

**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 Marshall Main Street Historic District

other names/site number N/A

2. Location

street & number 101 North Main Street – 165 South Main Street, Bridge Street,
and 33 Bailey's Branch Road

not for publication N/A

city or town Marshall

vicinity N/A

state North Carolina code NC county Madison code 113

zip code 28754

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this 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 meets does not meet the National Register Criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

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
<input type="checkbox"/> entered in the National Register <input type="checkbox"/> See continuation sheet.	_____	_____
<input type="checkbox"/> determined eligible for the National Register <input type="checkbox"/> See continuation sheet.	_____	_____
<input type="checkbox"/> determined not eligible for the National Register	_____	_____
<input type="checkbox"/> removed from the National Register	_____	_____
<input type="checkbox"/> other (explain): _____	_____	_____
_____	_____	_____
_____	_____	_____

Marshall Main Street Historic District
Name of Property

Madison County, North Carolina
County and State

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	
<u>40</u>	<u>9</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>40</u>	<u>9</u>	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
2

6. Function or Use

Historic Functions

(Enter categories from instructions)

Cat: Domestic Sub: multiple dwelling
Domestic single dwelling
Government courthouse
Government correctional facility
Commerce/Trade business
Commerce/Trade specialty store
Commerce/Trade financial institution
Religion religious facility
Recreation and Culture movie theater

Current Functions

(Enter categories from instructions)

Cat: Domestic Sub: multiple dwelling
Domestic single dwelling
Government courthouse
Government correctional facility
Commerce/Trade business
Commerce/Trade specialty store
Commerce/Trade financial institution
Religion religious facility

7. Description

Architectural Classification (Enter categories from instructions)

Commercial Style, Classical Revival
Colonial Revival, Mission, Late Gothic Revival
Other: I-house

Materials (Enter categories from instructions)

foundation brick
roof asphalt
walls brick
stone
other vinyl
weatherboard

Narrative Description

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

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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 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

Commerce

Period of Significance

ca. 1849 - 1957

Significant Dates

N/A

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Smith and Carrier

Baldwin, James J.

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 and History

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10. Geographical Data

Acreeage of Property 13 acres

UTM References (Place additional UTM references on a continuation sheet)

Zone Easting Northing
1 17 348100 3962420
2 17 347980 3962360

Zone Easting Northing
3 17 347600 3962600
4 17 347620 3962660
___ 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 Sybil H. Argintar

organization Southeastern Preservation Services date May 5, 2007

street & number 166 Pearson Drive telephone (828) 230-3773

city or town Asheville state NC zip code 28801

12. 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 multiple owners, less than fifty

street & number _____ telephone _____

city or town _____ state _____ zip code _____

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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Marshall Main Street Historic District
Madison County, North Carolina

Summary

The Marshall Main Street Historic District in Marshall, North Carolina is located in the center of town, on the bank north of the French Broad River, and paralleling the railroad tracks of the Southern Railroad. The historic district is bounded roughly by the railroad right-of-way on the south, by a rock cliff and rear property line on the north, by 76 and 101 North Main Street on the west, and by 165 S. Main Street on the east. The district, which encompasses approximately thirteen acres, incorporates within its boundaries a concentration of one to three-story brick buildings lining both sides of Main Street, which runs east-west, picking up additional contributing properties on adjacent side streets. The district forms an intact grouping of Marshall's city center buildings from the mid-nineteenth century through 1950. In general, the nineteenth century commercial building in the district is more ornamented than the later buildings. The mid-nineteenth century house that remains on Main Street is typical of wood-frame residences of this time period and of what was built in Marshall by the end of the nineteenth century.¹ The early twentieth to mid-twentieth-century buildings are less ornamented overall.

Generally, the buildings lining Main Street on the north and south are contiguous, with uniform setbacks. Architectural styles within the district include Commercial Style, Romanesque Revival, Mission Revival, Gothic Revival, and Neoclassical Revival. Main Street in the mid-to-late nineteenth century was comprised mostly of wood-frame buildings, many of which were residences, but the primarily brick and stone construction of the twentieth century changed the character of the street to much of what it is today. The building uses along Main Street did not change however, although there are today primarily commercial uses along with a handful of residences and religious institutional buildings.

The topography of the district is flat, lying partially above the flood plain of the French Broad River. Buildings on the south side of Main Street are within this flood plain, with the courthouse and the north side of Main Street being slightly higher in elevation.

Outside the district to the north are residential areas up the hillside; to the east are some additional, more modern, commercial properties separated by vacant lots and new residential and commercial development to the west. The downtown historic district has retained its historic integrity despite the loss of a handful of historic buildings currently replaced by modern structures and some minor architectural changes to individual buildings.

The nominated district consists of forty contributing buildings and outbuildings, and nine non-contributing buildings and outbuildings. The non-contributing buildings are a mixture of historic buildings that have had reversible architectural changes such as covered facades as seen on the **Marshall Pharmacy (#11, ca. 1915)**; and buildings that post-date the period of significance such as **First Baptist Church (#39, 1959)**. There are four vacant lots included within the district boundaries.

The majority of the buildings in the district are Commercial Style. Most of these buildings are brick, but there are several constructed of random laid fieldstone or river rock. Unless noted otherwise, all buildings have a flat roof with parapet walls, typical of the Commercial Style, and are set in contiguous rows lining Main Street.

¹ See documentary photograph dated ca. 1872-73 of Main Street, looking west.

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Some notable examples of the stone construction include the **Commercial Building at 53 N. Main Street** (#3, ca. 1940); the **Commercial Building at 101 N. Main Street** (#1, ca. 1945); and the **Rock Café Restaurant** (#35, 1947). Notable Commercial Style buildings constructed of brick include the **Commercial Building at 90 S. Main Street** (#23, ca. 1915); the **Commercial Building at 115 S. Main Street** (#45, ca. 1920); **Tweed's Department Store** (#18, ca. 1925); and the **Commercial Building at 25 N. Main Street** (#7, ca. 1930).

Particularly notable buildings include the vernacular I-house **Colonel Lawrence M. Allen House** (#38, 1849; 1875; 1925), one of several residences remaining on the north side of Main Street; the Romanesque Revival-influenced **Commercial Building at 14 S. Main Street** (#12, 1899); the Neoclassical Revival **Madison County Courthouse** (#36, 1907); the Gothic Revival **M. E. Church South** (#33, 1912); the Classical Revival **Bank of French Broad** (#37, 1922) and **O.C. Rector Building** (#14, 1928); and the Mission Revival **Apartment Building at 81 N. Main Street** (#2, ca. 1940). While undocumented at this time, the stone structure at the rear of the vacant lot on the north side of Main Street between #41 and #42 appears to be the remnants of a root cellar or garden wall from a late nineteenth-century house which was formerly located here.

Inventory List

Buildings are listed from west to east, with the south side of Main Street listed first. Dating of buildings is based upon 1916, 1924, and 1933 Sanborn maps, documentary photographs, survey or existing National Register files, newspaper articles and advertisements, dates on the buildings, oral history interviews, and owner-provided information. These sources are noted with each entry. If the original owner, business occupant, use, or resident of the building is known, it is noted. Otherwise, properties are called Commercial Building, Apartment Building, or Duplex. Where the address for several adjoining buildings is the same, or denoted such as 74A (#22) this indicates that while several buildings today may all be part of one business, they are physically historically separate structures. Buildings that have a ca. 1915 date indicate that they appear on the 1916 Sanborn map. They may date slightly earlier than that, but this was the only documentation available. Contributing resources in the district were constructed during the period of significance and they have retained sufficient historic integrity of design, materials, craftsmanship, feeling, setting and association. Non-contributing resources in the district are those that were built after the period of significance or historic buildings that have been significantly altered.

