



Historic Preservation Commission

Regular Meeting

<http://www.townofboone.net/>

~ Agenda ~

Jane Shook
828-268-6960

Tuesday, January 17, 2023

3:00 PM

WebEx

This meeting will be held using video conferencing software (WebEx).

For information on how to watch, listen, and/or participate in the meeting, please see the WebEx Video Conferencing Information section at the end of this agenda.

I. Call to Order

HPC Quasi-Judicial Session

II. Adoption of Agenda

III. Case Z05737-052522 - Wilcox Warehouse - COA - Modification of Previous COA

Request to Table until February 14, 2023

IV. Case Z06278-112122 - Mast Store - COA

Z06278-112122 - Exhibit 1 - Application

Z06278-112122 - Exhibit 2 - Written Description of Work

Z06278-112122 - Exhibit 3 - Current Conditions Photos

Z06278-112122 - Exhibit 4 - Applicant Submitted Historical Documentation

Z06278-112122 - Exhibit 5 - Additional Historical Documentation - Blog Post

Z06278-112122 - Exhibit 6 - Staff Report

Z06278-112122 - Exhibit 7 - Historic Photos

V. Adjournment**WebEx Video Conferencing Information**

WATCH OR PARTICIPATE IN THE MEETING: Individuals who wish to give testimony/evidence with respect to this case may do so through WebEx either online (by computer or smartphone) or by telephone. To do so, please email Jessica Mitchell, Long-Range/Special Projects Planner at jessica.mitchell@townofboone.net or call 828-268-6960 and you will be provided with an email invitation to the meeting. All requests for participation must be completed by 2 pm on the day of the meeting.

Staff will be happy to schedule a test meeting with each participant to ensure that they are able to participate the day of the meeting. Please call Jessica Mitchell at 828-268-6960 if you are interested in this option.

Staff will moderate the WebEx session to ensure all participants have an opportunity to speak. Individuals who require user assistance registering or joining the WebEx event on the day/night of the meeting can call 828-268-6960 for support.

CONCERNS REGARDING PARTICIPATION: Please contact Jessica Mitchell, Long-Range/Special Projects Planner by phone at 828-268-6960 as soon as possible if you are concerned about your ability to participate through the options listed above (online or by telephone) in the “Watch or participate in the meeting” section above.



*Application Information for Filing for a Certificate of Appropriateness
for Local Historic Districts & Landmarks*

PLEASE READ THE ENTIRE APPLICATION PACKAGE

The Town of Boone strives to review applications as efficiently as possible. The policies outlined below enable Planning Staff and the Historic Preservation Commission to give each application the attention it deserves. Complete applications will be scheduled to appear before the Historic Preservation Commission; incomplete applications, however, will be returned to the applicant pursuant to Article 4 of the Town of Boone Unified Development Ordinance (UDO).

Approval of a Certificate of Appropriateness is required before any "major work" may be carried out with respect to improvement of a property located in Boone's local downtown historic district. Major work may include, but is not limited to, the following:

- A. New construction or additions to buildings
- B. Reconstruction of buildings once located on the site but demolished or moved at some previous time
- C. Restoration or rehabilitation of an historic property to its historic appearance
- D. Pointing of masonry as well as alteration, repair, or replacement of masonry, siding, roofing materials, architectural trim elements, foundations, windows, doors, and other significant architectural details
- E. Demolition of any part of a building or structure
- F. Work that is likely to disrupt or damage known or discovered archaeological resources on the site
- G. Moving of buildings
- H. Replacement of architectural details when there will be a change in design or materials from the original or existing details
- I. Changes to rooflines
- J. Establishment of exterior fire exits
- K. Exterior modification of existing buildings for ADA compliance
- L. Painting or stuccoing of buildings not previously painted or stuccoed
- M. Installation of mechanical systems, air conditioning units, vents, and related equipment in primary elevations that involves alteration to the building facade
- N. Location of satellite dishes, solar panels, and other roof attachments to the primary elevation roof and/or facade of a building if they are not effectively screened or are visible from a public street

Historic Preservation Commission Information

- Meetings: 1st Tuesday of each month at 6 p.m.
- Meetings are to be held at Council Chambers located at 1500 Blowing Rock Road.

See the published Town of Boone Planning & Inspections Meeting Schedule for more details.

Certificate of Appropriateness for Major Work

Town of Boone Planning & Inspections Department
680 W. King Street, Suite C ♦ Boone, North Carolina 28607

Phone (828) 268-6960 ♦ Fax (828) 268-6961 ♦ Email: planning@townofboone.net ♦ www.townofboone.net



A. Required to be Submitted at Time of Application

Note: A pre-application meeting is required prior to application submittal.

Failure to provide the required information will delay the review and scheduling of the requested hearing.

- ☐ Digital copies of all paper submittal documents (may be emailed to planning@townofboone.net)
 - ☐ Four paper copies of complete site plans meeting the requirements of Town of Boone Unified Development Ordinance (UDO), including UDO Appendix A (max. size 30" x 42")
 - ☐ Information in compliance with the Supplemental Checklist on Page 4
 - ☐ Property Owner Authorization. If you are not the property owner, you will need to provide documentation of property owner authorization to apply for this permit. You may have the property owner sign this application (Section L), or the property owner can provide a written and signed authorization that clearly states they are authorizing the applicant to submit this application.
- Permit Fee (See Planning & Inspections Fee Schedule). Each application is allowed two (2) reviews. The 1st review of the submitted information and a 2nd review if revisions or supplemental information is required based upon the 1st review. Each subsequent review after the 2nd review will be charged at 50% of the original fees charged for the application. These fees shall be paid at the time of resubmittal.

B. Requested Hearing – See latest published Meeting Schedule for dates

Date of requested hearing: _____

C. Property Information

Street Address: _____

Watauga County Parcel Identification Number: _____

630 WEST KING ST.

2900 893194000

Existing Zoning District(s): B-1 CORE

Total Land Area: .29 AC

Are there any existing variances or other site-specific approvals granted to the property? ☐ Yes ☐ No ☒ Unknown

If yes, describe: _____

D. Applicant Information

Name: _____

JOHN COOPER - CHAIRMAN - MAST GENERAL STORE, INC.

Complete Mailing Address (Street, City, Zip): _____

PO BOX 714 VALUE CRUCIS, NC 28691

Phone Number: _____

Email Address: _____

828-265-6511

johnc@mastgeneralstore.com

Preferred Method of Contact for Written/Response Documents (select one): ☐ Mail or ☒ Email

E. Property Owner Information

Name: _____

SAME AS APPLICANT

Complete Mailing Address (Street, City, Zip): _____

Phone Number: _____

Email Address: _____

F. Landmark/District Information

District/Landmark Name: B-1 - DOWNTOWN CORE

Period of Significance: 1910-1920

G. Project Details

Project Cost: \$ T.B.O.

Project Type:

☐ New Construction

☐ Renovation

☐ Landscaping

☐ Moving Structure

☐ Demolition

☒ REPAIR

H. Design Professional Information

Designer is an: ☒ Architect

☐ Engineer

☐ Owner

☐ Other:

Name:

Bill Dixon

Company:

APPALACHIAN ARCHITECTURE PA

Complete Mailing Address (Street, City, Zip):

PO Box 179 Boone NC 28607

Phone Number:

828 265 2405

Email Address:

bill@appalachianarch.com

Additional Designer Information: If additional designers are involved beyond the one listed, please provide additional info on a separate sheet

I. Applicant Signature and Property Owner Authorization

I hereby certify that I am authorized to submit this application, that all information is correct and complete, and all work will comply with all applicable State and local laws, ordinances, and regulations.

I acknowledge and agree that the Historic Preservation Commission members, Town employees, and Town agents may enter, solely in performance of their official duties and only at mutually agreeable times, upon the applicant's property for examination or survey thereof pursuant to North Carolina General Statute 160A-400.8.

I understand and agree that an approved Certificate of Appropriateness is valid only for the particular application, plans, specifications, and related project details presented to, and approved by, the Historic Preservation Commission. Any proposed modification or addition must be submitted to the Planning and Inspections Department for review.

By signing below, the applicant agrees to notify the Planning and Inspections Department of any changes or alterations in the data contained in this application, the approved plans, or the approved specifications related to the project that is the subject of this application.

Hearings on Certificate of Appropriateness applications before the Commission are quasi-judicial proceedings. Therefore, Historic Preservation Commission members cannot discuss a pending application with the applicant or other party. By signing below, the applicant agrees to refrain from speaking with or contacting any member of the Historic Preservation Commission about an application outside of the formal evidentiary hearing on the application.

JOHN E. COOPER
Applicant (Print)

John E. Cooper, Jr
Applicant (Signature)

11.21.2022
Date

JOHN E. COOPER
Property Owner (Print)

John E. Cooper, Jr
Property Owner (Signature)

11.21.2022
Date

Official Use Only

Permit Name:

Mast Store - COA

Permit Number: <u>206278-112122</u>				
Date: <u>11-21-22</u>	Fee: <u>\$ 374.00</u>	Receipt Number: <u>522495</u>	Method of Payment: ☐ Cash ☒ Check Number: <u>8931</u>	Paid By: <u>Appalachian Architecture</u>

Public Hearing Meeting Date: _____

Date of APO Mailed Notification: _____

Date of Posted Notification: _____

Request Approved: ☐ Yes ☐ No

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COA for Major Work Supplemental Checklist

Note: The following is a checklist for the presentation materials needed for your application. It is the applicant's responsibility to provide adequate photographs, architectural plans, and other material to enable the HPC to understand the proposal and its impact on the historic district/landmark. The consideration of the application may be delayed if preservation materials are not sufficient to evaluate the proposal.

- ☒ Written Description of the proposed work: Describe in detail the scope and nature of the proposed project, including exact material types, colors, and dimensions for materials to be used (e.g., width of siding, color of window trim, type of roofing materials, etc.).
- ☒ Design Standards References: Cite the applicable sections of the design standards related to and/or reflected in the proposed request.
- ☒ Photographs of Existing Conditions: Provide current photographs showing the present conditions of the area where the work will be completed and/or the portions of any existing building that will be affected by the proposed work. Photographs must be clearly labeled and keyed to a site plan.
- ☐ Site Plan: For development which includes modifications to the site in addition to the building, the applicant shall provide scaled drawings prepared in accordance with UDO Appendix A, which depict at least the relationship of all buildings, secondary structures, driveways, sidewalks, fences, drains, lighting, and trees to the property line. Clearly identify the location of any and all proposed changes. Caliper of trees should be indicated as measured from four and a half feet (4.5') above the earth's surface.
- ☒ Historical Documentation: If available, provide copies of historic photographs of the property in question, along with a list of any known previous alterations to the property (and the approximate date of those alterations). If the property is already listed on the National Register of Historic Places or is a designated Local Historic Landmark, include a copy of the nomination text for the property.

**NOT
APPLICABLE**

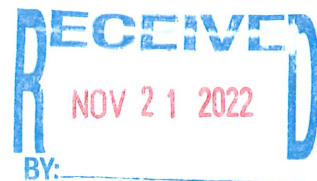
MAST STORE, INC. – Western Façade repair

The brick veneer that was installed on the Mast Store's western façade in the early 1960's was removed earlier this summer due to the public danger it posed as the brick veneer was delaminating from the masonry substrate behind it. In keeping with the building's late 1920's history, the applicant, Mast Stores, Inc., proposes to repair this wall with a hard coat stucco finish. Once the resurfacing is completed, it is Mast's intentions to install a mural on the wall-also in keeping with the 1930's historical use of this wall as advertising.

Design Standards for Renovation of Existing Buildings

1. Facades and Exterior Elevations

- 1.1- Historical documentation indicates that the western wall of the 'Jones Building' was originally finished with a hard coat stucco finish which later provided a ready-made surface for advertising murals. It is the applicant's intention to return this wall to its original finish and appearance; including a mural.
- 1.2-The inventory of the historic buildings downtown indicate that the building was constructed in the 1920s by J. Walter Jones. Historical photographs from the 1920-30's show the original building façade had a white stucco finish with no ornamentation. It is the applicant's intent to "replicate" the original white stucco finish on the façade.
- 1.3-Not Applicable. Other than the required fire rating of exterior walls in the downtown fire district (which the existing masonry wall meets), there are no building codes or accessibility requirements that affect the proposed improvements.
- 1.4-The proposed stucco wall is, or will be, compatible with the color, style, design and texture of surrounding historic buildings.
- 1.5-Not applicable. The proposed improvements do not include upper level windows.
- 1.6-Not applicable. The proposed improvement is a uniform stucco finish from grade to parapet cap with no distinction between lower and upper levels.
- 1.7- Historical painted advertising (murals). Historical documentation shows this wall was used for advertising in the late 1930's, perhaps earlier. *As a side note, The "crack research team" at Digital Watauga is to be commended for their amazing research and conclusions on the content of the original painted murals on this wall from the 1930-40's.* It is the applicant's intention to install a painted mural on the stucco.
- 1.8-The original 1920's building façade was very plain, utilitarian and probably inexpensive to construct. Based on the historical photographs, there was no ornamentation or distinctive features in the facade to preserve or replicate.
- 1.9-Not applicable.



2. Architectural Components and Details

2.1 – 2.4- The original building façade was very plain and utilitarian. Based on the historical photographs, there was no ornamentation or distinctive features in the facade to preserve or replicate.

3. Foundations

3.1 – 3.6- Not applicable. Other than the existing exposed concrete base, there will be no exposed foundation walls or basements.

4. Masonry

4.1 – 4.5- Not applicable. There will be no exposed masonry on the proposed façade.

4.6- A new hard coat stucco will be applied to the existing masonry that will duplicate the original stucco finish's appearance, color and texture.

4.7 – 4.11- Not applicable. There is no exposed masonry in the proposed project.

5. Wooden Elements- Not applicable

6. Windows, Doors and Awnings- Not applicable

7. Roofs – Not applicable

8. Entrances, Porches and Balconies – Not applicable

9. Color – It is the applicant's intention to paint the new stucco facade in a white color similar to the original building which will be selected from the Town's approved color system.

