



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

Ramona M. Bartos, Administrator

Governor Roy Cooper
Secretary Susi H. Hamilton

Office of Archives and History
Deputy Secretary Kevin Cherry

July 29, 2019

MEMORANDUM

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

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

SUBJECT: Historic Structures Survey Report, Y-4807B, Close Pine Street Crossing and Align Lowdermilk Street and Sykes Avenue on SR 3163, PA 18-11-0009, Guilford County, ER 19-1908

Thank you for your June 6, 2019, memorandum transmitting the above-referenced report. We apologize for our delayed response and offer the following comments.

We concur that the following resources are not eligible for the National Register of Historic Places for the reasons cited in the report.

- Automotive Service Building (GF9063)
- East Market Street/Sykes Avenue/Calumet Place Historic District (GF9098)

While we are comfortable concurring with the consultant's findings, please note that Google Earth and "streetview" photographs are generally not acceptable for photography. When the comparable examples are in the same city (as is the case with the Automotive Service Building), there is no reason to use photos from another source.

Regarding the East Market Street/Sykes Avenue/Calumet Place Historic District, using the National Register-listed historic districts in Winston-Salem as comparable examples provides a successful comparison of this district to listed districts, which is a necessary comparison to make. But, in addition to the out-of-town comparison, the consultant should have been able to provide another local Greensboro neighborhood for local context. The absence of similar districts on HPOWEB does not mean that such neighborhoods do not exist in Greensboro. It does mean that the consultant may need to spend more time in Greensboro looking for similar neighborhoods that have not yet been documented by this office.

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 919-814-6579 or 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

Received: 06/11/2019

State Historic Preservation Office



STATE OF NORTH CAROLINA
DEPARTMENT OF TRANSPORTATION

ROY COOPER
GOVERNOR

JAMES H. TROGDON, III
SECRETARY

ER 19-1908

June 6, 2019

Due -- 7/3/19

MEMORANDUM

TO: Renee Gledhill-Earley
Environmental Review Coordinator
North Carolina State Historic Preservation Office

H- ER letters

FROM: Kate Husband
Architectural Historian
NCDOT Division of Highways

SUBJECT: Y-4807B: Pine Street Crossing Closure and Alignment of Lowdermilk Street and Sykes Avenue on SR 3163 (Market Street), PA No. 18-11-0009, Guilford County

Enclosed please find the Historic Structures Survey Report, survey site database, and additional materials for the above referenced project for your review and comment per 36CRF.800. Please contact me by phone (919-707-6075) or email (klhusband@ncdot.gov) if you have any additional questions or comments.

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Historic Architectural Resources Report

Intensive Evaluation

**Pine Street Crossing Closure and
Alignment of Lowdermilk Street and Sykes
Avenue on SR 3163 (Market Street)**

**Guilford County
North Carolina Department of Transportation**

**TIP No. Y-4807B
WBS No. 40325.1.1
PA No. 18-11-0009**

Prepared for:

**North Carolina Department of
Transportation, Environmental
Analysis Unit**

1598 Mail Service Center
Raleigh, North Carolina, 27699-1598

Report prepared by:



Mead & Hunt, Inc.
2440 Deming Way
Middleton, WI 53562

May 2019

**HISTORIC ARCHITECTURAL RESOURCES REPORT
Intensive Evaluation**

**Pine Street Crossing Closure and Alignment of Lowdermilk Street and Sykes
Avenue on SR3163 (Market Street)**

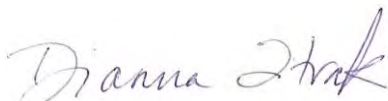
**Guilford County
North Carolina Department of Transportation**

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Middleton, WI 53562

May 2019



Dianna Litvak, Principal Investigator
Mead & Hunt, Inc.

5/23/2019

Date

Mary Pope Furr, Historic Architecture Supervisor
North Carolina Department of Transportation

Date

Management Summary

The North Carolina Department of Transportation (NCDOT) is proposing to close the Pine Street railroad crossing at SR 3163 (East Market Street) and realign Lowdermilk Street and Sykes Avenue at East Market Street in Greensboro, Guilford County. The general project area is located northeast of Greensboro’s city center in an area historically known as Bessemer, which is characterized as a mixed-use industrial, residential and commercial neighborhood, accessed by the primary corridor of Market Street.

In March 2019 the NCDOT requested that Mead & Hunt, Inc. (Mead & Hunt) assess the National Register of Historic Places (National Register) eligibility of one individual resource—2832 East Market Street—and evaluate the potential for a historic district in the project’s Area of Potential Effects (APE). Mead & Hunt historians exceeding the Secretary of the Interior’s Professional Qualification Standards for history and/or architectural history as outlined in 36 CFR Part 61 worked with the NCDOT to delineate the APE and requested information from the North Carolina State Historic Preservation Office (NCHPO) regarding previously surveyed resources near the project area, which included commercial buildings and residences. A Microsoft Access shell database was provided by the NCHPO with database entries of previously recorded resources, which were updated and supplemented by Mead & Hunt. Geospatial data for properties and the potential historic district within the APE were also prepared as part of the project.

Mead & Hunt historians Dianna Litvak and Jennifer Satterthwaite conducted field survey on March 21, 2019. The field investigation included intensive-level survey of the previously identified historic structures within the APE. Primary source investigation included research at the Greensboro Public Library, Greensboro History Museum, Guilford County Assessor’s Office, UNC-Greensboro Digital Collection (online), and NCHPO website and GIS viewer. After intensive evaluation following the National Register Criteria for Evaluation, Mead & Hunt recommends that none of the identified properties are eligible for listing in the National Register (see Table 1).

Table 1. National Register Eligibility Recommendations

Property Name and Site Number	Address or Streets	PIN	National Register Eligibility Recommendation
East Market Street/Sykes Avenue/Calumet Place Historic District/GF9098	Boundaries of Calumet Place, East Market Street, Penn Place, and Sykes Avenue	Various	Not Eligible
Automotive Service Building/GF9063	2832 East Market Street	7874995317	Not Eligible

The project was undertaken to comply with requirements of Section 106 of the National Historic Preservation Act of 1966, as amended, and its implementing regulations, 36 CFR 800; the NCDOT’s *Historic Architecture Group Procedures and Work Products* (October 2015); and the NCHPO’s standards for historic structure survey reports and eligibility determinations.

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1. Introduction

The North Carolina Department of Transportation (NCDOT) is proposing to close the Pine Street railroad crossing at SR 3163 (East Market Street) and realign Lowdermilk Street and Sykes Avenue at East Market Street in Greensboro, Guilford County. The general project area is located northeast of Greensboro's city center in an area historically known as Bessemer, which is characterized as a mixed-use industrial, residential and commercial neighborhood, accessed by the primary corridor of Market Street. Market Street is a five-lane street with sidewalks on both sides and lined by predominately commercial properties, including former residences that have been converted to commercial uses. Residential streets are located north and south of Market Street. Immediately east of the project area is a large industrial complex that includes ITG Manufacturing (originally Lorillard Tobacco) accessed by the Norfolk Southern Railroad (originally the North Carolina Railroad), which runs northeast-southwest through the project area roughly parallel to Market Street. A general project location map is presented in Figure 1.