Main Street, south side:

1. 101 N. Main Street. Commercial Building. Contributing. ca. 1945.

Two-story, freestanding, Commercial Style building with Rustic Revival influences including the use of fieldstone with beaded mortar joints. The building is three bays wide on the first level, with a garage bay on the east. A three-light-over-panel door is framed by display windows. There are four bays on the second floor, each bay with two-over-two horizontal windows. The windows on the west side of the building are multi-light metal frame awning style. There is a loading dock at the rear southwest corner. This building, based on the review of Sanborn Maps, was built after 1933. The 1945 date of the building is an estimate based on the fact that no building was going on, on Main Street in the late 1930s, but there was construction again post World War II. The plain, unadorned character of the building is also more common to the 1940s. The most recent business occupying the building was American Motors; it is currently vacant. (Sanborn maps)

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2. 81 N. Main Street. Apartment Building. Contributing. ca. 1935.

Two-story-plus-basement, Mission Revival-style, freestanding brick building with two projecting pavilions at the front, a parapet roofline and a tile-covered pent roof extending across the front and partway onto the east and west elevations. A handicap ramp has been added on the front and west side, but it blends well with the building. The entry stoop has a tile floor, a large cloth awning which extends out to the street, and brick columns. Windows are four vertical-over-one, with glass block used to infill window openings at the basement level. The front door is a single light-over-panel with sidelights. This building originally contained four one-bedroom apartments, two on each floor with a central hall. Each apartment contained a sunroom, living room, dining room, kitchen, bath, and bedroom. Drawings indicate there were built-in cabinets and paneling in the dining rooms. There was also a basement apartment, along with a laundry room and mechanicals, which probably served as housing for the building superintendent. The first floor became the office for Dr. J. McElroy, M.D. and Dr. Ramsey, D.D.S. in later years. It has continued as medical offices, with the current dentist in practice in the building since 1975. Sanborn maps indicate this building was constructed after 1933. The original blueprints for the building show the design was implemented as shown with the only exception being that the drawings called for the exterior to be stucco and it was built entirely of brick. No date or architect is given on the drawings. Only a job number (#708) is shown. (Sanborn maps; owner-provided information; original drawings in possession of the owner)

Vacant lot

3. 53 N. Main Street. Commercial Building. Contributing. ca. 1940.

Two-story, Commercial Style, Rustic Revival-influenced stone building with a second floor supported by stone columns. There is a tin ceiling on the first floor exterior. There are four recessed garage bays underneath the second floor, apparently a later change. While not fully documented, it appears likely that glass display windows and an entry door were removed between the piers and the open space currently existing beneath the second floor was the interior of the building. However, the original structure remains intact. There are six bays on the second floor, each bay containing double one-over-one windows, which appear to have been replaced. The parapet wall at the roofline steps down from front to rear. There is a deck added at the rear. Sanborn maps indicate this building was constructed after 1933. It is currently in use as the fire department. (Sanborn maps)

4. 40 N. Main Street. Commercial Building. Contributing. ca. 1935.

One-story, Commercial Style brick building, with a recessed entry and original storefront configuration. A pent roof awning has been added at the storefront and there is a one-story concrete block addition at the rear. Building is currently in use as the town hall. Sanborn maps indicate this building was constructed after 1933. (Sanborn maps)

5. 41 N. Main Street. Commercial Building. Contributing. ca. 1920.

Two-story, Commercial Style brick building, with a recessed storefront and modern single-light door on the west side of the first floor, a change made within the last five years. Most of the storefront area on the east is intact, with a double-leaf door and display windows, but a portion here has been recessed recently. The second floor has two bays, each with an arched double one-over-one window, and a corbelled cornice. There are tall brick pilasters framing the east and west sides of the building. At the rear of the building a room with a gable

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roof has been added at the second story, with a deck currently under construction. In 1924, this building was in use as a garage with a capacity for fifteen cars. By 1933, it was a movie house. (Sanborn maps)

6. 35 N. Main Street. Commercial Building. Non-contributing. ca. 1930.

One-story, brick building altered recently on the west side with marble tiles surrounding a modern storefront. Brick surrounds the garage bay on the east. Sanborn maps from 1933 indicate a store building here, but with an alley located between this building and the adjacent building to the east. It appears the current garage bay was added after 1933. (Sanborn maps)

7. 25 N. Main Street. Commercial Building. Contributing. ca. 1930.

Two-story, Commercial Style brick building with a canted entry at the northeast corner. The storefront windows wrap around the corner to the east, and the corner entry door has been replaced with a double-leaf modern door. Storefront transoms have been recently covered with metal panels. The second story is unornamented, with soldier course brick above the one-over-one windows. The 1933 Sanborn map notes the use of this building as a store, of brick and tile construction. (Sanborn maps)

8. 11 N. Main Street. Filling Station/Garage Building. Contributing. 1924 -1926.

One-story, painted rusticated concrete block building with a large concrete block wing at the rear (south) which wraps around in an L-shape to the east, facing Bailey's Branch Road. The one-story projecting bay at the front of the building facing Main Street has a standing seam metal hip roof. The westernmost portion of the rear wing has a hip roof while the easternmost portion is flat. It appears that the façade of the rear wing facing Bailey's Branch Road was covered with a brick veneer sometime after 1933. The original concrete block portion of the building remains behind this and is visible on the south side. The roofline here also appears to have been changed, and was probably originally hip roof like the remainder of the building. Modern doors and windows have been added into the one-story portion at the front of the lot and on the wing at the rear. Sanborn maps from 1924 note that this building was under construction, to be a "filling station and garage." The current owner notes the completion date of the building as 1926. By 1933 it appears that a small portion at the northwest corner was added, and the building was fully operational as a filling station, office, and auto repair shop. (Sanborn maps; owner-provided information)

9. 9 N. Main Street. L. P. Roberts Building. Contributing. 1947.

Two-story, Commercial Style brick building with a canted corner entry. Centered above the entry is the name of the building "L. P. Roberts 1947", incised in a concrete panel. There is an intact storefront with transoms on the first floor, an added metal awning, and a replacement modern glass door. Windows on the second floor are single, double or triple one-over-one sash. (Sanborn maps; date on building)

10. 33 Bailey's Branch Road. Madison County Jail. Contributing. ca. 1915.

Two-story, freestanding, painted, three-bay-wide brick building with a center hall plan and a hip roof. The center entry has an added metal awning, and there is a two-story modern shed-roof addition at the southwest corner. The door is a modern replacement. The remaining windows (many are bricked in) are one-over-one. This building appears on Sanborn maps as early as 1916. It originally had porches on the north, south, and west elevations, all of which were removed in recent years. The jail portion of the building was at the rear, with the

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jail keeper's residence at the front, as noted on the Sanborn maps. The jail portion at the rear has a slightly higher roofline than the front, but the overall square massing is the same. It currently is in use as the police station. (Sanborn maps)

11. 32 N. Main Street. Marshall Pharmacy. Non-contributing. ca. 1915.

