

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Broadway Market Building

other names/site number _____

2. Location

street & number 201 Broadway not for publication N/A
city or town Asheville vicinity N/A
state North Carolina code NC county Buncombe code 021 zip code 28801

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this X nomination/____ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets ____ does not meet the National Register Criteria. I recommend that this property be considered significant ____ nationally ____ statewide X locally. (____ See continuation sheet for additional comments.)

Jeffrey Crow SHPO 7/13/05
Signature of certifying official Date

North Carolina Department of Cultural Resources
State or Federal agency and bureau

In my opinion, the property ____ meets ____ does not meet the National Register criteria. (____ See continuation sheet for additional comments.)

Signature of commenting or other official Date

State or Federal agency and bureau

4. National Park Service Certification

I, hereby certify that this property is:

Signature of the Keeper

Date of Action

____ entered in the National Register
____ See continuation sheet.
____ determined eligible for the

____ National Register
____ See continuation sheet.
____ determined not eligible for the
National Register
____ removed from the National Register

____ other (explain): _____

5. Classification

Ownership of Property
(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property
(Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property
(Do not include previously listed resources in the count)

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing.)

N/A

Number of contributing resources previously listed
In the National Register

N/A

6. Function or Use

Historic Functions
(Enter categories from instructions)

COMMERCE/TRADE/specialty store
DOMESTIC/multiple dwelling

Current Functions
(Enter categories from instructions)

VACANT/NOT IN USE

7. Description

Architectural Classification
(Enter categories from instructions)

OTHER/Concrete block construction

Materials
(Enter categories from instructions)

foundation CONCRETE

roof ASPHALT

walls OTHER/concrete block

other

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria

(Mark "X" in one or more boxes for the criteria qualifying the property for National Register listing)

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "X" in all the boxes that apply.)

Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or a grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

Architecture

Period of Significance

Ca. 1916

Significant Dates

Ca. 1916

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Unknown

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

Primary Location of Additional Data

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository:

Western Office, Archives & History
Pack Memorial Library, Asheville, NC

10. Geographical Data

Acreage of Property 0.13 acre.

UTM References

(Place additional UTM references on a continuation sheet)

1 17 359040 3940620
Zone Easting Northing

2 _____
Zone Easting Northing

3 _____
Zone Easting Northing

4 _____
See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Clay Griffith

organization Edwards-Pitman Environmental, Inc. date January 25, 2005

street & number 825-C Merrimon Ave., #345 telephone (828) 281-3852

city or town Asheville state NC zip code 28804

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of the SHPO or FPO.)

name Susan C. Holman

street & number 197 Cumberland Ave. telephone 828-251-2449

city or town Asheville state NC zip code 28801

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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Broadway Market Building
Buncombe County, North Carolina

Section 7. Physical Description

The Broadway Market Building, located at 201 Broadway, stands on the west side of a principal north-south thoroughfare, just north of downtown Asheville, North Carolina. Broadway—known as North Main Street until 1916—follows the route of the old Buncombe Turnpike, a toll road constructed in the 1820s for the transport of livestock and farm products between Greeneville, Tennessee, and Greenville, South Carolina. The property's setting, which includes both sides of Broadway from I-240 to Chestnut Street, is composed of primarily commercial buildings along the west side (including the Broadway Market Building) and mixed residential and commercial on the east side. The commercial buildings on the west side of Broadway back up to the extensive Montford neighborhood and lie outside the boundaries of the residential Montford Area Historic District (NR, 1977). In addition to several modern one-story commercial structures, the west side of Broadway contains two other historic buildings, including a freestanding residential-over-commercial building at 241 Broadway. A comparable structure at 183 Broadway and a two-story Craftsman style dwelling at 227 Broadway were both demolished in 2003-2004. The east side of Broadway contains a block of one and two story commercial structures to the south near I-240, a historic taxi stand that has been converted into a lot for a towing company, a row of two-story Craftsman style residences that back onto a small residential neighborhood, and two modern commercial buildings (auto parts store and restaurant) to the north near the intersection with Chestnut Street. The Broadway Market Building overlooks Maxwell Street, which divides the group of houses on the east side of Broadway.

