

Asheville Multiple Resource Area
Buncombe County

Survey and Planning Branch, Archeology and
Historic Preservation Section, N. C. Division
of Archives and History, Raleigh, NC 27611

NAME: ^{3N36} Coxe Avenue Buildings: Richbourg Motors Building #6

LOCATION: 50 Coxe Avenue

OWNER: William F. and Barbara Burbank
Route 2, Box 53A
Asheville, NC 28805

DESCRIPTION: The Richbourg Motor Company Building is a three-story brick-faced structure at the Northeast corner of Coxe Avenue and Sawyer Street. Its facade is curved slightly to follow the curve of the street. The front and side elevations of the building are divided into wide, window-filled bays by vertical stack bond pilaster strips decorated with limestone inserts. Atop each vertical bay is a broad, limestone mock-arch. The parapet has brick panels and a limestone coping. The first floor of the front of the building has very large display windows, the sash of which has been replaced by aluminum. The second and third floors have large areas of factory metal sash with awning windows. Between floors of these windows are brick panel spandrels with diamond inserts.

SIGNIFICANCE: The Richbourg Motor Company building is an important contributing structure to Asheville's "Automobile Row" along Coxe Avenue. When constructed in 1926 it was, according to a newspaper article of the time, the "largest automobile business building in Western North Carolina."¹ Designed by Albert C. Wirth of Asheville, architect of the Flatiron Building, it is a well-detailed example of the centripetally-organized auto showroom and garage of the 1920s. The building was erected for Tench C. Coxe and leased to the Richbourg Motor Company, Asheville's Ford and Lincoln dealer. The main floor originally included display rooms, offices and stock rooms, the Lincoln service department, and a quick-service department. The second floor housed the main Ford department and the upper floor auto storage. Ramps instead of elevators connected the floors. (over)

¹"New Business Buildings", Asheville Times.

DATE: 1926

PHOTO NO.: N.78-2--776

UTM: 17-359140/3939630

ACREAGE: less than 1 acre

VERBAL BOUNDARY DESCRIPTION: See Plat Map, Ward 4, Lot 461

DATE RECORDED:

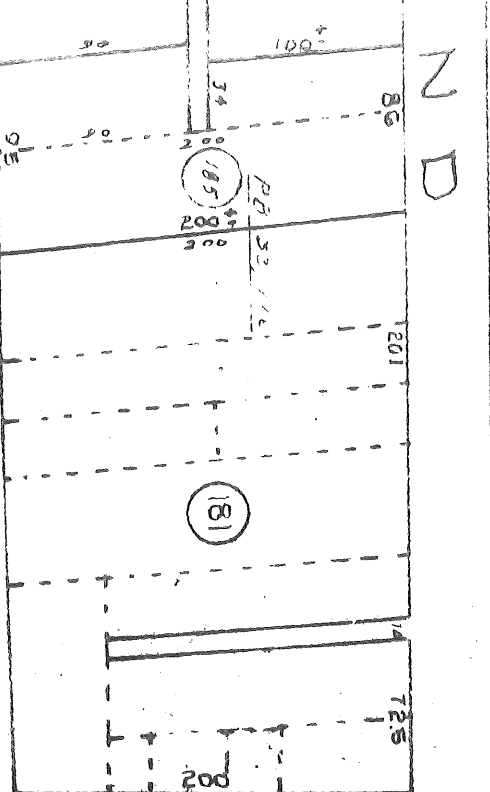
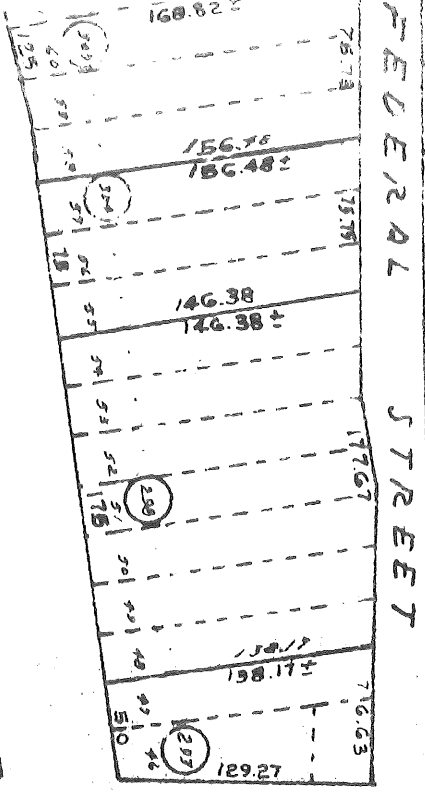
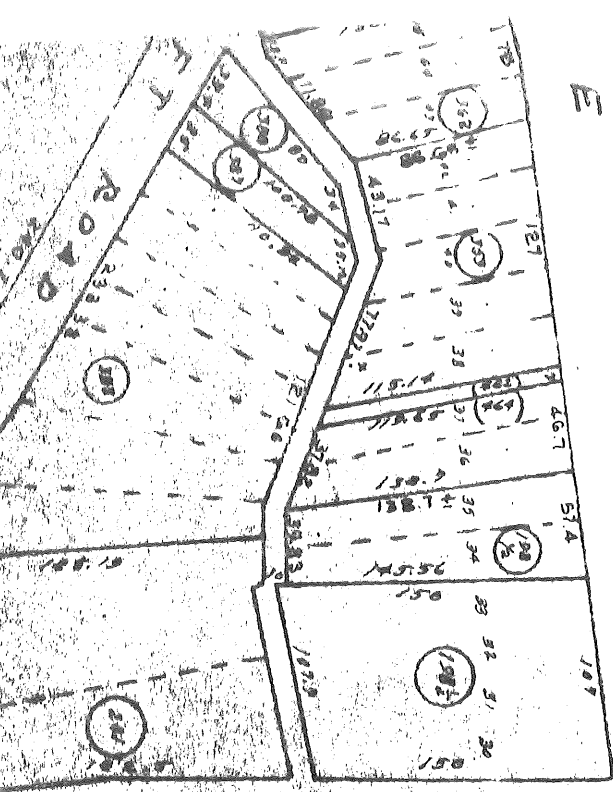
BY:

Bibliography

_____ "New Business Buildings Show Great Asheville Growth", Asheville Times,
June 20, 1926, p. 31.

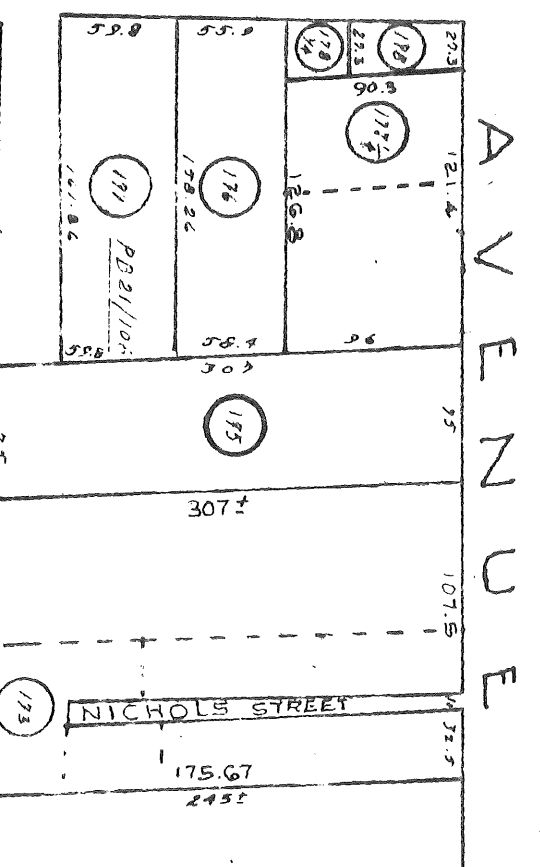
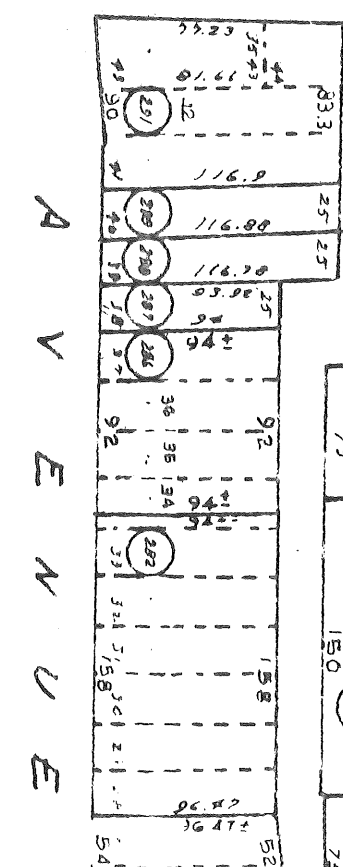
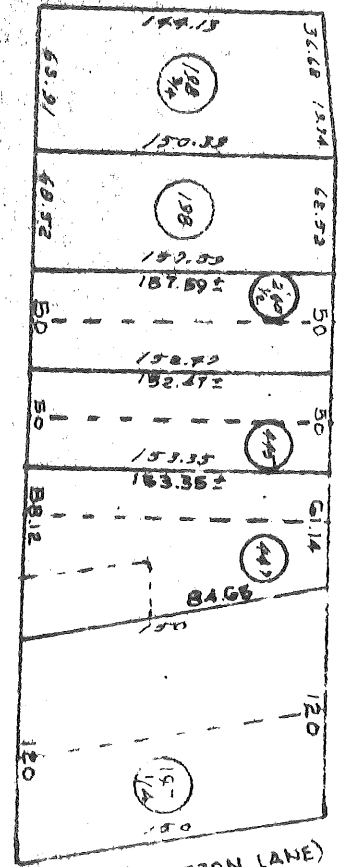
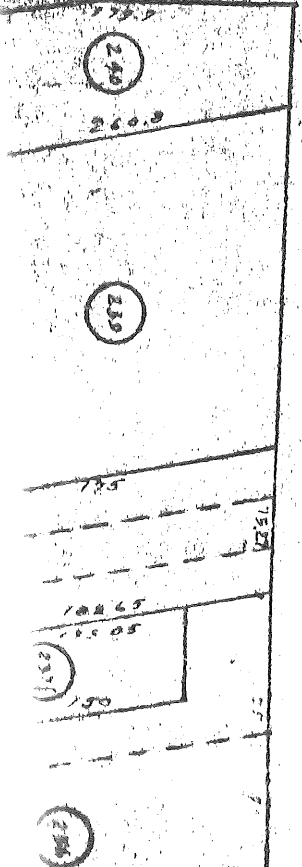
_____ "Just These Few New Asheville Buildings Will Cost More Than a Million",
Asheville Times, August 26, 1926, Section A, p. 11.