Two-story, Commercial Style brick building, with several major alterations to the storefront and the upper façade including a modern front door, replacement sash, and concrete-infilled transom area. Originally there were two bays on the second floor, each with double one-over-one windows. The upper façade, which was changed within the last five years, has retrofitted window openings and smaller sash than originally. The 1916 and 1924 Sanborns note this building as a store. It was a drugstore by 1933. Roberts Pharmacy is painted on the north wall facing Bailey Branch Road. There are stairs to the east of the building. The building is currently in use as a coffee shop. Historic photos from ca. 1920s, in the possession of the owner, indicate that Marshall Pharmacy occupied the building. The storefront transom was glass block, and there were projecting display cases in the entry. An interior photo shows the tin ceiling, which remains today, with display cabinets and a counter on either side of the room. (Sanborn maps)

12. 14 S. Main Street. Commercial Building. Contributing. 1899.

Three-story, three-bay brick building, with some Romanesque Revival details in the segmental-arched windows, pierced brick at the cornice, brick pilasters between the bays which extend above the roofline, and corbelling. The storefront is very intact, with original materials and configuration, including cast iron posts, double-leaf door, and a highly decorative terra cotta band above the transom windows. A deck and balconies have been added at the rear along with a rooftop room which is not visible from Main Street. This building was in use as a drugstore in 1916. In 1924 and 1933 it was a drugstore on the first floor, with the telephone exchange on the second, and a meeting hall on the third. The original exterior metal stairs on the west wall of the building remain. Although not fully documented the current owner notes this building was constructed by 1899, which is possible based upon its stylistic form. Other uses through the years have included an A & P Grocery, lawyer's offices, and a photography studio. (Sanborn maps; owner-provided information)

13. 20 S. Main Street. Commercial Building. Contributing. ca. 1915.

Two-story, Commercial Style brick building, with an altered storefront, including the addition of lapped siding and a modern door. However, the original configuration of the storefront is still visible and transoms are intact. On the second floor, there are four bays, each with a one-over-one window. This building appears on the Sanborn maps as early as 1916. (Sanborn maps)

14. 26 S. Main Street. O. C. Rector Building. Contributing. 1928.

Three-story, three-bay, Commercial Style brick building, set in a contiguous row, with some Classical Revival detailing in the limestone trim around all windows and in the cornice. The storefront, including a recessed entry and original display window layout, is very intact, with frosted transom windows. Stairs to the second floor are east of the storefront. The center window on both upper floors is a fixed pane picture window. The windows on either side are one-over-one. Inside, the building retains its original tin ceiling. At the rear, there is a loading area at the basement level. "O. C. Rector, Erected 1928" is excised into a limestone panel at the cornice, with

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dentil molding below, and the word "Furniture" is excised into the limestone trim on the second floor picture window. (Sanborn maps; date on building)

15. 30 S. Main Street. Commercial Building. Contributing. ca. 1900.

Two-story, two-bay brick building, with Romanesque Revival details in the segmental-arched two-over-two windows, pierced brick and corbelling at the cornice, and recessed panels between brick pilasters. The storefront has been altered with the infill of German siding and modern doors and windows, but the upper façade is intact. The storefront cornice retains several classical motifs including acanthus leaves in the stylized pilaster capitals and a limestone cornice. There is a one-story modern wood frame addition at the rear with a deck. The building was in use as a bank in 1916 and a store in 1924. By 1933 it was a store, with a small wing to the rear. The building is very similar to 14 S. Main Street (#12) in its upper façade, and probably dates from close to the same time. (Sanborn maps)

16. 34 S. Main Street. Commercial Building. Contributing. ca. 1915.

One-story, Commercial Style brick building, with a peaked parapet wall. There is a brick soldier course outlining the parapet and above the transom windows. The storefront is very intact with a modern door being the only change. This building first appears on the Sanborn maps in 1916, and it was in use as a store. An addition was built to the rear by 1924, and the building was noted as a store on the 1933 map. (Sanborn maps)

17. 42 S. Main Street. Commercial Building. Contributing. ca. 1930.

One-story, four-storefront Commercial Style brick building, with decorative bands of yellow brick on pilasters between the bays and in the soldier course above the storefronts. There are alternating red and yellow brick squares decorating the cornice. The two center store bays are significantly altered with infilled diagonal wood siding and modern doors and windows. The two end bays retain their original storefronts. To the rear, the four store bays are clearly defined, with original doors and windows at each bay. This building first appears on Sanborns in 1933, divided into four separate store uses within one building. Originally there was a fifth store to the rear. The Sentinel Newspaper was located in this building. (Sanborn maps; owner-provided information)

18. 50 S. Main Street. Tweed's Department Store. Contributing. ca. 1925.

Two-story, Commercial Style brick building, with an intact storefront configuration and textured squares of glass in the transom. A metal awning has been added. There are four bays on the second floor, each with a one-over-one window. At the rear, a covered entry stoop has been added at the southwest corner. There is also a loading dock at the basement area at the rear. Sanborn maps indicate there were two smaller store buildings on this site through 1924. The current building does not appear until the 1933 map. Current owners note the uses of the building have been Tweed's Department Store, owned by E. R. Tweed, and Penland & Sons Department Store, owned by George and Barbara Penland, which has been in the building for over fifty years. The building is currently still in use as Penland & Sons. (Sanborn maps; owner-provided information)

19. 58 S. Main Street. Commercial Building. Non-contributing. ca. 1940.

One-story, Commercial Style brick building, with a completely enclosed storefront and a peaked parapet wall. Alterations include infill with concrete aggregate panels, and a narrow recessed modern door. Original soldier

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coursing remains at the cornice. At the rear is an enclosed shed roof porch with glass walls. This building does not appear on the 1933 Sanborn map. (Sanborn maps)

20. 126 S. Main Street. Commercial Building. Contributing. ca. 1915.

Two-story, brick building in two distinct parts, with an elaborate upper façade. This building is one of the most decorative buildings in the district. The first floor has been significantly altered, however, with the application of granite panels and an ATM for the current bank. There are three bays on the second floor on the east part of the building, and four bays on the west. All have ca. 1940s replacement sash, awning style. The upper façade of the building is quite elaborate. The decorative work includes inset bands of yellow brick above the storefronts and in the pilasters, the flat arches above the windows, the cornice, and the peaked parapet wall. There is a one-story modern brick addition at the rear. This two-part building follows the angle of Main Street, and as early as 1916 it was in use as a bank on the west side and a store on the east. These uses continued into the early 1930s, as indicated on the 1933 Sanborn map. (Sanborn maps)

21. 74 S. Main Street. Commercial Building. Contributing. ca. 1915.

Three-story, Commercial Style painted brick building in two distinct sections, with two bays on the west and four bays on the east. The first floor storefronts have been completely altered with brick infill. Windows are one-over-one sash and all doors are modern. The building is relatively plain and unornamented with a brick pilaster dividing the east and west sides. Several projecting courses of brick and corner pilasters divide the second and third floors. There is a one-story brick garage addition at the rear. The first known use for this building was a market on the west side and the post office on the east, shown on the 1916 Sanborn map. In 1924 and 1933 the post office was still located here, with a store on the west side. In addition, in 1933, the Central Hotel was located on the upper floors. (Sanborn maps)

22. 74A S. Main Street. Commercial Building. Contributing. ca. 1915.

