

NORTH CAROLINA STATE HISTORIC PRESERVATION OFFICE
Office of Archives and History
Department of Cultural Resources

NATIONAL REGISTER OF HISTORIC PLACES

West Asheville End of Car Line Historic District

Ashville, Buncombe County, BN1838, Listed 8/9/2006
Nomination by Clay Griffith
Photographs by Clay Griffith, May 2006



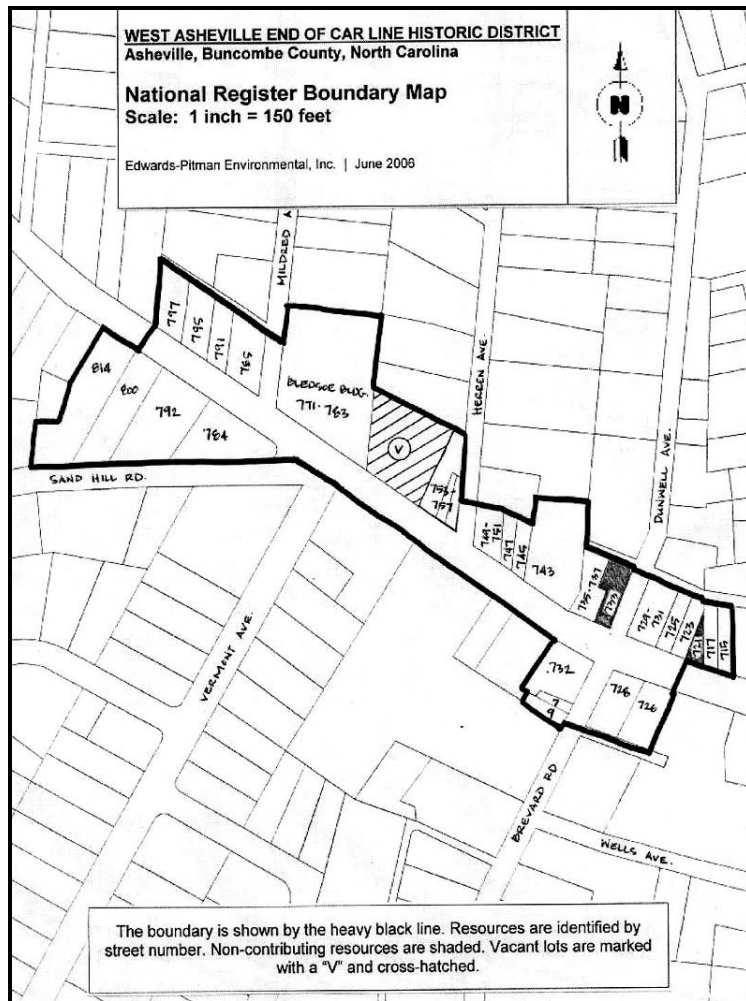
Haywood Road, north side, looking east



Haywood Road, south side, looking southeast



Haywood Road, Bledsoe Building on left, looking southeast



Historic District Map

United States Department of the Interior
National Park Service

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 West Asheville End of Car Line Historic District
other names/site number N/A

2. Location

street & number Both sides of Haywood Road from 715 to 814 and 7-9 Brevard Road not for publication N/A
city or town Asheville vicinity N/A
state North Carolina code NC county Buncombe code 021 zip code 28806

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this X nomination/ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets does not meet the National Register Criteria. I recommend that this property be considered significant nationally statewide X locally. (See continuation sheet for additional comments.)

Signature of certifying official _____ Date _____
North Carolina Department of Cultural Resources
State or Federal agency and bureau

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

Signature of commenting or other official _____ Date _____
State or Federal agency and bureau

4. National Park Service Certification

I, hereby certify that this property is:

<u> </u> entered in the National Register <u> </u> See continuation sheet.	Signature of the Keeper _____	Date of Action _____
<u> </u> determined eligible for the National Register <u> </u> See continuation sheet.	_____	_____
<u> </u> determined not eligible for the National Register	_____	_____
<u> </u> removed from the National Register	_____	_____
<u> </u> other (explain): _____		

5. Classification

Ownership of Property
(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property
(Check only one box)

- building(s)
- district
- site
- structure
- object

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

Contributing	Noncontributing	
24	2	buildings
0	0	sites
0	0	structures
0	0	objects
24	2	Total

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

N/A

Number of contributing resources previously listed
In the National Register

1

6. Function or Use

Historic Functions

(Enter categories from instructions)

- COMMERCE/TRADE/business
- COMMERCE/TRADE/department store
- COMMERCE/TRADE/specialty store
- COMMERCE/TRADE/restaurant
- DOMESTIC/single dwelling
- GOVERNMENT/post office
- RECREATION/CULTURE/theater
- TRANSPORTATION/auto related

Current Functions

(Enter categories from instructions)

- COMMERCE/TRADE/specialty store
- COMMERCE/TRADE/business
- COMMERCE/TRADE/restaurant
- LANDSCAPE/parking lot
- WORK IN PROGRESS

7. Description

Architectural Classification

(Enter categories from instructions)

- Commercial Style
- Bungalow/Craftsman
- Modern Movement
- Modern Movement/Art Deco
- No style

Materials

(Enter categories from instructions)

- foundation BRICK
- roof ASPHALT
- walls BRICK
- OTHER/concrete block
- other WOOD/shingle
- WOOD/plywood
- CERAMIC TILE

Narrative Description

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

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

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

Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or a grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years.

Narrative Statement of Significance

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

9. Major Bibliographical References

Bibliography

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

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

Areas of Significance

(Enter categories from instructions)

Commerce
Community Planning and Development
Architecture

Period of Significance

1916-1956

Significant Dates

1916
1934

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Unknown

Primary Location of Additional Data

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository:

West Asheville Branch Library, Asheville, NC
Pack Memorial Library, Asheville, NC

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West Asheville End of Car Line Historic District
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Section 7. Narrative Description

The West Asheville End of Car Line Historic District is a linear district located on both sides of the 700 and 800 blocks of Haywood Road from east of Brevard Road to west of Sand Hill Road, although the majority of resources are located on the north side of the road with two clusters situated on the south side at either end of the district. The West Asheville End of Car Line Historic District, along with the West Asheville-Aycock School Historic District to the east, represents a rare concentration of historic commercial buildings on Haywood Road, the established spine of the West Asheville community. Significant individual historic resources also remain along Haywood Road, including several churches and the former Friendly Grocery, but these are separated from the two districts and from one another by substantial gaps of modern infill buildings or heavily altered historic structures.

The West Asheville section of Asheville, North Carolina lies to the southwest of downtown Asheville on the west side of the French Broad River. Built along the route of the old Western Turnpike from Asheville to Waynesville in Haywood County, Haywood Road takes its name from its western destination. West Asheville, an incorporated town through much of the 1890s and again in the 1910s, was annexed by the City of Asheville in 1917, and Haywood Road developed as the principal commercial corridor through West Asheville. Beginning in 1911, the road also served as the route of a streetcar line from Asheville's bustling Depot Street area to a turnaround point at the intersection of Haywood Road and Brevard Road. Streetcar service to West Asheville ceased in 1934.

Extending from 715 to 797 Haywood Road on the north side, the West Asheville End of Car Line Historic District contains a nearly continuous row of one and two-story brick and concrete block commercial buildings that date from 1916 through the mid-1930s. Covering parts of four blocks, the line of buildings is broken by the intersecting streets—Dunwell, Avenue, Herron Avenue, and Mildred Avenue—and two paved parking lots lying adjacent to the Isis Theater (#743) and the Bledsoe Building (#771-783). On the south side of Haywood Road, two clusters of historic resources are grouped at the ends of the district with an area of non-contributing resources lying in between. The non-contributing resources consist of a heavily altered block of one-story commercial buildings, a 1960s church, and a late-twentieth century gas station and convenience store. Four historic buildings are situated in the triangular area formed between Haywood Road and Sand Hill Road, with the cottage-like Pure Oil Station (#784) occupying the prominent point site. A second cluster of buildings, including the imposing two-story 1917 Wells Building (#728) and two one-story brick 1950s buildings that have been altered, is centered on the intersection of Haywood Road and Brevard Road, which was the end of the streetcar line. Two additional one-story brick commercial buildings facing Brevard Road (#7-9) are included with this group of resources. Extending out from the historic district, residential development abuts the commercial corridor on the north, south, and west sides. To the east of the district, the character and density of development changes, with two churches, a branch bank, modern commercial buildings, and open parking areas, and marks a significant loss of historic integrity.

