
PHASE 1 RECONNAISSANCE SURVEY REPORT

Prepared for the
North Carolina Historic Preservation Office

By

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Introduction

The Non-Residential Raleigh 1945-1975 Survey Project is a sequel to the 2006 architectural survey of post-World War II properties constructed 1945-1965, but adds a decade. The 2006 survey, sponsored by the city of Raleigh, was the first comprehensive survey of the mid-century modern resources of a North Carolina city. Principal consultant Ruth Little noted in her final report that between 1945 and 1965 Raleigh’s population doubled from 54,000 to 103,000, city boundaries expanded greatly, largely to the north, and many thousands of buildings were constructed, of which approximately 18,300 were standing in 2005. Because the vast majority of these buildings were residential, Little’s survey focused on those resources, although she recorded 73 commercial, industrial, religious, and civic and institutional buildings. The current project is a comprehensive study of non-residential buildings constructed in Raleigh between 1945 and ca. 1975. The property types include commercial buildings (offices, stores, restaurants, and motels), industrial buildings (manufacturing, warehousing and distribution), and institutional buildings (schools, houses of worship, and civic buildings).

This report documents Phase 1, the reconnaissance phase. The consultant and her assistant, Jenny Harper of Quatrefoil Consulting Company, Raleigh, have conducted a windshield/walking survey of the Raleigh city limits to assess the 2,428 buildings of these types. The report contains a historical overview of the city’s growth, a description of building types and their contexts, a methodology, a spreadsheet of the 320 buildings that will be fully recorded during Phase 2, and a Time-Product-Payment schedule for Phase 2. Preliminary background research for Phase 1 utilized published histories of Raleigh, newspaper articles, and the journal of the North Carolina American Institute of Architects, published 1954-1963 as the Southern Architect and 1964 to 1975 as North Carolina Architect. Appendices contain the list of 320 buildings to be updated or newly surveyed, the annotated spreadsheet of total resources, and the working reconnaissance survey maps.

Methodology

Three data sets were absolutely critical for the reconnaissance phase of this survey, conducted from September to November 2017. The first is the spreadsheet of 2,428 buildings extracted from tax records by Grady Wright of the Wake County Department of Revenue on Sept. 5, 2017. The second is a set of 40 maps shaded to show each of the buildings on the spreadsheet prepared by Andrew Edmunds, N. C. State Historic Preservation Office, on Sept. 19, 2017. Both documents appear as appendices to this report. The third set of data is a spreadsheet of all buildings in Raleigh owned by N. C. State Government, provided by John Cox of the State Property Office.

Assisted by the spreadsheets and maps, principal investigator Ruth Little and assistant Jenny Harper drove and walked the areas of greatest density--central Raleigh inside the Beltline and major commercial corridors of Capital Boulevard, S. Wilmington Street, Garner Road, Wake Forest Road, New Bern Avenue, Hillsborough Street, etc. The areas
in the outlying maps were largely surveyed digitally via the Wake County Real Estate website through analysis of the photos (often as early as 1996 as well as current), deed history, notes, and building cards for each property. This data allowed us to determine the date of construction, original or early ownership and usage, and appearance.

The reconnaissance survey proved difficult for many reasons. Because of the nature of the maps, which generally did not include a street number due to the large scale, it was often difficult to determine which street a parcel faced. Sometimes the building had no visible street number to be viewed. Traffic was a large problem. Wherever the density of period buildings was too great to be viewed by auto, the investigators conducted a walking tour.

At the end of the reconnaissance survey, Michael Southern, of the North Carolina HPO, created two shell databases for the Phase 2 survey. The first contains 119 already surveyed buildings. The second contains the 200 buildings the consultants identified as merit ing inclusion in the Phase 2 survey. These are included in the Appendices.

Figure 1. Map of Non-Residential Resources in City of Raleigh

Quality and Quantity of Architectural Resources

A number of the most significant non-residential resources of the 1945-1965 era were surveyed in the 2006 survey and earlier, such as the Dorton Arena (1950), Occidental Life Insurance Building (1956) and St. Giles Church (1972). A number of landmark buildings from the 1965-1975 decade will be documented for the first time in this survey. These include Carter-Finley Stadium, 4600 Trinity Road (early 1960s); the round Holiday Inn, 320 Hillsborough Street (1969); Parks and Recreation Office, Jaycee Park, 2405 Wade Avenue (1970); Crabtree Valley Mall, Glenwood Avenue (1971); and Nationwide Insurance Company, 4401 Creedmoor Road (1975).

A spreadsheet prepared by the Wake County Department of Revenue lists 2,428 nonresidential buildings built from 1945 to 1975 in the city limits of Raleigh and its extra-territorial jurisdiction. A small percent (5% more or less) are residential complexes or houses converted to businesses: these were omitted from the reconnaissance survey. The approximately 100 tax codes for commercial types and uses are fundamental to the analysis of property types for this survey. The most common property types—warehouse, prefab warehouse, bulk-distribution warehouse, church, school, fire station, single-tenant and multi-tenant stores, typical office, service garage, service station, and post office—make up approximately one-third of the total buildings evaluated in Phase 1. Rarer property types are hotel/motel, restaurant, hospital, library, manufacturing, truck terminal, and park. Singular properties include the Paige Land Fire Tower (2600 Howard Road), Millrun Office Rentals (5205 Oak Park Road), and cemeteries. Raleigh Memorial Gardens, 7501 Glenwood Avenue, represents a notable example of the “memorial park” type of private cemetery that became popular during the mid-twentieth century. The properties were generally distributed randomly within the city limits, with only two
notable clusters: Five Points Commercial Historic District on Fairview Road, and the Auto Repair District stretching from 1015 to 1120 S. Saunders Street.