Two-story, Commercial Style painted brick building, with a parapet roof, recessed brick panels, and an altered storefront area that has been infilled with brick, modern doors, and windows. The upper floor is three bays wide, with each bay recessed within a brick framework, and window openings are further recessed. Windows are one-over-one sash, with six-over-six windows at the rear. The original door to the second floor on the east side of the façade has a hexagonal window above it. In 1916 this building was in use as a garage, but in 1924 and 1933 Sanborn maps note it was a store. (Sanborn maps)

23. 90 S. Main Street. Commercial Building. Contributing. ca. 1915.

Two-story, Commercial style painted brick building, with an intact storefront and the original double-leaf door recessed back from the display windows. The second story is four bays wide, with two single one-over-one double-hung sash windows in each half, surrounded by brick framing, and pierced brick at the cornice. There is a one-story brick utility room added at the rear, and a coal room at the southwest corner. "Belk Broome" is painted on the south wall, the occupant of the building, beginning in the 1940s. In 1916 this building was a hardware store and livery stable. In 1924 and 1933 it was a store. In recent years, the Madison County Library was located here. The building is currently vacant. (Sanborn maps)

24. 100 S. Main Street. United States Post Office. Non-contributing. 1977.

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One-story, modern brick building with a corner entry and a large loading dock at the rear. There is a large parking lot to the southeast of the building, to the side and rear. A plaque mounted in the lobby of the building gives the construction date as 1977. (date on building)

25. 15 Bridge Street. Sprinkle & Shelton Company Wholesale Grocery. Contributing. ca. 1915.

Two-story, Commercial Style brick building, with a canted corner entry and a corbelled cornice. The building is located on a corner, with five bays Main Street and three bays facing Bridge Street. On the first floor facing Bridge Street is a display window and an open loading dock vehicle entry. A wood handicapped ramp has been added within the loading area. All windows are one-over-one double-hung sash and doors are modern. There is an addition at the rear. "Sprinkle & Shelton Co." is painted on both elevations. 136 Main Street (#27), an L-shaped building wraps around the Sprinkle & Shelton building to the rear, with the Sprinkle & Shelton building filling in the corner at Main and Bridge streets. The Sprinkle & Shelton Company building appears on the 1916 Sanborn map, and it is noted as having a tin ceiling. In 1924 there were three stores in the building, and in 1933 the grocery occupied the building, along with an office in the northwest corner. (Sanborn maps)

26. 25 Bridge Street. Warehouse. Contributing. ca. 1920.

Tall, one-story, painted brick warehouse, has six bays, one of which, on the north end, is a full storefront with a central door framed by display windows. The transoms here have been covered, and the original configuration of the storefront has been altered by new aluminum framing which is flush with the street. The three bays to the south are original display windows with transoms. The next bay is a door, and the last bay is a garage door for the loading area. The upper portion of the façade is covered with corrugated metal. This building was not constructed until ca. 1920 and first appears on the 1924 Sanborn map as a cotton and feed warehouse, occupying the two northern bays of the building. The last three bays on the south were added by 1933 and they housed part of a lumber warehouse, an auto sales and service store, and radio shop. In 1933 the two northern bays were a hardware and feed store and a lumber warehouse. Coal Feed & Lumber Company, Inc. currently occupies the building. (Sanborn maps)

27. 136 S. Main Street. Commercial Building. Contributing. ca. 1915.

This two-story, Commercial Style brick building has a façade facing Main Street and one facing Bridge Street since it wraps around 15 Bridge Street (#25). The Main Street façade storefront has been altered by being infilled with brick and the addition of new transom windows. The upper story, four bays wide, has double one-over-one, double-hung sash windows with replacement sash. On the Bridge Street façade the storefront has been altered with a door in the center and two flanking one-over-one windows, also with replacement sash. On the second floor are four bays with each bay containing replacement sash. The building appears on the 1916 and 1933 Sanborn maps as a wholesale grocery. (Sanborn maps)

28. 136A S. Main Street. Marshall Fire Department. Contributing. ca. 1915.

Two-story, Commercial Style brick building with inset brick panels at the cornice and flat arches above the four windows on the second floor. The original garage door opening and the five-panel door with transom to the second floor remain. The windows on the second floor are the original one-over-one sash. According to Sanborn maps this building was the fire department from at least 1916 through 1933. (Sanborn maps)

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29. 148 S. Main Street. Commercial Building. Contributing. ca. 1915.

Two-story Commercial Style painted brick building. The modern storefront infill has been removed and a compatible new storefront design, in keeping with the architectural details of other Main Street buildings from the period, is being constructed in its place. There are five bays on the second floor, each set within a brick panel, and each with a one-over-one sash window. There are inset brick panels and pierced brick at the cornice. In 1916 and 1924 the building was a feed and grain store. By 1933 the building was known as Builders Supply Company with paints and building supplies for sale. (Sanborn maps)

30. 156 S. Main Street. Commercial Building. Contributing. ca. 1915.

Two-story Commercial Style painted brick building with modern infill of brick and corrugated metal at the storefront. The upper portion of the building is very similar in design to 148 S. Main Street (#29). The only difference is this building is four bays wide on the second floor, but all other detailing is the same. The storefront area on this building is also currently being renovated. On the eastern end of the storefront is a vehicle opening which at one time appears to have led to the large addition at the rear, which is now gone. In 1916 the building was a twelve-car garage. In 1924 the Sanborn map shows the use changed to building materials and a large rear addition had been built. By 1933, this building and 148 S. Main Street (#29) were all part of Builders Supply Company and the addition was enlarged to the west. (Sanborn maps)

31. 160 S. Main Street. Marshall Motor Company. Contributing. ca. 1920.

One-story painted brick Commercial Style garage building with a stepped parapet. The original central garage bay remains, flanked by storefront openings with multi-light windows and transoms. There is corbelling and inset brick panels at the cornice. This building may have been built as Marshall Motor Company, since it is noted on Sanborn maps in 1924 and 1933 as being a twenty-car garage, and the painted sign is still visible on the east wall. An interesting note on the Sanborns is that the building was "full of small skylights." There is a sign in the window for Coal Feed & Lumber Company, likely a more recent occupant of the building. (Sanborn maps)

Main Street, north side:

32. 76 N. Main Street. Duplex. Contributing. ca. 1915.

Two-story duplex, freestanding on the lot, with each side a central hall plan and having an attached one-story porch. Each half of the duplex is two-story, one room deep, and appears to be two rooms wide. The side gable roof has standing seam metal covering, and the building is covered in vinyl siding. Both porches have a hip roof with a center gable, solid balustrade, and center concrete steps. The porch on the east side has been enclosed. The west side porch is open as originally. Windows are one-over-one sash, likely replacement sash. To the rear is a one-story original shed-roof wing which extends the full length of the building. Doors are single-light-over-panel and there is one central brick chimney in each unit. Sanborn maps indicate this building was in existence by ca. 1915, and was still a duplex as of the 1933 map. (Sanborn maps)

32A. Garage. Contributing. ca. 1945.

One-story-plus-basement front gable building with a wing at the southwest corner. Covered with asbestos siding which appears to be original.

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33. 56 N. Main Street. Methodist Episcopal Church South. Contributing. 1912.

One-story brick Gothic Revival-style front-gable-roof church with a bell tower at the southwest corner. Gothic arch windows have multi-light textured glass in the upper portion, and are two-over-two sash below. A modern aluminum frame door has been added at the entrance through the bell tower vestibule. At the rear of the building in a one-story brick addition, built ca. 1950, with awning style windows, a flat roof, and a concrete handicap ramp added on the east side. Currently the building is a community arts center. (Sanborn maps; date on building)

Vacant lot

34. 32 N. Main Street. Commercial Building. Non-contributing. ca. 1960.

