

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

BN34
NAME: Coxe Avenue Buildings: Sawyer Motor Company Building

#8

LOCATION: 100 Coxe Avenue

OWNER: Coleman Tire Company
100 Coxe Avenue
Asheville, NC 28801

DESCRIPTION: The Sawyer Motor Company Building is a four-story concrete and steel-frame structure faced in dark red stretcher bond brick and trimmed with cast concrete. The building has a trapezoidal plan, the corner at Coxe Avenue and Hilliard Street being cut at a 45° angle. The off-street elevations are unfaced concrete and structural clay tile. The street elevations are divided vertically by pilaster strips into bays of various sizes. Each bay contains a triple or single section of metal factory sash on each floor with awning windows. The first floor contains display windows on the Coxe Avenue side, the sash for which has been replaced by aluminum, and an entrance with marquee and new aluminum doors. Between each floor level are spandrels of patterned brick with cast concrete inserts. A cast concrete string course divides the third and fourth floors. The Coxe Avenue elevation and three bays of the Hilliard Street elevation have an ornamental parapet with a cast concrete coping and pendants. At the center top of the Coxe Avenue elevation is a cast concrete name plaque and an arched parapet ornament with flagpole. There is also a name plaque in the corner parapet.

SIGNIFICANCE: The Sawyer Motor Company Building is a key structure in the series of automobile-related buildings on Coxe Avenue's "Automobile Row." It is among the largest of these auto showroom and service facilities and shares with the others a centripetal plan and uniformity of layout. The building is also handsomely detailed with cast concrete trim. The first floor appears to have been occupied by display areas and offices, the upper floors by service facilities and storage. Sanborn Insurance maps updated to 1945 indicate that the structure was erected in 1925-1926. A documentary photograph of circa 1925 appears to show the building being finished to the second floor level. It is possible that the other two floors were finished in 1926. (over)

DATE: 1925-1926

PHOTO NO.: N. 78-2--777

UTM: 17-359140/3939460

ACREAGE: less than 1 acre

VERBAL BOUNDARY DESCRIPTION: See Plat Map, Ward 4, Lot 198½

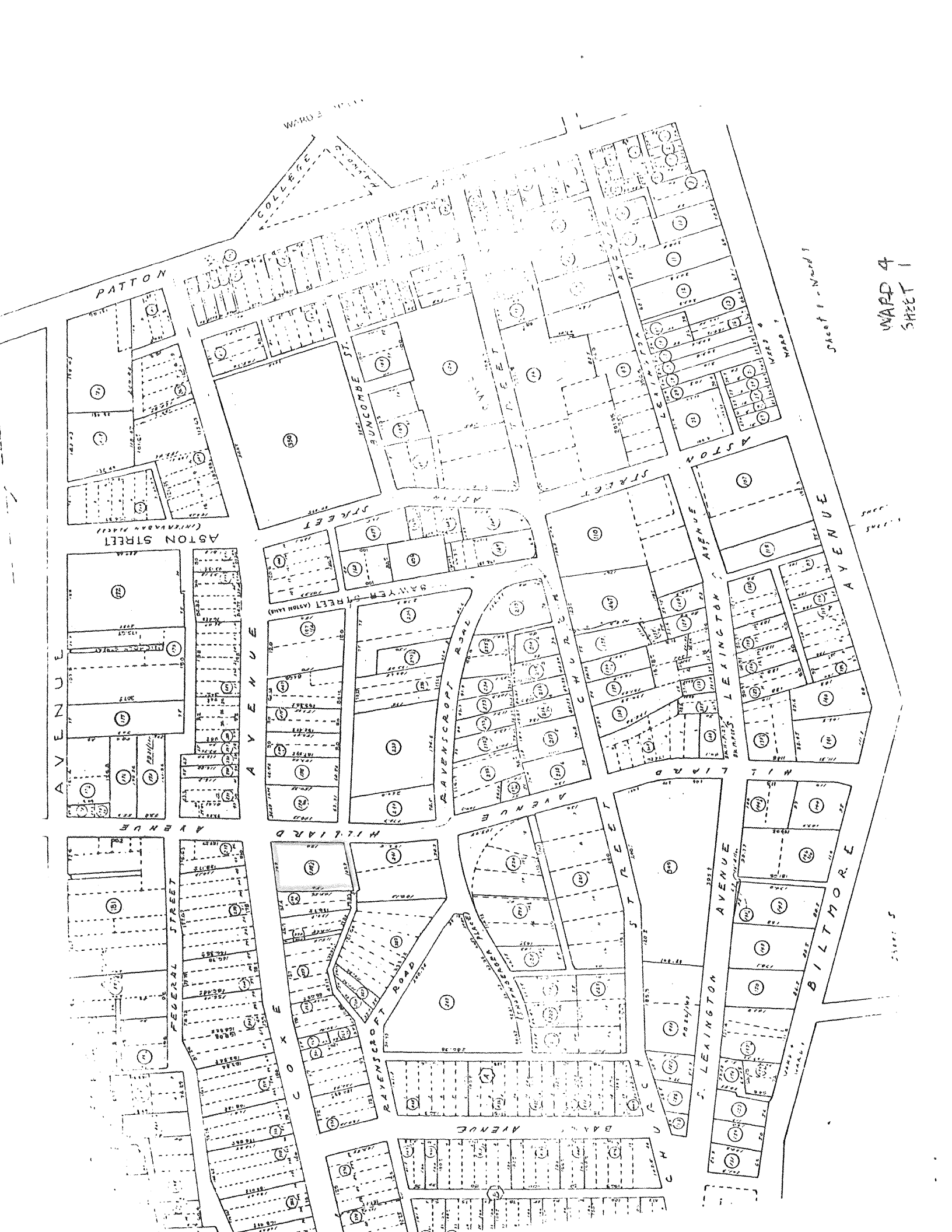
DATE RECORDED:

BY:

Bibliography

Sanborn Insurance Maps for Asheville, 1925, updated to 1945.

Undated aerial photograph of Coxe Avenue in the files of the Pack Memorial Library,
(dated ca. 1925 by surveyor).



WARD 4

PATTON

COLLEGE

SUNCOMBE ST

RAVENSCROFT ST

ASTON STREET

ASTON STREET (INTERMEDIATE)

SAVYEN STREET (ASTON LAND)

RAVENSCROFT ROAD

LEIGHTON AVENUE

Sheet 1 - Ward 4

WARD 4
SHEET 1

AVENUE

AVENUE

HILLIARD AVENUE

HILLIARD

AVENUE

AVENUE

HILLIARD

RAVENSCROFT ROAD

STREET

S. LEIGHTON AVENUE

BILTMORE

Sheet 5