Central Raleigh: One-third of the 320 new and previously surveyed properties to be documented in Phase 2 are located in central Raleigh (Map G3, containing the central business district, state government complex, North Carolina State University, and commercial and government resources.) Notable properties in the Central Business District include approximately two dozen significant mid-century offices, stores, and banks and government buildings along Fayetteville Street; the 1970 Brutalist style Wake County Courthouse; the State Legislative Building and Archives and History State Library on East Jones Street; the Raleigh News and Observer office building; Raleigh Police Station; and the N. C. School Book Depository of 1945. The five-block 1948 commercial shopping center, Cameron Village, bounded by Clark Avenue, Oberlin Road, and Smallwood Drive, has received façade remodelings over the years, masking its original simple Modernist design. Several free-standing modernist office buildings of architectural significance surround Cameron Village. The 1948 Hillsborough Street contains the iconic 1969 round Holiday Inn, 320 Hillsborough Street; finely detailed 1940s brick stores in the 400 and 500 blocks; the quirky Char-Grill at 618; modernist office buildings in the 700 block, and the 1950 Dorton Arena, Raleigh’s most iconic mid-century building, at The State Fairgrounds, 4900 Hillsborough Street.

Outer Northwest and Northeast Raleigh: The northernmost 17 out of 40 total maps cover North Raleigh north of the 440 Beltline, built ca. 1964. This area suburbanized slowly after construction of the Beltline and contains sparse resources from the mid-century era. The significant properties are churches, schools, fire stations, shopping centers, offices, and two major public parks: Umstead Park and Camp Durant. The area includes such unique properties as the Angus Barn Restaurant on Glenwood Avenue, the Elks Lodge on W. Millbrook Road, Green Masonic Lodge on Spring Forest Road, and the 1975 Nationwide Insurance Company at 4401 Creedmoor Road.

Inner Northwest and Northeast Raleigh: Maps E2 and E3, F2 and F3 contain the state institutional quadrant of Raleigh, with N. C. State University, Meredith College, the North Carolina Museum of Art, and the North Carolina State Fairgrounds. The Fairview Road retail block at Five Points is one of the most intact neighborhood shopping areas in Raleigh, with the former Piggly Wiggly Grocery Store surrounded by one-story brick attached stores. Crabtree Valley Mall, Raleigh’s largest shopping mall of the era, and sophisticated modernist offices such as the nearby Cotton, Inc. building, stand in this area. Map F3 contains the Norfolk Southern railroad industrial corridor on east side of Capital Boulevard and Seaboard Coast Line Railroad industrial corridor on the west side (formerly Downtown Boulevard and North Boulevard). Wake Forest Road to the west, also convenient to the railroad, has industrial properties.

Southwest Raleigh: Beryl Road parallels the old North Carolina Railroad line (Southern Railway) on the south side of Hillsborough Street. The road contains significant railroad-associated buildings, including Capital City Lumber Company, Gregory Poole Equipment Company, the N.C. Department of Transportation Depot, and the Farm
Bureau Warehouse. The area contains a group of contiguous institutions: North Carolina State University, Pullen Park, N.C. School for the Blind, and Dix Hospital. Six modernist offices/apartment buildings survive along St. Mary’s Street. The 1000-1200 blocks of South Saunders Street adjacent to Dix Hospital contain an auto service district of seven 1940s-early 1950s auto repair, tire sales, muffler, and paint and body shops. While these types are one of the most numerous building types in the period, this group is the earliest identified cluster.

**Southeast Raleigh** from New Bern Avenue to S. Wilmington Street: G3, G4, H3, H4; includes Shaw University’s several significant mid-century buildings; the Terry Sanford Federal Building; and the Milton Small-designed Harrison Library at 1313 New Bern Avenue. In the 1400 block of New Bern Avenue, the African American Battery Park neighborhood, small urban brick stores from the 1950s survive. Various commercial landmarks dot the African American southeast Raleigh area including Dr. Debnam’s Clinic at 1501 Poole Road and John Winter’s Realty Office, 507 E. Martin Street. Garner and Rock Quarry Roads contain a number of industrial resources.

**Criteria for Evaluation**

The guidelines utilized during Phase 1 to identify Phase 2 properties to be recorded are as follows:

- All Modernist-style buildings
- High-quality traditional-style buildings
- Public buildings (schools, fire stations, park buildings of architectural significance)
- Churches of architectural significance
- Large and prominent buildings, such as large office buildings
- Representative examples of every building type
- Shopping centers that retain integrity

Mid-century nonresidential resources will have significance primarily under Criterion C for architecture, landscape architecture, or land-use planning. Some will have significance under Criterion A for community development, social history, commerce, industry, education, government, recreation, transportation, or additional areas. Buildings expressive of the Modernist style will carry the highest level of architectural significance, as traditional architecture, primarily Colonial Revival or Classical Revival in style, represents the continuation of pre-World War II taste. The windshield survey revealed that most of the commercial and industrial building types—small stores, offices, and warehouses—are strictly utilitarian brick and/or concrete block flat-roofed one- or two-story boxes with no pretense of style.

Unlike the largely traditional-style residential properties of the era, a significant number of civic buildings, higher education buildings, offices, churches, post offices, and gas stations are proudly Modernist in style. Public leaders and private businessmen selected modernist design to symbolize their progressive attitude and Raleigh’s leading role as the
capital city of North Carolina. Many of the Modernist-style public and commercial buildings were designed by the avant-garde architects of the School of Design of North Carolina State College and other local architects in their orbit. It is hoped that the extent to which Modernist architects from outside Raleigh worked in the city will be discovered during the project. It is likely that many of the large suburban office buildings are the work of architects from outside North Carolina.


