

Forsyth County Historic Resources Commission



Annual Report 2011

Chairman's Message

On behalf of the Historic Resources Commission, I am proud to present the Commission's Annual Report for 2011. As always, the Commission experienced a year filled with outstanding projects and activities. During the year, the Commission reviewed one National Register nomination and worked with individuals to achieve Local Historic Landmark designation for two properties. The Historic Marker Program continues to grow in popularity and during the year there were three marker unveiling ceremonies. Historic Preservation Month in May was actively celebrated with interesting lectures and related activities. Work continued on Forsyth County's architectural survey update project; manuscript preparation began on the Winston-Salem survey publication. Other studies were completed, including the county's agricultural context study and a study of the African-American history and historic resources of the Bethania Freedmen's Community. After a lengthy process, new design review guidelines were adopted for Old Salem and Bethabara. Finally, the Commission managed its consistent caseload of Certificate of Appropriateness applications from the local historic districts and landmark properties. We hope you enjoy reading about the Commission's work over the past year and look forward to continuing to serve the citizens of our community by protecting and promoting our historic resources. Thank you for your continued support of Forsyth County's rich historical and architectural legacy.

Mark Maxwell, Chairman

Major Projects

Forsyth County Architectural Survey Update	Old Salem and Bethabara Historic Districts Design Review Guidelines Revision
Historic Preservation Month Activities	Bethania Freedmen's Community Study
City of Winston-Salem Historic Marker Program	Environmental Reviews
Local Historic Landmark Reviews	Rezoning Petition Briefings
Area Plan Participation	

Education Committee

Historic Preservation Month Activities

This year, the Commission once again celebrated the month of May throughout Forsyth County as Historic Preservation Month. Historic Preservation Month is nationally celebrated and serves as a showcase for the country's diverse and unique heritage. Across the United States, thousands of community groups honor their histories through various activities and bring historic preservation to the forefront of Americans' daily lives by emphasizing the importance of protecting the nation's past. The 2011 local theme for Historic Preservation Month was *Community Partnerships: Past and Present*. Activities during the month included the following:

Historic Preservation Month Resolutions

Resolutions supporting Historic Preservation Month were adopted by the Winston-Salem City Council, the Forsyth County Board of Commissioners, the Kernersville Board of Aldermen, and the Clemmons Village Council.

Lecture Series

The Commission coordinated a series of lectures during each week of Historic Preservation Month. These events covered a wide range of preservation-related subjects, including: a panel discussion on Winston-Salem's North Cherry Street revitalization project; a lecture on Thomas Day, renowned African-American master craftsman; a presentation by Salem College historic preservation and public history students

of their final projects that involved community partnerships; a talk on the history of Piedmont Airlines; and, lectures on the Reynolda estate and modernist architecture. As the Commission strives to do, these sessions were held at various historic venues throughout the community.

Historic Marker Committee

Historic Marker Program

During 2011, four historic markers were installed and three marker unveiling ceremonies held. In April, a marker unveiling ceremony was held commemorating the African-American West End Area. This once-vibrant neighborhood was located on the site of the new baseball stadium. The unveiling was well attended and recognized the neighborhood, which through memories, remains a source of pride for its former residents. Established on land owned by Nathaniel T. Watkins, a local merchant, the site was a noteworthy African-American neighborhood.

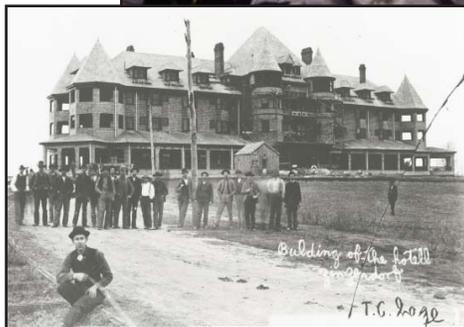
The second and third markers were celebrated with fall unveilings. In October, the Hotel Zinzendorf, which was located in Winston-Salem's

Continued on page 2



West End, was recognized. Opening in May 1892, the Hotel Zinzendorf was a resort hotel developed by the West End Hotel and Land Company. The hotel was a venture by local business leaders to add tourism to a booming industrial, and largely tobacco-based, economy. Sadly, in November 1892, the immense hotel burned to the ground in two hours.

