APPLICATION
LOCAL HISTORIC LANDMARK DESIGNATION

1. Name of property
   P.H. HANES KNITTING COMPANY, MILL BUILDING
   (EAST BUILDING)

2. Owner’s Name & Address
   MAIN STREET LOFTS, LLC
   1320 W. BROAD STREET, SUITE A
   RICHMOND, VA 23220

3. Property Location
   101 E. 6TH STREET
   WINSTON-SALEM, NC 27101

4. Amount of Land To Be Designated (acreage)
   1.5

5. Interior To Be Designated
   Yes
   No

6. Tax Block(s)       Tax Lot(s) 302
   0014

Please complete the following information on continuation sheets

7. When was the structure erected? For Whom? (If you don’t know the exact date, please give a general time frame.) Have there been additions or modifications? If so, describe and give dates.

8. Do you know the names of any of the craftsmen who worked on the structure (i.e., architects, carpenters, contractors, landscape designers, etc.)? Do any architect’s plans or building accounts exist? Where?

9. Do you have any old photographs of the structure? If so, do you know the dates of the photographs?

10. How has the building been passed down through the years, from whom to whom (i.e., a quick chain of title)?

11. What was the structure’s original use, if different from today? Has the building ever been moved? List the sources of your information.

12. What is the significance of this property? (Please be specific and to the point.) Include a list of sources for your information.
13. Describe the architecture and present condition of the structure, also including any outbuildings or other appurtenant features to be included in the designation. If the property has been restored, what were the dates of restoration? Was the restoration done under the supervision of any historic preservation organization? If the property has not been restored, is any restoration planned for the property?

14. Is the property listed in any existing architectural or historical survey (i.e., the National Register of Historic Places)? If so, please give the title and date of the listing.

In addition to written application, the following materials must be submitted simultaneously:

- a black and white 8” x 10” overall photograph clearly depicting the property being designated.
- color slides showing all sides of the main structure and any outbuildings (may include architectural details, interior and exterior, which add to the property’s significance)
- a tax map showing the location of the property, including any buildings and appurtenant features.

(Please label the above materials with the name of the property owner)

APPLICATION FEE $50.00 (Check Payable to Forsyth County)

The following information is true and correct to the best of my knowledge.

Date: 3/19/10
Signature of Property Owner:

Mailing Address:

MAIN STREET LOFTS, LLC
1320 W. MAIN STREET, SUITE A
RICHMOND, VA 23220
7. When was the structure erected? For Whom? (If you don’t know the exact date, please give a general time frame.) Have there been additions or modifications? If so, describe and give dates.

This building was erected in 1928 for the P.H. Hanes Knitting Company, and on the site of the original (1901) Hanes plant. Attached to the north end of the building is a three-story power plant. The first, second and third floors are occupied by offices, and the spaces were altered in the 1990s to facilitate this function. The alterations include dropped ceilings, additional interior dividing walls, and carpet on the floors in some areas. Few changes have been made to the fifth and sixth floor. Metal awnings have been added to the entries along the East Elevation. Windows on the second and third floors have been filled in with a combination of brick and concrete. The elevated walkways that connected this building to the original 1916 building and to the warehouse and shipping building have been removed.¹

8. Do you know the names of any of the craftsmen who worked on the structure (i.e., architects, carpenters, contractors, landscape designers, etc.)? Do any architect’s plans or building accounts exist? Where?

No carpenters or architects are known at this time. No architectural plans are known to exist at this time.

9. Do you have any old photographs of the structure? If so, do you know the dates of the photographs?

Yes, there are three historic photos that are aerial views of this area of Winston-Salem and show this building among others. The photos are date from the 1930s, 1940s, and 1950s. The images are included on the CD accompanying this application.

10. How has the building been passed down through the years, from whom to whom (i.e., a quick chain of title)?

The building was erected in 1928 for the P. H. Hanes Knitting Company, who occupied the building until the 1960s. The R.J. Reynolds Company owned the building until Main Street Lofts LLC purchased the building from Reynolds in 2008.

11. What was the structure’s original use, if different from today? Has the building ever been moved? List the sources of your information.

The building was originally used as a mill in a complex of buildings that produced goods for the P.H. Hanes Company. These products included tee shirts and

undergarments, among others. Later, sometime between 1950 and 1965, the building operated in the same capacity for the Hanes Corporation.

12. What is the significance of this property? (Please be specific and to the point.) Include a list of sources for your information.

