

301 FAYETTEVILLE STREET (COMMERCIAL BUILDING)
301 Fayetteville Street
Raleigh
Wake County
North Carolina

HABS NC-403
NC-403

HABS
NC-403

PHOTOGRAPHS

WRITTEN HISTORICAL AND DESCRIPTIVE DATA

HISTORIC AMERICAN BUILDINGS SURVEY
SOUTHEAST REGIONAL OFFICE
National Park Service
U.S. Department of the Interior
100 Alabama St. NW
Atlanta, GA 30303

HISTORIC AMERICAN BUILDINGS SURVEY

301 FAYETTEVILLE STREET (Commercial Building)

HABS No. NC-403

Location: roughly bounded by East Martin Street at its intersection with Fayetteville Street on the north, Fayetteville Street Mall on the west and the Hudson Belk Department Store on the south.

USGS SW/4 Raleigh 15' Quadrangle
Transverse Mercator Coordinates:
17. 713380. 3961520

Present Owner: First-Citizens Bank & Trust Company

Present Occupants: vacant

Significance: 301, 309 and 311 Fayetteville Street Mall form a block of Italianate style commercial buildings that date from the early 1880s. They are representative of the urban growth that occurred in Raleigh in the decades following the Civil War and they continued to house a variety of small businesses, professional offices, living quarters and public halls until the 1950s. They are a part of the rapidly disappearing collection of nineteenth century downtown Raleigh commercial buildings that once hosted a lively mix of business and residential uses in a pedestrian-scale environment.

301 FAYETTEVILLE STREET (Commercial Building)
HABS No. NC-403 (page 2)

PART I. PHYSICAL SETTING

The three brick Italianate commercial buildings at 301, 309 and 311 Fayetteville Street Mall date from the early 1880s and form a block that occupies the southeast corner of Fayetteville and East Martin streets in downtown Raleigh. The northernmost one, 301, is four stories tall and is finished on its secondary (north) elevation. The other two are three stories tall, are finished on their main (west) elevations and abut adjoining buildings on their side and rear (north, south and east) elevations. They are flush with the sidewalk and face west onto Fayetteville Street, the main commercial artery of Raleigh that was made into a pedestrian mall in the mid-1970s. Directly west across the Mall is the 1877 Federal Building (National Register/Raleigh Historic Property) and the Wake County Courthouse. Immediately south of the block at 315 Fayetteville Street Mall is a circa 1940 Art Deco style commercial building with a limestone facade that was recently occupied by First-Citizens Bank, and the Hudson Belk Department Store at 319 Fayetteville Street Mall.

All three buildings are of masonry construction and are covered with flat roofs. Two of the buildings, 301 and 309 have been altered on their exterior street levels, but retain their original characters on their exterior upper stories. The third and southernmost, 311, has been altered on its exterior street level and its exterior upper stories have been completely obscured by a modern solid metal storefront. The buildings at 301 and 309 display the hallmarks of the nineteenth century Italianate style of architecture: they feature double-hung wooden sash in a one-over-one pattern accented by manufactured metal window caps in a jack arch design and manufactured metal cornices with brackets that are similar to designs found in the architectural pattern book, Detail, Cottage and Constructive Architecture, published by A.J. Bicknell in New York in 1873. Documentary photographs of the building at 311 Fayetteville Street show that it too was of Italianate design with a facade similar to those of its two neighbors to the north.

The interiors of 301 and 309 have been totally altered on the street levels (thus altering the original street addresses), but retain original room configurations and original details including pressed tin ceilings, molded wooden door and window surrounds, doors and door transoms, stair rails, bannisters, newel posts, baseboards and wooden floors on their upper levels. The building at 311 Fayetteville Street Mall has been totally altered on all levels except the basement and the original room arrangement was changed in the 1970s. The basement of 309 is divided through the depth of the building with a masonry wall and is finished with

pressed tin ceilings, wooden door surrounds and baseboards. The north basement contains late nineteenth century barber-shop furniture and the south basement contains fluted cast-iron columns, some with Doric capitals and some with Corinthian capitals.

