



**North Carolina Department of Cultural Resources**  
**State Historic Preservation Office**

Ramona M. Bartos, Administrator

Governor Pat McCrory  
Secretary Susan Kluttz

Office of Archives and History  
Deputy Secretary Kevin Cherry

May 18, 2015

MEMORANDUM

TO: Kate Husband  
Office of Human Environment  
NCDOT Division of Highways

FROM: Renee Gledhill-Earley *Renee Gledhill-Earley*  
Environmental Review Coordinator

SUBJECT: Construct Median Crossovers with Signal Design at NC 24/NC 87 from Barrington Cross Street to east of MLK Westbound Ramps and Rowan Street between Ray Avenue and Ramsey Street, Fayetteville, PA 15-01-0013, Cumberland County, ER 15-0992

Thank you for your memorandum of May 1, 2015, transmitting the Historic Structures Survey Report for the above-referenced undertaking. We have reviewed the report and offer the following comments.

For purposes of Section 106 of the National Historic Preservation Act **we concur that the following properties are eligible for listing in the National Register of Historic Places** and their proposed boundaries appear appropriate.

- Stewart Building (CD1402) under Criterion C for architecture.
- West Haymount Historic District (CD0683) under Criterion C for architecture. Because there are several neighborhoods or portions thereof within the district, there was no specific community planning or development for the district as a whole and Criterion A is not supported.
- Moore's Market (CD0639) under Criterion A for commerce and African American Heritage and Criterion C for architecture.
- Pam-Oil Gas Station (CD1033) under Criterion A for commerce and Criterion C for architecture.

We also concur that that **following properties are not eligible for listing in the National Register.**

- Dr. E Newton Smith Dental Office Building (CD1401)
- A&W Drive-In Restaurant (CD1403)
- Dr. Robert Lessom Dental Office Building (CD1044)
- Fennell-Strange House (CD0391)

Due to extensive alterations on the interior, with architectural features not in keeping with the Modernist architecture of the building and possibly the partial removal of some walls, we do not believe the Canada Dry Bottling Company Building (CD0640) is eligible for listing.

The above comments are made pursuant to Section 106 of the National Historic Preservation Act and the Advisory Council on Historic Preservation's Regulations for Compliance with Section 106 codified at 36 CFR Part 800.

Thank you for your cooperation and consideration. If you have questions concerning the above comment, contact Renee Gledhill-Earley, environmental review coordinator, at 919-807-6579 or [environmental.review@ncdcr.gov](mailto:environmental.review@ncdcr.gov). In all future communication concerning this project, please cite the above referenced tracking number.

cc: Mary Pope Furr, NCDOT

[mfurr@ncdot.gov](mailto:mfurr@ncdot.gov)

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**EVALUATIONS OF ELIGIBILITY REPORT**

**CONSTRUCT MEDIAN CROSSOVERS WITH SIGNAL DESIGN AT NC24/NC87 FROM  
BARRINGTON CROSS STREET TO EAST OF MARTIN LUTHER KING WESTBOUND RAMPS AND  
NC24/NC210 (ROWAN STREET) BETWEEN RAY AVENUE AND RAMSEY STREET**

**FAYETTEVILLE, CUMBERLAND COUNTY**

**TIP No. W-5206AM  
WBS No. 45336.1.FS39**

**Prepared by:**

**Mattson, Alexander and Associates, Inc.  
Frances Alexander, Project Manager  
2228 Winter Street  
Charlotte, North Carolina 28205**

**Prepared for:**

**North Carolina Department of Transportation  
Human Environmental Section  
Raleigh, North Carolina**

**22 April 2015**

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**North Carolina Department of Transportation  
Human Environmental Section  
Raleigh, North Carolina**

**22 April 2015**

**MATTSON, ALEXANDER AND ASSOCIATES, INC.**

*Frances P. Alexander*

April 22, 2015

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**Frances P. Alexander, M.A.**

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**Date**

\_\_\_\_\_  
**Richard L. Mattson, Ph.D.**

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**Date**

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**North Carolina Department of Transportation**

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**Date**

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## MANAGEMENT SUMMARY

This North Carolina Department of Transportation (NCDOT) project is entitled, *Construct Median Crossovers with Signal Design at NC24/NC87 from Barrington Cross Street to East of Martin Luther King Westbound Ramps and NC24/NC210 (Rowan Street) Between Ray Avenue and Ramsey Street*. The TIP No. is W-5206AM, and this federally-funded project is located in Fayetteville, Cumberland County. NCDOT proposes to construct median crossovers with signal designs within two discontinuous stretches of Bragg Boulevard and Rowan Street. The longer section extends along Bragg Boulevard (NC24/NC87) between Barrington Cross Street and the Martin Luther King Westbound ramps, and the other project area is a short section along Rowan Street (NC24/NC210) between Ray Avenue and Ramsey Street. The total project length is approximately two miles. The area of potential effects (APE) for the project extends seventy-five feet in both directions off the center line of Bragg Boulevard and Rowan Street between the project termini. The project location is shown in **Figure 1**. This report represents documentation of historic properties located within the area of potential effects (APE) for the project.

In response to a request for input, architectural historians surveyed the entire APE, defined as the geographic area or areas within which a project may cause changes to the character or use of historic properties, if any such properties exist. The APE for this project was determined during the initial field surveys and generally includes those properties adjacent to the project corridors in the two project areas. The APE extends seventy-five feet in both directions off the center line of Bragg Boulevard and Rowan Street between the project termini. This architectural resources investigation consisted of background research into the historical and architectural development of the study area and field surveys of the APE. The APE and the properties under evaluation are shown on **Figures 2A-2D**.

The initial field survey of the APE identified eight (8) individual resources and one (1) historic district that required intensive-level evaluations to determine National Register eligibility. Following in-depth investigations of these resources, the four (4) individual properties and one (1) historic district listed below were recommended eligible for the National Register of Historic Places:

- No. 2 Stewart Building (CD1402)
- No. 3 West Haymount Historic District (CD0683) (Study List)
- No. 4 Canada Dry Bottling Company Building (CD0640) (Study List)
- No. 5 Moore's Market (Johnson Market Grocers) (CD0639) (Study List)
- No. 6 Pam-Oil Gas Station (CD1033) (Study List)

## TABLE OF CONTENTS

	<u>Page No.</u>
Management Summary	1
I. Introduction	3
II. Evaluations of Eligibility	10
No. 1 Dr. E. Newton Smith Dental Office Building (CD1401)	10
No. 2 Stewart Building (CD1402)	16
No. 3 West Haymount Historic District (CD0683) (Study List)	25
No. 4 Canada Dry Bottling Company Building (CD0640) (Study List)	34
No. 5 Moore's Market (Johnson Market Grocers) (CD0639) (Study List)	45
No. 6 Pam-Oil Gas Station (CD1033) (Study List)	55
No. 7 A&W Drive-In Restaurant (CD1403)	63
No. 8 Dr. Robert Lessom Dental Office Building (CD1044)	70
No. 9 Fennell-Strange House (CD0391)	80
III. Bibliography	89

## I. INTRODUCTION

This evaluations of eligibility report was prepared in conjunction with the North Carolina Department of Transportation (NCDOT) project entitled, *Construct Median Crossovers with Signal Design at NC24/NC87 from Barrington Cross Street to East of Martin Luther King Westbound Ramps and NC24/NC210 (Rowan Street) Between Ray Avenue and Ramsey Street*. The TIP No. is W-5206AM, and this federally-funded project is located in Fayetteville, Cumberland County. The project location is shown in **Figure 1**.

The project area covers two discontinuous sections in which median crossovers with signal designs will be constructed. The longer section extends along Bragg Boulevard (NC24/NC87) between Barrington Cross Street and the Martin Luther King Westbound ramps, and the other project area is a short section along Rowan Street (NC24/NC210) between Ray Avenue and Ramsey Street. The total project length is approximately two miles. The area of potential effects (APE) for the project extends seventy-five feet in both directions off the center line of Bragg Boulevard and Rowan Street between the project termini. The APE is shown on both the project location map (**Figure 1**) and the field survey maps (**Figures 2A-2D**).

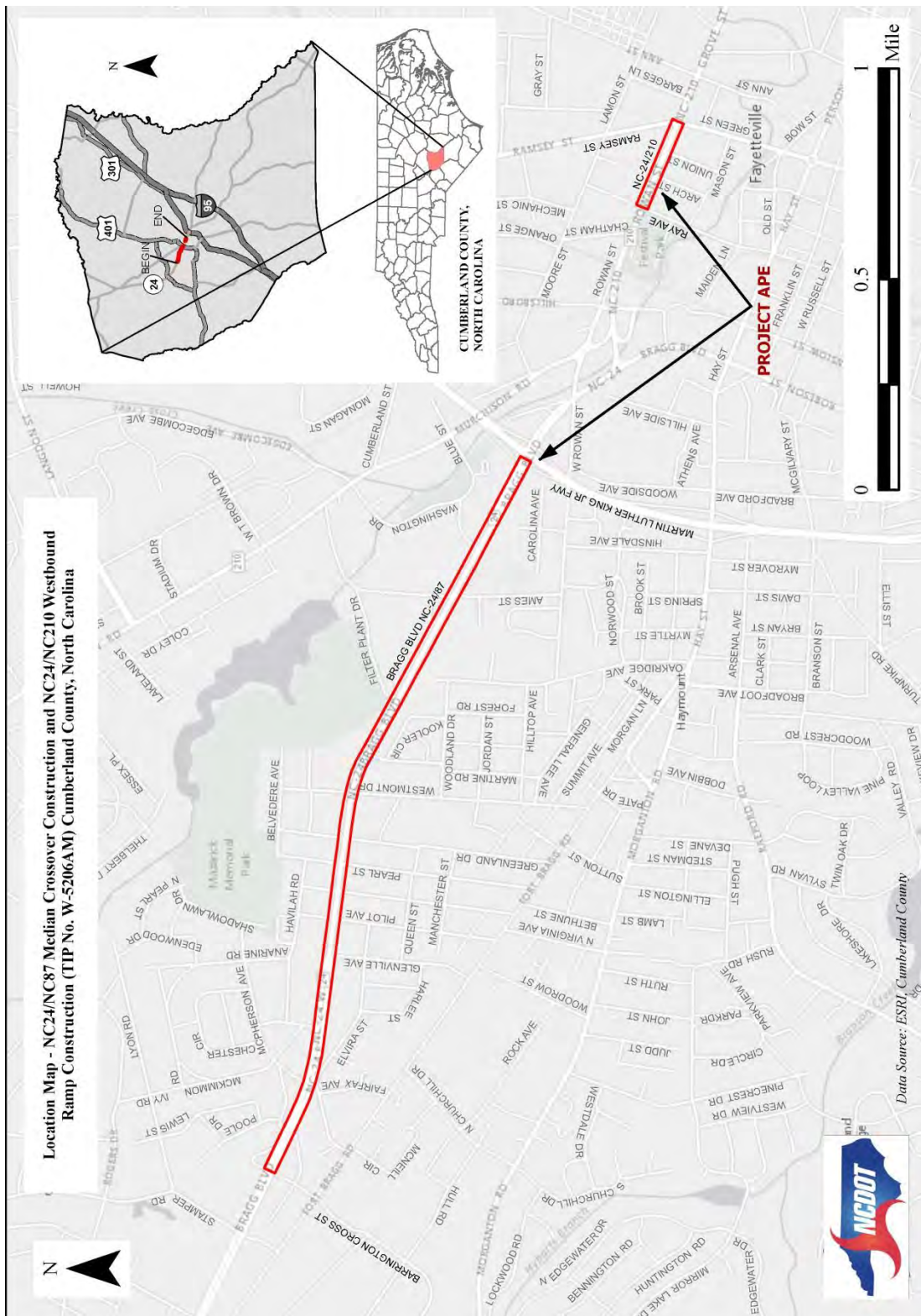
This report contains evaluation of National Register eligibility for eight individual properties and one historic district for. Five of the individual resources are located on Bragg Boulevard, and two are found on Rowan Street. The boundary of the historic district extends to Bragg Boulevard. Depicted in **Figures 2A-2D**, the properties are listed below:

- No. 1 Dr. E. Newton Smith Dental Office Building (CD1401)
- No. 2 Stewart Building (CD1402)
- No. 3 West Haymount Historic District (CD0683) (Study List)
- No. 4 Canada Dry Bottling Company Building (CD0640) (Study List)
- No. 5 Moore's Market (Johnson Market Grocers) (CD0639) (Study List)
- No. 6 Pam-Oil Gas Station (CD1033) (Study List)
- No. 7 A&W Drive-In Restaurant (CD 1403)
- No. 8 Dr. Robert Lessom Dental Office Building (CD1044)
- No. 9 Fennell-Strange House (CD0391)

The current evaluations of eligibility report is part of the environmental studies undertaken by NCDOT and is on file at NCDOT, Raleigh, North Carolina. This documentation complies with the National Environmental Policy Act (NEPA) of 1969, the National Historic Preservation Act of 1966, as amended (36 CFR 800), the National Register criteria set forth in 36 CFR 61, and NCDOT's current *Guidelines for Survey Reports for Historic Architectural Resources*.

These evaluations consisted of research into the history and architecture of the properties and an intensive-level field survey. For the research phase, both primary and secondary sources were examined, including the HPO survey files for Cumberland County. The staff in the State and Local History Room of the Fayetteville Public Library were helpful in locating sources and providing general information on the project area. Two studies were particularly valuable for this project: Michelle A. Michael's 2001 *Fayetteville Municipal Survey of Buildings, Sites, and Structures* and the 2009 *Fayetteville Modern Architecture Survey*, undertaken by MdM Historical Consultants. Both reports were prepared for the HPO.

