

**NORTH CAROLINA STATE HISTORIC PRESERVATION OFFICE**  
**Office of Archives and History**  
**Department of Cultural Resources**

**NATIONAL REGISTER OF HISTORIC PLACES**

**Enterprise Building**

High Point, Guilford County, GF0629, Listed 12/2/2014  
Nomination by Clay Griffith  
Photographs by Clay Griffith, March 2014



Façade view



Rear view

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 National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. 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.

## 1. Name of Property

Historic name: **Enterprise Building**

Other names/site number: \_\_\_\_\_

Name of related multiple property listing:

N/A

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

## 2. Location

Street & number: **305 North Main Street**

City or town: **High Point** State: **North Carolina** County: **Guilford**

Not For Publication:  N/A Vicinity:  N/A

## 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, 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 at the following level(s) of significance:

national   statewide  X  local

Applicable National Register Criteria:

A   B  X  C   D

<p><b>Signature of certifying official/Title:</b></p> <p><u>North Carolina Department of Cultural Resources</u></p> <p><b>State or Federal agency/bureau or Tribal Government</b></p>	<p><b>Date</b></p>
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<p>In my opinion, the property <u> </u> meets <u> </u> does not meet the National Register criteria.</p>	
<p><b>Signature of commenting official:</b></p> <p>_____</p> <p><b>Title :</b></p>	<p><b>Date</b></p> <p>_____</p> <p><b>State or Federal agency/bureau or Tribal Government</b></p>

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#### 4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:) \_\_\_\_\_

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Signature of the Keeper

Date of Action

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#### 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

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**Number of Resources within Property**

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>1</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register N/A

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**6. Function or Use**

**Historic Functions**

(Enter categories from instructions.)

COMMERCE/business

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**Current Functions**

(Enter categories from instructions.)

VACANT/NOT IN USE

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## 7. Description

### Architectural Classification

(Enter categories from instructions.)

Art Deco  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Materials:** (enter categories from instructions.)

Principal exterior materials of the property:

CAST STONE  
BRICK  
\_\_\_\_\_  
\_\_\_\_\_

### Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

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### Summary Paragraph

The Enterprise Building sits at the northwest corner of North Main Street and English Road in the central business district of High Point, Guilford County, North Carolina. The northeast-southwest route of the North Carolina Railroad roughly bisects the town, which was the highest point along the nineteenth-century route between Charlotte and Goldsboro. The Enterprise Building is located three blocks northwest of the railroad tracks and stands among the commercial buildings that line North Main Street. The Enterprise Building is flanked by a one-story building occupying a corner lot to the southeast, at the intersection of North Main Street and English Road. The two-story Adams Building abuts the Enterprise Building on its northwest elevation and is part of a continuous row of two-story commercial buildings extending north to the First Baptist Church lot at 405 North Main Street.

The Enterprise Building occupies the full extent of its tax parcel, with a sixteen-foot sidewalk located in front of the building along North Main Street. The building is 180-feet deep

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and the façade measures forty-seven feet across. Beginning thirty-two feet from the front of the building, the south elevation is inset six feet so that the rear elevation of the building measures only forty-one feet across. A ten-foot alley passes along the rear of the building, with a paved surface parking lot located on the adjacent parcel at the rear of the structure.

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## Narrative Description

### **Enterprise Building, 305 North Main Street, 1935, 1945, ca. 2010      Contributing building**

The Enterprise Building is a three-story brick commercial building with a full cast stone Art Deco-style façade. Prominent High Point architect Tyson Ferree designed the building, originally a two-story structure, in 1935 for the *High Point Enterprise*, the local newspaper. Due to increased demands, the building was enlarged to three stories in 1945, with Ferree extending his original façade design to seamlessly cover the added story. The cast stone façade is composed of five bays defined by four fluted pilasters stretching the full height of the building and engaged corner columns that appear to be stylized twisted ropes with leaf capitals. The capitals of the pilasters are rectangular panels containing a stylized, low-relief floral motif. The four outer bays have dentil cornices and contain large, multi-light metal-frame sash windows on each of the three stories, consisting of fifty-four lights on the first story, thirty-six on the second story, and thirty on the third story. Single-leaf doors are located in the two outermost bays on the first story, with the doorways integrated into the stone base and windows. The doorway on the north side was a feature of the original design, but the opening to the south was inserted as part of the façade redesign in 1945. The doors themselves are late-twentieth-century replacements.