The Broadway Market Building occupies a large portion of its narrow lot, which measures forty feet at the front and rear and is 150 feet deep, and is the only structure on the property. The building abuts the sidewalk at its front and the northern edge of the property. An asphalt driveway passes along the south side of the building to the rear part of the property, which is bordered on the west and southwest by Glenn's Creek. The back section of the property is a largely unpaved open area with a little vegetation located on the creek bank. A modern one-story metal building and level gravel lot are located to the south of the property, while a one-story brick commercial building probably dating from the early 1960s stands immediately north of the Broadway Market Building property.

Broadway Market Building, 201 Broadway. Ca. 1916. Contributing building

The Broadway Market Building is a two-story commercial building constructed of hand-pressed panel-face concrete block with beveled edges. The rectangular building rests on a rough-aggregate concrete foundation and is capped by a low hip roof with asphalt shingles. A stringcourse of plain-face concrete block separates the first and second stories. The soffits are covered with tongue-and-groove boards. The symmetrical three-bay entrance façade (east elevation) features a central single-leaf doorway flanked by large storefront

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windows; both are topped by transoms. The aluminum-frame shop front windows, divided vertically into three panes, replaced original storefronts with recessed entrances. The current storefront configuration dates after 1977; however the storefront had already been altered from the original. The central entry, which originally served only the apartments on the second floor, opens into a small vestibule with side doors accessing the two retail spaces. A full-width engaged porch is recessed on the second story above the entrance and is supported on replacement square posts and balustrade. The original square posts and balusters are currently stored in the building. The original central single-leaf glazed and paneled door opens onto the porch and is flanked on both sides by two single windows with concrete lintels and sills. Windows throughout the second floor of the building are eight-over-two double-hung sash.

The north (side) elevation faces an alley and adjacent one-story commercial building. Four square window openings on the first floor were cut into the concrete block wall between 1980 and 1993 and contain aluminum-frame sliding windows. Nine eight-over-two double-hung windows with concrete lintels and sills are spaced across the second story. On the west (rear) elevation, a single-leaf five-panel door is located in the northwest corner with five two-over-two double-hung windows spaced across the first story. Three eight-over-two windows are located on the second story. A narrow wood door adjacent to the center window opened onto a metal fire escape that was removed in 2004. All of the window openings on the rear elevation are framed with concrete lintels and sills. A plain wooden door in the foundation wall opens into the basement of the building; the opening for the basement door is surrounded by modern concrete block infill and topped by a timber lintel. Foundation window openings on all sides of the building have been filled with concrete block. The south (side) elevation contains a six-over-two metal casement window, which is boarded up on the exterior but visible from the interior, and single-leaf metal replacement door on the first story. The doorway was added between 1980 and 1993. A wooden stair and landing access this side entrance from the asphalt driveway, running along the side of the building. Both the window and door openings feature plain wooden surrounds. Nine eight-over-two double-hung windows on the second story mirror those on the north elevation.

The interior of the building consists of two open retail spaces on the first floor, divided in the middle by a stair enclosure and a partition wall at the rear. The partition wall does not completely separate the two spaces, which are connected by large openings at the center and rear of the building. The entrance vestibule, which is entered through a replacement single-leaf exterior door, features two single-leaf doors (added later) with plain surrounds and square corner blocks. The doors are set into angled walls and flank a straight run of wooden stairs to the second floor. Originally the vestibule was sealed from the first floor businesses and only provided access to the second story apartments. The original configuration of the two storefronts are uncertain, but some visual evidence suggests that possibly each storefront consisted of three bays with a recessed entrance bay nearest the center of the center of the building. The current configuration was

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apparently created after 1977. The interior spaces feature original wood floors and pressed tin ceilings with decorative square panels and cove moldings. Four square wood posts are located in each retail space, supporting the second floor corridor walls. A single-leaf door on the south side of the stair enclosure opens onto the basement stair, which is located beneath the main staircase.

The second floor interior, which originally contained two apartments separated by the central corridor, has been gutted down to the wall studs. Originally finished with lath and plaster on the walls and ceilings, only the plaster on the perimeter walls remains intact, and the original hardwood floors remain in place. The interior stair, detailed with a square newel post and balusters, rises to a wide central corridor with a single leaf door at the front that opens onto the recessed porch. A shared bathroom was located at the west end of the corridor. Extending from the front of the building to the rear, each apartment consisted of five rooms of roughly equal size, with the two front rooms linked by a wide opening and kitchens in the rear corner rooms. Each room appears to have had a separate door into the corridor. Additional walls were installed at a later date (probably 1990s) to enclose a furnace located in the center hallway and for an additional bathroom in the northwest corner room.