Figure 1  
Project Location Map



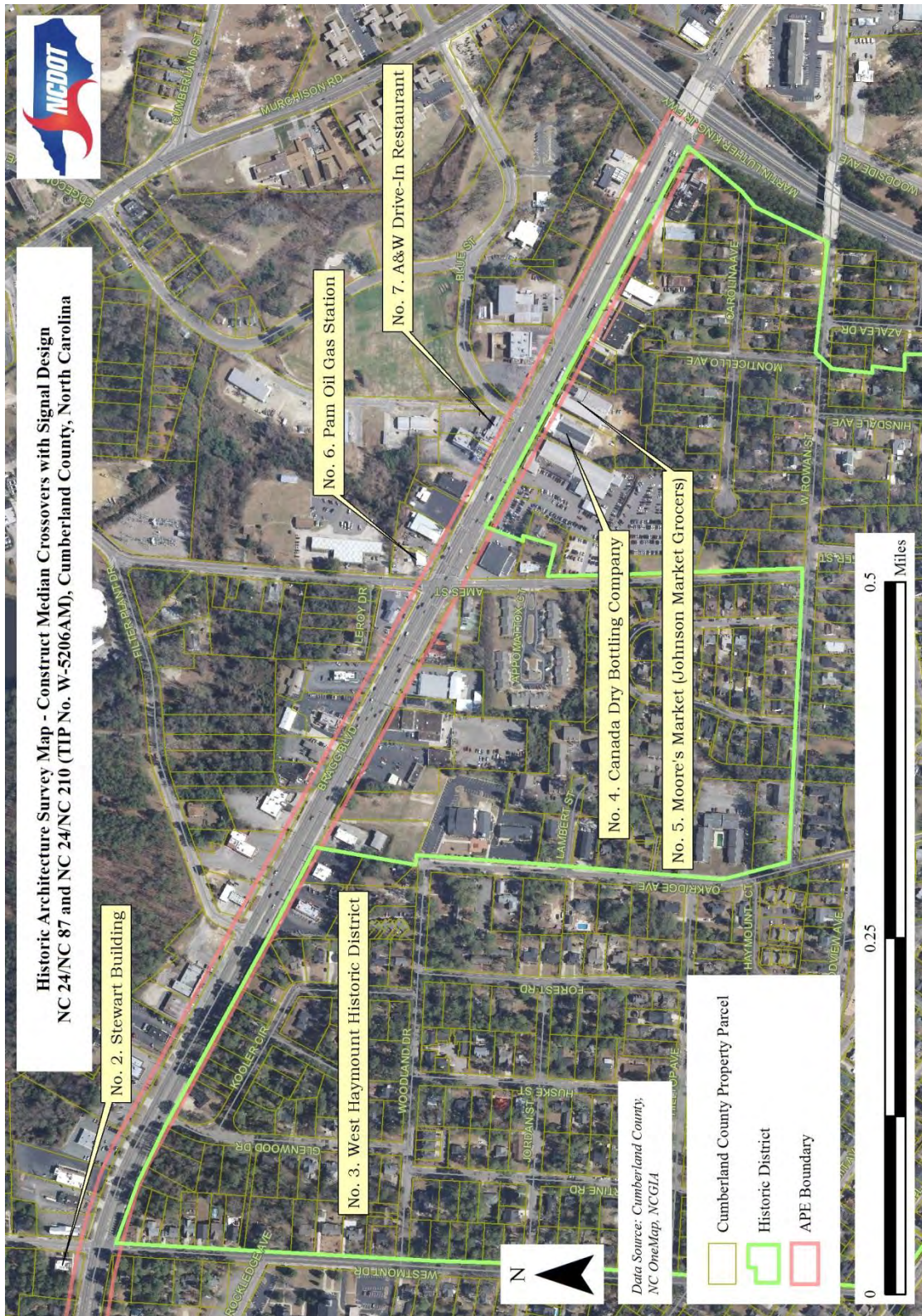


**Figure 2A**  
**Field Survey Map**





**Figure 2B**  
**Field Survey Map**



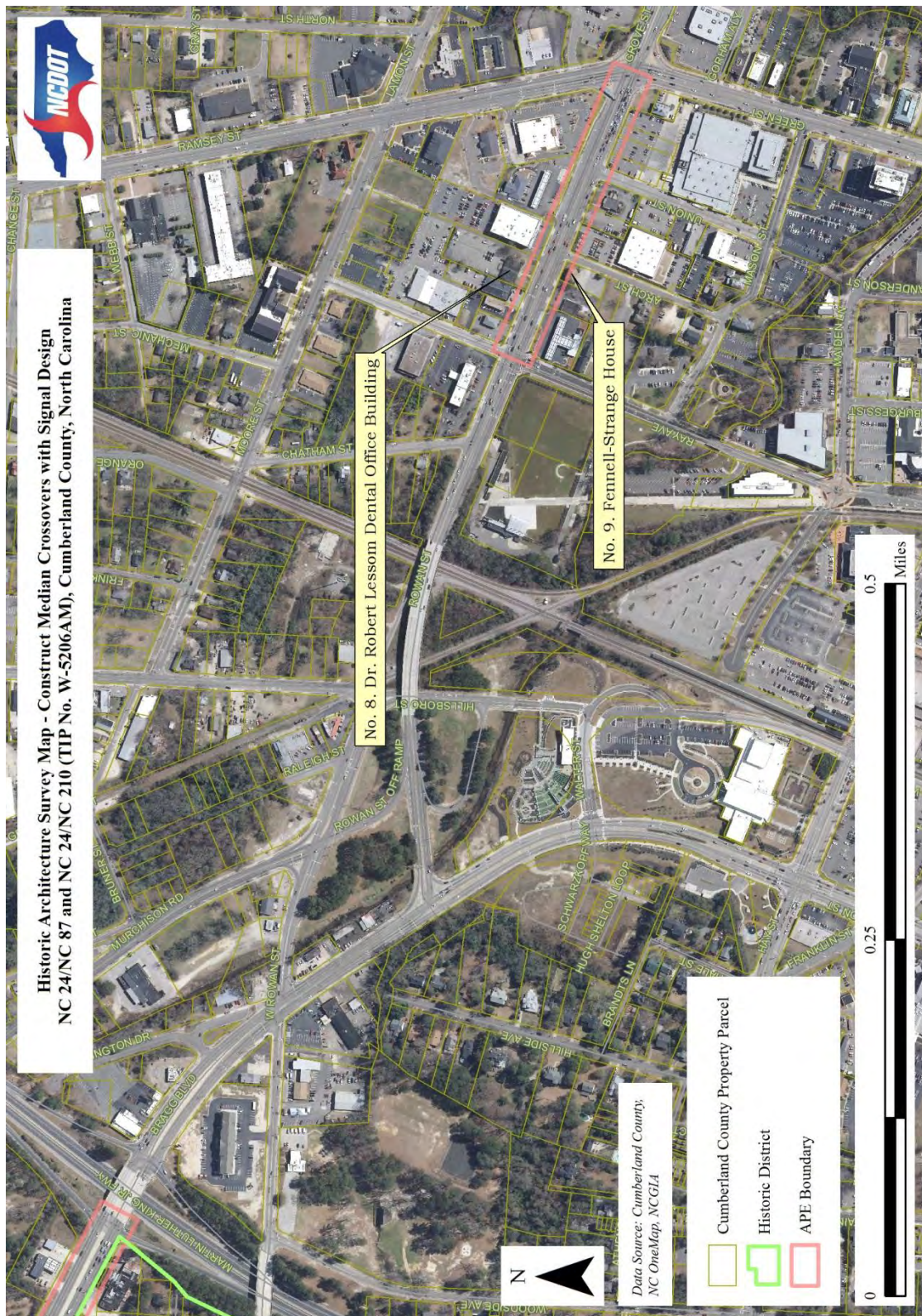


**Figure 2C**  
**Field Survey Map**





**Figure 2D**  
**Field Survey Map**





During the field work, building exteriors and interiors, where permitted, were examined and documented with photographs to assess the level of current integrity. Site plans of the resources are included with each evaluation as are National Register boundary maps, where applicable. The field investigation was conducted in March 2015.

Of the nine resources evaluated in this report, five are recommended for National Register eligibility. The Stewart Building (No. 2) (CD1402) and the Canada Dry Bottling Company Building (No. 4) (CD0640) are both eligible under Criterion C for architecture. The West Haymount Historic District (No. 3) (CD0683) is eligible under Criteria A for community planning and development and under Criterion C for architecture. Moore's Market (No. 5) (CD0639) is eligible under Criterion A for commerce and African American Heritage and under Criterion C for architecture. The Pam-Oil Gas Station (No. 6) (CD1033) is eligible under Criterion A for commerce and Criterion C for architecture.

## II. EVALUATIONS OF ELIGIBILITY

**No. 1 Dr. E. Newton Smith Dental Office  
Building (CD1401) (PIN 0428-60-8234)**  
1900 Bragg Boulevard  
Fayetteville, Cumberland County



**Eligibility Recommendation:** Not Eligible  
**Date of Construction:** 1953

### Physical Description (Figure 3)

Erected in 1953, this Modernist, split-level office building stands on a roughly triangular-shaped, one-acre parcel at the northwest corner of Bragg Boulevard and Pilot Avenue. The property has little landscaping, but a parking lot and a modern, prefabricated gazebo are found behind the office building. Residential in its design, the office building consists of two concrete-block units with flat roofs and deep eaves. The one-story module on the east side is slightly recessed from the taller, two-story section and contains the main entrance and a replacement picture window. The original entrance has also been replaced with a modern French door, and a similar French door is found on the ground level of the rear (north) elevation. The two-story section features an original band of wood-sash windows extending across the façade just under the roof eave. A small, aluminum-sash, awning window on the side (east) elevation is original, but otherwise the windows on the side and rear elevations are all vinyl sash replacements.

The principals were allowed access to the interior, but photographs were not permitted. The interior has its original floor plan with three offices and a reception area and waiting room, but the vertical-board walls, hardwood floors, and wood doors are all modern replacements.

Figure 3

Dr. E. Newton Smith Dental Office Building  
Site Plan



Source: Cumberland County Tax Map





Plate 1. Dr. E. Newton Smith Dental Office Building, Façade and Side (East) Elevation, Looking Northwest.



Plate 2. Dr. E. Newton Smith Dental Office Building, Façade and Side (West) Elevation, Looking Northeast.



Plate 3. Dr. E. Newton Smith Dental Office Building, Rear (North) Elevation and Parking Area, Looking South.

### Historical Background

This office building was constructed in 1953 for Dr. E. Newton Smith, a Fayetteville dentist. Dr. Smith had his office here until the mid-1970s. Dr. Newton's wife, Dollie Gunter, inherited the property in 1979, and in 1989, the Newton family sold the building to Edward Gannis. The property remained a dental office until 2003 when it was acquired by Kevin and Corinna Williamson who are the current owners. The building now houses a beauty salon (*Fayetteville City Directories 1953-2014*; Cumberland County Deed Books 2712: 747; 3240: 155; 6102: 69; and 7459: 306).

### National Register Criteria Evaluation

For purposes of compliance with Section 106 of the National Historic Preservation Act (NHPA), the Dr. E. Newton Smith Dental Office Building, originally surveyed in 2001, is recommended **not eligible** for the National Register under any criterion because of a loss of integrity.

### Integrity

The Dr. E. Newton Smith Dental Office Building retains some of the seven aspects of integrity needed for National Register eligibility. The building occupies its original location facing Bragg Boulevard and retains its setting, feeling, and association amidst the suburbs built off Bragg Boulevard during the postwar era. However, the building has lost much of its Modernist design, workmanship, and materials. Although the office building retains its split-level form, the doors and most of the windows recent replacements, and the interior has been modified with new floors, walls, and doors.

## Criterion A

The Dr. E. Newton Smith Dental Office Building is **not eligible** for the National Register under Criterion A (Event). To be eligible under Criterion A, the property must retain integrity and must be associated with a specific event marking an important moment in American prehistory or history or a pattern of events or historic trend that made a significant contribution to the development of a community, a state, or a nation. Furthermore, the property must have existed at the time and be documented to be associated with the events. Finally, the property's specific association must be important as well (National Park Service, *National Register Bulletin 15: 12*).

The Dr. E. Newton Smith Dental Office Building does not illustrate significant patterns of events within a local, state, or national historic context

## Criterion B

The Dr. E. Newton Smith Dental Office Building is **not eligible** for the National Register under Criterion B (Person). For a property to be eligible for significance under Criterion B, it must retain integrity and 1) be associated with the lives of persons significant in our past, i.e. individuals whose activities are demonstrably important within a local, state, or national historic context; 2) be normally associated with a person's productive life, reflecting the time period when he/she achieved significance; and 3) should be compared to other associated properties to identify those that best represent the person's historic contributions. Furthermore, a property is not eligible if its only justification is that it was owned or used by a person who is or was a member of an identifiable profession, class, or social or ethnic group (National Park Service, *National Register Bulletin 15: 14*).

The Dr. E. Newton Smith Dental Office Building is not eligible under Criterion B because it is not associated with individuals whose activities were demonstrably important within a local, state, or national historic context.

## Criterion C

The Dr. E. Newton Smith Dental Office Building is **not eligible** for the National Register under Criterion C (design/construction). For a property to be eligible under this criterion, it must retain integrity and either 1) embody distinctive characteristics of a type, period, or method of construction; 2) represent the work of a master; 3) possess high artistic value; or 4) represent a significant and distinguishable entity whose components may lack individual distinction (National Park Service, *National Register Bulletin 15: 17*).

The 2009 *Fayetteville Modern Architecture Survey* observed that Modernist designs were favorite choices for the offices of the city's medical practitioners in the 1950s and 1960s. With its often stark geometry and few decorative elements, Modernism was also relatively inexpensive and quick to build. This ease in construction allowed builders to meet the explosive demand for new commercial construction during the prosperous years of the 1950s and 1960s. In addition to brick, which had long been used for commercial buildings, Modernist architecture often relied on concrete which could be used both structurally and stylistically for a variety of mass-produced treatments. Furthermore, the aluminum window and door sash, typically found in commercial architecture of the period, not only fit well with the sleek aesthetic of the style but was inexpensively produced by a metals industry that had been well honed for the wartime manufacturing of military equipment.

One example of Modernist medical office buildings is the 1960 Medical Arts Building (CD1037) at 907 Hay Street. The building consists of two concrete-framed, brick-clad buildings linked by a covered courtyard. Not simply a decorative element, the courtyard was a key organizational feature of the design with each medical office opening off this central space. The Medical Arts Building also has such Modernist elements as clerestory windows that wrap the corners and aluminum-sash, vertical windows. Two other Modernist medical office buildings are also located in this same block of Hay Street while another example, the Dr. Robert Lessom Dental Office Building (CD1044), is located within the APE at 208 Rowan Street. Evaluated separately in this report, the Lessom building has been extensively altered and is also not recommended for eligibility because of its loss of integrity (Mdm 2009: 19-20; 25-26).