PART II. HISTORICAL CONTEXT - THE GROWTH OF DOWNTOWN RALEIGH

The early 1880s-era block of Italianate style commercial buildings at 301, 309 and 311 Fayetteville Street Mall are architectural reminders of the economic recovery and urban expansion that occurred in Raleigh during the decades following the Civil War. Although the city was occupied by Union troops for twelve years following the conflict, the citizens of Raleigh anticipated a prosperous future and worked to assure the development of their city. In 1881, the city limits expanded for the first time since Raleigh was established by legislative mandate in 1792, and many new buildings were added to the urban landscape. The development of the Oakwood neighborhood on the east side of the city commenced, a municipal waterworks was built, the Chamber of Commerce was founded and streetcar lines were installed. Most of the new commercial development occurred on Fayetteville Street, the major traffic artery leading south from the Capitol on Union Square, and the Italianate commercial block at the southeast corner of Fayetteville and Martin streets was built in the 1880s to house the city's expanding merchant and professional classes.

The 1872 Bird's Eye View map of Raleigh shows that the 300 block of Fayetteville Street on the east and west sides of the street was largely residential in use with the exceptions of the Yarborough House Hotel on the east and the Wake County Courthouse on the west. In 1876, the United States Government commissioned architect Alfred B. Mullett to design a new Federal Building to be placed on the southwest corner of Fayetteville and Martin streets, adjacent to the Courthouse in the center of the block. The Federal Building, the first U.S. Government construction project in the South following the Civil War, was completed in 1877. This public project was a catalyst that hastened the conversion of the east and west sides of the 300 block of Fayetteville Street from residential to commercial uses.

The northernmost building in the Italianate style commercial block at 301 Fayetteville Street appears on Shaffer's 1881 map of Raleigh as a three story rectangular structure with a front gable roof. The 1880-81 City Directory identifies it as the Bagley Building and indicates that it housed a drugstore on the street level and attorneys' offices and a printer on the second level. The 1883 Directory indicates there was a public hall called Bagley Hall in the building and it is probable that the hall occupied the third floor.

301 FAYETTEVILLE STREET (Commercial Building)
HABS No. NC-403 (page 4)

All three buildings in the block appear in detail on the 1884 Sanborn Maps of Raleigh and are identified on their street levels as housing a drugstore at 301, a clothing store at 305, a crockery store at 309 and two vacant store fronts at 311 and 313. The second levels of 301, 305 and 309 housed offices. The 1883 City Directory identifies the building at 301, 303 and 305 as the Bagley Building and the building at 307 and 309 as the Henry Building. Listed are several attorneys and an insurance agent in second floor offices located at 301, 303, 307, and 313 Fayetteville Street, and the businesses that were housed on the street levels included Lee Pescud and Company, Druggists, at 301, a clothier at 305, a glass, china and silverware dealer at 309, barbers and a public bath house at 309 and 311, and a watchmaker and jeweler at 313. Also listed are two public halls, Bagley Hall in the Bagley Building at 303, and Henry Hall in the Henry Building at 307. Although none is listed, it is possible that a bar or later, a speakeasy, was located in the basement of 309.

1884 Sanborn Map shows all three buildings as three stories high with a gable-front roof on the Bagley Building at 301 Fayetteville Street. The 1914 Sanborn map shows the Bagley Building as four stories, indicating that an additional story was added in the late nineteenth or early twentieth century. The 1899-1900 City Directory lists attorneys, the telephone company, a grocer, a wine distributor, a barber and a saloon and restaurant in the block and a public hall in the Henry Building. The third floor of the Bagley Building is listed as the address of an attorney's office, indicating that Bagley Hall was converted into office space. Also, around this time, the name of 301 was changed from the Bagley Building to the Woodard Building and the name change may have commemorated the addition of the fourth floor.

By 1914, the transformation of the east side of the 300 block of Fayetteville Street from residential to commercial uses that began in the 1880s was complete. The 1914 Sanborn Maps show that the block face from the Bagley Building at the southeast corner of Fayetteville and Martin streets, south to Davie Street, was completely developed; a new Municipal Building and Auditorium completed in 1911 anchored the south end of the block at the intersection of Fayetteville and Davie streets. In addition, the north quadrant of the block, bounded by Fayetteville, East Martin and South Wilmington streets, was totally developed when the ten-story Commercial National Bank, together with two brick store fronts on East Martin Street, were completed by 1913. The 1915-1916 City Directory shows that the entire block was a lively center of government and commerce with Municipal Building, The Yarborough House Hotel, the Commercial National Bank, drugstores, the Western Union Telegraph Office, clothing stores, barber shops, billiard halls, a public hall and offices for attorneys, insurance

301 FAYETTEVILLE STREET (Commercial Building)
HABS No. NC-403 (page 5)

agents, real estate agents and physicians.

