



**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

March 3, 2015

MEMORANDUM

TO: Megan Privett  
Human Environment Unit  
NC Department of Transportation

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

SUBJECT: Historic Structures Survey Report for Improvements to US 301, W-5519,  
Cumberland County, ER 15-0242

Thank you for your letter of February 2, 2015, transmitting the above-referenced report, prepared by Mattson, Alexander and Associates for the proposed improvement project. We have reviewed the report and provide the following comments.

We concur that the following properties are eligible for listing in the National Register of Historic Places for the reasons outlined and that the proposed boundaries appear appropriate.

**Americana Motor Lodge (CD1389) is eligible** for listing under Criterion A for commerce in that the property illustrates the roadside motels built along US highway in Cumberland County in the postwar period and Criterion C for architecture as a well-preserved example of the postwar motel in Fayetteville and Cumberland County.

**North Carolina National Guard Armory (CD1393) is eligible** for listing under Criterion A for its association with military history and Criterion C for architecture.

We are **unable to concur that the Ambassador Motel and Pancake House Restaurant (CD1392) is eligible** for listing in the National Register of Historic Places as it is unclear as to what the Colonial Revival details were before 2000 and just how extensive the remodeling of the property was. Minus additional information to the contrary, we believe the property is not likely eligible.

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

Driftwood Motor Lodge (CD1387)  
Howard Johnson Motor Lodge (CD1388)  
Cumberland County Administration Building (CD1053)  
North Carolina Highway Patrol Building (CD1390)  
Cumberland County Memorial Auditorium/Exhibit Hall (CD1391)  
Holiday Motel (CD1394)

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)

---

**EVALUATIONS OF ELIGIBILITY REPORT**

**US 301 IMPROVEMENT, INSTALLATION OF LEFTOVERS AND PAVEMENT  
REMOVAL TO LIMIT ACCESS  
CUMBERLAND COUNTY**

**TIP No. W-5519  
WBS No. 45849.1.FR1  
F.A. No. HSIP-095-2(128)46**

**Prepared by:**

**Frances Alexander, Project Manager  
Mattson, Alexander and Associates, Inc.  
2228 Winter Street  
Charlotte, North Carolina 28203**

**Prepared for:**

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

**15 January 2015**

---

---

**EVALUATIONS OF ELIGIBILITY REPORT**

**US 301 IMPROVEMENT, INSTALLATION OF LEFTOVERS AND PAVEMENT  
REMOVAL TO LIMIT ACCESS**

**CUMBERLAND COUNTY**

**TIP No. W-5519  
WBS No. 45849.1.FR1  
F.A. No. HSIP-095-2(128)46**

**Prepared by:**

**Frances Alexander, Project Manager  
Mattson, Alexander and Associates, Inc.  
2228 Winter Street  
Charlotte, North Carolina 28203**

**Prepared for:**

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

**15 January 2015**

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

*Frances P. Alexander*

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

15 January 2015  
**Date**

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

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**North Carolina Department of Transportation**

\_\_\_\_\_  
**Date**

---



## TABLE OF CONTENTS

	<u>Page No.</u>
I. Introduction	2
II. Property Evaluations of Eligibility	6
Driftwood Motor Lodge (CD1387)	6
Howard Johnson Motor Lodge (CD1388)	15
Americana Motor Lodge (CD1389)	25
Cumberland County Administration Building (CD1053)	37
North Carolina Highway Patrol Building (CD1390)	47
Cumberland County Memorial Auditorium/Exhibit Hall (CD1391)	55
Ambassador Motel and Pancake House Restaurant (CD1392)	66
North Carolina National Guard Armory (CD1393)	81
Holiday Motel (CD1394)	92
III. Bibliography	100

## I. INTRODUCTION

This evaluations of eligibility report was prepared in conjunction with the North Carolina Department of Transportation (NCDOT) project entitled, *US 301, Installation of Leftovers and Pavement Removal to Limit Access*. The TIP No. is W-5519, and the federally funded project is located in Cumberland County. The project location is shown on **Figure 1**.

The project along US 301 in Fayetteville involves the installation of left-overs and the removal of pavement to limit access points along the route. The project length spans 3.735 miles, starting at roughly a half a mile southwest of the intersection of US 301/I95 and NC 87 and ending at the intersection of US 301 and NC 59 (Chickenfoot Road). There is an area on US 301 at Dedication Drive that is planned for realignment. Not many, if any, grade elevation changes will occur. The remaining project consists of placing left-overs (concrete islands) along US 301 and removing pavement along the service roads to limit access. There will be bulb-outs (turnarounds) at specific locations. There will be additional right-of-way acquired for this project, but the extent will vary at different locations. The project area is located south of downtown Fayetteville and west of the Cape Fear River and is characterized mostly by automobile-oriented sprawling development along the four-lane highway. The town of Hope Mills is not far from the southern end of the project area and the Fayetteville Municipal Airport sits to the east of the project area.

This Phase II (intensive-level) investigation was conducted to evaluate nine properties located on US 301 in Fayetteville for National Register eligibility. The resources include five motels, four civic/administration buildings, and one cemetery. Depicted on **Figure 2**, the properties are listed below:

- Driftwood Motor Lodge (CD1387)
- Howard Johnson Motor Lodge (CD1388)
- Americana Motor Lodge (CD1389)
- Cumberland County Administration Building (CD1053)
- North Carolina Highway Patrol Building (CD1390)
- Cumberland County Memorial Auditorium/Exhibit Hall (CD1391)
- Ambassador Motel and Pancake House Restaurant (CD1392)
- North Carolina National Guard Armory (CD1393)
- Holiday Motel (CD1394)

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*. Section 106 of the National Historic Preservation Act requires federal agencies to take into account the effect of federally funded, licensed, or permitted projects on properties listed in, or eligible for listing in, the National Register of Historic Places and to afford the Advisory Council on Historic Preservation and the North Carolina Historic Preservation Office (HPO) a reasonable opportunity to comment.

These evaluations of eligibility 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. In Fayetteville, Mr. Bruce Daws, Historic Properties Manager, was generous with specific information on the nine

Figure 1





Figure 2



resources as well as overall information on the remaining early roadside motels and fast-food restaurants in the city. The staff in the State and Local History Room of the Fayetteville Public Library was also helpful in locating sources and providing general information on the project area. Three studies were particularly valuable for this project: Michelle A. Michael's 2001 *Fayetteville Municipal Survey of Buildings, Sites, and Structures*; the 2009 *Fayetteville Modern Architecture Survey*, conducted by MdM Historical Consultants; and a statewide historic resources survey of Army National Guard armories and field maintenance shops in North Carolina undertaken by Louis Berger Group, Inc. in 2010. The 2001 municipal survey and the 2009 modern architecture investigation reports were both prepared for the HPO.

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 November 2014.

Of the nine resources that were evaluated in this report, three are recommended for National Register eligibility. The Ambassador Motel and the Americana Motor Lodge are both eligible under Criterion A for commerce and Criterion C for architecture. The North Carolina Army National Guard Armory is eligible under Criterion A for military history and under Criterion C for architecture.



## II. EVALUATIONS OF ELIGIBILITY

**Driftwood Motor Lodge (CD1387)**  
**(PIN 0435-07-4043)**  
2701 Gillespie Street  
Fayetteville, Cumberland County

**Construction Date:** 1957

**Eligibility Recommendation:** Not Eligible

### Physical Description

Now called the Airport Inn, the Driftwood Motor Lodge opened in 1957 on the east side of US 301 (Gillespie Street) south of downtown Fayetteville. (In this area, US 301 is a divided, four-lane highway, and Gillespie Street serves as a frontage road along the highway.) Sited on a rectangular, two-acre tract oriented to the highway, the motel has a long, L-shaped plan that runs the length of the parcel. The office is located at the north end, near the highway. The driveway conforms to the motel plan, which allows for parking in front of each room. The swimming pool, now infilled and surrounded by the original wrought-iron fence, is sited near the office, in a small courtyard formed by the entrance and exit driveways into the motel. The office retains its Modernist shed-roofed form with a flat-roofed canopy and metal posts. A rear shed extension contained the canteen, and a rear ell was erected for storage and bathrooms. The motels rooms on the north and east sides are capped by long, shallow gable roofs that extend out over the walkways in front of the rooms.

A large, modern sign advertising, "Airport Inn",—the current name of the establishment—is located along the roadway near the office. Two sizable plaster horses are located near the sign. These statues may have originally been part of a large playground and shaded picnic area at the south end of the property. The area is now simply a grassy open space with no landscape or evidence of its original purpose.

The Driftwood Motor Lodge has been heavily remodeled in recent decades. Modern stucco now covers the entire exterior, including the original permastone apron. The fenestration throughout the inn has also been changed. Originally, each unit had a large window, but these have been stuccoed with narrow, vertical, vinyl-sash windows. The original cupolas are now gone, and modern, metal doors now lead into the rooms. Heavy, square, stuccoed columns now support the canopy along the northern row of rooms, beside the office. Access to the room interiors was denied by the management.





Plate 1. Driftwood Motor Lodge, Looking North Along Eastern Row of Rooms Towards Office.



Plate 2. Driftwood Motor Lodge, Office, Looking East.



Plate 3. Driftwood Motor Lodge, Northern Row of Rooms Adjacent to the Office, Looking North.



Plate 4. Driftwood Motor Lodge, Former Playground and Picnic Area, Looking South.





Plate 5. Driftwood Motor Lodge, Modern Sign, Statuary, Looking South from Office.



Plate 6. Driftwood Motor Lodge, Circa 1957 Postcard. (The couple sitting poolside are probably the owners, Ransom and Gladycy Tew.) Source: Cardcow. .

## Historical Background and Context

The Driftwood Motor Lodge was built in 1957 along US 301, south of downtown Fayetteville. Ransom Tew and his wife, Gladyce, were the owners and managers. The Driftwood's first postcard showed a couple (most likely Mr. and Mrs. Tew) sitting beside the modern swimming pool with the motor lodge, topped by decorative cupolas, in the near background. The back of the postcard promoted the offerings of Fayetteville's latest roadside inn:

Truly Fayetteville's newest and most modern Motor Lodge Located on Highway 301, South, and I-95, just two miles from the heart of downtown. You can relax in colorful and beautifully decorated rooms, enjoying TV, piped in music, or conducting business over your private phone. A dip in the crystal clear pool is always inviting, or lounge on the large sun deck enclosed by a colonial wrought iron fence to protect the children. For the children, there is a complete playground. Just behind the playground in the shaded grove are picnic tables and an outdoor barbeque. Yours for a day or a holiday stay. Completely Air Conditioned ([www.amazon.com/Driftwood-Fayetteville-Original-Vintage-Postcard](http://www.amazon.com/Driftwood-Fayetteville-Original-Vintage-Postcard)).

The Driftwood Motor Lodge typified the automobile-oriented motels that became ubiquitous features along the nation's highways after World War II. Postwar prosperity, the baby boom, and highway improvements spurred family-focused travel and leisure during the period. For the towns and cities of eastern North Carolina, northern travelers making their way to Florida and other southern coastal locales created a demand for motels along what in the pre-interstate era was the intercity system of US highways.

Two US highways went through Fayetteville, 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, linking Glasgow, Delaware, and Sarasota, Florida, opened through North Carolina in 1932 and by the 1940s ran through seven Atlantic states from Delaware to Florida. The highway remained one of the principal north-south transportation corridors through the state until the 1977 when much of Interstate 95, which follows US 301 through North Carolina, was completed. In the late 1970s, two sections of the route—at Fayetteville and Wilson-Rocky Mount—had not been completed. The final segment, the easterly bypass of Fayetteville, was not completed until 1980 (NCDOT I-95 Fact Sheet).

Before World War II, enterprising Fayetteville citizens began building motor courts and tourist camps along US 15-A (US 401) and US 301 on both the north and south sides of Fayetteville. As the 1943 city directory noted, US 15-A and US 301 "...carry the bulk of motor traffic between the congested areas of the East and Florida winter resorts", and the motor courts filled a need for convenient, clean, but inexpensive accommodations. US 15-A was lined with such roadside enterprises as Dee's Cabins and Trailer Camp, Thompson's Cottage Court, Buckingham Court Restaurant and Tourist Camp, and the Colonial Auto Court, the latter two located near the Veterans Administration Hospital on Ramsey Street (*Fayetteville City Directory* 1943).

Although motels had begun to appear by the 1930s, motel construction boomed nationally in the late 1950s and 1960s. By 1964, there were at least 61,000 motels across the US with most sited along highways on the outskirts of cities and towns. In the case of Fayetteville, these peripheral locations were particularly convenient because most travelers were passing through to points farther south or north. The 1953 Fayetteville city directory records twelve motels, only one of which was located in downtown. US 301 attracted its share of the new accommodations, including

national motel chains, while others located on US 15-A, to the north, and on Raeford Road and Bragg Boulevard, on the west side near Fort Bragg. By 1956, the city directory lists seven motels on US 301, including the Ambassador Motel (CD1392), with its sixty-one rooms, and Howard Johnson's (CD1388). Both are located within the project area, but the other five in the 1956 directory have all been demolished. Another national chain, Holiday Inn, opened a motel on US 301 in the early 1960s. In 1963, there were thirty-three motels (with a total of more than 1,000 rooms) in or around Fayetteville, twelve of which sat on US 301 south of downtown. Among these were the Ambassador Motel, Americana Motel (CD1389), Driftwood Motor Lodge, Holiday Motel (CD1394), and Howard Johnson's, all of which are extant within the project area. Because motels were usually built away from downtown conveniences, many also added restaurants as part of their complexes. In other cases, independent restaurants located nearby to take advantage of this trade. The Green Lantern, which advertised as the best restaurant along US 301, was awarded the seal of approval by the Duncan Hines food rating service. Its proprietors urged travelers to "Dine at the Sign of the Green Lantern" (Michael 2001: Section F, page 42; *Fayetteville City Directories* 1953, 1956, 1963; Cumberland County Historical Society 2001: 96).

The postwar motel increasingly conformed to a small repertoire of designs. They were one-story buildings with rooms integrated under single rooflines. Motels followed linear, L-shaped, or court plans that could be easily expanded. The courtyards were organized as informal outdoor "lobbies" that often featured giant signs. Many also featured swimming pools, outdoor sitting areas, and playgrounds in landscaped settings suggestive of resorts. Many contained coffee shops or restaurants as part of an integrated complex. The design of postwar motels often reflected the influence of Modernism, which conveyed an up-to-date image, or the Colonial Revival style, which projected a familiar, "homey" quality. These facilities could also be decorated with popular Colonial Revival and "western" themes, and in the case of Fayetteville, landscaped with palm trees and statuary that were typical of Florida. Architectural integrity in motel design was short-lived. The tax code, which allowed for accelerated depreciation, encouraged short-term ownership, a brisk trade in second-, third-, and even fourth-hand motels, and a cyclical remodeling. Many motels were poorly built from the start and disappeared within a few years. In 1960, the average life span of a motel was calculated to be just nine years (Jakle et al. 1996: 43-49).

The motels built in Fayetteville in the 1950s and 1960s usually reflected the influence of Modernism with attention-grabbing office sections, simpler buildings for the motel rooms, and large parking lots. The offices often had unusual roofs—steeply-pitched shed or butterfly roofs—with glass curtain walls. According to the 2009 *Fayetteville Modern Architecture Survey*, the Executive Motor Inn was among the better examples of the mid-century motel, but, like most, had been remodeled. The circa 1963 Knights Inn (CD1034) on Bragg Boulevard was singled out as a rare example of the well-preserved postwar motel. However, the Knights Inn—originally the Heart of Fayetteville Motel—has, in fact, been modified since the 2009 modern architecture survey with significant changes to the office (MdM Historical Consultants 2009: 18-19; Heart of Fayetteville Motel, [www.cardcow.com](http://www.cardcow.com)).