### **Criterion D**

The Dr. E. Newton Smith Dental Office Building is **not eligible** for the National Register under Criterion D (potential to yield information). For a property to be eligible under Criterion D, it must meet two requirements: 1) the property must have, or have had, information to contribute to our understanding of human history or prehistory; and 2) the information must be considered important (National Park Service, *National Register Bulletin 15*: 21).

The property is not eligible under Criterion D because it is not likely to yield any exceptionally new information pertaining to the history of building design or technology.



**No. 2 Stewart Building (CD1402)  
(PIN 0427-89-4909)  
1500 Bragg Boulevard  
Fayetteville, Cumberland County**

**Eligibility Recommendation:** Eligible  
**Date of Construction:** 1961

**Physical Description (Figure 4)**



This well-preserved, two-story, Modernist office building faces south from its site at the northwest corner of Bragg Boulevard and Westmont Street. The masonry building occupies a steeply sloping lot of 0.7 acre that includes paved parking on the north side behind the building. The north and west sides of the parcel are heavily wooded.

The design of the building made use of the sharp drop-off from Bragg Boulevard to the north. A tall, brick retaining wall divides the property into two separate, level areas with the building spanning both. A staircase allows for pedestrian access between the upper and lower levels. The front entrance opens into the second floor from a front parking lot along Bragg Boulevard while the lower area to the rear accommodates the two full stories of the building and access to the lower story. Constructed in 1961 the building has concrete-frame construction with a flat roof and red, Roman brick veneer. Both stories have bands of aluminum-sash, awning windows, defined by projecting, concrete frames and divided by sections of blond brick. The roof parapet has metal coping. The façade is unfenestrated but dominated by a tall, concrete entrance bay that projects both above the roofline and beyond the front elevation. Within this boxy entrance are metal-sash, double-leaf doors and a tall transom which appear original. On the north side of the side (east) elevation is a two-story vestibule which contains the entrance to the lower level. The vestibule has metal-sash, clear and turquoise-glass panels above double-leaf doors.

The interior is intact with its original layout, original composition-tile ceilings, and honey-colored, flat-panel doors. There are both concrete-block and sheetrock walls, and the floors have been carpeted. Dropped acoustic-tile ceilings have been installed in the corridors.



**Figure 4**  
**Stewart Building**  
**Site Plan and National Register Boundary**



Source: Cumberland County Tax Map



Plate 4. Stewart Building, Façade, Looking North.



Plate 5. Stewart Building, Side (East) Elevation, Looking West.





Plate 6. Stewart Building, Side (West) Elevation, Looking Northeast.



Plate 7. Stewart Building, Side (East) and Rear (North) Elevations and Retaining Wall, Looking South.



Plate 8. Stewart Building, Side (West) and Rear (North) Elevations and Retaining Wall, Looking Southeast.



Plate 9. Stewart Building, Windows and Rear Entrance, Looking West.





Plate 10. Stewart Building, Interior, Second Floor Corridor, Looking Towards Rear.

## Historical Background

This office building was constructed in 1961 and initially occupied by the newly formed R.B. Butler Auction Company. The auction company did not remain at this location long, and in 1963, local businessman Sam Elmo Stewart purchased the building. The property was subsequently called the Stewart Building in the Fayetteville city directories. Stewart opened an office in the building for the Aiken Loan and Security Company where he was an associate. Stewart had previously owned a hardware store in nearby Spring Lake. In addition to the Aiken Loan and Security, other real estate companies, as well as mortgage and insurance firms, had offices in the building, and the office building has continued to house professional offices. The Stewart family sold the property in 2014 (*Fayetteville City Directories* 1960-2014; Cumberland County Deed Books 1007: 111; 9422: 382).

## National Register Criteria Evaluation

For purposes of compliance with Section 106 of the National Historic Preservation Act (NHPA), the Stewart Building is recommended **eligible** for the National Register under Criterion C for architecture.

## Integrity

The Stewart Building retains the seven aspects of integrity needed for National Register eligibility. The property occupies its original location and setting on Bragg Boulevard near the postwar suburbs that flanked the boulevard. The building thus has its integrity of location, setting, feeling, and association. The well-preserved, Modernist commercial building also has its integrity of design, workmanship, and materials. The building has its original reinforced-concrete construction, Roman

brick veneer, aluminum-sash windows divided by brick panels, striking entrance bay, and two-story, glass vestibule.

### Criterion A

The Stewart Building is **not eligible** for the National Register under Criterion A (Event). To be eligible under Criterion A, the property must retain integrity and must be associated with a specific event marking an important moment in American prehistory or history or a pattern of events or historic trend that made a significant contribution to the development of a community, a state, or a nation. Furthermore, the property must have existed at the time and be documented to be associated with the events. Finally, the property's specific association must be important as well (National Park Service, *National Register Bulletin 15: 12*).

The Stewart Building is not eligible under Criterion A for commerce because it is not associated with a specific event or patterns of events that make a significant contribution to the commercial development of Cumberland County or the region.

### Criterion B

The Stewart Building is recommended **not eligible** for the National Register under Criterion B (Person). For a property to be eligible for significance under Criterion B, it must retain integrity and 1) be associated with the lives of persons significant in our past, i.e. individuals whose activities are demonstrably important within a local, state, or national historic context; 2) be normally associated with a person's productive life, reflecting the time period when he/she achieved significance; and 3) should be compared to other associated properties to identify those that best represent the person's historic contributions. Furthermore, a property is not eligible if its only justification is that it was owned or used by a person who is or was a member of an identifiable profession, class, or social or ethnic group (National Park Service, *National Register Bulletin 15: 14*).

The Stewart Building is not eligible under Criterion B because it is not associated with individuals whose activities were demonstrably important within a local, state, or national historic context.

### Criterion C

The Stewart Building is recommended **eligible** for the National Register under Criterion C (design/construction). For a property to be eligible under this criterion, it must retain integrity and either 1) embody distinctive characteristics of a type, period, or method of construction; 2) represent the work of a master; 3) possess high artistic value; or 4) represent a significant and distinguishable entity whose components may lack individual distinction (National Park Service, *National Register Bulletin 15: 17*).

The Stewart Building is eligible as an unusually well-preserved example of the small-scale, Modernist office buildings erected both in the Fayetteville suburbs and in suburban locations across the state during the postwar era. The Stewart Building displays key elements of Modernism with its bold entrance executed in concrete, aluminum-sash, ribbon windows, and a two-story, rear vestibule accented with colored glass panels. The building is also unusual for its dramatic use of retaining walls to create a geometric, Modernist solution to the steeply sloping site. In addition to brick, which had long been used for commercial buildings, Modernist architecture often relied on concrete which could be used both structurally and stylistically for a variety of mass-produced treatments. The

aluminum window and door sash, typically found in commercial architecture of the period, not only fit well with the sleek aesthetic of the style but was inexpensively produced by a metals industry that had been well honed for the wartime manufacturing of military equipment.

Modernism was a popular choice for all forms of commercial development after World War II because the style conveyed an up-to-date and optimistic image that appealed to consumers after decades of economic depression and war. Businesses also employed Modernism as a means of attracting customers, and the most dramatic examples were often used for gas stations, drive-in restaurants, and motels, businesses which faced stiff competition and needed to attract motoring rather than pedestrian customers. With an often stark geometry and an absence of intricate decorative elements, the style was also relatively inexpensive and quick to build. This ease in construction allowed builders to meet the explosive demand for new commercial construction during the prosperous years of the 1950s and 1960s (Mdm 2009: 17-18).

As noted in the 2009 *Fayetteville Modern Architecture Survey*, Modernism was often favored for banks and other professional office buildings of the 1960s. The largest and often most expressive examples, such as the 1961 First Citizen's Bank (CD1045), were located in the center city. This five-story, Mies van der Rohe-inspired building on Green Street just north of Market Square, was designed by noted Wilmington architect, Leslie Boney. However, in the postwar era, many office buildings, such as the Stewart Building, were small, one or two-story edifices built in suburban locations that housed branch offices convenient to clients and customers (Mdm 2009: 18-20).

#### **Criterion D**

The Stewart Building is **not eligible** for the National Register under Criterion D (potential to yield information). For a property to be eligible under Criterion D, it must meet two requirements: 1) the property must have, or have had, information to contribute to our understanding of human history or prehistory; and 2) the information must be considered important (National Park Service, *National Register Bulletin 15*: 21).

The property is not eligible under Criterion D because it is not likely to yield any exceptionally new information pertaining to the history of building design or technology.

#### **National Register Boundary Description and Justification**

Depicted in **Figure 5**, the proposed National Register boundary for the Stewart Building has been drawn according to the guidelines of National Register Bulletin 21, *Defining Boundaries for National Register Properties*.

The proposed National Register boundary conforms to the current tax parcel of 0.7 acre (PIN 0427-89-4909) which corresponds to the lot on which the office building was constructed. The boundary encompasses the building and the two parking areas historically associated with the property. The boundary follows the rights-of-way along Bragg Boulevard and Westmont Street.

**Figure 5**  
**Stewart Building**  
**Site Plan and National Register Boundary**



Source: Cumberland County Tax Map



**No. 3 West Haymount Historic District  
(CD683) (Study List 2001)**

Bounded by Hay Street, Hinsdale Avenue,  
West Rowan Street, Bragg Boulevard,  
Westmont Avenue  
Fayetteville, Cumberland County



**Eligibility Recommendation:** Eligible  
**Period of Construction:** circa 1850 to circa 1950

**Physical Description (Figure 6)**

The West Haymount Historic District encompasses all or parts of approximately forty blocks west of US 401-BR and downtown Fayetteville. This residential neighborhood reflects the subdivision of larger tracts into smaller residential and commercial lots during a century of development from the mid-nineteenth to the mid-twentieth centuries. Blocks often vary in size and streets terminate or intersect at odd angles, reflecting the individual plats. Bragg Boulevard, a commercial corridor, marks the north side, and includes mainly automobile-oriented commercial buildings erected after World War II. Hay Street defines the south side of the historic district. One of the four original main axes radiating from the city center, Hay Street ascends westward from downtown through the tree-shaded Haymount Historic District (National Register 1983) into West Haymount. Both the Haymount neighborhood and West Haymount developed through the nineteenth and early decades of the twentieth centuries, attracting many of the city's wealthier residents who built fashionable houses in the latest styles. West Haymount's diverse architectural styles, from the Greek Revival to the Minimal Traditional and ranch styles of the post-World War II era, reflect its long period of growth. The houses are typically well-preserved and are surrounded by mature vegetation and sited on embowered streets (Michael 2001: Section F, page 34; HPO Files 2000-2001; Jasperse 1983).

Several two-story, frame, Greek Revival dwellings remain on Hay Street in West Haymount. They include two National Register dwellings, the circa 1848 Taylor-Utley House (National Register 1983) and the circa 1840 Henry McLean House (National Register 1983). Hinsdale Avenue, which defines the eastern boundary of the neighborhood, includes a variety of dwellings built in the Greek Revival, Colonial Revival, Craftsman, and Mission styles. Colonial Revival and Tudor Revival dwellings characterize Clarendon, Myrtle, and Spring streets immediately to the north of Hay Street. Craftsman-style bungalows erected in the 1920s line General Lee and Goodview avenues within the Pershing Heights subdivision. On the west side of West Haymount, brick ranch houses from the 1950s line Summit Avenue and adjoining streets in the postwar Huske Heights subdivision.

The APE runs along the northern boundary of West Haymount, encompassing the parcels along the south side of Bragg Boulevard. These tracts are occupied by commercial and light industrial buildings, notably the Canada Dry Bottling Company Building (Study List 2001) at 927 Bragg Boulevard and Moore's Market (Johnson Market Grocers) (Study List 2001), situated at 901 Bragg Boulevard. Both of these resources are evaluated individually in this report.

Figure 6

Proposed National Register Boundary  
West Haymount Historic District



Source: North Carolina Historic Preservation Office, GIS Web





Plate 11. West Haymount Historic District, Taylor-Utley House, 916 Hay Street.



Plate 12. West Haymount Historic District, 500 Block of Martine Street, Looking South.





Plate 13. West Haymount Historic District, 1400 of Block Summit Avenue, Looking East.



Plate 14. West Haymount Historic District, Myrtle Street at Norwood Street, Looking North.





Plate 15. West Haymount Historic District, Pinetop Road at Norwood Street, Looking West.



Plate 16. West Haymount Historic District, 1000 Block of Brook Street, Looking East.

## Historical Background

The West Haymount Historic District represents a century of primarily residential development just west of downtown Fayetteville. From the mid-nineteenth century to the post-World War II period, this area attracted prominent local families as well as members of the broad, expanding middle class. As a major artery into the center of Fayetteville, Hay Street drew wealthy homeowners before the Civil War. By the 1840s, merchants were building residences along Hay Street in the small Belmont settlement at the southeast corner of present West Haymount. Until 1900, Hay Street and adjacent areas of the neighborhood contained only scattered blocks of residences on relatively large lots. However, as Fayetteville grew during the first decades of the twentieth century West Haymount expanded. Industrial prosperity and transportation improvements as well as the establishment in 1918 of Camp Bragg army base (later Fort Bragg) about ten miles west of the city spurred residential and commercial growth. The city's streetcar line opened in 1907, and tracks ran along Hay Street linking the neighborhood to downtown (Michael 2001; HPO Files 2000-2001).

As streetcar suburban development progressed in Fayetteville during the early twentieth century, a number of small subdivisions arose in West Haymount. New dwellings steadily filled vacant tracts between the existing houses. Property owners to the north and west of Hay Street developed Clarendon, Myrtle and Spring streets. The Belmont subdivision north of Hay Street was redeveloped in the early twentieth century by the prominent Charlotte planner, Earl Sumner Draper. This area is distinguished by several curvilinear streets and a central park, reflecting national planning trends of this period. After World War I, Pershing Heights was platted into General Lee and Goodview avenues and was soon filled with bungalows. Throughout this period, growing numbers of businessmen and professionals commissioned fashionable houses while middle-class families occupied more modest dwellings in the latest styles (Michael 2001; HPO Files 200-2001; Jasperse 1983: Section 8, page 4).

## National Register Criteria Evaluation

The West Haymount Historic District was added to the Study List in 2001, and for purposes of compliance with Section 106 of NHPA, the historic district is recommended **eligible** for the National Register under Criterion A for community planning and development and under Criterion C for architecture.