The city directories published throughout the 1920s list addresses for stores, shops and offices in the Italianate commercial block on Fayetteville Street. The onset of the Great Depression caused some of the businesses to close, but U.S. Government agencies associated with economic recovery rented offices in the the block and in the Commercial National Bank building on East Martin Street. Nirenstein's National Realty Map, published around 1940, shows the Woodard (Bagley) Building, the Henry Building and 311 Fayetteville Street housing Mayo's Clothing Shop, Martin's Inc. menswear, the Western Union Telegraph Office, Lanier-Womble Company menswear, Belk Teachy Dresses and Emma Richardson's Ladies Shop. Adjacent to the south was the Firestone Store at 315, and Hudson Belk Department Store at 319 Fayetteville Street.

Business activity in the Italianate block on Fayetteville Street began to decline with the rise of the suburban shopping center in Raleigh. In 1949, J.W. Willie York opened the Cameron Village shopping center - the first of its kind in the southeast - on a tract north of the 1910s Cameron Park neighborhood in west Raleigh. Cameron Village heralded the commercial decline of Fayetteville Street and by the early 1970s, many new shopping centers north and west of the city had drawn nearly all of the commercial activity away from the downtown area. The City of Raleigh, in an effort to revitalize the area, changed Fayetteville Street from traffic artery to a pedestrian mall in the mid-1970s, and financed the construction of a Civic Center at the south end of the mall. In the 1980s, a new hotel and office tower was built on the south end of the mall and several new office buildings were built in the downtown area. Although Hudson Belk Department Store and several small businesses remain in the area, downtown Raleigh has lost much of its earlier commercial flavor and is presently dominated by office and institutional uses.

The early 1880s Italianate style commercial block on Fayetteville Street Mall is presently vacant in preparation for its demolition by First-Citizens Bank & Trust Company to make way for the anticipated construction of a new bank headquarters and office tower.

PART III. SOURCES

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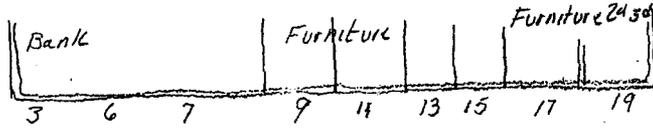
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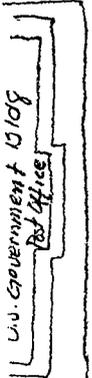
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maps from 1884 and 1914.

Shaffer's 1881 map of Raleigh, North Carolina.