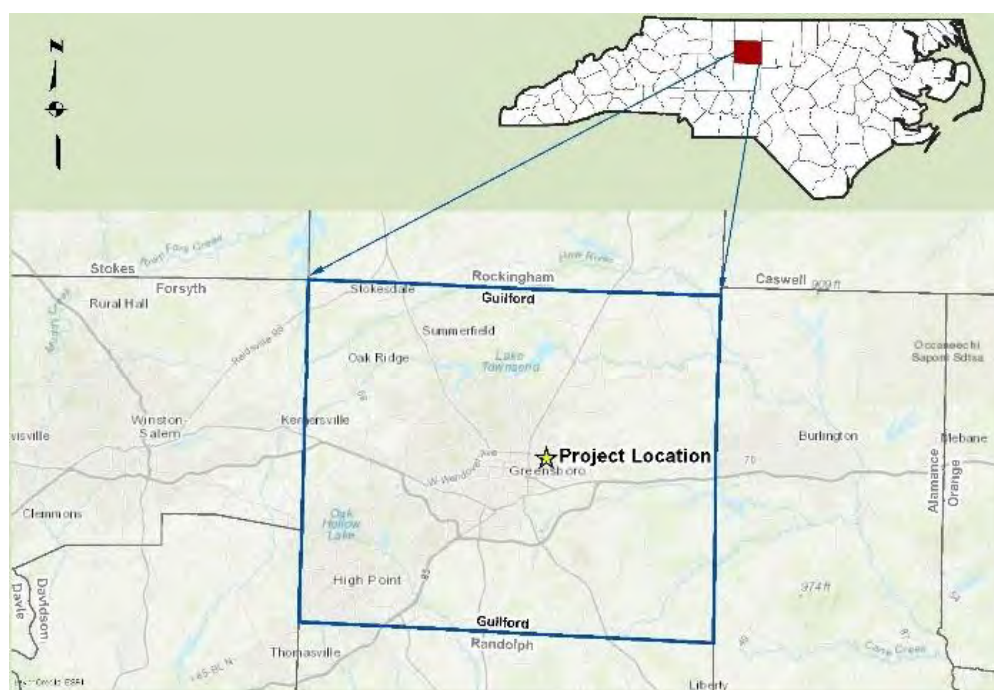


Figure 1. Project location map.

A cluster of textile mills developed north of Greensboro's city center, approximately two miles northwest of the project APE. The northeast quadrant of Greensboro is also the location of Bennett College and North Carolina Agricultural & Technical University, historically black colleges established in 1873 and 1893, respectively. Numerous black neighborhoods and businesses developed around these colleges. Black residents lived on the east side of Greensboro, while the rural areas outside of the city limits were largely settled by white farmers and laborers. These locations are noted in Figure 2.

Bessemer was initially outside of the city limits of Greensboro. It was annexed by Greensboro in 1953, but the earliest subdivisions were platted there in the 1890s, with the majority of the residential and commercial development occurring from the 1920s through the 1960s.

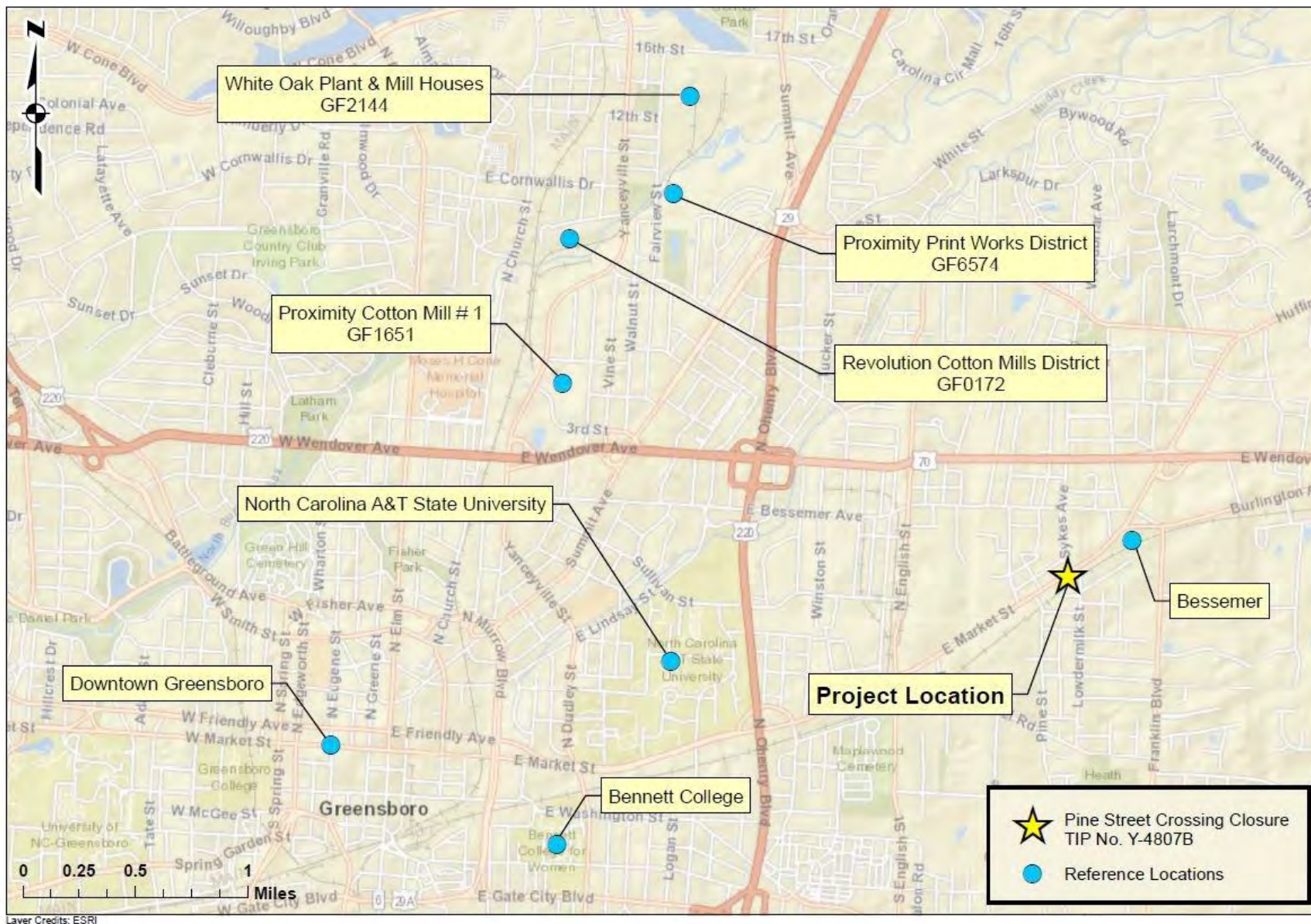


Figure 2. Project location map showing locations of nearby textile mills and educational institutions.

2. Area of Potential Effects

The NCDOT Architectural Historian provided a study area map with the project location centered on the intersection of Market Street, Sykes Avenue, and Lowdermilk Street and including parcels within a 460-foot radius of the intersection. The study area was further defined by Mead & Hunt to include East Market Street beginning at Pine Street and continuing east to 2918 Market Street; Penn Place from East Market Street north to 202 Penn Place; and the 3600 block of Calumet Place and Sykes Avenue from East Market Street north to 204 Sykes Avenue. The APE was drawn to follow parcel boundaries and encompasses 55 tax parcels containing 27 resources over 50 years of age, the cutoff for National Register listing. The APE is depicted as the blue line in Figure 3, which also includes the properties evaluated as part of this report.

