

INDIVIDUAL PROPERTY FORM FOR

Iredell County

☒ MULTIPLE RESOURCE OR ☐ THEMATIC NOMINATION

1 NAME

HISTORIC

South Broad Street Row

AND/OR COMMON

2 LOCATION

STREET & NUMBER

251-311 S. Broad Street

NOT FOR PUBLICATION

CITY, TOWN

Mooresville

CONGRESSIONAL DISTRICT

9th

STATE

North Carolina

VICINITY OF

CODE

037

COUNTY

Iredell

CODE

097

3 CLASSIFICATION

CATEGORY

☐ DISTRICT

☒ BUILDING(S)

☐ STRUCTURE

☐ SITE

☐ OBJECT

OWNERSHIP

☐ PUBLIC

☒ PRIVATE

☐ BOTH

PUBLIC ACQUISITION

☐ IN PROCESS

☐ BEING CONSIDERED

STATUS

☒ OCCUPIED

☐ UNOCCUPIED

☐ WORK IN PROGRESS

ACCESSIBLE

☐ YES RESTRICTED

☐ YES UNRESTRICTED

☒ NO

PRESENT USE

☐ AGRICULTURE

☐ COMMERCIAL

☐ EDUCATIONAL

☐ ENTERTAINMENT

☐ GOVERNMENT

☐ INDUSTRIAL

☐ MILITARY

☐ MUSEUM

☐ PARK

☒ PRIVATE RESIDENCE

☐ RELIGIOUS

☐ SCIENTIFIC

☐ TRANSPORTATION

☐ OTHER

4 OWNER OF PROPERTY

NAME Multiple owners (see attached list)

STREET & NUMBER

CITY, TOWN

STATE

VICINITY OF

5 LOCATION OF LEGAL DESCRIPTION

COURTHOUSE

REGISTRY OF DEEDS, ETC

STREET & NUMBER

CITY, TOWN

STATE

6 FORM PREPARED BY

NAME / TITLE

Laura A. W. Phillips (Winston-Salem)

ORGANIZATION

Consultant for Survey and Planning Branch

DATE

February 4, 1980

STREET & NUMBER

Archives and History

TELEPHONE

919/733-4763

CITY OR TOWN

Raleigh

STATE

North Carolina

7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
☐ EXCELLENT	☐ DETERIORATED	☐ UNALTERED	☒ ORIGINAL SITE
☒ GOOD	☐ RUINS	☒ ALTERED	☐ MOVED DATE _____
☐ FAIR	☐ UNEXPOSED		

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The South Broad Street Row consists of a group of late Victorian one and two-story frame dwellings located along the railroad tracks just south of the commercial district of Mooresville. This row represents the last intact portion of a much larger group of early Mooresville houses that once stood in this prestigious location. Though there are other scattered houses of the period along South Broad Street, they have generally been more altered than these six houses, and they are separated from them by commercial intrusions which border each end of the row.

Heading south from the center of town, 251 S. Broad Street is the first house in the row. Built in 1891, this house, once the First Presbyterian Church Manse, exhibits strong Italianate influences. This two-story, three-bay wide house boasts segmental-arched, full length windows with pointed arch lintels and a decorative kingpost in front and side gables. The front porch has chamfered posts set on recessed-panel bases and with simple brackets at roofline.

At 259 S. Broad Street the Dr. James Young House, built ca. 1890, is an ornate late Victorian cottage with detail identical to that found on the former Manse next door. It boasts a wrap-around front porch with turned posts and balustrade, sawnwork brackets and a spindle frieze. The double-leaf, glazed and paneled front door has a segmental-arched transom and wide, crossetted, pointed-arch surround. The windows surrounding the house have a matching surround along with louvered shutters. Side gables are decorated with a kingpost design.

The Tom Hall House at 269 S. Broad Street was built ca. 1895. The large, two-story late Victorian L-shaped dwelling has a one-story wrap-around porch, now enclosed on the side, with chamfered posts, sawnwork curvilinear brackets and a turned balustrade. This house is set on high brick pier foundation with latticework infill.

Next in the row is the John Pinkney Mills House at 275 S. Broad Street. This large, late nineteenth century two-story house features crossetted door and window surrounds with segmental-arched heads. The three-bay facade is accented by three small cross gables with curvilinear bracket in each peak and paired brackets at the main eaves line. This triple-gable feature links the house stylistically to houses #9 and #53 in the East Broad Street-Davie Avenue Historic District in Statesville. On the left side of the house is a bay window with bracketed eaves and paneled dado. Unfortunately, the three-bay-wide front porch has been replaced by a small entrance porch. Between the Mills House and the last two houses in the row is an alley which connects S. Broad Street with Academy Street.