### Integrity

West Haymount possesses the seven aspects of integrity needed for National Register eligibility. Containing mature landscaping, well-preserved architecture from the 1850s through the 1950s, and street patterns spanning a century of development, the neighborhood retains its integrity of location, setting, feeling, association, design, materials and workmanship.

### Criterion A

The West Haymount Historic District is **eligible** for the National Register under Criterion A (Event). To be eligible under Criterion A, the property must retain integrity and must be associated with a specific event marking an important moment in American prehistory or history or a pattern of events or historic trend that made a significant contribution to the development of a community, a state, or a nation. Furthermore, the property must have existed at the time and be documented to be

associated with the events. Finally, the property's specific association must be important as well (National Park Service, *National Register Bulletin 15: 12*).

West Haymount exemplifies the patterns of suburban expansion that occurred in Fayetteville and cities across North Carolina and the country in the early twentieth century. The rise of streetcar lines fostered mobility and encouraged wealthier homeowners to move away from center cities and into newly planned residential subdivisions. The Belmont subdivision within West Haymount retains its original picturesque plan, characterized by curvilinear residential streets oriented to a central park, which reflected a national trend in suburban design. West Haymount also clearly represents the growing prosperity of Fayetteville in the early twentieth century that sparked its expansion. By 1900, Fayetteville was tied into to the newly formed Atlantic Coast Line Railroad system that linked the city to the national rail network and boosted commercial and industrial activity. The opening of Camp Bragg in 1918 (renamed Fort Bragg in 1922), promised even greater growth. Fayetteville's population reached 8,887 in 1920 and jumped to 13,039 by 1930. Downtown reached its peak of commercial activity during this period, and the streetcar neighborhoods of West Haymount and Haymount flourished. The city's population boomed with the expansion of Fort Bragg after World War II and exceeded 35,000 by 1950. During this period West Haymount witnessed the construction of brick ranch houses and Minimal Traditional dwellings on subdivided lots around Summit and Hinsdale avenues (Michael 2001; Bishir and Southern 1996: 397-398).

### Criterion B

The West Haymount Historic District is **not eligible** for the National Register under Criterion B (Person). For a property to be eligible for significance under Criterion B, it must retain integrity and 1) be associated with the lives of persons significant in our past, i.e. individuals whose activities are demonstrably important within a local, state, or national historic context; 2) be normally associated with a person's productive life, reflecting the time period when he/she achieved significance; and 3) should be compared to other associated properties to identify those that best represent the person's historic contributions. Furthermore, a property is not eligible if its only justification is that it was owned or used by a person who is or was a member of an identifiable profession, class, or social or ethnic group (National Park Service, *National Register Bulletin 15: 14*).

While some of Fayetteville's prominent families built houses in West Haymount, these families have not been evaluated at the level of significance needed to meet Criterion B.

### Criterion C

The West Haymount Historic District is **eligible** for the National Register under Criterion C (design/construction). For a property to be eligible under this criterion, it must retain integrity and either 1) embody distinctive characteristics of a type, period, or method of construction; 2) represent the work of a master; 3) possess high artistic value; or 4) represent a significant and distinguishable entity whose components may lack individual distinction (National Park Service, *National Register Bulletin 15: 17*).

The West Haymount Historic District contains a notable assortment of domestic architecture illustrating a century of development from the 1850s to the 1950s. The neighborhood includes well-preserved examples of the Greek Revival, Queen Anne, Tudor Revival, Colonial Revival, Craftsman, Minimal Traditional, and ranch styles. The Belmont subdivision also retains its Draper-designed

plan, expressing the national picturesque movement in urban planning during the early twentieth century.

### **Criterion D**

The West Haymount Historic District is **not eligible** for the National Register under Criterion D (potential to yield information). For a property to be eligible under Criterion D, it must meet two requirements: 1) the property must have, or have had, information to contribute to our understanding of human history or prehistory; and 2) the information must be considered important (National Park Service, *National Register Bulletin 15*: 21).

The historic district is not eligible under Criterion D because it is not likely to yield any new information pertaining to the history of building design or technology.

### **National Register Boundary Description and Justification**

Depicted in **Figure 7**, the proposed National Register boundary for the West Haymount Historic District has been drawn according to the guidelines of National Register Bulletin 21, *Defining Boundaries for National Register Properties*.

The proposed boundary conforms to the 2001 Study List boundary and encompasses most of the West Haymount neighborhood as it developed between the mid-nineteenth and mid-twentieth centuries. The north side of the boundary within the APE follows the right-of-way along Bragg Boulevard.



Figure 7

Proposed National Register Boundary  
West Haymount Historic District



Source: North Carolina Historic Preservation Office, GIS Web

**No. 4 Canada Dry Bottling Company Building  
(CD640) (Study List 2001)  
(PIN 0437-18-5005)  
927 Bragg Boulevard  
Fayetteville, Cumberland County**

**Eligibility Recommendation:** Eligible  
**Date of Construction:** 1948



**Physical Description (Figure 8)**

The 1948 Canada Dry Bottling Company Building is located on the south side of Bragg Boulevard within the boundary of the West Haymount Historic District (Study List 2001). The two-story, concrete-block, brick-veneered building is notable for its distinctive Streamline Moderne elements. The east and west corners of the façade are defined by streamlined, brick end bays that are boldly highlighted by horizontal brick bands. The center entrance bay, executed in pebble-dash concrete and extending above the parapet, is also dramatically emphasized with full-height, fluted pilasters and a slightly recessed, streamlined doorway. Above the entrance is a tall, glass-block window and the entrance sidelights are also glass block. The upper story has glass-block, ribbon windows that flank the center bay. On the first story, aluminum-sash, storefront windows fill the façade on either side of the doorway. The brick side and rear elevations are more utilitarian in appearance and retain their steel-sash factory windows. A brick-veneered, warehouse wing extends to the rear and also has steel-sash windows on the side elevations.

Though remodeled for its current use as a carpet and flooring supply store, the originally utilitarian interior retains its exposed concrete-block and brick walls and paneled, metal office doors. The main staircase, with steel Art Moderne newels and railing, is also original. The rear warehouse has concrete flooring and a steel bow truss roof system.

**Figure 8**  
**Canada Dry Bottling Company Building**  
**Site Plan and Proposed National Register Boundary**



Source: Cumberland County Tax Map





Plate 17. Canada Dry Bottling Company Building, Looking South.



Plate 18. Canada Dry Bottling Company Building, Façade, Looking Southeast.



Plate 19. Canada Dry Bottling Company Building, Façade, Looking West.



Plate 20. Canada Dry Bottling Company Building, Center Bay Detail.





Plate 21. Canada Dry Bottling Company Building, Entrance Detail.



Plate 22. Canada Dry Bottling Company Building, Side (East) Elevation, Looking South.





Plate 23. Canada Dry Bottling Company Building, Side (West) Elevation, Looking South.



Plate 24. Canada Dry Bottling Company Building, Interior, Staircase.



Plate 25. Canada Dry Bottling Company Building, Interior.

## Historical Background

Opened on Bragg Boulevard in 1948, the Canada Dry Bottling Company Building was built as part of the expansion campaign of this soft-drink company in the 1940s. Canada Dry began in 1890 when Toronto pharmacist, John J. McLaughlin, created the carbonated, ginger-flavored beverage that was originally sold in drug stores. As the soda gained popularity in the United States, McLaughlin established a bottling plant in New York City in 1921. Enthusiasm for Canada Dry rose sharply during Prohibition when it was used as a favorite mixer with homemade alcohol. During this period, the business was reorganized as the Canada Dry Ginger Ale, Inc., and expanded its product line to include flavored, carbonated waters. Beginning in the late 1930s and continuing after World War II, the company expanded its facilities across the United States as well as internationally (Witzel and Gyvel 1998: 68; [www.canadadry.com](http://www.canadadry.com)).

As with Coca-Cola and other soft drinks for mass consumption, Canada Dry distributed its products through bottling plants that were located strategically in urban centers to minimize shipping costs. Canada Dry's 1945 *Annual Report* stated that the expansion of its bottling facilities would "enable us to increase our production capacity, reduce freight costs, and intensify our local distribution." Some of the bottling companies were licensed franchises, but many were owned directly by Canada Dry. Canada Dry of Fayetteville erected this facility on Bragg Boulevard, selecting an advantageous site oriented to the city's principal east-west thoroughfare. The company's choice of Fayetteville also reflected the city's appeal as an expanding market for the soft drink. Fayetteville and its environs were in the midst of a population boom during this period, spurred by the rapid growth of Army personnel and their families. Between 1940 and 1950, the city's population nearly doubled to 34,715 (Mdm 2009: 3).

Canada Dry operated at this location until 1959 when it moved to a larger facility on Raeford Road. In that year, the building was acquired and occupied by the Mathes Company, wholesale confectioners. In 1986, Mathes sold the building to R. M. Geddie, and the property has housed a carpet and flooring wholesale/retail business since the 1990s (Cumberland County Deed Books 774: 317; 3222: 628; 8817: 586).

## National Register Criteria Evaluation

For purposes of compliance with Section 106 of the National Historic Preservation Act (NHPA), the Canada Dry Bottling Company Building, a Study List property since 2001, is recommended **eligible** for the National Register under Criterion C for architecture.

### Integrity

The Canada Dry Bottling Company Building retains the seven aspects of integrity needed for National Register eligibility. The building has its integrity of location, setting, feeling, and association, occupying its original location along Bragg Boulevard amidst the commercial development that arose along the thoroughfare during the postwar era. The 1948 building also retains its integrity of design, workmanship, and materials. In its curvilinear form, glass-block ribbon windows, and decorative concrete features, the well-preserved, masonry building clearly expresses its original Streamline Moderne design.

### Criterion A

The Canada Dry Bottling Company Building is **not eligible** for the National Register under Criterion A (Event). To be eligible under Criterion A, the property must retain integrity and must be associated with a specific event marking an important moment in American prehistory or history or a pattern of events or historic trend that made a significant contribution to the development of a community, a state, or a nation. Furthermore, the property must have existed at the time and be documented to be associated with the events. Finally, the property's specific association must be important as well (National Park Service, *National Register Bulletin 15*: 12).

Although this bottling plant has significance as a locally important work of industrial architecture, the resource does not illustrate significant patterns of industrial development within a local, state, or national historic context. Therefore, the bottling plant is not recommended eligible under Criterion A.

### Criterion B

The Canada Dry Bottling Company Building is **not eligible** for the National Register under Criterion B (Person). For a property to be eligible for significance under Criterion B, it must retain integrity and 1) be associated with the lives of persons significant in our past, i.e. individuals whose activities are demonstrably important within a local, state, or national historic context; 2) be normally associated with a person's productive life, reflecting the time period when he/she achieved significance; and 3) should be compared to other associated properties to identify those that best represent the person's historic contributions. Furthermore, a property is not eligible if its only justification is that it was owned or used by a person who is or was a member of an identifiable profession, class, or social or ethnic group (National Park Service, *National Register Bulletin 15*: 14).



The Canada Dry Bottling Company Building is not eligible under Criterion B because it is not associated with individuals whose activities were demonstrably important within a local, state, or national historic context.

### Criterion C

The Canada Dry Bottling Company Building is recommended **eligible** for the National Register under Criterion C (design/construction). For a property to be eligible under this criterion, it must retain integrity and either 1) embody distinctive characteristics of a type, period, or method of construction; 2) represent the work of a master; 3) possess high artistic value; or 4) represent a significant and distinguishable entity whose components may lack individual distinction (National Park Service, *National Register Bulletin 15*: 17).

The 1948 Canada Dry Bottling Company Building is one of only two recorded Streamline Moderne buildings in Fayetteville. The other example is the simpler, circa 1940 Moore's Market (Johnson Market Grocers) (Study List 2001) at 901 Bragg Boulevard. (Moore's Market is also located within the APE and is evaluated individually in this report.)

The Streamline Moderne was a nationally popular style during the 1930s and 1940s. Often used for industrial design, the sleek style symbolized the progress promised by new, twentieth-century technologies and materials. The Canada Dry Bottling Company Building bottling plant displays key features of the style, including its curved edges, ribbon windows, smooth surfaces, and use of glass block. The fluted, cast-stone center bay was inspired by the preceding Art Deco style, elements of which were frequently incorporated into Art Moderne architecture.

The building also specifically illustrates the Streamline Moderne bottling plants erected by the Canada Dry Company during its ambitious expansion campaign of the 1940s. The fashionable Streamline Moderne was Canada Dry's design of choice and an integral part of its marketing strategy. The up-to-date style combined with modern building materials evoked a progressive and sanitary image. Large storefront windows were a common design element, inviting the public to observe the bottling process (*Canada Dry Bottling Plant*, HAER No. MD-131, 2004: 1-6; Canada Dry Ginger Ale Inc., *Annual Report 1945*).

The architect most responsible for the design of Canada Dry's 1940s bottling plants was New York architect and engineer, Walter Monroe Cory (1888-1966). Born in New Jersey and trained in engineering at Cooper Union in New York, Cory was an industrial architect and engineer who specialized in buildings for the beverage industry. The use of reinforced concrete construction, rounded corners, and large windows to bring light into production areas characterized his work. His firm's Streamline Moderne design for Canada Dry's Montreal bottling facility in 1944 was illustrated in the company's *Annual Report* for that year. The drawing's caption states, "This architect's drawing of the new Montreal building, which is nearly completed, is typical of the new type of beverage plants to be constructed after the war in key markets of the United States and Canada." The report also noted that nineteen such new plants awaited construction. By the end of the decade, the company had in operation twenty-nine of its own facilities in the United States, two in Cuba, and six in Canada. More than 100 others were operated by independent franchisees (*Canada Dry Bottling Plant*, HAER No. MD-131, 2004: 6-10; Canada Dry Ginger Ale Inc., *Annual Report 1944*).

The company annual reports from 1945 to 1949 identify Cory-designed bottling plants at the following locations: Montreal, Truro, and Vancouver, Canada; Havana, Cuba; and Silver Spring (Maryland), East Orange (New Jersey), Detroit, Portland, Seattle, Minneapolis, Philadelphia, San Diego, and Cleveland in the United States. All these buildings displayed Streamline Moderne features, though they varied in design to suit particular sites and markets. Cory often worked with local architects for his Canada Dry commissions, perhaps to satisfy permitting requirements (*Canada Dry Bottling Plant*, HAER No. MD-131, 2004: 8; *Canada Dry Ginger Ale Inc., Annual Reports 1945-1949*).

