all photos)
 - 5. Location of negative: Division of Archives and History, Raleigh (same for all photos)
 - 6. Description of view: 100 and 200 blocks of S. White Street (west side). View looking southwest.
 - 7. Photograph number appears at beginning of entry (same for all photos)
- 2. 6. 200 block of S. White Street. View looking northwest.
- 3. 6. 300 block of S. White St. (east side). View looking southwest.
- 4. 6. Wake Forest Post Office (1940 building; 301 S. White Street). View looking northeast.
- 5. 6. Powers-Barbee Building (110 S. White Street). View looking northeast.



Downtown Wake Forest Historic District Wake Co., N.C.

Addresses and inventory numbers indicated.
Black circles indicate contributing resources.
Open circles indicate noncontributing resources.
Number and direction of view indicated by triangular markers.