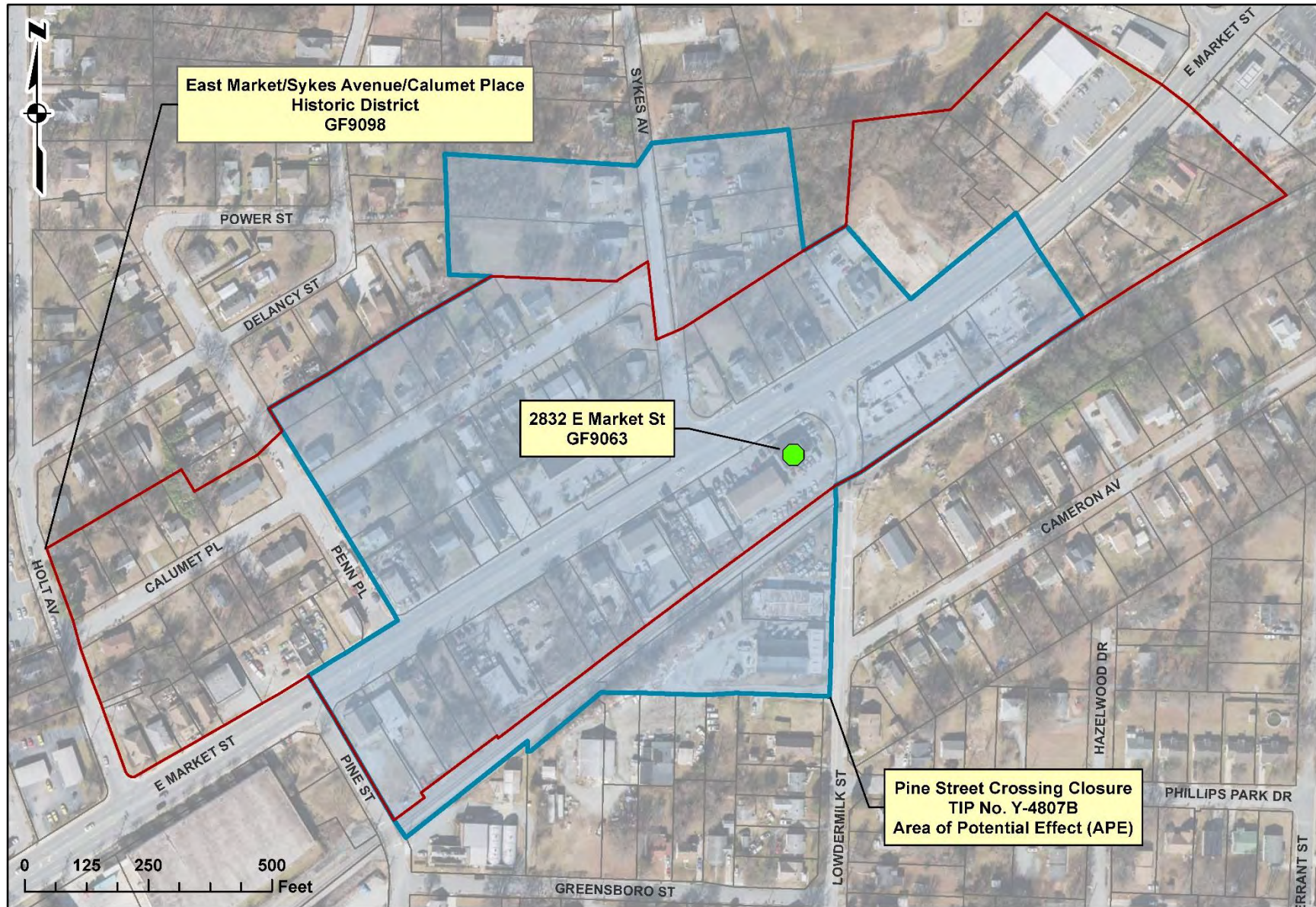


Figure 3. Project APE map.

3. Project Methodology

The NCDOT requested Mead & Hunt to perform an intensive architectural history survey of resources within the project APE. The objective of the architectural history survey was to identify and assess historic-age properties, defined as 50 years or older, that meet the National Register Criteria for Evaluation.

Prior to fieldwork, Mead & Hunt historians conducted a literature review at the North Carolina State Historic Preservation Office (NCHPO) to identify any previously surveyed historic properties in the APE. The initial literature review found three multiple property surveys in the APE: GF0349 (2613-3001 East Market Street), GF0350 (106-202 Penn Place), and GF0321 (3520-3607 Calumet Place).

Mead & Hunt requested an NCHPO shell database, which included 35 previously recorded properties within the APE that had been unverified until the request for the shell database. After discussion with the NCDOT Architectural Historian, the additional properties were assessed as part of the potential historic district. These records were updated based on the field survey, including narrative descriptions and significance assessments for each property.

Mead & Hunt historians Dianna Litvak and Jennifer Satterthwaite conducted field survey on March 21, 2019. The field investigation included intensive-level survey of the previously identified historic structures within the APE. Historians assessed the significance and historic integrity of 2832 East Market Street and the properties on East Market Street, Sykes Avenue, Penn Place, and Calumet Place to make a recommendation as a potential historic district (see Section 5 for recommendations). Photographs of the resources were taken using a digital SLR camera with GPS attachment. Historians noted architectural styles and forms. The field survey included an assessment of integrity of properties within the APE, including noting previously surveyed properties that had been demolished, and alterations such as replacement of windows, doors, siding, and roof materials, major additions, and other substantial changes to the parcels. The survey team also conducted a windshield survey to assess whether other dwellings outside of the APE in the surrounding area displayed similar forms and methods of construction.

Based on the properties identified in the APE, project research focused on the history of the project area, known historically as Bessemer, and the development patterns in the northeast part of Greensboro. Archival research was conducted at the following libraries and special collections:

- Greensboro Public Library
- Greensboro History Museum
- Guilford County Assessor's Office
- UNC-Greensboro Digital Collection (online)
- NCHPO website and GIS viewer

Primary and secondary resources include:

- Previous historic surveys and site forms for properties in the APE
- Historic plat maps and aerial images
- Newspapers
- Online archives
- Special collections and manuscripts at local archives
- Secondary sources and historic contexts on the history of Greensboro, Greensboro architecture, and North Carolina architecture

4. Historic Context

Greensboro, the county seat of Guilford County, was platted in the center of the square-shaped county in 1808. Early Greensboro consisted of scattered farms surrounding small commercial enterprises and a courthouse. Pre-Civil War Greensboro was largely rural and remained small until the expansion of rail transportation, when the North Carolina Railroad (now Norfolk Southern Freight Service) from Goldsboro to Charlotte began running through Greensboro in 1856.¹

Early development in the area occurred directly northeast of the intersection of Bessemer Avenue and East Market Street and included the Guilford County Home for the Aged and Infirm, a multi-building complex that housed the poor and aging. Constructed c.1870, the home was adjacent to the Guilford County Dairy Farm and County Farms No. 1 and 2. These farms provided food for the County Home and jail and, until pasteurization was required, the Dairy Farm provided milk. The area was known as the Bessemer Sanitary District.²

Like many other southern cities, manufacturing jumpstarted Greensboro's development and railroads transformed the city into an industrial center after the Civil War. Industrial development concentrated along Market Street west of the project area. Multiple rail lines linked Greensboro to cities throughout North Carolina and the South. These included the Piedmont Railroad that connected Greensboro north to Danville, Virginia, in 1864, the Cape Fear and Yadkin Valley Railroad in 1888, and the Northwestern Railroad Company that connected to Salem, North Carolina, in 1890.³ The railroads of Greensboro were reorganized in 1894 into the Southern Railway Company and the city became a railroad hub, which led to the nickname of the "Gate City."⁴ North Carolina, particularly the Greensboro/Winston/Salem area, became a center for tobacco processing and warehousing.⁵ By 1896, according to Sanborn maps from that period, the city had 15 tobacco companies, 11 wood processing facilities, four steel foundries, and four textile mills.⁶

¹ Ethel Stephens Arnett, *Greensboro, North Carolina, the County Seat* (Chapel Hill, N.C.: The University of North Carolina Press, 1955); Marvin A. Brown, "Historic and Architectural Resources of Greensboro, 1880-1941" National Register of Historic Places Multiple Property Documentation Form," 1991, E-1, <https://files.nc.gov/ncdcr/historic-preservation-office/survey-and-national-register/MPDF-PDFs.pdf>.