Growth and Transportation Context

In the 1930s and early 1940s, Raleigh was a sleepy government and education center. In 1934, one of the worst years of the Depression, 81 building permits were issued, while in 1943 in the midst of World War II, construction tapered off even more dramatically to only 30 building permits at a total value of $134,218. The News and Observer assessed Raleigh in 1942 as “strictly a center of education, government, and culture.”¹ Until the end of the war in 1945, Raleigh’s economy consisted primarily of its role as the seat of state government and a center of higher education with its six colleges (N. C. State, Meredith College, St. Mary’s College, Peace College, Shaw University, and St. Augustine’s College). The city’s industry consisted of a few small textile mills and other small operations. Building permits rose to 544 in 1946 and to 1,627 in 1965.²

“An old city, with a historic past, that has modern ‘get-up-and-go,’” remarked an NBC television commentator in February 1956 about the trajectory of Raleigh’s post-war growth.³ In fact, Raleigh’s phenomenal commercial, industrial, and institutional boom is the overriding theme of the post-war era. In 1940 Raleigh was the fifth largest city in North Carolina, by 1960 the fourth largest, and by 1980 the third largest at 150,255 citizens. (Greensboro was barely larger at 155,642, while Charlotte was the “Queen City” at 314,447.)⁴ The discussion that follows is drawn from a number of sources.⁵

¹ James Vickers, Raleigh City of Oaks, 123.
² 1965 Raleigh Chamber of Commerce brochure, Elizabeth Reid Murray Collection, Olivia Raney Local History Library, Raleigh.
With the migration of industry to the South and the development of technological research facilities by state government and universities, the Raleigh area experienced a post-war explosion of residential, commercial and industrial growth. 6 “The continued presence of state government and educational institutions, the steady growth of business and commerce, and the increased importance of the Research Triangle Park” characterized the period. 7 Raleigh’s population rose from 53,661 in 1945 to 123,793 in 1975, an increase of 129%. (The entire county contained 229,006 people in 1975). 8 The city limit area more than quintupled from about 10 square miles to nearly 52 square miles. 9 That challenged the city to provide schools, roads, water supplies and sewer systems to serve the new development. 10

Raleigh’s growth was heavily concentrated to the north and east during the survey period. Growth on the west was limited by the large parcels of rural acreage in the ownership of N. C. State University and the State of North Carolina. To the south, growth was apparently blocked by a trio of large institutions along South Street—Shaw Institute for African Americans (now Shaw University); Dorothea Dix Hospital for the Insane (later Dix Hospital); and the State Penitentiary.

Raleigh was a strategic distribution center with an extensive network of railroads and highways connecting Raleigh to the outside world. Seaboard Air Line provided north-south service; Southern Railroad, east-west service, and Norfolk Southern, the only one headquarter ed at Raleigh, provided freight service between Charlotte and Norfolk. The most important of the city’s nine highways were U.S. 1 and U.S. 401 to the north and south, and U.S. 64 and U.S. 70 to the east and west. Raleigh-Durham Airport opened in 1943 midway between Raleigh and Durham, with Eastern Air, Capital Air, and Piedmont Airlines in the early years. By 1958 it was the second largest airport in the state after Charlotte. 11

Suburban expansion of Raleigh necessitated a modern ring road to bypass the old snarl of gridded and non-gridded streets in the city center. The 1954 “Land Development Plan of Raleigh” published by the Raleigh Department of Planning showed a new “belt route” encircling the city in order to make it accessible by automobile. This “Beltline” was constructed from 1960 to 1965 around the north side of Raleigh. 12

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10 Linda Harris Edmisten, J. W. Willie York: His First Seventy-five Years in Raleigh, 89, 112.
By 1966, Seaboard and Southern railroads still served the city, but Norfolk Southern had gone out of business. The same highways still carried traffic, and Interstate 40 would not be completed until the mid-1970s. Growth of Raleigh’s outskirts led the Hill Directory Company to cover Raleigh with two separate directories in 1966, the Raleigh City Directory and the Raleigh Suburban Directory.  

The creation of Research Triangle Park a few miles northwest of Raleigh proved to be the boldest undertaking of the post-war period. Developed under Governor Luther Hodges, the Research Triangle Foundation was chartered in 1958 to guide the park’s growth. In 1959, state and local governments, nearby universities, and local business interests of Raleigh, Durham, and Chapel Hill created the Research Triangle Park (RTP). Sited on 7,000 acres of pine woods in the center of a triangular area bounded by Raleigh (home of North Carolina State University), Durham (home of Duke University), and Chapel Hill (home of the University of North Carolina), RTP has developed into one of the largest high-tech research parks in the United States. As the largest city within the RTP region, Raleigh received a significant boost to its economy from the research and technology firms who located to the park in the 1960s and 1970s. By 1960 the Raleigh Chamber of Commerce’s brochure touted “Raleigh, in the Research Triangle, is A Center of Government---Education---Shopping---Recreation.” In 1965, IBM moved into the park, causing a radical expansion of Raleigh’s western suburbs to house the new IBM families. Over half of all RTP employees during the third quarter of the twentieth century chose to live in Raleigh.

Raleigh’s 1968 city limits, shown in the 1968 North Carolina National Bank map of Raleigh, fit rather neatly inside the half-circular curve of the U.S. 1 and I-64 Beltline. Raleigh erupted beyond the Beltline only along Six Forks Road between Wake Forest Road and Glenwood Avenue and in four smaller bulges elsewhere. Raleigh’s much smaller southern city limits in 1968 extended west to Buck Jones Road, south to Avent Ferry Road, and along Highway 70 (S. Wilmington Street) to a ring of subdivisions along the south side of the proposed southern Beltline, which was not completed until the early 1980s. To the east the limit extended to Wake Medical Center out New Bern Avenue and along Poole Road to Sunnybrook Road.

**Retail Stores, Offices, Hotels, and Restaurants Context**

Raleigh’s central business district, focused on its primary artery of Fayetteville Street, evolved during the 1920s and 1930s into a power center of retail stores, banks, office and government buildings. The post-war period radically changed retail shopping in Raleigh, with the exodus of population and shopping from the central business district during the

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16 1960 Raleigh Chamber of Commerce brochure, Elizabeth Reid Murray Collection, Box 135, Olivia Raney Local History Library, Raleigh, N.C.
1950s and 1960s. The retail stores that had made downtown a bustling shopping destination until its peak in the 1960s closed down or relocated to suburban shopping centers and malls. Although Kimbrell’s Furniture Store erected a flashy late Art Deco style store at 210 Fayetteville Street in 1954, Williams Office Furniture chose to build its new sleek Modernist-style showroom outside downtown at 706 Hillsborough Street in 1961. One Hour Martinizing built its ultra-modern dry cleaners in the suburban Five Points shopping area at 1700 Glenwood Avenue in 1965. In the 1960s, downtown merchants initiated a project on Downtown Boulevard to attract shoppers back downtown, but it was not successful. In 1977, in a later effort to revitalize downtown, Fayetteville Street became a pedestrian mall, but this produced the opposite effect and in 2006 the street was returned to vehicular traffic, so far a successful change.\footnote{Edmisten, J. W. Willie York, 112; https://en.wikipedia.org/wiki/Fayetteville_Street_(Raleigh), accessed November 20, 2017.}