1.5 blocks
to City Market

E. MARTIN
 COMMERCIAL NATL BANK
 BLD'G



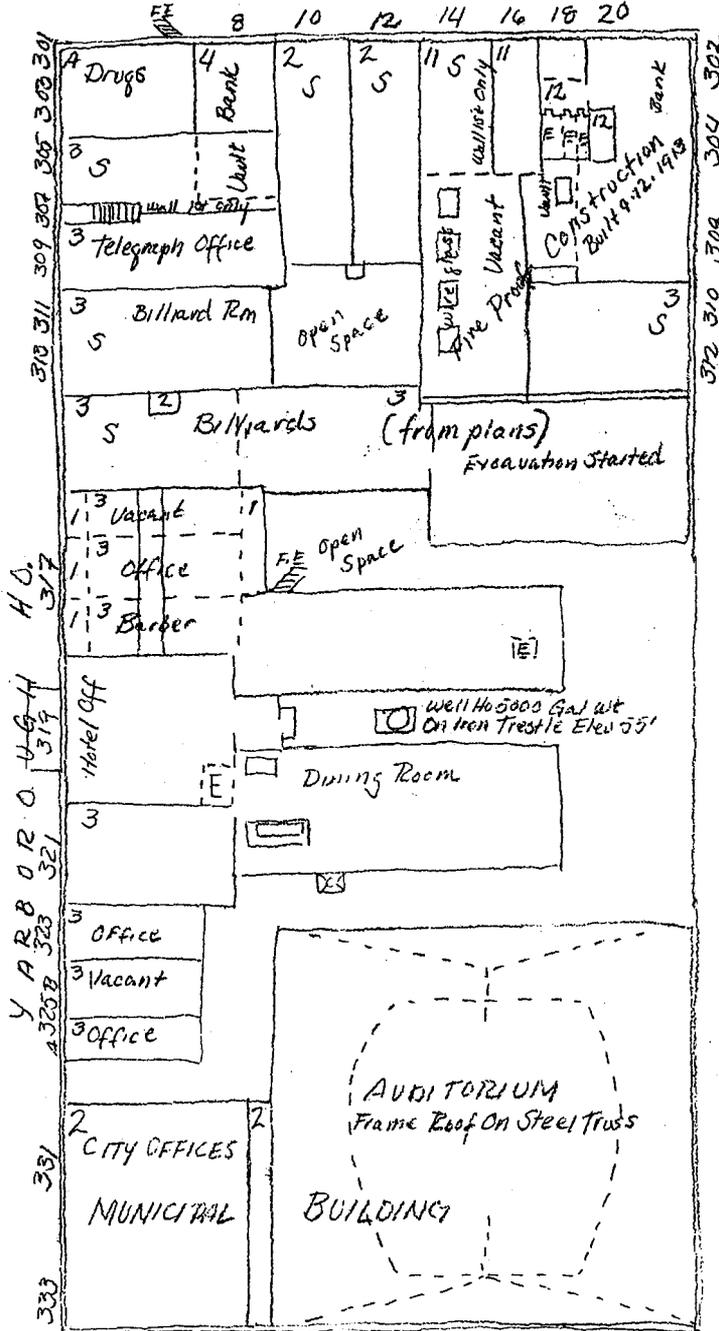
U.S. Government Bldg
 Post Office



Wake County Court House