10. Utilities – Not applicable

11. Accessibility, Health and Safety Concerns – Not applicable.

12. Additional Standards – Not applicable.

13. Additions to Buildings – Not applicable.

14. New Construction- Not applicable.

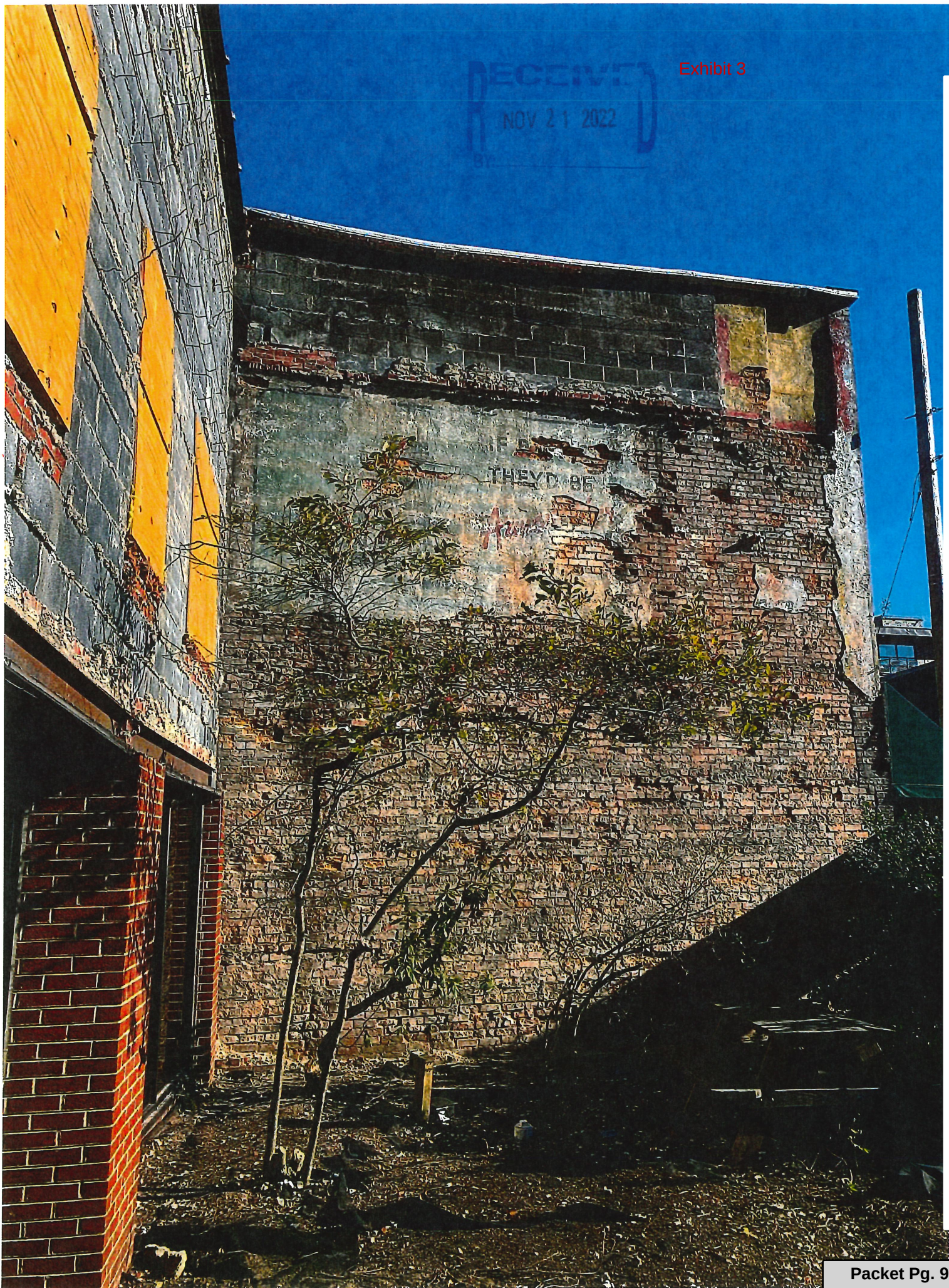


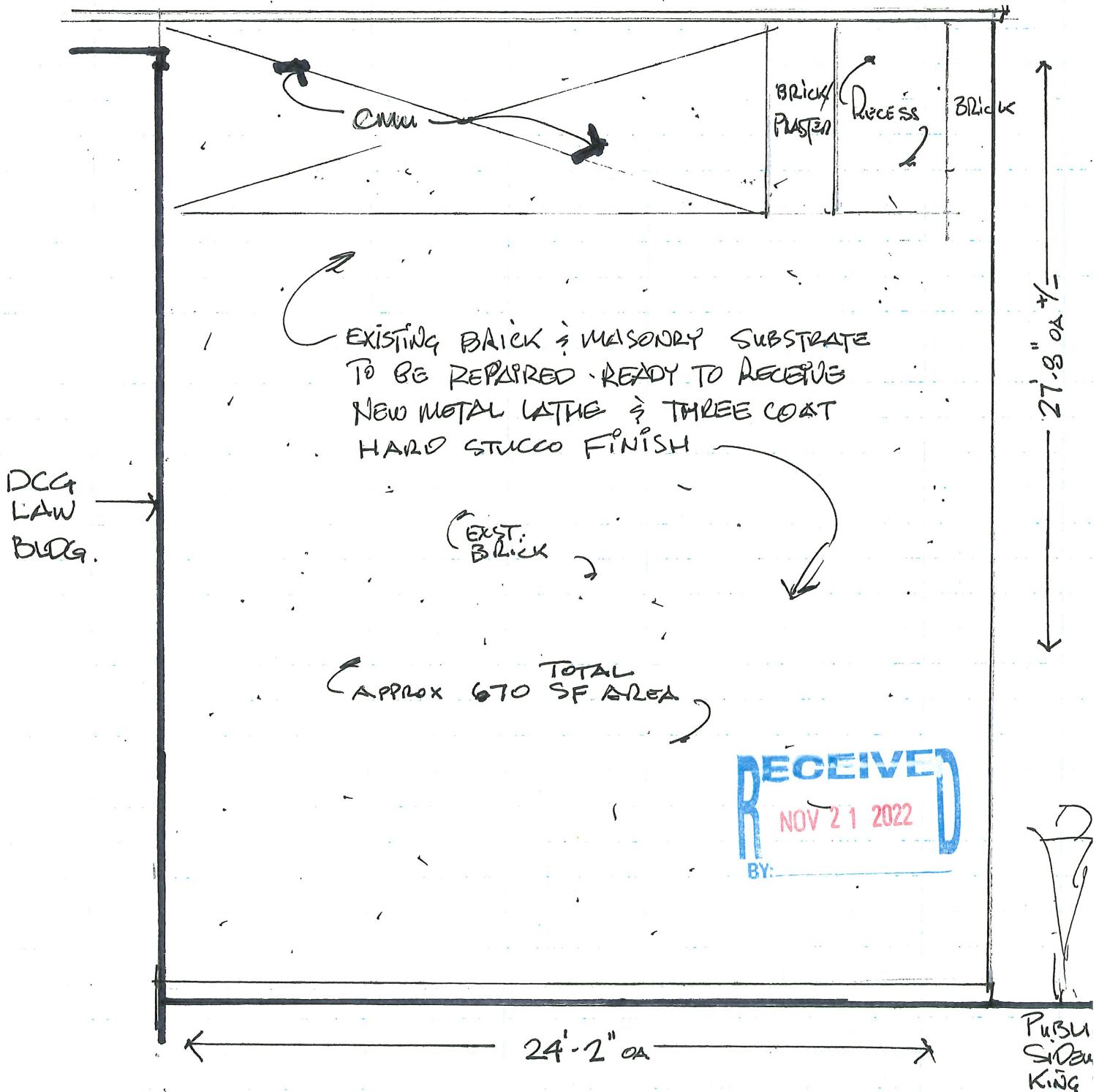
Exhibit 3

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Communication: Z06278-112122 - Exhibit 3 - Current Conditions Photos (Case Z06278-112122 - Mast Store - COA)

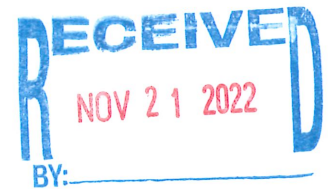
APPALACHIAN ARCHITECTURE, P.A.

WILLIAM (BILL) DIXON, JR., AIA, NCARB



MAST STORE (DOWNTOWN BOONE)
WEST FACING FACADE

10/25/2022
SCALE: 1/4" = 1'-0"



WT0591 J. Walter Jones Building (1922)
630 West King Street

This two-building complex was surveyed in 1988 and updated in 2002, when it was treated as being an architecturally unified complex. In reality, these buildings were built separately by different owners and served different functions for much of their history. Accordingly, the west portion of this complex is being retained under this survey number in this update, while the east portion is being separated out and assigned survey number WT0891.

Regarding the history of the west building, there are important changes to report regarding previous survey accounts. For example, the west building (currently of red brick) has previously been described as having been built circa 1910. Mast General Store, the current occupant, has erroneously credited the construction of this building to circa 1913, when Mast claims it opened as the Peoples Bank. Furthermore, the speculation in past surveys about the purpose of the central window area on the first floor of the building should no longer be speculative. This portion of the building is clearly shown on the 1928

Sanborn Map as a central staircase entrance for access to the second floor apartments. The "Former Hunt's Department Store" moniker used in previous survey accounts is also something of a misnomer for this complex, as the building served many other historical functions prior to Hunt's occupying the space in 1943 (not 1940). Another puzzling element of the 1988 survey report is the assertion that the building possessed a square, glass block transom (or clerestory windows with transom openings) at the time of that survey. The 1988 images show that the windows contained at that time are identical to the current windows, which are leaded glass with hinged transom openings and an ornate, swirl pattern border. For these reasons, the present survey is designed to update both the history and description of this building in its proper context.

The source of the confusion over the date of origin for this building probably originates with two newspaper articles from 1914 describing the construction of a "new and commodious office building" by Dr. J. W. Jones "on the corner of his lot just opposite the Critcher Hotel." A more careful examination of these articles reveals that the building was a frame building, was one story in height, and had a footprint of 24 by 40 feet—clearly not the present building on the site (*Watauga Democrat*, April 2, 1914, and May 14, 1914). Indeed, this store is visible in a circa 1915 postcard (Bob-Bre-2-114) and is clearly not the same building that stands today. In fact, Dr. Jones's first building stood just to the west of the present site, where WT0819 now stands, and in 1919, Jones apparently opened a "first-class drug store...in the Dr. Jones office building" (*Watauga Democrat*, August 14, 1919). This is all confirmed by an April 27, 1922, *Watauga Democrat* article that described Walter Johnson's purchase of the lot "now occupied by the Jones drug store" and Johnson's intention to build "a large brick garage this summer" on the site. The article went on to describe Dr. Jones's intention to "build a brick business house adjoining the garage, both buildings...to be let in the same contract. The Dr. has not yet decided just where he will locate his wooden drug store building, which is to be moved somewhere in the very near future."

Two months later, reports emerged that excavation for the "Johnson-Jones buildings" was nearly complete and that material had been delivered for the construction "of the block of three buildings" (*Watauga Democrat*, June 8, 1922). It's important to note here that these "three buildings" consisted of what would become the Boone Garage (part of which survives as the east end of WT0819) and the two halves of what later became known as the Jones Block. A month later, another article described the completion of the brickwork on the Qualls block (WT0595) just across the street, and a note that "the masons employed on that job are now making good headway on the Jones block" (*Watauga Democrat*, July 20, 1922). By December, work was complete, with the Peoples Bank and Trust Company occupying the east side of the first floor of the building and a telephone exchange for the Watauga Telephone Company located on the second floor (*Watauga Democrat*, December 21, 1922, and January 18, 1923) of the west side. J. M. Moretz, who operated a furniture company, occupied the west side of the first floor (*Watauga Democrat*, January 11, 1923). Other early tenants included John Lineback, a lumber merchant, and Dr. W. J. Miller, a dentist (*Watauga Democrat*, May 3, 1923, August 2, 1923, and October 11, 1923), who were likely on the second floor of the east side.

Moretz Furniture is documented as having moved to WT0588 in 1925, and early that same year, the Boone Clothing Company—which had also been in the Jones Building for an unknown period of time—moved to WT0588 (*Watauga Democrat*, January 15, 1925). In June 1925, the Spainhour-Sydnor Dry Goods Company, colloquially known as Spainhours', opened in the west section of the building, as documented by a late 1920s photograph in the July 2000 issue of the *Blue Ridge Stemwinder*. At that time, Miller, Lineback, the telephone exchange, and Peoples Bank were still in the building (*Watauga Democrat*, July 16, 1925). Spainhours' opened a "Bargain Annex" in the space to the rear of the Peoples Bank, "accessible through a large arched doorway from the original building;" this suggests that the east half of the building was divided on its first floor (*Watauga Democrat*, March 11, 1926), perhaps with a wall parallel to the front façade. Three months later, notice appeared that the Western North Carolina Development Company, operated by S. C. Eggers, had moved into the offices over the Peoples Bank (*Watauga Democrat*, June 17, 1926). In 1928, the Bell Telephone Company, which had apparently purchased the Watauga Telephone Company, moved the switchboard from the second floor of the west portion of the Jones Building to a private home in the Grand Boulevard neighborhood (*Watauga Democrat*, December 13, 1928). Spainhours' moved three months later to the new H. W. Horton Building (WT0593), creating a vacancy in the first floor of the west half of the building that was filled in June 1929 by the Harris Brothers Department Store. At that time, Harris Brothers apparently modified the appearance of the storefront of the west section substantially (*Watauga Democrat*, June 13, 1929), although it is not known what these changes involved.

In 1932, Harris Brothers (by then known as the Harris-Gaither Store) moved to the post office block (WT0589), opening the way for yet another tenant in the first floor of the west section (*Watauga Democrat*, June 16, 1932), although the space may have remained vacant for about a year. The Fashion Shop took over the space in June 1933 (*Watauga Democrat*, June 22, 1933). Meanwhile, Peoples Bank went insolvent on March 4, 1933, prompting the closure of the bank and a multi-year effort to re-open the bank or at least recover deposits. During much of that time, it's likely that the Peoples Bank space on the east side of the building remained closed to the public, although the safe and other fixtures were removed in September 1934 (*Watauga Democrat*, September 27, 1934). Later that year, Mrs. J. W. Neal opened an alterations shop in Apartment 4 of the second floor of the building (*Watauga Democrat*, November 23, 1933). In Fall 1934, the Lillian Mae Beauty Shoppe moved from its location in East Boone near the Baptist Church to the Jones Building (*Watauga Democrat*, September 6, 1934), although this stay was brief; by July 1935, the beauty shop had moved to WT0589 (*Watauga Democrat*, July 4, 1935). A major change came with the arrival of the Belk's Department Store, sometimes referred to as "Belk-White," in April 1935. As part of renovations to the Jones Building, the two first-floor storerooms were "thrown together" to create a larger store. Images of both the exterior and interior of the Belk-White store under this new configuration can be seen in the H. Lee Waters film of Boone shot in 1936. This stay was also brief, as Belk's moved to its brand new building (WT0850) directly across the street in 1937 (*Watauga Democrat*, March 4, 1937).

This move seems to have coincided with Mrs. J. W. Jones's decision to sell the entire building to Roger W. McGuire that same month (Deed Book 47, Page 308), after which the building was often referred to as the "McGuire Building." McGuire announced later that year that he was completely remodeling the building once again, this time to prepare for his Rudemar Beauty Salon to move to the street floor and re-open as McGuire's Beauty Salon (*Watauga Democrat*, June 17, 1937, and July 8, 1937). Paul Weston also moved his Boone Photo Shop into the building that same year, although it is not clear what portion of the building he occupied (*Watauga Democrat*, June 24, 1937). Other new tenants in early 1938 included the Quality Shoe Shop and Bare's Fair Store, the latter managed by a young Guy Hunt (*Watauga Democrat*, January 6, 1938, and January 20, 1938). On March 2, 1939, a fire ripped through the roof of the building, badly damaging the second floor apartments and Bare's Fair Store, located at street level. Boone Photo Shop, the McGuire Beauty Salon, and the Quality Shoe Shop appear to have suffered only minor damages (*Watauga Democrat*, March 2, 1939). Weston added an RCA recording studio to his space in 1940 (*Watauga Democrat*, March 21, 1940).

At some point in 1941, Kermit Dacus moved his Dacus Radio Shop into the apartments of the McGuire Building and almost immediately began operating a bootleg radio station, WDRS, from that location, possibly in Weston's old recording studio (*Watauga Democrat*, March 27, 1941, April 24, 1941, and May 7, 1942). Dacus would move to the Appalachian Theatre shops (WT0609) in 1943, shortly after which he would be arrested on federal charges for operating the illegal radio station. Around this same time, the building was changing hands in terms of ownership. McGuire sold the west half of the building in April 1941 to Rufus W. Colvard (Deed Book 54, Page 298), then conveyed the east half of the building to Colvard in March 1943 (Deed Book 56, Page 392). This suggests that McGuire's Beauty Salon occupied the east half of the building during its tenure there, while Bare's was probably in the west half. An advertisement from 1940 also indicates that McGuire's had additional space above Bare's Fair Store starting that year (*Watauga Democrat*, August 29, 1940). Bare's expanded into the space previously occupied by the Quality Shoe Shop in June 1941, then expanded again in July, taking over the space on the second floor, directly above their shop (*Watauga Democrat*, June 12, 1941, and July 24, 1941). It's not clear whether renovations described in August 1941 were yet another expansion or simply a rehash of what had already taken place that year (*Watauga Democrat*, August 28, 1941).

Meanwhile, the partnership between Guy Hunt and G. T. Bare in Bare's Fair Store officially dissolved in early 1943, prompting Hunt to continue operating in the same space under the name "Hunt's Department Store"; Bare would open his own, new department store in WT0588 in 1944 (*Watauga Democrat*, January 21, 1943). During the summer of 1943, Guy Hunt enlarged his store, taking over the first-floor space occupied by McGuire's Beauty Salon and expanding the store to both sections of the second floor (*Watauga Democrat*, August 19, 1943). In September 1944, Hunt also purchased WT0891 to the east from W. R. Winkler, with plans to expand into that space, but there is no evidence that Hunt's Department Store ever did so. Hunt's also was expanding to the rear of the store at this time, resulting in one-story, concrete block additions that are visible on the 1947 Sanborn map to the north of the main building (see also *Watauga Democrat*, September 7, 1944). Fire visited the building again just two months later, erupting in the old Jones alleyway at

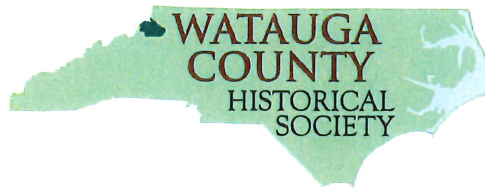
the rear of the new additions and damaging much of the second floor store space (*Watauga Democrat*, November 2, 1944). Thereafter, the entire building continued to operate as Hunt's Department Store for decades, and Guy Hunt purchased the building from Rufus Colvard in 1952 (Deed Book 71, Page 36). Hunt eventually sold this building and WT0891 in 1987 to John and Faye Cooper (Deed Book 83, Page 648), who made it one of their Mast General Store locations shortly thereafter.

Tracing the physical changes in this building over the years is far more difficult, as few early images of the building survive, and the known, late-1920s image of the building is an oblique view that does not clearly show storefront configurations. As seen in the 1936 H. Lee Waters film, the building appeared much as it does today, albeit with some differences in the storefronts themselves. Still intact are many of the defining features of this south elevation façade in 1936: red brick generally in a running bond pattern with occasional, irregularly spaced courses of Flemish bond; large pilasters at the outer edges of the façade and framing the second-story entrance space at the center of the façade, thus creating the appearance of recessed panels on the upper portion of the façade; triple-tier corbelling at the upper edge of these panels, immediately above which was a spanning, sawtooth brick course; spanning soldier course lintels and rowlock sills within the panels that are not interrupted according to window positioning; and spanning clerestory windows over each of the storefronts.