² Guilford County Insurance Commission, *Guilford County Fire Insurance Survey, 1937* (Rare Book Collection, 2001.51.1: Greensboro History Museum, 1937), <http://libcdm1.uncg.edu/cdm/compoundobject/collection/ttt/id/32048/rec/4>. Robert Phillips, *Greensboro Health Services History* (Greensboro, N.C.: Cone Health Medical Library, 1962), Research and Resources, Cone 10081 Robert L. Phillips Collection, 1890s-2003, <http://libcdm1.uncg.edu/cdm/compoundobject/collection/Cone/id/24417/rec/5>.

³ Catherine W Bishir et al., *Early Twentieth-Century Suburbs in North Carolina: Essays on History, Architecture, and Planning* (Raleigh, N.C.: Archaeology and Historic Preservation Section, Division of Archives and History, North Carolina Department of Cultural Resources, 1985), 49, <http://books.google.com/books?id=FGZPAAAAMAAJ>.

⁴ Marvin Brown, *Greensboro 1808-1941: A Brief History*, n.d., <http://libcdm1.uncg.edu/cdm/singleitem/collection/ttt/id/37137/rec/1>.

⁵ Brown, "Historic and Architectural Resources of Greensboro ,1880-1941."

⁶ Sanborn Map & Publishing Company, "Sanborn Fire Insurance Map, Greensboro, Guilford County, North Carolina" (Greensboro, N.C.: Sanborn Map & Publishing Company, 1896), Library of Congress Prints & Photography Division. https://www.loc.gov/item/sanborn06420_004/.

Residential development spread from the city center to the north, south, and east. The first major push for residential growth north of the downtown area, near the project location, was planned and developed by the large manufacturing companies in Greensboro. The North Carolina Iron and Steel Company, formed both as a real estate and industrial venture, had plans to develop the land into subdivisions. The company owned approximately 2,000 acres of land, which it platted in anticipation of the growth of industries that would use the Cape Fear and Yadkin Valley Railroads and the speculative expansion of streetcar lines into the area.⁷ The projected industrial growth never materialized, and the company eventually went bankrupt, but the platted streets remained and scattered residential development did begin in the 1890s.⁸

Where steel production failed, textile manufacturing had great success and was the area's largest employer. Between 50 and 60 percent of all residents in Greensboro at the turn of the century were employed at one of the textile mills.⁹ The two most significant figures in Greensboro's textile history are brothers Moses and Caesar Cone. By the 1890s the brothers settled in Greensboro to establish Cone Denim under the name Cone Mills.¹⁰ In 1895 the Cones opened the Proximity Cotton Mill and encouraged the establishment of Revolution Mills nearby, a flannel manufacturing facility run by family friends.¹¹ Cone Mills' White Oak Plant opened in 1905, and became the largest denim manufacturing facility in the world in the 1930s, followed by the Proximity Print Works, a denim finishing factory, in 1912.¹² The mills were constructed on the 2,000-acre plot once held by North Carolina Iron and Steel (see Figure 4). The textile industry provided housing for mill workers (see Figure 5) and the Cone mills built small residences for their employees. Known as "mill villages," these mini-towns with churches, schools, stores, YMCAs, and other businesses were common around large industrial facilities, and Greensboro was no exception. Cone Mill workers also found housing in nearby communities such as Bessemer.¹³ Figure 2 above shows the location of these textile-related facilities in relation to Bessemer and the project area.

⁷ Brown, *Greensboro 1808-1941: A Brief History*.

⁸ Jonathan F. Baylin, *An Historical Study of Residential Development in Greensboro, 1808-1965* (Greensboro, N.C., N.p., 1968), <http://libcdm1.uncg.edu/cdm/compoundobject/collection/ttt/id/15810/rec/1>; Catherine W Bishir and Michael T Southern, *A Guide to the Historic Architecture of Piedmont North Carolina* (Chapel Hill, N.C.: The University of North Carolina Press, 2003), 333. 52

⁹ Brown, *Greensboro 1808-1941: A Brief History*.

¹⁰ Richard Barron, "After 112 Years, White Oak Plant to Close," *Greensboro News and Record*, October 19, 2017, https://www.greensboro.com/news/local_news/after-years-white-oak-plant-to-close/article_c039a413-7fa4-5975-90b8-491b11da3d6b.html.

¹¹ Arnett, *Greensboro, North Carolina, the County Seat*, 170-172.

¹² Barron, "After 112 Years, White Oak Plant to Close"; Brown, "Historic and Architectural Resources of Greensboro 1880-1941," E-21.

¹³ Lewis Wickes Hines, *Views of the White Oak Cotton Mills, Greensboro, N.C., Showing the Beautiful Location of the Mill, Its Well-Kept Grounds, and the Good Housing Conditions. Location: Greensboro, North Carolina.*, 1 photographic print, October 1912, Library of Congress Prints & Photography Division, <https://www.loc.gov/item/2018677287/>; Brown, "Historic and Architectural Resources of Greensboro, 1880-1941," F-17.



Figure 4. *White Oak (foreground), Revolution (back left) and Proximity (back right) Mills looking toward Greensboro, surrounded by mill villages. ca. 1920.*¹⁴



Figure 5. *White Oak Mill village homes in 1912.*¹⁵

¹⁴ Barron, "After 112 Years, White Oak Plant to Close."

¹⁵ Hines, *Views of the White Oak Cotton Mills, Greensboro, N.C., Showing the Beautiful Location of the Mill, Its Well-Kept Grounds, and the Good Housing Conditions. Location: Greensboro, North Carolina.*

Maps from 1920 note houses and churches along East Market Street and what would become Franklin and Lowdermilk Streets (see Figure 6). In 1923 Greensboro extended its corporate limits to annex Revolution and Proximity Mills, which encouraged additional residential expansion to the east. Bessemer now included houses, churches, stores, and the Bessemer School, which was part of the Guilford County school system. Planned developments around Bessemer, a largely white community, began to be platted around this time despite the fact that the area was still outside of the Greensboro city limits.¹⁶



Figure 6. 1920 soil map showing scarce development along East Market Street and what would become Franklin and Lowdermilk Streets.¹⁷

The neighborhoods south of East Market Street, though laid out in the mid-1920s, were not fully developed until the 1950s and 1960s and consist of smaller, post-World War II (postwar) residential structures. Houses along Pine and Lowdermilk Streets appear beginning in 1946 and 1947. Construction of the Lorillard Old Gold Cigarette Manufacturing Plant directly east of the project area in 1956 spurred development in the area (see Figure 7). The cigarette manufacturing facility covered 12 acres and employed approximately 1,500 people.¹⁸ Located west of Bessemer facing East Market Street,

¹⁶ Guilford County Insurance Commission, *Guilford County Fire Insurance Survey, 1937*; North Carolina Department of Agriculture, United States Bureau of Soils, "Soil Map, North Carolina, Guilford County" (Washington D.C: United States Government Printing Office, 1920), <https://dc.lib.unc.edu/cdm/ref/collection/ncmaps/id/310>; J.R. Hollowell, "Map of the Property of James J. Busick," Plat Map (Greensboro, N.C.: National Realty and Auction Co., May 19, 1923), Guilford County Register of Deeds; R.D. Trogdon, "Lowdermilk-Blalock Subdivision," Plat Map, (1924), Guilford County Register of Deeds; Grady L. Bain, "Robert E. Lowdermilk Sub-Division," Plat Map (Greensboro, N.C., February 1923), Guilford County Register of Deeds.