Two-story, freestanding, concrete block building with a stepped parapet wall on the north and south. Doors are modern, and windows are multi-light metal frame casement. The original garage bay on the west side of the building has been infilled with modern doors retrofitted into the original opening.

35. 14 N. Main Street. Rock Café Restaurant. Contributing. 1947.

Two-story, freestanding, Commercial Style building of local stone. The facade is three bays wide, with large display windows and a recessed corner entry at the southeast. The second floor is five bays wide, with two-over-two horizontal sash windows. In 1947, Page and Pricey Brigman built the Rock Café Restaurant at the front of the ca. 1847 Brigman House (#35A) which was Mrs. Brigman's mother's house. The Brigmans operated the restaurant for many years, living upstairs, and later renting the rooms. At one time the building also served as the Greyhound Bus Station. The building is still the Rock Café Restaurant. (Sanborn maps; study list file; owner-provided information)

35A. 14 N. Main Street (rear of lot). Brigman House. Non-contributing. ca. 1847-1850.

This house is located at the rear of the property, and was moved there from another part of the county in 1946 before the 1947 Rock Café at the front of the lot was constructed. The original building was a one-story-plus-attic, side-gable, hall and parlor house with a rear ell and exterior end chimney on the east side. In recent weeks, the entire front portion of the house was removed, including the chimney, and a reconstructed façade and new porch was added onto the ell. The ell portion of the house retains its original lapped wood siding and original four-over-four windows (study list file; owner-provided information).

36. 2 N. Main Street. Madison County Courthouse. Contributing. 1907. (NR 1979)

This Neoclassical Revival-style brick building rises two stories and is set prominently on the north side of Main Street, with an unobstructed view towards the French Broad River. A large lawn and a central walkway lead up to the central entry beneath the monumental central portico. The hip roof building with a tall parapet wall is capped by a prominent central polygonal cupola. Rectangular in plan, the building is set on a foundation of granite. The façade is divided into three sections, with the central portion being the tetrastyle Corinthian portico. The entablature of the portico includes a modillioned cornice, and it extends around the building. Beneath the portico is an arched central doorway flanked by windows, with the same duplicated on the balcony above. The bays to either side of the portico project slightly and each contains four-over-one windows. Inside, the floor plan is typical with wide cross halls intersecting at a polygonal center. The second floor is the courtroom. Designed

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by the prominent Asheville architectural firm of Smith and Carrier (Richard Sharp Smith and Albert Heath Carrier), the building was constructed by Blue Ridge Construction Company. Richard Sharp Smith was the supervising architect of the Biltmore Estate in Asheville. After his time there he opened a prolific practice in Asheville which continued in operation until his death in 1924. In 1906 Smith joined forces with Albert Heath Carrier. While most of Smith's work was in Asheville, he designed buildings in neighboring communities as well. The courthouse was only one of five buildings that Smith designed in Marshall. The others, including the **J. H. White House (known as Hill House, 1903)**, are residences. At the time the courthouse was erected, the Board of County Commissioners were W. C. Ammons, Chair, J. C. Bryan, and A. H. Bryan. Lewis J. Baley was the county attorney. The courthouse in 1907 cost \$30,000. (Sanborn maps; National Register nomination form)

37. 13 S. Main Street. Bank of French Broad. Contributing. 1922. (NR 2004)

Located on the north side of Main Street, and prominently placed adjacent to the county courthouse, the Classical Revival-style brick bank building and adjoining Roberts Building display many elements of the style. Originally two separate structures, the building was joined into one building in the late 1970s, and was listed as one building in the National Register nomination. The bank building is three stories tall, with arched windows lining the west elevation and a separate arched opening denoting the recessed entrance at the southwest corner. Originally there were multi-light windows within all of the arched openings but these were infilled when changes were made to the building in the late 1970s. On the upper floors of the west side of the building all windows are one-over-one. The Roberts Building, which now comprises the east portion of the Bank of French Broad, is two stories tall, but includes many of the same details as the Bank of French Broad. Windows on the second floor facade form a bank of one-over-one windows with transom lights. Classical detailing of the building includes a water table, a cornice on the west side with dentil blocks, keystones above all windows, decorative inset panels above all windows on the second floor, and bands dividing the floors. A cornice projects over the "Roberts 1922" name incised into a limestone panel. Built in 1922, the building was designed by James J. Baldwin, and built by R. W. Wimbish. (Sanborn maps; National Register nomination form)

Vacant lot

38. 39 S. Main Street. Colonel Lawrence M. Allen House. Contributing. ca. 1849; ca. 1872.

A two-story frame I-house with a full-length double tier porch, this building retains its original lapped wood siding, six-over-six windows, and Greek Revival details in the front doorway which is a door framed by sidelights and transom lights. The current multi-light door is a replacement. Porch details include original square posts and narrow one-by-one balusters. The roof is covered by standing seam metal. A single shoulder exterior end chimney is located on the east and west elevations, typical of the time period. The large two-story ell at the rear was added to the house by 1872.² The interior of the building has wide board walls and ceilings in the oldest section, a notable arched entry into the living room on the east side of the house, and a curved banister with tapered balusters on the second floor. The front portion of the building was built ca. 1849 by Colonel Lawrence Allen, the first Clerk of Court for the town of Marshall. While not fully documented, it may have been an extension of an earlier cabin built prior to 1849, by David Vance, due to the earlier construction details

² A documentary photograph dating from ca. 1872 shows the Allen House in the foreground, with the rear ell constructed by this time. See working file for copy of the photograph.

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including hand-hewn sill foundation and the wider, heart pine board floors which are not seen anywhere else in the house. A former doorway into this room was also covered over at a later date and the current staircase built in front of it. Colonel Allen was one of two leaders who was involved in the Civil War massacre at Shelton Laurel. He, along with Lieutenant Colonel James A. Keith, worked to round up Union sympathizers under threat of death if they did not come over to the Confederate side in the War.³ The land was originally part of fifty acres called Lapland, owned by David Vance, and later given to the town to form the town of Marshall. According to a documentary photo from ca. 1872, the rear addition had been completed by this time.⁴ (Sanborn maps; survey files)

38A. Outbuilding. Non-contributing. ca. 1980.

One-story front gable roof building.

39. 53 S. Main Street. First Baptist Church. Non-contributing. 1959.

Tall one-story minimally Classical Revival brick building with a front-gable-roofed projecting entry portico and a central steeple and bell tower. The roof is flat at the rear wing, which appears to be offices and classrooms built concurrently with the rest of the building. The balustrade of the entry portico is pierced concrete. Built in 1959, this building replaced the earlier First Baptist Church which was located on the same site. Thomas Rollins purchased the land for the church in 1903 (Madison County deed book 13, p. 510) and the first church was built soon after that. It appears on the 1916 Sanborn map. (Sanborn maps; owner-provided information)

40. 63 S. Main Street. Masonic Temple. Contributing. 1925.