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Broadway Market Building
Buncombe County, North Carolina

Section 8. Statement of Significance

Constructed in 1916 for a grocery and meat market with apartments above, the Broadway Market Building is located at 201 Broadway and stands as an intact example of a freestanding two-story mixed-use commercial and residential building constructed of panel-face concrete block. Both the building type and material are rare survivors in Asheville and Buncombe County. The introduction of concrete block as a popular building material began in the early twentieth century with the introduction of new patents for pressing machines that allowed both professional contractors and individuals to produce their own inexpensive masonry units. Concrete blocks were fireproof and could be made with a number of face textures that could be employed aesthetically. While the residential-over-commercial arrangement for freestanding buildings is not unusual in Asheville, the survival of intact examples is limited. The Broadway Market Building is eligible for the National Register under Criterion C for architecture as a rare surviving example of a commercial building that embodies a significant building type and construction material.

Historical Background

The North Carolina General Assembly officially formed Buncombe County in 1792 and carved it out of land from Burke and Rutherford Counties, land that was occupied by the great nation of the Cherokee long before European settlement. In December 1792, the state legislature charged a commission with fixing the center of the new county and locating a site for the courthouse, jail, and stocks. The commissioners chose a site on a plateau where two Cherokee trading paths intersected and a few settlers had already erected log structures for residence and commerce; the location is now a portion of Pack Square in downtown Asheville. Initially referred to as Buncombe Courthouse, the county seat was called Morristown before the name Asheville became official in 1797, when the village was incorporated. A north-south street was laid out along an old Cherokee path that evolved into North and South Main Street and, eventually, Broadway and Biltmore Avenue.¹

Beginning in the early nineteenth century, stock raisers from Tennessee and Kentucky on their way to markets in South Carolina and Georgia began stopping their herds to feed and rest in Asheville on a regular basis. The volume of these stock drives increased with the opening of the Buncombe Turnpike in 1827, and greatly benefited Asheville's economy. The turnpike, which largely followed the French Broad River,

¹ John Ager, "Buncombe County: A Brief History," in *Cabins & Castles: the History and Architecture of Buncombe County, North Carolina*, Ed. by Douglas Swaim (Asheville: City of Asheville, County of Buncombe, and North Carolina Division of Archives and History, 1981), 9-13.

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entered Asheville from the north along present-day Broadway (known as North Main Street until 1916) and passed through Pack Square before continuing south.²

The arrival of the Western North Carolina Railroad (WNCRR) in October 1880 marked the beginning of an era of prosperity in Asheville and Buncombe County that continued nearly unabated for the next fifty years. The population of Asheville skyrocketed from 2,690 in 1880 to 10,235 in 1890 and topped 50,000 by 1930. Although travelers had been braving the journey to Buncombe County throughout the middle decades of the nineteenth century, particularly for the region's sanitarium, the railroad made the area more accessible and by 1890 Asheville boasted 50,000 visitors annually. In 1916 Asheville claimed fifty-one hotels and boarding houses and by 1920 the number of annual visitors had risen to 250,000. With the exception of slowdowns in the 1890s and during World War I, building continued throughout the city, which began expanding into the surrounding rural areas.

In order to feed the ever-increasing population and significant numbers of summer visitors, Asheville developed an expansive network of wholesale and retail groceries throughout the city, along with a number of related businesses. While most of the wholesale firms were located in the industrial and warehouse district that grew up near the Southern Railroad depot on Depot Street, small retail groceries were established in nearly every neighborhood. When the Broadway Market Building was completed in 1916 and put into service, at least half of the first floor space was occupied by the Morgan and Anders Grocery, which lasted for only one year at this location. By 1918, J. M. Burton opened the Broadway Market grocery and lived in an apartment upstairs, and by 1919, Broadway Market shared the first floor commercial space with Theodore E. Patton's meat market. Later, the grocery and the meat market were identified separately, as the Broadway Grocery and Broadway Market, respectively. William J. East, a local architect, also resided in one of the second-floor apartments from 1917 until 1924.³

James Molton (J. M.) Burton (1887-1951) acquired the property for the Broadway Market Building from Bradford Milburn in December 1915. The parcel—lot 1, block A on the plat of Lenox Park—was part of a larger tract belonging to the estate of J. Eugene and Fannie Rankin, whose ca. 1846 Greek Revival and Italianate style frame house (originally built for Rankin's parents) still survives on the hillside above the store building. The Rankin property, which originally overlooked the Buncombe Turnpike, extended from roughly Starnes Avenue northward to Chestnut Street. Burton, a Yancey County native, moved to Asheville

² Ora Blackmun, *Western North Carolina, Its Mountains and Its People to 1880* (Boone, NC: Appalachian Consortium Press, 1977), 203.