¹⁷ North Carolina Department of Agriculture, United States Bureau of Soils, "Soil Map, North Carolina, Guilford County."

¹⁸ "Foundation Started at Factory," *Glimpses of Greensboro* 2, no. 3 (August 1954).

Lorillard's location adjacent to east Greensboro neighborhoods made those areas desirable to its employees. By 1962 Kentwood Park (originally platted as Busick Park) had been completely developed and Pine and Lowdermilk Streets were extended and developed to the south.¹⁹ Aerial photographs from the early 1960s show Pine Street and the area north of East Market Street have been developed with residences and businesses (see Figure 8).²⁰



*Figure 7. Lorillard Old Gold Cigarette Manufacturing, 1956.*²¹

¹⁹ Thomas P. Heritage, "Plat of Correction, A Resubdivision of Kentwood Park Subdivision," Plat Map (Greensboro, N.C., July 27, 1960), Guilford County Register of Deeds, <http://gis.guilfordcountync.gov/guilfordjs/>.

²⁰ Marvin Brown, *Greensboro an Architectural Record* (Greensboro, N.C.: Preservation Greensboro, Inc., 1995), 261–68.

²¹ "Lorillard, through the Years," *Greensboro News and Record*, July 15, 2014, https://www.greensboro.com/gallery/lorillard-through-the-years/collection_4fcc1c82-0c53-11e4-b990-001a4bcf6878.html#4.

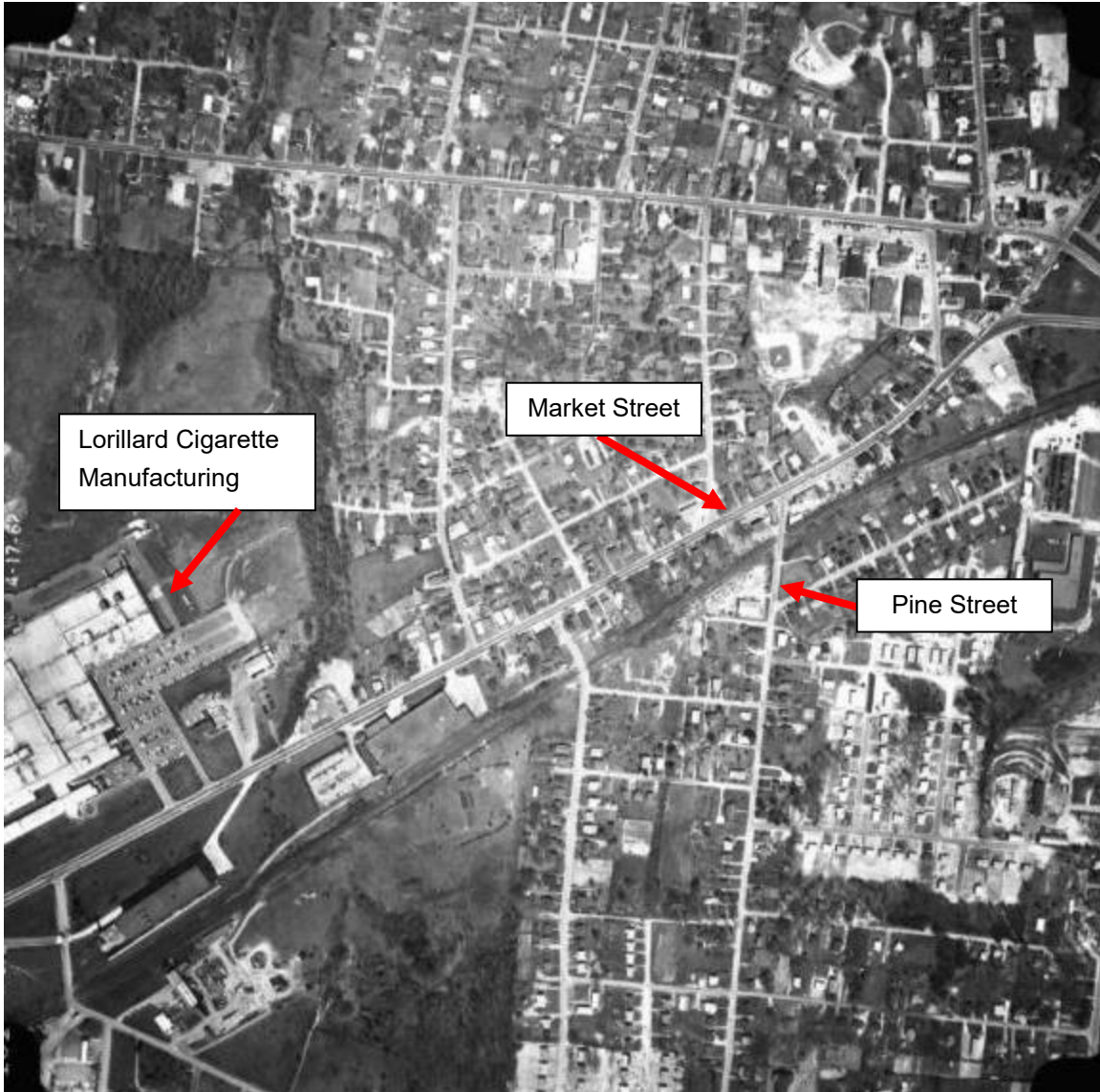


Figure 8. 1962 aerial photograph showing development in the project area.²²

²² "Aerial Photograph, Greensboro, N.C.," *NCDOT Historical Aerial Imagery Index*, 1962, <https://www.arcgis.com/home/webmap/viewer.html?webmap=91e02b76dce4470ebd7ec240ad202a04>.

5. Results and Recommendations

A. Batts Filling Station – 2832 East Market Street

Resource Name	Batts Filling Station
NCHPO Survey Site Number	GF9063
Street Address	2832 East Market Street
PIN	7874995317
Construction Date(s)	1945
National Register Recommendation	Not Eligible



Figure 9. Front (north) facade and side (east) elevation of 2832 East Market Street, view facing southwest. Mead & Hunt photograph.

Description

The automotive service building (formerly the Batts Filling Station) at 2832 East Market Street is located on the southwestern corner of the intersection of Lowdermilk Street and East Market Street in Greensboro. The address for the parcel has changed a number of times since the business was opened. It has been referenced as 2832, 2834, 2907, 3628, and 3630 East Market Street. The building is oriented north and is a two-story, frame, concrete-block structure with brick veneer on the front (north) facade and a one-story wing on the side (east) elevation (see Figure 10). Characteristic of a mid-century automotive facility, the front (north) facade has three garage bays with replacement overhead doors and thin metal banding separating the first and second floors. The banding extends to the one-story wing but has been partially removed. The first floor of the front facade is painted white and the second story is punctuated by four modern, double-hung, sash windows.

The one-story wing has a pair of fixed windows with transoms and a brick sill (see Figure 11) and a replacement steel door. The structure has a flat roof with metal molding running along the roofline. The side (east) elevation of the one-story section has a small window and the second story of the service bay building is punctuated by two double-hung sash windows. The rear (south) elevation has a metal staircase leading to a centrally placed metal door on the second story (see Figure 12). There are two double-hung sash windows to the left of the second-story entry and one double-hung sash window to the

Section 5
Results and Recommendations

right. The side (west) elevation has two double-hung sash windows on the second story and it appears that a first-story window opening has been filled in. The roof has collapsed in several places.



Figure 10. Front (north) facade and side (west) elevation, view facing southeast. Mead & Hunt photograph.



Figure 11. Front (north) and side (east) elevation, view facing southwest. Mead & Hunt photograph.



Figure 12. Rear (south) and side (east) elevations, view facing northwest. Mead & Hunt photograph.