 (from plans)

FAYETTEVILLE

S. WILMINGTON



E. DAVIE

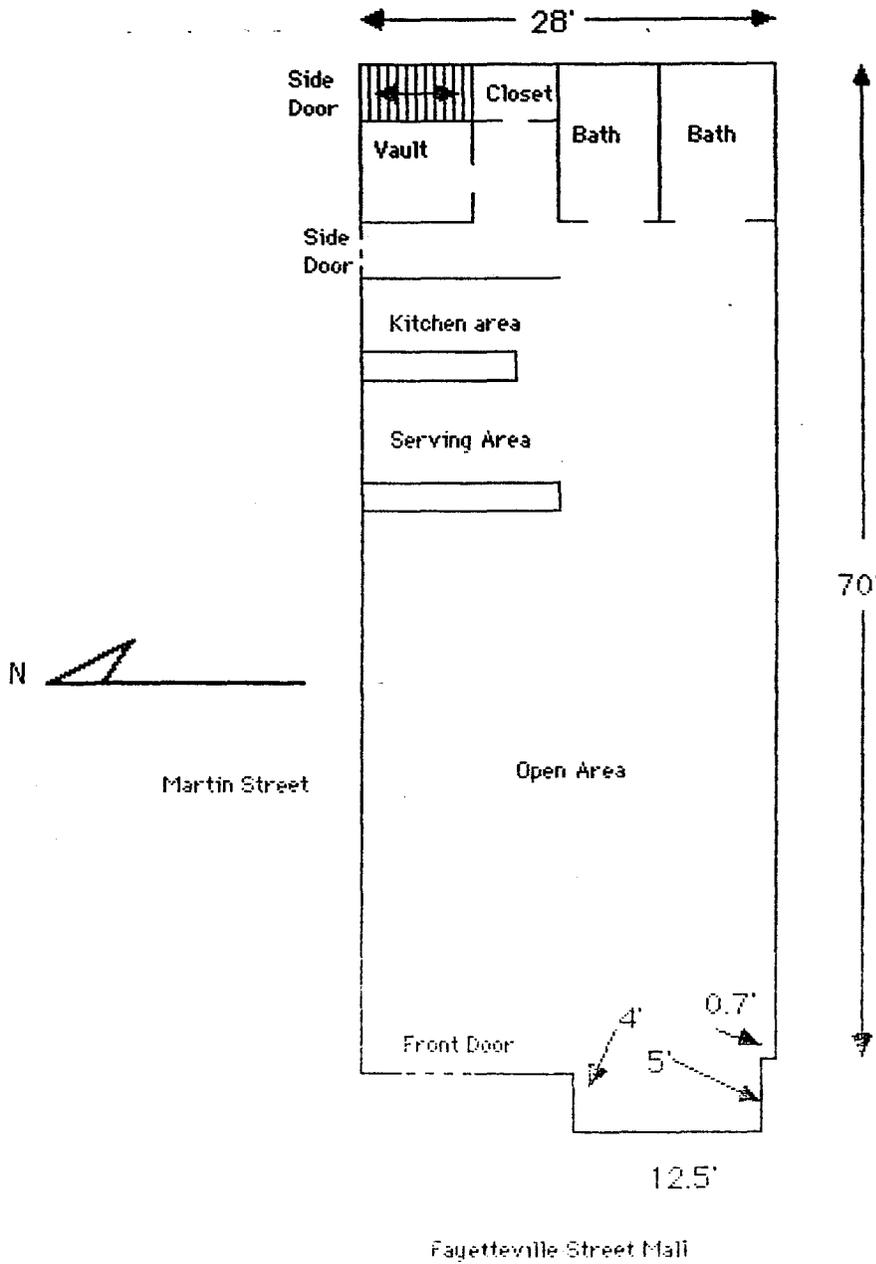
Traced from 1914 Sanborn Map
 by Linda H. Edmister
 March, 1990