Three-story, freestanding, Commercial Style brick building with an intact storefront. The building is eight bays deep. The storefront retains its original materials and configuration of a recessed entry framed by display windows. The only alteration to the storefront is the covering of the transom windows with corrugated metal. Each of the upper floors has three bays each with single one-over-one windows flanking a double one-over-one window on the second floor, and an opening infilled with brick on the third floor. All windows have a row of soldier course brick above them, and the floors are delineated by a row of corbelling. "Masonic Temple" is incised into a concrete panel at the cornice, with a row of soldier course brick above. There are chimney stacks visible at the roofline. There is a one-story concrete block addition at the rear, added after 1933. Built as the Masonic Temple, the plaque on the building notes that the directors of the lodge were J. M. Baley, F. Shelton, S.B. Roberts, A.W. Whitehurst, E.R. Tweed, W. A. West, and J. C. Ramsey. The building committee consisted of F. Shelton, Chair, J. H. Sprinkle, J. H. Hutchins, and W. V. Farmer. In 1933, this building housed a store on the first floor, a dwelling on the second, and the lodge hall on the third. (Sanborn maps; date on building)

41. 73 S. Main Street. Service Station. Non-contributing. ca. 1925.

Altered Art Deco style one-story, freestanding, brick service station with a tile pent roof around three sides of the building. All original service bays have been infilled with stucco, modern doors, and windows. Original Art Deco style brick pillars divide the bays and extend above the roofline. This building first appears on the 1933 Sanborn map. Originally it had a one-story porch to the rear, and a covered area for gas pumps. (Sanborn maps)

³ <http://hilltop.mhc.edu/032204/shelton%laurel/rena%20shelton.asp>. Website of "The Hilltop", student newspaper of Mars Hill College.

⁴ Photo included in working file, ca. 1872.

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Vacant lot

42. 103 S. Main Street. Commercial Building. Contributing. ca. 1920.

Two-story Commercial Style brick building with a relatively intact storefront area. The storefront entry is recessed; a modern door replaces the original; and stucco has been applied over the brick kickplates below the display windows. A modern awning has been added. The second story, accessible from the door on the east side, is three bays wide with single and double one-over-one, flat-arched windows with keystones set in deeply recessed brick panels. Recessed brick panels with corbelling form the cornice. This building was a store on both the 1924 and 1933 Sanborn maps. (Sanborn maps)

43. 107-109 S. Main Street. Duplex. Contributing. ca. 1935.

Two-story-plus-attic, late Colonial Revival-style, side-gable, brick duplex, contiguous to and recessed back from the commercial structures on either side. The dormers also have side gable roofs. Each side of the duplex has a one-story pedimented porch with lattice. Entry is on the west side of each porch. Windows are either single or double four-vertical-over-one. There are two interior brick chimneys. This building replaces an earlier structure on the site which, in 1933, was a printing company and a grocery warehouse. (Sanborn maps; owner-provided information)

44. 115 S. Main Street. Commercial Building. Contributing. ca. 1920.

Two-story, Commercial Style painted brick building. The first floor is intact, except for some boarding over of bays. Details include tall, multi-light transom windows, a central door with transom, and a second door, partially boarded up, to the second floor. The second floor is three bays, with single or double one-over-one windows set into deeply recessed brick panels. The cornice also has three recessed and corbelled brick panels. It is very similar in appearance to 103 S. Main Street (#43). This building appears on the 1924 and 1933 Sanborn maps as a store. This building is currently vacant, but there is a sign on the building for Story Printing Company, one of the later uses. (Sanborn maps)

45. 133 S. Main Street. Marshall Chevrolet Company. Contributing. 1927; ca. 1935.

Two-story, Commercial Style painted brick building built in two sections. The original 1927 portion of the building, on the west, has extensive plate glass windows since this was built as an auto showroom and continues in this use today. There are several multi-light doors with transoms. The building has a canted entry at the southeast corner. Windows are six-over-six or eight-over-eight, with painted glazing. The ca. 1935 addition to the building, which is recessed, extends to the east. It includes the service bays for the business. According to an article in the local newspaper, when the building was nearing completion, the company officials included Tom Frisby, president, W. R. Ellerson, vice-president, Fred Roberts, secretary-treasurer, and A. B. McDaniel, manager. It also noted that the walls were brick and the floors were concrete. (Sanborn maps; owner-provided article "Marshall Chevrolet Company's Building is Nearly Finished" 5 August 1927)

46. 165 S. Main Street. Marshall Presbyterian Church. Contributing. 1950.

One-story with full basement, Colonial Revival-style, freestanding, front-gable, brick building with the entry at the upper level. A pedimented portico with modillion blocks projects from the center of the building. The three-bay entry into the sanctuary is beneath the square bell tower and octagonal-roof steeple. There are brick dentil

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blocks on the bell tower and a band of projecting brick divides the basement and first floors. The entry is three bays wide, with a double-leaf door framed by stained glass. A prominent brick stair wall provides access from either side at the sidewalk level, leading to the center entry. Hidden behind the stair entry, at the basement level, is an arched opening, with the entry to the church offices located north of the arched area. Windows are stained glass fixed panes or multi-light awning style. To the rear of the building is the Sunday school wing, also one-story with full basement brick, with a side gable roof. A separate exterior entry to this section of the building is located at the northeast corner. This building is a good example of mid-twentieth century church architecture. Like the Baptist Church, this building replaced the original 1900 building on Main Street. The full name of the original church was Couper Memorial Presbyterian Church. (Sanborn maps; dates on building, including the original building cornerstone)

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Summary

The Marshall Main Street Historic District is locally significant as an intact commercial center typical of development in western North Carolina mountain communities from the mid-nineteenth through the mid-twentieth centuries, with a period of significance of ca. 1849 – 1957. Marshall was located on the old drover's road connecting Greeneville, Tennessee, with Greenville, South Carolina, but it did not experience extensive growth until after the arrival of the railroad in 1882. The district exemplifies the growth of the community from the time of the drover's road, later Buncombe Turnpike, with the layout of the town today remaining strategically sited along the original route of the road within a narrowly defined flat area between the river on the south and the steep hillside to the north. The district includes commercial, civic, residential, and institutional buildings. These buildings in combination today still portray the mix of uses typical of a mountain county seat from the mid-nineteenth through the mid-twentieth centuries. The district meets National Register Criterion A for its commercial significance and Criterion C for its architectural significance. The district includes an I-house residence from the mid-nineteenth century and two architecturally significant twentieth-century churches which have been located along Main Street since their founding. The district's buildings display a wide range of styles often utilized in county seat communities in the mountains including the Commercial Style, Classical Revival, Neoclassical Revival, Romanesque Revival, Mission Revival, and Gothic Revival. The district's most elaborate high style building, the Neoclassical Revival-style Madison County Courthouse, was designed by prominent Asheville architect Richard Sharp Smith. Due to the availability of local river rock and fieldstone, the Marshall Main Street Historic District also contains several distinctive stone buildings.

Historic Background and Commercial Context

As noted in A Guide to the Historic Architecture of Western North Carolina, Madison County has often been known as "...the 'Kingdom of Madison' for its isolation and the independence of its people", creating a "dual heritage that encompasses rural mountain culture and a once-great mineral springs resort at Hot Springs. Bisecting the steep terrain, the French Broad River courses through its narrow gorge from Asheville to Paint Rock at the Tennessee state line. The southeast part of the county [including Marshall] traded with Asheville, while the north and west sections were oriented to Greeneville, Tennessee. Along the ledge on the right bank of the river, early road builders hacked the route of the Buncombe Turnpike in the 1820s. Drovers herding livestock down the turnpike from Tennessee to the coastal lowlands created a market for local farmers' corn and other feed crops, and the low-country elite came in their carriages up the turnpike for summer stays at the famous springs..."⁵

Marshall, the county seat of Madison County, was founded in 1855, and it was named for Chief Justice John Marshall. The commercial center of Marshall has often been referred to as " 'one mile long, one block wide, and sky high' ." Main Street is the main route through town on the north side of the French Broad River, with development limited to the south, in addition to the river, by the railroad, and on the north by steep mountainsides. Main Street was originally the route of the old drover's road connecting Greeneville, Tennessee,

⁵ Bishir, Catherine W., Michael T. Southern, and Jennifer F. Martin. A Guide to the Historic Architecture of Western North Carolina, Chapel Hill, North Carolina: The University of North Carolina Press, 1999, p. 247.