In November, a historic marker commemorating the site of the Salem Waterworks was held. The site is located within the Holly Avenue National Register Historic District, adjacent to today's intersection of W. Second Street and Shady Boulevard. In 1778, the Moravian Town of Salem completed construction of one of the first public waterworks systems in the American Colonies. The waterworks supplied water to public stand pipes in Salem's streets, and inside spigots in several of Salem's buildings.



Hotel Zinzendorf under Construction, circa 1891. Courtesy of Forsyth County Public Library Photograph

to better serve Winston-Salem's African-American citizens. With the motto "safety and service," Safe Bus Company eventually employed more than 80 drivers and carried 8,000 passengers a day, earning the distinction of being the largest African-American-owned and operated transportation business in the world.

For more information on the Historic Marker Program, visit that section of the Commission's web site at: <http://www.cityofws.org/Home/Departments/Planning/HistoricResources/Commission/Articles/HRCMarkerProgram>.

Additional Commission Activities

Local Historic Landmark Designations

During 2011, the following properties were designated by ordinance as Forsyth County Local Historic Landmarks:

Robert M. Hanes House

The Robert M. Hanes House property is significant to Winston-Salem's history. During the early 20th century, the city experienced tremendous growth and development, and it became the largest and wealthiest city in North Carolina

by 1926. Men of stature in industry, commerce, and other fields contributed to this boom. One result of this prosperity was the construction of fine, architect-designed residences and other buildings in the city. It was within this world that Hanes built his house on N. Stratford Road. Hanes was among those illustrious men who helped Winston-Salem achieve success and shaped the direction of its future.



Because Hanes was an individual highly important in the city's past, the property is significant for its association with him. His role as president of Wachovia Bank & Trust Company for 25 years, from the difficult days of the Great Depression through the years of growth and expansion after World War II, shaped banking in Winston-Salem and North Carolina. Hanes served his country in a significant way when President Harry Truman appointed him chief of the Belgium-Luxembourg Mission of the Economic Cooperation Administration (ECA) and later, Director of Economic Affairs for West Germany. His role in the implementation of the Marshall Plan helped restore German production and trade and thus economic stability in post World War II Europe.

Finally, the Robert M. Hanes House property is of outstanding architectural and landscape significance. The Georgian Revival-style house is a remarkably little-altered residence designed by Philadelphia architect Charles Barton



The fourth and final marker for 2011, placed in conjunction with the Mayor's Office and the Winston-Salem Transit Authority, celebrates the Safe Bus Company. The Safe Bus Company was chartered in 1926, when several small "jitney" services merged their operations



Safe Bus in front of Atkins High School. Courtesy of Forsyth County Public Library Photograph Collection

Keen, architect of Reynolda House. The property is also distinguished by its well-preserved gardens, designed by the well-known New York landscape architect Ellen Biddle Shipman.

George Black House and Brickyard

Son of a former slave, George Black came to Winston-Salem as a boy, hauled bricks for a white brick maker, and soon after started his own brickyard. He continued to make bricks in the traditional way, by hand, for many decades of his century-long life and taught others the dying craft even into his nineties. The George Black House and Brickyard is significant for its important association with the traditional industry of producing bricks by hand. During the 20th century, Black established a strong reputation for making bricks of quality. Black's bricks were highly sought after as they were durable and did not crack. It was said of Black that "the bricks today are nowhere as good as those made by him." In the 20th century he became nationally and internationally recognized for his 18th and 19th century craft. His bricks were used in Winston-Salem's finest houses, churches, banks, businesses, and hospitals.

Black's traditional technique took him to Williamsburg in 1931 to work as a brick maker in the early years of restoration there, and his continued success took him back there in the 1970s to serve as a consultant and instructor. Also, his brick was used in the restoration of Old Salem.

In 1970, when Black was 91 years old, Charles Kuralt spotlighted him

for his "On the Road" television series. As a result, the State Department asked Black to travel to Guyana to teach people to make bricks. Black was in Guyana for several months; under his direction, the villagers there learned to make 10,000-24,000 bricks per day. Black became a national and international hero; he visited the White House, the governor gave him special recognition, and President Nixon used him in a re-election advertisement. He died in 1980 at the age of 101. Charles Kuralt proclaimed in a 1987 article for *Reader's Digest* that the George Black segment produced in 1970 was his favorite story.

In 2000, the property was listed on the National Register of Historic Places. When placed on the Register, the property was given a national level of significance, which is extremely rare. In 2007, the George Black House and Brickyard was honored with a City of Winston-Salem historic marker.