Scale: 1" = 50'

301 Fayetteville Street, Raleigh, North Carolina

First Floor

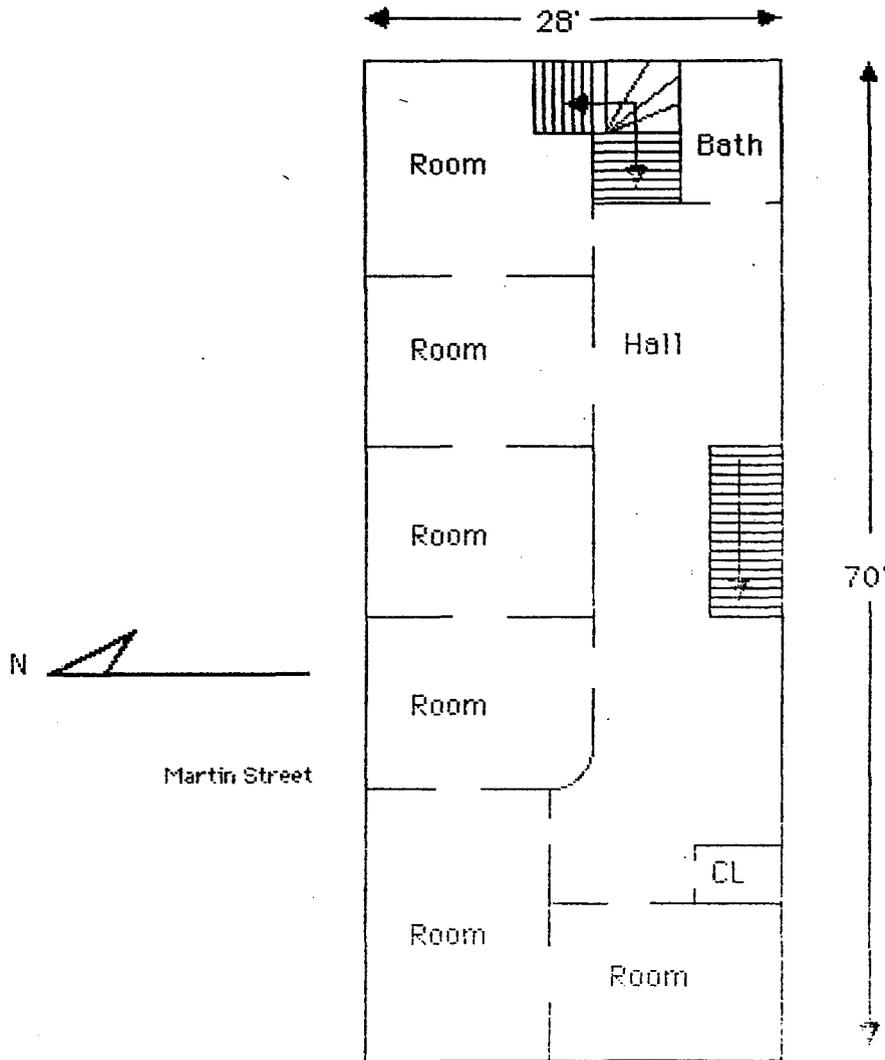
Date Drawn March 7, 1990



301 Fayetteville Street, Raleigh, North Carolina

Second Floor

Date Drawn March 7, 1990

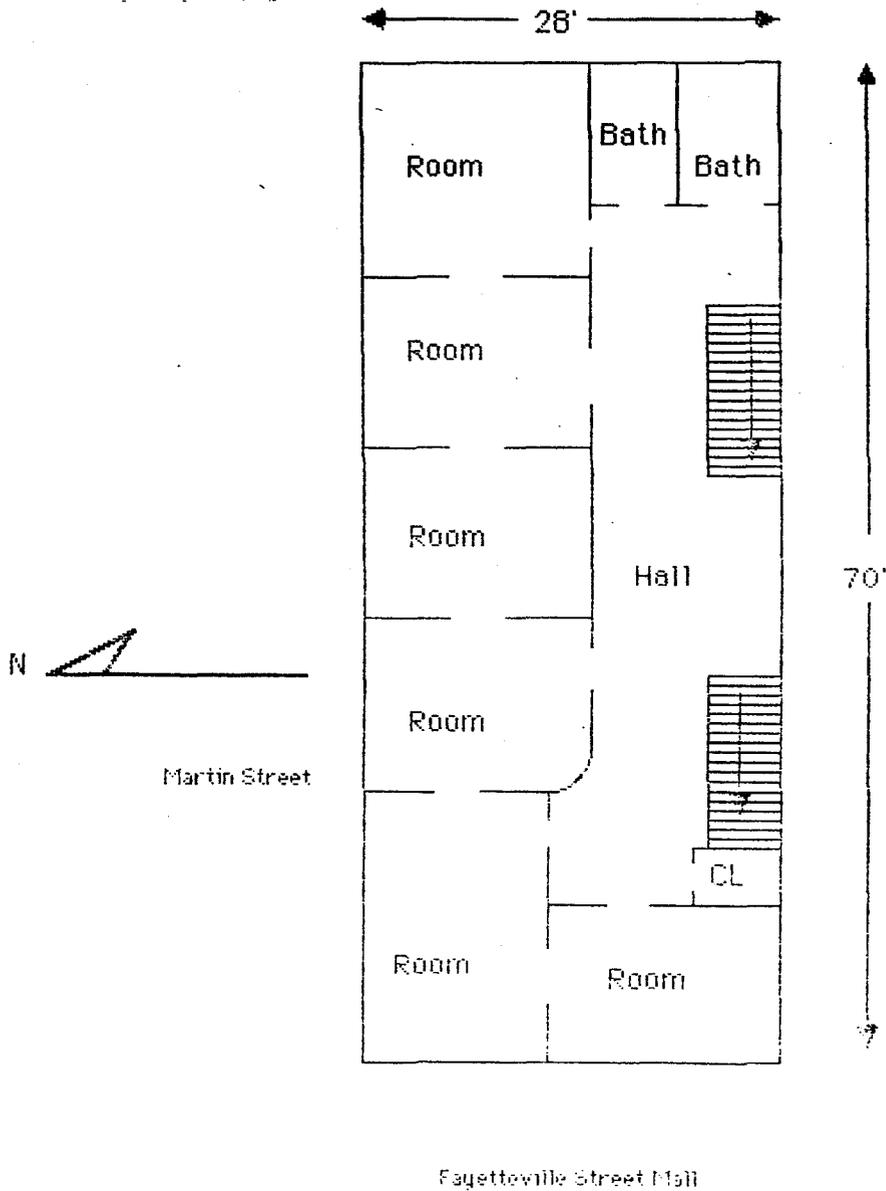


Fayetteville Street Mall

301 Fayetteville Street, Raleigh, North Carolina

Third Floor

Date Drawn March 7, 1990



301 Fayetteville Street, Raleigh, North Carolina

Fourth Floor

Date Drawn March 7, 1990