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with Greenville, South Carolina, which later became the Buncombe Turnpike. The oldest building in the historic district, the **Colonel Lawrence M. Allen House** (#38, ca. 1849) serves as a reminder of this time period when mostly houses and drover's stands lined the north and south side of Main Street. It was not until the coming of the railroad and the beginnings of the tourism industry that the town of Marshall began to flourish. In 1882, the Western North Carolina Railroad was completed from Asheville, through Marshall, to Paint Rock, at the Tennessee line. This began the boom time in building construction. By the end of the nineteenth century there were many commercial buildings, houses, and churches located along Marshall's Main Street (**Commercial Buildings, #12 and #15**). By 1902 the population was 344, there were eight general merchandise stores, one barber, one blacksmith, two bookstores, one shoe store, four confectioneries, one telephone/telegraph office, two jewelry stores, one saloon, three retail grocers, eight produce stores, two crockery and glassware stores, and one druggist.⁶ In 1903, several local businessmen, including W. J. McLendon, Charles B. Mashburn, and J. R. Swann, established a cotton textile mill, the Capitola Manufacturing Company, on the French Broad River, which provided work for many of the townspeople.⁷ Specific businesses in Marshall in the first decade of the twentieth century included Redmon & Roberts dry goods; Redmon, Ramsey & Company tombstones; R. H. Ward grains, botanicals, roots, and herbs; Van Smith groceries; J. R. Swann blankets and shoes; and the Bank of French Broad.⁸ The Neoclassical Revival county courthouse, designed by prominent Asheville architect Richard Sharp Smith, was completed in 1907, showing the growing need in the county for expanded civic services, all of which were located in the county seat (**Madison County Courthouse, #36**).

In the years before the flood of 1916, commercial enterprises continued to grow, as several additional businesses opened along Main Street, including furniture stores, barber shops, hotels and boarding houses, hardware stores, general stores, restaurants, doctors' offices, hotels and banks.⁹ The 1916 Sanborn map indicates there were many commercial buildings along the south side of Main Street such as a movie house, a barber, the telephone exchange, and a grocery, while only a handful of commercial buildings, and primarily churches and residences were located on the north side. Due to the greater accessibility of Marshall after the arrival of the train, there were two hotels located on Main Street by 1916, the Montezuma and the Rector.

The flood of 1916 had a major impact on Marshall, and it had to rebuild many of its buildings damaged by the rising floodwaters of the French Broad River. However, almost half of the buildings remaining on Main Street today date from the first fifteen years of the twentieth century (**Madison County Jail, #10; Marshall Pharmacy, #11; Commercial Buildings, #13, #16, #20, #21, #22, #23, #27, #29, #30; Sprinkle & Shelton Company, #25; Marshall Fire Department, #28; Duplex, #32; and Methodist Episcopal Church South, #33**). Some business types in operation in Marshall after the flood included banks, dry goods stores, the telephone company, realtors, automobile showrooms, insurance agencies, groceries, hardware stores, and a milling company.

⁶ The North Carolina Yearbook. Raleigh, North Carolina: The News and Observer, 1902.

⁷ Mattson, Alexander & Associates, Inc. "Historic Architectural Resources Survey Report, Replace Bridge No. 328 on SR 1001 Over French Broad River, Marshall, Madison County", North Carolina Department of Transportation report, 1 August 1999, p. 12.

⁸ Madison County Record newspaper advertisers 1902-1906.

⁹ The North Carolina Yearbook, 1903-1915.

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In the 1920s, Marshall's population had reached 1,800.¹⁰ As the area became more accessible with improved roads, tourism began to play a major role in the development of downtown. Several boarding houses were active in the community, and new commercial buildings were constructed (**Commercial Buildings, #5, #42, and #44; O. C. Rector Building, #14; Tweed's Department Store, #18; and Masonic Temple, #40**). Filling stations were built as infill along Main Street (**Service Station, #41 and Filling Station/Garage Building, #8**). The 1916 - 1924 Sanborn maps show one of the biggest changes along Main Street to be the new construction of service stations and garages, to meet the growing needs of the town and the advent of the automobile for transportation (**Marshall Motor Company, #31**). Another hotel, the French Broad, was also in operation by this time. Additional businesses included banks (**Bank of French Broad, #37**), furniture, clothing, feed, shoe, hardware, appliance, and grocery stores, pharmacies, and cafes.

The 1933 Sanborn shows continued commercial development with enlargement of garages and building supply stores, but construction of new buildings in the early 1930s was not nearly as extensive as in the early years of the twentieth century. There was some building going on in the 1930s however, including an **Apartment Building, #2; Commercial Buildings, #6, #7, and #17**, and the addition to **Marshall Chevrolet Company, #45**. Many of the same businesses continued to operate in downtown, with some new businesses including the New Bakery & Café (Charles Rector, proprietor); The Marshall Coffee Shop; A & P grocery; and French Broad Chevrolet.¹¹

Growth in Marshall continued into the 1940s and there were a number of buildings constructed in this time period (**Commercial Buildings, #1, #3 and #19; L. P. Roberts Building, #9; and Rock Café Restaurant, #35**). New businesses which attested to Main Street as continuing to operate as the commercial, medical, legal, and civic center of the county included Belk-Broome Department Store (**Commercial Building, #23**), doctors' offices, several ladies' clothing stores, jewelry stores, and shoe stores. The primary new construction in the 1950s was new church buildings (**Marshall Presbyterian Church, #46**). However, Main Street continued to thrive as the commercial center for the community, with businesses such as banks, motor companies, pharmacies, department stores, building supply stores, funeral homes, furniture stores, and hardware located on Main Street.¹² In the late 1950s to 1960s larger communities such as Asheville began to draw Marshall residents away for jobs and shopping, resulting in the beginning of an economic decline for the town.¹³ It has only been in recent years that new residents, retirees, and tourists have again discovered Marshall and several of its buildings are undergoing renovation.

Architecture Context

Marshall remains today as the commercial center of the county, with a much larger downtown and a greater concentration of commercial, religious, civic, residential, and industrial buildings than any of the other communities located in the county. The majority of buildings in the Marshall Main Street Historic District are Commercial Style. Exceptions to this include examples of the I-house, Romanesque Revival, Gothic Revival,

¹⁰ "Historic Architectural Resources Survey Report", p. 13.

¹¹ Ibid, 1934-1936.

¹² "The Islander". Marshall High School yearbook, 1957, advertisers.

¹³ Ibid, p. 13.

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Mission Revival, and Classical and Neoclassical Revival. Since Marshall has always been the county seat, its variety of architectural styles is greater than other towns within Madison County such as Mars Hill and Hot Springs, with the prominent Neoclassical Revival courthouse being one of the major differences between the county seat and the outlying smaller communities. In addition, since most of the county's early twentieth-century banking took place in Marshall, prominent bank buildings were designed in the popular, more elaborate Classical and Neoclassical Revival styles. In comparison, most buildings in the commercial centers of Mars Hill and Hot Springs are much more simple in their architectural detailing.