The center bay of the façade is subdivided into three smaller bays corresponding to the central double-leaf entrance doors and round-arch sidelights on the first story. The wood doors contain large single panes of beveled glass with peaked lintels and are surmounted by a transom with a flowing criss-cross pattern of beveled lights. The door surround has curved, solid brackets framing the sides of the transom, a flat-arch lintel, and a low-relief dentil cornice. The top of the door frame features a stylized twisted rope motif that extends horizontally between square corner blocks with recessed panels. The sidelights are metal-frame sash with beveled glass. The cloth awning that shelters the entry doors and sidelights is a later addition. A rectangular panel above the awning is incised with "The Enterprise" framed by raised vertical panels on the ends and topped by a running pattern of inverted triangles over circular fans. The three windows within the center bay on the second and third stories are metal-frame sash with twenty-four lights. Two vertical bands rise between the windows to square blocks with recessed panels located just beneath the peaked parapet, which is incised with the date "1935" and contains a horizontal band of raised hexagonal stars set within circular medallions.

Behind the façade, the Enterprise Building is a typical brick commercial structure laid in American bond, with soldier-course window lintels, rowlock-course sills, and a terra cotta coping. The elevator shaft, which was added in 1945, rises above the roofline along the south elevation three bays from the front corner of the building. When it was constructed, the Enterprise Building abutted a two-story commercial building to the southeast, and as a result the

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second and third stories of the building are inset on the south side elevation to allow light to enter through the rows of twelve metal-frame industrial sash on each story. The sash consists of twenty-five lights on the second story and twenty lights on the third with operable hopper windows in the center. Seven of the third-story window openings at the center of the south elevation have been bricked in. The north elevation abuts the adjoining two-story building, but a number of windows, including five at the front of the building, are located on the third story above the adjacent structure.

The present owners of the building built an additional bay at the rear of the structure that contains an entrance lobby, offices, and a freight elevator. Attached to the three-story concrete block fire stair at the back of the building, the ca. 2010 addition is covered with cast stone panels and has plate-glass windows with simulated divided lights. The rear elevation is composed with a recessed entrance bay and stylized classical elements, including a pediment, entablature, and pilasters.

The interior consists of predominantly open floor plans on all three floors and maintains the general feel of the newspaper offices and printing rooms. The tall first story features original boxed, fluted posts that rise to a heavily molded tray ceiling that defined the front reception area of the newspaper. A long sales desk spanned the width of the room, separating the reception and sales area from the business offices and printing presses at the rear. A partition wall has been erected at the north end separating the first-story space from the original stairwell (accessed from the north exterior door) to the second story. A set of rooms along the north side contains restrooms, a kitchen, and the newspaper's original vault. The elevator, added in 1945 and accessed from the south exterior door, is enclosed within the partition wall on the south side of the space. Beyond the posts and moldings of the front section though, the first story has additional partition walls and architectural elements added within the open plan for furniture displays. A small suite of offices is located at the southwest corner of the first floor plan, as well as a small lobby and freight elevator added around 2010.

The second story of the building consists of two large rooms in the main part of the building, which is divided by a transecting wall with a single-leaf door communicating between the two rooms. Like the first story, partition walls along the north side contain restrooms, as well as the stair entrance and storage rooms. The floor is carpeted and the walls and ceiling are plaster. A stylized dentil molding encircles the front section of the front room, which was a lobby for the executive offices, editorial staff, and news room on the second story.

The third story, added in 1945, is a single open space with an exposed truss ceiling and wood floors. The open steel trusses support the exposed wood deck of the roof. Restrooms and a stair entrance are partitioned along the north side.

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## 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.)

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

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**Areas of Significance**

(Enter categories from instructions.)

Architecture  
\_\_\_\_\_  
\_\_\_\_\_

**Period of Significance**

1935, 1945  
\_\_\_\_\_  
\_\_\_\_\_

**Significant Dates**

1935  
1945  
\_\_\_\_\_

**Significant Person**

(Complete only if Criterion B is marked above.)