Walter Monroe Cory was the likeliest designer of the 1948 Canada Dry bottling facility in Fayetteville. However, this has not been confirmed, and no other Canada Dry bottling plants have been surveyed in North Carolina. In the 1950s, Cory collaborated with Greensboro architect, J. P. Coble, to design the Canada Dry plant (now gone) in that city. In its sharp-edged, glass-walled, modernist features, the new building departed from the company's prototypical Streamline Moderne style of the previous decade ([www.lifeofanarchitect.com/canada-dry-bottling-plant](http://www.lifeofanarchitect.com/canada-dry-bottling-plant)).

### Criterion D

Canada Dry Bottling Company Building is **not eligible** for the National Register under Criterion D (potential to yield information). For a property to be eligible under Criterion D, it must meet two requirements: 1) the property must have, or have had, information to contribute to our understanding of human history or prehistory; and 2) the information must be considered important (National Park Service, *National Register Bulletin 15*: 21).

The property is not eligible under Criterion D because it is not likely to yield any exceptionally new information pertaining to the history of building design or technology.

### National Register Boundary Description and Justification

Depicted in **Figure 9**, the proposed National Register boundary for the Canada Dry Bottling Company Building has been drawn according to the guidelines of National Register Bulletin 21, *Defining Boundaries for National Register Properties*.

The proposed National Register boundary conforms to the current 0.72-acre tax parcel (PIN 0437-18-5005) on which the bottling plant was built. The north side of the boundary follows the Bragg Boulevard right-of-way

**Figure 9**  
**Canada Dry Bottling Company Building**  
**Site Plan and Proposed National Register Boundary**



Source: Cumberland County Tax Map



**No. 5 Moore's Market (Johnson Market Grocers) (CD0639) (Study List 2001) (PIN 0437-17-8937; PIN 0437-17-7998; and PIN 0437-17-7949)**

901 Bragg Boulevard  
Fayetteville, Cumberland County



**Eligibility Recommendation:** Eligible  
**Date of Construction:** 1940

**Physical Description (Figure 10)**

Erected in 1940, Moore's Market (Johnson Market Grocers) faces north toward Bragg Boulevard from its site within the West Haymount Historic District (Study List 2001). The building has changed little since being placed on the Study List in 2001. The brick-veneered, concrete-block building has a two-story center section and two flanking, one-story wings. The three discrete units have flat parapets and are all one story tall at the rear where the fire walls rise above the flat roofs. The Streamline Moderne style is simply expressed in the rounded corners of the center block and the wings where they meet the center section.

Although remodeled with late-twentieth-century windows and sash, the three sections of the former grocery store appear to have their original storefront figurations. Each has a center door (perhaps originally recessed) flanked by large, fixed-light windows. Reflecting a national, mid-twentieth-century trend in storefront design, these windows were not for product display but were designed to reveal the interior to busy passing pedestrians and motorists alike. At its southernmost corner is an original horizontal-panel door capped by a transom. The door leads to the second story. The second story has two windows that are now boarded. The original one-over-one light, double-hung, wood-sash windows, depicted in the 2001 survey file, may still remain beneath the covering (HPO File 2001).

A one-story, brick commercial building (1960) extends from the west wing to create a fourth storefront bay. Apparently never part of the grocery, this simple, flat-roofed building has a center doorway and flanking windows that are now wood-sheathed. This later building was not accessible to the principal investigators.

The center block of the Moore's Market building now houses a paint supply store while the east wing contains a gift shop. The simple interiors include modern counters and shelves although the original concrete flooring survives. The second story of the former grocery was inaccessible although is said to be used for general storage.

**Figure 10**  
**Moore's Market**  
**Site Plan and Proposed National Register Boundary**



Source: Cumberland County Tax Map





Plate 26. Moore's Market, Façade, Looking Southeast.



Plate 27. Moore's Market, Façade, Center Block, Looking South.





Plate 28. Moore's Market, East Wing, Looking South.



Plate 29. Moore's Market, West Wing and 1960 Storefront Addition, Looking South.



Plate 30. Moore's Market, East Wing and East Elevation, Looking South.



Plate 31. Moore's Market, West Elevation of 1960 Storefront Addition, Looking South.





Plate 32. Moore's Market, Rear Elevation, Looking North.

## Historical Background

This former grocery store was constructed in 1940 among blocks of African American dwellings at the east end of Bragg Boulevard. The proprietors were African Americans, Etta and Fred Moore. At the time, Bragg Boulevard was just developing as a major artery between downtown Fayetteville and Fort Bragg to the west. The Sanborn Map of 1950 depicts Bragg Boulevard in this area as a wide avenue labelled both New Fort Road (the original name) and Bragg Boulevard. Although Moore's Market was sited just west of the area included on the 1950 Sanborn map, the map shows a variety of one-story, frame and concrete-block houses, small stores, and several utilitarian commercial enterprises, including a dry cleaning plant and bus garage, in the area immediately east of the grocery site (Sanborn Map Company 1950; *Fayetteville City Directories* 1940, 1943, 1946).

The 1940s city directories record the east end of Bragg Boulevard—from Ames Street to Cape Fear Street—as filled with houses occupied by African Americans. With the growth of Fort Bragg, between 1930 and 1940, Fayetteville's population climbed nearly thirty-four percent to exceed 17,000. The population then soared to approximately 35,000 by 1950. Forty percent of these residents were African Americans. While the neighborhood south of Bragg Boulevard developed primarily as a cohesive collection of white subdivisions (now contained in the West Haymount Historic District), the area to the north, around College Heights and the State Colored Normal School (renamed Fayetteville State Teachers College in 1939), was a burgeoning African American community (*Fayetteville City Directories* 1943, 1946; Michael 2001: Section E, pages 12-14; Section F, page 40).

Moore's Market probably served this African American community as well as the black families who lived along Bragg Boulevard and nearby areas on the periphery of West Haymount. Etta and Fred Moore resided in the apartment above their store (*Fayetteville City Directories* 1943, 1946).



In 1951, the grocery became Johnson Market (renamed the Market Basket in 1953), owned and operated by Stacey Johnson, who was white. As with the Moores before them, Johnson and his wife, Hazel, lived in the upstairs quarters. In the early 1950s, the east end of Bragg Boulevard was still mostly African American and residential, but as the decade progressed, the corridor was transformed into a commercial artery with white-owned businesses. By 1957, the grocery had closed, and the building housed the Hudson Typewriter Company. Owner Quincy Hudson and his family also occupied the apartment on the premises. The original west wing of the grocery contained an air conditioning and heating contractor, and in 1960, the present westernmost storefront was added for a refrigerator wholesaler. The upstairs held offices for a realty company and insurance agency. Hudson Typewriter remained in operation in the majority of the original building until the late 1960s. The Moore's Market building has since contained a variety of businesses, including an automobile parts dealership, restaurant, tavern, and beauty salon. The two-story block is now occupied by a paint supply dealership, and the east wing houses a gift shop. The west wing and the 1960 storefront addition contain a nightclub. The second story of the former grocery is vacant and said to be used for general storage (*Fayetteville City Directories* 1951-1969, 1979, 1981, 1989, 1995; Cumberland County Deed Books 489: 242; 507: 112; 2286: 75).

### National Register Criteria Evaluation

For purposes of compliance with Section 106 of the National Historic Preservation Act (NHPA), Moore's Market (Johnson Market Grocers), a Study List property since 2001, is recommended **eligible** for the National Register under Criterion A for commerce and African American Heritage and under Criterion C for architecture.

### Integrity

Moore's Market has not changed significantly since being placed on the Study List in 2001, and retains the seven aspects of integrity needed for National Register eligibility. The building has its integrity of location, setting, feeling, and association, occupying its original location along Bragg Boulevard among the commercial development that emerged on the thoroughfare in the postwar period. The building also retains its original design, workmanship, and materials, including its curved, Streamline Moderne corners, flat parapets, storefront windows, and horizontal-panel door leading to the second story. The concrete-block construction and brick veneer also remain intact.

### Criterion A

Moore's Market is **eligible** for the National Register under Criterion A (Event) for commerce and African American heritage. To be eligible under Criterion A, the property must retain integrity and must be associated with a specific event marking an important moment in American prehistory or history or a pattern of events or historic trend that made a significant contribution to the development of a community, a state, or a nation. Furthermore, the property must have existed at the time and be documented to be associated with the events. Finally, the property's specific association must be important as well (*National Park Service, National Register Bulletin 15: 12*).

Moore's Market stands out as one of the rare surviving grocery stores from the early-to-mid twentieth century in Fayetteville and is the only recorded African American grocery. From 1940 to 1950, the store served Fayetteville's black community under the proprietorship of Etta and Fred Moore. As the city expanded during this period, grocery stores multiplied to serve the emerging

neighborhoods. The 1943 city directory records 92 grocery stores in the city—primarily small, neighborhood operations. Twenty-two of these stores were recorded as African American. The 2001 architectural survey of Fayetteville identified just one other grocery and one general store that predated World War II—the circa 1938 Little Star Market Grocery (CD0920) (Study List 2001) at 1110 Hay Street and the 1921 Cain Brothers General Store (CD0665) (Study List 2001) on Clinton Road. In contrast to Moore’s Market, both of these were owned and operated by whites and served white communities (Michael 2001: Section F, page 40; *Fayetteville City Directory* 1943).

### Criterion B

Moore’s Market is **not eligible** for the National Register under Criterion B (Person). For a property to be eligible for significance under Criterion B, it must retain integrity and 1) be associated with the lives of persons significant in our past, i.e. individuals whose activities are demonstrably important within a local, state, or national historic context; 2) be normally associated with a person’s productive life, reflecting the time period when he/she achieved significance; and 3) should be compared to other associated properties to identify those that best represent the person’s historic contributions. Furthermore, a property is not eligible if its only justification is that it was owned or used by a person who is or was a member of an identifiable profession, class, or social or ethnic group (National Park Service, *National Register Bulletin 15: 14*).

The building is not eligible under Criterion B because it is not associated with individuals whose activities were demonstrably important within a local, state, or national historic context.

### Criterion C

Moore’s Market is recommended **eligible** for the National Register under Criterion C (design/construction). For a property to be eligible under this criterion, it must retain integrity and either 1) embody distinctive characteristics of a type, period, or method of construction; 2) represent the work of a master; 3) possess high artistic value; or 4) represent a significant and distinguishable entity whose components may lack individual distinction (National Park Service, *National Register Bulletin 15: 17*).

Moore’s is one of only two recorded Streamline Moderne buildings in Fayetteville. The other example is the 1948 Canada Dry Bottling Company Building (Study List 2001), nearby at 927 Bragg Boulevard, which is also evaluated as eligible in this report. The grocery store is a simple expression of the Streamline Moderne, reflecting the style’s effective adaptation for small-scale, commercial uses. The building remains well preserved with its original streamlined center block, storefront windows, second-story window bays (though now boarded), and horizontal-panel door leading to the second story. The “open-front” storefront windows, allowing passersby views of the interior, illustrate a trend in retail storefront design that was popular by the 1930s and 1940s.

### Criterion D

Moore’s Market is **not eligible** for the National Register under Criterion D (potential to yield information). For a property to be eligible under Criterion D, it must meet two requirements: 1) the property must have, or have had, information to contribute to our understanding of human history or prehistory; and 2) the information must be considered important (National Park Service, *National Register Bulletin 15: 21*).

The property is not eligible under Criterion D because it is not likely to yield any exceptionally new information pertaining to the history of building design or technology.

### **National Register Boundary Description and Justification**

Depicted in **Figure 11**, the proposed National Register boundary for Moore's Market has been drawn according to the guidelines of National Register Bulletin 21, *Defining Boundaries for National Register Properties*.

This boundary encompasses all of two tax parcels (PIN 0437-17-8937 and PIN 0437-17-7998) and half of a third tax parcel (PIN 0437-17-7949). The three contiguous parcels form the tract on which the grocery store building was constructed. The boundary measure 0.34 acre and contain the three original units of the commercial block (901, 903, and 905 Bragg Boulevard). The 1960 addition to the west (907 Bragg Boulevard) is excluded from the proposed National Register boundary because this wing was never associated with the grocery store and does not share its Streamline Moderne design. The north side of the proposed boundary follows the right-of-way along Bragg Boulevard.



**Figure 11**  
**Moore's Market**  
**Site Plan and Proposed National Register Boundary**



Source: Cumberland County Tax Map

**No. 6 Pam-Oil Gas Station (CD1033)  
(Study List 2009) (PIN 0437-18-0638)**  
974 Bragg Boulevard  
Fayetteville, Cumberland County

**Eligibility Recommendation:** Eligible  
**Date of Construction:** 1956

**Physical Description (Figure 12)**



The 1956 Pam-Oil Gas Station is located at the northeast corner of Bragg Boulevard and Ames Street. The one-story, one-bay building features a dramatic, hyperbolic paraboloid, reinforced-concrete roof with two opposing corners that soar skyward. Concrete piers support the two remaining corners. The flying front corner rises higher than its rear counterpart to create a consciously asymmetrical, eye-catching roofline. Sheets of plywood that appear original form the roof of a service section found under the flying rear corner. Although altered in recent years, the station box retains its key features, notably the glass curtain wall façade flanked by stuccoed concrete walls that support the piers. The metal service door just north of the curtain-wall façade is topped by a square vent. The original smooth stucco has been modified in recent years with the existing rough stucco finish. The side and rear elevations have exposed concrete block and large service bays. The south elevation now has a bank of three vinyl-framed glass doors in the original service bay while the north side contains a modern, vinyl garage door. The functional interior has concrete flooring, but the original counter no longer survives. The gas pumps have been removed, but the original steel light standards remain. The original concrete pump island has been covered in rusticated concrete blocks (HPO File 2009).

The gas station remains on its original paved site. The lot is now surrounded by a locked fence, and the principal investigators were not able to gain access to the station interior.



**Figure 12**  
**Pam-Oil Gas Station**  
**Site Plan and Proposed National Register Boundary**



Source: Cumberland County Tax Map





Plate 33. Pam-Oil Gas Station, Looking Northeast.



Plate 34. Pam-Oil Gas Station, Looking East.



Plate 35. Pam-Oil Gas Station, North Elevation, Looking East. (Plywood Roof Visible Above Garage Door.)