There are changes, from the 1936 appearance, however. The south elevation of the west storefront, for example, had a single, centered, deeply recessed, wooden door entrance, flanked on either side by large, plate glass shop windows with low bulkheads that stepped outward twice toward the façade plane. Today, the plate glass windows angle out from double entrance doors toward the façade plane and feature low, brick bulkheads; all of this is obviously a replacement of what appeared in 1936 and appears to have been completed sometime after the 2002 survey. A large, clerestory window of leaded glass with hinged transom openings and an ornate swirl pattern border spanned the entire west storefront, and this clerestory window appears to be the same one that survives today. The second story in 1936 offered the same widely spaced, double bays of one-over-one, double-hung sash wooden windows. In 1936, the original, second-floor entrance between the two storefronts was still intact, sporting a single, wooden doorway with a large upper light and panels below, plus a large, rectangular transom overhead. This doorway was removed at an unknown date, and the piercing is now partially filled with brick, with a large, plate glass window with a rowlock sill in the upper portion of the piercing. The interior staircase that would have been at this position is also gone. Large pilasters, which still survive, flanked this doorway in 1936 and extended all the way to the triple-tier corbel just below the roofline. The second floor of this section of the south façade featured a narrow, single, one-over-one, double-hung sash, wooden window with a soldier course lintel and a rowlock sill spanning the full space between the pilasters. These features still survive. The east storefront, meanwhile, offered a double, wooden door entrance with narrow upper lights and a single panel at bottom, flanked on either side by plate glass windows with low bulkheads that angled out toward the façade plane, which also had large plate glass windows with low bulkheads. A large, spanning, leaded glass, clerestory window was located over this east storefront and probably identical to the west clerestory window.

Today, the east storefront generally retains these dimensions, although the entrance itself appears to have been widened slightly and the doors replaced, probably to meet code and apparently after the 2002 survey. Similarly, materials of the east storefront windows are identical to the west storefront windows, suggesting that these, too, are replacements of what appeared in 1936, even if they retain similar dimensions. Nevertheless, the clerestory window survives intact on this side as well. The present, aluminum-frame, vinyl awning that spans the entire storefront is obviously a replacement for the hinged, retractable awning visible in 1936. Finally, it appears that at least some of the windows of the south elevation of the building have been replaced with vinyl replacement windows, possibly since the previous surveys.

As documented above, the interior space changed numerous times between 1922 and 1943, sometimes to reflect a clear division of the first floor space into at least two, and often three distinct shop spaces, with Guy Hunt finally (and permanently) unifying the shop spaces into a single shop space in 1943. Hunt apparently stuccoed the south elevation of the building in 1943 as well (*Watauga Democrat*, August 19, 1943), although this treatment was removed as part of Mast's renovations of the building between 1988 and 2002. Sometime between 1949 (as seen in the Clarence A. Price film of the Watauga County Centennial Parade, Cla-Pri-2-1) and 1958 (Appalachian Digital Collection image), a large, flat, cable-hung awning replaced the fabric awnings and spanned the entirety of the south elevation of WT0591, as seen in the 1963 wagon train images of the buildings. This awning was removed sometime after the 2002 survey and replaced with the current aluminum-frame, fabric awning. Furthermore, as seen in these same wagon train images, the west wall of the west building (originally shared with Hodges Tire Company—WT0819—to the west) was covered with a brick, running bond, veneer wall that ties into the south elevation of WT0819. A recently discovered image in the Paul Armfield Coffey Collection, also dated to circa 1963, shows this veneer wall being erected. Today, this veneer is separating from the west wall of the building and is in danger of collapsing, as portions of the original west wall are actually visible through the gap between the veneer and the west wall. WT0891 to the east obscures the east wall of the building, and adjacent buildings also obscure the north elevation. The current, flat roof of the building is rubber. Interior, pass-through openings between the east wall of this building and the west wall of WT0891 are present today on both the first and second floors.



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What's the Backstory on that Ghost Ad?

November 8, 2022

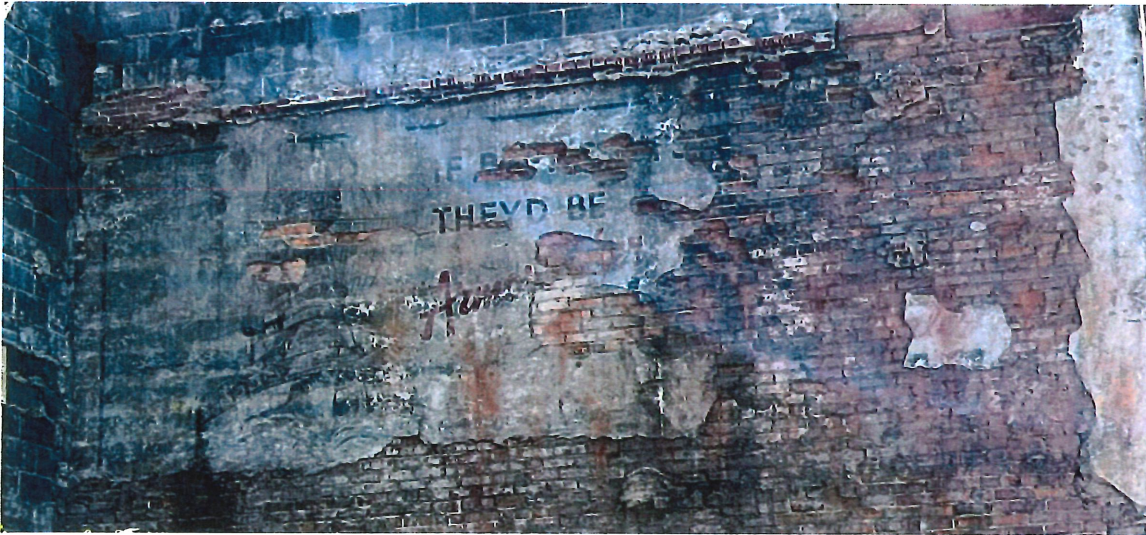
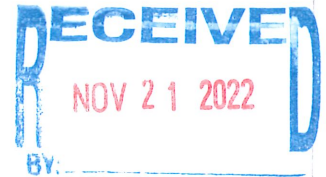


Image of a "ghost ad" on the west wall of the J. Walter Jones Building (now Mast Store), taken by Eric Plaag on September 16, 2022.

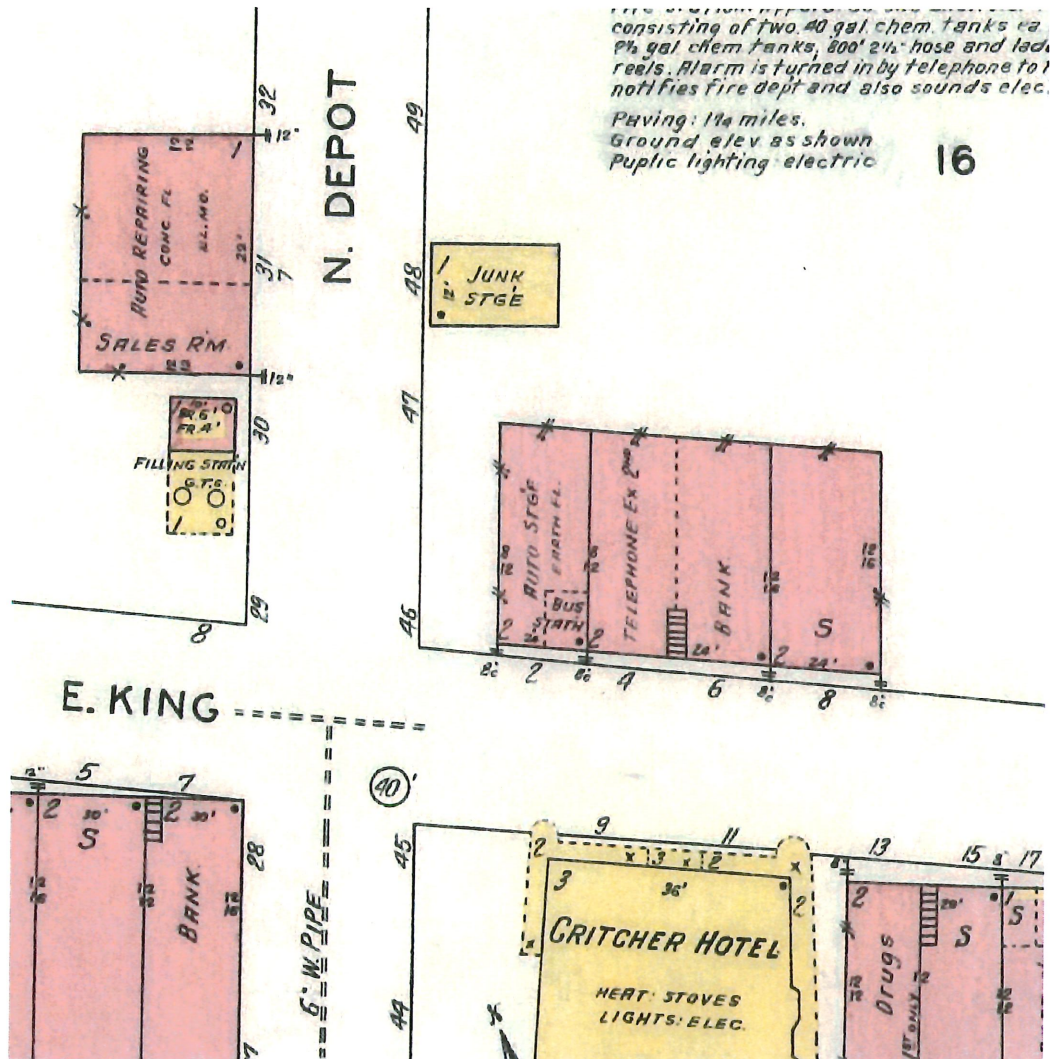
Eric Plaag

November 8, 2022

Our crack research team at Digital Watauga has received countless inquiries over the past couple of months about the "ghost ad" that was recently uncovered on the west wall of the Mast Store building (historic name: J. Walter Jones Building). Some have speculated that it is an old War Bonds ad from World War II, while others have assumed that it was something from even earlier in Boone's history. After wading through our archives and doing additional research on past advertising trends, we believe we know what the "ghost ad" originally looked like, as well as when it was likely painted. But it is a complicated story.

First, we need to begin with a little history of the J. Walter Jones Building and the building immediately to the west of it, originally known as the Boone Garage and now part of the DiSanti, Capua, and Garrett law firm complex. The general area of this site once held a small, one-story, frame building (located a bit further west) that housed Dr. J. Walter Jones's doctor's office, and in 1919, Jones and his partners opened a drug store that

eventually became Boone Drug Company, leading to inaccurate assumptions over the years that the Boone Drug Company began in the west building of the present Mast General Store. In actuality, Jones moved his frame building off the lot shortly after Walter Johnson purchased the land to build "a large brick garage," with Dr. Jones committing to building "a brick business house adjoining the garage" to the east. This configuration of the buildings is visible in the 1928 Sanborn map of downtown Boone, an excerpt of which is below.



Detail crop of the 1928 Sanborn Fire Insurance Company map of Boone showing (L to R on the northeast corner of King and Depot) the Boone Garage (1922), the J. Walter Jones Building (1922), and the W. R. Winkler Building (1927). The latter building should not be confused with the W. R. Winkler Tire Company Building, constructed immediately west of the Boone Garage in 1929, after completion of this map. Image courtesy of the Library of Congress.

Early tenants of the J. Walter Jones Building included a bank, the local telephone exchange, a furniture store, a lumber merchant, and a dentist. By the late 1920s, the first floor of the Jones Building was established as a department store space, with a series of tenants rotating in and out before the Belk-White Department Store rented the space in April 1935. Early tenants of the Boone Garage building included a series of garage and car sales operations (as well as a tiny, early iteration of Boone's bus station), culminating in the mid-Depression purchase of the building by the Hodges Tire Company, also in 1935. Hodges also rented space in the building immediately to the west, originally known as the W. R. Winkler Tire Company Building (built 1929). You can see this general configuration of the buildings beginning at 9:23 in the 1936 H. Lee Waters Movies of Local People film of Boone, found at this link: <https://www.youtube.com/watch?v=qSU1gTuPk84&t=563s>. Note that there is advertising text visible on the stucco on the west wall of the Jones Building when viewed from the interior garage space of the Hodges Tire Company. The Boone Garage building merely anchored to the west wall of the Jones Building. It did not have its own east wall. This will be important later.





Screenshot from the 1936 H. Lee Waters film of Boone showing the Boone Garage, occupied by the Hodges Tire Company, with its south facade aligned with the south facade of the Jones Building to the east. Image courtesy of the Pilar Fotta Collection, Digital Watauga Project.



Screenshot from the 1936 H. Lee Waters film of Boone showing the west and south elevations of the W. R. Winkler Tire Company Building at left, with the west wall of the Boone Garage at right. Image courtesy of the Pilar Fotta Collection, Digital Watauga Project.

Sometime shortly before July 1938, the Hodges Tire Company removed the second-floor overhang and the garage bays of the Boone Garage building, trimming back the building footprint to a position slightly forward of the Winkler Tire Company Building to the west. They also covered the new façade with a native stone veneer that protruded forward of the Winkler Tire Company Building. This change is visible in a photograph that ran that month in the *Watauga Democrat* on July 7, 1938. Unfortunately, that photograph is framed in a manner that does not show us the west wall of the Jones Building. We do know, however, that Rufus Colvard bought the Winkler Tire Company Building and the Boone Garage in 1940, then added the Jones Building through transactions in 1941 and 1943. Guy Hunt, who began operating Hunt's Department Store in the Jones Building

also in 1943, announced substantial renovation plans for the Jones Building, including stuccoing the entirety of the building. We strongly suspect that this work would have involved applying a new layer of stucco over whatever surface coverings from the interior of the Hodges Tire Company were still applied to the west wall of the Jones Building. The uniformity of this stucco application is evident in a mid-1940s image of the Jones Building (including part of the west wall) visible at <https://www.mastgeneralstore.com/boone>.



Hodges Tire Company advertisement image, *Watauga Democrat*, July 7, 1938, with the Winkler Tire Company building at left and the cut-back Boone Garage with its new stone veneer at right. Image courtesy of DigitalNC.com.

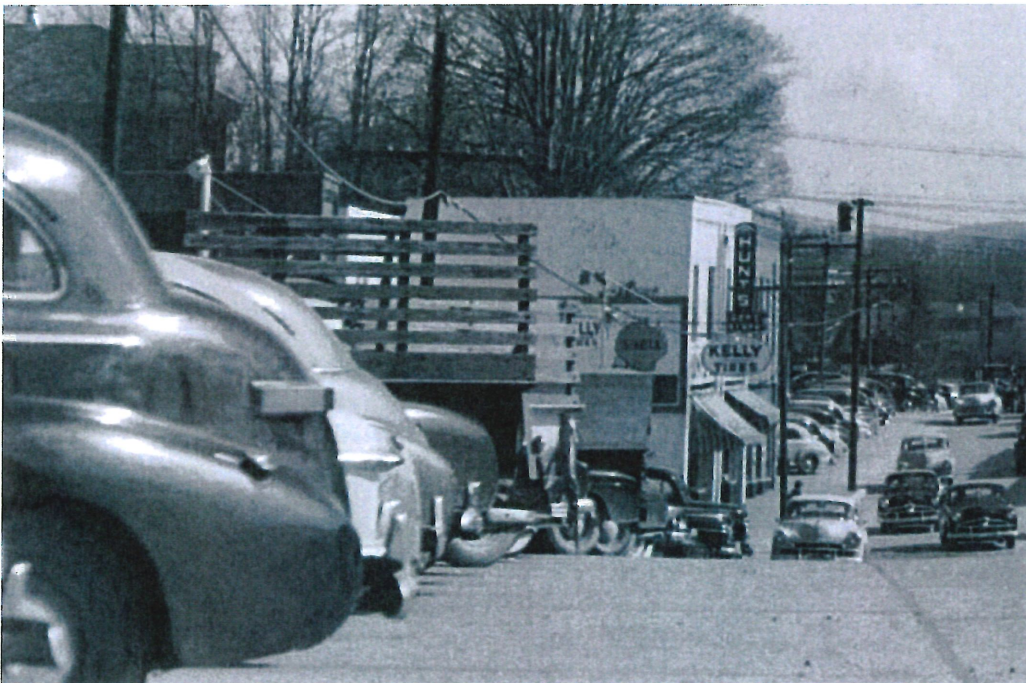
In the years to follow, Colvard Tire Company (occupying the Hodges space in the Boone Garage and the Winkler Tire buildings after 1940) routinely painted advertisements on the west wall of the Jones Building, no doubt continuing the practice of painting on the stucco of that wall that had existed since the days when the Hodges Tire garage bays were still attached to the west wall of the Jones Building in the mid-1930s. We have a fairly lengthy catalog of images that show the changing advertisements on this wall, a sampling of which are below.