N/A  
\_\_\_\_\_  
\_\_\_\_\_

**Cultural Affiliation**

N/A  
\_\_\_\_\_  
\_\_\_\_\_

**Architect/Builder**

Ferree, Tyson T. - architect  
R. K. Stewart & Son - builder of 1945 addition  
\_\_\_\_\_

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**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

Constructed during a period of growth and relative prosperity in High Point, North Carolina following the Great Depression, the Enterprise Building was commissioned in 1935 to accommodate the expanding operations and modern needs of the community's primary news source, the *High Point Enterprise*. Established in 1885, the *Enterprise* began as a modest, hand-written publication that evolved alongside the High Point community to be its primary provider of local, national, and global news. Designed by High Point architect Tyson T. Ferree, the two-story Art Deco building represented of the paper's growing success and progressive spirit. Although the building had been intended to comfortably house the *Enterprise*'s operations for at least twenty years, the paper outpaced its projected growth, and a third floor was added in 1945. Constructed by R. K. Stewart & Son, the addition was designed by Ferree to blend seamlessly with the existing materials and architectural details of the original facade.

The Enterprise Building meets National Register Criterion C for its Art Deco architecture. The building presents a full cast stone facade richly ornamented with strong vertical lines, stylized classical elements, floral motifs, and geometric patterns. The large, first-story multi-light windows have beveled-glass panes and flank the central, stylized and classically-inspired entry and round-arch sidelights. The building is one of the most prominent examples of Art Deco architecture in High Point's commercial district and retains a good degree of exterior integrity. The periods of significance are the years 1935, the date of construction, and 1945, for its third story addition, which extended the facade in the same notable Art Deco style.

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**Narrative Statement of Significance** (Provide at least **one** paragraph for each area of significance.)

### *Historical Background*

Located along a ridge between the Yadkin and Deep River basins, High Point, North Carolina was established at the crossroads of the Western Plank Road and the North Carolina Railroad in 1853, so named for being the "highest point" along the surveyed railroad line.<sup>1</sup> Leading up to completion of these two main thoroughfares, Guilford County and the surrounding areas had grown modestly throughout the first half of the nineteenth century. High Point was granted its town charter in 1859, and had established itself as the fourth highest revenue producer along the North Carolina rail line.<sup>2</sup>

Although the Civil War took its toll on the area, High Point remained an important hub for transportation throughout the conflict. Local industries also continued to manufacture goods during this time, such as rifles, shoes, hats, and ink. The city of High Point remained relatively

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<sup>1</sup> Barbara E. Taylor, *Images of America: High Point* (Charleston: Arcadia Publishing, 2013), 7-8.

<sup>2</sup> Robert Marks, *High Point: Reflections of the Past* (Montgomery: Community Communications, Inc., 1996), 11.

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unscathed by the physical effects of the war until General George Stoneman raided the town just before the end of the war and burned the freight depot, leaving much destruction throughout the surrounding area. The post-war era in High Point, however, signified a new turning point in the city's evolution as a manufacturing and transportation hub.<sup>3</sup>

Although the exact date of initial publication is somewhat speculative, it was during post-Civil War recovery in High Point that the city's first regular printed news service began publication. Some sources describe the earliest manifestations of High Point's newspaper as being called the *Pioneer*, or the *Farm and Fireside*, and date the paper's beginnings to around 1859.<sup>4</sup> However, common opinion within the community dates the beginning of the paper to 1885, the year it took its official name, the *High Point Enterprise*.<sup>5</sup> Initially published in a second floor office in what was historically known as the Long or Harper Johnston building at the northwest corner of North Main and Broad Streets, the *Enterprise* began as a small operation, publishing its weekly paper with only one hand press, one job press, and several cases of type. Shortly after taking its name, the paper moved to the Allred Building on North Main Street in 1887, and two presses were added to aid in publication.<sup>6</sup> In 1888, founders Edwin Steele, W. A. Blair, and William Richardson elected to sell the paper to Charles Farriss, and his brother J. J., whose legacy as a publisher for the *Enterprise* and as a civic leader, within the High Point community and beyond, would prove to be a lasting one.