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The inventory list for the West Asheville End of Car Line Historic District is organized alphabetically by street name. The majority of entries are entered from east to west along Haywood Road, beginning with the north side and continuing on the south side of the road. The inventory entries provide the name, location, date(s) of construction, contributing or non-contributing status, and a brief summary of each resource within the district. Each property is named after its first, longest, or best known occupant of function during the period of significance. Construction dates have been determined as accurately as possible by correlating information from city directories, Sanborn maps, newspaper articles, and deed research. Construction dates for the pre-1917 buildings are based primarily on deed research, plat maps, and newspaper articles due to a lack of documentation prior to 1917. The Haywood Road area does not appear on Sanborn fire insurance maps before 1917, when West Asheville was annexed into the city of Asheville, and the 1917 Sanborn maps show only the area immediately surrounding the intersection of Haywood and Brevard roads. Individual business and residential listings for Haywood Road first appear in the 1919 Asheville city directory.

The West Asheville End of Car Line Historic District contains twenty-four contributing and two non-contributing resources. Resources that date to the period of significance and retain integrity are classified as contributing resources. Non-contributing resources are those that were constructed after the period of significance ended or no longer retain sufficient integrity due to alteration to the historic fabric of the buildings. The contributing resources include mostly one and two-story brick and concrete block commercial buildings dating from the 1910s to 1930. An Art Deco theater, cottage-like Pure Oil Station, and Craftsman bungalow are also counted among the contributing resources in the district. The two non-contributing resources are both heavily altered historic structures.

Classification key:	C-B	Contributing building
	C-S	Contributing structure
	NC-B	Non-contributing building
	NC-S	Non-contributing structure

Brevard Road, east side, south from intersection with Haywood Road

Bakery Building, 7 Brevard Road. Ca. 1929. C-B

The façade of the one-story brick Bakery Building is divided into three bays by raised pilasters with corbelling at the top of each bay below the cornice. The center bay holds a single-leaf replacement door sheltered by a metal awning; the flanking bays contain plate glass windows and louvered transoms. Robert and Agnes Downtin ran a bakery from this location in the late 1920s and early 1930s.

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West Asheville Cleaners, 9 Brevard Road. Ca. 1937. C-B

Constructed in the 1930s first used by the Church of Christ, this one-story building is constructed of structural clay tile. The brick veneer façade with projecting end piers frames a replacement storefront with a single-leaf entry and plate glass windows. The façade is topped by a Mission style decorative metal tile roof. The building stood vacant through much of the 1940s, but served as the location of the West Asheville Cleaners from the late 1940s through the late 1950s.

Haywood Road, north side, east to west

Commercial Building, 715 Haywood Road. 1924. C-B

The one-story, two storefront, flat roof brick building features a plain façade that may have been reconstructed in the mid-twentieth century. Each storefront consists of a single-leaf aluminum-frame entry with a blind transom flanked by a two-pane plate glass window with a concrete sill.

Early tenants of the building, which was completed in 1924, included a barber shop on one side and a number of restaurants on the other. The Fairfax Café, Moore's, Pat's, and Capps Café all operated at this location in the 1920s and 30s. Capps Café occupied the space for a few years in the late 1920s and again in the mid to late 1930s.

Byer's Department Store, 717 Haywood Road. 1928. C-B

The one-story flat-roof brick building retains its original storefront with a deeply recessed entrance. The storefront windows rest on brick bulkhead walls with three small recessed panels, and the double-leaf entrance contains glazed and paneled wood doors. The full width transom has been boarded over. The plain façade is topped by a single rowlock course. Byer's Department Store was the first tenant in this building, which housed a succession of hardware stores through the 1930s. John W. Cobble, owner of Cobble's Department Store, moved his business to this location around 1940 or 1941 and remained active here into the 1960s.

Commercial Building, 721 Haywood Road. 1923. NC-B

The façade of this one-story two-storefront building is covered with a large metal awning and Permastone veneer. Each storefront consists of a single-leaf aluminum-frame entrance flanked by a plate glass display window. The east entrance has been boarded over. For many years the building housed a barber shop on one side and shoe repair shop on the other.

Great A&P Tea Company, 723 Haywood Road. 1926. C-B

Built in 1926, the two-story building features a buff-colored brick veneer façade and red brick side and rear walls. The lower façade is covered with plywood siding, and the recessed storefront has been

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modernized. A single-leaf aluminum-frame door on the west side of the storefront opens into a stairway to the second story. The two second-story windows each consist of a center four-over-one sash flanked by narrow two-over-one sash windows. The flat metal canopy sheltering the storefront is hung from metal rods anchored to the façade and extends across the façade of the adjacent building (#725) on the west side.

The Great A&P Tea Company grocery store was the first tenant and remained at this location through the 1930s. J. G. Ball's Semi-Super Market opened here in the 1940s.

Monkress Barber Shop, 725 Haywood Road. 1916. C-B

One of the oldest commercial buildings on Haywood Road, the two-story flat-roof brick structure contains a replacement aluminum-frame storefront, single five-over-one Craftsman style windows on the second story, and stepped parapet with a concrete coping. A concrete panel in the upper parapet is incised with the date "1916." The flat metal canopy sheltering the storefront is hung from metal rods anchored to the façade and extends across the façade of the adjacent building (#723) on the east side.

The first city directory listing in 1919 shows that J. H. Monkress owned a barber shop and lived in this building. The building has been used for a number of other businesses including a grocery, dry goods store, restaurant, and plumbing contractor. From ca. 1945 until 1956, the building was home to the Ideal Fruit Store.

Penland Building, 729-731 Haywood Road. Ca. 1928. C-B

The ca. 1928 Penland Building is a two-story, three-bay, flat-roof brick building that replaced two smaller buildings on this site. The façade of the building contains two recessed-entry storefronts with ceramic tile bulkhead walls, plate glass display windows, and leaded glass transoms. The entrance to the east storefront is the original double-leaf glazed wood doors with sidelights, while the entrance on the west side is a modern replacement. A central single-leaf door with leaded glass transom opens into a stairway to the second story. The upper façade holds three groups of three windows with replacement plate glass, and plain recessed panels. On the west wall facing Dunwell Avenue, first story window and door openings are topped by structural glass block panels to illuminate the interior, and the second story windows are replacement one-over-one sash.

The Penland Building opened with the Pender grocery store and Craven's drug store as the first floor tenants, while Dr. Baier, a physician, and Dr. Davies, a dentist, rented offices on the second floor. The Penland Building later housed Cobble's Department Store, before that business moved to 717 Haywood Road. Fortune's Hardware was located in the building through much of the second half of the twentieth century. S. J. Fortune started Ideal Paint and Hardware Company in 1919, and purchased the Penland Building in 1944. Fortune moved the store to 729 Haywood Road around 1947, and renamed his business Fortune's Hardware. Although Fortune died in 1966, Fortune's Hardware continued until 1984, and his widow, Callie Fortune, sold the building in 1987.

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H. J. Olive's General Merchandise Store, 733 Haywood Road. Ca. 1917. NC-B

Located at the northwest corner of Haywood Road and Dunwell Avenue, this altered one-story flat roof building was the home of H. J. Olive's general merchandise store from the 1910s to 1929. Olive ran another store near Smith's Bridge down by the French Broad River. By the mid-1930s, the building was home to the None Such Café. Originally a two-story building, the second story of the building was removed in the second half of the twentieth century. The building features a modern replacement storefront, stucco covered façade, painted sign panel in the upper façade, and rock-face concrete block side and rear walls. Two modern windows flank a single-leaf rear entry. A wooden handicap accessible ramp has been built at the rear of the building.