We also know that Colvard installed a brick veneer treatment over the Boone Garage remnant and the west wall of the Jones Building sometime between March 1960 and July 1963. One image (reproduced below) shows this work being completed during December, given that Christmas decorations are visible on the street poles. We know that the work could not have been completed earlier than December 1957 because of the Tweetsie Railroad bumper sticker on the car in the foreground (Tweetsie opened in July 1957). And we know that the brick veneer work was completed before the July 1963 Wagon Train, based on an image (also below) of the wagon train passing by the building. We initially misread the color in the 1960 Blizzard image below as representing brick, but we now believe that this represents a painting over (and possibly a re-application) of the stucco that was covered a short time later by the pre-1963 brick veneer. It is this pre-1963 veneer wall that was in danger of collapse at the time of the 2015 Downtown Boone architectural survey and that was ultimately removed under an emergency public safety order from the Town of Boone in 2022. We should note, too, that we did not have the benefit of observing the actual removal of the veneer walls on the west wall of the Jones Building and the south wall of the Boone Garage remnant. Any photo documentation of that work may confirm our conclusions outlined below.





Detail crop from an image showing children marching in the 1952 Boone Clean-Up Parade. Image courtesy of the Constance Stallings Collection, Digital Watauga Project.



Detail crop from image of King Street looking east in 1953. Image courtesy of the Palmer Blair Collection, Digital Watauga Project.



Detail crop from a slide image looking east on King Street from the Water Street intersection, circa early 1950s. Image courtesy of the E. T. Glenn and Lorena Lawrence Glenn Collection, Digital Watauga Project.



Detail crop from a circa 1960-62 image taken around Christmas showing the installation of a brick veneer wall on the Boone Garage remnant and the west wall of the Jones Building. Image courtesy of the Paul Armfield Coffey Collection, Digital Watauga Project.



March 1960 image taken during the 1960 Blizzard (with a March 1960 processing date). We initially thought this image showed the brick veneer installed on the west wall of the Jones Building and the south elevation of the Boone Garage remnant, but we now believe this represents a painting over or re-application of stucco on both buildings. Image courtesy of the John Ward Family Collection, Digital Watauga Project.





This image of the July 1963 Wagon Train parade shows the Boone Garage remnant and the west wall of the Jones Building following installation of the brick veneer. Image courtesy of the Historic Boone Collection, Digital Watauga Project.

So, that brings us to the “ghost ad” that was unveiled as the work on the west wall of the Jones Building and the south wall of the Boone Garage remnant proceeded during the late summer of 2022. The image at the top of this post, taken by the author on September 16, 2022, shows the visible, surviving detail of the “ghost ad.” Several notable elements are visible outside of the ad itself. First, the concrete block work above the brick line on the Jones Building no longer shows most of the Shell advertisement that was painted on stucco above the brick line in the veneer installation photo from the very early 1960s, although a portion of the last “L” in “Shell” on stucco is still visible at the south end of the top of the west wall, covering an old boiler stack on the Jones Building. We believe this concrete block to have been installed during the early 1960s renovation on both the Jones Building and the Boone Garage remnant. It’s worth noting that this “Shell” ad was clearly aged by the early 1960s, and we suspect it was painted on the west wall of the Jones Building AFTER the cutting back of the Boone Garage building. Indeed, Hodges Tire Company was a Shell dealer at that location, as evinced by ads that appeared in the *Watauga Democrat* only in late 1938 and 1939. R. W. Colvard, the Shell agent for northwestern North Carolina in the late 1930s and early 1940s, also sold Shell products at this location, but the Shell ad was not visible on this wall after Hunt’s stuccoing of the Jones building in 1943. Second, the horizontal line of protruding bricks just above the “ghost ad” represent the roofline tie-in from the original Boone Garage building, perfectly framing the “ghost ad” within the original interior line of the Boone Garage. We know, however, that the bays of the original Boone Garage were only one story in height—ceiling elements are visible in the bays in the 1936 film—and we believe the second floor contained offices and parts storage for the company. This leaves us to conclude that “ghost ad” and the “Shell” ad were painted on existing stucco after the July 1938 Hodges Tire reduction of the Boone Garage in order to beautify the exposed west wall of the Jones Building and obscure some of the damage caused by the removal of the south part of the Boone Garage. Indeed, the faint outlines of the “Shell” letters can be seen in the August 1940 image below showing flooding along King Street. All of this would have then been covered by the 1943 Hunt’s Department Store stucco job, which involved a new layer of stucco that also covered the protruding brick elements of the west wall.



The "Shell" lettering at the top of the west wall of the Jones Building can be seen in this detail crop of flooding on King Street during the August 1940 flood. Image courtesy of the David P. Wyke Collection, Digital Watauga Project.

As for the "ghost ad" itself, we believe that the drawing at the left side of the ad shows a modern battleship with a nineteenth-century clipper stacked on top and a Spanish galleon stacked on top of that. Decipherable text reads, "IF B--T-E---PS...THEYD BE...Armor---ber." Additional text on the stucco fragment at far right appears to be cursive with the letters "-eler." Using some logic based on the image, the proximity of a tire shop at that time, and our Wheel of Fortune skills carefully honed over many decades, we began playing with the visible letters and found the advertisement below for Kelly-Springfield Tires in the April 11, 1938, issue of Life magazine (link here and scroll down slightly: <https://books.google.com/books?id=4UoEAAAAMBAJ&pg=PA67&dq=%22if+battleships+had+tires%22&hl=en&sa=X&ved=2ahUKEwi1i-DuqIX7AhWVRDABHUM-BjQQ6AF6BAgHEAI#v=onepage&q=%22if%20battleships%20had%20tires%22&f=false>).

IF BATTLESHIPS HAD TIRES

by don herold

● I bet we've all dreamt of making *iron* tires as soft as *rubber*.

Maybe it would be possible to put steel fish scales on the outside of tires—and ideas like that.

Well, the average layman (like myself) would be surprised if he knew how close a certain well-known tire manufacturer has come to mixing steel and rubber in the same tire compound.



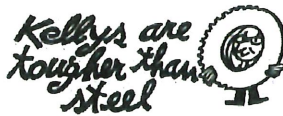
Fact is, this manufacturer has gone steel one better.

The toughest known abrasive resistant in the world is carbon.

Somebody discovered that if you mix molecules of *carbon black* with molecules of rubber, it will lengthen the life of a tire by thousands and thousands of miles.

And I've always felt that Kellys were about the best thousands-of-miles tires money could buy.

Today Kellys cost no more than other good tires, but I believe they can outlast many other makes and I'll tell you why.



Kelly scientists have developed a special way of mixing a greater amount of *carbon black* far more evenly and thoroughly into and throughout their rubber compound. Because of this, a Kelly tire will outwear the toughest steel ever made.

A Kelly tire is really a pliable armor plate. That is why Kelly treads are called *Armorrubber*.

The 44-year Kelly reputation



Kelly Springfield Tires advertisement from the April 11, 1938, issue of *Life* magazine. Image courtesy of Google Books.

We have not been able to find evidence that Hodges Tire Company sold Kelly-Springfield Tires, but we knew that Colvard Tire Company was carrying them as early as 1941, placing this “ghost ad” in our window of 1938 to 1943, replete with war iconography suitable to the period. Careful examination of the “ghost ad” image indeed reveals portions of the word “battleships” kerned at the proper locations on what survives of the “ghost ad,” as well as the words “if,” “theyd be,” and part of the word “Armorubber”—again, all in the correct locations if visible kerning patterns are carried out. Curiously, we have not been able to find any instances of this particular ad slogan for Kelly-Springfield Tires outside of 1938, although Kelly continued to make Armorubber tires well into the early 1960s.

So, the short answer to our mystery is that we are confident that the “ghost ad” remnant shows a Kelly-Springfield Tires Armorubber sub-brand advertisement that was likely painted on a rough stucco layer between 1938 and 1943—after Hodges cut back the Boone Garage building and before Hunt’s renovations of the exterior of the Jones Building. The ad very likely would have been covered by a new layer of stucco in 1943, briefly uncovered in the very early 1960s when the brick veneer wall work was done, and uncovered again this past summer as that wall was removed.

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WCHS Announces Alfred Thomas Adams as Next Inductee...





STAFF REPORT
HISTORIC PRESERVATION COMMISSION, JANUARY 17, 2023
CASE Z05530-022822-MAST STORE ARCHITECTURAL DETAIL MODIFICATION -COA



Request

John Cooper, on behalf of Mast General Store, Inc., has filed an application for a Certificate of Appropriateness (COA) to repair the wall on the western facade, which was taken down earlier this summer due to public safety reasons, with a hard coat stucco finish.

Pursuant to the Town of Boone Unified Development Ordinance (UDO), Appendix D, Downtown Boone Local Historic District, specifically the section on COA Application for Major Work, a COA is required for replacement of architectural details when there will be a change in design or materials from the original.

Parcel Information

Address: 630 W. King St.
Property Owner: John and Faye Cooper, Jr.
Watauga County PIN: 2900-89-3194-000

Lot size (total): .29 Acres
Jurisdiction: Town of Boone
Access: W. King St. (State maintained)
SFHA: No
Watershed District: No
Corridor District: No
NCD: No
Viewshed: No
Steep Slope: No
Transitional Zone: No
Current Zoning: B1 Downtown Core, Downtown Historic District Overlay

Zoning & Use of Adjacent Properties		
	Adjacent Zoning	Adjacent Land Use
North	B1, Downtown Core, Downtown Boone Local Historic District	Brewpub
East	B1, Downtown Core, Downtown Boone Local Historic District	Government Cultural Facility, Including Outdoor Activity
South	B1, Downtown Core, Downtown Boone Local Historic District	Retail Store more than 5,000 but less than 25,000 ft ² /Other Restaurants greater than 2,500 sq. ft.
West	B1, Downtown Core, Downtown Boone Local Historic District	Parking Lot, Other Business or Professional Office

Historic District Analysis

The applicant is repairing the western facade of their building due to deterioration of the facade material that led to public safety reasons with a hard coat stucco finish. The applicant proposes to repair the western wall with a hard coat stucco finish, which appears to have been a finish on the building during the 1920s. The applicant further proposes a mural on the wall, which appears to have been on the building during the 1930s.

In October 2021, the Town of Boone adopted the Downtown Boone Local Historic District overlay. Overlay districts are those districts that overlap one or more general use or conditional districts and imposed standards, in addition to the underlying district zoning standards. Where requirements conflict, overlay district standards supersede general use district standards.

The following three documents are central to the Downtown Boone Local Historic District:

1. [Comprehensive Architectural Survey of Downtown Boone, NC – Final Report](#)
2. [Report and Recommendation for the Designation of the Downtown Boone Local Historic District, Boone, NC](#)
3. [Downtown Boone Local Historic District Standards](#)

The designation report (#2 above), was created using the architectural survey of the downtown area (#1 above) and recommended the Downtown Boone Local Historic District area be designated as a historic overlay district; and the Downtown Boone Local Historic District Design Standards, which are outlined in a separate document (#3 above), are to be applied by the HPC when it considers applications for Certificates of Appropriateness for proposed development within the historic district.

Zoning Analysis

Pursuant to UDO Subsection 14.19.06(H)(4)(a)(i)(B), Stucco finishes (are acceptable materials), but only on non-primary or non-secondary facades; (2) the stucco finish must be similar or compatible to historic examples found in the B1 Downtown Core District, and (3) the stucco finish is not the primary building material.

Pursuant to UDO Subsection 14.19.06(H)(4)(b)(i)(M) under prohibited materials stucco finishes (are not allowed) except as allowed in Subsection 14.19.06(H)(4)(a)(i)(B).

Pursuant to UDO Subsection 14.19.06(H)(4)(b)(ii)(J), Prohibited Trim Materials which includes trim on doors and windows, stucco is a prohibited material.

INVENTORY CLASSIFICATION

The following information has been taken from the designation report starting on page 69. The property inventory found within the report was specifically written to assess the contributing significance and integrity of the district's resources. Integrity, as determined was based upon the following:

1. design integrity, meaning the building's relationship to its original appearance or altered appearance during the period of significance;
2. material integrity, meaning the building's relationship to original materials during the period of significance or replacement materials that mimic the appearance of original materials during the period of significance;
3. locational integrity, meaning the building's relationship to its original location during the period of significance;
4. integrity of association, meaning the building's relationship to its original or adapted use, function, and purpose during the period of significance; and
5. integrity of relationship to the district as a whole, meaning the building's historical importance to the development of downtown Boone's commercial district during the district's four periods of growth within the period of significance (1918-1964).

This ratio of parcels with contributing resources to the overall number of parcels in the district represents an unusually dense and rich collection of commercial, institutional, and residential buildings and/or structures with excellent to outstanding integrity as defined by the above criteria, thus illustrating the special significance of the district to the town of Boone in terms of its history and architecture. Taken together, these resources help to tell the story of the development of downtown Boone's commercial district through its four periods of growth within the period of significance. For these reasons, the district possesses outstanding integrity as a whole, which can

only be improved as owners of individual resources continue to rehabilitate their properties and storefront configurations to their historic appearance.

Inventory Classifications:

CA: Contributes to the character of the district based on architectural significance

CH: Contributes to the character of the district based on historical significance related to events or individuals associated with the property

NC: Non-contributing property

VL: Vacant lot

DESIGNATION REPORT/ARCHITECTURAL SURVEY PROPERTY SUMMARY

The Designation Report summary is included on the right (in blue), and the full Architectural Survey summary is included below. The subject property is classified as "CA" meaning the property contributes to the district based on architectural significance. The subject property is also classified as "CH" meaning the property contributes to the district based on historical significance related to events or individuals associated with the property. The parcel has two entries in these reports for 630 West King Street.

**1. WT0591 J. Walter Jones Building
(1922)**

630 West King Street

This two-building complex (WT0591 and WT0891) was surveyed in 1988 and updated in 2002, when it was treated as being an architecturally unified complex. In reality, these buildings were built separately by different owners and served different functions for much of their history. Accordingly, the west portion of this complex is being retained under this survey number in this update, while the east portion is being separated out and reassigned to survey number WT0891.

Regarding the history of the west building, there are important changes to report regarding previous survey accounts. For example, the west building (currently of red brick) has previously been described as having been built circa 1910. Mast General Store, the current occupant, erroneously credits the construction of this building to circa 1913, when Mast claims it opened as the Peoples Bank. Furthermore, the speculation in past surveys about the purpose of the central window area on the first floor of the building should no longer be speculative. This portion of the building is clearly shown on the 1928 Sanborn Map as a central staircase entrance for access to the second floor apartments. The "Former Hunt's Department Store" moniker used in previous survey accounts is also something of a misnomer for this complex, as the building served many other historical functions prior to Hunt's occupying the space in 1943 (not 1940). Another puzzling element of the 1988 survey report is the assertion that the building possessed a square, glass block transom (or clerestory windows with transom openings) at the time of that survey. The 1988 images show that the windows contained at that time are identical to the current windows, which are leaded glass, clerestory windows with hinged transom openings and an ornate, swirl pattern border. For these reasons, the

***WT0591 J. Walter Jones Building (1922)—CA, CH
630 West King Street (2900-89-5144-000, shared parcel
with WT0591)***

Built in tandem with WT0819 to the west, this two-story, brick, commercial block building was constructed by the Poe and Triplett firm out of Lenoir in 1922, making it their third building of similar design erected as part of the "Watch Boone Grow" campaign in downtown Boone. Original tenants included the Peoples Bank and Trust Company on the east side of the first floor and the J. M. Moretz Furniture Company on the west side of the second floor. The second floor was open to various business offices, with the local telephone exchange of the Watauga Telephone Company, a lumber merchant named John Lineback, and a dentist named Dr. W. J. Miller occupying second floor space in the first year. In time, the building was associated with various department stores including Spainhours', Harris Brothers, Belk-White, Bair's Fair Store, and perhaps most notably, Hunt's Department Store beginning in 1943. Hunt's added a series of one-story, concrete block additions to the rear of the store about 1944, closing up the alley that once extended from North Depot Street to the Jones House property. Mast General Store, the present tenant, acquired the building in 1987 from Guy Hunt. Despite numerous exterior changes to the building, many original features of the south elevation are still intact today, including irregularly spaced courses of Flemish bond; the large pilasters framing the second-story entrance space (now a window) at the center of the façade, thus creating the appearance of recessed panels on the upper portion of the façade; triple-tier corbelling and a spanning, sawtooth band above these panels; and spanning clerestory windows over each of the storefronts, the west one of which appears to be original to the building. Second floor window piercings are all original, although several feature vinyl replacement windows. A brick veneer wall covers the original west wall of the building, although it appears to be peeling away from the building today and is in danger of collapse. Removal of this veneer would surely uncover ghost advertisements that are documented by photographs as being extant when the veneer was installed.

present survey is designed to update both the history and description of this building in its proper context.