A particularly notable residential building in the district, and the oldest on Main Street, is the I-house **Colonel Lawrence M. Allen House** (#38, 1849; ca.1872) with its typical form of one-room in depth, double-tiered porch, Greek Revival entry detailing, exterior end chimneys, side gable roof, and later rear ell addition. The I-house was a common form utilized throughout western North Carolina from the early nineteenth century on into the early twentieth century. The interior of this house retains many of its original architectural features, including flush board walls and ceilings, paneled newel posts and tapered balusters on the staircase in the main hall, original mantels, and arched entry into the living room on the west side of the main block of the building.

One of the oldest commercial buildings on Main Street is the Romanesque Revival-influenced **Commercial Building at 14 S. Main Street** (#12, 1899), with its typical use of the style in the segmental arched windows, brick pilasters between the bays which extend above the roofline, corbelling at the cornice, iron storefront posts, double-leaf door, and decorative transom. The Romanesque Revival style (1840-1900) typically utilizes the rounded Roman arch, the use of brick or stone for wall surfaces, and a minimal use of additional architectural detailing. A decorative terra cotta band above the storefront, and the functional iron support columns also add to the overall decorative character of the building.

Several buildings in the historic district follow the pattern of many other western North Carolina towns by utilizing the classical styles to enhance the buildings and make them stand out as prominent structures. The Classical Revival, Neoclassical Revival, and Colonial Revival styles follow many of the same principles, and the most popular period for these styles was from 1900 – 1930. These styles utilize elements of earlier classical buildings, including symmetrical proportions, side gable or hip roofs in non-commercial buildings, architrave trim around doors and windows, columns and pilasters, and elaborate cornices, all of which are often constructed of limestone. The classical styles were chosen for the more prominent buildings in town associated with the government, the banking industry, and the important commercial buildings. These styles were used for these types of buildings because of the evocation of stability, tradition, and permanence associated with them.

The Neoclassical Revival-style **Madison County Courthouse** (#36, 1907), designed by notable Asheville architect Richard Sharp Smith incorporates many elements of the style including the tetrastyle monumental portico with Corinthian columns, cupola, and arched doorway flanked by windows; the Classical Revival-style **Bank of French Broad** (#37, 1922), designed by architect James J. Baldwin, with its arched windows, recessed arched entry, water table, cornice with dentil blocks, keystones above all windows, and decorative inset panels, and **O. C. Rector Building** (#14, 1928) with its limestone trim around all windows and the cornice. An example of the later use of the Colonial Revival style dating from ca. 1935, is the residential **duplex** located at 107-109 S. Main Street (#43). This building, symmetrical in nature, utilizes elements of this style in its side-gable roof, pedimented porches, and side-gable roof dormers.

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The Commercial Style buildings in the Marshall Main Street Historic District are typical in their design in their use of primarily brick as the exterior material and the upper façade ranging from plain unornamented to more elaborate with corbelling, decorative brick patterns, and window arches or keystones. The Commercial Style (1900-1930) typically was a reaction to the more ornate buildings of the Queen Anne style from the late nineteenth century. One, two, or three story buildings feature this style and they are characterized by a storefront on the first floor, some masonry patterns such as soldier courses or corbelled cornices, flat roofs, parapet walls, and large windows, often in a one-over-one sash configuration. Notable Commercial Style brick buildings in Marshall include the **Commercial Building at 90 S. Main Street** (#23, ca. 1915) with its intact storefront of a recessed entry flanked by large display windows, double-leaf door, and pierced brick at the cornice; the **Commercial Building at 115 S. Main Street** (#45, ca. 1920); **Tweed's Department Store** (#18, ca. 1925) with its use of textured squares of glass in the transom, intact storefront with a recessed entry and tile floor and one-over-one windows; and the **Commercial Building at 25 N. Main Street** (#7, ca. 1930) with its corner entry; storefront which wraps around the corner; and one-over-one windows. While all the Commercial Style buildings on Main Street contain the same basic elements, the one dating from the latter part of the nineteenth century (#12) typically is more elaborate in its design, while those dating into the second and third decades of the twentieth century have almost no ornamentation on their facades.

The use of stone as an exterior material is also seen on several buildings in the district. Even though fieldstone and river rock was a readily available material in Marshall, as in several other mountain communities, the decision to use these materials was not an arbitrary one. Builders used the stone to showcase this material for its stability, beauty, and character. Spruce Pine's historic downtown (NRHD, 2003), with its use of mica stone, and Black Mountain's central business district (NRHD, 2004) with its extensive use of river rock on many of its buildings are two other good examples of this conscious decision to create something distinctive out of available materials. Those buildings in the Marshall Main Street Historic District built of stone include the **Commercial Building at 53 N. Main Street** (#3, ca. 1940); the **Commercial Building at 101 N. Main Street** (#1, ca. 1945); and the **Rock Café Restaurant** (#35, 1947). The detailing of these buildings is similar to some used in the typical Commercial Style, but the stone walls add an interesting variation in terms of texture and relation to the indigenous materials found in the mountains.

The Gothic Revival-style **Methodist Episcopal Church South** (#33, 1912) is built of brick and incorporates many elements of the style including Gothic-arched windows, and asymmetrical massing. The Gothic Revival style was most popular from 1830-1860, although it continued into the twentieth century as a popular style for church buildings as exemplified by this building. This style is typified by the use of Gothic-arch windows, often in stained glass, steeply pitched roofs, and exterior walls built of brick, stucco, stone, or board and batten.

The Mission Revival **Apartment Building** at 81 N. Main Street (#2, ca. 1940), utilizes many elements of this style including a stepped parapet roofline and pent tile roof. The Mission Revival style, most popular from 1890 – 1920, is typically simple in form, often with tile roofs, parapets, curvilinear gables, and small balconies punctuating the surface. This residential building is a later example of Mission Revival, incorporating many of the features of the style.

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Marshall's Main Street Historic District is unique in the county in that it incorporates within its boundaries examples of many different building types and styles that exemplify the importance of the town to the county throughout its period of significance. It has evolved through time, from the middle of the nineteenth century comprised primarily of residences and drover's stands, to the mixed use it is today, incorporating residences, offices, government, churches, stores, and warehouses.

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Boundary Description

The boundaries for this nomination are indicated on the accompanying tax/sketch map, with a scale of 1" = 200'.

Boundary Justification

Boundaries include the area with the greatest concentration of mid-nineteenth to mid-twentieth century buildings which retain a high degree of architectural integrity. Areas outside of the district boundaries include new commercial and residential construction, vacant lots, and residential neighborhoods.

Marshall Main Street Historic District Photographs

The following information applies to all photographs, except where noted.

Name of property: Marshall Main Street Historic District
Marshall, Madison County, North Carolina

Photographer: Sybil H. Argintar
Date of photo: July 2006

Location of original negatives: Division of Archives and History
One Village Lane
Asheville NC 28803

Photo description:

1. Main Street, view southeast
2. 14 South Main Street, view southwest
3. main Street, view southeast
4. 35 North Main Street, view southwest
5. French Broad River, view northwest
6. 126 South Main Street, view south
7. Main Street, view southeast
8. 14 North Main Street, view east
9. 39 South Main Street, view north
10. 165 South Main Street, view northeast