Jenkins & Haddon General Merchandise Store, 735-737 Haywood Road. Ca. 1917. C-B

One of the oldest commercial buildings on Haywood Road, the two-story flat roof painted brick building contains one original and one altered storefront. The original west storefront features a single-leaf recessed entrance to the side of a display window and is topped by a transom. The replacement stuccoed east storefront features a recessed central entrance. A single-leaf entry at the center of the building opens into a stairway to the second story. Windows on the second story are replacement one-over-one sash in original openings with the exception of a large two-pane plate glass replacement window above the original west storefront. The upper section of the façade contains recessed horizontal panels and a corbelled cornice. The exposed west side wall is covered with a rough layer of stucco. A wood-shingle shed roof porch on the rear is supported on metal pipe columns, and wood steps lead to a modern second story rear entrance. A one-story, rock-face concrete block addition extends from the rear behind the east storefront. The addition was built some time before 1925.

The building housed a succession of general merchandise and grocery stores from the 1910s through the 1930s, including George W. Jenkins' general store, Edmond's Grocery, and Piggly Wiggly. The Model Barber Shop opened in 1929 and remained a tenant through the 1940s.

Isis Theater, 743 Haywood Road. 1937. C-B

The Art Deco Isis Theater, with its distinctive vertical fluted frontispiece centered on a stepped parapet façade, opened on December 26, 1937. Built at a cost of \$50,000, the building is constructed of concrete block with a stucco covered façade. The original theater held two screening rooms with seating for 550 patrons. The replacement aluminum storefront is recessed to reveal a blue and yellow checkered tile floor with the location of the original polygonal ticket booth clearly outlined on the floor. A large exterior brick chimney rises at the northeast corner of the building. Three single leaf entrances are located on the east side. The Isis Theater closed in 1957, and has been used for a restaurant in the latter part of the twentieth century.

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Star Cleaners, 745 Haywood Road. Ca. 1927. C-B

Slightly out of scale with the surrounding buildings, the simple façade of this one-story flat roof brick building contains replacement plate glass windows flanking a single-leaf aluminum-frame entry. The low parapet is capped by a terra cotta coping and a metal awning shelters the storefront.

The Carolina Cement Block Company and J. E. Clark's grist mill stood at this location in the early 1920s, before this building and the adjacent Isis Theater were constructed. The one-story building was erected around 1927, with Star Cleaners as its original tenants. In the early 1930s the building held the Auto Electric Service Co. and the office of H. Pumford & Sons, plumbers.

May's Market, 747 Haywood Road. Ca. 1925. C-B

Now connected internally to the adjacent building (#749-751), the original location of May's Market was this two-story brick building with a three-pane plate glass storefront window and a single-leaf entry with transom. Second story window openings hold replacement one-over-one windows. The upper section of the façade is framed by a raised horizontal stringcourse and corbelled cornice. The rear elevation features three original six-over-one windows on the first story and four replacement one-over-one windows on the second story. Wooden steps rise to a single-leaf rear entry.

For fifty years May's Market was a popular and important West Asheville business. John B. May started the business in 1928, and employed many of his own family members, as well as a number of young people from the community who got their first job at the store. May's Market offered home delivery of groceries by bicycle and truck, and through the Depression extended credit to its customers. The store was known for its selection of meats, and Ralph Pitillo manned the meat counter for more than forty years. Around 1950, the business expanded into the adjacent Franklin Building (#749-751). May's Market closed in 1978.

Franklin Building, 749-751 Haywood Road. 1923. C-B

Built in 1923, the two-story flat-roof Franklin Building features a brick veneer façade and rock-face concrete block side and rear walls. The five-bay façade contains an original wood-frame three-pane plate glass storefront with transom on the west side and a replacement storefront with a recessed entry on the east. A single center window fills an original door opening, and an angled entry at the southwest corner has also been filled with a single fixed-pane window. An original wood frame two-pane plate glass display window with transom is located on the west side. The second story window openings, which are topped by flat orange brick arches, hold one-over-one replacement windows. Three recessed panels are located in the upper façade, as well as the exposed square ends of metal tie rods. A small cast stone panel above the center window is incised with the name and date of the building. The rear elevation contains single six-over-six,

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four-over-one, and replacement one-over-one windows. A metal shed roof shelters the rear entrance and loading area.

The Franklin Building has been home to many West Asheville businesses in the twentieth century. Tenants have included the West Asheville location of Sterchi Brothers men's store (1928-32), H. L. Timmons' grocery, Lucian Franklin's grocery, C. H. Craven's drug store, and the original location of the Home Furniture Company (1932-45). Around 1950, May's Market, which opened in the adjacent building in 1928, expanded into this building and remained in business until 1978.

Commercial Building, 753-757 Haywood Road. Ca. 1932. C-B

The one-story, three-storefront, flat-roof brick commercial building stands at the northwest corner of Haywood Road and Herren Avenue. The plain façade contains three storefronts sheltered by individual awnings. The center storefront has the original wood-framed display windows, brick apron walls, and single-leaf entry. The two end storefronts are aluminum-frame replacements—the west end bay features a recessed entrance while the east end bay has a modern replacement door. A long recessed panel in the upper section of the façade extends the full width of the building, which is capped by a concrete coping. Some time after 1951, a concrete block addition was built to the rear of the building, which contains replacement windows. A number of businesses have occupied the building over the years including coal company offices, barber shop, dry cleaner, paint store, Judd Furniture and Supply Company, and the Home Insulation Company. Oscar Judd, who lived with his wife on Maple Avenue to the south, ran the furniture and supply store for more than twenty years at this location.

Vacant Lot, PIN 9638-13-14-5746. Paved parking lot for the adjacent commercial buildings.

Bledsoe Building, 771-783 Haywood Road. 1927. C-B (NR, 2003)

The largest commercial building in the Haywood Road corridor, the imposing two-story, flat-roof brick Commercial Style Bledsoe Building occupies nearly three quarters of an acre at the northeast corner of Haywood Road and Mildred Avenue. Built in 1927 for James T. Bledsoe, the building is roughly a trapezoid in plan with an angled entrance at the southwest corner and a two-story shed-roof portico across the rear. The long façade along Haywood Road is subdivided by pilasters into three sections, which are in turn subdivided into structural bays with recessed entrances, plate glass storefronts topped by transoms, and paired one-over-one windows on the second story. The center section features a stepped parapet containing a concrete panel with "Bledsoe Building 1927" incised into it. Six commercial spaces occupy the first story of the building, and the second story is composed of numerous small offices and apartments. The Bledsoe Building was rehabilitated in 2002. According to Asheville city directories, the Bledsoe Building was once occupied by plumbers, groceries, bakeries, beauty parlors, cafes, pharmacists, realty offices, furniture stores and dentists.

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Commercial Building, 785 Haywood Road. 1929. C-B

The one-story, rectangular-plan brick building was originally built to face Mildred Avenue and housed an auto repair shop. The façade (east) consists of a wooden roll-up garage door and single-leaf entry topped by a large transom. The upper section of the façade contains a recessed panel with corbelling. Metal-frame industrial windows on the side elevations (south and north) illuminate the interior. A large open shed covered with asphalt shingles and supported on steel beams is located on the south side of the building facing Haywood Road and shelters two-thirds of the side elevation including a single-leaf entrance. The paved vacant lot between the building and Haywood Road once held a freestanding Mission Revival style Red Star filling station with a broad porte cochere and thick corner posts topped with globe finials. The only remaining evidence of the filling station, which was demolished sometime between 1987 and 1999, is the raised concrete pump island.