Paralleling thriving residential development in the suburban ring during the 1950s and 1960s was an intense focus on commercial building. In 1964, 800 retail stores served the city.\footnote{Hill’s Raleigh City Directory, 1965, x-xii.} Commercial architecture was characterized by a confident and enthusiastic desire to get on with the business of progress. Architecture became an increasingly important form of public relations. In Raleigh’s central business district and its general vicinity, newly constructed buildings were easily recognizable because they stood apart from the visual order of their surroundings. Two of the finest modern urban structures in the popular International Style in downtown Raleigh have been demolished--the 1950 Wake County Social Services Building, 201 West Davie Street (demolished 1998), and the 1960 First Federal Building, 300 South Salisbury Street (demolished 2015). Two International Style landmarks survive: Wachovia Bank, 227 Fayetteville Street, 1965, and BB&T Bank, 333 Fayetteville Street, 1965.

In post-war Raleigh, the largest commercial embodiment of changing civic and social life was the development of the region's first planned shopping center. In 1947, the last remaining 158 acres of the former Duncan Cameron estate were made available to C. V. York. The Cameron Village Shopping Center was created on this suburban acreage to serve the existing community. Architect Leif Valand designed the initial clusters of five retail blocks of brick, flat roofed stores surrounded by parking lots on the north and south sides of Cameron Street, bordered by Daniels Street and Woodburn Road. His work was patterned after the Country Club Plaza in Kansas City, Missouri, developed by J. C. Nichols in 1928. Built in the late 1940s, by 1955 Cameron Village contained 46 stores and 58 business and professional offices. At the end of the 1950s Raleigh was in a “showdown between Cameron Village and downtown,” according to an outside urban affairs expert.\footnote{Edmisten, J. W. Willie York, 112; Grady Clay, “Urban Development,” Southern Architect 6 (March 1959).} Cameron Village has undergone periodic facelifts in order to remain architecturally up-to-date.

Three large suburban shopping centers: Cameron Village (1948), North Hills (1960), and Crabtree Valley (1970) drained downtown Raleigh’s vitality by the mid-1970s. The
Seventies were the era of shopping centers and malls in Raleigh. Downtown anchor stores built suburban branches and sometimes even closed their main stores. Raleigh’s suburban areas retain some three dozen regional and super-regional shopping centers from the 1960s and early 1970s. North Hills Shopping Center of the early 1960s, enclosed as a mall in 1967, was purported to be the first two-story, air-conditioned mall between D. C. and Atlanta, but it has been demolished. Crabtree Valley Mall of 1970 at 4325 Glenwood Avenue, one of the largest in North Carolina when built, still flourishes. It is still surrounded by its original full-height parking decks. Although many façade alterations have affected its integrity, it will be recorded in Phase 2 because of its super regional commercial significance. The dozens of other smaller strip shopping centers, such as Holly Park and Oak Park, have undergone periodic façade replacements and will not be recorded. A few smaller neighborhood centers, likely threatened, retain their original visual character. The 1971 K-Mart at 4500 Western Boulevard, a wide, low simple building with a front metal canopy, is intact, with architectural and commercial significance. In east Raleigh, the 1966 Washington Terrace Shopping Center on Hill Street, close to St. Augustine’s College in east Raleigh, was built by an African American developer. It retains its Modernist front metal canopy with decorative concrete block screens.

Downtown, as retail customers disappeared during the 1950s and 1960s, banking buildings and professional offices began to fill the void. Modernism became the means by which banking companies projected their regional or national vitality to the general public. In 1965 three new national banks, Wachovia Bank and Trust Company, Branch Banking and Trust (BB&T), and North Carolina National Bank (NCNB) opened high rise Modernist buildings along the east side of the 200 and 300 blocks of Fayetteville Street, blowing a startling modern hole into the venerable streetscape of Raleigh’s main street. The News and Observer announced the same year that Raleigh had become a city. The BB&T building at 333 Fayetteville Street, the tallest at 17 stories, is a smaller version of the Seagram Building in New York City, designed by International Style titan Mies van der Rohe in 1958. Raleigh’s sleek building with its narrow façade facing Fayetteville Street and broad depth extending one block deep on its corner lot, designed by the New York firm Emery Roth and Sons in association with Raleigh architects Holloway and Reeves and G. Milton Small Jr., became one of downtown Raleigh’s most recognizable modern landmarks. The Wachovia Bank headquarters, 227 Fayetteville Street, is a Modernist skyscraper of International style designed by prominent Charlotte architect A. G. Odell Jr. The NCNB building, 239 Fayetteville Street, a squat, bulky marble-clad building with few windows, designed by Raleigh architect F. Carter Williams, introduced downtown to the Brutalist style. Brutalism, a more sculptural style that often used concrete, represented a reaction to the flat repetitiveness of the glass curtain walls of the International Style.

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Branches of downtown banks serving as public relations outposts of high quality Modernism were constructed in Raleigh’s suburban shopping areas in the 1960s and 1970s. The BB&T Branch Bank at 1806 Hillsborough Street, built in 1962 from a design by F. Carter Williams, and the National Bank Branch of 1957 at 518 South Street are intact examples of Modernist design by local architects. The State Employees Credit Union introduced a branch bank of post-modern design with rustic fieldstone walls and a mansard roof at 2802 Hillsborough Street in 1974.