The source of the confusion over the date of origin for this building probably originates with two newspaper articles from 1914 describing the construction of a “new and commodious office building” by Dr. J. W. Jones “on the corner of his lot just opposite the Critcher Hotel.” A more careful examination of these articles reveals that the building was a frame building, was one story in height, and had a footprint of 24 by 40 feet—clearly not the present building on the site (Watauga Democrat, April 2, 1914, and May 14, 1914). Indeed, this store is visible in a circa 1915 postcard (Bob-Bre-02-114) and is clearly not the same building that stands today. In fact, Dr. Jones’s first building stood just to the west of the present site, where WT0819 now stands, and in 1919, Jones apparently opened a “firstclass drug store...in the Dr. Jones office building,” which would eventually become the Boone Drug Company (Watauga Democrat, August 14, 1919). This is all confirmed by an April 27, 1922, Watauga Democrat article that described Walter Johnson’s purchase of the lot “now occupied by the Jones drug store” and Johnson’s intention to build “a large brick garage this summer” on the site. The article went on to describe Dr. Jones’s intention to “build a brick business house adjoining the garage, both buildings...to be let in the same contract. The Dr. has not yet decided just where he will locate his wooden drug store building, which is to be moved somewhere in the very near future.”

Two months later, reports emerged that excavation for the “Johnson-Jones buildings” was nearly complete and that material had been delivered for the construction “of the block of three buildings” (Watauga Democrat, June 8, 1922). It’s important to note here that these “three buildings” consisted of what would become the Boone Garage (part of which survives as the east end of WT0819) and the two halves of what later became known as the Jones Block (WT0591). A month later, another article described the completion of the brickwork on the Qualls block (WT0595) just across the street, and included a note that “the masons employed on that job are now making good headway on the Jones block” (Watauga Democrat, July 20, 1922). Given that Poe and Triplett is known to have been the contractor on the Boone Drug Company Building (WT0849) and the Qualls Block, both of which closely resemble the Jones Block, it’s likely that the firm was also responsible for the design of this building. By December, work was complete, with the Peoples Bank and Trust Company occupying the east side of the first floor of the building and a telephone exchange for the Watauga Telephone Company located on the second floor (Watauga Democrat, December 21, 1922, and January 18, 1923) of the west side. J. M. Moretz, who operated a furniture company, occupied the west side of the first floor (Watauga Democrat, January 11, 1923). Other early tenants included John Lineback, a lumber merchant, and Dr. W. J. Miller, a dentist (Watauga Democrat, May 3, 1923, August 2, 1923, and October 11, 1923), who were likely on the second floor of the east side.

Moretz Furniture is documented as having moved to WT0588 in 1925, and early that same year, the Boone Clothing Company—which had also been in the Jones Building for an unknown period of time—moved to WT0588 (Watauga Democrat, January 15, 1925). In June 1925, the Spainhour-Sydnor Dry Goods Company, colloquially known as Spainhours’, opened in the west section of the building, as documented by a late 1920s photograph in the July 2000 issue of the Blue Ridge Stemwinder (Ste-Win-2). At that time, Miller, Lineback, the telephone exchange, and Peoples Bank were still in the building (Watauga Democrat, July 16, 1925). Spainhours’ opened a “Bargain Annex” in the space to the rear of the Peoples Bank, “accessible through a large arched doorway from the original building”; this suggests that the east half of the building was divided on its first floor (Watauga Democrat, March 11, 1926), perhaps with a wall parallel to the front façade. Three months later, notice appeared that the Western North Carolina Development Company, operated by S. C. Eggers, had moved into the offices over the Peoples Bank (Watauga Democrat, June 17, 1926). In 1928, the Bell Telephone Company, which had apparently purchased the Watauga Telephone Company, moved the switchboard from the second floor of the west portion of the Jones Building to a private home in the Grand Boulevard neighborhood (Watauga Democrat, December 13, 1928). Spainhours’ moved three months later to

the new H. W. Horton Building (WT0593), creating a vacancy in the first floor of the west half of the building that was filled in June 1929 by the Harris Brothers Department Store. At that time, Harris Brothers apparently modified the appearance of the storefront of the west section substantially (Watauga Democrat, June 13, 1929), although it is not known what these changes involved.

In 1932, Harris Brothers (by then known as the Harris-Gaither Store) moved to the post office block (WT0589), opening the way for yet another tenant in the first floor of the west section (Watauga Democrat, June 16, 1932), although the space may have remained vacant for about a year. The Fashion Shop took over the space in June 1933 (Watauga Democrat, June 22, 1933). Meanwhile, Peoples Bank went insolvent on March 4, 1933, prompting the closure of the bank and a multi-year effort to re-open the bank or at least recover deposits. During much of that time, it's likely that the Peoples Bank space on the east side of the building remained closed to the public, although the safe and other fixtures were removed in September 1934 (Watauga Democrat, September 27, 1934). Later that year, Mrs. J. W. Neal opened an alterations shop in Apartment 4 of the second floor of the building (Watauga Democrat, November 23, 1933). In Fall 1934, the Lillian Mae Beauty Shoppe moved from its location in East Boone near the Baptist Church to the Jones Building (Watauga Democrat, September 6, 1934), although this stay was brief; by July 1935, the beauty shop had moved to WT0589 (Watauga Democrat, July 4, 1935). A major change came with the arrival of the Belk's Department Store, sometimes referred to as "BelkWhite," in April 1935. As part of renovations to the Jones Building, the two first-floor storerooms were "thrown together" to create a larger store. Images of both the exterior and interior of the Belk-White store under this new configuration can be seen in the H. Lee Waters film of Boone shot in 1936 (Cec-Gre-01-001). This stay was also brief, as Belk's moved to its brand new building (WT0850) directly across the street in 1937 (Watauga Democrat, March 4, 1937).

This move seems to have coincided with Mrs. J. W. Jones's decision to sell the entire building to Roger W. McGuire that same month (Deed Book 47, Page 308), after which the building was often referred to as the "McGuire Building." McGuire announced later that year that he was completely remodeling the building once again, this time to prepare for his Rudemar Beauty Salon to move to the street floor and re-open as McGuire's Beauty Salon (Watauga Democrat, June 17, 1937, and July 8, 1937). Paul Weston also moved his Boone Photo Shop into the building that same year, apparently on the second floor (Watauga Democrat, June 24, 1937). A scrapbook photo—not yet available publicly—in the Paul and Ruby Weston Collection shows Ruby standing outside the street entrance to the second floor shop in the late 1930s. Other new tenants in early 1938 included the Quality Shoe Shop and Bare's Fair Store, the latter managed by a young Guy Hunt (Watauga Democrat, January 6, 1938, and January 20, 1938). On March 2, 1939, a fire ripped through the roof of the building, badly damaging the second floor apartments and Bare's Fair Store, located at street level. Boone Photo Shop, the McGuire Beauty Salon, and the Quality Shoe Shop appear to have suffered only minor damages (Watauga Democrat, March 2, 1939, and March 9, 1939). Following repairs, Weston added an RCA recording studio to his space in 1940 (Watauga Democrat, March 21, 1940).

At some point in 1941, Kermit Dacus moved his Dacus Radio Shop into the apartments of the McGuire Building and almost immediately began operating a bootleg radio station, WDRS, from that location, possibly in Weston's old recording studio (Watauga Democrat, March 27, 1941, April 24, 1941, and May 7, 1942). Dacus would move to the Appalachian Theatre building (WT0609) in 1943, shortly after which he would be arrested on federal charges for operating the illegal radio station. Around this same time, the building was changing hands in terms of ownership. McGuire sold the west half of the building in April 1941 to Rufus W. Colvard (Deed Book 54, Page 298), then conveyed the east half of the building to Colvard in March 1943 (Deed Book 56, Page 392). This suggests that McGuire's Beauty Salon occupied the east half of the building during its tenure there, while Bare's was probably in the west half. An advertisement from 1940 also indicates that McGuire's had additional space above Bare's Fair Store starting that year (Watauga Democrat, August 29,

1940). Bare's expanded into the space previously occupied by the Quality Shoe Shop in June 1941, then expanded again in July, taking over the space on the second floor, directly above their shop (Watauga Democrat, June 12, 1941, and July 24, 1941). It's not clear whether renovations described in August 1941 were yet another expansion or simply a rehash of what had already taken place that year (Watauga Democrat, August 28, 1941).

The partnership between Guy Hunt and G. T. Bare in Bare's Fair Store officially dissolved in early 1943, prompting Hunt to continue operating in the same space under the name "Hunt's Department Store"; Bare would open his own, new department store in WT0588 in 1944 (Watauga Democrat, January 21, 1943). During the summer of 1943, Guy Hunt enlarged his store, taking over the first-floor space occupied by McGuire's Beauty Salon and expanding the store to both sections of the second floor (Watauga Democrat, August 19, 1943). In September 1944, Hunt also purchased WT0891 to the east from W. R. Winkler, with plans to expand into that space, but there is no evidence that Hunt's Department Store did so until perhaps very late in its tenancy in the building. Hunt's also was expanding to the rear of the store at this time, resulting in one-story, concrete block additions that are visible on the 1947 Sanborn map to the north of the main building (see also Watauga Democrat, September 7, 1944). Fire visited the building again just two months later, erupting in the old Jones alleyway at the rear of the new additions and damaging much of the second floor store space (Watauga Democrat, November 2, 1944). Thereafter, the entire building continued to operate as Hunt's Department Store for decades, and Guy Hunt purchased the building from Rufus Colvard in 1952 (Deed Book 71, Page 36). Hunt eventually sold this building and WT0891 in 1987 to John and Faye Cooper (Deed Book 83, Page 648), who made it one of their Mast General Store locations shortly thereafter.

Tracing the physical changes in this building over the years is far more difficult, as few early images of the building survive, and the known, late-1920s image of the building is an oblique view that does not clearly show storefront configurations. As seen in the 1936 H. Lee Waters film, the building appeared much as it does today, albeit with some differences in the storefronts themselves. Still intact are many of the defining features of this south elevation façade in 1936: red brick generally in a running bond pattern with occasional, irregularly spaced courses of Flemish bond; large pilasters at the outer edges of the façade and framing the second-story entrance space at the center of the façade, thus creating the appearance of recessed panels on the upper portion of the façade; triple-tier corbelling at the upper edge of these panels, immediately above which was a spanning, sawtooth brick course; spanning soldier course lintels and rowlock sills within the panels that are not interrupted according to window positioning; and spanning clerestory windows over each of the storefronts.

There are changes from the 1936 appearance, however. The south elevation of the west storefront, for example, had a single, centered, deeply recessed, wooden door entrance, flanked on either side by large, plate glass shop windows with low bulkheads that stepped outward twice toward the façade plane. Today, the plate glass windows angle out from double entrance doors toward the façade plane and feature low, brick bulkheads; all of this is obviously a replacement of what appeared in 1936 and appears to have been completed sometime after the 2002 survey. A large, clerestory window of leaded glass with hinged transom openings and an ornate swirl pattern border spanned the entire west storefront, and this clerestory window appears to be the same one that survives today. The second story in 1936 offered the same widely spaced, double bays of one-over-one, double-hung sash wooden windows. In 1936, the original, second-floor entrance between the two storefronts was still intact, sporting a single, wooden doorway with a large upper light and panels below, plus a large, rectangular transom overhead. This doorway was removed at an unknown date (before 1952, based on images in the Palmer Blair Collection that are not yet online), and the piercing is now partially filled with brick, with a large, plate glass window with a rowlock sill in the upper portion of the piercing. The interior staircase that would have been at this position is also gone. Large pilasters, which still

survive, flanked this doorway in 1936 and extended all the way to the triple-tier corbel just below the roofline. The second floor of this section of the south façade featured a narrow, single, one-over-one, double-hung sash, wooden window with a soldier course lintel and a rowlock sill spanning the full space between the pilasters. These features still survive. The east storefront, meanwhile, offered a double, wooden door entrance with narrow upper lights and a single panel at bottom, flanked on either side by plate glass windows with low bulkheads that stepped out twice toward the façade plane, which also had large plate glass windows with low bulkheads. A large, spanning, leaded glass, clerestory window was located over this east storefront and probably identical to the west clerestory window. Today, the east storefront generally retains these dimensions, although the entrance itself appears to have been widened slightly and the doors replaced, probably to meet code and apparently after the 2002 survey. Similarly, materials of the east storefront windows are identical to the west storefront windows, suggesting that these, too, are replacements of what appeared in 1936, even if they retain similar dimensions. Nevertheless, the clerestory window survives intact on this side as well. The present, aluminum-frame, vinyl awning that spans the entire storefront is obviously a replacement for the hinged, retractable awnings visible in 1936 and 1952, and the flat, cable-hung awnings present from the mid-1950s to circa 2002. Finally, it appears that at least some of the windows of the south elevation of the building have been replaced with vinyl replacement windows, possibly since the previous surveys.

As documented above, the interior space changed numerous times between 1922 and 1943, sometimes to reflect a clear division of the first floor space into at least two, and often three distinct shop spaces, with Guy Hunt finally (and permanently) unifying the shop spaces into a single shop space in 1943. Hunt apparently stuccoed the south elevation of the building in 1943 as well (Watauga Democrat, August 19, 1943), although this treatment was removed as part of Mast's renovations of the building between 1988 and 2002. Sometime between 1952 and 1958 (Appalachian Digital Collection image), a large, flat, cable-hung awning replaced the fabric awnings and spanned the entirety of the south elevation of WT0591, as seen in the 1963 wagon train images of the buildings and past survey images. This awning was removed sometime after the 2002 survey and replaced with the current aluminum-frame, fabric awning. Furthermore, as seen in these same wagon train images, the west wall of the Jones building (originally shared with Hodges Tire Company—WT0819—to the west) was covered with a brick, running bond, veneer wall that ties into the south elevation of WT0819. A recently discovered image in the Paul Armfield Coffey Collection (not yet online), also dated to circa 1963, shows this veneer wall being erected. Today, this veneer is separating from the west wall of the building and is in danger of collapsing, as portions of the original west wall are actually visible through the gap between the veneer and the west wall. WT0891 to the east obscures the east wall of the building, and adjacent buildings also obscure the north elevation. The current, flat roof of the building is rubber. Interior, pass-through openings between the east wall of this building and the west wall of WT0891 are present today on both the first and second floors.

2. WT0891 W. R. Winkler Building (1927)

630 West King Street (same address as WT0591)

This building is part of a two-building complex surveyed in 1988 and updated in 2002, when it was treated as being an architecturally unified complex with WT0591 to the west. In reality, these buildings were built separately by different owners and served different functions for much of their history. Accordingly, the west portion of this complex is being retained under the original survey number (WT0591) in this update, while the east portion is being separated out and assigned survey number WT0891. The east building, meanwhile, has previously been listed as having been built circa 1930, and Mast General Store, the current owner, has erroneously claimed that the building dates to 1917, when it allegedly opened as the Boone Drug Company. Because none of these claims about this building are accurate, this survey contains a complete historical and architectural update to properly place this building in context.

The building sits on land that was, for many years, owned by Dr. J. Walter Jones. While it is true that a precursor of the Boone Drug Company was located in what was known as the Jones Building around 1919, that building was actually a frame structure, one story in height, and had a footprint of 24 by 40 feet—clearly not the present building on the site (Watauga Democrat, April 2, 1914, and May 14, 1914). Indeed, the original Jones Building is visible in a circa 1915 postcard (Bob-Bre-02-114) and is clearly not the same building that stands at WT0591 today. In fact, Dr. Jones's first building stood just to the west of the present site, where WT0819 now stands. It is also true that in 1919, Jones apparently opened a "first-class drug store...in the Dr. Jones office building" (Watauga Democrat, August 14, 1919). This is all confirmed by an April 27, 1922, Watauga Democrat article that described Walter Johnson's purchase of the lot "now occupied by the Jones drug store" and Johnson's intention to build "a large brick garage this summer" on the site. The article went on to describe Dr. Jones's intention to "build a brick business house adjoining the garage, both buildings...to be let in the same contract. The Dr. has not yet decided just where he will locate his wooden drug store building, which is to be moved somewhere in the very near future." The history of that second Jones Building is covered in more detail under the survey entry for WT0591.

***WT0891 W. R. Winkler Building (1927)—CA, CH
630 West King Street (2900-89-5144-000)***

W. R. "Ralph" Winkler arranged for construction of this two-story, brick, commercial block building as a garage and showrooms in 1927, with the McGhee Brothers serving as the primary contractor. Midway through construction, Winkler set his sights on another location for his garage and showrooms, instead leasing the first floor space of this building to J. B. Dic and Company, a five and dime, while the second floor was used as apartments. A string of other five and dime establishments and other retail vendors followed over the next several decades, none of them staying for more than a few years, until Mast General Store, the current tenant, acquired the building in 1987. Several noteworthy architectural features survive, including the original yellow brick fascia of the south elevation and a prominent basketweave band just below the quadruple corbel tier. Window piercings of the second floor also appear to be original, including one-over-one, double-hung sash, wooden windows with deep surrounds that are either original or appropriate replacements. Original leaded glass, clerestory windows were altered several times over the decades, although this clerestory opening survives with an updated, divided light. The original storefront configuration included two single-entry, recessed entrances, a detail that survived as late as 2002, after which the present tenant altered the storefront design to feature a single, centered, double entrance. The building also features a large, circa 194 warehouse addition at the rear that partially blocked an alley originally running from North Depot Street to the Jones House property. Nevertheless, the building remains an excellent example of late 1920s commercial infill following the establishment of Boone's revitalized commercial center.