Palace Theatre, 791 Haywood Road. 1928. C-B

Built by James T. Bledsoe in 1928, the Palace Theatre building is a two-story, flat-roof brick Commercial Style structure with a recessed and angled entrance way. The lower façade is finished with a plain brick veneer while the second story façade is enlivened with brick pilasters in the center and paired at the corners, as well as header and soldier courses. Black and white checkered tiles cover the floor of the recessed entrance area, with the location of the original polygonal ticket booth clearly outlined on the floor. The storefront contains replacement aluminum frame windows and doors and plywood siding. Four nine-light metal-frame windows are located on the second story façade, and a single window is located on the east elevation at the southeast corner. The theater remained active until the mid-twentieth century.

West Asheville Post Office, 795 Haywood Road. 1929. C-B

The former West Asheville Post Office is a one-story brick building with a low stepped parapet, symmetrical façade, and rehabilitated interior. The façade presents a single-leaf entry flanked by large three-part fixed-pane windows set within round-arched openings. Recessed brick panels and a denticulated brick cornice add relief to the façade. A flat metal canopy supported by chains shelters the entry. The west side elevation features paired one-over-one windows topped by six-light transoms, and a single-leaf side entrance is also topped by a transom. The post office remained in this building through 1965, when it moved to a new location on Patton Avenue.

Home Furniture Store Building, 797 Haywood Road. 1929. C-B

Built by James T. Bledsoe in 1929, the two-story brick commercial building was first leased to the Great A&P Tea Company for a grocery. Pilasters at the corners and center divide the symmetrical façade into two bays with recessed entry storefronts, which were constructed in 2005, and two pairs of double-hung sash windows on the second story. Replacement one-over-one windows fill the original openings, which are

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topped by soldier course lintels. The façade is capped by a corbelled cornice. Two new entrances have been added to the west side at the first story, as well as window openings on the second story. Windows on the east side are metal-frame industrial sash. A two-story frame porch with an enclosed second level was added to rear of the building in the late-twentieth century. A painted sign on the west wall of the building displays the name of its longtime owner and occupant, Home Furniture Store.

A. C. Weddle opened the original Home Furniture Store in the Franklin Building at 751 Haywood Road in 1932. Despite opening the business during the Depression, Weddle's store prospered and moved to this location in 1945. Operation of the Home Furniture Store eventually passed to Weddle's grandson, Tim Nichols, who ran the business from this and two branch locations until it closed in 2005. The current owners of the buildings are rehabilitating the building according the Secretary of the Interior's Standards for Rehabilitation.

Haywood Road, south side, east to west

Commercial Building, 726 Haywood Road. 1951. C-B

Set back from Haywood Road, this one-story brick and concrete block building is dominated by the solid wood awning with wood shingles that links it to the adjacent Wells Building (#728). Behind the awning lies a brick façade with stepped parapet and terra cotta coping, boarded window openings, and modern single-leaf entry. The sides and rear of the building are constructed of concrete block with a raised concrete band located after every third course. The side window openings have also been boarded. A one-story addition sheathed with corrugated metal siding extends across the rear of the building and is sheltered by a metal shed roof on wood joists, which are exposed.

Although the building appears on Sanborn maps beginning in 1951, no business is listed at this location until 1956, when it housed a laundry and shoe repair shop. The businesses remained in this location until the late 1960s or 1970, when Luke Atkinson's furniture store expanded into this building from the adjacent Wells Building (#728).

Wells Building, 728 Haywood Road. 1917. C-B

One of the oldest commercial buildings on Haywood Road, the two-story Wells Building was built in 1917 at the end of the streetcar line. Craven's Drug Store, which occupied the building from 1917 to 1923, advertised its location as simply "Wells Building, End of Car Line, West Asheville." Located at the southeast corner of the Haywood Road and Brevard Road intersection, the imposing two-story brick commercial building occupies a prominent site. The symmetrical six-bay façade features a replacement aluminum-frame storefront, boarded second story window openings with stone keystones and sills, recessed panels above, and a concrete relief panel with the date of the building in the upper façade. A solid wood awning covered with wood shingles shelters the storefront, as well as the east side of the building and setback façade of the

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adjacent building (#726). The west side of the building presents a single display window at the front corner of the building and a single-leaf entry with transom at the rear corner on the first story. Eight boarded single window openings with stone sills and keystones are positioned across the second story. A one-story brick addition to the rear rests on a poured concrete foundation and features arched foundation window openings, metal-frame industrial windows, concrete lintels and sills, and side parapets.

Charles H. Craven's drug store was the first commercial tenant of the Wells Building in the 1910s. Craven also rented an apartment on the second story of the building. Several pharmacies, including Bilbro's Drugs, occupied the building during the 1920s and 30s. The second story apartments were actively rented, and became known as the Haywood Apartments beginning in the 1940s. One of West Asheville's most interesting businesses, Mrs. Ida Rhoads' Restaurant and Bus Station, occupied the building for a few years around the middle of the century. In 1954, Luke Atkinson opened the furniture store that remains in business to the present day.

Bon Ton Cleaners, 732 Haywood Road. Ca. 1954. C-B

The front section of this one-story brick commercial building with an angled entrance at the northeast corner was rebuilt around 1954. The façade contains double-leaf wood doors and a large three-part aluminum-frame window that comprises much of the front wall. The upper section of the façade contains a panel with a decorative basket-weave brick pattern. A modern partition has been erected on the interior dividing the building into two spaces, with a second entrance added to the west wall. The rear block of the building, which dates to the 1930s or 40s, was built for automobile repair and the garage bay is accessed from Brevard Road.

A building has stood at this location since the 1910s, originally housing a grocery. In the late 1920s, the OK Lunch Room, along with Downtin's Bakery, operated from this location, but by the mid-1930s they had been replaced by Atkins Service Station. In 1948, Standard Lunch, an establishment owned by Harry Atkins and operated by Homer Smith at this location, was closed by the county in an effort "to drive booze and gambling from the city" according to the *Asheville Citizen-Times* (August 11, 1948). The property stood vacant for several years before reopening as a branch of Bon Ton Cleaners in 1954. The Steak House Restaurant operated from this location in the mid-1950s, followed by Hazel's Grill and the J& R Grill in the late 1950s and early 60s. Mayflower Cleaners opened in a part of the building beginning in 1956, and by 1965 was the sole tenant.

Pure Oil Station, 784 Haywood Road. 1947. C-B

One of two painted brick English cottage style filling stations built by the Pure Oil Company on Haywood Road, the station at 784 Haywood Road features a steeply pitched multi-gable roof covered with blue glazed terra cotta tile, a simulated end chimney, and other pseudo-domestic touches. Two garage bays are located on the south side of the office, which contains a two-pane plate glass display window and single-

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leaf entrance with copper hood. The station retains its original wood roll-up garage doors; pressed tin ceiling; exterior lamps, gutters, and downspouts; and metal frame windows. The building occupies a prominent triangular site at the three-way intersection of Haywood Road, Sand Hill Road, and Vermont Avenue.

Ladd L. Wells, who lived nearby on Mildred Avenue, operated the Pure Oil Station after its completion in 1947. During the 1950s, Robert Randolph of Fairfax Avenue ran the station, followed by Lawrence Brooks in the 1960s.

Taylor-Brooks House, 792 Haywood Road. Ca. 1925. C-B

Built around 1925 and occupied by R. T. Taylor, the Taylor-Brooks House is a one-story, front-gable frame bungalow with an engaged porch supported on wood posts, brick foundation, asbestos shingle siding, paired and single four-over-one windows, exposed rafter ends, and triangular brackets in the gable ends. Two interior stucco-covered chimneys rise above the ridgeline of the roof. A shed roof porch extends along the west side of the building.

Around 1950, Pearl Brooks, a nurse, lived in the house. During the 1950s, the West Asheville Flower Shop operated out of the house, and over the next two decades Mrs. Brooks' family was involved with the operation of Brooks Café next door (#800), Brooks Trucking Company, and the Pure Oil Station (#784).