Substantial suburban office buildings of elegant modern design characterize the period. Whether small single-tenant offices or large headquarters for regional or national companies, these represent an important building type of the post-war era and tend to have survived in larger numbers or undergone less alteration than retail stores. Among the significant small Modernist-style offices or multi-tenant office buildings identified during Phase 1 are an office building at 616 St. Mary’s Street (1953); a medical office building at 600 Wade Avenue (1959); an office building at 505 Oberlin Road designed in 1962 by Leif Valand in a muted modern design; News and Observer building, 215 S. McDowell Street, designed in 1971 by the William H. Deitrick firm; Cumberland Building, 3729 National Drive ca. 1972; and Cotton Inc., 4901 Glenwood Avenue, 1972 (now Capital Bank), a significant International Style landmark. In southeast Raleigh, offices built by African American professionals expressed mid-century modern design. Dr. Debnam built a small Modernist clinic in 1965 at 1501 Poole Road and John Winters built a handsome two-story Modernist real estate office at 231 S. East Street in 1967. Architect William E. Poole designed the ca. 1970 Millrun Office Rentals, 5205 Oak Park Road, as townhouse-type attached frame offices with a rustic grist mill theme. The 1975 Raleigh Suburban City Directory lists Poole’s company, Showcase of Homes, as one of the tenants. Office buildings rented to multiple businesses included the Methodist Building at 1307 Glenwood Avenue and the elegant “Classical Modern” Cumberland and Northampton buildings which were built in an office park just off Glenwood Avenue at the Beltline.

In the 1950s and early 1960s, Raleigh business surged with the location of a group of offices of nationwide insurance firms in the northwest suburbs. These included home offices for Durham Life, Occidental Life, and State Capital Life and regional offices for Prudential, New York Life, and Nationwide. Among these architecturally significant Modernist buildings are the Farm Bureau Insurance Company building, 1000 Wade Avenue (1954) and the Occidental Life Insurance Company, 1001 Wade Avenue (1956). Farm Bureau Insurance changed its name to Nationwide and built a new regional headquarters at 4401 Creedmoor Road in 1975. The sleek, sprawling red brick building with ribbon windows epitomizes later mid-century design in contrast to the earlier International Style modernism. Alas, the Northwestern Mutual Insurance Company, 3515 Glenwood Avenue, built in 1962 and designed in the International Style by architect Milton Small Jr., was demolished in 2016.
Oil companies such as Phillips Petroleum, Esso, Pure, Gulf, Atlantic, Sinclair, and Shell built regional offices in Raleigh. The American Oil Company built a bold Modernist office building of Space Age design at 3700 Wake Forest Road in 1972. The large two-story cube is wrapped in smooth metal, with rounded corners and ribbon windows evocative of airplanes.

Offices of statewide organizations, built of up-to-date modern building designs to command statewide respect, have particular significance for post-war Raleigh. Examples are the North Carolina PTA Office, 3501 Glenwood Avenue; Grand Masonic Lodge, 2921 Glenwood Avenue; North Carolina Farm Bureau, 5301 Glenwood Avenue; Oil Jobbers Association, 7300 Glenwood Avenue; and the Medical Society of North Carolina, 222 N. Person Street.

Few hotels and motels have survived Raleigh’s recent redevelopment of older suburban commercial areas. The Velvet Cloak Inn, 1505 Hillsborough Street, a luxury motor hotel designed by Leif Valand in a style reminiscent of traditional New Orleans architecture, was completed in 1963 and demolished in 2017. The most iconic, the round Holiday Inn, 320 Hillsborough Street, of 1969, probably survives only because of its large scale and unusual design. The 19-story hotel, the first round Holiday Inn east of the Mississippi River, was the tallest structure in Raleigh for several years. Designed by Lundgren and Maurer of Austin, Texas, the hotel was dubbed an “instant landmark.” The Budget Inn, 2729 S. Wilmington Street, built in 1957, is the oldest intact motel identified. It survives because of its location along the Raleigh’s southern commercial gateway of the 1950s and 1960s where little new development has occurred since then as construction of the 440 Beltline and Interstate 95 routed traffic from the south away from this entrance to the city. Another mid-century survivor is the Days Inn, 3901 S. Wilmington Street, of 1973, in the same bypassed commercial strip, as is a “mom and pop motel” at 2716 S. Wilmington Street.

**Restaurants:** Like hotels and motels, most mid-century restaurants have disappeared. To attract public attention, post-war restaurants tended to be either Modernist in style or thematic. Fast food tended toward modern design; steak houses toward rustic imagery, like the large cow barn design of the Angus Barn, which dates from 1965 and survives at 9401 Glenwood Avenue. Other mid-century restaurants are the Reign Lounge, 808 Hodges Street; a 1967 modernist restaurant, now a Subway at 2424 Wake Forest Road; Char-Grill, 618 Hillsborough Street; Chips Drive-in No. 2, 1225 E. Edenton Street; and a steak house, at 3201 New Bern Avenue. A steak house at 5236 Hollyridge Drive, a section of Oak Park Shopping Center, retains its Colonial Revival theme design from 1963. An intact, stylishly modern Shoney’s Restaurant, built in 1969, stands at 2725 S. Wilmington Street.

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Industry, Wholesale Distribution, and Warehousing Context

In 1951 the York Industrial Center (now Stonybrook Center), Raleigh’s first post-war industrial park, was established on a 641-acre tract known as Fork Farm on both sides of U.S. 1 North, just outside the city limits. The tract was acquired from the heirs of James H. Pou. The developers were P. D. Snipes, Patrick McGinnis (chairman of the board of Norfolk Southern Railroad), Andy Monroe and Paul Vecker of Carolina Power and Light, and head developer Willie York. The first tenant was Westinghouse Corporation, which purchased 100 acres and built a meter plant in 1954 that would provide 2,500 jobs. Colonial Stores in Norfolk, Virginia, purchased a 40-acre tract in the industrial park and built a grocery warehouse and distribution center about 1955. Swift & Company meat packing plant, located in the warehouse district of downtown Raleigh, built a new facility near the Colonial Stores warehouse in 1955. The Raleigh Farmers Market was built in the park in 1955 at the corner of U.S. 1 and Hodges Street. About the same time, Kraft Foods Company built a new facility nearby, and A&P Grocery Stores built a warehouse distribution center. Research during the comprehensive survey phase in the Raleigh City Directories will reveal the location of these facilities and whether they have survived. Peden Steel relocated from the downtown warehouse district to build an International Style office and steel-framed fabrication buildings at 111 E. Whitaker Mill Road in the 1950s. Norfolk Southern Railroad also built an office building in the park. In 1956 the American Machine and Foundry Corporation of New York built a one-story steel-frame building designed by Leif Valand at 2010 Yonkers Road, across Capital Boulevard from the Farmers Market. This was a research facility, an early forerunner of the type of facility built in the later 1950s at Research Triangle Park. The building was later expanded to house the Exide Corporation and is now headquarters of the Electroswitch Corporation.