## Historical Background

The Pam-Oil Company, based in Asheboro, North Carolina, erected this gas station in 1956. The station was built on Bragg Boulevard during a boom in the construction of gas stations, automobile repair shops, motels, and fast-food eateries along Bragg Boulevard and other thoroughfares. The surge in roadside commercial construction reflected both the postwar growth of Fayetteville and the city's role as a way station for travelers passing through to points farther south or north. Two US highways went through the city, US 15-A (present-day US 401) and US 301. US 15-A followed Green Street at Market Square north along Ramsey Street to Raleigh while US 301 skirted the east side of the city to follow Gillespie Street south of downtown. US 301, opened through North Carolina in 1932 and by the 1940s ran through seven Atlantic states from Delaware to Florida. By the 1950s, the full complement of automobile-oriented activities were operating along these highways and other major, city streets, attracting locals and long-distance motorists alike (*Fayetteville City Directories* 1943, 1960; Michael 2001: Section F, page 42).

The Pam-Oil Company hired architect, J. Hyatt Hammond, of the Asheboro firm, Croft and Hammond, to design this gas station. He chose the striking hyperbolic paraboloid roof design in response to the client's desire for a dramatic style to distinguish this station from its competitors along the thoroughfare. Hammond was a 1953 graduate of the School of Design at North Carolina State College (now University) where he had studied the hyperbolic paraboloid roof type in detail while a student of Eduardo Catalano at the School of Design. Catalano had used the same roof type for his own house (now gone) (MdM 2009: 17; HPO File 2009).

The Pam-Oil Company operated here until 1962, and the building functioned as a gas station until 1970. The station has remained automobile oriented, housing a taxi cab service in the early 1970s and a series of independent auto dealerships since then (*Fayetteville City Directories* 1962-2014).

### National Register Criteria Evaluation

The Pam-Oil Company was added to the Study List in 2009, and for purposes of compliance with Section 106 of the National Historic Preservation Act (NHPA), the resource is recommended **eligible** for the National Register under Criterion A for commerce and Criterion C for architecture.

### Integrity

The Pam-Oil Gas Station possesses the seven aspects of integrity needed for National Register eligibility. The building occupies its original location among the automobile-oriented commercial enterprises built along Bragg Boulevard during the postwar era and thus has integrity of location, setting, association, and feeling. The building also retains its integrity of design, workmanship, and materials despite minor alterations, including the installation of a vinyl garage door and vinyl-sash glass doors and the removal of the interior counter. The station retains its defining architectural elements, most notably the reinforced-concrete, hyperbolic paraboloid roof and supporting piers and glass curtain-wall façade.

### Criterion A

The Pam-Oil Gas Station is **eligible** for the National Register under Criterion A (Event). To be eligible under Criterion A, the property must retain integrity and must be associated with a specific event marking an important moment in American prehistory or history or a pattern of events or historic trend that made a significant contribution to the development of a community, a state, or a nation. Furthermore, the property must have existed at the time and be documented to be associated with the events. Finally, the property's specific association must be important as well (National Park Service, *National Register Bulletin* 15: 12).

The gas station is eligible under Criterion A for commerce as a good example of the service stations and other automobile-related businesses built along the major commercial arteries through Fayetteville in the postwar era. With the expansion of Fort Bragg, thoroughfares were built or improved west of downtown to link the center city and the new western suburbs with the military base. Commercial development boomed, and bustling commercial strips defined all or portions of Bragg Boulevard, Fort Bragg Road, Morganton Road, Ramsey Street, Murchison Road, and Raeford Road. In 1946, the city directory listed forty-five gas stations; by 1960, the number had soared to 115 with most of them oriented to the major corridors. Epitomized by the 1956 Pam-Oil Gas Station, the multiplicity of postwar service stations was a direct commercial response to the rise of automobile use during the city's period of major expansion as well as Fayetteville's special role as a way station for vacationers traveling US 301 and US 15-A (Michael 2001: Section E, page 17, Section F, page 42; MdM 2009: 3; *Fayetteville City Directories* 1946, 1960).



## Criterion B

The Pam-Oil Gas Station is **not eligible** for the National Register under Criterion B (Person). For a property to be eligible for significance under Criterion B, it must retain integrity and 1) be associated with the lives of persons significant in our past, i.e. individuals whose activities are demonstrably important within a local, state, or national historic context; 2) be normally associated with a person's productive life, reflecting the time period when he/she achieved significance; and 3) should be compared to other associated properties to identify those that best represent the person's historic contributions. Furthermore, a property is not eligible if its only justification is that it was owned or used by a person who is or was a member of an identifiable profession, class, or social or ethnic group (National Park Service, *National Register Bulletin 15: 14*).

The gas station is not eligible under Criterion B because it is not associated with individuals whose activities were demonstrably important within a local, state, or national historic context.

## Criterion C

The Pam-Oil Gas Station is **eligible** for the National Register under Criterion C (design/construction). For a property to be eligible under this criterion, it must retain integrity and either 1) embody distinctive characteristics of a type, period, or method of construction; 2) represent the work of a master; 3) possess high artistic value; or 4) represent a significant and distinguishable entity whose components may lack individual distinction (National Park Service, *National Register Bulletin 15: 17*).

The 1956 Pam-Oil Gas Station, asserts the 2009 *Fayetteville Modern Architecture Survey*, "is the most structurally innovative Modernist building in Fayetteville and is an early local example of concrete used prominently and sculpturally." Nationwide, the postwar period was an era of experimentation in materials, construction, and design. Architects and engineers adapted the hyperbolic paraboloid roof for a variety of factories, warehouses, and residences. However, this dramatic, thin-shelled roof type was particularly well-suited for roadside businesses seeking eye-catching designs. The hyperbolic paraboloid roof derived its strength through shape rather than massing, with great cantilevers and spans made possible by the double curvature of the shape, with bracing in two directions. The roof type was promoted as both versatile and economical. For example, a 200-square-foot building could be roofed using only a single column and a one and one-half inch, reinforced-concrete slab ([www.concreteconstruction.net/TheHyperbolicParaboloid](http://www.concreteconstruction.net/TheHyperbolicParaboloid); MdM 2009: 17).

J. Hyatt Hammond, the building's architect, selected the novel hyperbolic paraboloid roof type after studying it in great detail under Eduardo Catalano at the North Carolina State University, School of Design. Hammond credited engineer, Walter Preimats, with engineering the extremely thin reinforced-concrete roof. No other building in Fayetteville features the hyperbolic paraboloid roof. The well-preserved Pam-Oil Gas Station also epitomizes the roadside commercial architecture of the postwar period in Fayetteville, when gas stations and other automobile-oriented businesses employed exaggerated, attention-grabbing Modernist elements for novelty and corporate identity (Liebs 1885: 110-115; MdM 2009: 17).

## Criterion D

The Pam-Oil Gas Station is **not eligible** for the National Register under Criterion D (potential to yield information). For a property to be eligible under Criterion D, it must meet two requirements: 1) the property must have, or have had, information to contribute to our understanding of human history or prehistory; and 2) the information must be considered important (National Park Service, *National Register Bulletin 15*: 21).

The property is not eligible under Criterion D because it is not likely to yield any exceptionally new information pertaining to the history of building design or technology.

## National Register Boundary Description and Justification

Depicted in **Figure 13**, the proposed National Register boundary for The Pam-Oil Gas Station has been drawn according to the guidelines of National Register Bulletin 21, *Defining Boundaries for National Register Properties*.

The proposed National Register boundary conforms to the current tax parcel (PIN 0437-18-0638) of 0.37 acre on which the building was constructed. The boundary follows the rights-of-way along Bragg Boulevard and Ames Street.

**Figure 13**  
**Pam-Oil Gas Station**  
**Site Plan and Proposed National Register Boundary**



Source: Cumberland County Tax Map



**No. 7 A&W Drive-In Restaurant (CD1403)**  
**(PIN 0437-18-5444)**  
940 Bragg Boulevard  
Fayetteville, Cumberland County

**Eligibility Recommendation:** Not Eligible  
**Date of Construction:** 1963

**Physical Description (Figure 14)**



This 1963 drive-in restaurant faces south toward Bragg Boulevard from the northwest corner of Bragg Boulevard and Blue Street. The drive-in is now attached by a hyphen to the commercial building 944 Bragg Boulevard, and both properties have been remodeled and stuccoed in recent decades. The A&W building sits on a 0.55-acre parcel and is surrounded by paved parking on the front (south), east, and rear (north) sides. A modern sign stands at the corner of Bragg and Blue.

The one-story, flat-roofed, concrete-block box has a projecting half-octagonal wing to the east that originally housed the main service counter for the restaurant and an attached drive-in canopy that extends from the service wing to Blue Street. The canopy has a butterfly roof supported by a stuccoed girder and pier system. The building has a flat roof, a modern stucco exterior, and modern glass-block windows. Heavy decorative window and door surrounds have also been added to the service wing. The metal-sash glass doors are modern replacements. The metal framework for a canvas covering is attached to the roof of the drive-in canopy. At the rear of the property are a freestanding, metal-sided refrigeration unit and a prefabricated, corrugated-metal shed. The property was surveyed in 2001 and has not changed significantly since the survey.

**Figure 14**  
**A&W Drive-In Restaurant**  
**Site Plan**



Source: Cumberland County Tax Map



Plate 36. A&W Drive-In Restaurant, Overall View, Looking West From Blue Street.



Plate 37. A&W Drive-In Restaurant, Canopy and East Elevation, Looking West.





Plate 38. A&W Drive-In Restaurant, Front (South) Elevation, Looking North.



Plate 39. A&W Drive-In Restaurant, Rear (North) Elevation and Canopy, Looking Southwest.



Plate 40. A&W Drive-In Restaurant, Entrance and Window Detail.



Plate 41. A&W Drive-In Restaurant, Neighboring Buildings, Looking Northwest.

## Historical Background

The A&W Drive-In Restaurant was built in 1963 next to a two-story commercial building that had been built in the late 1950s. Otherwise, the north side of the 900 block of Bragg Boulevard was still largely residential until the 1960s. A&W occupied the property for only a few years, and in 1967, local restauranteurs, Victor Parrous (1922-2002) and brother-in-law George Skenteris, bought the property for Vicks No. 2, a take-out eatery. Both Parrous and Skenteris were Greek immigrants whose families had moved to Fayetteville in the early 1900s. In 1957, Parrous and Skenteris had opened their first restaurant together, Vicks Drive-In, on Rowan Street. The popular Vicks Drive-In (now demolished), known for its chitlins and red and white exterior, operated for fifty-seven years before closing in 2014. Vicks No. 2 was in business at this location until circa 1980, and the property was subsequently vacant for several years. By the mid-1980s, the two commercial buildings were remodeled and linked by a one-story hyphen to accommodate a series of restaurants and lounge clubs (*Fayetteville Observer* 30 December 2014; Cumberland County Deed Book 2168: 275; *Fayetteville City Directories* 1957-1985).

## National Register Criteria Evaluation

For purposes of compliance with Section 106 of the National Historic Preservation Act (NHPA), the A&W Drive-In Restaurant, previously surveyed in 2001, is recommended **not eligible** for the National Register under any criterion because of a loss of integrity.

### Integrity

The A&W Drive-In Restaurant no longer possesses six of the seven aspects of integrity needed for National Register eligibility. Although the property still occupies its original location on Bragg Boulevard, its setting, feeling, and association have been compromised with at least one extensive remodeling and the change from family-oriented restaurant to adult entertainment. Furthermore, the original design, workmanship, and materials have been completely lost with the construction of the hyphen, the addition of the stucco exterior, the infilling of display windows, and the installation glass-block windows with decorative window and door surrounds. Only the canopy remains intact, but it, too, has been stuccoed.

### Criterion A

The A&W Drive-In Restaurant is **not eligible** for the National Register under Criterion A (Event). To be eligible under Criterion A, the property must retain integrity and must be associated with a specific event marking an important moment in American prehistory or history or a pattern of events or historic trend that made a significant contribution to the development of a community, a state, or a nation. Furthermore, the property must have existed at the time and be documented to be associated with the events. Finally, the property's specific association must be important as well (*National Park Service, National Register Bulletin 15: 12*).

The A&W Drive-In Restaurant is not eligible under Criterion A for commerce because it is not associated with a specific event or patterns of events that make a significant contribution to the commercial development of Cumberland County or the region.



## Criterion B

The A&W Drive-In Restaurant is **not eligible** for the National Register under Criterion B (Person). For a property to be eligible for significance under Criterion B, it must retain integrity and 1) be associated with the lives of persons significant in our past, i.e. individuals whose activities are demonstrably important within a local, state, or national historic context; 2) be normally associated with a person's productive life, reflecting the time period when he/she achieved significance; and 3) should be compared to other associated properties to identify those that best represent the person's historic contributions. Furthermore, a property is not eligible if its only justification is that it was owned or used by a person who is or was a member of an identifiable profession, class, or social or ethnic group (National Park Service, *National Register Bulletin 15: 14*).

The building is not eligible under Criterion B because it is not associated with individuals whose activities were demonstrably important within a local, state, or national historic context.

## Criterion C

The A&W Drive-In Restaurant is **not eligible** for the National Register under Criterion C (design/construction). For a property to be eligible under this criterion, it must retain integrity and either 1) embody distinctive characteristics of a type, period, or method of construction; 2) represent the work of a master; 3) possess high artistic value; or 4) represent a significant and distinguishable entity whose components may lack individual distinction (National Park Service, *National Register Bulletin 15: 17*).

The restaurant does not retain sufficient architectural integrity for eligibility under Criterion C. In the late 1980s or 1990s, the restaurant appears to have been reconfigured or combined with the neighboring property, and the glass curtain walls were removed and replaced with a stucco exterior and glass-block windows. (These alterations were evident in the 2001 municipal survey.) Consequently, the original Modernist design was completely lost with these heavy alterations. More intact examples of postwar, roadside restaurants remain in Fayetteville, including an A&W Drive-In Restaurant (CD1040) on Raeford Road that was determined eligible in 2013 under Criterion C. Although the A&W company did not have standardized designs for their restaurants, the Raeford Road A&W, which was also built in 1963, provides a good indication of the original design for the Bragg Boulevard location. The Raeford Road restaurant retains its original steel-framed support system for the butterfly-roofed canopy, metal-sash, glass curtain walls, flat roof with deep eaves, and a built-in planter (MdM 2009: 18; HPO files 2013).

## Criterion D

The A&W Drive-In Restaurant is **not eligible** for the National Register under Criterion D (potential to yield information). For a property to be eligible under Criterion D, it must meet two requirements: 1) the property must have, or have had, information to contribute to our understanding of human history or prehistory; and 2) the information must be considered important (National Park Service, *National Register Bulletin 15: 21*).