Until 1927, the lot where this building (WT0891) now stands was apparently vacant and home to “one of the big sugar trees planted by Colonel George N. Folk, either during the time of or immediately after the Civil War.” This tree was felled in February 1927, when W.

R. “Ralph” Winkler purchased “a lot adjoining the Jones building on which to erect a garage and show rooms” (Watauga Democrat, February 17, 1927; Deed Book 36, Page 365). McGhee Brothers completed the construction, with the building designed to be a “two-story structure of brick, thirty-five by seventy feet,” although by then Winkler had backed off the idea of using the new building for a garage and showrooms (Watauga Democrat, July 7, 1927). Instead, Winkler leased the first floor of the newly completed building to J. B. Dick and Company, which ran a chain of five and dime stores, while the second floor was reserved for “well-appointed apartments” (Watauga Democrat, September 15, 1927). J. B. Dick’s tenure in the building may have ended shortly after the end of 1931, when mentions of the store no longer appeared in the newspaper. While the company rarely mentioned its

address or location in advertisements, the Johnson-Stuart Company—another five and dime—appears to have taken over the lease in 1933 (Watauga Democrat, October 12, 1933), remaining there at least until 1938, when the Lovely Lady Beauty Shoppe opened in the “Johnson-Stuart Building,” possibly on the second floor (Watauga Democrat, February 10, 1938). Yet another dime store, W. W. Mac Company, succeeded Johnson-Stuart at this location in late 1938 (Watauga Democrat, August 18, 1938). This succession of tenants is confirmed by a May 1939 advertisement for the Quality Shoe Shop, which is well documented as being on the first floor of WT0591 at that time; this advertisement noted that their store was “located second door from W. W. Mac 5 and 10c Store” (Watauga Democrat, May 18, 1939). W. W. Mac was in turn succeeded by the M. M. Company, a piece goods outfit, in 1943 (Watauga Democrat, January 28, 1943).

With that last tenant, Winkler appears to have grown weary of owning the building, selling it to Guy Hunt and R. W. Colvard in August 1944 (Deed Book 57, Page 640). Almost a year later, the Colvard Auto Parts Company opened in the space, referencing its location as the “former Dime Store Building” (Watauga Democrat, June 14, 1945). Confirmation of Colvard Auto Parts’s tenancy in the building is confirmed by a lease agreement from 1946 (Deed Book 62, Page 45). This outfit appears to have changed names to Blue Ridge Supply Company, Inc., in 1948, and there are several photos documenting its presence there in the late 1940s to 1950. It is unclear how long that business remained in the building, as it never indicated its location in advertisements until 1953, when it announced its move to the “Ralph Winkler Building next to the courthouse” (WT0806) (Watauga Democrat, April 23, 1953). The building served briefly as a training facility for staff of the new International Resistance Company plant erected south of town during the remainder of 1953 (Watauga Democrat, January 7, 1954).

Following the devastating Christmas Day, 1952, fire in the Qualls Block (WT0595), Craven Furniture had scrambled to find temporary quarters in various locations toward the west end of Boone. Finally, in 1954, Craven was ready to return to the heart of downtown, occupying the ground floor of the building on April 1 (Watauga Democrat, April 1, 1954), but illness and other issues in the years to follow led J. R. Craven to sell his business in 1956. After a “Name the Store” contest, the new owners settled on Centre Furniture Company as the name for their new business in the same space (Watauga Democrat, March 29, 1956, and April 12, 1956). The new business didn’t last long. In late 1959, Centre Furniture announced a final closeout sale (Watauga Democrat, August 13, 1959). The following summer, W. H. “Dick” Keplar opened Keplar’s Soda Shop in the first floor space, offering fountain service as well as other items customarily found in drug stores (Watauga Democrat, September 1, 1960). Keplar’s business appears to have floundered as well; an October 1961 article advertised a benefit sale in the “former Keplar Drug Store,” and two months later, Western Auto

announced their opening of a seasonal toy store in the space (Watauga Democrat, October 19, 1961, and December 21, 1961).

Throughout early 1962, the storefront was used for occasional rummage sales (Watauga Democrat, March 29, 1962), but late in the year, the Boone Loan and Gun Shop was clearly in the space (Watauga Democrat, November 29, 1962). Its stay also seems to have been brief, as the shop announced a new address just a month later, while the space was used

just a few months later for training of new employees for a proposed shoe factory in Boone (Watauga Democrat, April 4, 1963, and April 11, 1963). That June, Guy Hunt finally secured full control over the building, buying out R. W. Colvard's former half-interest in the building from W. M. Matheson (Deed Book 89, Page 551). Documentation of future tenants is more difficult after 1963, but one known tenant was Mountaineer Town and Campus, as seen in an image from the 1975 Rhododendron. Mast General Store acquired the building in 1987 and has occupied the space since. Recent interviews with several long-time Boone residents suggest that Hunt's Department Store never occupied the building, despite Guy Hunt's ownership of the property from 1944 to 1987, although others have indicated that Hunt may have occupied part of the space toward the end of his run.

Documentation of changes to the building from its date of construction in 1927 is difficult to come by, in large part because few early images of the building have been located. The most promising baseline image is the late 1920s image from the July 2000 issue of Blue Ridge Stemwinder (Ste-Win-2), which shows a large crowd in front of the building and what appears to be the new sign for the building resting on the sidewalk. This image may have been taken on the occasion of the opening of J. B. Dick's five and dime store. While taken at an oblique angle from the east, the image nevertheless shows the general configuration of the south elevation as seen today, although two details that no longer survive are noteworthy. The first is that the store appears to have had two first-floor shop entrances from the beginning, contrary to what has been noted in earlier surveys. These two entrances have sometimes been interpreted to mean that the first floor space was divided into two shops for many years, but there is little evidence of this. More likely is that the west entrance was used as an egress to the second floor apartments, with a small partition dividing it from the first floor space. The intact, uniform, tin ceiling described in the 1988 survey would seem to confirm this, although the 1988 survey does note that there was a later partition added on the first floor at an unknown date for an unknown purpose. The second, non-surviving feature is the late 1920s presence of a spanning, leaded glass, clerestory window with transom openings, a detail quite similar to the clerestory windows still found on WT0591 to the west. Also noteworthy is a color change visible in early photos between the south elevation brick and the brick found on the east elevation, suggesting that the east elevation brick was red rather than yellow.

Footage from the 1949 Watauga County Centennial Parade shot by Clarence A. Price (Cla- Pri-02-001, 34:30 mark) captures portions of the south elevation of the building and shows that the east side of the storefront included two large, plate glass windows in aluminum frames with a very low bulkhead before the first angled shop window leading to the east, recessed entrance. The clerestory window by this time had been replaced with a divided, clerestory window of clear glass with "Blue Ridge Supply Co. Inc." painted on this glass. No awning was present. A 1958 Homecoming Parade image in the Appalachian Digital Collection shows this same basic configuration in place. Beyond the first recessed entry to the east was the off-center, middle shop window at the façade plane, with flanking shop windows angling toward the two recessed entrances. Beyond the west recessed entrance was a single, plate glass window in an aluminum frame at the façade plane. By this point, tenants had mounted a fabric, retractable awning over the divided, clerestory windows. This awning was replaced between 1958 and 1963 (His-Boo-1.43.5) by a cable-hung, flat

awning similar to those mounted on WT0591 a few years earlier. Mast General Store removed this awning sometime prior to the 2002 survey. Curiously, the original storefront configuration of the building, with its two single-entry, recessed entrances with narrow transoms and angled shop windows, remained intact until sometime after the 2002 survey, when Mast completely reconfigured the storefront of WT0891 to its present appearance.

Also noteworthy are changes along the east and north sides of the building. The 1947 Sanborn Map of Boone clearly shows that the north elevation was exposed at that time, but by 1950 (Pal-Bla-02-004), two concrete block additions had been installed along the east elevation of WT0817, the Jones alley addition, and the rear buildings of WT0591, thus obscuring the north elevation of WT0891. Technically speaking, the southernmost addition is part of WT0891. Today, Mast General Store uses these additions for back stock storage, an employee break room, and other purposes, but the long, north addition is not technically part of WT0891, architecturally speaking. Also visible in this same 1958 image is the stepped parapet of the east wall of WT0891, the exposed red brick of this elevation arranged in a six-course, common bond pattern, and three second floor window piercings with rowlock sills. To the south of these windows was a large mural, at that time advertising Centre Furniture. Similar murals can be seen in the 1949 Watauga County Centennial Parade footage (advertising Hunt's Department Store and Blue Ridge Supply) and the 1975 Rhododendron image (advertising Mountaineer Town and Campus). At some point between 1975 and the first survey in 1988, the entire east wall was painted over.

Today, the W. R. Winkler Building retains much of the detailing of its original south elevation façade. The entire elevation is clad in running bond, yellow brick. A low, parapet wall shields the flat, rubberized roof from street view. This parapet is coped in aluminum, with a single course of rowlock corbelling just below the coping. A more prominent corbelling treatment is visible just below this, consisting of a quadruple corbel tier with the bottom three courses of stretchers and the top course of headers. Immediately below this is a basketweave band of two soldiers alternating with three stacked headers. The second floor offers four symmetrically spaced, one-over-one, double-hung sash, wooden windows with deep surrounds, soldier course lintels, and rowlock sills; what appear to be vinyl storm windows cover the wooden windows. Above the divided, clerestory window spanning the entire storefront is a single soldier course. As mentioned above, the first floor storefront appears to have been originally divided to create two recessed entrances with flanking shop windows and low bulkheads, plus a slightly off-center shop window with a low bulkhead between the two entrances. Mast General Store altered this configuration after 2002 to created today's centered, double-door, recessed entry, flanked on either side by plate glass, shop windows that angle back toward the façade plane. Two large, plate glass windows in metal frames are present on both sides of the recessed entrance at the façade plane. The entire shop window configuration features new bulkheads of yellow brick that is slightly off color from the original yellow brick of the façade. A vinyl awning on a metal frame now spans the entire storefront, underneath of which is a spanning, clerestory window similar to the second iteration of this feature on the building, although the glass seems to have been replaced.

As for the east elevation today, the two southernmost windows were bricked in at an unknown date (recessed into the surround to what would be the window plane), while the third appears to have been converted to a door, with a makeshift wooden bridge leading from this doorway to the lawn of WT0008. In addition, an interior brick boiler chimney— not previously mentioned in surveys but obviously early if not original— appears to rise from the roof of WT0891. Also not mentioned in prior surveys is the circa 1949 addition at the rear of the building. Constructed of concrete block that has been parged over, this small addition has a rubber roof.

SANBORN FIRE INSURANCE MAPS FROM THE LIBRARY OF CONGRESS

The Library of Congress has made Sanborn Fire Insurance Maps from 1928 and 1947 accessible. As these years fall within the historic district's period of significance (1918-1964), these maps will be used when the property in question, or area of the property in question, can be viewed within these maps. The content of the Library of Congress online Sanborn Maps Collection is in the public domain and is free to use and reuse. Credit for each map will be included underneath each image. An image of the full map, followed by a cropped version is included below; the image has been cropped by Planning Staff.