Nearby, the Crabtree Industrial Park was developed in the early 1960s on the Crabtree Jones plantation property on the east side of Old Wake Forest Road near Crabtree Creek.

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The first plant was the Kellogg Switchboard and Supply Company, Communications Division of ITT.


In 1965, 217 manufacturers employing some 10,000 people operated in Raleigh and Wake County, with electrical machinery and equipment, food and kindred products, and textiles in dominance. Over 250 distribution and wholesaling firms employed over 6,000. State agencies employed 9,000; Federal agencies about 1,000. One hundred trucking lines, of which 15 were headquartered in the city, served Raleigh.28

By 1975 manufacturing had increased to 224 manufacturers, still dominated by the same three industries. The number of distribution and wholesaling firms grew to 380 firms and the number of trucking firms serving Raleigh more than doubled to 275 trucking lines, with 25 terminals in the city. Retail stores grew from 800 in 1964 to over 1,500 in 1975.29 Industrial plants of significant architectural design identified in east and south Raleigh during Phase 1 include the 1968 Fisher Scientific Company, 3315 Atlantic Avenue; a 1956 Plant at 1500 Garner Road; a 1952 Plant at 1512 Garner Road; and the 1959 Cargill Purina Plant, 1400 S. Blount Street.

**Wholesale Distributorships** are generally utilitarian one- or two-story concrete block and/or brick buildings with no architectural significance. Many have been heavily altered or demolished. These buildings often combine a utilitarian warehouse space with an office, which may exhibit stylish design to attract customers in a competitive post-war economy. The oldest such business identified during Phase 1 is Capital City Lumber Company, 4616 Beryl Road, one of the earliest post-war wholesale businesses. The utilitarian frame complex of office and warehouse built in 1947 and 1954 retains its post-war vernacular design.

Many wholesale distributorships tend to be clustered on U.S. 1 North (Capital Boulevard) and Garner Road. Examples of this type surveyed in 2006 are the 1956 Job Wyatt & Sons, 2220 Capital Boulevard, whose architectural character was lost in a recent remodeling. Others are the 1959 Graybar Electric, 1113 Capital Boulevard; the 1960 Noland Plumbing Company, 1117 Capital Boulevard; and the 1950s Colonial Stores Distribution Center, 2233 Capital Boulevard. The 1963 Rural Heating & Plumbing, 701 E. Six Forks Road, is a stylish two-story brick building.

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27 Womble, “In 10 Years, Raleigh Becomes Full-Blown Industrial Center.”
Warehouses

Warehouses for auto-related products such as parts and tires or for furniture, books, or other commodities are ubiquitous in certain sections of Raleigh, especially along the railroad lines in the immediate post-war period and later in industrial parks. Earlier warehouses have brick or block walls and wood framing; later ones have steel frames. Prefabricated or pre-engineered steel buildings seem to have become widely available in the mid-1950s. Butler Buildings was an early supplier of prefab steel warehouses. By the late 1960s and 1970s, warehouses were built in suburban highway parks, such as along Highway 70 (Glenwood Avenue). The earliest railroad warehouses identified during Phase 1 are the N.C. School Book Depository, a 1945 brick building at 811 W. Hargett Street; a 1950 brick warehouse at 105 Fenton Avenue just off Capital Boulevard; and the N. C. Department of Transportation Depot, a complex of 1950s warehouses at 5105 Beryl Road. Other possible railroad-related warehouses are the Harrell Sign Company building, 512 Pershing Street, built in 1946; and 735 Pershing, built in 1954. Both retain their architectural character. The large warehouse at 1053 E. Whitaker Mill Road is a 1956 steel prefab building. The N. C. Farm Bureau Warehouse, 5115 Beryl Road, is a Modernist design erected in 1970. The former State Farmers Market at 1401 Capital Boulevard is a warehouse with individual bays and a continuous covered loading dock.

Auto-Related Resources: auto dealerships, auto service garages, gas stations, truck terminals, parking decks:

Auto sales: The sprawling flashy, modern dealerships constructed on Wake Forest Road during this period have been heavily remodeled or rebuilt in recent years. A few small used car operations retain integrity: the 1961 Prestige Auto Sales, 5710 Louisburg Road; Used Car Sales, 5108 New Bern Avenue, and Phoenix Motors, 5112 New Bern Avenue. The latter two have small late 1960s sales offices that are well preserved.

Service Stations: A sizeable number of gas stations from the 1945 to 1975 period survive in Raleigh, but nearly all of them have been renovated in recent years and no longer retain architectural integrity. Few of them retain their original use: most now serve adaptive reuses such as auto repair shops. One of the most intact service stations surveyed in 2006 was James Esso, 2121 Garner Road (1963), which underwent a significant remodel by 2011. Among the most intact service stations found in Phase 1 are 308 E. Six Forks Road (1968), 5618 Hillsborough Street (1950), a handsome brick station with a porte-cochere; and 2708 S. Wilmington Street (1968), a modernist building with a glazed façade and angled canopy set on slender metal posts.

Truck Terminals: Two well-preserved truck terminals survive from the post-war period. The Roadway Terminal, 2418 Old Trawick Road, 1956, a traditional side-gabled brick building, is an early example of the type that was surveyed in 2006. The only later intact

30 See https://en.wikipedia.org/wiki/Metal_Building_Manufacturers_Association.
trucking building found in Phase 1 is the Estes Express Line Terminal, 6648 Mt. Herman Road, constructed in 1972. This is a Modernist version of the building type.

**Auto Repair and Tire Shops:** These one-story concrete block or prefab metal shops and warehouses are particularly common and have no particular significance.