Cherokee Cafe, 800 Haywood Road. Ca. 1945. C-B

A one-story gable-roof rock-face concrete block building is fronted by a stuccoed stepped parapet, which extends to the east across the front of a frame, shed-roof side addition. Capped by a terra cotta coping, the façade contains single pane plate glass windows and two replacement single-leaf doors. The side addition is sheathed with asbestos shingle siding, contains replacement windows, and has exposed rafter ends. A shallow one-story gable roof addition opens into the basement of the building at the rear. Built as a restaurant, the Cherokee Café first occupied the building in the late 1940s and was followed by Brooks Café in the 1950s.

Morton & Scruggs Building, 814 Haywood Road. 1952. C-B

Located at the western boundary of the district, this one-story utilitarian building features a brick veneer façade, concrete block rear and side walls, and a terra cotta coping. The façade, which wraps around one bay on the northwest corner of the building, contains large aluminum frame display windows. Two separate single-leaf entrance with transoms are located between the windows. A metal awning shelters three-fifths of the façade. Windows on the side and rear walls are metal-frame four-light sash. A gable roof, concrete block addition extends from the rear of the building. The building housed Morton & Scruggs, a distributor for household appliances.

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Section 8. Statement of Significance

Summary

The West Asheville End of Car Line Historic District is a cohesive collection of commercial buildings located in the 700 and 800 blocks of Haywood Road in West Asheville, where the early-twentieth century streetcar line reached its turnaround point near the intersection of Brevard Road. Along with the city of Asheville on the east side of the French Broad River, West Asheville began a fifty year period of growth and development beginning in the late nineteenth century with Haywood Road as the principal commercial corridor. Edwin Carrier founded the West Asheville Improvement Company in 1887 to develop his land on the west side of the river and lay out commercial and residential lots. Carrier's company developed Haywood Road as the main commercial area with residential neighborhoods extending south toward the river and recreational facilities that the company also developed. Beginning in 1910, the city streetcar line was extended from the bustling Depot Street area on east side of the river across the new reinforced concrete West Asheville Bridge and along the Haywood Road corridor in West Asheville. The streetcars helped to support a thriving business community and surrounding residential neighborhoods in the early twentieth century, and Haywood Road was largely developed by the time streetcar service ended in 1934.

The West Asheville End of Car Line Historic District is locally significant under Criteria A and C in the areas commerce, community planning and development, and architecture. The buildings within the district and the businesses associated with them substantially contributed to the growth and development of West Asheville during the period of significance. The local businesses supported the growth of West Asheville's residential neighborhoods and contributed to the distinct character of the West Asheville community. The architecture of the buildings is also representative of the styles, materials, and methods of construction typical of commercial buildings in the early twentieth century. The period of significance for the district begins in 1916 with the construction of the earliest buildings at the intersection of Haywood and Brevard roads and ends in 1956. The post-1956 period is not of exceptional significance, and therefore the fifty year cut off is the end of the period of significance.

Historical Background: Development of West Asheville

The North Carolina General Assembly officially formed Buncombe County in 1792, and the small village of Asheville, its county seat, was incorporated in 1797. Situated on a plateau on the east side of the French Broad River, Asheville remained a small settlement at the crossroads of old Cherokee trading paths until the completion of the Buncombe Turnpike in 1827. Commercial and residential development remained sparse until the arrival of the Western North Carolina Railroad in October 1880, which marked the beginning of an era of prosperity in Asheville and surrounding areas that continued nearly unabated for the next fifty

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years. The late nineteenth and early twentieth century development, sparked by the railroad connection and subsequent influx of tourists and health seekers, helped to create the city that exists today.¹

Since the mid-nineteenth century, Haywood Road has been the principal corridor for the land area on the west side of the French Broad River. The road followed the route of the Western Turnpike, the main route from Asheville to Haywood County and points west beginning in the 1850s. The old road originated as Haywood Street in downtown Asheville, passed on the north side of the old landmark Battery Park Hotel, which was razed in the 1920s, and extended westward down to the river, crossing at Smith's Bridge to the northeast of West Asheville. Originally Haywood Road came up from the river along present day Westwood Place (northwest of present Haywood Road) before turning west and following today's route. A nineteenth century road to Brevard in Transylvania County (present day Brevard Road) turned off to the south farther west along Haywood Road. A second road (present day Sand Hill Road) split off in the direction of the Sulphur Springs Hotel (no longer extant), a mid-nineteenth century resort several miles west of Asheville. The hotel was run by Colonel Rueban Deaver, son-in-law of Robert Henry, who discovered the springs in 1827 and became West Asheville's first settler.²

In 1885, Edwin Carrier, a lumber baron, settled in Asheville and began buying land on the west side of the French Broad River. Carrier founded the West Asheville Improvement Company in 1887 to develop his property and lay out commercial and residential lots. The company developed its land along the Haywood Road corridor as the main commercial area with the residential areas extending south toward the river, where a horse track and fairgrounds were located. On the site of the Sulphur Springs Hotel, which burned in 1862, Carrier erected the Hotel Belmont along with a racetrack and athletic field nearby. By 1889, a small dam and powerhouse on Hominy Creek to the southwest provided electrical service to West Asheville, which was incorporated as a separate town on February 9, 1889. For reasons that are unclear to historians, the incorporation charter was repealed on March 8, 1897.³

The Asheville Street Railway Company began operation in 1889, when the first electric street car made its two mile run along Southside Avenue between Pack Square and Depot Street. The Asheville street car system was reputedly the second electric street car system in the United States after Richmond, Virginia. The elevation change between Pack Square and the low-lying depot area presented a challenge for arriving passengers wanting to reach downtown. Other railway companies were formed to transport passengers to various neighborhoods and resorts around the city, including Carrier's West Asheville and Sulphur Springs Railway, which traveled along the low-lying banks of the French Broad River to the Hotel Belmont. The line

¹ Douglas Swaim, ed., *Cabins & Castles: The History and Architecture of Buncombe County, North Carolina* (Asheville, NC: City of Asheville, County of Buncombe, and North Carolina Division of Archives and History, 1981), 9-13. Ora Blackmun, *Western North Carolina and Its People to 1880* (Boone, NC: Appalachian Consortium Press, 1977), 203.

² Swaim, 16-19, and West Asheville History Project, "The Story of Haywood Road" Volume 1, Issue 1 (Winter 2001), 1-2.

³ West Asheville History Project, "The Story of the River" Volume 1, Issue 2 (Winter 2001), 1-3, and "The Story of Haywood Road", 1-2.

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operated from 1891 to 1895 and specifically served Carrier's hotel and recreational facilities. By 1900 most of the street railways were consolidated in to the Asheville Electric Company (Asheville Power and Light after 1912), the supplier of electricity to the city. In 1907, Asheville led the state with three million trips by streetcar passengers, which outpaced the Charlotte and Wilmington systems by a million riders.⁴

Streetcar service between Asheville and West Asheville began early 1911, with streetcar lines running from downtown Asheville and across the new West Asheville Bridge over the French Broad River. Discussions about the West Asheville line began soon after the West Asheville and Sulphur Springs Railway went into receivership in 1895 and was subsequently acquired by the Asheville Electric Company. The idea to return trolley service to the old West Asheville line along the river was quickly abandoned because not enough people were living along the line. With the construction of the new bridge, a section of the old road from Westwood Place to the river was shifted to the southeast onto land donated by W. E. Logan so that Haywood Road would connect with the new bridge. The street car tracks were laid on the north side of Haywood Road and terminated at the intersection of Haywood and Brevard roads, where the street car turned north into an alley (present Dunwell Avenue). West Asheville was incorporated for a second time on March 13, 1913, and H. L. Bright was elected the first mayor in 1914, the same year that Haywood Road was paved for the first time.⁵

