

Asheville Multiple Resource Area
Buncombe County

Survey and Planning Branch, Archeology and
Historic Preservation Section, N. C. Division
of Archives and History, Raleigh, NC 27611

NAME: ^{B133} Coxe Avenue Buildings: Conabeer Chrysler Building

#9

LOCATION: 162-164 Coxe Avenue

OWNER: Nathaniel B. Cole
104 Market Street
Perth Amboy, NJ 08861

DESCRIPTION: The Conabeer Chrysler Building is a three-story steel-frame structure faced in orange brick and trimmed with limestone. The plan is trapezoidal, its main elevations facing on Coxe and Buxton Avenues. The principle entrance is on Coxe Avenue, where the center five bays of the eleven bay elevation are recessed slightly to form a frontispiece topped by a shouldered gable.

The first floor of the building is composed largely of display windows with fixed transoms. These windows have quoined brick edges. The main entrance door on Coxe Avenue is framed by decorative columns of alternating brick and limestone cubes. The garage door in the middle of the Buxton Avenue elevation is plain. Above the first floor is an overhanging limestone string course with dentils of brick below it.

The second and third floor bays are divided by vertical brick pilasters, larger ones every third bay and smaller ones between each bay. The sash in these windows is metal factory awning type. Just above the third floor windows is a broad, limestone course. (cont.)

SIGNIFICANCE: The Conabeer Chrysler building is Asheville's finest 1920s auto showroom, the best of an important building type in the city in that period, and a handsome and well-designed structure.

Designed by Beacham and LeGrand of Asheville and Greenville, S.C., the structure was erected as a new home for the Conabeer Motor Company, the local Chrysler agency which had grown since its organization in 1925 from four original partners to more than twenty-five employees. The owner of the building was Tench C. Coxe, who had a near monopoly on newly-created lots on Coxe Avenue.

The first floor of the building contained the showroom, with oak and travertine-panelled walls, and the offices of the agency. Also on the first floor was a "testing room" (cont.)

DATE: 1928

PHOTO NO.: N.78-2--1691

UTM: 17-359150/3939210

ACREAGE: Less than 1 acre

VERBAL BOUNDARY DESCRIPTION: See Plat Map, Ward 4, Lot 378

DATE RECORDED:

BY:

Coxe Avenue Buildings: Conabeer Chrysler Building

Description:

Above this course is a tall parapet embellished with a row of diamond pattern lozenges of dark headers, each with a limestone roundel in the center. Just below the tile coping is a brick dentil course.

Very few alterations have been made to the building, the largest being the cutting through of a second-story fire exit on the Buxton Avenue elevation.

Significance:

where minor complaints could be screened out from the service traffic. The second floor was occupied by the service and parts department, and the third floor by storage of new vehicles.

The building is currently being used as a furniture showroom.

Bibliography

"Conabeer's New \$150,000 Garage Will be Opened Monday", Asheville Times, Section B. p. 8.

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