Motels have not survived either in great numbers or in well-preserved condition, as noted above, because of often poor construction quality and a federal tax code that spurred remodeling and demolitions. However, motels have also been affected by changes in transportation. Much of their appeal stemmed from their proximity to highways and so have tended to follow highway construction. In particular, the interstate system, which was created in the mid-1950s, has drained traffic away from motels along earlier highways. For Fayetteville, the gap in Interstate 95 on the east side of the city, which was not completed until 1980, probably allowed the motels in the US

301 project area to thrive longer than would have been the case if the interstate had been completed earlier. However, as Interstate 95 has syphoned off trade since the 1980s, the motels in the project area have deteriorated into lower-grade facilities with the absence of the once heavy through traffic. Consequently, few have survived with much integrity.

The history of the Driftwood Motor Lodge illustrates this pattern. While Ransom and Gladyce Tew owned the motel until 1984, upon its sale to Manilal and Manuben Patel, the motor lodge was remodeled and renamed the Driftwood Budget Motel. The Driftwood was sold in 2011 and now operates as the Airport Inn (*Fayetteville City Directories* 1985, 2013; Cumberland County Deed Book 2785: 197).

## National Register Criteria Evaluation

For purposes of compliance with Section 106 of the NHPA, the Driftwood Motor Lodge is recommended **not eligible** for the National Register. The motel has been extensively altered and lacks the architectural integrity needed for eligibility under any criterion.

### Integrity

Built in 1957, the Driftwood Motor Lodge stands on its original two-acre tract along US 301 south of downtown Fayetteville and retains its integrity of location and setting on the highway. However, the motel has lost its family-oriented feeling and associated amenities as well as much of its integrity of materials and workmanship. The building has a modern stucco façade and new fenestration. The original decorative cupolas no longer survive, and there are modern, metal doors and reconfigured windows with replacement sash. The motel retains some integrity of design, including its L-shaped plan and shed-roofed office with flat-roofed canopy. However, general deterioration and the loss of the pool, landscaping, original signage, playground, and shaded picnic area have obscured important aspects of the original design and eliminated essential components of the postwar motel.

### Criterion A

The Driftwood Motor Lodge 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 Driftwood is not eligible under Criterion A because it is not associated with a specific event or patterns of events that make a significant contribution to the development of Cumberland County or the region. The motel no longer retains sufficient integrity to illustrate motor lodges from the postwar era, particularly those built to serve vacationers traveling US 301 en route to Florida.

## Criterion B

The Driftwood Motor Lodge 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 motor lodge 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 Driftwood Motor Lodge 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*).

This 1957 motel no longer has the architectural integrity for eligibility under Criterion C. In addition to the general deterioration of the property, the motel has been entirely stuccoed, and original windows have been stuccoed and replaced with narrow, vinyl-sash windows. The swimming pool has been infilled, the original sign has been removed, and the original shaded picnic area and playground are now gone. Although postwar motels have not survived in great numbers, several retain better integrity to illustrate the design of motels built in the 1950s and 1960s, including the Ambassador and the Americana within the project area.

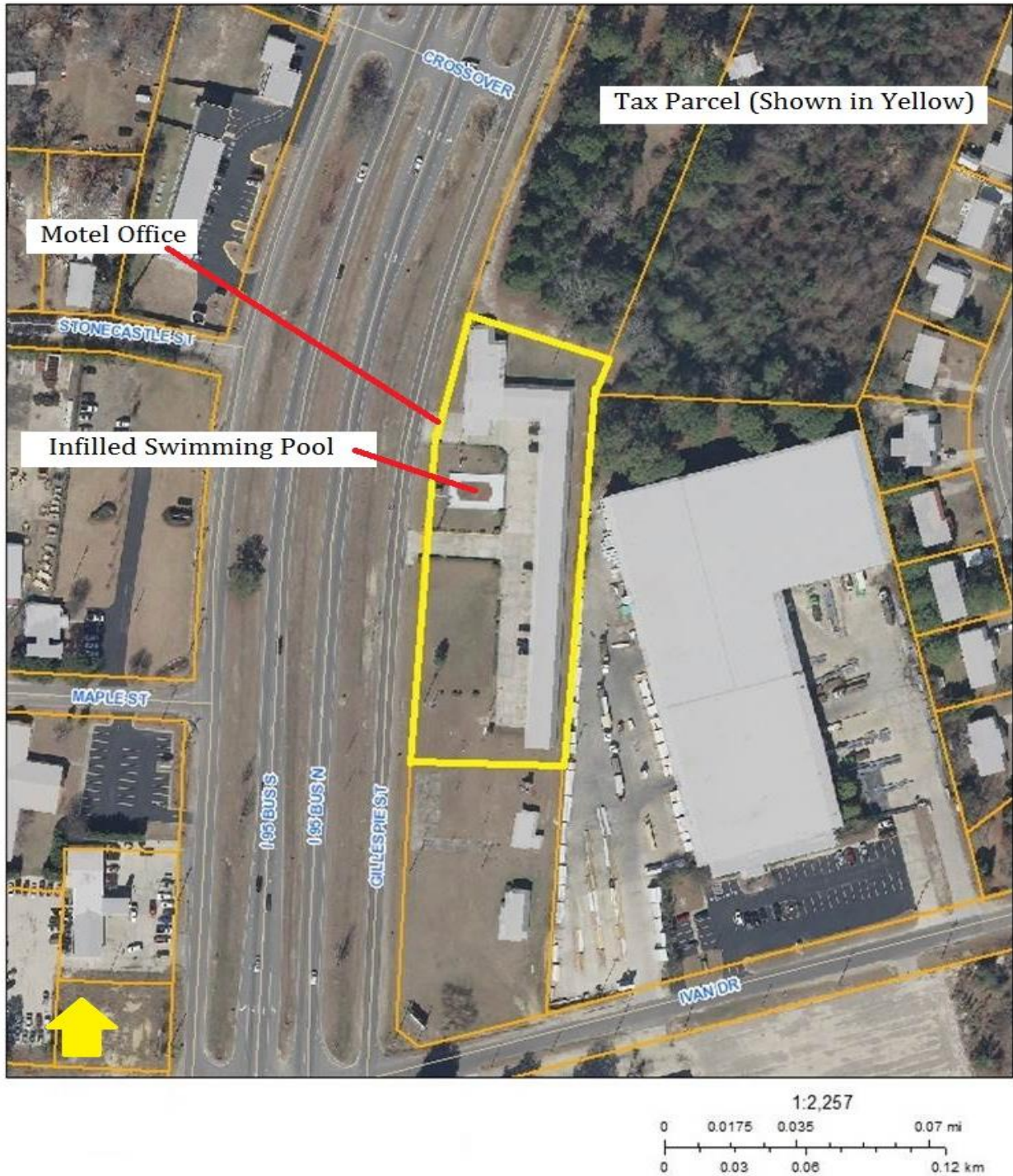
## Criterion D

The Driftwood Motor Lodge 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 new information pertaining to the history of building design or technology.



**Figure 3**  
**Driftwood Motor Lodge**  
**Site Plan**



Source: Cumberland County Tax Map

**Howard Johnson's Motor Lodge (CD1388)**  
**(PIN 0435-18-0920)**  
2533 Gillespie Street  
Fayetteville, Cumberland County

**Construction Date:** 1958  
**Eligibility Recommendation:** Not Eligible

### Physical Description

(Note: The principal investigators were denied access to this property. Photographs were taken primarily from the Gillespie Street right-of-way.)



The Howard Johnson's Motor Lodge (now the Carolina Motor Inn) was built in 1958 on the east side of US 301 (now Gillespie Street) south of downtown Fayetteville. (In this area, US 301 is a divided, four-lane highway, and Gillespie Street serves as a frontage road along the highway.) The motel has a U-shaped, courtyard plan that includes the office at the northwest corner. A conforming curvilinear driveway allows for parking in front of each room. A large, modern sign advertising, "Carolina Motor Inn," is located along the roadway. The motel reflects the original Howard Johnson's design in its basic hip-roofed forms and U-shaped configuration. The concrete-block construction, stuccoed exterior, and paired metal porch posts are also original. However, important elements of the original design of the motel and its landscaping no longer survive. The trademark Howard Johnson's orange, porcelain-tile roof on the office, ornamental cupolas, and turquoise shutters are gone, and the giant Howard Johnson's sign in front of the office no longer remains. The landscaped hedge rows around the pool area and along the units of the motel have been removed, and the pool has been infilled and enclosed by a vinyl fence.

Other modern changes include fixed-light windows and modern metal doors for each unit and replacement one-over-one light windows and vinyl siding on the office. The associated Howard Johnson's restaurant, which is now a private club, stands on a on a separate tax parcel to the north. As with the motel office, it no longer has the iconic, Howard Johnson's tile roof, cupola, shutters, and signage. The former restaurant also now has replacement windows and doors.





Plate 7. Howard Johnson's Motor Lodge, Overall View, Looking North.



Plate 8. Howard Johnson's Motor Lodge, Overall View, Looking Southeast.





Plate 9. Howard Johnson's Motor Lodge, Modern Sign and Infilled Pool, Looking East.



Plate 10. Howard Johnson's Motor Lodge, Office, Looking East.



Plate 11. Howard Johnson's Motor Lodge, Looking East.



Plate 12. Howard Johnson's Motor Lodge, Office, Rear (North) Elevation, Looking Southwest.





Plate 13. Howard Johnson's Motor Lodge, Rear (North) Elevation, Looking Southeast.



Plate 14. Howard Johnson's Motor Lodge, Restaurant, Looking East.



Plate 15. Howard Johnson's Motor Lodge, Circa 1958 Postcard. Source: Ebay.



Plate 16. Howard Johnson's Motor Lodge, Circa 1960 Postcard. Source: Ebay.



## Historical Background

The Howard Johnson's Motor Lodge was built in 1958 along US 301, southeast of downtown Fayetteville. George R. Brown was the original proprietor of the motel and the adjacent restaurant. About 1980, when Interstate 95 was completed around Fayetteville, Howard Johnson's sold the motel, and the property became known as the Village Court Motel. Sold again a decade later, the motel was renamed the Cape Fear Motel and is currently called the Carolina Motor Inn (*Fayetteville City Directories 1958-2013*).

The 1958 Howard Johnson's Motor Lodge along US 301 in Fayetteville was part of the first phase of franchised motel development by the Howard Johnson's Company. In the late 1940s, Howard Johnson's began encouraging the development of independently owned motels in conjunction with its successful roadside restaurants. In 1954, the company launched its motel business directly. By the end of the decade, there were seventy-one Howard Johnson's motels operating beside their familiar restaurants. Design Incorporated, based in St. Louis, developed the prototypical Howard Johnson's motel design, featuring the bold cupolas and eye-catching orange and turquoise ornamentation (Jakle et al. 1996: 184-188).

This Howard Johnson's Motor Lodge also typifies the automobile-oriented motels that became ubiquitous features along the nation's highways after World War II. For the context on postwar motel development in Fayetteville, please see pages 10-12 of this report.

## National Register Criteria Evaluation

For purposes of compliance with Section 106 of the NHPA, the Howard Johnson's Motor Lodge is recommended **not eligible** for the National Register. The motel has been extensively altered and lacks the architectural integrity needed for eligibility under any criterion.

### Integrity

Built in 1958, the Howard Johnson's Motor Lodge occupies its original location on US 301 south of downtown Fayetteville and retains thus its integrity of location and setting on the highway. However, its integrity of feeling as a family-oriented motel has been lost to overall disinvestment and subsequent deterioration. The motel has also lost much of its integrity of materials and workmanship. The loss of the trademark Howard Johnson's motifs, the vinyl siding of the office, and the replacement windows and doors are modern changes that compromise the historic fabric and construction of the complex. The motel retains some integrity of design, including the courtyard plan, hip-roofed office, and integrated rooms. However, the property no longer has its original signage, and the original landscaped pool area has been significantly altered.

### Criterion A

The Howard Johnson's Motor Lodge 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 motel is not eligible under Criterion A because it is not associated with a specific event or patterns of events that make a significant contribution to the development of Cumberland County or the region. Specifically, the motel no longer retains sufficient architectural integrity to illustrate the motor lodges built in the 1950s and 1960s to serve vacationers en route between the northeast and Florida. Within the project area, the larger Ambassador and the Americana, are both fuller expressions of motor lodges from that era.

### **Criterion B**

The Howard Johnson's Motor Lodge 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 property 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 Howard Johnson's Motor Lodge 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*).

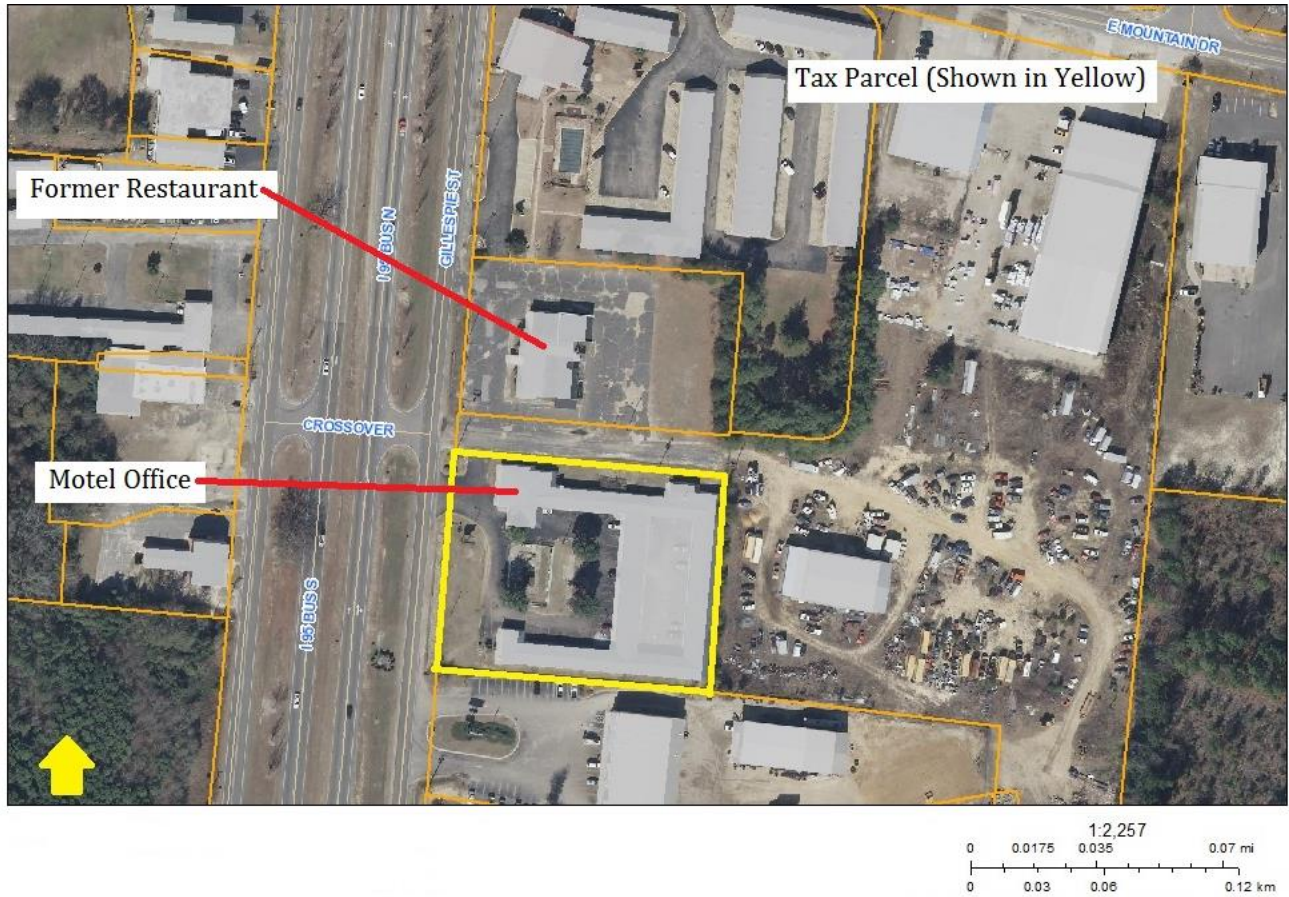
The 1958 motel does not possess the architectural integrity for eligibility under Criterion C. The motel no longer retains its iconic Howard Johnson's design elements while replacement vinyl siding, windows, and doors now mark the motel's exterior. The swimming pool has been infilled, the original sign has been removed, and the associated Howard Johnson's restaurant has been remodeled for a private club. Although postwar motels have not survived in great numbers in Fayetteville, several retain better integrity to illustrate the design of motels built in the 1950s and 1960s, including the Ambassador Inn and the Americana Motor Lodge, both within the project area.