At the turn of the twentieth century, manufacturing had significantly increased the standard of living in High Point, and city population had nearly tripled since the 1880s. By 1902, more than half of the city's factories manufactured furniture.<sup>7</sup> In 1904, James H. Adams and J. Henry Millis established High Point Hosiery Mills, and within ten years, nine textile mills were opened in the city.<sup>8</sup> Some of the earliest important commercial buildings were constructed during this time, including the North Carolina Savings and Trust Company (1905) and the Home Bank Building (1910). Both were three-to-five-story office buildings with brick and stone architectural details, represented the city's increasing prosperity as an important manufacturing and transportation hub.<sup>9</sup>

As High Point industry continued to make strides, the prosperity of the *Enterprise* grew concurrently. Following Charles' departure from the paper to pursue academic interests, J. J. Farriss began to further define the role of the *Enterprise* as a means by which to support economic growth within the city and surrounding communities. In May 1903, the *Enterprise* began the week with an eight-page edition that outlined the paper's plans to expand and make

<sup>3</sup> Taylor, 7-8.

<sup>4</sup> High Point Chamber of Commerce, *The Buildings and Builders of a City: High Point, North Carolina* (High Point: Hall Printing Company, 1947), 204.

<sup>5</sup> *The High Point Enterprise* (May 28, 2010).

<sup>6</sup> Chamber, 204.

<sup>7</sup> Marks, 11.

<sup>8</sup> Taylor, 7-8.

<sup>9</sup> H. McKeldon Smith, *Architectural Resources: An Inventory of Historic Architecture – High Point, Jamestown, Gibsonville, Guilford County* (Raleigh: North Carolina Department of Cultural Resources – Division of Archives and History, 1979), 28.

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extensive improvements in the size and service of its publication.<sup>10</sup> Semi-weekly publication of the *Enterprise* began May 31, 1904, with daily afternoon publication soon following in September 1904. Circulation grew steadily, with readership nearly doubling every ten years between 1890 and 1920.<sup>11</sup> In order to meet the demands of the growing publication, the *Enterprise* moved its operations to the former Mellinchampe Building in 1915. That same year, J. J. Farriss ended his tenure with the *High Point Enterprise*, when his brother Charles sold the paper to B. Jefress, W.A. Hildebrand, A. L. Stockton, and J. P. Rawley, all of the *Greensboro Daily News*. During his years as editor and publisher, from 1888 to 1915, Farriss traveled extensively to encourage development and dedicated the paper's efforts to not only news reporting, but to promotion of "High Point's civic well-being and progressive growth."<sup>12</sup>

Upon his death in 1924, J. J. Farriss was lauded as a dynamic individual who dedicated his life's work to the success of the *High Point Enterprise* and to that of the larger community. During his tenure with the paper, Farriss also served several years as the president of the Chamber of Commerce, chairman of the local Red Cross, president of the North Carolina Press Association, and founded the Southern Furniture Journal, which was said to be essential to the burgeoning success of the Southern furniture industry. In its description of Farriss' lasting legacy, the Chamber of Commerce noted that under his direction "the *Enterprise* developed from a struggling weekly into a daily newspaper to devote itself more intensively to promoting the growth and development of this community as one of the leading communities of the entire country."<sup>13</sup>

Under the direction of J. P. Rawley, who functioned as publisher and head of advertising for more than two decades, the *Enterprise* continued as High Point's primary source for local, national, and international news. Although the paper changed ownership several times between 1915 and 1920, Rawley and partner R. B. Terry bought out other interests in 1921, and maintained ownership into the latter half of the twentieth century. During the 1920s, circulation of the *Enterprise* quadrupled, surpassing the city's rate of growth. The *Enterprise* served not only High Point, but also Thomasville, Lexington, Asheboro, Kernersville, and other nearby communities, and attributed its success to the broad scope of interest of the paper.<sup>14</sup> In order to meet the growing demands of the publication, a new modern facility was planned, following the purchase of three adjacent lots on North Main Street in 1933 from the estate of W.C. Jones (Deed 10/ 20). The *Enterprise* celebrated its fiftieth anniversary in January of 1935, and subsequently published a front page sketch of its new headquarters on September 8, 1935. Designed by High Point architect Tyson Ferree, the two-story, Art Deco style building was intended to exude modernity in its form and function. Although construction was to be completed by January 1936, the unveiling of the building to the public did not take place until May of that year.<sup>15</sup>

<sup>10</sup> *The High Point Enterprise* (May 28, 2010).

<sup>11</sup> *The High Point Enterprise* (October 4, 1970).

<sup>12</sup> *The High Point Enterprise* (October 3, 1970).

<sup>13</sup> Chamber, 202-203.

<sup>14</sup> *The High Point Enterprise* (October 4, 1970).