Asheville's street railway system reached its operating peak in 1915, with forty-three cars and eighteen miles of track. By 1916, the streetcars ran from Pack Square to the depot and West Asheville via Southside Avenue every fifteen minutes between 5:30 am and 11:00 pm. On Sundays the first cars from Pack Square to West Asheville left at 6:15, 7:00, and 8:30 am. The city of Asheville formally annexed West Asheville on June 9, 1917, nearly doubling the size of Asheville.⁶

Although West Asheville was well established before its consolidation with the city of Asheville, the area experienced a period of growth and development during the late 1910s and 1920s that greatly affected the appearance of Haywood Road. Settlement remained sparse in the first decade of the twentieth century, but during the second period of incorporation from 1913 to 1917, concentrations of civic and commercial buildings were built at the intersection of Haywood Road with present day Westwood Place and farther west with Brevard Road. In addition to several businesses, a post office, fire station, and the West Asheville Graded School were located around the multi-pronged intersection of Haywood Road, Westwood Place, and

⁴ David C. Bailey, Joseph M Canfield, and Harold E. Cox, *Trolleys in the Land of the Sky: Street Railways of Asheville, N.C. and Vicinity* (Forty Fort, PA: Harold E. Cox, 2000), 5-10, 14-15. Also see Walter R. Turner, "Development of Streetcar Systems in North Carolina," Manuscript posted on Charlotte-Mecklenburg Historic Landmarks Commission website, n.d. (<http://www.cmhpf.org/development%20of%20streetcar%20systems.htm>).

⁵ Bailey, et al, 23-24. "The Story of Haywood Road," 1-2.

⁶ Ibid, 1-2. Swaim, 79, 185. Also "West Asheville Was Once a Municipality of Its Own," *Asheville Citizen-Times* (October 23, 1993).

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Richmond Avenue (West Asheville-Aycock School Historic District, 2006). The West Asheville Graded School opened around the turn of the twentieth century as the first public school in West Asheville and was replaced in the 1920s with a new two-story brick building, which was renamed in honor of former governor Charles B. Aycock (1900-1905), a strong advocate of education in North Carolina who died in 1912. The property of Mrs. S. D. Patterson, whose home stood on the south side of Haywood Road, was divided into lots in 1915, with several tracts later sold for the post office (#416 Haywood Road) and other commercial buildings (#418-420). The triangular site at the intersection contained a large two-story bank and office building through the early 1920s.



Haywood Road at intersection with Brevard Road and Dunwell Avenue, ca. 1930 postcard

(Source: West Asheville History Project)

A second concentration of commercial buildings—forming the core of the West Asheville End of Car Line Historic District—was located around the site of the nineteenth century Jarrett’s Store (location of present day Penland Building, #729 Haywood Road) at the intersection of Brevard Road. This The well-detailed ca. 1895 Thomas Jarrett House (NR, 1994) stands a short distance to the northeast on Louisiana Avenue, and some of the family’s property belonging to J. N. Jarrett was divided into lots on the north side of Haywood Road in 1916. Jarrett’s land adjoined property owned by R. M. Wells, who built the Wells Building (#728) at the southeast corner of Haywood and Brevard Roads in 1917. The property of R. M. Wells and H. A. Dunham was platted in 1914 on both sides of Dunwell Avenue, which extended north from Haywood Road before turning west to connect with Herren Avenue. H. J. Olive and George Jenkins ran adjacent general stores (#733 and 735, respectively) at the northeast corner of the Haywood Road-Dunwell Avenue intersection from the 1910s through the 1920s. Other development along Haywood Road in the early

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twentieth century included churches, commercial buildings, and a number of Queen Anne and Colonial Revival style dwellings.

The commercial fervor of Asheville in the 1920s, the peak of the city's boom years, was generated by a vigorous real estate market, growing industrial base, and the continuing strength of tourism. The real estate market in Asheville erupted in the 1920s as the Florida boom was waning and developers and promoters descended upon the growing mountain city. Manufacturers and various industries established themselves near the depot and rail yards along the river and in the county, most notably American Enka, a Dutch textile subsidiary, which built a large rayon plant with an accompanying residential community in Candler to the west of Asheville. Throughout the peak of Asheville's boom years tourism remained a cornerstone of the local economy, and the opening of the Great Smoky Mountains National Park in 1930 attracted an even broader range of visitors to the region and Asheville.



**North side of Haywood Road – Commercial Building (#797), Post Office (#795), Palace Theatre (#791),
and Red Star Filling Station (#785)**

(Source: E. M. Ball Photographic Collection (1918-1969), D. H. Ramsey Library, Special Collections, University of North Carolina at Asheville)

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The 1920s saw new development all around Asheville, including West Asheville, as large land holdings and residential property was subdivided to accommodate new buildings. Along Haywood Road, James T. Bledsoe, J. R. Rice, and J. N. Nicholson began buying and developing property near the Sand Hill Road and Mildred Avenue intersections. The 1927 Bledsoe Building (#771-783; NR, 2003), the largest commercial building on Haywood Road, covered nearly three-quarters of an acre and housed numerous businesses, offices, and lodgers. Bledsoe went on to erect the Palace Theatre (#791) in 1928, another two-story commercial building (#797), and possibly the filling station and auto repair garage (#785) in the block immediately west of Mildred Avenue. T. H. Skidmore, through the Skidmore Land Company, was also actively developing commercial property around Asheville, including new buildings at 415 Haywood Road and the southwest corner of the Brevard Road intersection (#732). By the time the Depression began in 1930, the architectural character and density of Haywood Road was well established.⁷

The development of West Asheville was not limited to the commercial corridor along Haywood Road, although the commercial sections and working streetcar line clearly focused activity on the Haywood Road corridor. To some degree the streetcar line allowed West Asheville to develop as a suburb of Asheville by providing easy access across the river and into downtown, but the residential neighborhoods that developed on the north and south sides of the Haywood Road were also home to the many small business owners and employees living and working in West Asheville or in the industries located along the river. Architects, surveyors, real estate agents, automobile dealers, garages, barbers, bankers, physicians, building suppliers, grocers, restaurants, dressmakers, cleaners, photographers, and bakers were among the many types of businesses, professions, and services that lined Haywood Road. The distinct character of West Asheville is attributable to the close physical relationship of work and home found in the commercial areas of Haywood Road and the neighborhoods that lie adjacent to them.⁸

The city of Asheville was struck hard by the economic depression of the 1930s. Saddled with the enormous debt of municipal bonds used to fund civic projects in the late 1920s, Asheville entered a long period of stagnation that saw little new development until after World War II. The West Asheville community, with its close relationship of residential neighborhoods and businesses, emerged from the Depression relatively intact. Several local businesses, including May's Market (#747), Home Furniture Store (#797), and Fortune's Hardware (#729; formerly Ideal Paint & Hardware), successfully survived the economic hardships of the Depression and remained vital components of the community into the late twentieth century. Streetcar service ended in 1934, signaling a rise in automobile ownership and use that led to the changing character of West Asheville in the second half of the twentieth century.

Automobile and auto-related tourism helped reinvigorate Asheville's tourism economy after World War II, but changes to the landscape and transportation patterns necessitated by automobile traffic ultimately

⁷ Buncombe County Register of Deeds Office.

⁸ Asheville city directories.