### **Criterion D**

The Howard Johnson's Motor Lodge 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 new information pertaining to the history of building design or technology.

**Figure 4**  
**Howard Johnson's Motor Lodge**  
**Site Plan**



Source: Cumberland County Tax Map

1961



**Americana Motor Lodge (CD1389)**  
**(PIN 0435-19-1440)**  
2507 Gillespie Street  
Fayetteville, Cumberland County

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

### Physical Description



The Americana Motor Lodge (now the Coliseum Inn) opened in 1961 and was expanded in the early 1960s on the east side of US 301 (Gillespie Street) south of downtown Fayetteville. (In this area, US 301 is a divided, four-lane highway, and Gillespie Street serves as a frontage road along the highway.) Sited on a four-and-a-half-acre tract, the large motel complex comprises two L-plan and two linear arrangements of attached units that fill most of the parcel. Roughly square in shape, the parcel also includes a three-quarter acre, tree-shaded appendage south of the room units that appears to have been the original picnic area for the motel. The freestanding, Modernist office is sited at an angle to the highway at the northwest corner of the complex. There is a swimming pool and a wading pool (both now filled) surrounded by flagstone pavers south of the office. Although the present landscaping is minimal, the original formal plan is evident in the grassy medians along the roadway, strips of lawn with boxwoods around the pools and along the south side of the tract, and mature palm trees. The exotic palms were obviously meant to evoke images of tropical Florida for vacationers. Paved driveways run through the tract and allow for parking in front of each room. Originally, a tall motel sign stood in the median by the highway, but it has been replaced by modern signage announcing the Coliseum Inn.

The freestanding motel office is housed in a two-story building (1961) and a circa 1969 one-story addition that extends from the main (south) elevation. The largely intact, 1961 office has a purposefully eye-catching, Modernist design with metal-framed, glass curtain walls and a sweeping gable roof with deep eaves that incorporates a broad canopy over the driveway. The steel structure of the office is clearly expressed in the exposed, steel girders under the roof and in the tapered, steel columns supporting the canopy. The office interior has an open plan and exposed beams. The circa 1969 office wing reflects the original design in its Modernist features, including the shallow-pitched, front-gable roof with broad eaves and expanses of metal-sash windows. The front elevation has diagonally laid flushboards while the east elevation (away from the driveway) is brick veneered. The circa 1969 office expansion also included a flat-roofed, brick-veneered wing on the east side of the 1961 office that appears to have been erected as a canteen area.

Built between 1961 and 1963, the long rows of attached motel units fill most of the parcel to the east and south of the office which sits in the northwest corner. They are constructed of concrete block with original veneers of stucco and Roman brick. Shallow gable roofs with deep eaves, fascia boards, and small, vented cupolas cap the rows of rooms. The motel rooms were consciously separated from the highway by the swimming pool area and paved driveways for parking.

The attached units just east of the office are distinct from the others in their large sliding-glass doors that open onto small patios facing the pool. For these units, parking is restricted to the north side away from the pool. The other units are similar with original, windowless, stuccoed walls

interrupted by distinctive, Roman-brick surrounds at the doorways. The paneled metal doors are modern replacements. These rows of rooms have brick-veneered gable ends accented by raised brick stretchers. The rear elevations are original and consist of original stuccoed upper sections with paired, metal-sash, awning windows atop brick-veneered lower walls. The principal investigators did not gain access to the interiors of the motel rooms.



Plate 17. Americana Motor Lodge, Office, Looking North Along Gillespie Street.



Plate 18. Americana Motor Lodge. Original Office (Rear) and Later One-Story Wing, Looking North.



Plate 19. Americana Motor Lodge, Office, Looking North.





Plate 20. Americana Motor Lodge, Infilled Wading Pool (Foreground) and North Units, Looking Northeast.



Plate 21. Americana Motor Lodge, Northwest and West Units, Looking East.



Plate 22. Americana Motor Lodge, West Units, Looking East.



Plate 23. Americana Motor Lodge, Northwest Units (East of Office), Looking North.





Plate 24. Americana Motor Lodge, West Units, Looking South.



Plate 25. Americana Motor Lodge, South Units, Looking East.



Plate 26. Americana Motor Lodge, East and South Units, Looking Southeast from Infilled Swimming Pool.



Plate 27. Americana Motor Lodge, West Units, Rear Elevation, Looking South.





Plate 28. Americana Motor Lodge, South Units, Rear Elevation, Looking North.



Plate 29. Americana Motor Lodge, Circa 1961 Postcard. Source: Ebay.



## Historical Background

The Americana Motor Lodge was built between 1961 and 1963 along US 301, south of downtown Fayetteville. Thomas J. Murray was the first proprietor. As business increased, the office was expanded around 1969. By the late 1990s, the motel was under new management as the Coliseum Inn and catered mainly to locals or those attending events at the nearby Crown Coliseum. The motel now advertises itself as a “no frills” motel (*Fayetteville City Directories 1997-2013*)

In its progressive, Modernist office and rows of rooms around a swimming pool, the Americana epitomized the automobile-oriented motels that became ubiquitous features along the nation’s highways after World War II. Postwar prosperity, the baby boom, and highway improvements spurred family-focused travel and leisure during the period. For the towns and cities of eastern North Carolina, northern travelers making their way to Florida and other southern coastal locales created a demand for motels along what in the pre-interstate era was the intercity system of US highways. For the context on postwar motel development in Fayetteville, please see pages 10-12 of this report.

## National Register Criteria Evaluation

For purposes of compliance with Section 106 of the NHPA, the Americana Motor Lodge is recommended **eligible** for the National Register under Criterion A for commerce and Criterion C for architecture. Although the motel office building has been expanded and the original signage is now gone, the Americana retains enough key elements of its original design to merit eligibility.

## Integrity

Built between 1961 and 1963, the Americana Motor Lodge occupies its original four-and-a-half-acre tract along US 301 south of downtown Fayetteville and thus has integrity of location and setting. The motel has lost some of its original, family-oriented feeling, but given the overall condition of Fayetteville’s identified postwar motels, the Americana Motor Lodge stands out for its integrity of design, workmanship, and materials, retaining the essential components of the roadside motels of the period.

Although there has been no comprehensive survey of postwar motels in Fayetteville, the Americana is notable among those inventoried motels—including those in the project are—for its striking and largely intact, Modernist office building and the architectural variety and embellishment of its unit blocks. The motel is also retains key elements of motel layout and design. Its low scale, linear and L-shaped forms integrated under a single roof, prominent office, and ample parking all conform to the limited repertoire of layouts commonly used in Fayetteville and nationwide. The Americana retains its Modernist office building with glass curtain walls and sweeping, gabled roof, and its rows of motel units are remarkably well preserved with stuccoed and brick-veneered exteriors, decorative end walls, sliding-glass doors, and low gable roofs that form engaged, continuous porches. The Americana also retains enough of its amenities to have integrity of association. Although the pools have been filled in and the original landscaping plan has been compromised by only minimal maintenance, the two pools as well as the adjacent, original lawns and medians remain well-defined. Moreover, the existing, tree-shaded, southeast corner of the tract was probably the motel picnic area for families.

## Criterion A

The Americana Motor Lodge 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 motor lodge is eligible under Criterion A for commerce because it is associated with a specific event or patterns of events that make a significant contribution to the development of Cumberland County or the region. Specifically, the motel illustrates the roadside motor lodges built along the US highways of Cumberland County during the postwar era. Centrally located between the northeast and Florida, Fayetteville became a convenient stopping point for travelers, often vacationing families, en route to Florida and other southern coastal destinations. With the growth of travel and leisure after World War II, motels were built in great number along US 301 and other area highways to serve this burgeoning trade.

In its varied arrangement of long, linear and L-shaped units that fill the four-and-a-half-acre lot, the Americana demonstrates how motels were planned for easy expansion as business increased. In its sizeable office, swimming and wading pools, the number and variety of the unit blocks, and (probable) picnic grounds, the Americana is also among the most prominent of the postwar motels known to survive in Fayetteville.

## Criterion B

The Americana Motor Lodge 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 motor lodge 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 Americana Motor Lodge 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 1961-1963 Americana Motor Lodge is eligible under Criterion C for architecture as an especially well-preserved example of the postwar motel in Fayetteville and Cumberland County. The motel retains its original masonry construction and plan, consisting of the distinctive, Modernist office and adjacent units arranged in low, integrated, rows. Although the office was expanded around 1969, the original building remains distinctive with its glass curtain walls and sweeping roof line. The small front addition reflects the Modernist design of the 1961 office and does not significantly detract from the original design. The rows of motel units are also remarkably unaltered, with original stucco and brick-veneered surfaces, gable roofs with continuous engaged porches, sliding-glass doors, and awning windows on the rear elevations. The unit blocks are notable among the known postwar motels for the variety and expressive quality of their designs.

The Americana Motor Lodge also retains other key components of the popular, postwar motel complex. Though the swimming and wading pools have been filled in—a common occurrence for outdoor motel pools established in this period—they remain clearly defined and enframed by flagstones. The original nearby sitting area is also evident. Some original plantings, notably palm trees, remain as well. Finally, the original picnic area, with its shaded open space, appears to survive intact on the southeast side of the tract.

Although the Americana Motor Lodge has undergone some alterations, including the office additions, loss of original signage, and downgrading of original landscaped amenities, the motel stands out among the identified postwar motels in Fayetteville. The 2009 *Fayetteville Modern Architecture Survey* emphasized the city's lack of well-preserved motels of this period, and noted that only the Knights Inn on Bragg Boulevard was largely intact. In fact, even this motel—erected in 1963 as the Heart of Fayetteville Motel--has been significantly changed since the 2009 survey (M&M Historical Consultants 2009: 18-19).

#### **Criterion D**

The Americana Motor Lodge 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 new information pertaining to the history of building design or technology.

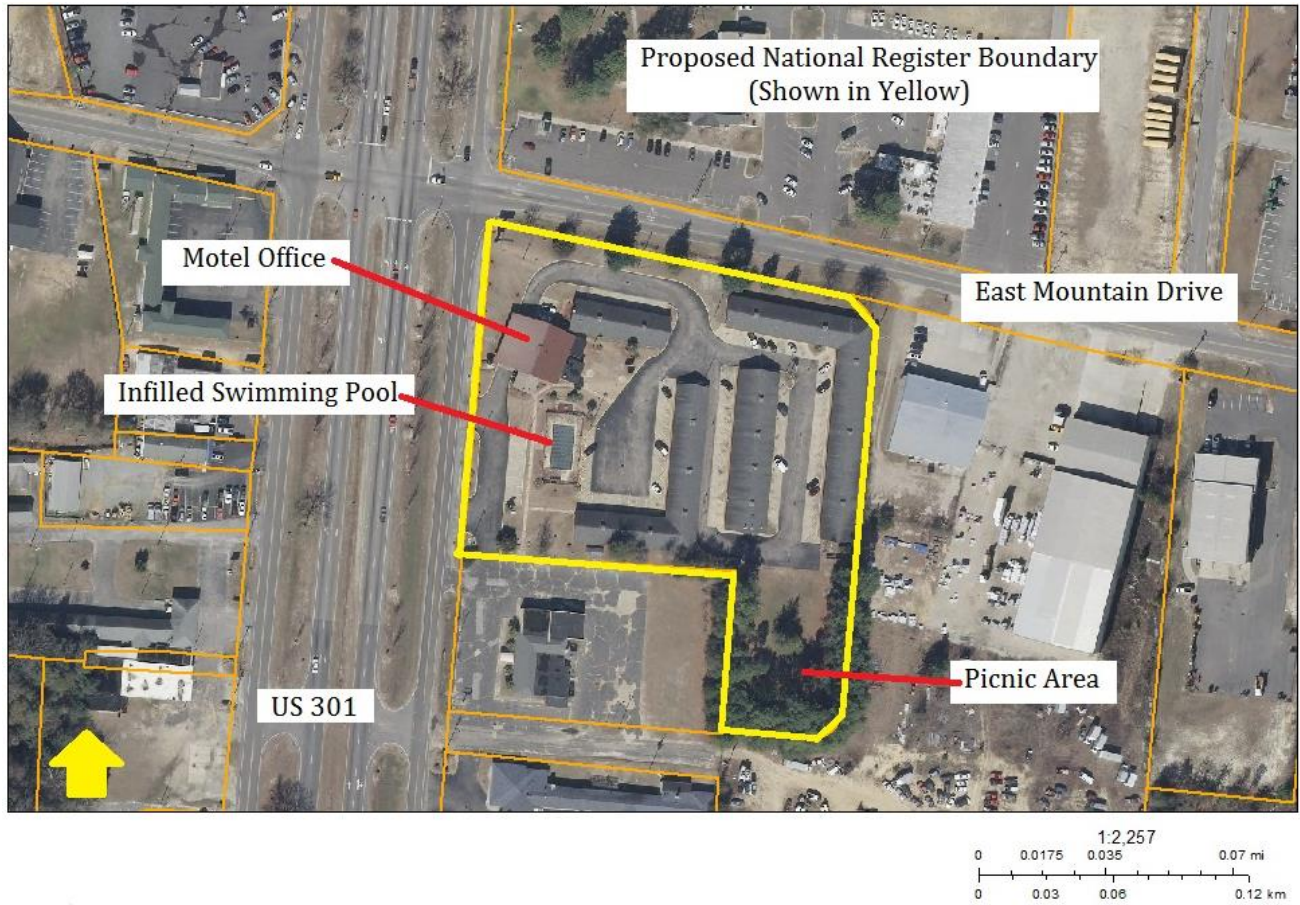
#### **National Register Boundary Description and Justification**

The National Register boundary for the Americana Motor Lodge has been drawn according to the guidelines of National Register Bulletin 21, *Defining Boundaries for National Register Properties*.

The proposed National Register boundary encompasses the current tax parcel of approximately four-and-a-half acres which conforms to the parcel historically associated with the motel. The proposed National Register boundary includes the office and motel units, parking lots, the swimming and wading pools, and adjacent open space associated with the operations of the motel. Depicted in **Figure 6**, the recommended boundary follows the rights-of-way along East Mountain Drive and Gillespie Street.