<sup>15</sup> *The High Point Enterprise* (May 8, 1936).

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In its official "Open House" edition on May 8, 1936, the newspaper invited the public to tour the new facility. The first floor featured a spacious lobby with terrazzo floors, high ceilings and large windows to allow in as much natural light as possible. Upon entering the main floor lobby, patrons were met at a carved walnut service counter. Immediately behind the customer service area were offices for business, advertising, and circulation. A large press and stereotyping equipment were also located on the first floor at the rear of the building. The modern Goss rotary press allowed for output of 36,000 papers per hour. A forty eight-page Hoe press was added in 1938.<sup>16</sup>

On the second floor was an additional lobby, along with executive offices, editorial and press rooms, and an Associated Press filing room that housed photographs and mats for the paper. In the rear half of the second floor was located the newspaper composing room, which housed Ludlow and linotype presses. At the time, an average of one ton of tin and lead was used at the *Enterprise* for printing every day and there was an additional room at the rear for melting metal. In conceptualizing the design for the building, much attention was paid to maximizing the efficiency and comfort of the composing room. In keeping with the paper's role in supporting the local community, all office equipment was purchased from local manufacturers. Additionally, heat blowers and special insulation were installed to ensure the comfort of those working in the building. The *Enterprise's* new building was lauded by the public as significant "beautification" of one of the High Point's main thoroughfares and was considered to be representative of the paper's "progressive spirit."<sup>17</sup>

Although the new building had been intended to comfortably house the paper's operations for at least two decades following its completion, it was quickly realized that additional space was needed, and a third story addition was planned after the end of World War II. Original architect, Tyson T. Ferree, designed an addition that spanned the width and breadth of the existing building, while incorporating the existing façade and architectural detailing. A new door was added at the south end of the façade to allow access to a modern elevator that would service all three floors. The addition was completed in 1945, and allowed for expansion of the paper's newsroom, and additional modern machinery to be added to its printing and production capabilities.<sup>18</sup>

Circulation of the *High Point Enterprise* continued to increase, doubling from 10,000 readers in 1940 to 20,000 in 1950. To allow for additional printing, space was leased in an adjacent building, on the corner of North Main Street and English Road, to house the press operations for the paper in 1956. A new fifty-six page press was added that would allow for faster printing speed.<sup>19</sup> The *Enterprise* continued to serve the community from its home on North Main Street until 1970, when operations were moved two blocks northwest to a new facility at 210 Church Avenue that would allow the paper to double its production and to take advantage of other technological advances that had been made in printing. The new building was more than 40,000 square feet, and cost an estimated \$1 million in construction and new equipment.<sup>20</sup>

<sup>16</sup> Ibid.

<sup>17</sup> Ibid.

<sup>18</sup> *The High Point Enterprise* (September 23, 1945).

<sup>19</sup> *The High Point Enterprise* (October 4, 1970).

<sup>20</sup> Ibid.

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Ownership of paper remained in the Rawley family until current owner, Paxton Media, purchased the business in 1999.<sup>21</sup>

Following relocation of paper in 1970, the Enterprise Building at 305 North Main Street was sold to David and Anne Tillson in 1975 (Deed 2745/661). Two years later, The Enterprise, Inc., repurchased the property and it became the home of High Point's art organizations (Deed 2809/299). In 1982, the building was purchased by The High Point Community Center, and continued its function as a gathering space for community organizations, and was known as the Holt McPherson Center (Deed 3188/614).<sup>22</sup> The Enterprise Building was purchased in 2000 by its current owners, Capstone-Enterprise, LLC (Deed 4909/2117). The building is presently unoccupied, but it is occasionally used for furniture showrooms.

*Architectural Context*

The architectural significance of the Enterprise Building lies in its status as a well preserved example of the Art Deco style as it was interpreted in the commercial buildings of piedmont North Carolina during the 1930s and 1940s. The fully detailed facade of the Enterprise Building is the most complete expression of the style in High Point and retains a high degree of architectural integrity.