³ Asheville City Directories.

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at the time he purchased the property. First listed as a carpenter in city directories, Burton opened the grocery business soon after completing the building. It seems likely that Burton either built the building himself or at least did the necessary carpentry work, with the concrete block supplied and erected by one of a few local companies. In September 1920, he sold the property—including all fixtures and furnishings—to J. Frank Phillips, who apparently maintained it as a rental property until his death in 1926.⁴

Theodore Ernest (T. E.) Patton (1877-1936) opened his own meat market in 1919 at 201 Broadway, after serving the previous five years as assistant and later chief meat inspector for the City of Asheville. The son of Philetus and Rebecca Patton, T. E. Patton operated the Broadway Market until 1926, before delving into the real estate market for a short time and later opening another meat market—Quality Market, as it was known—in the city market building. The Quality Market remained in the city market building until the early 1930s, when the business was again located at 201 Broadway. Patton's wife, Bessie Mae, ran the business for three years following his death in 1937. The Broadway Market, the business itself, remained open at 201 Broadway in the late 1920s with different managers, just as the Broadway Grocery stayed in business at 203 Broadway during the 1920s under a series of different owners.⁵

Between 1915 and 1925, the number of meat markets in the city doubled from fourteen to twenty-eight. The economic depression of the 1930s, however, reduced the number back to fourteen by 1935. The number of retail groceries also increased steadily, with over one hundred listed in the 1935 city directory. Six of these groceries were also listed as meat markets. Gradual changes in the grocery business over the next forty years led to further consolidation of retail groceries into supermarkets.⁶

By 1930, the Broadway Market Building had passed to Lewis Briggs of Yancey County, who sold it to Ernest L. Briggs, also of Yancey County, in October of that year. Ernest Briggs continued to lease the commercial space to different grocery businesses, including the Broadway Cash Store and Patton's Quality Market, and renting the upstairs apartments. In the early 1940s, Briggs began leasing the commercial space to Young's Grocery, owned by Otis B. and Iva Young. The Youngs purchased the building from Briggs in 1944, and kept their grocery in one half of the building while living at the back of the store on the first floor. They let the other commercial space to several different businesses and continued to rent the apartments to

⁴ Buncombe County Register of Deeds. Michael T. Southern, ed., *Asheville's Historic Montford* (Asheville, NC: The Preservation Society of Asheville and Buncombe Co., 1985), 55.

⁵ Buncombe County Register of Deeds and Asheville City Directories.

⁶ Asheville City Directories.

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various tenants. One of their sons, Robert V. Young, ran a shop cutting sheet metal in the basement of the building from the mid-1950s, beginning around 1956, until the early 1960s.⁷

Otis Young owned the Broadway Market Building and operated Young's Grocery until 1968, when he retired. The building stood largely vacant until Young, who died in 1977, and his children sold the property to Asheville-Buncombe Community Christian Ministry's (ABCCM) emergency services, which provided disaster relief. ABCCM remained the principal tenant in the building through the early 1990s. The building was subsequently leased for apartments but has stood vacant since 2000.⁸

Architectural Context

Much of the early architecture of Asheville, specifically structures dating from before 1880, has been lost in the intervening decades of prosperity and expansion. Developers and contractors built the city over more than once during Asheville's boom years. Whereas the earliest buildings were log structures, including the courthouse and jail, the frontier settlement of Asheville evolved into a small village of brick and frame structures by the 1820s. The increasing number of wealthy visitors from the low country of South Carolina and Georgia in the mid-nineteenth century brought about a gradual refinement of Asheville's architecture, and by century's end the railroad had opened the city to a constant flow of outside influences. Despite the tremendous activity occurring in Asheville, the rest of Buncombe County remained largely untouched and unaffected by the growing sophistication of the city. The agricultural and mountain traditions persisted among the rural population of the county.⁹

In large measure the commercial architecture of Asheville was both necessitated and conditioned by the overall commercial and economic climate of the prospering city. The pattern of wealthy Northern capitalists investing in Asheville provided much of the impetus for the commercial architecture of the city, bringing not only money but also new tastes and, occasionally, architects themselves into the region. Speculative real estate developers often sought to distinguish their buildings architecturally by employing stylistic themes or

⁷ Buncombe County Register of Deeds and Asheville City Directories. Robert V. Young, interview with author, Asheville, NC, June 8, 2004.