**Figure 5**  
**Americana Motor Lodge**  
**Site Plan and Proposed National Register Boundary**



Source: Cumberland County Tax Map

**Cumberland County Administration Building  
(CD1053) (PIN 0436-10-1105)**  
2465 Gillespie Street  
Fayetteville, Cumberland County

**Construction Date:** 1968

**Eligibility Recommendation:** Not Eligible



**Physical Description**

The 1968 Cumberland County Administration Building, now the Central Services Building for Cumberland County Schools, is located on the east side of Gillespie Street (US 301) south of downtown Fayetteville. (Gillespie Street serves as a frontage road along four-lane US 301.) The 1954 State Highway Patrol Building (CD1390) (2435 Gillespie Street) and the 1968 Cumberland County Memorial Auditorium/Exhibit Hall (CD1391) (0 Gillespie Street) are located directly to the north of this building, forming a row of 1950s-1960s public/civic buildings along the east side of the highway. There is a small lawn in front of the original main entrance, which faces south, and a strip of lawn with a modern brick sign separates the building from Gillespie Street frontage road. Original to the site are four metal, Modernist lampposts with conical shades are sited near the four corners of the building. The parking lot extends around the north, south, and east sides of the property.

The Modernist office building is a one-story, flat-roofed, concrete-frame structure that rests on a high basement that serves as the ground floor. The original primary entrance is located on the main level of the south elevation, but the main entry now is on the more accessible, ground level of the north elevation. The building features a heavy, concrete cornice that expresses its cellular concrete roof structure. The walls are veneered in red brick, and full-height, vertical, metal-sash windows are located on all four elevations of the main level. Along the raised basement, continuous bands of metal sash windows run the width of the east and west sides.

While the forms and arrangement of the building's windows are original throughout, the entire west elevation (along Gillespie Street) and the two west bays on the north and south sides have windows with wider sashes than those found in the original windows. These changes took place after the 2009 architectural survey of the building. The awning windows along the basement level of the north elevation are original (See HPO File).

Integrated concrete columns are exposed at the corners of the building to reveal the concrete frame construction. The east and west elevations have exposed concrete columns between every fourth bay. A concrete water table extends around the building between the first floor and the ground level. The original main entrance on the south elevation is sheltered by a flat-roofed porch with a heavy, concrete cornice and square, concrete piers. A flight of steps ascends to this porch from a low, broad landing, flanked by brick cheek walls. Both the stairway and porch have their original iron railing. A metal-framed glass vestibule under the porch encloses the entrance. Two bays on the west side of this vestibule have now been paneled. The rear (north) elevation has a projecting, glass-enclosed entrance at the ground level. The entry's flat, concrete cornice is continuous with the water table.

Inside, there are exposed concrete walls, original terrazzo floors in the lobbies, and a square doughnut-shaped corridor around a central meeting room on the ground level. The main-level halls and offices have linoleum floors. Movable walls divide the offices and meeting rooms, and as the building's functions have changed, some rooms, halls, and lobbies appear to have been reconfigured. However, the major corridors on both levels appear to be original. There are some original metal doors with glazed upper sections and concrete-block walls with tile wainscoting. At the southeast end of the building, the office has wood-panel and glazed walls with striated glass.



Plate 30. Cumberland County Administration Building, Façade, (South Elevation), Looking North.





Plate 31. Cumberland County Administration Building, Façade (South Elevation), Main Entrance, Looking North.



Plate 32. Cumberland County Administration Building, Façade and Lamp Posts, Looking West.



Plate 33. Cumberland County Administration Building, West Elevation, Looking Southeast.



Plate 34. Cumberland County Administration Building, West Elevation, Looking East.





Plate 35. Cumberland County Administration Building, Facade, Original Windows, Looking North.



Plate 36. Cumberland County Administration Building, Façade and East Elevation, Looking North Along Parking Lot.





Plate 37. Cumberland County Administration Building, North Elevation, Looking Southeast.



Plate 38. Cumberland County Administration Building, North Elevation, Entrance, Looking West.



Plate 39. Cumberland County Administration Building, Main Level Corridor, Looking South.



Plate 40. Cumberland County Administration Building, Ground Level Corridor, Looking South.

## Historical Background

The Cumberland County Administration Building was constructed in 1968 on county-owned property along US Highway 301 (Gillespie Street). Its construction occurred during Fayetteville's rapid population growth in the 1950s and 1960s, powered by the growth of nearby Fort Bragg. During these decades, new public facilities serving the burgeoning population were erected on the outskirts of Fayetteville. The Cumberland County Administration Building originally contained the County Juvenile Office and the County Welfare Department. In 1988, these government services moved into larger facilities, and the building became the headquarters for Cumberland County Schools (HPO File).

The building was designed by Fayetteville architect, Paul H. McArthur, Jr. (1932-2011). McArthur graduated from the North Carolina State University School of Design in 1956 and established his architecture firm in his hometown of Fayetteville. Although there has been no comprehensive examination of McArthur's work, his commissions included a range of residential, commercial, and civic projects. His work appears to have been varied from concrete-frame, Modernist institutional buildings to Colonial Revival residential additions. Among McArthur's projects were the Fayetteville District No. 5 School (1966), Guaranty Savings and Loan (1967), the Cape Fear Nursing Center (1967) in Fayetteville, and Central Fire Station (1969) in nearby Sanford. Towards the end of his professional career, McArthur worked as an architect for the North Carolina Department of Facility Services (<http://public.aia.org>, American Architects Directory 1970; *Raleigh News and Observer*, 24 July 2011).

## National Register Criteria Evaluation

For purposes of compliance with Section 106 of the NHPA, the Cumberland County Administration Building is recommended **not eligible** for the National Register under any criterion. Built in 1968, the building does not meet the National Register's fifty-year cut-off date for eligibility. In addition, the resource lacks the exceptional importance under any criterion to meet Criteria Consideration G: Properties That Have Achieved Significance Within the Past Fifty Years.

## Integrity

The Cumberland County Administration Building occupies its original site on US 301 (Gillespie Street) and has integrity of location and setting. Situated within a line of civic and governmental buildings along the highway south of downtown, the building also retains its integrity of feeling and association. Furthermore, the building has integrity of design, workmanship, and materials. The building expresses its 1968 Modernist design in its exposed concrete framing, cornice, and water table; brick veneer; and flat-roofed entries with glazed vestibules. Many of the metal-sash windows along both levels survive intact. However, the windows along the entire west elevation and portions of the north and south sides have replacement metal sash. The interior plan has been partially reconfigured, but terrazzo tile flooring, some original doors, and tile wainscot in sections of the lower-level hallway remain intact.



### **Criteria Consideration G: Properties That Have Achieved Significance in the Past Fifty Years**

National Register Criteria exclude properties that are less than fifty years of age unless they are of exceptional importance individually or contribute to a National Register eligible historic district. Exceptional importance does not imply national significance, but sufficient scholarship, historical perspective, and comparative analysis are needed to meet the threshold for exceptional importance (National Park Service, *National Register Bulletin 15*: 41).

The Cumberland County Administration Building does not have the exceptional historical or architectural importance to meet Criteria Consideration G. Although the building does not currently have exceptional architectural importance, the Cumberland County Administration Building should be re-examined in 2018 when the resource will be fifty years old. The building was among the sixty-seven Modernist buildings with sufficient integrity and importance to be included in the 2009 *Fayetteville Modern Architecture Survey*. The building remains substantially intact although the windows on the west elevation now have replacement metal sash. The 2009 Fayetteville survey included a collection of 1960s, Modernist institutional and office buildings that express the growing emphasis on concrete decorative materials and construction displayed in the Cumberland County Administration Building. Among these inventoried resources are the 1966 YMCA Building, several 1960s Methodist College academic buildings, the 1968 Second Chestnut Library, the 1964 Dawkins Federal Building, and the 1971 Thompson Library at Fayetteville Technical Community College. As with the Cumberland County Administration Building, the Thompson Library, which displays exposed concrete supports mixed with glass and sawtooth walls, is less than fifty years of age. The notable, 1960s, Municipal Airport Terminal, which features a combination of glass-and-steel and exposed concrete design and construction techniques, was not surveyed because of airport security concerns (MdM Historical Consultants 2009: 20, 25-26).

**Figure 6**  
**Cumberland County Administration Building**  
**Site Plan**



Source: Cumberland County Tax Map

**North Carolina Highway Patrol Building  
(CD1390) (PIN 0436-10-4312)**  
2435 Gillespie Street  
Fayetteville, Cumberland County

**Construction Date:** 1954-1955  
**Eligibility Recommendation:** Not Eligible



**Physical Description**

The North Carolina Highway Patrol Building sits on the east side of Gillespie Street (US 301) near other governmental administration buildings, the Cumberland County Memorial Auditorium/Exhibit Hall (CD1391), and the modern coliseum complex. (In this area, US 301 is a divided, four-lane highway, and Gillespie Street serves as a frontage road along the highway.) Sharing the same 5.57-acre tax parcel are a modern North Carolina Division of Motor Vehicles building and several prefabricated, metal sheds, all of which sit behind the patrol building across a parking lot.

Built in 1954-1955, the North Carolina Highway Patrol Building is a large, two-story, masonry building that in the austere simplicity of its design reflects the lingering influence of the International Style on mid-century Modernism. The building has a flat, concrete-slab roof that projects over the front (west) and rear (east) elevations and flush end walls that extend beyond the façade. Although the building has a largely rectangular plan, portions of the front and rear elevations project slightly. The symmetrical façade is broken by one-over-one light, metal-sash windows with concrete sills. Some of the original horizontal-sash windows also survive. A cantilevered, metal-clad, concrete canopy extends the full width of the façade above the first-story windows. The Modernist influence is expressed in the recessed entrance bay where the canopy angles out and rests on a freestanding, brick wall. Otherwise, the entrance consists of a simple, metal door with half-glazing. Cantilevered canopies also shelter the metal and glazed doors found on the other elevations. Although access was limited and no photographs were allowed, the simple interior has concrete block walls and is divided into a series of offices.





Plate 41. North Carolina Highway Patrol Building, Façade, Looking Southeast.



Plate 42. North Carolina Highway Patrol Building, Façade and Side (South) Elevation, Looking East.





Plate 43. North Carolina Highway Patrol Building, Façade and Side (North) Elevation, Looking Southeast.



Plate 44. North Carolina Highway Patrol Building, Rear (East) Elevation, Looking South.





Plate 45. North Carolina Highway Patrol Building, Entrance Detail.



Plate 46. North Carolina Highway Patrol Building, Modern North Carolina Division of Motor Vehicles Building (Left) and Modern Sheds on Site, Looking South.



## Historical Background

The North Carolina Highway Patrol Building was erected in the mid-1950s as the district headquarters for Troop B of the North Carolina Highway Patrol. The state is divided into nine troops (Troops A-I) with corresponding districts. This administration building is currently occupied by employees of the State Highway Patrol as well as other agencies, including drivers' license offices of the North Carolina Division of Motor Vehicles and the North Carolina Bureau of License and Theft (Cumberland County Deed Book 690: 1).

The North Carolina Highway Patrol was created in 1929 as a division of the state highway commission to ensure highway safety by enforcing motor vehicle laws and assisting motorists. As throughout the U.S., North Carolina had experienced exponential growth in automobile ownership during the 1920s with the number of registered cars rising from 150,558 in 1921 to more than 500,000 by 1929. As car ownership and road traffic soared during the decade so did the number of traffic accidents, but at the time no state agency had law enforcement oversight of the highway system. Following the creation of the patrol, a group of officers were sent to the Pennsylvania State Police Academy for training. This initial class studied law, first aid, light adjustments, vehicle operation, and other topics that would become part of the curriculum when the first patrol school opened on May 20, 1929 at Camp Glenn in Morehead City. Captain C. D. Farmer and nine others were the first highway patrolmen in the state. The new agency had its headquarters in Raleigh with seven district offices across North Carolina, including one in Fayetteville. By 1931, there were sixty-seven officers. Until 1939, highway patrol officers traveled the state on Harley-Davidson motorcycles, but because of concern for officer safety, the patrol began using cars in the 1940s. A semi-military organization, the patrol maintains its headquarters in Raleigh with district offices in Asheville, Fayetteville, Greenville, Greensboro, Salisbury, Newton, and Monroe (The North Carolina Highway Patrol, *The North Carolina History Project*, at [www.northcarolinahistory.org](http://www.northcarolinahistory.org); North Carolina Highway Patrol Retirees' Association, *History of the North Carolina Highway Patrol*, at [www.nchpra.org](http://www.nchpra.org).)

The state patrol building in Fayetteville was evidently constructed as a replacement for earlier offices. After a long hiatus in construction caused by the Depression and the moratorium during World War II, local, state, and federal governmental agencies and commercial developers joined residential suburban builders in the postwar construction boom. Many of the new governmental buildings were sited away from downtown locations. This highway patrol building was erected along US 301, south of the city center, near the North Carolina National Guard Armory (CD1393) which was constructed on South Eastern Boulevard. Both reflected the lingering influence of the International Style on 1950s Modernism in their rectilinear forms, brick exteriors, and flat roofs (Mdm Historical Consultants 2009: 27).

## National Register Criteria Evaluation

For purposes of compliance with Section 106 of the NHPA, the North Carolina Highway Patrol Building is recommended **not eligible** for the National Register. This administration building for the highway patrol lacks the architectural and historical significance needed for eligibility under any criterion. There has been no systematic survey of highway patrol buildings in the state, and only one, the North Carolina Highway Patrol Complex (no survey number) in Wake County, has been surveyed. This property, a communications center and radio station, was determined not eligible for the National Register in 2012.

## Integrity

Built in 1954-1955, the North Carolina Highway Patrol Building maintains its original location, feeling, association, and setting near other governmental buildings on US 301 south of downtown Fayetteville. The building also retains much of its integrity of materials, workmanship, and design although most of the windows are modern replacements. The unadorned masonry building retains its simple Modernist-inspired design, expressed mainly in its massing and in the design of the entrance.

## Criterion A

The North Carolina Highway Patrol 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 high patrol building is not eligible under Criterion A because it is not associated with a specific event or patterns of events that make a significant contribution to the development of Cumberland County or the region. Although the district headquarters for the state highway patrol, this building does not represent an important event or trend in the development of this governmental agency. The patrol was formed in 1929 with Fayetteville as one of its district offices, and this building was evidently a mid-1950s replacement for the earlier district office building.

## Criterion B

The North Carolina Highway Patrol 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 property 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 North Carolina Highway Patrol 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 1954-1955 North Carolina Highway Patrol Building remains largely intact, with the exception of replacement windows, but was not among the sixty-seven Modernist buildings considered to have sufficient integrity and importance to be included in the 2009 *Fayetteville Modern Architecture Survey*. More expressive examples of Modernist buildings survive in Cumberland County from the postwar era, including the 1955 Gillespie Street Branch Library (CD1043) constructed for African Americans. The two-story, flat-roofed library building has a brick exterior and integrates indoor and outdoor with an enclosed courtyard. Modernism is further expressed in the geometric composition of irregular, modular massing, asymmetry, and banks of metal-sash windows (Mdm Historical Consultants 2009: 25, 27).