The term Art Deco, which is generally associated with the architecture and decorative arts of the 1920s and 1930s, was derived as a reference to works presented at the 1925 Exposition Internationale des Arts Decoratifs et Industriels Modernes in Paris.<sup>23</sup> Given its broad scope of cultural association, a variety of influences are apparent in the main characteristics of the style, including avant-garde painting styles of the early twentieth century and elements of high fashion, as well as a variety of ethnic-inspired influences.<sup>24</sup> Architecturally, these influences manifested themselves as Beaux Arts-derived building plans and massing that were embellished with decorative motifs such as stylized floral motifs, low relief sculpture, geometric patterns, and brightly colored or shiny materials.<sup>25</sup> For most of the 1920s, glazed terra cotta was the most popular material for ornamentation. As the world marched into the machine age, however, more modern materials, such as glass and steel were increasingly utilized.

After 1925, the influence of the machine was increasingly apparent in Art Deco style. The machine aesthetic that had evolved from a variety of different European influences, including Viennese and German Secessionists, the Art Decoratifs exhibition, and European modernists like Eliel Saarinen, became a central, and much debated, theme of Art Deco and Modernist style architecture.<sup>26</sup> Especially in the United States, because of the country's focus on

<sup>21</sup> *The High Point Enterprise* (May 28, 2010).

<sup>22</sup> Briggs, 114-115.

<sup>23</sup> Clayton Watrous Griffith, "Douglas D. Ellington: Art Deco in Asheville, 1925-1931" (master's thesis, University of Virginia, 1993), 26.

<sup>24</sup> Alistair Duncan, *The Encyclopedia of Art Deco* (New York: E.P. Dutton, 1988), 6.

<sup>25</sup> Griffith, 26; Duncan, 6.

<sup>26</sup> Dianne H. Pilgrim, Dickran Tashjian, and Richard Guy Wilson, *The Machine Age in America: 1918-1941* (New York: The Brooklyn Museum of Art, 1986), 149-150.

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the intellectual and economic, the Modernist ideal of function following form became the accepted design approach, and Art Deco became the “grammar of ornament” adopted by Modernists.<sup>27</sup> The 1916 New York zoning ordinance that regulated setbacks and enforced height limitations at street level heavily influenced the evolution of architectural forms of the Modernist movement, which are most recognizable in the pyramidal massing and stepped roof forms found in examples of tall Art Deco buildings.<sup>28</sup> During this time, as business was increasingly glorified, the building forms and decorative ornamentation of the Art Deco style became synonymous with the modernity, progress, and industry those businesses meant to portray. These modern architectural themes of major cities gradually influenced all of urban America at the time, and examples of Art Deco architecture can be seen in many smaller urban communities across the country.

Designed by Tyson T. Ferree (1904-1948), the Enterprise Building in High Point, North Carolina remains one of the community’s most outstanding examples of Art Deco architecture. Ferree was a native of Randolph County, North Carolina, and attended Asheboro High School, where he graduated in 1923.<sup>29</sup> He graduated from North Carolina State College in 1930, and received his license to practice architecture in the state in 1933. Ferree designed a number of prominent buildings within High Point, such as the ca. 1935 Professional Building at 300 South Main Street, the Terry Building, and the Rowella Apartments built in 1933 at 1003 N. Main Street, as well as numerous private residences. For the High Point Housing Authority, he designed the Daniel Brooks Homes, a 200-unit public housing project that opened in 1944 and was inspired by mid-nineteenth century English worker housing, with brick construction, stuccoed gables, steeply pitched roofs, and numerous chimneys.<sup>30</sup> He also served as architect for several buildings in the surrounding communities, including the Smith Clinic (NR, 1991) in Thomasville, North Carolina.<sup>31</sup> The Smith Clinic is a one-story brick office building, built in 1939, with modest Art Deco detailing limited to the façade and concentrated on the cast-stone frontispiece with a stepped parapet. Ferree’s architectural work in High Point continued until his death in 1948.

Several additional examples of Art Deco commercial buildings can be found within High Point’s commercial district. The Professional Building, located on South Main Street, is a two-story brick and concrete building with stepped parapets and a modest corner-facing façade, also designed by Tyson Ferree and built in the mid-1930s. The Adams Building, built in 1932 and located immediately adjacent to the Enterprise Building at 307 North Main Street, is a two-story brick building with a decorative concrete patterned motif and capped pilasters along the façade. Additionally, the Center Theater, designed by architect Erle Stillwell, is also located on South

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<sup>27</sup> Duncan, 8.

<sup>28</sup> Pilgrim, 150.

<sup>29</sup> *The High Point Enterprise* (June 7, 1942).