STATEMENT OF SIGNIFICANCE

The three extant buildings of the P.H. Hanes Knitting Company’s downtown Winston-Salem facility are an important piece of the city’s industrial heritage. The three buildings of the P.H. Hanes Knitting Company are among the few remaining industrial buildings in downtown Winston-Salem from this period of intense industrial growth. While there were hundreds of industrial buildings in the eastern blocks of downtown during the historic period, there are now only a handful remaining. The tobacco industry made up the largest part of the city’s industrial production but textiles were an important factor in the economy. The earliest textile venture had begun in Salem in the mid-1830s, but much of the textile growth came through the post-bellum period. By 1900, there were at least three large mills in Salem joined by the Winston firms of P.H. Hanes Knitting Company and Shamrock Mills in 1901. The extant P.H. Hanes Knitting Company buildings, built in the 1920-1940 period represent the second phase of textile development as the larger textile firms such as Hanes, Arista and Indera expanded and rebuilt their older facilities. Further, the buildings illustrate the history of a company that has grown to become a nationally recognized brand, “Hanes” (now part of the Sara Lee Corporation).

The P.H. Hanes Knitting Company was begun in 1901 and the earliest of the nominated buildings was constructed in 1920. The subsequent buildings were built in 1928 and 1940 during a period of textile expansion in the state that culminated in the explosive postwar growth of Hanes Knitting between about 1950 and 1965 when the company merged with Hanes Hosiery to become the Hanes Corporation. The properties are significant under Criterion A for their role in the industrial history of Winston-Salem and for their role in the history of a nationally prominent textile company. The period of significance begins in 1920 with the construction of the Knitting Building. Because use of the building by the P.H. Hanes Knitting Company until 1965 does not constitute the degree of significance required for meeting Criteria Consideration G for activities within the last fifty years, the period of significance ends in 1955.2

SPECIFIC AREA OF SIGNIFICANCE

A. Role in the industrial history of Winston-Salem and for its role in the history of a nationally prominent textile company.

Documentation Examples

Sanborn Fire Insurance Map, 1951, Forsyth County Public Library.

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13. Describe the architecture and present condition of the structure, also including any outbuildings or other appurtenant features to be included in the designation. If the property has been restored, what were the dates of restoration? Was the restoration done under the supervision of any historic preservation organization? If the property has not been restored, is any restoration planned for the property?

Located southeast of the knitting building is a five-story-plus-basement building constructed in 1928 on the site of the original (1901) Hanes plant. Labeled as a “mill building” on the 1951 Sanborn map, this building features concrete, brick, and steel construction with pilastered bays and a corbelled cornice. Described on the 1951 Sanborn map as having “concrete construction to grade, steel frame above, walls brick & tile, timber FBS,” the basement has a concrete floor with the first story floor being concrete on steel beams. Additional stories have wooden floors on steel beams. The building is trapezoidal in shape and follows the angle of the railroad on the east side. Attached to the north end of the building is a three-story power plant constructed with concrete floors and concrete ceiling supported on steel beams, with original smokestack. The smokestack has been truncated and the white accent brick reads only “.K. Co.” although it originally read “P. H. H. K. Co.”

While several of the Mill Building windows have been enclosed, it still features many original metal, sixteen-light, hopper-style windows set in tripartite and paired configurations. Cast concrete lintels and sills accent the windows. Modern metal canopies exist on the west and east elevations. The basement is level concrete.

Each floor of the mill building replicates the previous with the exception of some details. Four rows of columns support the floor above and enclosed stairwells are located on the southern wall and the northwest wall. The basement floor and ceiling are concrete post and beam supports, while remaining floors are covered with hardwood, nailed in a diagonal pattern. The first, second and third floors are currently used for office, meeting and classroom space and have dropped ceilings, additional interior walls, and in some areas, carpet on the floor. These alterations date from the 1990s. Exterior walls exposed the curtain wall’s common bond brick construction.\(^3\)

14. Is the property listed in any existing architectural or historical survey (i.e., the National Register of Historic Places)? If so, please give the title and date of the listing.

The property is listed on the National Register of Historic Places, under the P.H. Hanes Knitting Company – listed 25 April 2005.

### Forsyth County, NC

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**Disclaimer:** Forsyth County cannot guarantee the accuracy of this information, and the County hereby disclaims all warranties, including warranties as to the accuracy of this information.

**Map Scale:**
- 1 inch = 131 feet

West Elevation
Utility Area
Aerial View From Northeast circa 1940s
Aerial View from Southwest circa 1950s