The property is not eligible under Criterion D because it is not likely to yield any exceptionally new information pertaining to the history of building design or technology.

**No. 8 Dr. Robert Lessom Dental Office Building  
(CD1044) (PIN 0437-66-2208)**  
208 Rowan Street  
Fayetteville, Cumberland County

**Eligibility Recommendation:** Not Eligible  
**Date of Construction:** 1964



**Physical Description (Figure 15)**

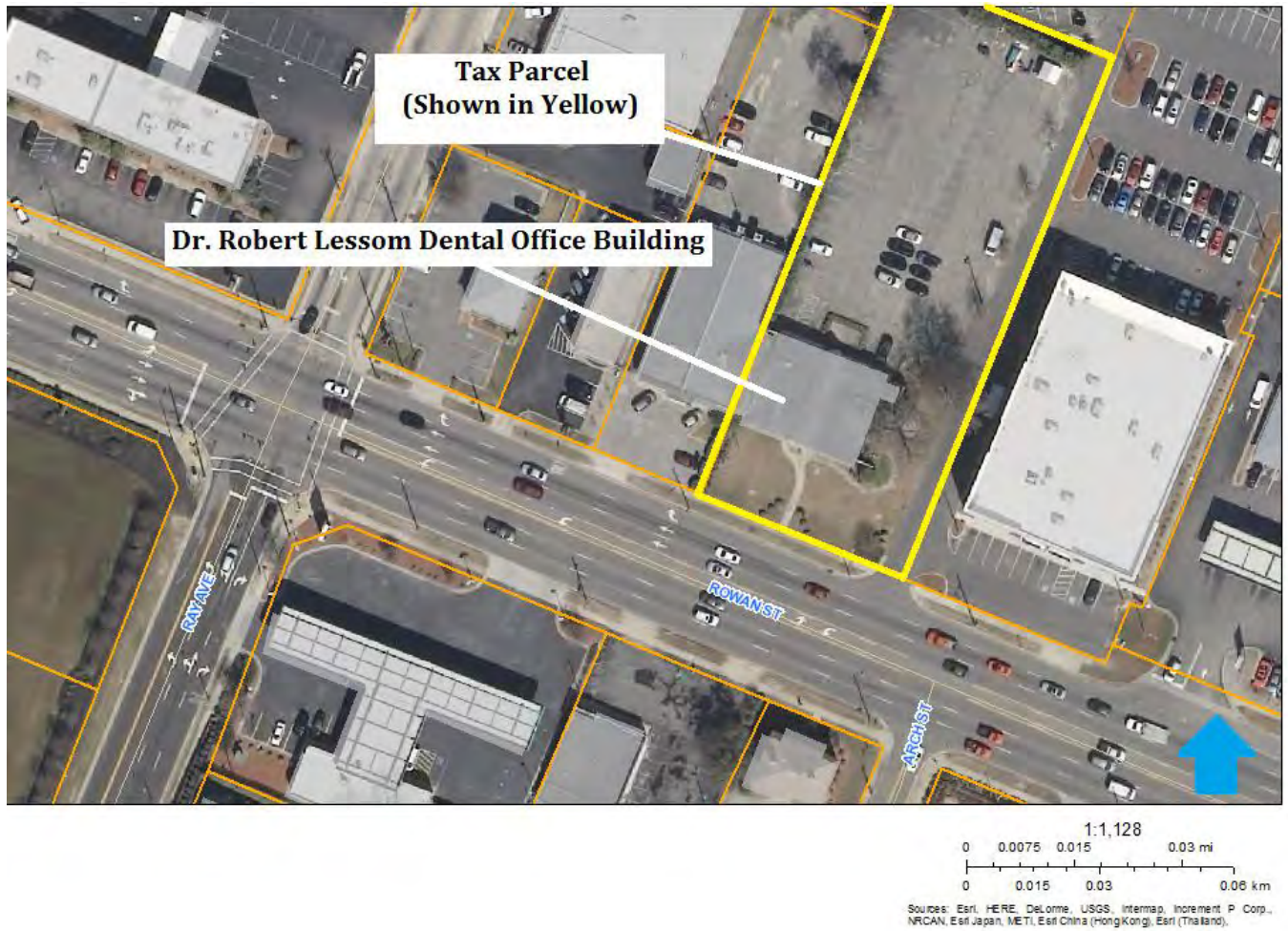
Located on the north side of the 200 block of Rowan Street, this Modernist office building (1964) is sited at the western edge of Fayetteville's downtown business district, two blocks west of Market Square. The grounds are landscaped with pea gravel and flagstone paths, shrubs, and small palm trees. A paved parking lot fills the lot behind the building.

The one-story, flat-roofed building has windowless front (south) and rear (north) elevations of white Roman brick over concrete block. These walls extend slightly past the east and west elevations to create small courtyards along the side elevations. On the west, the wall extensions adjoin the neighboring building to create an enclosed courtyard. The west elevation is also largely a bank of full-height windows while the east elevation has primarily vertical-board siding interrupted by tall, narrow windows. The building features canted, oversized, boxed eaves with distinctive soffits that arch between exposed rafters. The deep eaves partly shelter the side courtyards. Vertical boards cover the areas beneath the soffits (HPO File 2009).

The altered main and rear entrances have glass-walled center bays capped by the front gables of a roof monitor that extends front to back. During a circa 2000 renovation of the building, the original metal-sash, clear glass doors in the front and rear entrance bays and the clear-glass monitors were replaced with the current dark-tinted glass and sash. The brick and concrete landings with metal rails at the front and rear entrances were also installed circa 2000 (Johnson Interview 2015; Bowman Interview 2015).

The interior layout and finishes were extensively altered during the circa 2000 remodeling. The center lobby, reception area, and adjoining offices and corridors were all altered at the time. Walls were sheetrocked, and sheets of corrugated metal were installed over the original clear-glass monitor. The door and window moldings, wood flooring, office doors, and lighting were all replaced circa 2000, and several interior concrete-block walls were removed (Johnson Interview 2015; Bowman Interview 2015).

**Figure 15**  
**Dr. Robert Lessom Dental Office Building**  
**Site Plan**



Source: Cumberland County Tax Map





Plate 42. Dr. Robert Lessom Dental Office Building, Façade, Looking North



Plate 43. Dr. Robert Lessom Dental Office Building, Front Entrance Bay, Looking North.



Plate 44. Dr. Robert Lessom Dental Office Building, Facade, Looking Northwest.



Plate 45. Dr. Robert Lessom Dental Office Building, Rear (North) Elevation, Looking Southwest.





Plate 46. Dr. Robert Lessom Dental Office Building, Rear Elevation, Looking South.



Plate 47. Dr. Robert Lessom Dental Office Building, East Elevation, Looking West.





Plate 48. Dr. Robert Lessom Dental Office Building, Side (West) Elevation, Looking South.



Plate 49. Dr. Robert Lessom Dental Office Building, Modern Lobby, Looking South towards Front Entrance.



Plate 50. Dr. Robert Lessom Dental Office Building, Modern Lobby and Roof Monitor (now Metal-Veneered), Looking North towards Rear Entrance.



Plate 51. Dr. Robert Lessom Dental Office Building, Modern Offices.

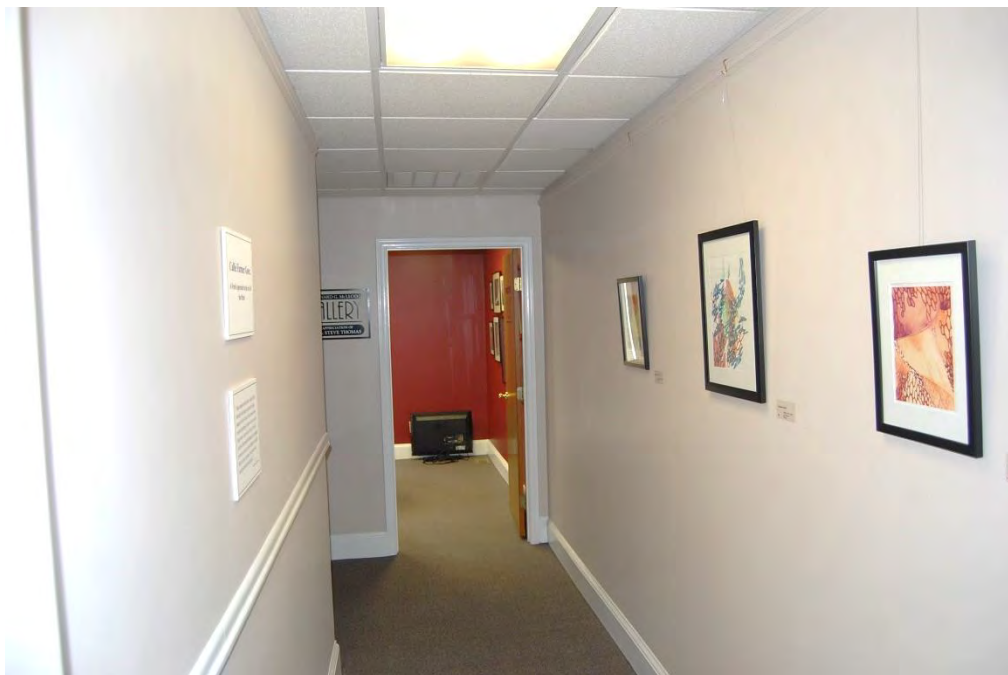


Plate 52. Dr. Robert Lessom Dental Office Building, Modern Office and Corridor.

## Historical Background

This office building was constructed in 1964 for Fayetteville dentist Dr. Robert Lessom on land owned by his father, J. I. Lessom, since 1943. Rowan Street near downtown had been lined with substantial, nineteenth and early-twentieth-century houses into the postwar years, and the construction of Lessom's dental office reflected the steady transformation of this area from residential to commercial land uses. Dr. Lessom practiced here until 1988 when the property was sold to the North Carolina Natural Gas Corporation for its offices. The building currently contains the offices of a local magazine. The building was renovated for the magazine and other offices circa 2000 (HPO Files 2009; Cumberland County Deed Books 444: 299; 3447: 806; Bowman Interview 2015).

Mason Hicks of Fayetteville was the architect of the building. A graduate of the Virginia Polytechnic Institute, Hicks earned a Master's degree in architecture from the Massachusetts Institute of Technology (MIT) in the 1950s. About 1960, he began his firm in Fayetteville. According to the 2009 *Fayetteville Modern Architecture Survey*, Hicks's Fayetteville buildings were "bold and individualistic". Among his local commissions are the 1964 Richard and Joan Allen House (CD1074) at 1414 Pine Valley Loop and the 1969 Fayetteville Airport Terminal (MdM 2009: 12; Johnson Interview 2015; Bowman Interview 2015).

## National Register Criteria Evaluation

For purposes of compliance with Section 106 of the National Historic Preservation Act (NHPA), the Dr. Robert Lessom Dental Office Building, surveyed previously in 2009, is recommended **not eligible** for the National Register under any criterion because of a loss of integrity.



## Integrity

The Dr. Robert Lessom Dental Office Building no longer retains all seven aspects of integrity needed for National Register eligibility. The building occupies its original location amidst the postwar office and retail buildings on Rowan Street and thus has integrity of location, setting, feeling, and association. However, its Modernist design, workmanship, and materials have been compromised by extensive alterations. During the circa 2000 remodeling of the building, the front and rear entrance bays were altered with tinted glass and new sash, and the interior underwent a complete remodeling.

### Criterion A

The Dr. Robert Lessom Dental Office Building is **not eligible** for the National Register under Criterion A (Event). To be eligible under Criterion A, the property must retain integrity and must be associated with a specific event marking an important moment in American prehistory or history or a pattern of events or historic trend that made a significant contribution to the development of a community, a state, or a nation. Furthermore, the property must have existed at the time and be documented to be associated with the events. Finally, the property's specific association must be important as well (National Park Service, *National Register Bulletin 15: 12*).

The dental office building is not eligible under Criterion A for commerce because it is not associated with a specific event or patterns of events that make a significant contribution to the commercial development of Cumberland County or the region.

### Criterion B

The Dr. Robert Lessom Dental Office Building is **not eligible** for the National Register under Criterion B (Person). For a property to be eligible for significance under Criterion B, it must retain integrity and 1) be associated with the lives of persons significant in our past, i.e. individuals whose activities are demonstrably important within a local, state, or national historic context; 2) be normally associated with a person's productive life, reflecting the time period when he/she achieved significance; and 3) should be compared to other associated properties to identify those that best represent the person's historic contributions. Furthermore, a property is not eligible if its only justification is that it was owned or used by a person who is or was a member of an identifiable profession, class, or social or ethnic group (National Park Service, *National Register Bulletin 15: 14*).

The Dr. Robert Lessom Dental Office Building is not eligible under Criterion B because it is not associated with individuals whose activities were demonstrably important within a local, state, or national historic context.

### Criterion C

The Dr. Robert Lessom Dental Office Building is **not eligible** for the National Register under Criterion C (design/construction). For a property to be eligible under this criterion, it must retain integrity and either 1) embody distinctive characteristics of a type, period, or method of construction; 2) represent the work of a master; 3) possess high artistic value; or 4) represent a significant and distinguishable entity whose components may lack individual distinction (National Park Service, *National Register Bulletin 15: 17*).

The Dr. Robert Lessom Dental Office Building does not possess sufficient integrity for eligibility under Criterion C for architecture. Although the building retains original design elements, a circa 2000 remodeling altered key exterior features and transformed the interior. Both the front and rear entrance bays were altered with modern tinted glass and dark sash as well as new landings. The interior underwent a complete remodeling. The overall plan, lobby, main reception desk, lighting, office corridors, moldings, and wood flooring express the recent renovation. The original skylights of the roof monitor are now covered with corrugated metal.

Although there has been no comprehensive study of architect Mason Hicks's work in Fayetteville, the 2009 *Fayetteville Modern Architecture Survey* notes other intact examples of his designs in the city: the 1964 Richard and Joan Allen House and the 1969 Fayetteville Airport Terminal (Mdm 2009: 12; Johnson Interview 2015; Bowman Interview 2015).