Figure 13. Site plan for 2832 East Market Street.

Historical Background

Automobile ownership spiked sharply in the late 1940s and 1950s as mass production of vehicles made them more affordable, and most households had at least one family car. This surge in automobile ownership resulted in the construction of vast numbers of vehicle repair shops, tire stores, service stations, and new and used automobile sales buildings. Most repair shops and parts stores were constructed simply, with concrete-block exteriors and brick facades. While vehicle showrooms and gas stations were flashy with Modernist designs meant to replicate movement and the flowing lines of mid-

century cars, repair shops were constructed to maximize the function of the space.²³ In the 1950s East Market Street, beyond the Lorillard plant, was a suburban area where residents were more likely to own a vehicle. The area featured a number of automobile repair shops, tire stores, and gas stations frequented by area residents.

The earliest reference to the subject parcel is in October 1930, when the land was deeded by W.F. and Ruth Ross to F.N. Southard. In 1931 Southard split his interest in the land with C.M. Swaim, whose family eventually gained full ownership of the parcel. The building was listed in the city directory in 1945 as Batts Filling Station/Gas, Oils, and Groceries and Batts Transfer Company, operated by Thomas Batts (see Figure 14). The business was located across from the Batts residence at 3703 East Market Street (likely now 2905 East Market Street). Thomas Batts lived with John and Eunice Batts. Prior to operating the business in the subject property, Batts owned Batts Rest-a-Bit Service Station and Transfer Service at 3706 East Market Street.



Figure 14. 1990 photograph of the Batts Grocery and Transfer Company building. Photograph from 1990 survey.

In 1954 Batts bought the parcel on which his business stood from J.H. and Bettie Swaim and the service center was taken over by George Clifton Moore. Thomas Batts continued to operate his Grocery and Transfer Company from the site, but the service center was managed by Moore through 1963. The second story of the building was used as office space and apartments.

Aerial photographs of the site, beginning in 1955, show the current service building next to a smaller structure with a hip roof and a flat-roofed attachment on the south elevation at the corner of Lowdermilk and East Market Streets (see Figure 15). Photographs from a 1990 architectural survey show that this structure was the original gas station, with a drive-through that housed the gas pumps. The small store and service center featured a single garage bay. In 1990 the City of Greensboro condemned the eastern portion of the site when East Market Street was widened, and the store and gas station were demolished. A modern structure was constructed to the west between 1995 and 2000. The complex is currently in

²³ M. Ruth Little, *Post World-War II and Modern Architecture in Raleigh, NC: Non-Residential Architecture 1945-1975* (North Carolina SHPO, July 16, 2018), <http://www.ncmodernist.org/2018ModernRaleighSurveyCommercial.pdf>.

operation, and is still an active automotive repair shop, though the original service building has been abandoned.



Figure 15. 1978 aerial photograph of Greensboro showing the original gas station building (right), demolished in 1990, and the service center building (left).²⁴

Comparable Properties

Searches on the NCHPO GIS Viewer did not find any individually eligible or listed gas stations in Greensboro or Guilford County. As a property type, historic gas stations and automotive service stations are routinely modernized and altered to keep up with architectural trends and to attract customers. It can be difficult to find intact stations that represent the styles and forms of the 1940s, 1950s, or 1960s. However, comparable gas stations of the same style and age with better integrity than 2832 East Market Street in Greensboro were found using Google Earth Street View on East Market Street and West Lee Street. Durham's Service Station on the southwest corner of East Market Street and O'Henry Boulevard (1900 East Market Street, Figure 16) is one such example. Built in 1960, the gas station canopy is present, although the pumps have been removed. The structure has retained the service bays and intact one-story portion that likely served as a store and office for the business. Despite updates, it retains the appearance and function of a 1960s automotive service station.

²⁴ NETR Online, "Historic Aerials," *Historic Aerials*, 2017, <http://historicaerials.com/>.



Figure 16. Durham's Service Station at 1900 East Market Street. Google Earth photograph.

Another comparison property with better integrity than the subject property is West Lee Street Tire and Auto on the north side of Lee Street at Lexington Avenue (1100 West Lee Street, Figure 17). Built in 1950, it has multiple service bays as well as an office/small store. The structure does not retain the original gas station pumps or canopy, but the service portion of the building remains intact and operates with five service automobile bays and one large truck bay.



Figure 17. West Lee Street Tire and Auto at 1100 West Lee Street. Google Earth photograph.

Evaluation

The former Batts Filling Station at 2832 East Market Street was evaluated under National Register *Criteria A, B, C, and D.*

Under *Criterion A: History*, the property must be associated with events or trends that have made a significant contribution to local, state, or national history. Research did not indicate this individual automotive service building was important to the growth of the automotive industry on Market Street or in Greensboro. As such, the property does not possess significance under *Criterion A.*

Under *Criterion B: Significant Person*, a property must be associated with the lives of individuals who have made a significant contribution to local, state, or national history. While the property has been a local business in operation from 1945 through the present, historic research did not indicate the owner and operators of the business were prominent in Greensboro. Therefore, the property does not possess significance under *Criterion B.*

To be eligible under *Criterion C: Architecture*, a property must represent the work of a master, possess high artistic value, and/or embody the distinctive characteristics of type, period, or method of construction. The original store and gas station were demolished in 1990 as part of intersection improvements. The remaining building is not a representative example of a mid-twentieth-century automotive service station and does not represent a distinctive architectural style under *Criterion C.* In addition, the building has diminished integrity of materials, design, and workmanship due to the alterations and collapsed roof. It also lacks feeling and association due to the demolition of the gas station, gas pumps, and because it has been abandoned. The historic setting has changed on this section of East Market Street from a mixture of residential and commercial properties to abandoned buildings and conversion of residences to commercial businesses. The property retains integrity of location. The comparable properties have not been surveyed for National Register eligibility but indicate that buildings with the same historical use built between 1950 and 1960 are more intact than the subject property.

The property is unlikely to yield information about the past not otherwise accessible from other resources and written records, making it ineligible for the National Register under *Criterion D.*

Recommendation

The former Batts Filling Station at 2832 East Market Street (also previously recorded as 2834, 2907, 3628, and 3630 East Market Street) is recommended not eligible for listing in the National Register.

B. East Market Street/Sykes Avenue/Calumet Place Historic District

Resource Name	East Market Street/Sykes Avenue/Calumet Place Historic District
HPO Survey Site Number	GF9098 (GF0349, GF0321, GF0350)
Street Address	2613-3001 East Market Street, 3520-3607 Calumet Place, 106-202 Penn Place, 107-204 Sykes Avenue (see Figure 18)
PIN	Various
Construction Date(s)	ca. 1920-2014
National Register Recommendation	Not Eligible

Table 2. Previously Surveyed Properties Associated with the East Market Street/Sykes Avenue/Calumet Place Historic District

SSN	Address	National Register Recommendation
GF5265	3520 Calumet Place	Not Eligible
GF5262	3600 Calumet Place	Not Eligible
GF5263	3605 Calumet Place	Not Eligible
GF5264	3607 Calumet Place	Not Eligible
GF5315	2613 East Market Street	Not Eligible
GF5316	2701 East Market Street	Not Eligible
GF5317	2703 East Market Street	Not Eligible
GF5318	2705 East Market Street	Not Eligible
GF5319	2707 East Market Street	Not Eligible
GF5320	2721 East Market Street	Not Eligible
GF5321	2804 East Market Street	Not Eligible
GF5322	2816 East Market Street	Not Eligible
GF5323	2817 East Market Street	Not Eligible
GF9098	2822 East Market Street	Not Eligible
GF9098	2903 East Market Street	Not Eligible
GF9098	2905 East Market Street	Not Eligible
GF5324	2907 East Market Street	Not Eligible
GF5325	2909 East Market Street	Not Eligible
GF5326	2911 East Market Street	Not Eligible
GF5327	2923 East Market Street	Not Eligible
GF5328	2925 East Market Street	Not Eligible
GF5329	2927 East Market Street	Not Eligible
GF5330	2928 East Market Street	Not Eligible
GF5331	2930 East Market Street	Not Eligible
GF5332	3001 East Market Street	Not Eligible
GF5333	106 Penn Place	Not Eligible
GF5334	202 Penn Place	Not Eligible
GF5351	201 Sykes Avenue	Not Eligible
GF5352	203 Sykes Avenue	Not Eligible
GF5353	204 Sykes Avenue	Not Eligible