_____ "Wirth Firm Will Occupy Quarters in New Building", Asheville Times,
February 28, 1926, p. 32.



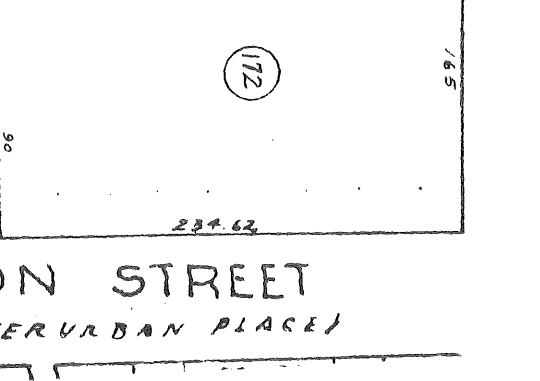
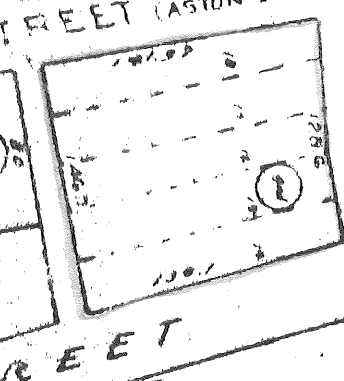
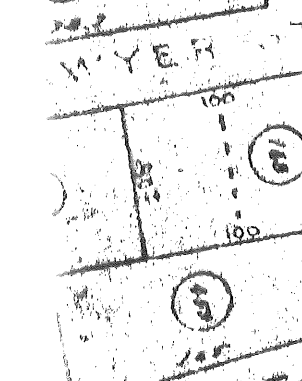
HILLIARD AVENUE

GENERAL STREET



HILLIARD AVENUE

GENERAL STREET



HILLIARD AVENUE

GENERAL STREET

(INTERURBAN PLACE)