Fayetteville also retains more intact expressions of small-scale and mid-scale, Modernist office buildings from the 1960s. The 2009 survey observed that Modernism was a favorite choice of the city's medical practitioners in the 1960s. With its often stark geometry and few decorative elements, Modernism was also relatively inexpensive and quick to build. This ease in construction allowed builders to meet the explosive demand for new commercial construction during the prosperous years of the 1950s and 1960s. In addition to brick, which had long been used for commercial buildings, Modernist architecture often relied on concrete which could be used both structurally and stylistically for a variety of mass-produced treatments. Furthermore, the aluminum window and door sash, typically found in commercial architecture of the period, not only fit well with the sleek aesthetic of the style but was inexpensively produced by a metals industry that had been well honed for the wartime manufacturing of military equipment.

A more intact example of Modernist medical office buildings is the 1960 Medical Arts Building (CD1037) at 907 Hay Street. The building consists of two concrete-framed, brick-clad buildings linked by a covered courtyard. Not simply a decorative element, the courtyard was a key organizational feature of the design with each medical office opening off this central space. The Medical Arts Building also has such Modernist elements as clerestory windows that wrap the corners and aluminum-sash, vertical windows. Two other Modernist medical office buildings are also located in this same block of Hay Street while another example, the Dr. E. Newton Smith Dental Office Building (CD1401), is located within the APE at 1900 Bragg Boulevard. Evaluated separately in this report, the Smith building has been altered and is also not recommended for eligibility because of its loss of integrity (Mdm 2009: 19-20; 25-26).

#### **Criterion D**

The Dr. Robert Lessom Dental Office Building is **not eligible** for the National Register under Criterion D (potential to yield information). For a property to be eligible under Criterion D, it must meet two requirements: 1) the property must have, or have had, information to contribute to our understanding of human history or prehistory; and 2) the information must be considered important (National Park Service, *National Register Bulletin 15*: 21).

The property is not eligible under Criterion D because it is not likely to yield any exceptionally new information pertaining to the history of building design or technology.

**No. 9 Fennell-Strange House (CD0391)**  
**(PIN 0437-66-2208)**  
203 Rowan Street  
Fayetteville, Cumberland County



**Eligibility Recommendation:** Not Eligible  
**Date of Construction:** circa 1833/remodeled circa 1896

**Physical Description (Figure 16)**

The Fennell-Strange House sits on the south side of Rowan Street two blocks west of Market Square and the heart of the downtown business district. The house is now one of the few remaining dwellings in this area which was transformed from residential to commercial land use after World War II. The house lot has a small, simply landscaped lawn in front. A paved parking lot dominates the rear half of the parcel, reflecting the conversion of the house to office use in the 1960s.

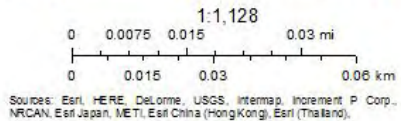
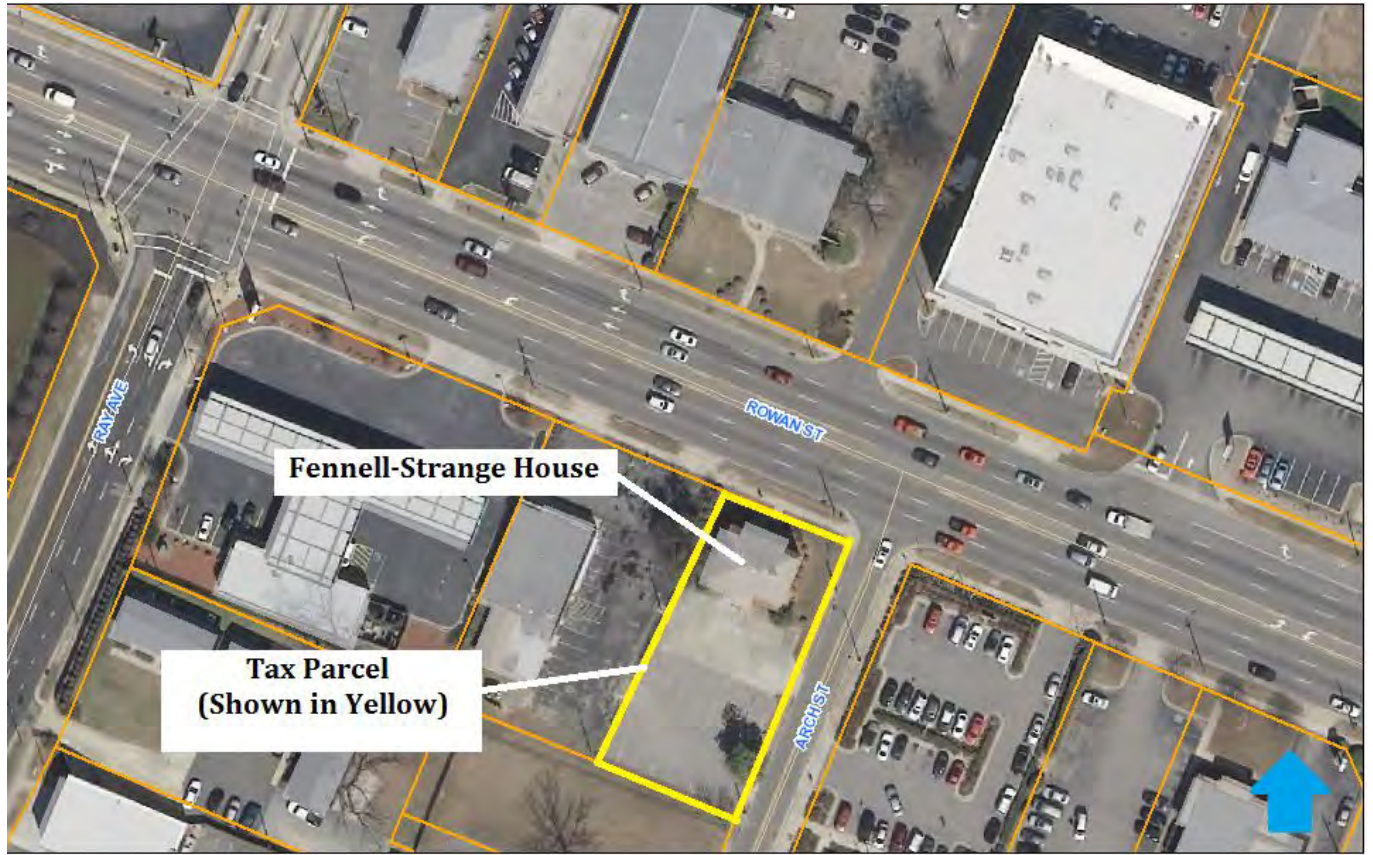
Built in the 1830s and remodeled circa 1896, the house has been further altered in recent years with its change to office use. The two-story, double-pile, frame house is capped by a high hip roof which probably replaced a lower hip roof during the 1890s remodeling. The roof is pierced by tall, brick, interior chimney stacks with corbelled caps that also appear to date to circa 1896. The house has a symmetrical, five-bay façade with a one-story, hip-roofed porch that extends over the center entrance and two flanking windows. The 1914 Sanborn Map of Fayetteville shows the footprint of the house with a similar porch width, suggesting that this porch configuration is original or a historic alteration. The porch deck has been rebuilt, and the wooden box piers are modern replacements. Capped by a transom with vinyl sash, the double-leaf doors have round-arches and raised lower panels that were also part of the late nineteenth century redesign. The house is now vinyl sided, and all the windows are two-over-two light, vinyl-sash replacements. The house and porch both have exposed, decorative purloins. A hip-roofed bay window was added to the side (east) elevation circa 1896. With its conversion to office use, the rear kitchen ell was removed, and a small, hip-roofed entry porch added to shelter the modern rear door (Sanborn Map Company 1914; *Fayetteville Observer* 27 July 1969).

The interior is more intact than the heavily altered exterior. The pine floors and the plan—a center hall with four principal rooms—reflects its original late Federal or Greek Revival design, but most of the interior finishes appear to date to the circa 1896 remodeling. The hall has beaded-board wainscoting with a molded chair rail, molded door surrounds with bulls-eye corner blocks, five-panel doors, and heavily turned stair balusters and newel post. The fireplaces have shelf mantels with simple scrolled brackets, dentil moldings, reeded panels, and reeded supports. In recent decades, the plaster above the fireplace has been removed to expose the brickwork, probably as a decorative touch.



Figure 16

Fennell-Strange House  
Site Plan



Source: Cumberland County Tax Map



Plate 53. Fennell-Strange House, Façade (North Elevation) and Side (East) Elevation, Looking West.



Plate 54. Fennell-Strange House, House and Setting, Looking East Along Rowan Street.





Plate 55. Fennell-Strange House, Side (West) Elevation, Looking East.



Plate 56. Fennell-Strange House, Façade, Entrance Detail, Looking South.





Plate 57. Fennell-Strange House, Rear (South) Elevation and Parking Lot, Looking North.



Plate 58. Fennell-Strange House, Interior, Center Hall and Staircase, Looking Towards Rear.



Plate 59. Fennell-Strange House, Interior, Center Hall, Staircase, and Parlor Mantel.



Plate 60. Fennell-Strange House, Interior, Rear Parlor Mantel.

## Historical Background

The Fennell-Strange House was built circa 1833 by Mary and Charles Fennell two years after a devastating fire destroyed much of the city. The Fennells built their house on Rowan Street several blocks northwest of Market Square, and until the late nineteenth century, most residential development in Fayetteville remained clustered near Market Square or, as in the case of Rowan Street, in the James Square area. When Mary Fennell died in 1852, she had been a widow living in Baltimore, and the house was inherited by her son, Charles. The house was subsequently sold a number of times, and in 1896 Samuel Hyman Strange (1861-1922) bought the house for his mother, Mary Susan Hyman Strange (1821-1913). Samuel Strange was the grandson of U.S. Senator and judge, Robert Strange, of Myrtle Hill. Mrs. Strange and her daughters, Margaret Kirkland and Frances Hyman, lived in the house until their deaths. The house was sold out of the Strange family in 1940 to Pauline and Miriam Gilliam. Members of the Gilliam family lived in the house until the early 1960s, and in the mid-1960s, the house was used for commercial purposes. The property is now occupied by a law office (Cumberland County Deed Book 427: 83; *Fayetteville City Directories* 1960, 1962, 1963; Sanborn Map Company 1914; *Fayetteville Observer* 27 July 1969; Michael 2001: Section E, page 8).

## National Register Criteria Evaluation

For purposes of compliance with Section 106 of the National Historic Preservation Act (NHPA), the Fennell-Strange House is recommended **not eligible** for the National Register. When originally surveyed during the 2001 municipal survey, the house has already been heavily altered. The property no longer has sufficient integrity for eligibility under any criterion.

### Integrity

The Fennell-Strange House does not retain all of the seven aspects of integrity needed for National Register eligibility. Although the building occupies its original location on the south side of Rowan Street, the redevelopment of the street to commercial use after World War II has undermined the historically residential setting, feeling, and association of the house. Modern commercial buildings now dominate this section of Rowan Street. Paving the rear half of the lot for paving has further compromised the integrity of its setting. The house no longer retains its integrity of design, materials or workmanship. The house was thoroughly remodeled in the 1890s, but this historic modification has itself been altered in recent decades with the installation of vinyl siding, vinyl-sash windows, the rebuilding of the front porch, the removal of the rear kitchen ell, and the construction of a rear porch. However, the first floor of the interior remains largely intact with picturesque stylistic elements. The second floor was inaccessible.

### Criterion A

The Fennell-Strange House is recommended **not eligible** for the National Register under Criterion A (Event). To be eligible under Criterion A, the property must retain integrity and must be associated with a specific event marking an important moment in American prehistory or history or a pattern of events or historic trend that made a significant contribution to the development of a community, a state, or a nation. Furthermore, the property must have existed at the time and be documented to be associated with the events. Finally, the property's specific association must be important as well (National Park Service, *National Register Bulletin 15*: 12).



The house does not illustrate significant patterns of events in within a local, state, or national historic context.

### Criterion B

The Fennell-Strange House is recommended **not eligible** for the National Register under Criterion B (Person). For a property to be eligible for significance under Criterion B, it must retain integrity and 1) be associated with the lives of persons significant in our past, i.e. individuals whose activities are demonstrably important within a local, state, or national historic context; 2) be normally associated with a person's productive life, reflecting the time period when he/she achieved significance; and 3) should be compared to other associated properties to identify those that best represent the person's historic contributions. Furthermore, a property is not eligible if its only justification is that it was owned or used by a person who is or was a member of an identifiable profession, class, or social or ethnic group (National Park Service, *National Register Bulletin 15: 14*).

The house is not eligible under Criterion B because it is not associated with individuals whose activities were demonstrably important within a local, state, or national historic context.

### Criterion C

The Fennell-Strange House is considered **not eligible** for the National Register under Criterion C (design/construction). For a property to be eligible under this criterion, it must retain integrity and either 1) embody distinctive characteristics of a type, period, or method of construction; 2) represent the work of a master; 3) possess high artistic value; or 4) represent a significant and distinguishable entity whose components may lack individual distinction (National Park Service, *National Register Bulletin 15: 17*).

The Fennell-Strange House does not have the integrity for eligibility under Criterion C for architecture. The two-story, double-pile house with its symmetrical façade was probably a Greek Revival-inspired design when originally built in the 1830s, but the house underwent an extensive remodeling in the late nineteenth century. As Michelle Michael noted in the 2001 municipal survey, a number of both high-style and vernacular Greek Revival houses survive in Fayetteville. The Greek Revival was the most popular architectural choice in North Carolina during the antebellum era which was a period of importance for the city and one of rebuilding after the 1831 fire. The Fennell-Strange House retains little of its original design and mainly interior elements from its circa 1896 renovations. The exterior has been vinyl-sided, and the windows are vinyl-sash replacements. The front porch has new piers and deck, and the rear kitchen ell has been removed and replaced with a small porch. Furthermore, the rear half of the lot has been paved for parking so the house no longer has much of its residential setting (Michael 2001: Section F, page 19-21).

### Criterion D

The Fennell-Strange House is recommended **not eligible** for the National Register under Criterion D (potential to yield information). For a property to be eligible under Criterion D, it must meet two requirements: 1) the property must have, or have had, information to contribute to our understanding of human history or prehistory; and 2) the information must be considered important (National Park Service, *National Register Bulletin 15: 21*).

The property is not eligible under Criterion D because it is not likely to yield any exceptionally new information pertaining to the history of building design or technology.

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