1928 Sanborn Fire Insurance Map – E. King Street, W. King Street, and Howard Street

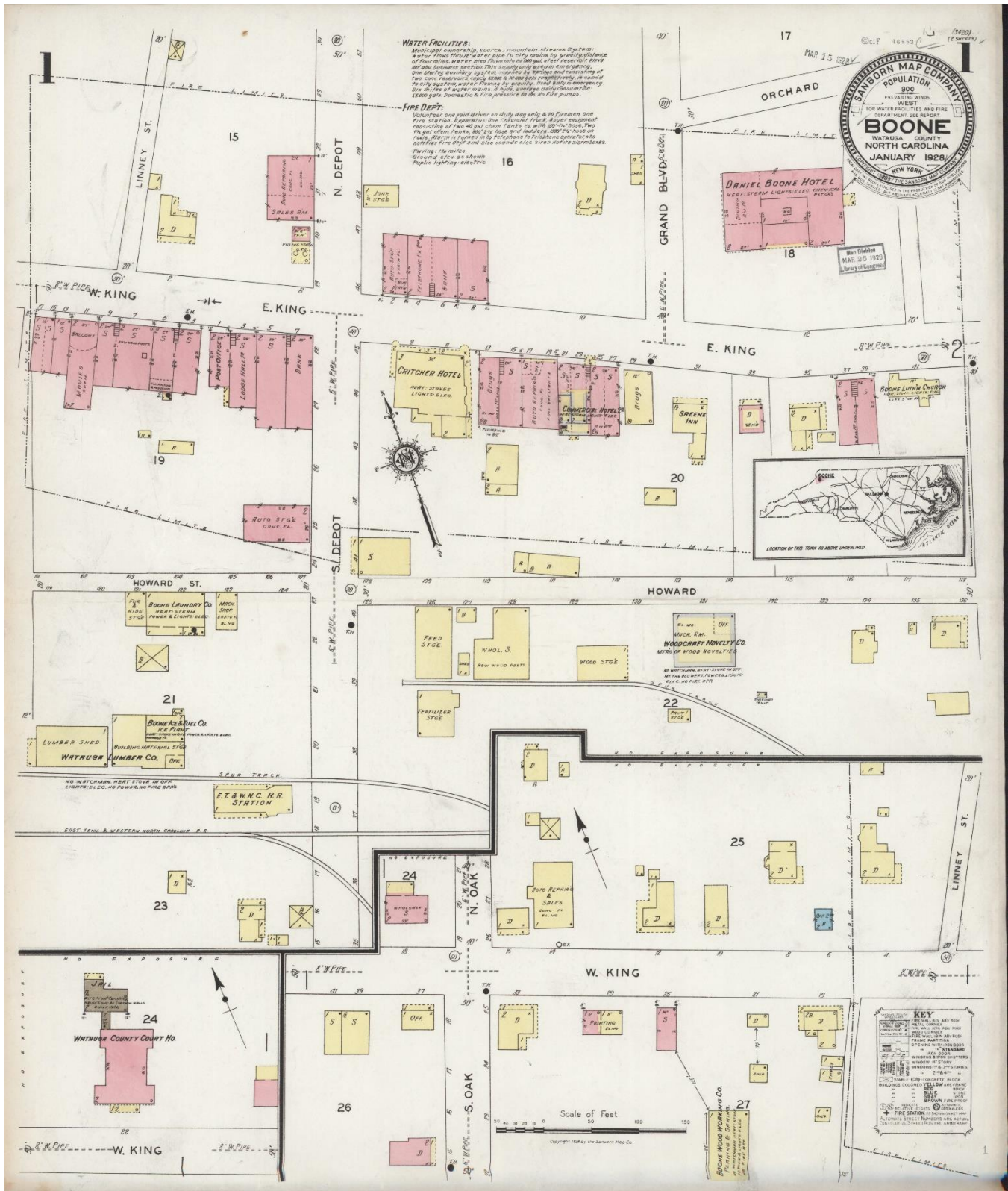
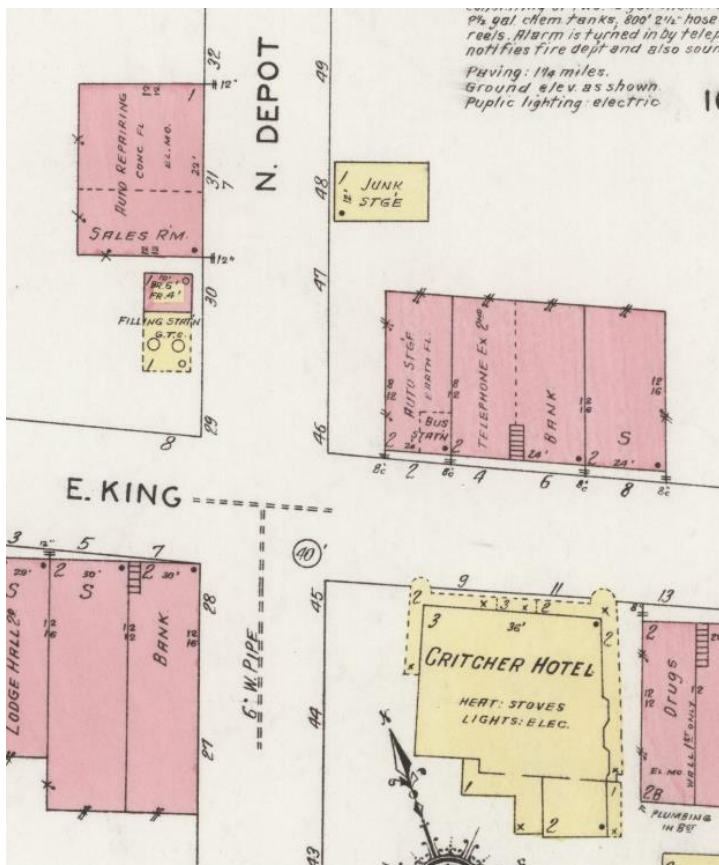
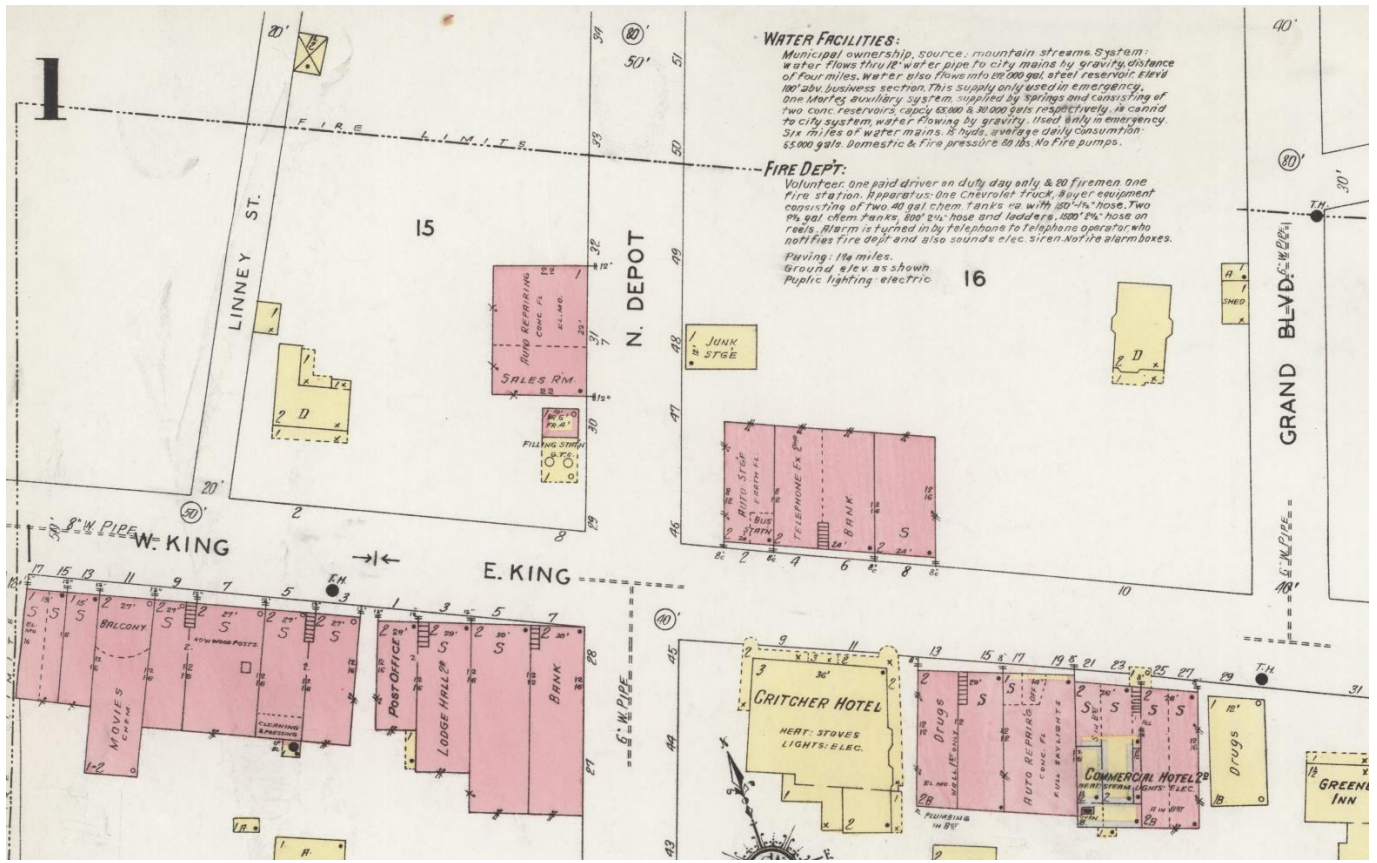
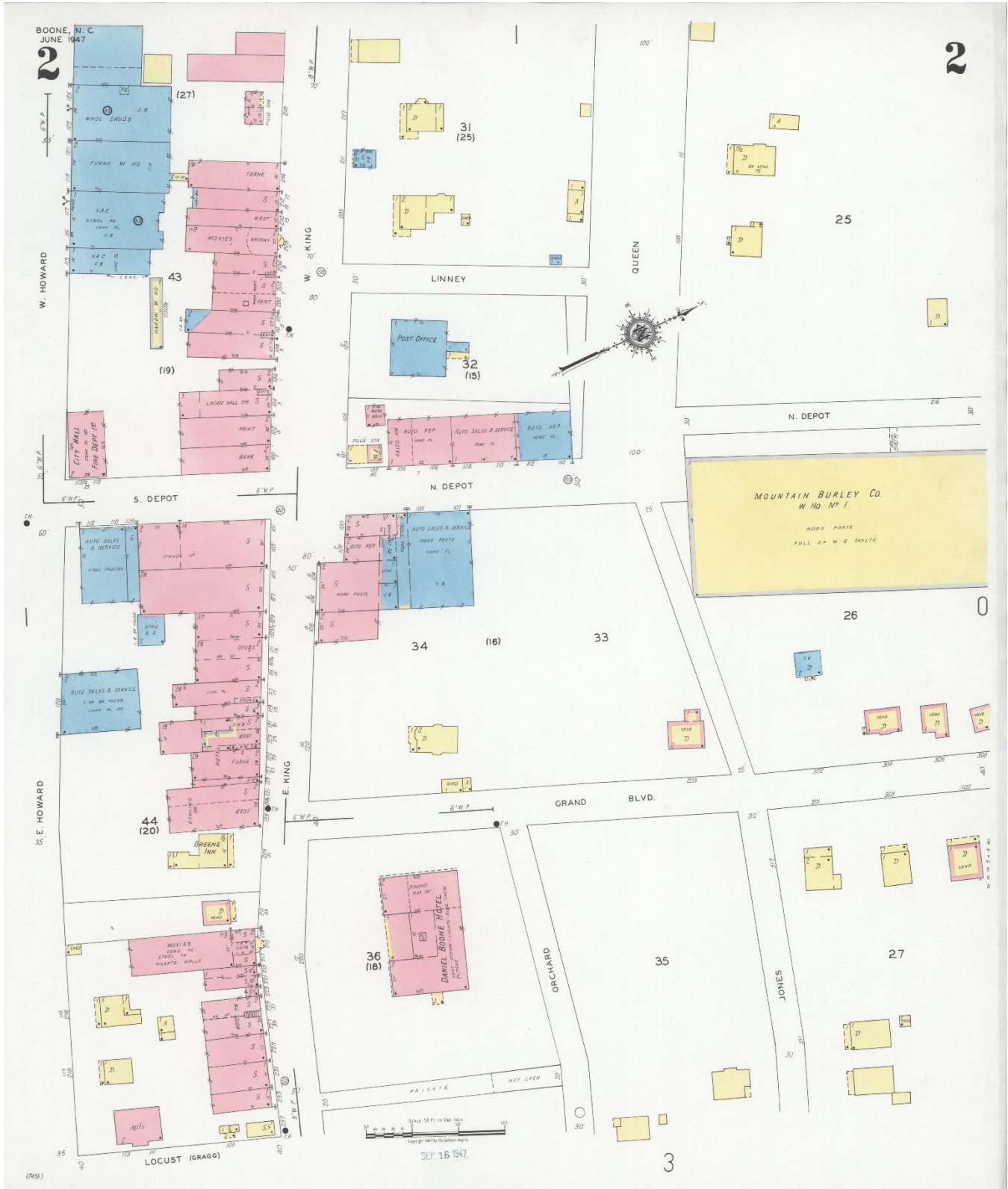


Figure 1. Sanborn Fire Insurance Map from Boone, Watauga County, North Carolina. Sanborn Map Company, Jan, 1928. Map. https://www.loc.gov/item/sanborn06383_001/. Digital Id http://hdl.loc.gov/loc.gmd/g3904bm.g3904bm_q063831928.



CROPPED IMAGES OF Figure 1. Sanborn Fire Insurance Map from Boone, Watauga County, North Carolina. Sanborn Map Company, Jan, 1928. Map.
https://www.loc.gov/item/sanborn06383_001/. Digital Id
<http://hdl.loc.gov/loc.gmd/q3904bm.q3904bm.q063831928>.

1947 Sanborn Fire Insurance Map – E. King Street, Grand Boulevard, Howard Street, Depot Street, Linney Street, Queen Street



Communication: Z06278-112122 - Exhibit 6 - Staff Report (Case Z06278-112122 - Mast Store - COA)

Figure 2. Sanborn Fire Insurance Map from Boone, Watauga County, North Carolina. Sanborn Map Company, Jun, 1947. Map.
https://www.loc.gov/item/sanborn06383_002/. Digital Id http://hdl.loc.gov/loc.gmd/q3904bm.q3904bm_q063831947



CROPPED IMAGE OF Figure 2. Sanborn Fire Insurance Map from Boone, Watauga County, North Carolina. Sanborn Map Company, Jun, 1947. Map. https://www.loc.gov/item/sanborn06383_002/. Digital Id http://hdl.loc.gov/loc.gmd/q3904bm.q3904bm_q063831947

DESIGN STANDARDS

Applicable design standards from the Downtown Boone Local Historic District Design Standards and Handbook, UDO Appendix D, are included below.

Commission Procedures, [Design Standards p. 27]

Elevation Definitions

Primary Elevation: The elevation generally thought of as the main facade that faces the public street and that contains the building's primary pedestrian entrance.

Secondary Elevation: The elevation that faces a public street or adjacent buildings and that may contain additional pedestrian entrances other than the primary pedestrian entrance.

Tertiary Elevation: The elevation(s) that does not face a public street and is generally not visible from public streets. This elevation typically includes posterior, exterior elevations, features, and land area.

Commercial Properties Within the District, Standards for Commercial Properties within the District, Storefronts, Upper Facades, Side Elevations, and Rear Elevations [Design Standards, p. 61-67]

Storefronts, Upper Facades, Side Elevations, and Rear Elevations

- 1.1 Whenever possible, historic storefronts and storefront features such as entrance configurations, display windows, doors, clerestory windows, transom bars and windows, bulkheads, corbelling, cornice work, windows, stonework, stringcourses, structural glass, and other architectural flourishes should be retained and preserved. When repairing these features, retain and preserve in place original elements as much as possible. If repair is not possible, replace damaged elements with materials that match the originals in composition, design, texture, color, and other visual qualities.
- 1.2 When reconstructing an historic storefront, upper façade, or other elevation, use historical research and evidence as the basis for the design. Reconstructed storefronts should incorporate original dimensions, proportions, and architectural elements.
- ...
- 1.4 When original or early storefronts or upper facades no longer exist, are too deteriorated to save, or cannot be reconstructed based on the available documentary evidence, retain the commercial character and any salvageable architectural details through a contemporary design that is compatible with the scale, materials, color, style, design, and texture of the surviving and surrounding historic buildings.
- ...
- 1.6 It is never appropriate to cover an historic upper facade. Whenever possible, non-historic coverings of upper facades, including metal, stucco, or faux mountain village fronts and porches, should be removed and underlying original architectural elements repaired and restored.
- 1.7 Historic painted advertisements are a significant element of the architectural and commercial history of downtown Boone, and their preservation and restoration are recommended whenever feasible, even if the product or store advertised is no longer available or in business.
- 1.8 Facade details of side (secondary) and rear (tertiary) elevations should always be retained and preserved if possible. When repairing these features, retain and preserve in place original elements as much as possible. If repair is not possible, replace damaged elements with materials that match the originals in composition,

design, texture, color, and other visual qualities. If there is evidence of a rear public entrance that is no longer extant, use historical research and other evidence to reconstruct or provide an equivalent rear entrance whenever possible.

...

Commercial Properties Within the District, Standards for Commercial Properties within the District, Architectural Components and Details, [Design Standards p. 67-68]

Architectural Components and Details

- 2.1 It is important to preserve character-defining, historical, architectural features of exterior walls, such as cornices, friezes, medallions, sunbursts, brackets, bays, turrets, fascias, quoins, columns, brickwork, string courses, and decorative moldings. Original architectural details should always be retained if structurally feasible, even if portions of the original material are damaged or deteriorated to a point requiring replacement. If original details are missing, design replacement features based on historic photos and other documentation.
- 2.2 It is NOT appropriate to cover or remove rather than repair or replace in kind such features when they are deteriorated. If replacement is necessary, the new materials should match the materials being replaced in composition, design, texture, color, and other visual qualities. Original architectural features that are covered should be uncovered, exposed, repaired and/or restored, and maintained.
- 2.3 It is NOT appropriate to cover or replace historic materials with substitute materials, such as aluminum, vinyl, fiber cement board siding (or similar materials simulating the appearance of wood), or plywood panels. Architectural details that are not appropriate to the historic context and character of a building should never be added. At the same time, property owners should never use details from an earlier period to try to make a building look older than it is.

Commercial Properties Within the District, Standards for Commercial Properties within the District, Masonry, [Design Standards p. 69-73]

Masonry

Terracotta, stucco, and concrete are other masonry elements that are occasionally found on historic commercial properties in Boone. In addition, many historic commercial properties feature chimneys, arches, quoins, lintels, sills, cornices, corbelling, and pediments that are all essential to the historic character of the building in question.

- 4.1 It is NEVER appropriate to paint masonry materials, such as brick, concrete block, cast concrete, or stone, that were historically unpainted, including masonry associated with foundations. If there is historic precedent for painting of masonry in the building's original historic context, it should be completed using colors that can be documented with original historic photographic evidence or analysis of original paint samples. Removal of non-historic paint from masonry can be challenging and problematic, and doing so requires strict adherence to preservation guidance published by the National Park Service. Generally speaking, such work should be completed by a professional trained in historic preservation methods and using a chemical paint remover specifically intended for masonry and the gentlest application means possible. In some instances, inappropriately applied paints may not be removable without damaging the underlying masonry, so it is always advisable to test removal techniques in an area that is not easily visible to the public. The HPC will provide guidance in such instances on the best approach to addressing unusual paint removal challenges.
- 4.2 Whenever feasible, historic masonry, including decorative masonry features, should be repaired rather than replaced or covered. When replacement is necessary, it should always be completed using traditional

materials of like composition, size, color, shape, pattern, texture, and quality to the originals that are being replaced.

- 4.3 Re-pointing of masonry should also be completed using materials that duplicate the existing mortar in appearance, texture, and color. Colored sands or mineral-pigmented mortar can be used to achieve a match with the existing mortar. Portland cement should be avoided in mortar, as it may produce a mortar that is stronger than the surrounding masonry, potentially causing the masonry to crumble.
- 4.4 Unless there is a specific reason for using waterproof or water-repellent coatings (e.g., brick that has previously been sandblasted, creating a porosity problem), these treatments should be avoided, as they can accelerate deterioration of historic masonry.
- 4.5 When repairing or replacing masonry or mortar, take care to maintain the alignment, bond pattern, joint spacing, color, texture, and size of the original masonry.
- 4.6 Unless there is historic precedent for its use on the building in question, stucco should never be applied to existing masonry walls, as it can trap moisture that accelerates the deterioration of the masonry. If historic stucco is being repaired, the stucco mixture should duplicate the original appearance, color, and texture as closely as possible.
- 4.7 Masonry should never be treated with abrasive stripping methods, sandblasting, or high-pressure water cleaning, as these methods almost always immediately damage the “skin” of the brick and the mortar joints, and they can make the masonry more susceptible to spalling, or flaking of the masonry surface as a result of the introduction of moisture. Masonry should only be cleaned using the gentlest method available, including lowpressure water, soft natural brushes, and, if necessary, non-abrasive, non-toxic chemicals that will not damage the masonry being treated.
- 4.8 All historic masonry architectural features, including cornices, moldings, chimneys, and other decorative flourishes, should be retained as they are integral to the architectural character and integrity of the building.
- ...
- 4.10 Proper maintenance of masonry is essential to its long-term survival. Property owners should conduct periodic checks for moisture problems and cracking, and they should remove any vegetation that adheres to masonry (such as ivy and other vine plants) or that hinders ventilation and drainage around masonry elements. Vegetation should never be sprayed with defoliants, pesticides, or other harsh chemicals. Please consult with the Planning and Inspections Department for guidance on removal of vegetation on masonry.
- 4.11 Spalled masonry should never be repaired using cement infills or other patchwork repairs that will only further degrade the historic materials and alter the historic appearance of the building. Instead, spalled or delaminated bricks should be replaced with a similar brick stock or salvaged historic brick that matches the original in color, size, and appearance. New mortar joints should match the originals in color, composition, texture, and method of application.

Commercial Properties Within the District, Standards for Commercial Properties within the District, Paint and Paint Color, [Design Standards p. 91-93]

Paint and Paint Color

While the HPC does not regulate paint colors in the District per se, property owners are required to submit proposed paint samples as part of any COA application and seek guidance from the HPC and/or the State Historic Preservation Office when considering paint schemes for historic properties. Nevertheless, paint colors and applications must comply with all other general requirements outlined in the Town of Boone UDO. Beyond this, some general standards are applied by the HPC when considering paint in relation to historic properties.