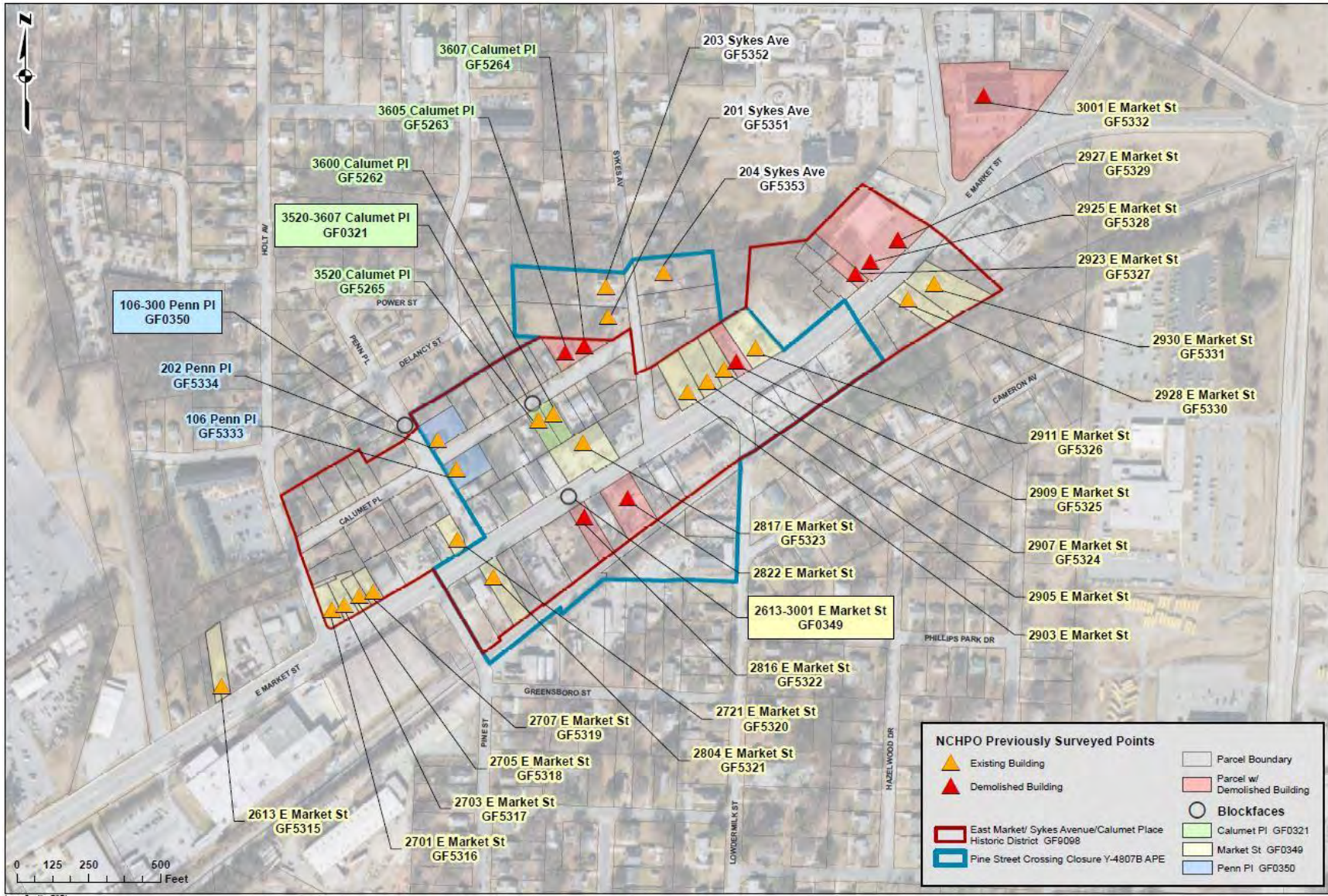


Figure 18. Previously surveyed properties and groups of properties in the East Market/Sykes Avenue/Calumet Place Historic District (GF9098).

Description

The potential East Market Street/Sykes Avenue/Calumet Place Historic District is located in northeastern Greensboro along East Market Street between Pine Street and Sykes Avenue. The area is a mix of commercial, residential, and industrial uses with buildings ranging in date from ca. 1920 to 2014 (see Figure 19).

Ten properties on the north side of East Market, from Holt Avenue to east of Sykes Avenue, remain standing and give an idea of what East Market Street may have looked like earlier in its development. These include four Craftsman bungalows on the 2800 block (see Figure 20) that have similar detailing with exposed rafter tails, battered or paired porch supports, and double-hung sash windows, including a bungalow occupied by Thomas Batts and family (see Figure 21), who operated the automotive service station at 2832 East Market Street (GF9063).

The south side of East Market Street was also a mix of housing and commercial buildings. Just one building from the late 1920s remains between Pine and Lowdermilk Streets: 2804 East Market Street was the first home on the block (see Figure 22). Constructed in 1928, it has a brick exterior and a front-gable roof. A side-gable roof incorporates a slightly recessed porch that wraps around the side (east) elevation. The porch is supported by Craftsman-style battered posts on brick piers.

An altered Craftsman bungalow, likely from the late 1920s or early 1930s, stands at the intersection of Pine Street and East Market Street (see Figure 23). Attached to its side (east) elevation is a one-story brick commercial building. Based on information found in city directories, this brick structure housed Bessemer Launderite. A second structure attached to the Launderite (nonextant) housed Harris Radio Service and Bessemer Furniture Company storage. Two additional residential structures remain, but many parcels between Pine Street and Lowdermilk Street on East Market Street are vacant or have been redeveloped.



Figure 19. Streetscape, intersection of Sykes Avenue and Calumet, view facing north. Mead & Hunt photograph.



Figure 20. Streetscape, 2800 block of East Market Street showing Craftsman bungalows, view facing north. Mead & Hunt photograph.



Figure 21. Streetscape showing 2903 (left) and 2905 (right) East Market Street. The Batts Family lived at 2905 East Market Street, across the street from their Grocery and Transfer Service Station at 2832 East Market Street (GF9063, discussed above). View facing northeast. Mead & Hunt photograph.



Figure 22. 2804 East Market Street, view facing southeast.



Figure 23. ca. 1930 Craftsman bungalow that previously housed Bessemer Laundrite. Mead & Hunt photograph.

Historic Background

The East Market Street area began as a small farm community with residences lining East Market Street interspersed with small family-owned businesses. Along Sykes Avenue and the northeastern corner of East Market Street, residences were constructed in the 1920s on lots developed from C.E. Landreth's

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property. Landreth owned the wedge of land in the northeastern corner of the intersection, stretching north toward Bessemer School.

After industry and development began to expand east, commercial buildings and light industrial ventures began to appear. Residences were side by side with businesses that ranged from auto repair and gas stations to upholstery, laundries, and radio and tv repair. In the 1950s residents worked in local mills or for machine manufacturers, drove delivery trucks, serviced cars, or worked at the nearby Container Corporation. As a transient working-class neighborhood, properties had frequent turn-over and sporadic vacancies. Between 1952 and 1956 additional residences were built, likely as a result of increased industrial expansion in the area and the construction of the Lorillard plant in 1956.