### Institutional Resources

**Public Schools:** The 2006 report concluded that nearly every Raleigh school either had been enlarged and remodeled since ca. 1990, or else demolished and rebuilt. The educational architectural model created at the North Carolina State College - School of Design in the post-war years--a brick, flat-roofed form with a front office area, classrooms aligned along one story wings, flat-roofed metal walkways linking the wings, and a two-story cafeteria/gymnasium section--is no longer favored by the educational establishment. Schools recorded during the 2006 survey were Longview Gardens, Aldert Root, Lacy, Brentwood, York, Emma Conn, Clarence Poe, J. Y. Joyner, and Effie Green elementary schools and Martin and Daniels junior high schools. Longview, Root, Lacy, and Martin have been demolished. Bates and Daniels have been combined into a single building and have lost their integrity. Eleven public schools will be examined in Phase 2: Fuller, Bugg, Stough, North Ridge, and Douglas elementary schools, Carnage, Carroll, East Millbrook and West Millbrook junior high schools, and Sanderson High School. Schools that retain their basic integrity will be documented. To retain integrity, the original facade must not be blocked by additions, and additions must be the same scale as the historic building.

**Government Offices:** A number of architecturally significant state government offices were evaluated in Phase 1, primarily in the Blue Ridge Road and Reedy Creek Road area. These include the National Guard Armory, 4105 Reedy Creek Road, early 1960s; Rollins Animal Disease Lab, 2101 Blue Ridge Road, 1972; and the Ballantine Building, 2109 Blue Ridge Road, 1974. The Department of Administration building, 413 N. Salisbury Street, also has architectural significance. Four prominent buildings in the State Government Mall area in downtown Raleigh were previously surveyed: the Legislative Building, 16 W. Jones Street; Archives & History Building, 109 E. Jones Street; the Bath Building, 306 N. Wilmington Street; and the Albemarle Building, 325 N. Salisbury Street.

**Libraries:** A number of local libraries and college libraries will be recorded during Phase 2. The two oldest Raleigh libraries, the Richard B. Harrison Library, 1313 New Bern Avenue and the former Olivia Raney Library, 104 Fayetteville Street, will be documented. N. C. State University, Meredith College, Shaw University, St. Augustine’s College, and other colleges have significant libraries.

**Fire Stations:** Three fire stations were surveyed in the 2006 survey: Fire Station Six, 2601 Fairview Rd., built 1949 (demolished 2017); Fire Station Three, 11 S. East Street, 1951; and Fire Station Two, 263 Pecan Street, 1968. Fire Station Two follows the
tripartite form standard in Raleigh from 1968-1981, a tall central vehicle section flanked by lower office and storage wings. Although such city services buildings have little architectural significance, representative examples of the different types of fire stations during the period will be examined and possibly recorded, including the Central Fire Station on Nash Square, built 1953 (slated for demolition); the Boyland Land Fire Station, 2925 Glenridge Drive; Falls Fire Station, 11908 Holmes Hollow Road; Fire Station Nine, 4465 Six Forks Road; Fire Station, 5305 Six Forks Road, and the Paige Land Fire Tower, 2600 Howard Road.

**Parks:** A number of state and Raleigh parks have post-war buildings of architectural significance and may also have landscape significance from the post-war period. Umstead State Park contains buildings, offices, and a boathouse built in the 1950s and 1960s. Raleigh’s Durant Park contains a rustic information center and shelters from the 1960s and 1970s. The Raleigh Parks & Recreation Office at Jaycee Park, 2405 Wade Avenue, is a Modernist landmark of 1970; the Pullen Park Arts Center, 410 Ashe Avenue, is a significant Modernist building of 1961. The Roberts Park Community Center at 1300 E. Martin Street may be architecturally significant.

**Hospitals:** The two principal hospitals built during the post-war era are Wake Medical Hospital, 3000 New Bern Avenue, built in 1961, and McBride Hospital at Dorothea Dix Hospital, built in the 1950s. Both complexes have a complicated history. Wake Medical Center has been completely overbuilt and enlarged over many years and probably lacks any integrity from the pre-1975 period. The former Rex Hospital at 700 Wade Avenue retains at least one major addition from the post-war period. A group of medical offices has been targeted for evaluation in Phase 2: offices at 528 Wade Avenue and 600 Wade Avenue are located near the former Rex Hospital. Three offices at 2705 and 3009 New Bern Avenue and 100 N. Peartree Lane belong to the complex of medical offices constructed in the post-war era around Wake Medical Hospital.

**Museum:** The East Building of the N.C. Museum of Art, 1900 Blue Ridge Road, was designed ca. 1978 by Edward Durrell Stone. Although the museum did not open until 1983, its architectural importance is high and it may be recorded during Phase 2.

**Colleges and Special Schools:** Raleigh is blessed with college campuses and other training schools. A number of significant classroom, laboratory, research and other types of buildings were erected on the campuses between 1945 and 1975. Some of these have been surveyed and will be updated. Others will be documented for the first time during Phase 2. Buildings of architectural and historical merit at N.C. State University are Carmichael Gymnasium, Shaub Food Science Lab, Poe Hall, Broughton Hall, Kilgore Hall, Harris Hall, West Dunn Hall, and the Coliseum Parking Deck. A significant project of the early 1960s was the new football stadium, Carter-Finley Stadium at 4600 Trinity Road, designed by L. E. Wooten, a former engineering professor at NCSU. Small groups of buildings will be recorded at St. Mary’s College, Shaw University, St. Augustine’s College, the N. C. School for the Blind, and Meredith College.
Churches

Churches and schools are the two largest nonresidential property types in Raleigh. In 1964, the population of Raleigh worshipped in 105 churches.\footnote{Hill’s Raleigh City Directory, 1965, x-xii.} The number had increased greatly by 1975. Not all of these churches have architectural importance. As stated in “The Development of Modernism in Raleigh, 1945-1965,” the report that resulted from the 2006 survey, the threshold for architectural significance is that, to be eligible for documentation, a religious building of revivalist design must stand above the numerous representative examples. Modernist church designs are sufficiently rare that any that retain architectural integrity should be documented.\footnote{Ruth Little, “The Development of Modernism in Raleigh, 1945-1965,” Multiple Property Documentation Form, 2006, 39.}