⁸ Buncombe County Register of Deeds.

⁹ Catherine W. Bishir, *North Carolina Architecture* (Chapel Hill, NC: University of North Carolina Press, 1991), 412. David R. Black, *Historic Architectural Resources of Downtown Asheville, North Carolina* (Asheville, NC: City of Asheville and North Carolina Division of Archives and History, 1979), 7-16; Swaim, 51-52.

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fashionable modern styles. The resort architecture of Asheville, which included large hotels like the Grove Park Inn and Kenilworth Inn as well as numerous smaller boarding houses and tuberculosis sanitarium, also exerted influence on the commercial buildings of the city but in less direct ways than it did on residential styles.

The most significant commercial buildings constructed after the arrival of the railroad were those serving the tourist trade, which became the leading sector of the local economy. As more visitors became residents, the need for office and retail space began a new wave of building, much of which has been lost. With the exception of the resort buildings, the late-nineteenth century commercial architecture was probably characterized by plain masonry buildings with some degree of embellishment around the storefront or entry. The Drhumor Building, ca. 1895, located in downtown Asheville (NR district, 1979), is a rare survivor of plain masonry that displays brick corbelling, rock-faced limestone window arches and sills, and elaborate carved limestone capitals and frieze.

The mass production of concrete blocks began in the twentieth century. Although attempts were made in the nineteenth century to cast concrete into structural blocks, the modern manufacture of concrete blocks followed Harmon S. Palmer's invention of a cast iron block machine, which he patented in 1900. The first twenty years of the industry were characterized by Palmer's hand-operated presses that produced one block at a time. To manufacture his machines Palmer founded the Hollow Building Block Company in 1902, which produced 400 machines a year that sold for two hundred dollars each. Soon, the market was flooded with competitors' models, and prices dropped rapidly. By 1908, the Sears, Roebuck and Company catalog advertised machines for less than fifty dollars. Sears also printed claims that no experience was necessary to operate the machines and produce concrete block, which furthered its broad-based appeal.¹⁰

The individual production of concrete blocks soon expanded, and by 1910, more than a thousand companies were manufacturing concrete block in the United States. Most of the new block companies already operated in the construction or building supply business. In fact, one of the earliest listings for concrete block in Asheville city directories was the Asheville Dray, Fuel and Construction Company, which supplied not only concrete blocks but also crushed stone and building rock. The 1916 Asheville City Directory listed the Asheville Dray, Fuel and Construction Company along with Samuel D. Hall, a real estate agent who also manufactured concrete block and concrete columns, as the only sources of concrete block in the city. Two contractors for concrete and cement work—E. T. Belote and the Asheville Concrete Pipe and Block

¹⁰ Pamela H. Simpson, *Cheap, Quick and Easy: Imitative Architectural Materials, 1870-1930* (Knoxville, TN: University of Tennessee Press, 1999), 11-16.

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Company—were also listed in 1916. The Asheville Concrete Pipe and Block Company plant was located on Montford Avenue near Riverside Drive (no longer standing). By 1920, the Asheville Dray, Fuel and Construction Company had consolidated into the Asheville Construction Company, which manufactured cement and building materials. The Asheville Concrete Company, successor of the Asheville Concrete Pipe and Block Company, was the only company listed as supplier of concrete blocks in 1920. Promoters in the industry claimed that two men—one mixing and one tamping—could make eighty to one hundred blocks a day. Standard block sizes and automated tamping equipment were not introduced until the 1920s.¹¹

For a few years, in the early 1920s, Anthony Ball operated a concrete block plant on Roberts Street in Asheville. Ball constructed the plant's two-story office, which is still extant, of panel-face concrete block, presumably to demonstrate the structural and aesthetic qualities of his product. Manufacturers of concrete block nationwide often built houses for relatives or a block plant to help promote the new building material, and they were quick to point out that the blocks were affordable, fireproof, and required little maintenance. The ornamental possibilities of concrete block, with their variety of face textures and configurations, however, never fully overcame the stigma of being an imitative material.¹²