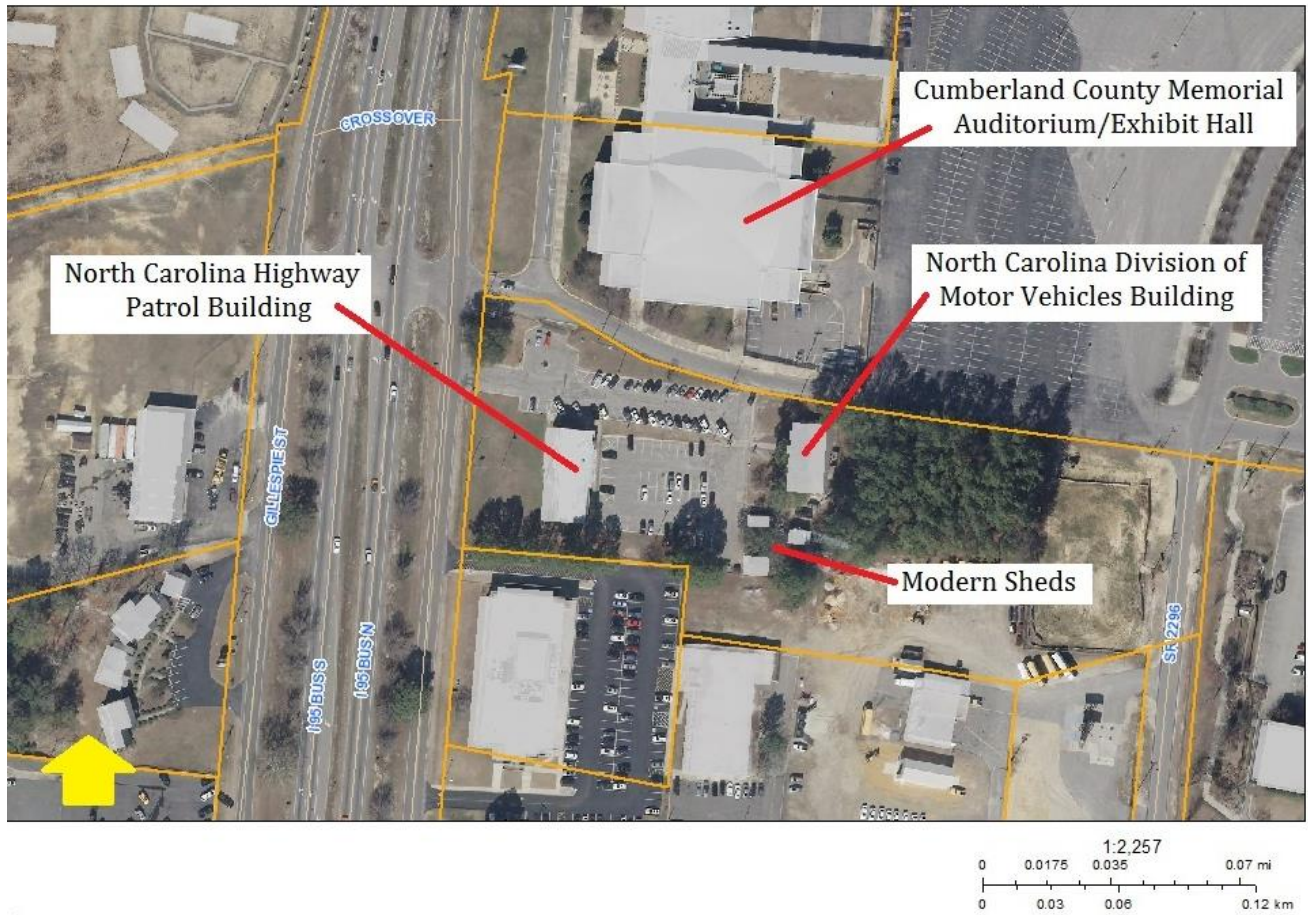
### **Criterion D**

The North Carolina Highway Patrol 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 new information pertaining to the history of building design or technology.



**Figure 7**  
**North Carolina Highway Patrol Building**  
**Site Plan**



Source: Cumberland County Tax Map

**Cumberland County Memorial Auditorium/  
Exhibit Hall (CD1391)  
(PINs 0436-11-2052; 0436-20-0936)  
0 Gillespie Street  
Fayetteville, Cumberland County**

**Construction Date:** 1967

**Eligibility Recommendation:** Not Eligible



### Physical Description

Built in 1967, Cumberland County Memorial Auditorium/Exhibit Hall (now Crown Theatre and Arena) is located within the Crown Complex of sports, meeting, and entertainment facilities on the east side of Gillespie Street (US 301). (In this area, US 301 is a divided, four-lane highway, and Gillespie Street serves as a frontage road along the highway.) The auditorium and adjoining exhibit hall stand facing the highway while the expansive, modern Exposition Center (1988), Crown Coliseum (1997), and adjoining Ballroom are located on the east side of the tract. These later facilities comprise over 80,000 square feet of entertainment and exposition space and are clearly distinct from the smaller, 1967 auditorium-and arena complex to the west. A vast, paved parking lot also separates the two sections of the tract. The auditorium and exhibit hall face Gillespie Street across a grassy lawn which contains a modern metal sign for the Crown Complex. A divided driveway off Gillespie allows for passenger drop-off and pick-up in front of the auditorium.

The steel-frame, brick-veneered building is comprised of an auditorium on the north side, an arena (exhibit hall) on the south side, and a connecting hyphen that contains a one-story lobby and administrative offices. The exterior of the flat-roofed auditorium expresses its theatrical function in its tall, monolithic form with slightly bowed, windowless, brick walls and a full-height, rectangular, brick-veneered stage tower (or fly tower) along the north elevation. The exterior is essentially unadorned except for narrow brick pilasters with shallow profiles along the auditorium walls and a flat, white, concrete cornice that continues around the entire complex. Both the east and west elevations around the stage tower have similar, subsidiary entry/exit wings. The wings are both projecting, rectangular, brick-veneered boxes with flat roofs and recessed entrances. The entries have glazed and steel-sash doors. The rear (east elevation) of the auditorium also has a glazed and metal-sash door.

The interior, containing 2,349 seats, retains its functional auditorium plan with an original balcony, seating, concrete flooring, stage, and acoustic-tile walls. The domed, metal light fixtures suspended from the ceiling also appear to be original. A pair of matching stairways ascend from the auditorium lobby to the balcony. The metal stair rails and the lobby's acoustic tile ceilings and pendant lighting appear to be original. However, a 2006 remodeling of the central lobby and administrative hyphen included a remodeling of the small snack bar on the balcony level of the auditorium.

The arena anchors the south side of the complex. The arena is capped by intersecting barrel vaults which are surrounded by lower, flat-roofed wings with windowless, brick-veneered walls and brick pilasters defining the bays. They form the four main elevations of the arena and contain space for the stage, retractable seating, and storage. There are metal loading bays at the corners of the elevations. The main body of the arena is connected to the central lobby hyphen of the auditorium-

arena by a rectangular, brick wing on the north side that contains the entry corridor. The functional interior consists of 40,000 square feet of open floor space, concrete flooring, retractable metal seating, and exposed, steel roof trusses. The corridor along the north side contains ceramic-tile flooring, acoustic-tile ceiling, and a bank of six metal-sash, glass entrance doors along the east side.

The auditorium and arena buildings are joined by the center hyphen, which contains the main lobby, restrooms, snack bar/kitchen, and administrative offices for the complex. The front (west) elevation is filled with full-height, metal-sash windows and two sets of metal-sash, glass vestibules serving the auditorium and arena. A brick-veneered ticket office is located just outside the bank of doors on the east elevation, sheltered by the flat-roofed canopy that covers the long walkway from the building to the main parking lot. The flat roof of the hyphen is pierced by a brick chimney flue and projects slightly over the east and west elevations to shelter the entries. The roof has a wide, concrete cornice, and concrete posts support the overhangs.

The roof over the main lobby in the hyphen now features a modern, metal-sash, skylight that slopes north to south. The skylight was added during the 2006 remodeling of the lobby. The remodeled interior contains a modern snack bar area and modern ceramic wall tiles. The terrazzo flooring is original.



Plate 47. Cumberland County Memorial Auditorium/Exhibit Hall, Front (West) Elevation of Auditorium, Looking South.





Plate 48. Cumberland County Memorial Auditorium/Exhibit Hall, Front (West) Elevation of Arena (Exhibit Hall), Looking Northeast.



Plate 49. Cumberland County Memorial Auditorium, Auditorium, Rear(East) Elevation, Looking West.



Plate 50. Cumberland County Memorial Auditorium/Exhibit Hall, Auditorium Interior.



Plate 51. Cumberland County Memorial Auditorium/Exhibit Hall, Exhibit Hall/Arena, Front (West) Elevation.





Plate 52. Cumberland County Memorial Auditorium/Exhibit Hall, Exhibit Hall/Arena, Side (South) Elevation.



Plate 53. Cumberland County Memorial Auditorium/Exhibit Hall, Exhibit Hall/Arena, Rear (East) Elevation.





Plate 54. Cumberland County Memorial Auditorium/Exhibit Hall, Exhibit Hall/Arena, Interior.



Plate 55. Cumberland County Memorial Auditorium/Exhibit Hall, Hyphen Containing Center Lobby, Looking East.



Plate 56. Cumberland County Memorial Auditorium/Exhibit Hall, Hyphen and Center Lobby, Looking Southeast.



Plate 57. Cumberland County Memorial Auditorium/Exhibit Hall, Center Lobby, Interior, Skylight and Modern Snack Bar, Looking East.

## Historical Background

The 1967 Cumberland County Memorial Auditorium/Exhibit Hall was constructed along US 301 south of downtown Fayetteville amidst the city's rapid postwar growth. Powered by the growth of nearby Fort Bragg, which expanded dramatically on the eve of World War II and again during the Korean War, Fayetteville boomed in the postwar decades. In 1920, the city's population ranked just eighteenth in the state; by 1960, Fayetteville was ranked eighth. In the ensuing decade, both the city and Cumberland County continued to climb in population as new residential subdivisions and shopping centers surrounded the city. Much of the postwar boom consisted of young adults and families associated with the military at Fort Bragg and Pope Air Force Base or with contracting firms and industries that served the military. Consequently, during the 1950s and 1960s, a host of new public facilities arose to meet the needs of the burgeoning and relatively youthful population. These two decades saw the building of new libraries, schools, the Cape Fear Valley Hospital, public housing projects, a landfill to replace the city dump, and county administration buildings (Michael 2001: Section E, pages 12, 16-19; MdM Historical Consultants 2009: 3-6).

Among the many civic needs was a modern, public entertainment venue and exhibit hall with the capacity to draw large audiences and national talent. The city's demand for such a large-scale, sophisticated facility reflected a statewide trend as urban leaders in Charlotte, Greensboro, and Raleigh also campaigned for and ultimately received new civic auditoriums and arenas. Before Fayetteville's auditorium-arena complex was completed in 1967, the principal public venue for music and theater appears to have been the turn-of-the-century, Neoclassical Revival vaudeville theater (now Carolina Civic Center), located downtown with just 800 seats. The modern Cumberland County Auditorium (2,439 seats), with its adjacent arena (40,000 square feet) thus ushered in a new era in the cultural life of the city (Daws 2014; *Fayetteville Observer*, 17 September 1967).

The campaign for the county auditorium-arena began in 1962 when a group of twenty-four local businessmen made a tour of cities in North and South Carolina to inspect modern municipal auditoriums. The Cumberland County Planning Commission subsequently named an auditorium planning committee. In 1963, a site for the anticipated auditorium was chosen on county-owned land along US 301 south of downtown Fayetteville and near the airport. The property afforded ample space for paved parking as well as for later expansion. The following year, the county passed a two-million-dollar bond issue for the auditorium project (*Fayetteville Observer*, 19 May 1966; 17 September 1967).

An official, "Fact Sheet on the County Auditorium-Exhibit Hall Project," which circulated before the 1964 bond issue vote, stated that the facility met a host of critical needs. The new auditorium would help attract new business to city, strengthen tourism, provide an assembly place for regional conventions as well as for local civic, religious, and trade events, and offer accommodations for "entertainment spectacles". The report concluded, "No other metropolitan center of our size and importance in the two Carolinas is without a Civic Auditorium. This is the one major facility needed to put our area in the upper bracket of progressive communities" ("Cumberland County Memorial Auditorium", Vertical File, Fayetteville Public Library).

The auditorium-arena was designed by the Greensboro, North Carolina, architectural firm of McMinn, Norfleet, and Wicker. The firm had direct experience designing such major entertainment facilities, having earlier designed the Greensboro War Memorial Auditorium (1959). One of Greensboro's principal architectural practices in the latter twentieth century, the firm's



commissions in Greensboro included such large-scale, Modernist projects as the BB&T Tower, Forum VI Shopping Center, and six public school campuses (“McMinn, Norfleet, and Wicker Collection” 2012).

The new facility was designed to serve a wide variety of performances. The auditorium featured a generous proscenium arch stage; a large, state-of-the art stage tower for rigging; and numerous dressing rooms and other accommodations. The arena was designed with 40,000 square feet of open floor space. The seats and flooring were portable, and there was a large basement if additional square footage was required (*Fayetteville Observer*, 21 January 1968).

Construction began on the Cumberland County Memorial Auditorium/Exhibit Hall in September 1966 and was finished a year later. The complex was formally dedicated in January 1968. On the eve of completion in 1967, the *Fayetteville Observer* hailed the new auditorium-arena as “an important symbol of progress in Cumberland County, one that has been realized by considerable effort and sacrifice on the part of Fayetteville area citizens” (*Fayetteville Observer*, 17 September 1967).

Cumberland County Memorial Auditorium/Exhibit Hall opened to a capacity audience in the arena on January 23, 1968. The featured performance was *Holiday on Ice* with appearances by the 440<sup>th</sup> Army Band and the Angels in Army Green Chorus. Former Governor Terry Sanford delivered the dedicatory address. In the following years, the auditorium-arena proved a success. In 1978, the *Fayetteville Times* assessed the building’s accomplishments on its ten-year anniversary. The auditorium-arena brought outstanding national performers and touring shows to the area; consistently netted a profit; contributed to the county treasury; pumped money into the local economy; and made an annual payroll of more than \$150,000. In ten years, there had been forty-five sellout performances, including some of the brightest stars in show business: Elvis Presley; Dolly Parton; Loretta Lynn; Conway Twitty; and the rock band Lynyrd Skynyrd. Bob Hope performed there as did Guy Lombardo, the Statler Brothers, Kiss, and Deep Purple. Ringling Brothers, and Barnum & Bailey Circus brought its elephants, clowns, and high-flying trapeze acts to the spacious arena (*Fayetteville Observer*, 21 January 1968; *Fayetteville Times*, 6 January 1978).

Through the 1980s, the arena, in particular, attracted nationally known music groups, especially hard-rock bands who played to sold-out crowds. In 2014, the *Fayetteville Observer* reflected on the heyday of the arena in the late 1970s and 1980s when it was a “hotbed” for rock concerts, pulsating with guitar riffs and extravagant light shows. The newspaper article stated, “Major acts such as the Allman Brother Band, Santana, KISS, Blue Oyster Cult, Boston, Black Sabbath, and the Doobie Brothers—bands that would help form the backbone of what is now “classic rock”—invaded Cumberland County Memorial Auditorium for shows” (*Fayetteville Observer*, 5 February 2014).

The auditorium-arena continued to attract top talent into the 1990s, including Tony Bennett and James Brown, although by then the facility was in need of renovations and expansion to stay competitive. Indeed, as early as 1978, Cumberland County had commissioned a feasibility study that recommended the expansion of the complex to keep up with the larger civic arenas and convention centers in the region. The study concluded that the future needs of the complex could be accomplished by the construction of a modern amphitheater behind the auditorium (*Fayetteville Observer*, 20 January 1978; “Cumberland County Memorial Auditorium”, Vertical File, Fayetteville Public Library).