<sup>30</sup> *The High Point Enterprise* (June 7, 1942); and “Greensboro’s Treasured Places,” Preservation Greensboro blog website (<http://preservationgreensboro.typepad.com/weblog/2010/06/early-housing-reforms-sought-innovative-design-models.html>); accessed April 2014).

<sup>31</sup> Laura A. W. Phillips, "Smith Clinic" National Register of Historic Places Nomination, Office of Archives and History, North Carolina Department of Cultural Resources, Raleigh, NC, 1991.

Enterprise Building

Name of Property

Guilford County, NC

County and State

Main Street. Although much of the interior layout is still visible, the exterior has been significantly modified.

The three-story Enterprise Building remains one of the most prominent examples of an Art Deco commercial building in High Point, North Carolina. Unlike the majority of other examples in the city, the Enterprise Building is rendered with a fully-detailed Art Deco façade and remains relatively unaltered on the exterior. Its distinctive Art Deco elements, including its ornamented entryway, fluted pilasters capped with decorative floral motifs, and stepped parapet distinguish the building as one of the best examples in the area. Interior elements, such as the terrazzo floor, original windows, fluted interior posts, and dentil molding on the second story, also speak to the historic integrity of the building. The Enterprise Building embodied the inherent modern spirit of the Art Deco style in its architectural detailing and function, and was representative of the progress that was being made in High Point following the Great Depression.

Enterprise Building

Name of Property

Guilford County, NC

County and State

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## 9. Major Bibliographical References

**Bibliography** (Cite the books, articles, and other sources used in preparing this form.)

Briggs, Benjamin. *The Architecture of High Point, North Carolina: A History and Guide to the City's Houses, Churches, and Public Buildings*. Charleston, SC: The History Press, 2008.

Duncan, Alistair. *The Encyclopedia of Art Deco*. New York: E. P. Dutton, 1988.

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Smith, H. McKeldon. *Architectural Resources: An Inventory of Historic Architecture – High Point, Jamestown, Gibsonville, Guilford County*. Office of Archives and History, North Carolina Department of Cultural Resources, Raleigh, North Carolina, 1979.

Taylor, Barbara E. *High Point*. Images of America Series. Charleston, SC: Arcadia Publishing, 2013.

*The High Point Enterprise* (High Point, NC). Heritage Research Center, High Point Public Library, High Point, NC. 1936-present.

Enterprise Building  
Name of Property

Guilford County, NC  
County and State

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**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 # \_\_\_\_\_
- recorded by Historic American Landscape Survey # \_\_\_\_\_

**Primary location of additional data:**

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

Name of repository: High Point Public Library, High Point, NC

**Historic Resources Survey Number (if assigned):** GF 629

Enterprise Building  
Name of Property

Guilford County, NC  
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## 10. Geographical Data

**Acreage of Property** .17 acre

Use either the UTM system or latitude/longitude coordinates

### Latitude/Longitude Coordinates

Datum if other than WGS84: \_\_\_\_\_

(enter coordinates to 6 decimal places)

- |              |            |
|--------------|------------|
| 1. Latitude: | Longitude: |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

**Or**

### UTM References

Datum (indicated on USGS map):

NAD 1927    or     NAD 1983

- |             |                 |                   |
|-------------|-----------------|-------------------|
| 1. Zone: 17 | Easting: 589495 | Northing: 3979906 |
| 2. Zone:    | Easting:        | Northing:         |
| 3. Zone:    | Easting:        | Northing:         |
| 4. Zone:    | Easting :       | Northing:         |

### Verbal Boundary Description (Describe the boundaries of the property.)

The nominated property for the Enterprise Building contains the full extent of Guilford County tax parcel 0186863 (PIN 7800158527). The boundary is shown by a heavy line on the accompanying Guilford County tax map at a scale of one inch equals one hundred feet.

### Boundary Justification (Explain why the boundaries were selected.)

The boundary of the nominated property includes the full extent of the urban lot historically associated with the Enterprise Building. The property is described in Guilford County Deed Book 4909, page 2117.