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led to negative effects for Haywood Road. In the early 1950s, the French Broad River Bridge (also known as Smokey Park Bridge) was built high above the river and allowed Patton Avenue to be extended west from downtown Asheville. Westgate Shopping Center, the area's first strip mall with a large parking lot, was built at the west end of the new bridge. Patton Avenue, which ran roughly parallel to Haywood Road one mile to the north, as it reached into West Asheville became the new commercial strip in the 1950s, oriented to automobile traffic. The construction of Interstate 240 in the 1960s further cut into the fabric of West Asheville, literally cutting a north-south swath along Hanover Street and through Knollman's Sunken Gardens, which stood adjacent to Aycock School. The expressway joined Patton Avenue, crossed the bridge, and continued into downtown Asheville. While the new roads allowed a faster connection between West Asheville and downtown, they also served to divert traffic from Haywood Road, making it no longer the primary corridor.⁹

Commercial Architecture Context

Much of the early architecture of Asheville, specifically structures dating from before 1880, has been lost in the intervening decades of prosperity and expansion. Developers and contractors built the city over more than once during Asheville's boom years. Whereas the earliest buildings were log structures, including the courthouse and jail, the frontier settlement of Asheville evolved into a small village of brick and frame structures by the 1820s. The increasing number of wealthy visitors from the low country of South Carolina and Georgia in the mid-nineteenth century brought about a gradual refinement of Asheville's architecture, and by century's end the railroad had opened the city to a constant flow of outside influences.¹⁰

The commercial corridor of Haywood Road in West Asheville developed along the route of the Western Turnpike on the west side of the French Broad River beginning in the late nineteenth century. The scattered late nineteenth and early twentieth century buildings on Haywood Road were constructed of wood and brick. The mid-nineteenth century Reynolds House (NR, 1984) on Westwood Place, which was the route of Haywood Road prior to the 1910s, is a rare surviving brick dwelling from the early development of West Asheville. A 1903 map of Buncombe County shows several stores, including Jarrett's and Reynolds', two schools, and three churches located along Haywood Road. The nineteenth century commercial buildings were enlarged or replaced beginning in the 1910s, with the one and two-story brick and concrete block buildings that give the street its historic character.

⁹ "The Story of Haywood Road," 1-2. Swaim, 96-98. Sue Greenberg and Jan Kahn, *Asheville: A Postcard History*. Volume II (Dover, NH: Arcadia Publishing, 1997), 60, 92.

¹⁰ Catherine W. Bishir, *North Carolina Architecture* (Chapel Hill, NC: University of North Carolina Press, 1990), 412. David R. Black, *Historic Architectural Resources of Downtown Asheville, North Carolina* (Asheville, NC: City of Asheville and North Carolina Department of Cultural Resources, 1979), 7-16; and Swaim, 51-2.

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Most of the brick buildings erected during the twentieth century development of West Asheville were executed in a relatively plain, utilitarian style interspersed among examples of the early twentieth century Commercial Style. Isolated examples of period revival styles and the Art Deco Isis Theater (#743) within the district also help to enrich the streetscape. The two-story utilitarian brick building at 725 Haywood Road (1916) is the oldest building in the district and features a flat façade with a simple stepped parapet containing a concrete panel incised with the construction date. The Wells Building (1917; #728), located across the street, is a two-story brick structure with corbelled brick panels in the upper story façade as well as stone keystones and sills framing the second story windows. The building at 735-737 Haywood Road (ca. 1917) is a plain commercial building with separate storefronts (including one original wood frame storefront) and a central upper story entry. Recessed panels and a corbelled cornice enliven the upper story façade. The Great A&P Tea Company building (1926; #723) is a relatively plain brick building, but appears to retain its original Craftsman-style windows on the second story.

Though not prevalent within the district, a small number of Commercial Style buildings are found among the more common utilitarian commercial buildings that define the streetscape of Haywood Road. The early twentieth century Commercial Style developed in response to the more ornate and textured Italianate and Romanesque style commercial buildings of the nineteenth century. The Commercial Style utilized simple and often structural details to enliven otherwise utilitarian buildings. Commercial Style buildings are typically rectangular plan brick buildings with flat roofs behind stepped or shaped parapets, patterned masonry, and large windows often arranged in groups.¹¹

The Franklin Building (1923; #749-751) represents a typical example of Haywood Road's Commercial Style architecture with large storefront openings, single windows spaced across the second story, and decorative brick bands and patterns. The Franklin Building also features a brick veneer façade with rock-face concrete block side and rear walls. The Commercial Style Penland Building (ca. 1928; #729-731) replaced smaller buildings on this prominent corner site, and features two recessed storefront entrances, leaded glass transoms, and recessed panels in the upper façade. Unfortunately the grouped second story windows have been replaced.

The group of buildings developed by James T. Bledsoe in the late 1920s forms an impressive collection of commercial buildings around the intersection of Haywood Road and Mildred Avenue. The building at 797 Haywood Road (ca. 1929), which was later the longtime home the Home Furniture Store, is a plain two-storefront, two-story brick structure with brick pilasters. The Commercial Style Palace Theatre (#791; 1928) also features paired brick pilasters at the corners, a recessed entrance, and tile floor. The theatre has been altered with the removal of its marquee, polygonal ticket booth, and stepped parapet. The one-story

¹¹ Richard Longstreth, *The Buildings of Main Street: A Guide to American Commercial Architecture* (Washington, DC: The Preservation Press, 1987), 16-19. *Good for Business, A Guide to Rehabilitating the Exteriors of Older Commercial Buildings* (Milwaukee, WI: Department of City Development, City of Milwaukee, 1985), 14-19.

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West Asheville Post Office (1929; #795) presents a lively façade with a stepped parapet, horizontal and vertical relief panels, and arched window and door openings. The building at 785 Haywood Road (1929) faces onto Mildred Avenue and contains a large wooden roll-up garage door and metal-frame industrial windows. The 1927 Commercial Style Bledsoe Building (NR, 2003), however, represents Bledsoe's finest endeavor. The massive two-story brick building covers nearly three-quarters of an acre with six large commercial spaces on the first story and numerous small offices and apartments on the second story. Roughly a trapezoid in plan, the building's long façade on Haywood Road is divided by pilasters into three sections, which are subdivided into structural bays with recessed entrances and storefronts topped by transoms. The Bledsoe Building remains as one of the largest commercial buildings on Haywood Road.

An alternative to the more common brick façade was concrete block. First introduced after the turn of the century, concrete block became more prevalent in the 1920s and 30s, replacing time and labor intensive poured concrete walls. Early promoters of the building material hoped to broaden its appeal as a finish material by developing a variety of face textures, including a popular rock-face block with a rough exterior finish. A number of distinct buildings were erected in Asheville—many of them in West Asheville—utilizing the block as an exterior material, but it failed to gain widespread use as a primary facing material. The growing popularity and availability of lightweight cinder block in the 1920s further relegated concrete block to a utilitarian role, often used for foundations and rear or side walls and sometimes faced with more traditional materials such as brick. One of the earliest appearances of rock-face block in the district was H. J. Olive's Store at the corner of Dunwell Avenue (ca. 1917; #733). Originally a two-story structure, the upper story of the building was removed in the second half of the twentieth century and the façade covered with stucco. The concrete block, however, remains exposed on the side and rear walls. Rock-face concrete block was also used on the side and rear walls of the Franklin Building (#749-751) and the building at 800 Haywood Road.¹²

While the district is composed of mostly brick commercial buildings from the 1910s and 20s, several individual examples of popular architectural styles are also represented, although they are relatively uncommon in West Asheville. The most visually striking individual building is the Art Deco style Isis Theater (1937; #743) with its distinctive vertical fluted frontispiece on the stucco-covered stepped parapet façade. The Art Deco style enjoyed a period of popularity in the 1930s Asheville, due in large part to the influence of Douglas Ellington's S&W Cafeteria (1929; NR, 1977). The Isis Theater presented a simplified and more streamlined variation of the style with its applied frontispiece. The diminutive West Asheville Cleaners building (ca. 1937) at 9 Brevard Road displays a brick veneer façade with structural clay tile side walls and a Mission style decorative metal roof between raised end posts. The Pure Oil Station (ca. 1947) at

¹² Thomas C. Jester, ed., *Twentieth-Century Building Materials: History and Conservation* (New York: The McGraw-Hill Companies, 1995), 80-83. Pamela H. Simpson, *Cheap, Quick, & Easy: Imitative Architectural Materials, 1870-1930* (Knoxville: University of Tennessee Press, 1999), 11-14, 21-27.