In 1988, the expansive, brick-veneered Cumberland County Exposition Center (60,000 square feet) was opened on the east side of the auditorium-area tract. In 1997, the adjacent, imposing, brick, glass, and steel Cumberland County Crown Coliseum (13,500 seats) was constructed. Together with an adjoining Crown Ballroom, and the 1967 Cumberland County Memorial Auditorium/Exhibit Hall, this grouping of civic facilities is now known as the Crown Complex. In its scale and variety, the Crown Complex is equipped to attract a range of sporting, entertainment, and convention events. The most high-profile performances and events now take place at the Crown Coliseum and Exposition Center although the auditorium-arena complex remains an integral part of the complex (*Fayetteville Observer*, 18 October 1997; “Crown Coliseum Complex”, Vertical File, Fayetteville Public Library).

### **National Register Criteria Evaluation**

For purposes of compliance with Section 106 of the NHPA, the Cumberland County Memorial Auditorium/Exhibit Hall is recommended **not eligible** for the National Register under any criterion. Built in 1967, the auditorium-arena complex does not meet the National Register’s fifty-year cut-off date for eligibility. Furthermore, the complex lacks the exceptional importance under any criterion to meet Criterion Consideration G: Properties That Have Achieved Significance Within the Past Fifty Years.

#### **Integrity**

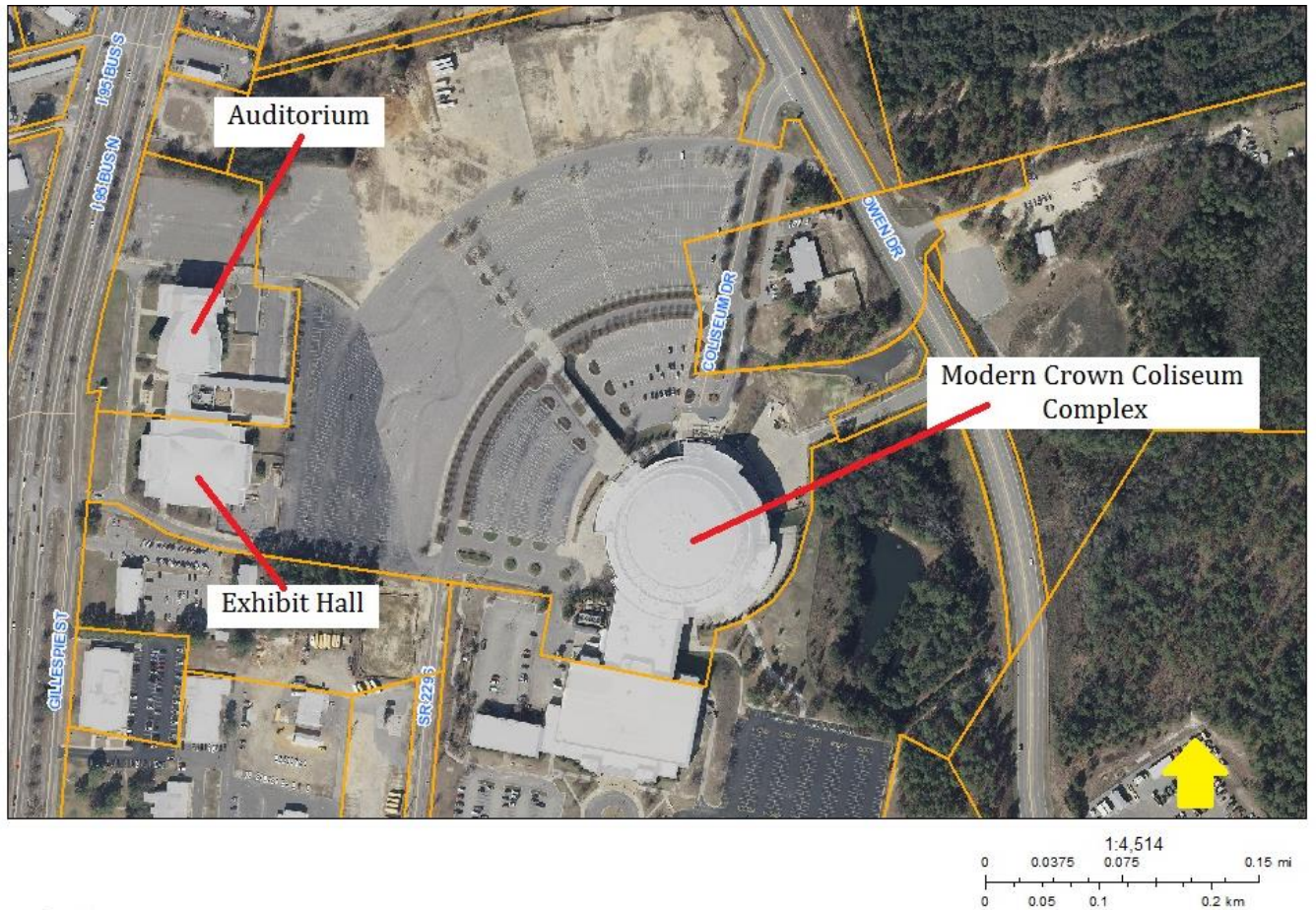
The Cumberland County Memorial Auditorium/Exhibit Hall occupies its original site, on county-owned land, on US 301 (Gillespie Street) and has integrity of location and setting. Situated within a line of civic and governmental buildings along the highway south of downtown, the building also retains its integrity of feeling and association. Furthermore, the complex retains much of its integrity of design, workmanship, and materials. Although the main lobby area was remodeled in 2006, and a modern skylight was added to the hyphen’s flat roof, the majority of the complex remains substantially intact. The historic role of the complex as Cumberland County’s primary entertainment and convention center remains clearly conveyed in its overall design and materials.

#### **Criteria Consideration G: Properties That Have Achieved Significance in the Past Fifty Years**

National Register Criteria exclude properties that are less than fifty years of age unless they are of exceptional importance individually or contribute to a National Register eligible historic district. Exceptional importance does not imply national significance, but sufficient scholarship, historical perspective, and comparative analysis are needed to meet the threshold for exceptional importance (National Park Service, *National Register Bulletin 15*: 41).

The Cumberland County Memorial Auditorium/Exhibit Hall does not have the exceptional historical or architectural importance to meet Criteria Consideration G. Although the building does not currently have exceptional historical importance, the complex should be re-evaluated in 2017, when it will be fifty years of age, for its significance under Criterion A for Entertainment/Recreation. As the county’s first large-scale entertainment complex, the auditorium and arena introduced residents—as never before—to a variety of musical and theatrical talent with national reputations. The complex was an immediate success—attracting that brightest stars in show business, who performed to capacity audiences.

**Figure 8**  
**Cumberland County Memorial Auditorium/Exhibit Hall**  
**Site Plan**



Source: Cumberland County Tax Map



**Ambassador Motel and Pancake House  
Restaurant (CD1392)  
(PIN 0436-12-7651)  
2025 South Eastern Boulevard  
Fayetteville, Cumberland County**

**Construction Date:** Circa 1952  
**Eligibility Recommendation:** Eligible

**Physical Description**



The Ambassador Motel was built circa 1952 on a triangular lot of 4.10 acres at the intersection of South Eastern Boulevard and Gillespie Street. The large motel complex has a roughly L-shaped plan with a second, parallel line of rooms behind the east row. Marked by a gable, an open bay in the east row provides access to the rear rooms. The office sits at the west end of the motel across a parking lot from a freestanding restaurant that was added to the site in 1968. Parking for the rooms follows the L-shaped plan of the building with paved parking covering the entire area between the two rows on the east side. The L-plan frames a landscaped area near the restaurant. This green space has a sitting area, playground, mature trees and shrubs as well as a kidney-shaped pool enclosed by a metal fence. Unlike the other motels in the area from the 1950s and 1960s, the Ambassador is well maintained although remodeled circa 2000 with Colonial Revival detailing.

The motel has gable roofs, engaged, continuous porches supported by classical columns, and exterior walls of rough-faced, cast-stone bricks. According to Gene and Delores Ammons, who built and operated the motel, the cast-stone exterior is original. The rooms now have metal, six-panel doors and vinyl-sash picture windows with simulated divided lights. In keeping with the Colonial Revival alterations, shutters have also been added. However, the window configurations appear original as are a few aluminum-sash windows. One original door, with decorative diamond panels, opens into the owner's apartment. The hip-roofed office section repeats the large, simulated divided light windows found on the rooms and the engaged porch with classical columns. A cross-gable porte cochere, with deep eaves and classical columns, extends from the office. The porte cochere is capped by a copper-roofed cupola.

The 1960s postcards of the Ambassador indicate that the motel was a mixture of Modernist and Colonial Revival stylistic elements. The office was capped by the cupola which was later moved to the porte cochere when it was added circa 1965. The office originally had metal-sash, plate-glass windows, metal and glass doors, and decorative metal porch supports. A section of the porch was enclosed, probably when the porte cochere was built, to enlarge the office. Now covered by the porte cochere, this frame extension has been vinyl-sided. Although updated with modern bathroom fixtures and Colonial Revival furnishings, the size and configurations of the bedrooms and bathrooms remain intact. The original signage has been removed.

The motel site includes a freestanding restaurant that was added in 1968. The restaurant retains its Modernist styling. The front-gable roof, with deep eaves, juts out over a triangular-shaped front elevation of plate-glass windows. A balcony with a paneled balustrade was found across the second story of the front elevation, but the balustrade has been removed. Cross-gable sections give the building a roughly T-shaped plan. The roof is covered in blue tiles. The brick walls are broken by plate-glass windows that are capped by decorative panels. Postcards from circa 1970 indicate that

the panels were painted red and white, but the entire building, while largely intact, has been painted white. The original restaurant sign has been replaced with a modern sign.



Plate 58. Ambassador Motel and Pancake House Restaurant, Office and Pancake House Restaurant (Background), Looking Northeast.



Plate 59. Ambassador Motel and Pancake House Restaurant, View Across Lawn, Looking East.



Plate 60. Ambassador Motel and Pancake House Restaurant, South Row of Rooms, Looking East.





Plate 61. Ambassador Motel and Pancake House Restaurant, Room Door and Window Detail, Looking South.



Plate 62. Ambassador Motel and Pancake House Restaurant, Detail of Original Door and Window.



Plate 63. Ambassador Motel and Pancake House Restaurant, Opening Leading to the Rear Row of Rooms, Looking East.



Plate 64. Ambassador Motel and Pancake House Restaurant, East Row of Rooms, Looking North.





Plate 65. Ambassador Motel and Pancake House Restaurant, Rear Row of Rooms, Looking South.



Plate 66. Ambassador Motel and Pancake House Restaurant, Room Interior.





Plate 67. Ambassador Motel and Pancake House Restaurant, Landscaped Area Behind Restaurant, Looking West.



Plate 68. Ambassador Motel and Pancake House Restaurant, Restaurant, Overall View, Looking North from Office.





Plate 69. Ambassador Motel and Pancake House Restaurant, Restaurant, Front (West) and Side (South) Elevations, Looking North.



Plate 70. Ambassador Motel and Pancake House Restaurant, Restaurant, Rear (East) and Side (North) Elevations, Looking West.





Plate 71. Ambassador Motel and Pancake House Restaurant, Swimming Pool, Looking Northwest.



Plate 72. Ambassador Motel and Pancake House Restaurant, Circa 1965 Postcard. Source: Ebay.





Plate 73. Ambassador Motel and Pancake House Restaurant, Circa 1960 Postcard.  
Source: Ebay.



Plate 74. Ambassador Motel and Pancake House Restaurant, Circa 1960 Postcard.  
Source: Ebay.

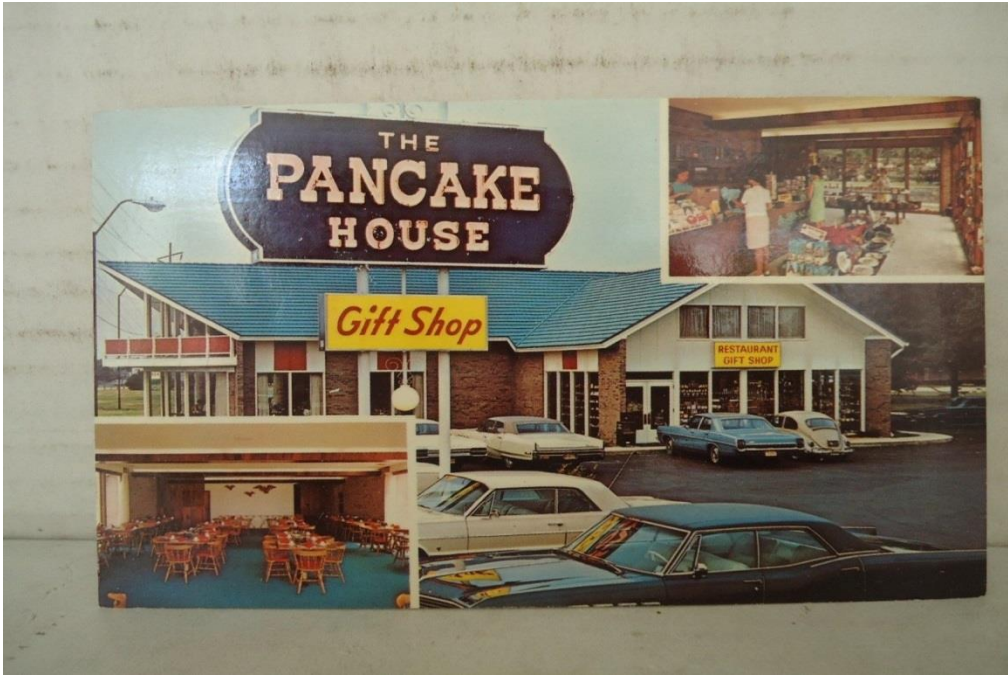


Plate 75. Ambassador Motel and Pancake House Restaurant, Circa 1970 Postcard.  
Source: Ebay.

## Historical Background

The Ambassador Motel was built circa 1952 by Gene and Delores Ammons, important local figures in the motel and tourism industry during the postwar era. The Ambassador was sited advantageously at the intersection where US 301 turns from its eastern arc around downtown to follow Gillespie Street south of the city and was typical of the automobile-oriented motels built along the nation's highways after World War II. For the context on postwar motel development in Fayetteville, please see pages 10-12 of this report.

The motel remains in the Ammons family although the Ambassador had become part of the Quality Inn franchise by the mid-1970s. (The Ammonses also owned the nearby Bel Aire Motel which is now gone.) The Ambassador was remodeled with Colonial Revival detailing circa 2000 but is well maintained and retains its historic features (Cumberland County Historical Society 2001: 96; *Fayetteville City Directory* 1975; Ammons 2014).

## National Register Criteria Evaluation

For purposes of compliance with Section 106 of the NHPA, the Ambassador Motel and Pancake House Restaurant is recommended **eligible** for the National Register. Although the motel has been restyled with Colonial Revival detailing in recent years, the well-maintained property retains sufficient architectural integrity and significance for eligibility under Criterion A for commerce and Criterion C for architecture.