Examples of early concrete block can be found on buildings throughout Asheville, such as the Broadway Market Building, Anthony Ball's concrete block plant (ca. 1924), and a few other extant buildings in West Asheville, but the number of buildings fully constructed with the material is fairly limited. The material was typically used as a foundation material or as a decorative façade on a brick commercial building. The Keener Grocery, built ca. 1929 between Roberts and Depot Street, combines plain and panel face blocks for the exterior structural walls. Irregularities in the pattern of block faces attest to later infill on some areas of the building. The grocery stands a short distance from Ball's block plant, which was closed by the time the grocery was built.

Many of the best examples of structures incorporating concrete block survive in West Asheville, including a number of one and two-story commercial buildings (typically former groceries and dry cleaners) and two single-family dwellings at 565 and 577 Haywood Road. The two houses are common American Foursquares built with rock-faced concrete block. The former Friendly Grocery Store, located at the corner of Haywood Road and Burton Street and built ca. 1917, utilizes a rock-faced concrete block façade with raised pilasters and denticulated cornices applied to a two-story brick commercial building. A one-story, three-bay, rock-faced block building stands directly opposite the Friendly Grocery Store at 504 Haywood Road. A former

¹¹ Simpson, 13, 16-17, 27-29; and Asheville City Directories, 1912, 1916, 1920.

¹² "Riverside Industrial Historic District" National Register of Historic Places Nomination (Asheville, NC, 2004). Simpson, 21-27.

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dry cleaning business was located in the one-story rock-faced block building at 526 Haywood Road, which has a heavily altered storefront. Whereas most of the other commercial buildings on Haywood Street in West Asheville employed rock-faced concrete block on the less visible side and rear elevations, such as the one-story commercial building at 610 Haywood Road, the façade of the former Friendly Grocery Store remains an imposing presence within the West Asheville business district.¹³

The Broadway Market Building represents a rare, early application of the concrete block material through the whole building, for purposes of both structure and exterior finish. The freestanding, domestic-scale mixed-use building type has also become fairly rare, with many comparable examples on Broadway demolished in the past ten years. A good surviving example, however, stands at 241 Broadway and is composed of wood shingles over brick with an altered storefront. The Community Grocery at 305 Hillside Street is another surviving example constructed of frame with shingles over weatherboards and located within a residential neighborhood. Like most examples of this type, the Broadway Market Building, as well as the structure at 241 Broadway, was located on a major thoroughfare adjacent to the residential area that it served. Though there are extant examples of freestanding, domestic-scale mixed-use buildings surviving in Asheville, the Broadway Market Building is a rare intact example of both type and method of construction. Constructed with panel-faced concrete block as both a structural and decorative material, the building represents the application of innovative new building materials in the early twentieth century and, in this case, the product of a building trend that never gained widespread acceptance.

¹³ "Riverside Industrial Historic District" National Register Nomination. Mattson, Alexander and Associates, Inc. "Historic Structures Survey Report, New I-26 Route, Asheville Connector, Buncombe County," (Report for North Carolina Department of Transportation, 1999), 51-57.

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Section 10. Geographical Data

Verbal Boundary Description

The nominated property is shown on the accompanying Buncombe County Land Records map (PIN no. 9649-14-32-0652).

Boundary Justification

The nominated property includes the entire parcel historically associated with the Broadway Market Building. The parcel is shown as Block A, Lot 1, on the "Map of Lenox Park" dated 1911 and recorded in Buncombe County Plat Book 154, page 120.

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Broadway Market Building
Buncombe County, North Carolina



Broadway Market Building Tax Map – PIN 9649-14-32-0652

Scale (approximate): 1 inch = 120 feet

(Source: Buncombe County Land Records Office)