The majority of Protestant churches surveyed during Phase 1, which constitute the majority of religious buildings in Raleigh, have Colonial Revival or Medieval Revival styles that changed little from the early twentieth to the mid-twentieth-century; a few exhibit Modernist designs. The list of potentially significant buildings to record in Phase 2 includes forty-three religious buildings; seven of these have Modernist design. Four were recorded in 2006: St. Michael’s Episcopal Church, 1520 Canterbury Road (Lief Valand, architect); St. Giles Presbyterian Church, 5101 Oak Park Road, 1970; St. James Methodist Church, 3808 James Road, 1964; and Holy Trinity Lutheran Church, 2723 Clark Avenue. Three additional Modernist churches were identified in Phase 1: Community United Church of Christ, 804 Dixie Trail, 1948; Layden Memorial Church, 2607 S. Wilmington Street, 1958; and St. Ambrose Episcopal Church, 813 Darby Street, 1960. St. Ambrose Episcopal Church, built for a historic African American congregation, has a bold Modernist design. Cokesbury Methodist Church, 3315 Poole Road, a vernacular modernist A-frame sanctuary, is condemned and about to be razed, so it was documented during Phase 1.

A number of the revival-style churches have such monumentality that they qualify as architectural landmarks of the era and will be documented if they retain integrity. Two of these are Hayes Barton Baptist Church, 1800 Glenwood Avenue and Edenton Street Methodist Church, 228 W. Edenton Street. Both were previously surveyed and will be updated. Non-protestant Christian churches often exhibit more exotic architectural influences. Two of these, the superb Greek Orthodox Church, 5000 Lead Mine Road, 1975, and St. Raphael’s Catholic Church, 5801 Falls of Neuse Road, an unusual architectural mélange, will be documented. One unique church, a quaint late Craftsman-style church built in 1950 at 100 Jones Franklin Road, certainly merits documentation.
**PROPOSED SURVEY SCHEDULE**

North Raleigh A4-F2 (22 maps)  
North Raleigh F3-G2 (5 maps)  
Central Raleigh G3 (1 map)  
South Raleigh G4-I5 (10 maps)

<table>
<thead>
<tr>
<th>Phase 2</th>
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<tbody>
<tr>
<td><strong>1. Jan 1, 2018 – Jan. 31, 2018</strong></td>
<td>Survey one-fourth of significant new properties and updates of</td>
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<td>existing files and entries in North Raleigh (Maps A4-F2)</td>
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<td></td>
<td>Approximately 80 files and entries</td>
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<td><strong>2. Feb. 1, 2018- Feb. 28, 2018</strong></td>
<td>Survey one-fourth of significant new properties and updates of</td>
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<td>existing files and entries in North Raleigh (Maps F3-G2)</td>
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<td></td>
<td>Approximately 80 files and entries</td>
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<td><strong>3. Mar. 1-Mar. 31, 2018</strong></td>
<td>Survey one-fourth of significant new properties and updates of</td>
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<td>existing files and entries in west central Raleigh (Map G3)</td>
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<td>Approximately 100 files and entries</td>
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<td><strong>4. April 1, 2018 – April 30, 2018</strong></td>
<td>Survey one-fourth of significant new properties and updates of</td>
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<td>existing files and entries in east central and south Raleigh (Map G4-I5)</td>
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<td>Approximately 73 files and entries excluding Dix Hospital</td>
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<td><strong>5. May 1, 2018 – May 31, 2018</strong></td>
<td>Identify Study List properties and prepare text and PowerPoint;</td>
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<td>attend 2 meetings at SHPO; prepare draft amendment to MPDF</td>
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<td><strong>6. June 1, 2018 – June 30, 2018</strong></td>
<td>Presentation to NRAC meeting on June 14, 2018</td>
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<td>Prepare final amendment to MPDF. Submit all final materials (photos,</td>
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<td>database paper files)</td>
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**TOTAL** $29,940
Annotated Bibliography

Edmisten, Linda Harris. *J.W. Willie York: His First Seventy-five Years in Raleigh.* Raleigh, N.C., 1987. This is the second best history of Raleigh’s post-World War II years.


York, Smedes. *Growing Up With Raleigh.* John Lawrence Sharpe, 2014. This source contains a great deal of information about the York family and their business interests and about Raleigh politics from the 1970s to recently.

Map of Raleigh and Research Triangle Area. Champion Map Co., March 1968. Collection of M. Ruth Little. This map is invaluable to understand the Raleigh scene in the late 1960s.

Wake County Real Estate Data On-Line. http://imaps.co.wake.nc.us/imaps/ The photos, deeds, notes, map, and building diagrams in Wake County’s website is the most helpful tool to study the buildings of this historical era. A number of the outlying buildings in Phase 1 were “surveyed” online.

Relevant articles were found in *The News and Observer* on-line index, available at the Government and Heritage Library, Archives and History Building, 109 E. Jones Street, Raleigh. To read the actual articles, it is necessary to use microfilm, also at the Government and Heritage Library.

Elizabeth Reid Murray Collection, Olivia Raney Local History Library, Raleigh. This immense collection of newspaper clippings, maps, brochures, interviews, and memorabilia was collected by Murray as she researched and wrote the two-volume history of Wake County. Murray continued to collect information until about 2008. Several boxes on Raleigh industry included a number of Chamber of Commerce brochures and statistical leaflets that were helpful in developing a context for industry in Raleigh.

*Hill’s Raleigh City Directories*, available in the stacks of the Government and Heritage Library and also in the Olivia Raney Local History Library, will be an indispensable tool during the comprehensive survey of 1945-1975 nonresidential buildings in Raleigh. The
Suburban Raleigh City Directory commenced publication in 1966 and lists the suburban areas outside the I-440 Beltline.

Wikipedia provided so much assistance in researching corporate histories and recent events that I made a modest donation to it for the first time in my career.

The journal of the North Carolina Chapter of the American Institute of Architects (NC-AIA) was published from 1954 to 1963 as Southern Architect and from 1964 to 1982 as North Carolina Architect. Immensely helpful in determining which buildings received critical acclaim from the architectural community. The articles on Award of Merit winners include historical information and photographs. The advertisements sometimes contain photos of Raleigh buildings.