## Integrity

Built circa 1952, the Ambassador Motel and Pancake House Restaurant occupies its original striking location at the intersection where US 301 turns south from its eastern arc around downtown Fayetteville, and thus the property has integrity of location and setting. The Ambassador is notable because it is well maintained and retains its family-oriented feeling and associated amenities. No known Fayetteville motels from this period have survived unaltered, and like the others, the Ambassador has lost some of its integrity of materials and workmanship. Encouraged by the construction of Interstate 95 specifically, and more generally by the tax code and the entrepreneurial need to modernize or cut costs, local motel owners of the 1950s and early 1960s updated their properties or disinvested and sold to new proprietors who also remodeled. Consequently, Fayetteville's motels from this era have all undergone some degree of alteration, and most have been extensively changed or demolished altogether. The original design of the Ambassador had both Modernist and Colonial Revival stylistic elements, but much of its Modernist detailing has been lost with the addition of Colonial Revival features circa 2000. Like all the other motels, the Ambassador no longer has its original sign by the highway. However, the Ambassador retains the essential components of the postwar, roadside motel. Its low scale, linear form integrated under a single roof, L-shaped plan, prominent office, and ample parking all conform to the limited repertoire of designs commonly used nationwide. The Ambassador has its cast-stone exterior, large windows, continuous porches, and the roadside office distinguished by the distinctive porte cochere. Although there has been no comprehensive survey of postwar motels in Fayetteville, the Ambassador stands apart from other period motels that have been inventoried. The motel retains its central, landscaped area, with an outdoor sitting area and swimming pool, and associated restaurant, features that were key to the original design and essential to the family-oriented atmosphere of these motels. Finally, the Ambassador has not suffered the general deterioration of most postwar motels. In excellent condition and retaining its historic features, the Ambassador is unique among surviving postwar motels in Fayetteville.

## Criterion A

The Ambassador Motel and Pancake House Restaurant 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 motel is eligible under Criterion A for commerce because it is associated with a specific event or patterns of events that make a significant contribution to the development of Cumberland County or the region. Specifically, the motel illustrates the roadside motor lodges built along the US highways of Cumberland County during the postwar era. Centrally located between the northeast and Florida, Fayetteville became a convenient stopping point for travelers, often vacationing families, en route to Florida and other southern coastal destinations. With the growth of travel and leisure after World War II, motels were built in great number along US 301 and other area highways to serve this burgeoning trade. When the Ambassador was constructed in the early 1950s, there were only twelve motels in the city, but in 1956, seven lined the stretch of US 301 south of downtown Fayetteville. Of the seven, only the Ambassador and the Howard Johnson's, also



in the project area, survive from the 1950s. The Howard Johnson's is not only heavily altered but also highly deteriorated while the Ambassador is well maintained.

### Criterion B

The Ambassador Motel and Pancake House 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 property 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 Ambassador Motel and Pancake House Restaurant 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 circa 1952 Ambassador Motel and Pancake House Restaurant is eligible under Criterion C for architecture as a particularly well-preserved example of the postwar motel in Cumberland County. Despite the addition of Colonial Revival elements circa 2000, the motel retains its L-shaped plan; low scale; integrated, linear form; masonry exterior; and its distinctive office and porte cochere. Of particular note, the Ambassador retains all its historic features, including its landscaped sitting and picnic area, swimming pool, and associated restaurant. No other extant motels in Cumberland County are known to still have the full complement of amenities that defined the motels of the 1950s and 1960s and made them appealing to vacationing families. Although the Knights Inn, located on Bragg Boulevard, was identified during the 2009 modern architecture survey of Fayetteville as uniquely well-preserved, this motel, built at the Heart of Fayetteville, has been remodeled since 2009 and has lost its landscaped setting (MDM Historical Consultants 2009: 19).

### Criterion D

The Ambassador Motel and Pancake House 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 new information pertaining to the history of building design or technology.

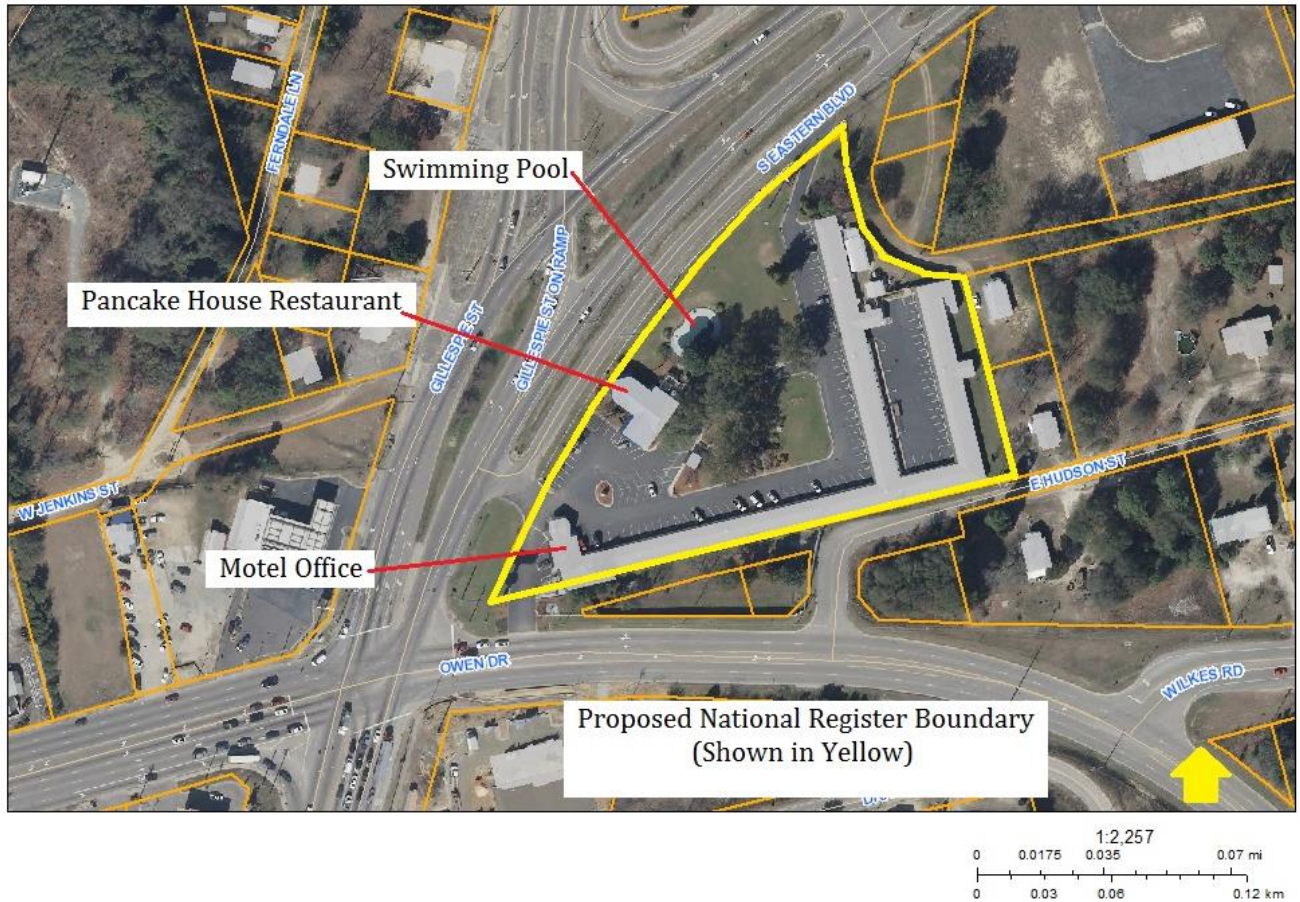
### **National Register Boundary Description and Justification**

The National Register boundary for the Ambassador Motel and Pancake House Restaurant has been drawn according to the guidelines of National Register Bulletin 21, *Defining Boundaries for National Register Properties*.

The proposed National Register boundary encompasses the current tax parcel of approximately four acres which conforms to the historic tract on which the motel was built at the intersection of South Eastern Boulevard and Gillespie Street. The proposed boundary includes the motel and restaurant buildings, parking lots, the tree-shaded, landscaped courtyard, and the swimming pool. Depicted in **Figure 10**, the recommended boundary follows the rights-of-way along South Eastern Boulevard and Gillespie Street.

Figure 9

**Ambassador Motel and Pancake House Restaurant  
Site Plan and Proposed National Register Boundary**



Source: Cumberland County Tax Map



**North Carolina Army National Guard Armory  
(CD1393) (PIN 0436-23-6203)**  
1515 South Eastern Boulevard  
Fayetteville, Cumberland County



**Date of Construction:** 1955  
**Eligibility Recommendation:** Eligible

**Physical Description**

The 1955 North Carolina Army National Guard Armory occupies a 5.85-acre site on the south side of South Eastern Boulevard, south of downtown Fayetteville. A lawn with a flag pole separates the armory from the highway. West of the building, a paved drive leads from the road to a rear parking lot and several modern, prefabricated maintenance sheds. The rear area is surrounded by a locked, chain link fence. The wooded property also includes a parking lot on the east side of the armory and a collection of prefabricated sheds (inaccessible) at the northeast corner.

The Fayetteville armory illustrates a version of the standardized, one-unit plan that was employed for North Carolina armories through the 1950s and early 1960s. The armory sits on a concrete foundation and is constructed of concrete with a red-brick veneer. The flat roof has metal coping, and the steel-sash windows have concrete sills. The building has a central drill hall that rises above one-story wings along front and side elevations and a portion of the rear elevation. Clerestory windows on the east and west elevations fill the drill hall with light. The unfenestrated north (front) elevation of the drill hall has modern metal lettering that spells, "SHERIFF'S ANNEX," and a metal symbol of a sheriff's badge which have replaced the original sign, "NC ARMORY". It is assumed that the armory originally had a brick chimney stack for the boiler room, but the chimney stack no longer remains.

The one-story wing across the front elevation is divided into three sections: the recessed, four-bay center section that has horizontal-sash windows and double-leaf, steel doors; the flanking east section for offices that is lined with steel-sash, pivot windows, and the windowless west section. Housing additional offices and a classroom section, the east wing has a double-leaf, steel door, sheltered by a flat-roofed canopy with metal posts, and horizontal-sash windows. The longer west wing, which extends southward beyond the drill hall, includes a windowless gun range as well as eight rear window bays with pivot windows (now barred).

The rear (south) elevation of the armory was inaccessible, and the principal investigators did not gain access to the interior. However, views of the interior from the main entry revealed concrete flooring, exposed concrete-block walls, office partitions, and a center corridor leading to the drill hall.



Plate 76. North Carolina National Guard Armory, Façade, Looking Southeast.



Plate 77. North Carolina National Guard Armory, Façade, Looking Southeast.





Plate 78. North Carolina National Guard Armory, Façade, Center Bay, Looking Southeast.



Plate 79. North Carolina National Guard Armory, Side (West) Elevation, Looking Southeast.





Plate 80. North Carolina National Guard Armory, Side (South) Elevation, Looking East.



Plate 81. North Carolina National Guard Armory, Side (West) Elevation, Shooting Range, Looking East.



Plate 82. North Carolina National Guard Armory, Side (East) Elevation, Looking Southwest.



Plate 83. North Carolina National Guard Armory, Rear Maintenance Sheds, Looking South.

## Historical Background

In March and May of 1954, Cumberland County purchased land from J. L. and Jean W. Norris along U.S. 301 (South Eastern Boulevard) for the purpose of erecting the North Carolina Army National Guard Armory. According to the deed recorded on 3 May 1954, the Cumberland County Board of Commissioners would convey this property to the State of North Carolina for the armory under the provisions of the National Defense Facilities Act of 1950. The facility opened in 1955 as the first dedicated National Guard Armory in Fayetteville. By 1959, the armory was the headquarters of the U.S. Army 252<sup>nd</sup> Armor Regiment. In 1995, the National Guard constructed a larger, modern armory on nearby East Mountain Drive in Fayetteville, and the 1955 facility became the Sheriff's Annex for the Cumberland County Sheriff's Department (Cumberland County Deed Books 634: 509; 635: 171; 4363: 360; Daws 2014).

The 1955 armory in Fayetteville was one of numerous National Guard armories constructed in North Carolina and across the country between the 1950s and early 1960s. During this period, the nation's Cold War preparedness hit full stride amidst a foreign policy agenda to contain communism worldwide and perceived atomic threats on American soil. As early as 1946, 13,000 National Guardsmen were allocated for the state, twice the number allocated before World War II. A new state armory commission was formed to plan for "adequate armories and other training facilities for housing, training, and administration of the units of the Guard". The North Carolina General Assembly granted the commission a \$100,000 annual budget. In 1950, the federal Armories Construction Bill was passed, allocating \$500 million dollars (\$50 million dollars a year for ten years) for the building of National Guard armories. Individual states would provide an additional twenty-five percent of the cost. As a cost-saving measure and to maximize the number of armories constructed, the Army Corps of Engineers drew up standardized plans for four model armories to serve one to ten army units. Utilitarian in design, each prototype included a demonstration and assembly hall (drill hall) for civic and athletic activities, administrative space, and a small-arms range (Louis Berger Group 2010: 4-5).

In 1952, North Carolina Army National Guard began building new armories for its units under the federal bill. All these facilities were versions of the standard one-unit armory plan. The basic layout consisted of a central drill hall with surrounding classrooms for technical training, arms storage areas, offices, shooting range, and restroom/locker rooms. In 1955, the state National Guard called for thirty new armories to meet its needs. Each one would cost on average \$127,000. In 1957, the state general assembly appropriated \$450,000 to help fund armory construction for the next biennium. Thus, as the 1950s proceeded, a number of North Carolina armories with one-unit armory plans were completed, including the Fayetteville National Guard Armory in 1955, and nine others between 1957 and 1959 (Louis Berger Group 2010: 5).

During the early 1960s armory construction throughout North Carolina continued at a vigorous pace. The North Carolina National Guard in 1960 consisted of 883 commissioned officers, eighty-seven warrant officers, and 9,901 enlisted men. The North Carolina National Guard adjutant general's report for 1960 stated that the Guard was "better organized, better trained and better equipped than at any other time in history". National Guard facilities at Roxboro, Siler City, and Elizabeth City were opened between 1959 and 1960, and construction began at Benson, Farmville, Mount Olive, Woodland, Smithfield, and Lincolnton. One year later, construction started on armories in Asheville, Laurinburg, Shallotte, Belmont, and Wallace. By 1962, new armories were in the works for Greensboro, Elizabethtown, Hamlet, Forest City, Winston-Salem, Morehead City, and Raleigh. As in the prior decade, the state's new armories in the early 1960s followed variations of



the one-unit plan. They featured large, two-story drill halls at the center with surrounding one-story wings containing offices, restrooms, and kitchens near the main entry hall, an indoor rifle range, spacious classroom, recreational day room, and rear boiler room (Louis Berger Group 2010: 8-9).

The opening of a National Guard armory was often accompanied by a formal dedication ceremony attracting hundreds of guests. On July 16, 1961, as Cold War tensions between the United States and the Soviet Union continued to intensify through the summer, Governor Terry Sanford dedicated the new Benson Armory. The Governor declared, "Guard units throughout the United States serve as just warning to Communist aggressors that America will fight and sacrifice to preserve American Freedoms". The dedication ceremony drew 250 people, a concert by the 30<sup>th</sup> Infantry Division band, and an open house (Louis Berger Group 2010: 9).

In 1965, the North Carolina National Guard Center in Raleigh was completed on Reedy Creek Road, thus consolidating military activities at one centralized location. Designed by the Raleigh, Modernist architect, Leif Valand, the sprawling National Guard complex featured a stylish central headquarters building. At the August 27, 1965, dedication ceremony, against the backdrop of America's growing military involvement in Vietnam, some 1,500 attendees listened to Adjutant General Claude T. Bowers declare that the new center was nothing less than "a monument to the readiness of the North Carolina Army National Guard" (Louis Berger Group 2010: 11).

The readiness of the North Carolina National Guard was especially tested by mounting racial tensions in the 1960s. Across the South and the country, conflicts between whites and African Americans, culminating at times in destructive riots, brought out the National Guard to regain order. In North Carolina, preparing for and controlling racial violence involved the largest number of National Guardsmen during this period. Following the assassination of Martin Luther King, Jr. on 4 April 1968, 1,200 Guardsmen were sent to Raleigh, and hundreds of others were called out to thirteen of cities across the state (Louis Berger Group 2010: 11-12).