The J. Frank Brawley House at 301 S. Broad Street is the fifth house in the row. Built by 1914, this one-story late Victorian house has two front cross gables with pointed-arch louvered vents. A porch with chamfered posts and plain balustrade wraps around the front and right side of this simple but dignified house.

The last house, at the south end of the row, is the Johnston Family House (311 S. Broad Street). This late nineteenth century one-story cottage appears to have been remodelled during the early twentieth century. The house features a low gable roof with wide frieze board under the eaves. Across the front of the house is a hip-roofed porch, now somewhat altered. Sheltered by the porch are two floor-length 2/2 sash windows along with the central door.

8 SIGNIFICANCE

NATIONAL

STATE

X

LOCAL

PERIOD

AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW

☐ PREHISTORIC	☐ ARCHEOLOGY PREHISTORIC	☐ COMMUNITY PLANNING	☐ LANDSCAPE ARCHITECTURE	☐ RELIGION
☐ 1400-1499	☐ ARCHEOLOGY HISTORIC	☐ CONSERVATION	☐ LAW	☐ SCIENCE
☐ 1500-1599	☐ AGRICULTURE	☐ ECONOMICS	☐ LITERATURE	☐ SCULPTURE
☐ 1600-1699	☒ ARCHITECTURE	☐ EDUCATION	☐ MILITARY	☐ SOCIAL/HUMANITARIAN
☐ 1700-1799	☐ ART	☐ ENGINEERING	☐ MUSIC	☐ THEATER
☒ 1800-1899	☐ COMMERCE	☐ EXPLORATION/SETTLEMENT	☐ PHILOSOPHY	☐ TRANSPORTATION
☐ 1900-	☐ COMMUNICATIONS	☐ INDUSTRY	☐ POLITICS/GOVERNMENT	☐ OTHER (SPECIFY)
		☐ INVENTION		

SPECIFIC DATES

BUILDER/ARCHITECT

STATEMENT OF SIGNIFICANCE

The South Broad Street row is the last intact section of late 19th century houses which once flanked both sides of the railroad tracks just south of the commercial center of Mooresville. This was the period in which Mooresville emerged as a trading center rivalling Statesville. The AT & O Railroad stimulated the growth of the community from a population of 23 at its founding in 1873 to 1,000 by 1900. This small cluster illustrates both the character of this era in its architecture and the centrality of the railroad in its orientation.

The houses are representative of some of the earliest and most prestigious in Mooresville and were originally occupied by families of prominence in local affairs. They are locally ambitious, well-preserved examples of late 19th century domestic architectural modes. They share frame construction, conservative forms, and ornamented porches of so much North Carolina domestic architecture of the period.

CRITERIA ASSESSMENT

- The houses in the South Broad Street Row are associated with the earliest residential development of Mooresville, having developed just south of the commercial core of town along the railroad which was Mooresville's raison d'etre.
- The South Broad Street Row houses are associated with individuals who played prominent roles in the early commercial, political, religious and medical life of Mooresville.
- The South Broad Street Row comprises a distinguishable entity representing some of the earliest and most architecturally distinguished houses in Mooresville. These houses, which exhibit various late Victorian stylistic details, were built between 1875, when Mooresville was just beginning, and 1914, when they all appear on the first Sanborn map to cover the area.

HISTORICAL BACKGROUND

The houses of the South Broad Street Row represent some of the earliest residential development in Mooresville, which took place flanking the railroad tracts between 1875 and 1915. These houses appear to date more closely from the period between 1885 and 1910.

At the north end of the row at 251 S. Broad Street is the house that was built in 1891 as the manse of First Presbyterian Church and was used for that purpose until 1922, when the present manse on S. Academy Street was built next to the church (#64 in Mooresville Historic District). The first minister to occupy the manse was Dr. J. M. Wharey.¹ William McCorkle Neel purchased the house from the church. He was a prominent Mooresville merchant who owned and operated a mercantile establishment in the commercial district (#44 in MHD). Neel was also one of the first directors of the Bank of Mooresville.²

Dr. James Young built the house at 259 S. Broad Street ca. 1890. Young was an early general practitioner in Mooresville who served on the "Health Board" in 1898 during the local smallpox scare to try to keep the disease at a minimum. He died in 1922.³

The house at 269 S. Broad Street, which was built ca. 1895, was the home of Tom Hall, the pharmacist at Goodman Drug Co. (#8 in MHD). Hall was also very active in community and civic affairs.⁴

At 275 S. Broad Street is the John Pinkney Mills House, probably built around 1885. Mills was owner and operator of J. P. Mills Co. Department Store, one of Mooresville's most successful business establishments (#61 in MHD). For nearly three-fourths of a century he was active in commercial, educational, religious, civic and governmental activities in the town, and at his death on⁵ February 29, 1940, local public schools as well as many businesses closed for his funeral.