Calumet Street was sparsely developed until the 1950s. Originally part of a development named “College Park,” Calumet Place was planned as College Avenue and Penn Place was initially Park Street. Laid out by the Piedmont Investment Company in 1916, no structures date to before the early 1920s. The lots in College Park were 40 feet wide and 120 feet deep, smaller than those in the Landreth development and substantially smaller than the lots along Bessemer Avenue. The 3600 block of Calumet Place included four houses built in the style of the local Cone Mill village houses (see Figures 24 and 25). It is unclear why this small cluster of houses was constructed so far from the Proximity Mill, which was the closest Cone facility to Calumet Place. The mill may have provided the housing for employees who did not want to live in the company mill town, or had the structures moved to this location.²⁵ City directories from 1959 to 1962 indicate that these buildings housed workers from Cone Manufacturing, but there were also tenants that worked for other local manufacturers. In the 1990s a multi-family home and new houses were constructed on Calumet, resulting in the demolition of two of the 1920s houses (see Figures 26 and 27).



Figures 24 and 25. Views of 3520 and 3600 Calumet Place from 1995 (left) and today (right). These houses resemble Cone Mill village houses near Proximity Mill, approximately two miles northwest of this location.

²⁵ Marvin A. Brown, “Historic and Architectural Resources of Greensboro 1880-1941 Multiple Property Documentation Form,” E-35.



Figures 26 and 27. New construction on Calumet Place.

Comparable Historic Districts with Residential and Commercial Properties

There are no comparable listed or eligible historic districts in Greensboro that represent a working-class community with a mix of residential and commercial properties. The White Oak New Town Historic District (GF1138), listed in 1992, is an intact mill village located in the Cone Mill complex, but the majority of the extant properties are residential.²⁶ Most of the historic districts in Greensboro are on the west side of the city, in historically white neighborhoods, and represent distinctive, high-style architecture. The Irving Park Historic District (GF0204), listed in 1995, is a historic residential subdivision with Colonial Revival architectural styles dating from the 1910s to 1940s. The South Greensboro Historic District (GF1129), listed in 1990, also represents 1900-1940 residences with distinctive architectural styles. The Sunset Hills Historic District (GF8233), listed in 2013, has similar construction dates between 1925 and 1965, and some small bungalows and Minimal Traditional examples, but are also much larger, high-style residences.

Because no comparable districts were identified in Greensboro or Guilford County, Mead & Hunt expanded its search to include adjacent counties. The Centerville Historic District, located in Winston-Salem, is also an early-twentieth-century commercial/residential district. Consisting of single-family houses (see Figure 28) and brick commercial structures (see Figure 29), Centerville was listed in the National Register under *Criterion A* in the area of Community Planning and Development for its importance in the rural and suburban development of Winston-Salem. Like the potential East Market Street/Sykes Avenue/Calumet Place Historic District, Centerville began as a rural working-class community outside of Winston-Salem that flourished when industrialization expanded into the area. The district is a cohesive collection of residential buildings with commercial and light-industrial buildings from the early to mid-twentieth century.²⁷ When compared to the Centerville Historic District, the potential East Market Street/Sykes Avenue/Calumet Place Historic District has lost its feeling as a cohesive community due to infill, development, demolition, and neglect.

²⁶ Bishir and Southern, *A Guide to the Historic Architecture of Piedmont North Carolina*, 333.

²⁷ Sherry Joines Wyatt, "Centerville Historic District, Winston-Salem, Forsyth County, North Carolina," National Register of Historic Places Registration Form, 2007, <https://files.nc.gov/ncdcr/nr/FY3009.pdf>.



Figures 28 and 29. Examples of residential and commercial properties in the Centerville Historic District in Winston-Salem.²⁸

Also in Winston-Salem, the Reynoldstown Historic District is an early-twentieth-century residential development that is significant because it reflects two stages of development: the 1920s and the 1940s (see Figures 30 and 31). Like the potential East Market Street/Sykes Avenue/Calumet Place Historic District, Reynoldstown was developed in two distinct time periods with distinct styles. Some of the lots are small while others are larger, but the area retains its character through stone walls and steps lining the streets. The harmonious nature of the neighborhood allows it to retain its feel and association.²⁹ When compared to the Reynoldstown Historic District, the potential East Market Street/Sykes Avenue/Calumet Place Historic District has lost its character as a result of demolition and neglect and the widening of Market Street, which greatly impacted the character of the homes along the corridor.



Figures 30 and 31. Examples of residential properties in the Reynoldstown Historic District in Winston-Salem.³⁰

²⁸ Wyatt, "Centerville Historic District, Winston-Salem, Forsyth County, North Carolina."

²⁹ Langdon E. Oppermann, "Reynoldstown Historic District, Winston Salem, Forsyth County, North Carolina," National Register of Historic Places Registration Form, August 2007, <https://files.nc.gov/ncdcr/nr/FY2353.pdf>.

³⁰ Oppermann, "Reynoldstown Historic District, Winston Salem, Forsyth County, North Carolina."

Evaluation

The potential East Market Street/Sykes Avenue/Calumet Place Historic District was evaluated for the National Register under *Criteria A, B, C, and D*.

Under *Criterion A: History*, the district must be associated with events or trends that have made a significant contribution to local, state, or national history. The East Market Street/Sykes Avenue/Calumet Place Historic District developed from the early twentieth century to the present. While it does retain properties dating to the earliest development of the area, research did not indicate they are associated with important events during the development of this part of Greensboro and have not made a significant contribution to the broad patterns of history. Therefore, the district does not possess significance under *Criterion A*.

Under *Criterion B: Significant Person*, the district must to be associated with the lives of individuals who have made a significant contribution to local, state, or national history. While the names and occupations of many individuals living and working in this area are known, research did not indicate that any played an important role in the history of this area. Therefore, the district does not possess significance under National Register *Criterion B*.

To be eligible under *Criterion C: Architecture*, the district must represent the work of a master, possess high artistic value, embody the distinctive characteristics of type, period, or method of construction, or represent a significant and distinguishable entity whose components may lack individual distinction. Research indicated that the area included in the potential East Market Street/Sykes Avenue/Calumet Place Historic District originated as a rural community and developed into a working-class neighborhood of Greensboro from the 1920s to the 1960s. The area had a variety of commercial businesses and residences, including automotive and light industrial services. The potential East Market Street/Sykes Avenue/Calumet Place Historic District does not include a distinctive collection of architectural styles and research did not indicate that any properties are notable for their type, period, or method of construction. Four houses on Calumet Place resembled the mill houses in nearby Cone Mill Village, but two of these original houses were demolished for new construction and the association of the houses to the Proximity Mill could not be established. Other 1920s and 1930s residences within the district have been replaced with new structures or altered with modest additions, replacement windows and doors, vinyl siding, and other improvements. Commercial structures in this area have either been torn down or left abandoned to deteriorate. The streetscapes include vacant lots and infill development. These changes have diminished the design, setting, feeling, materials, workmanship, feeling, and association of the area. The integrity of location has been retained. Therefore, the district is recommended as not eligible for listing under *Criterion C*.

A property may be eligible for the National Register under *Criterion D* for its potential to yield information significant to human history or prehistory. No properties identified as part of the project are likely to contain information about the past not otherwise accessible from other resources and written records, making it ineligible for the National Register under *Criterion D*.

Recommendation

The potential East Market Street/Sykes Avenue/Calumet Place Historic District is recommended not eligible for the National Register.

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