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Buncombe County, NC

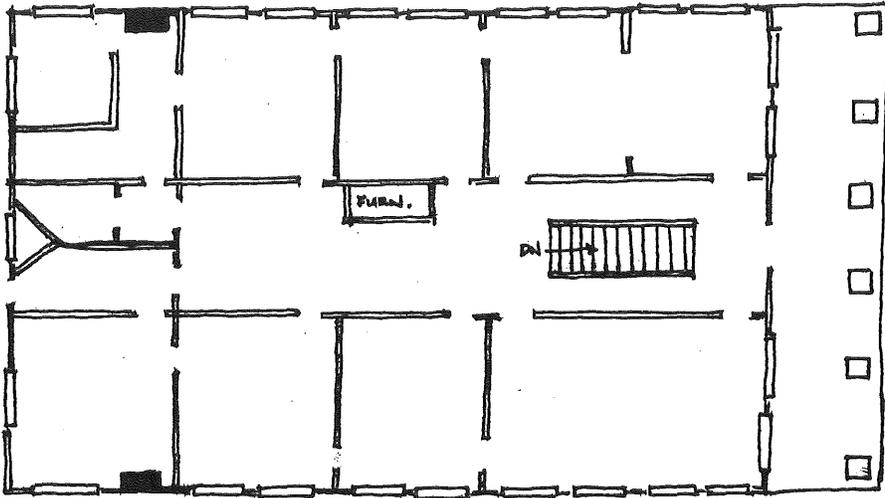
Photograph Index

All photographs by Lisa Morpew in July and September 2004. Negatives are kept at the North Carolina Office of Archives and History Western Office in Asheville, North Carolina.

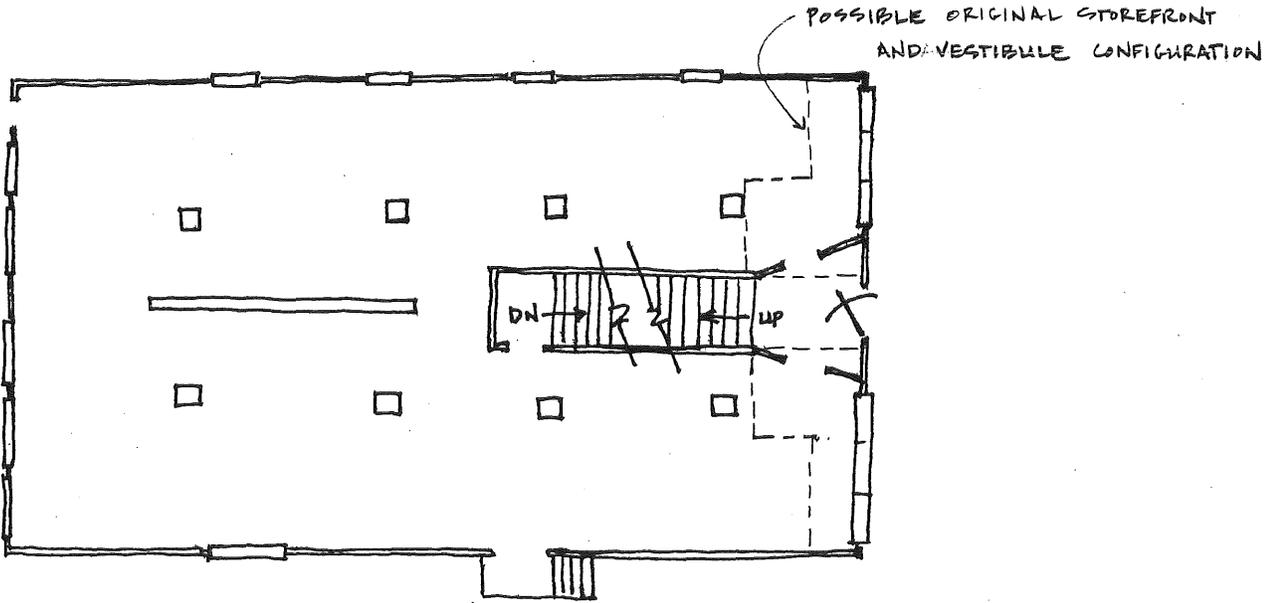
1. Broadway Market Building, front façade, July 2004.
2. Broadway Market Building, oblique view of north side, July 2004.
3. Broadway Market Building, south elevation, September 2004.
4. Broadway Market Building, rear (west side), September 2004.
5. Broadway Market Building, interior stair, view from second floor to first floor, September 2004.
6. Broadway Market Building, interior retail space, July 2004.
7. Broadway Market Building, second floor apartment (south side), September 2004.

BROADWAY MARKET BUILDING
201 Broadway
Asheville, Buncombe County, NC

FLOOR PLAN
(Not to scale)



SECOND FLOOR



FIRST FLOOR