Prominent Mooresville citizen J. Frank Brawley lived in the ca. 1910 house at 301 S. Broad Street. Brawley was in the mercantile business as a member of Howard, Brawley and Co. and was Secretary-Treasurer and General Manager of the Lorene Cotton Seed Oil Mill and Warehouse Complex (#31 in MHD). He was president for twenty years of Mooresville Loan and Trust and also served as a member of the County Board of Education. Brawley was the son of James Washington Brawley, who resisted the railroad's efforts to place a rail siding in the Shepherd's community. Instead, the town grew up around the land donated to the railroad by John Franklin Moore.⁶ Ironically, J. Frank Brawley became mayor of Mooresville in 1896, serving until 1898.

The last house in the row at 311 S. Broad Street was the Johnston Family House, which appears to date from the late nineteenth century. W. N. Johnston, a contractor, came to Mooresville

9 MAJOR BIBLIOGRAPHICAL REFERENCES

¹W. J. Haselden, Mooresville, North Carolina: The Early Years (Mooresville, N. C.: 1967) pp. 80 and 84.

²Ibid., p. 84; Patricia M. Crooks, interview with W. S. Neel, October, 1979, hereinafter referred to as Neel Interview; Patricia M. Crooks, interview with Robert Davidson, February, 1980, hereinafter referred to as Davidson Interview.

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY 3 1/4

UTM REFERENCES

A 17 516590 3937240

ZONE EASTING

NORTHING

B

ZONE

EASTING

NORTHING

C

D

VERBAL BOUNDARY DESCRIPTION

All of Tracts 9, 10, 11 and 12 in Block B and Tracts 1 and 2 in Block C, Map 1J-23, Coddle Creek Township, as outlined in red on map.

The property being nominated consists of the row of houses and the town lots on which they stand.

United States Department of the Interior
Heritage Conservation and Recreation Service

**National Register of Historic Places
Inventory—Nomination Form**

South Broad Street Row
Continuation sheet

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Frederick County
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received
date entered

Historical Background (Cont'd)

in 1875 and received the contract for building the First Presbyterian Church in that year. He was also in the undertaking business. In later years he was assisted in these endeavors by his son, H. N. (Nat) Johnston, until Nat entered the grocery business in 1894. Nat Johnston also brought the first ice plant to Mooresville, was the first coal dealer in town, and in the early 1940s installed Mooresville's first freezer locker plant. All of these establishments were operated in the Johnston commercial buildings in the 100 block of N. Broad Street (#58 and #59 in MHD). The grocery portion of the complex was one of Mooresville's leading stores. The dwelling remains in the Johnston family today.

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South Broad Street Row

Continuation sheet

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Footnotes (Cont'd)

³Haselden, p. 26; Patricia M. Crooks, interview with Pearl Sloan, October 1979, hereinafter referred to as Sloan Interview; Neel Interview; Davidson Interview.

⁴Haselden, p. 42; Sloan Interview.

⁵Sloan Interview; Haselden, p. 125; Neel Interview.

⁶Sloan Interview; Haselden, p. 104.