Enterprise Building  
Name of Property

Guilford County, NC  
County and State

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### 11. Form Prepared By

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date: July 23, 2014

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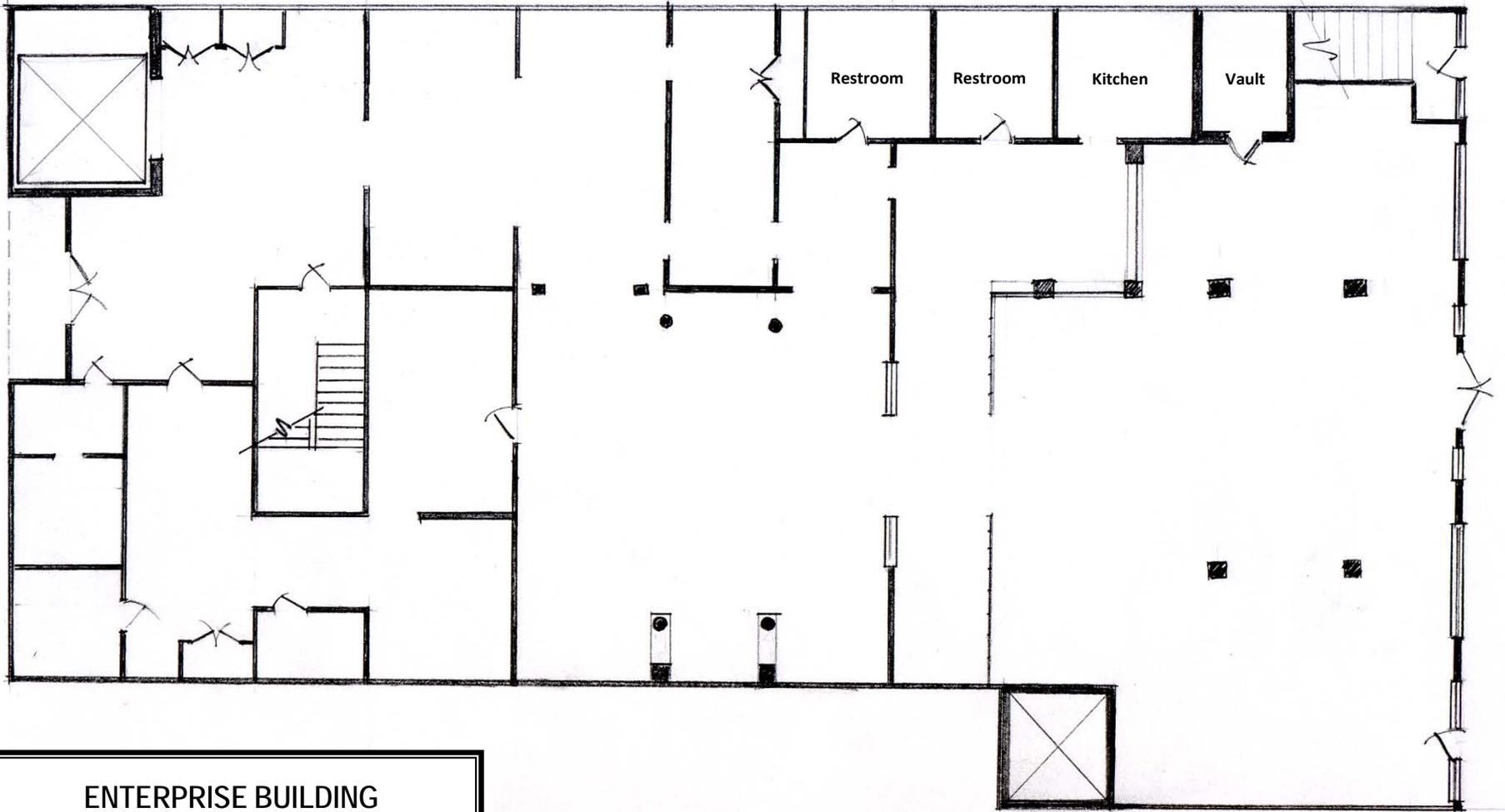
### Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

**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.460 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 100 hours per response including 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 Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.



**ENTERPRISE BUILDING**

305 N. Main Street  
High Point, Guilford County, NC

**FIRST FLOOR PLAN**

(Not to scale)



N. Main Street

English Road

PIN 7800158527

### ENTERPRISE BUILDING

305 N. Main Street  
High Point, Guilford County, NC

#### TAX MAP

[ ——— Tax parcels ]

[ ——— National Register Boundary ]

Source: Guilford County GIS Data Viewer

35m

100ft