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784 Haywood Road is a similarly distinctive building that occupies a prominent triangular site at the intersection of Haywood and Sand Hill roads. The English cottage style filling station features a steeply pitched multi-gable roof covered with bright blue glazed terra cotta tiles, a simulated end chimney, and other pseudo-domestic elements. The station, although smaller than a companion building at 268 Haywood Road, retains many of its original features including the garage doors, pressed tin ceilings, exterior lamps, and gutters and downspouts.

Although Haywood Road was largely developed by 1930, changes to the streetscape in the middle and late twentieth century reflect broader changes brought on by the increasing popularity of the automobile. The end of streetcar service in 1934 signaled a shift towards a more independently mobile population that was less reliant on public transportation. The appearance of growing numbers of gas and service stations, auto garages, and other automobile-related businesses was later complemented by new architectural styles and building types attuned to automobile traffic. Several resources within the district—including Bon Ton Cleaners (ca. 1954; #732) and the Morton & Scruggs Building (1952; #814)—reflect the post-World War II manner of building with plain facades, plate-glass windows, and aluminum-frame storefronts. When it was completed around 1952, the building at 726 Haywood Road was set back from the street and sidewalk to allow parking directly in front of the building for its businesses.

The construction of Interstate 240 through West Asheville in the 1950s, the Smokey Park Bridge over the French Broad River, and the development of Patton Avenue to the north of Haywood Road as a commercial strip all served to undermine the historic character of the Haywood Road commercial corridor. Preservation efforts in the past decade in West Asheville have led to the rehabilitation of many buildings and attracted new small businesses to the Haywood Road area. These efforts have also been successful at returning the upper stories of many buildings to apartments and offices and attracting new occupants. The result has been a renewed vitality for the Haywood Road corridor and the West Asheville community in the twentieth-first century.

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Section 10. Geographical Data

UTMs

Zone 17

A	E355680	N3938170
B	E355720	N3938060
C	E355660	N3937980
D	E355620	N3937980
E	E355340	N3938150
F	E355420	N3938260

Verbal Boundary Description

The boundary of the West Asheville End of Car Line Historic District is shown by the heavy line on the attached Buncombe County tax map. It contains the concentration of historic resources in the 700 and 800 blocks of Haywood Road, which runs roughly east-west through the district. On the north side of Haywood Road the boundary generally follows the rear lot lines of properties facing the street from 715 to 797 Haywood Road. On the south side of Haywood Road the boundary generally follows the lot lines of properties (#726-732) at the intersection of Brevard Road, including two resources that face Brevard Road (#7-9), and the lot lines of properties (#784-800) in the triangular area between Haywood Road and Sand Hill Road. The boundary follows the south margin of Haywood Road and excludes the modern, non-contributing resources on the south side of the street between to the sections.

Boundary Justification

The boundary of the West Asheville End of Car Line Historic District is drawn to encompass the concentration of historic resources in the 700 and 800 blocks of Haywood Road from east of Brevard Road to west of Mildred Avenue. The boundary generally follows the rear lot lines of resources facing Haywood Road. Two additional resources that face Brevard Road (#7-9) are included within the boundary as they adjoin the rear wall of the Bon Ton Cleaners at #732 Haywood Road. A paved parking area at the rear of the parcel containing the Isis Theater (#743; PIN 9638-13-14-8635) has been excluded from the boundary due to a loss of integrity and association with the resources in the district. Beyond the boundaries to the north, south, and west the character of the area changes to residential development, and to the east of the boundary a marked loss of integrity occurs as well as a change in development density.

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Photograph Index

All photographs of the West Asheville End of Car Line Historic District in Asheville by Heather Fearnbach of Edwards-Pitman Environmental, Inc., on October 13, 2005. Negatives are kept at the North Carolina Office of Archives and History Western Office in Asheville, North Carolina.

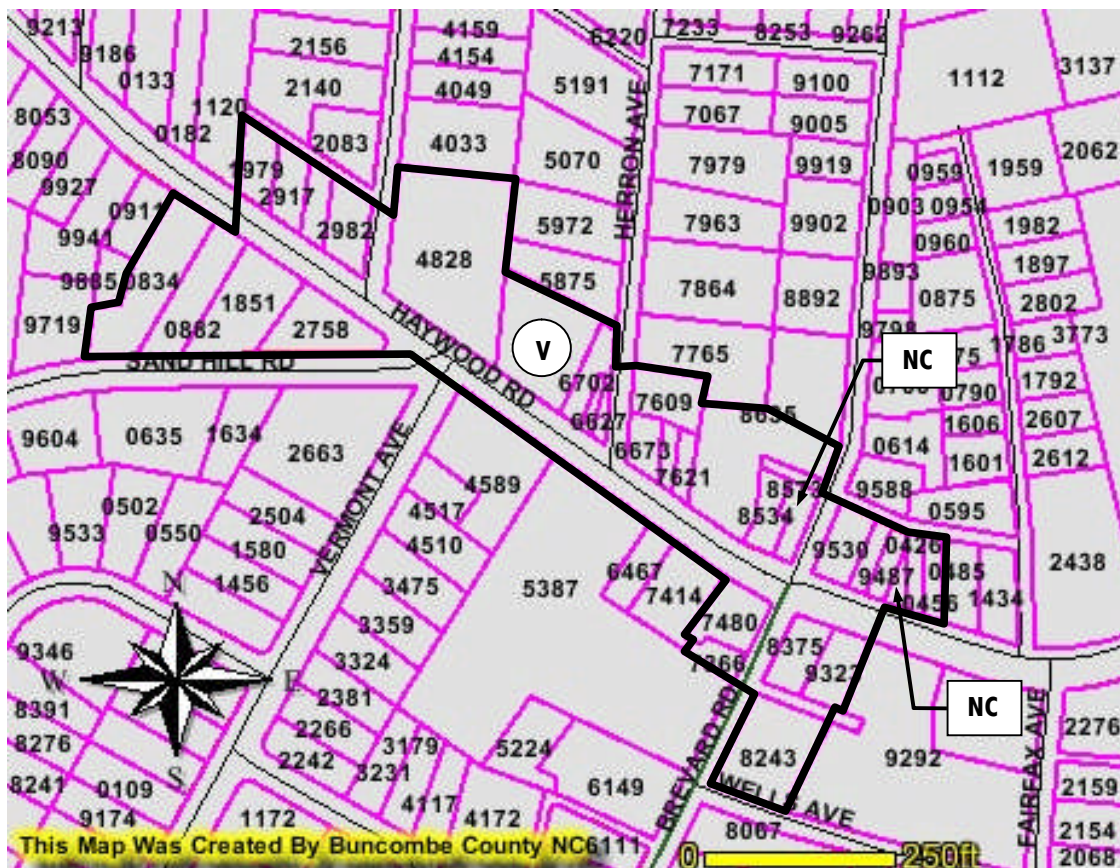
1. Overall view at the intersection of Haywood Road, Brevard Road, and Dunwell Avenue – view to northeast.
2. Blesdoe Building, 771-783 Haywood Road (NR, 2002) – façade, view to north.
3. Commercial buildings (785-797 Haywood Road) west of Mildred Avenue – oblique view to northwest.
4. Cherokee Café (800 Haywood Road) and Morton-Scruggs Building (814 Haywood Road) – oblique view to southwest.
5. Commercial building, 753-757 Haywood Road – façade, view to north.
6. Commercial buildings (743-751 Haywood Road) east of Herren Avenue including the Isis Theater (743 Haywood Road; right) – oblique view to northwest.
7. Jenkins & Haddon General Store (735-737 Haywood Road) and Olive's General Store (733 Haywood Road; non-contributing resource) – oblique view to northwest.
8. West Asheville Cleaners (9 Brevard Road) and Bakery Building (7 Brevard Road; center) – oblique view to northwest.
9. Wells Building, 728 Haywood Road – façade, view to south.

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West Asheville End of Car Line Historic District Boundary Map
(Source: Buncombe County GIS)

The National Register boundary is shown by the heavy line.