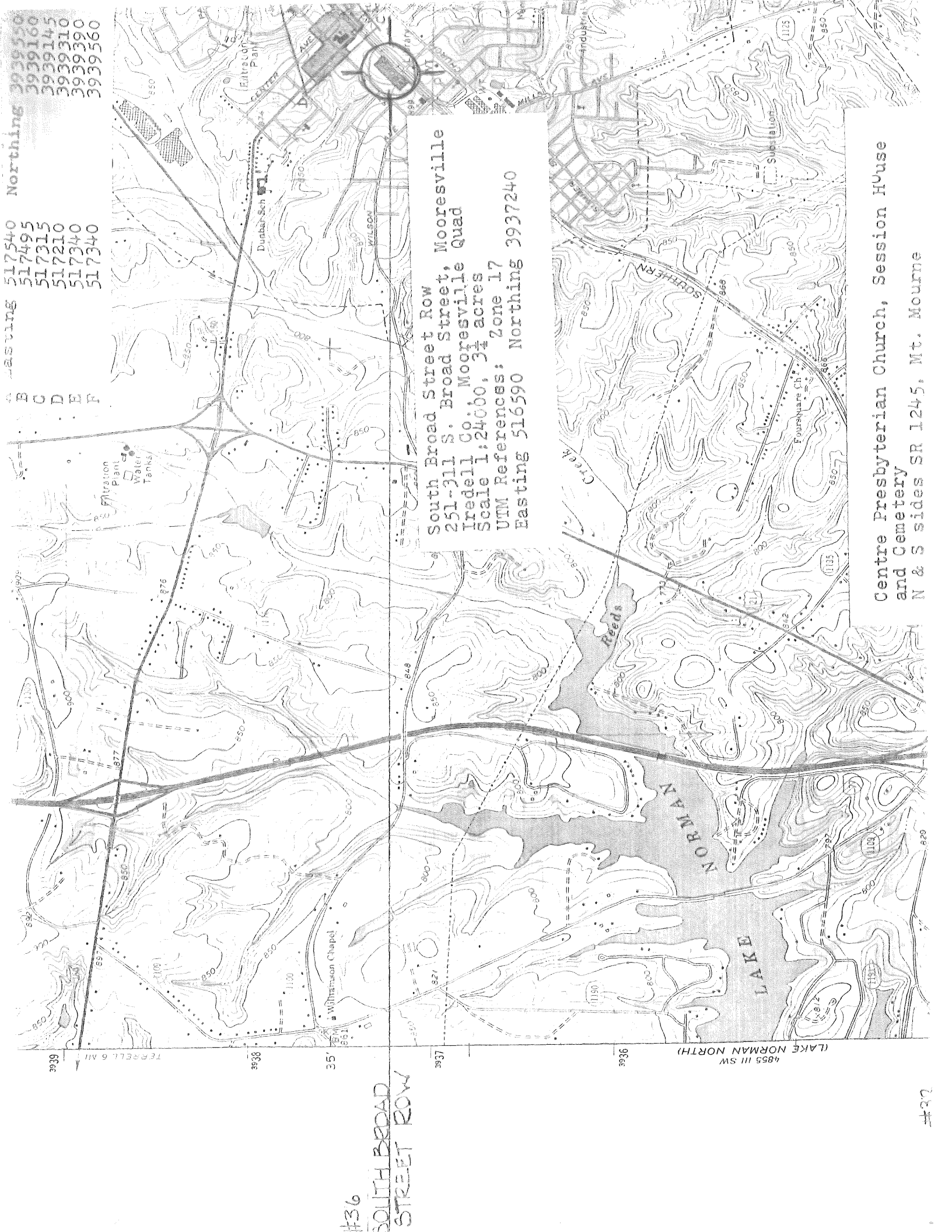
⁷Haselden, p. 113; Sloan Interview; Patricia M. Crooks, interview with Mrs. H. N. Johnston, Jr., October 1979; Patricia M. Crooks, interview with Mrs. Hal M. Johnston, October, 1979; Patricia M. Crooks, interview with Mrs. Wilson Brantley, February, 1980; Patricia M. Crooks, interview with Mr. Hal M. Johnston, February, 1980; Patricia M. Crooks, interview with Mrs. Banks Culp, February, 1980.

PROPERTY OWNERS - S. Broad St. Row, Mooresville

The following is a listing of names and addresses of all property owners with the South Broad Street Row, Mooresville keyed by number to the inventory list and to the map.

1. Robert W. Davidson
Route 2, Box 534
Mooresville, N. C. 28115
and
Clayton W. Davidson, Jr.
Route 2, Box 532
Mooresville, N. C. 28115
2. G. Gene Wilhelm
920 Hampton Place
Mooresville, N. C. 28115
3. P. H. Sloan
269 S. Broad Street
Mooresville, N. C. 28115
4. Marshall F. Crouch, Sr.
P. O. Box 507
Mooresville, N. C. 28115
5. Mrs. John White Moore
302 W. Center St.
Mooresville, N. C. 28115
6. Mrs. Mary S. (H. N.) Johnston
327 S. Broad St.
Mooresville, N. C. 28115

Easting 517540 Northing 3939560
 517495 3939160
 517315 3939145
 517210 3939310
 517340 3939390
 517340 3939560



South Broad Street Row
 251-311 S. Broad Street, Mooresville
 Iredell Co. Mooresville Quad
 Scale 1:24000, 3 1/4 acres
 UTM References: Zone 17
 Easting 516590 Northing 3937240

Centre Presbyterian Church, Session H'use
 and Cemetery
 N & S sides SR 1245, Mt. Mourne

#36
 SOUTH BROAD
 STREET ROW