National Register of Historic Places Nomination Review

During 2011, the Commission reviewed one nomination to the National Register of Historic Places.

Chatham Manufacturing Company – Western Electric Company 750 and 800 Chatham Road

For over thirty years beginning in the early 20th century, Chatham dominated the state's woolen industry and became one of the largest wool weavers in the United States. After Chatham consolidated operations in Elkin in 1940, the United States government leased and then purchased the facility. From 1943-1945, the National Carbon Company added several large additions and it facilitated submarine battery and underwater detonator manufacture for the United States Navy. Western Electric occupied the plant from 1946 until 1966, initially producing military communications equipment and gradually transitioning to the fabrication of switches and circuits for national telephone networks. The complex contains one of Winston-Salem's oldest mills associated with textile manufacturing as well as other intact industrial buildings constructed through the early 1950s.



Forsyth County Architectural Survey Update

In 2011, the Commission received grant funding from the State Historic Preservation Office to prepare the manuscript for the City of Winston-Salem's architectural survey book. The publication will be printed in 2013 to coincide with the City's centennial celebration. Following that book, work will begin on the manuscript for a second publication, this one to focus on the architectural resources of Forsyth County and its small towns.

Continued on page 4

Historic Resources Commission

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Jeff Harbinson, AIA, Vice Chairman

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Wanda Merschel, Northwest Ward

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Also in 2011, the countywide agricultural context project continued, focusing on the history, building types, and the trends or patterns of agriculture through the history of Forsyth County. The study concluded with a corresponding report.

For more information on the architectural survey update, visit that section of the Commission's web site at:

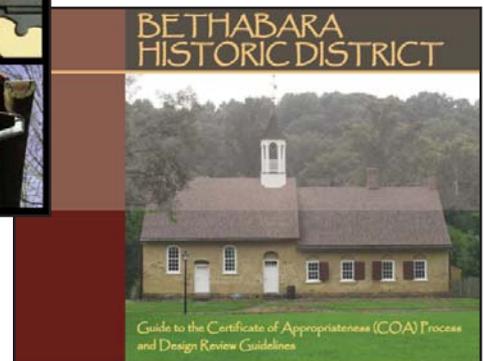
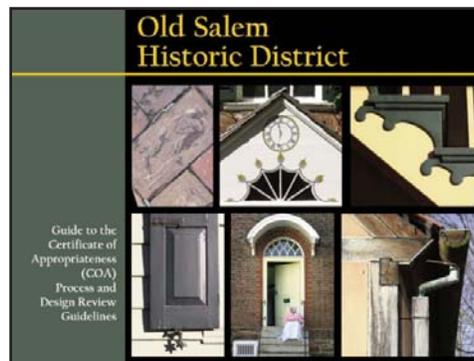
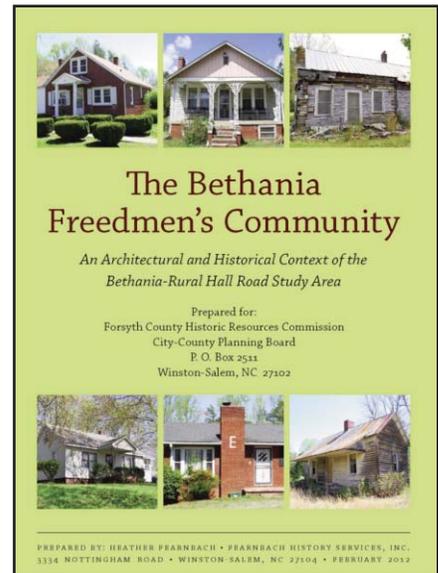
<http://www.cityofws.org/Home/Departments/Planning/HistoricResources/Commission/Articles/>

Old Salem and Bethabara Historic Districts Design Review Guidelines Revision

During 2011, the Commission approved the new design review guidelines for the Old Salem and Bethabara Historic Districts. The guidelines became effective February 1, 2012.

Bethania Freedmen's Study

During 2011, a study of the Bethania area's African-American history and historic resources was completed and a report prepared.



Statistics (FY 2010 - 2011)

Local Historic Landmarks Designated: 2

National Register of Historic Places Listings: 1

Certificates of Appropriateness:

	Approved	Denied	Other
Old Salem:	7	0	0
Bethabara:	1	0	0
West End:	55	2	1
Local Historic Landmarks:	8	0	0
Total:	71	2	1

(withdrawn)