By the end of the 1960s, the state's successful postwar armory construction campaign had slowed significantly. The 1950s and 1960s had witnessed the statewide construction of new armories and maintenance facilities as well as an impressive National Guard Center in Raleigh. The National Guard's need for modern training facilities and repair shops in the Cold War decades had been largely satisfied. Between 1966 and 1969, only one new armory and two maintenance buildings were erected, and in the following year just one maintenance facility, located at the Raleigh Military Center, was completed (Louis Berger Group 2010: 12).

### **National Register Criteria Evaluation**

For purposes of compliance with Section 106 of the NHPA, the North Carolina Army National Guard Armory in Fayetteville is recommended **eligible** for the National Register under Criterion A for military history and Criterion C for architecture. The armory's eligibility is based on the 2010 Phase II technical report, *Historic Building Survey of North Carolina Army National Guard Armories and Field Maintenance Shops of the Cold War Era: Statewide*, ER09-0905. That report was an expansion of a 2004 inventory and evaluation of National Guard armories in North Carolina (Louis Berger 2010).

Although the 1955 Fayetteville armory was not among the facilities surveyed and evaluated in either the 2004 or 2010 studies (the armory surveys were not comprehensive), the property is eligible under the same criteria as those Cold War-era North Carolina armories inventoried and determined eligible. The Fayetteville armory illustrates the same significant historic pattern—the development of the North Carolina Army National Guard and its armories during the Cold War era—and represents the same building program that produced similar armory designs across the state. As with those North Carolina armories determined eligible in 2010, the Fayetteville armory is a well-preserved example of the prototypical one-unit armory plan of the 1950s and early 1960s. Based on the 2010 report, twenty-six of these one-unit armories, erected in small towns and cities throughout North Carolina, were determined eligible for the National Register (Louis Berger 2010).

### **Integrity**

The North Carolina Army National Guard Armory retains the seven aspects of integrity needed for National Register eligibility. The armory has integrity of location, feeling, association, and setting, having occupied this site along U.S. 301 (South Eastern Boulevard) since its construction in 1955. The building also retains its integrity of design, materials, and workmanship. The standardized design of the armory—with its flat-roofed, brick-veneered form; steel-sash windows; center drill hall; and surrounding one-story wings containing offices, classrooms, and shooting range—all remain intact and in good condition.

### **Criterion A**

The North Carolina Army National Guard Armory is recommended **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 armory is recommended eligible under Criterion A for its association with military history. The 1955 Fayetteville facility was constructed amidst the expansion of the North Carolina National Guard and its armories and related facilities during the Cold War years of the 1950s and early 1960s. The significant growth of the National Guard's facilities in this period was made possible by the Defense Facilities Act of 1950s (Louis Berger Group 2010: 4-11).

### **Criterion B**

The North Carolina Army National Guard Armory **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 armory 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 North Carolina Army National Guard Armory in Fayetteville 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 1955 Fayetteville armory is a well-preserved example of the Cold War-era armories built between the 1950s and early 1960s across North Carolina. These armories followed a standardized one-unit plan developed by the US Army Corps of Engineers for the National Guard Bureau. The plan consisted of a flat-roofed, brick-veneered armory with a concrete structure, a tall drill hall surrounded on three elevations by one-story wings for offices, classrooms, boiler room, and shooting range. The functional, conservative design included steel-sash windows and steel exterior doors. The interior featured concrete flooring and exposed concrete block walls (Louis Berger Group 2010: 4-8).

The exteriors of the basic one-unit armory varied slightly with differences to the fenestration and entrances. Some armories, for example, had recessed entry bays on the facade while others had projecting, flat-roofed porches sheltering the entries. Shooting range wings also varied in length. Inside, the layouts had two official variations. The Alternative A type had a boiler room on the same side of the armory as the shooting range. The B-Coffey & Olsen type had the boiler room on the opposite side. Both variations were constructed across North Carolina although by the early 1960s, the Alternative A version was the most common. The Fayetteville armory has its boiler room on the west elevation, beside the shoot range, and is, therefore, an Alternative A type of the standardized one-unit plan (Louis Berger Group 2010: 8-9).

### **Criterion D**

The North Carolina Army National Guard Armory 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 new information pertaining to the history of building design or technology.

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

The National Register boundary for the North Carolina Army National Guard Armory has been drawn according to the guidelines of National Register Bulletin 21, *Defining Boundaries for National Register Properties*.



Depicted in **Figure 11**, the proposed National Register boundary encompasses the 5.85-acre tract historically associated with armory. This tract contains the armory, associated prefabricated maintenance/storage sheds behind the armory and at the southeast corner of the lot, and paved parking areas.

**Figure 10**  
**North Carolina National Guard Armory**  
**Site Plan and Proposed National Register Boundary**



Source: Cumberland County Tax Map

**Holiday Motel (CD1394) (PIN 0436-13-9482)**  
1540 South Eastern Boulevard  
Fayetteville, Cumberland County

**Date of Construction:** Circa 1957  
**Eligibility Recommendation:** Not Eligible

**Physical Description**

The Holiday Motel (now known as the Roadside Inn) was built circa 1957 on South Eastern Boulevard (US 301) near its intersection with Gillespie Street. Occupying a 1.7-acre lot, the motel has a roughly semi-circular plan that terminates on the southwest end at the office. A semi-circular driveway allows for parking in front of each room. There is little landscaping, and the pool has been infilled.



Reflecting the influence of midcentury Modernism, the office section has a steeply-pitched shed roof, picture windows, a wide, permastone chimney, and a flat-roofed porte cochere that is supported by grouped, metal poles, some of which are angled. The outer supports terminate in a masonry planter. The chimney stack above the roofline has been stuccoed in recent years. The motel has a gable roof and a continuous, engaged porch with a scalloped eave and replacement box piers. Postcard views from the mid-1960s indicate that the room windows have been made smaller and are now one-over-one and six-over-six light, vinyl-sash replacements. Other modern alterations include the stucco exterior, replacement doors, and new signage. The motel site included a freestanding restaurant, sited between the office and the highway, but this building has been converted to living quarters. The building has a gable roof, a modern stucco exterior, and new window and door configurations. The principal investigators were denied interior access to the motel rooms.





Plate 84. Holiday Motel, Overall View, Looking North.



Plate 85. Holiday Motel, Office, Looking North.



Plate 86. Holiday Motel, Office, Motel Rooms, Looking Northwest.



Plate 87. Holiday Motel, Office, Motel Rooms, Looking Northeast.





Plate 88. Holiday Motel, Office, Modern Sign and Infilled Pool, Looking Southeast.



Plate 89. Holiday Motel, Converted Restaurant, Looking West.





Plate 90. Holiday Motel, Circa 1965 Postcard. Source: Ebay.

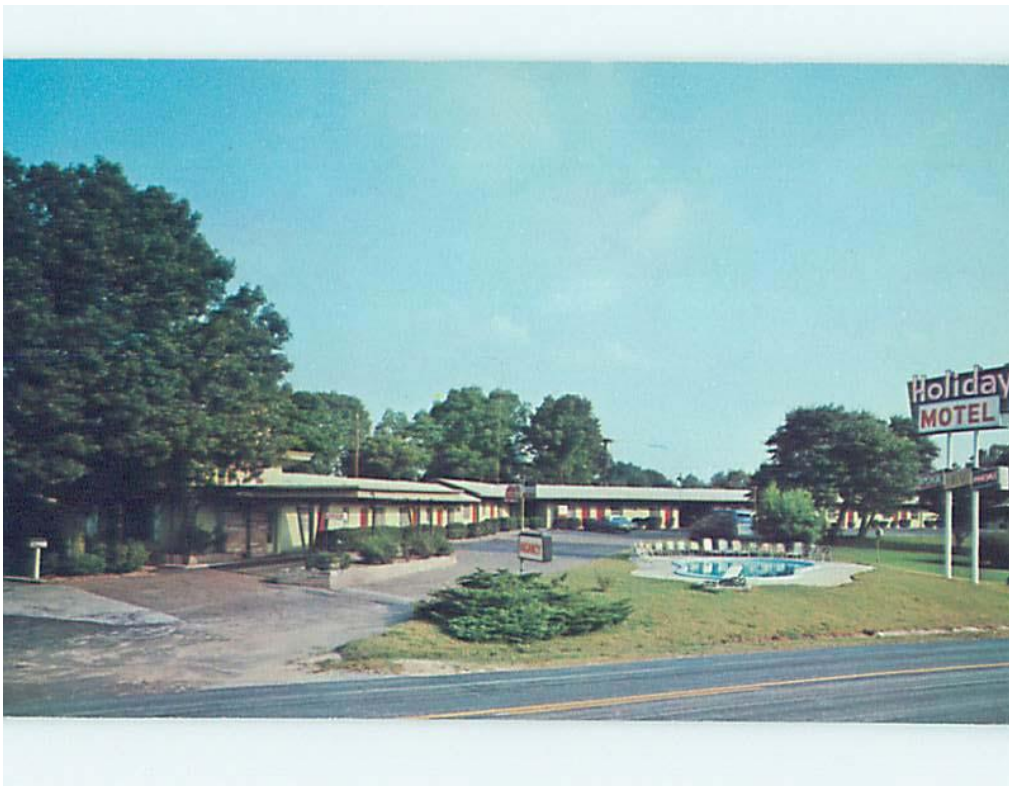


Plate 91. Holiday Motel, Circa 1975 Postcard Showing Later Sign. Source: Ebay.

## Historical Background

The Holiday Motel was built circa 1957 on South Eastern Boulevard (US 301), southeast of downtown Fayetteville. In the 1960s, Jayne and Robert Bahn were the proprietors of the motel and owners of the Spinning Wheel Restaurant, which shares the site. (Although extant, the restaurant is heavily altered.) The Holiday Motel typified the automobile-oriented motels that became ubiquitous features along the nation's highways after World War II. For the context on postwar motel development in Fayetteville, please see pages 10-12 in this report.

The Holiday Motel continued in operation under its original name until circa 1990. The property changed hands in the 1990s and has been extensively remodeled in the intervening years.

## National Register Criteria Evaluation

For purposes of compliance with Section 106 of the NHPA, the Holiday Motel is recommended **not eligible** for the National Register. The motel has been extensively altered and lacks the architectural integrity needed for eligibility under any criterion.

### Integrity

Built circa 1957, the Holiday Motel occupies its original location on US 301 south of downtown Fayetteville and retains its integrity of location and setting on the highway. However, the motel has lost its family-oriented feeling and associated amenities as well as much of its integrity of materials, design, and workmanship. The replacement windows, the replacement porch piers, the altered office, the addition of scalloped eaves, and the remodeled restaurant are all modern changes that compromise the historic fabric and construction of the complex. The Holiday Motel has some integrity of design, retaining its semi-circular plan, low scale, and prominent office, but general deterioration, the loss of landscaping, the infilling of the pool, and the conversion of the restaurant have obscured important aspects of the original design and eliminated essential components of the postwar motel.

### Criterion A

The Holiday Motel 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 motel is not eligible under Criterion A because it is not associated with a specific event or patterns of events that make a significant contribution to the development of Cumberland County or the region. Specifically, the motel no longer retains sufficient architectural integrity to illustrate the motor lodges built in the 1950s and 1960s to serve vacationers en route between the northeast and Florida. In addition to its loss of architectural integrity, the Holiday, a smaller motel than others that survive along US 301, was never the most prominent or striking example of the postwar

motel. Within the project area, the larger Ambassador and the Americana, are both fuller expressions of motor lodges from that era.

### Criterion B

The Holiday Motel 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 property 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 Holiday Motel 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 circa 1957 Holiday Motel no longer has the architectural integrity for eligibility under Criterion C. In addition to the general deterioration of the property, the stucco exterior is a modern replacement, and the building has replacement porch piers, replacement windows, added scalloped eaves, and alterations to its Modernist office. Furthermore, the swimming pool has been infilled, the original sign has been removed, and the associated restaurant has been remodeled for living quarters. Although postwar motels have not survived in great numbers, several retain better integrity to illustrate the design of motels built in the 1950s and 1960s, including the Ambassador Motel and the Americana within the project area.

### Criterion D

The Holiday Motel 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 new information pertaining to the history of building design or technology.



**Figure 11**  
**Holiday Motel**  
**Site Plan**



Source: Cumberland County Tax Map

### III. Bibliography

- American Architects Directory 1970. <http://public.aia.org>. Accessed 11 November 2014.
- Ammons, Gene and Delores. Telephone interview with principal investigators. 2 December 2014. The Ammons built and operated the Ambassador Motel.
- “Crown Coliseum Complex.” Vertical File. State and Local History Room, Fayetteville Public Library, Fayetteville, North Carolina.
- Cumberland County Cemetery Survey. Vol. 1. Fayetteville, North Carolina: Cumberland County Genealogical Society, 1959.
- Cumberland County Historical Society. *Fayetteville and Fort Bragg in Vintage Photographs*. Charleston, South Carolina: Arcadia Press, 2001.
- “Cumberland County Memorial Auditorium.” Vertical File. State and Local History Room, Fayetteville Public Library, Fayetteville, North Carolina.
- Cumberland County Register of Deeds. Fayetteville, North Carolina.
- Cumberland Memorial Gardens. [www.dignitymemorial.com](http://www.dignitymemorial.com). Accessed 11 November 2014.
- Daws, Bruce. Interview with principal investigators. 12 November 2014. Mr. Daws is Historic Properties Manager for the City of Fayetteville.
- Fayetteville Observer*. 19 May 1966; 17 September 1967; 20 January 1978; 18 October 1997; 5 February 2014.
- Fayetteville Times*. 6 January 1978.
- Hill Directory Company. *Hill's Fayetteville, North Carolina, City Directories*. Richmond, Virginia: Hill Directory Company, 1928-1990.
- Jakle, John A., and Keith A. Sculle. *Fast Food: Roadside Restaurants in the Automobile Age*. Baltimore: Johns Hopkins University Press, 1999.
- , et al. *The Motel in America*. Baltimore: The Johns Hopkins University Press, 1996.
- Liebs, Chester H. *Main Street to Miracle Mile: American Roadside Architecture*. Boston: Little, Brown and Company, 1985.
- Louis Berger Group, Inc. *Historic Building Survey of North Carolina Army National Guard Armories and Field Maintenance Shops of the Cold War Era: Statewide*. Prepared for North Carolina Army National Guard, Claude T. Bowers Military Center, Raleigh, North Carolina. 2010.
- McMinn, Norfleet, and Wicker Collection. MSS Collection 117. Greensboro Historical Museum. Greensboro, North Carolina. 2012.

MdM Historical Consultants. *Fayetteville Modern Architecture Survey*. Prepared for the North Carolina State Historic Preservation Office. 2009.

Michael, Michelle A. *Fayetteville Municipal Survey of Buildings, Sites, and Structures: Final Report Including Multiple Property Documentation Form*. Prepared for the City of Fayetteville Planning Department and Historic Resources Commission and the North Carolina State Historic Preservation Office. 2001.

North Carolina Department of Transportation. *I-95 Fact Sheet*. [www.wayback.archive.org](http://www.wayback.archive.org). Accessed 13 November 2014.

North Carolina Highway Patrol. *The North Carolina History Project*. [www.northcarolinahistory.org](http://www.northcarolinahistory.org). Accessed 14 November 2014.

North Carolina Highway Patrol Retirees' Association. *History of the North Carolina Highway Patrol*. [www.nchpra.org](http://www.nchpra.org). Accessed 13 November 2014.

North Carolina State Historic Preservation Office. Files. Raleigh, North Carolina.

*Raleigh News and Observer*, 24 July 2011.