- 9.1 It is NOT appropriate to apply paint or other coatings to unpainted wall materials and surfaces/finishes that were historically left unpainted, including masonry, stonework, wood shingles, stained wood surfaces, and metal.
- 9.2 It is NOT appropriate to use abrasive techniques for cleaning or removing paint from exterior walls and trim, such as sandblasting, high-pressure waterblasting, blowtorching, or other methods that may damage the exterior materials. In general, old paint should not be removed unless there is a compelling reason to do so, such as revealing an obscured architectural detail or correcting a severe peeling or cracking problem in existing paint. Removal of non-historic paint from masonry can be challenging and problematic, and doing so requires strict adherence to preservation guidance published by the National Park Service. Generally speaking, such work should be completed by a professional trained in historic preservation methods and using a chemical paint remover specifically intended for masonry and the gentlest application means possible. In some instances, inappropriately applied paints may not be removable without damaging the underlying masonry, so it is always advisable to test removal techniques in an area that is not easily visible to the public. The HPC will provide guidance in such instances on the best approach to addressing unusual paint removal challenges.
- 9.3 Select paint colors that are appropriate for the building's architectural style and that are complementary to neighboring buildings. In general, color should function as a method of contrasting among different materials and architectural elements that make up the building. Contrasting colors that accent architectural details and entrances are discouraged, however, except in those cases where this design element was common to the historic architectural style of an existing historic property and there is historic precedent for such accenting.

Commercial Properties Within the District, Standards for Commercial Properties within the District, Artificial Materials, [Design Standards p. 95-96]

While most of the historic properties in the District were built using traditional materials (such as kilned brick, wood trim, structural glass, and native stone), over the years, some properties have been covered with aluminum, vinyl, asbestos, plywood, parging, modern brick veneers, simulated stone, pre-formed concrete panels, cast concrete patterned to look like stone or brick, or other non-traditional materials. Due to the loss of both historic character and original materials inherent in the application of such substitute materials, the damage caused during installation, and the potential for undetected insect infestation and moisture damage, the practice is not acceptable for a historic property in the District.

12. Additional Standards on Artificial Materials

12.1 The removal of previously installed substitute materials of all types is strongly encouraged.

...

12.3 Simulated stone in all of its forms is inappropriate, as are "contemporary" bonding techniques, including the "stacked stone" design. Faux brick and roughcasting are also inappropriate.

Design Standards for Historic Streetscapes, Landscapes, Monuments, and Other Resources in the District, Streetscapes, [Design Standards p. 101-103]

1. Streetscapes

1.1 The form, scale, and massing of building facades located along public ways should be preserved.

Design Standards for Historic Streetscapes, Landscapes, Monuments, and Other Resources in the District, Public Art Standards in the Downtown Boone Local Historic District, [Design Standards p. 114-117]

Staff Note: The following Public Art Standards are included based on the applicant's written description of work stating that the project, in the future, would include a mural installation. It is Staff's understanding that based on the current application, any art installation would need to be applied for under a separate application, as the current application is for repairing the western façade wall.

11. Public Art Standards in the Downtown Boone Local Historic District

In the historic district, public art refers to works of art that are placed or created outside and intended for public appreciation. Such artworks include, but are not limited to, sculptures, monuments, murals, and mosaics. Functional aspects of streetscapes and landscapes, such as bridges, benches, and fencing may provide opportunities for artistic expressions and in certain situations will be evaluated as public art.

11.1 Public art installed in the Downtown Boone Local Historic District is to be reviewed by the Historic Preservation Commission for a Certificate of Appropriateness (COA). The HPC does not consider the content, subject matter, or style of any public art. The COA review is concerned with the mass, height, scale, durability, materials, method of installation, and placement of artwork. Artwork is reviewed with respect to these factors to determine if the artwork is congruous with the character of the historic district and the values of historic preservation served by the historic district.

11.2 The HPC will be focused on the following factors:

- The proposed artwork's relationship to character-defining façades or features (such as doors and windows) of a historic building or other structure.
- The proposed artwork's placement within a historic streetscape or landscape
- The proposed artwork's physical impact on historic materials
- The proposed artwork's height, scale, and massing as it relates to the historic setting.

11.3 The following standards shall generally apply to proposed public artwork:

- Artwork should be placed only in locations that do not compromise or detract from the architectural integrity or historic character, design, or materials of the building, site, or district.
- Artwork should be placed only in locations that do not materially obstruct or otherwise interfere with the view of historic structures or vistas.
- Artwork should not permanently or irreversibly alter the historic character of nearby historically significant buildings or landscapes.
- Wall-mounted artwork, including murals, mosaics, or metal installations, should be placed only in locations that do not compromise or diminish the overall design, architectural features, or pattern of the building, site, or district. Wall-mounted artwork may be placed on previously unpainted surfaces by methods of attaching the art to the surface without causing harm to the structure.
 - o Murals may not be placed around or on windows, doors, pilasters, cornices, building trim, roof lines, and other recessed or projecting features. Murals are appropriate for expanses of wall surfaces otherwise without significant architectural detail. The top of the mural shall not be higher than the roofline of any building.
 - o Murals are permitted only on flat walls where a reasonable amount of open space is available to accommodate an appropriately-sized mural.
 - o Previously unpainted surfaces should not be painted. Murals may be painted directly onto a wall surface only if the surface was previously painted. Consideration of the type of paint material that may be required will be location- and district-specific and considered on a case-by-case basis.

- o It is preferred that wall-mounted artwork be installed on nonhistorically significant structures. Non-historically significant structures are those that were constructed after the local historic district period of significance from 1918 to 1964.
 - Artwork should be installed so that it does not conceal, result in damage to, or remove historical details or features.
 - Artwork should have an appropriate massing in relation to the building, site, or district, and be scaled appropriately for the intended space.
 - The colors and color palette of artwork is not regulated, except that neon colors are not allowed.
 - Artwork should consist of traditional materials including wood, stone, masonry, or metal that are durable for exterior installation and compatible with the character of the building, site, or district. It is not appropriate to introduce artwork in contemporary materials including plastic or resin.
 - Installation of artwork should include methods of stabilization or attachment that are fully reversible and do not cause damage to historic buildings, sites, or materials.
 - Installation of artwork that includes additional features such as signage, mounting hardware, or lighting should be of compatible materials and should, as appropriate, be installed to be unobtrusive and screened from view as much as possible.
 - o Historic signs, such as ghost ads or those painted on side walls, should be preserved in the historic district.
 - Artwork should be maintained and repaired as required by the nature of the materials to preserve the appropriate appearance and safety of the artwork. Artwork should be regularly inspected for signs of vandalism and deterioration. When repairs are necessary, use industry best practices and the gentlest available treatments.
 - Previously-approved and installed artwork may be replaced with another piece of similar artwork (e.g., a statue replacing a statue, or one mural design replacing another) without need for further approval, so long as general features including mass, scale, durability, method of installation, and placement of the art are not significantly altered and the replacement artwork does not include any new feature that is inconsistent with the standards set forth in this section.
 - Any removal of artwork will be evaluated to determine if such removal will damage any historic features artwork is directly placed on, or historic features in close proximity.
- 11.4 Historical markers, interpretive signage, and public art that is either (i) located on property owned, controlled or maintained for public use by the Town within a historic district or within the boundaries of a publicly-owned landmark or (ii) funded in whole or in part by the Town must be approved by Town Council and shall be exempt from the COA process.
- However, at least 30 days prior to consideration for approval by the Town Council, the proposed historical marker, interpretive signage, and/or public art shall have been considered by the HPC in its advisory capacity with respect to (i) applicable district or landmark standards regarding size, form, massing, materials, and placement, (ii) historical accuracy and appropriateness of the content, and (iii) any other factors, including but not limited to aesthetic considerations, that the HPC deems relevant. The HPC shall forward the results of its review to Town Council. Town Council may consider approval of such historical marker, interpretive signage, or public art within 45 days of consideration by the HPC, regardless of whether or not HPC has submitted the results of its review by that date.

- By way of clarification, public art on public property owned or controlled by public authorities other than the Town is not intended to come within the exemption of this subsection 11.4.

11.5 In order to protect, preserve, and maintain existing monuments located on both public and private property, both the Town of Boone and private property owners should:

- Preserve, protect, and maintain the existing historic landforms, topography, and landscape features—including fences, walkways, gates, trees and other plantings, memorials, monuments, and markers—associated with these resources.
- Avoid the use of chemical treatments, landscape equipment, fertilizers, and earth-moving devices that are known or likely to result in damage to the historic fabric of these monuments.
- Stabilize leaning or loose monuments and prioritize the appropriate restoration of damaged or missing elements of these resources using standards developed by the Secretary of the Interior for the preservation of such resources.
- Before treating any type of masonry, correctly identify the materials and document their condition. During treatment, avoid the use of hard mortars on weathered masonry, and treat corroding metal anchors and fences to avoid further damage to masonry elements.
- When vandalism occurs, store broken or damaged elements on site or in a secure location nearby until restoration can occur. Take care to label the broken or damaged elements (without further damaging them) to ensure that they are not misplaced or forgotten.
- If cleaning of monuments is pursued, use the gentlest procedures available and consult a masonry conservator before using any chemical cleaners. Household products, including bleach, lye, ammonia, and similar items, should never be used.

CONFORMITY TO ADOPTED PLANS COMPREHENSIVE PLAN UPDATE

1.1 Overall Objectives for the Boone Comprehensive Plan (p. 15):

The following objectives, which have not been listed in any particular order of importance, are deliberately broad in scope and less specific than either a policy statement or an implementation action.

Economic Development: Acknowledge the area’s natural beauty, university, and medical center presence as the Town’s greatest assets for economic development and jobs creation. Treat them accordingly.

Community Appearance and Community Character: Blend the built environment with the natural, scenic, and historic character of a High Country small town. Especially discourage commercial strip development, cluttered signage, and “cheap” apartment buildings.

Open Space: Integrate open space and greenways into the urban fabric of the Town. Preserve the countryside by discouraging suburban sprawl. Avoid development in floodplains, on ridgetops, and on steep slopes.

Environmental Quality: Address and monitor growth factors and activities that contribute to water, air, light, and noise pollution.

Trees: Conserve existing trees and plant new trees, especially hardwoods.

Automobile Transportation: Maximize the efficiency of existing facilities, but not at the expense town and neighborhood character and livability. Build or expand transportation facilities and parking areas as needed, but with care. Work to reduce auto dependency, use, and congestion.

Bikeways: Implement the planned system of bikeways as a legitimate transportation alternative. Unify with greenways and other pedestrian facilities where possible.

Mass Transit: Enhance and support the mass transit system as an effective alternative to the congestion created by the individual automobile.

Pedestrian Movement: Encourage a system of sidewalks, paths, crosswalks and compact development patterns which make it easy to get around Boone on foot.

Infrastructure: Engage in long range planning for water and sewer systems, stormwater runoff, natural gas, and other utility systems. Place overhead utilities underground whenever feasible.

Public Safety: Maintain a high level of policing and fire protection and plan the expansion of public safety services to coincide with projected population increases and identified needs.

Energy and Waste: Reduce waste generation, and the consumption of energy and water. Develop area recycling programs to the fullest. Encourage an anti-litter consciousness among residents and visitors.

University: Emphasize cooperative planning among the Town, County, and University.

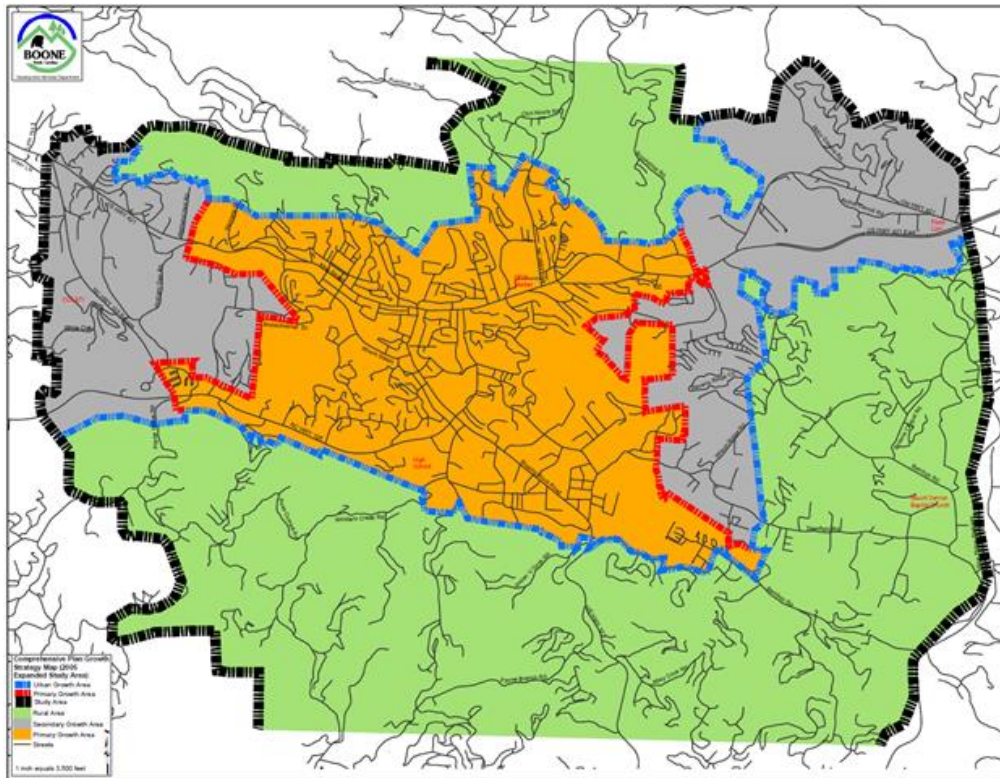
Downtown: Support and enhance the cultural and historic significance of downtown Boone, and affirm its appealing, pedestrian orientation.

Recreation: Strive for additional public recreation facilities, especially sports fields, greenways and indoor recreation centers.

Neighborhoods: Ensure the livability of neighborhoods, especially through land use and traffic planning.

Public Involvement: Encourage active public involvement and volunteerism to expand the effectiveness of community planning and action.

1.2 Growth Strategy Map (p. 17): This development is located within the Primary Growth Area as shown on the Growth Strategy Map. The Primary Growth Area is that portion of the urban growth area where urban levels of facilities are already in place or can be provided most cost effectively. This is the area where near term growth and development is to be especially encouraged. See Growth Strategy Map below:



2.0 Policies for Growth and Development (P. 18-77)

Staff has reviewed land use and comprehensive plan policies, and listed those policies which in staff's opinion have a bearing on the request. The Board should review these policies carefully. Each member may make his or her own interpretation as to the relevance of each and which carry the most weight thereby shaping their overall recommendation.

2.1 THE ECONOMY (p. 19)

- A. The Town shall protect and enhance a high quality of life, image, cultural amenities, and natural beauty as the most effective, long-term component of an economic development strategy.
- B. New and expanding industries and businesses shall be encouraged which: 1) diversify the local economy, 2) train and use a skilled labor force and 3) increase area residents' incomes.
- C. The Town shall encourage the development of a well-balanced tourism trade as a primary element of the area's economic future. Investments in services, facilities, and proper growth management shall be employed in furtherance of this objective.
- D. Economic development efforts shall encourage the revitalization and reuse of currently unused or underutilized structures, sites and infrastructure in appropriately located areas.
- E. The Town shall encourage a public service and regulatory environment conducive to business recruitment and expansion, while at the same time enhancing the area's physical and human resources.
- F. New firms and expanding businesses that complement the natural resources and beauty of the region shall be especially recruited and encouraged.
- G. The Town shall support the development of new business parks.

- H. The Town shall promote coordination of economic development resources with the appropriate institutions and agencies. Regional coordination and interaction among areas with a shared economic interest shall be encouraged.
- I. Small business start-ups, expansions and spin-offs shall be encouraged. The presence of ASU and Caldwell Community College and Technical Institute shall be recognized as a necessary and important resource for area businesses.
- J. Appropriate educational and training programs shall be encouraged to help local residents, especially those unemployed and underemployed, take advantage of business expansion and to develop new skills.
- K. Boone shall identify and provide services consistent with the needs of the area's growing retiree population.

2.1.5 Downtown

- A. A compatible design character for the downtown area, drawing upon the locality's original High-Country small-town features, shall be identified, reinforced and supported to put forth a quality image and sense of place.
- B. The Town, in concert with the downtown property owners and merchants, shall encourage public and private efforts to develop and publicize adequate and appropriately designed off-street parking lots in the downtown area.
- C. A variety of mutually compatible and supportive mixed uses shall be encouraged in the downtown area.
- D. Public and private developments shall be encouraged to incorporate local artistry into public and semi-public spaces downtown.
- E. Public and private development decisions in the downtown area shall exhibit a special concern for maintaining the intensive, pedestrian oriented character of the district.
- F. The maintenance and revitalization of downtown Boone, as well as planning for its future development, will reflect the realities and qualities befitting its geographical setting and function as a center of (1) commercial and service activities, (2) educational and cultural activities, events and (3) public services.

2.3 THE COMMUNITY (p. 60).

- A. Urban type development within the Urban Growth Area shall meet appropriate Town standards.
- B. Properly planned, mixed use developments that promote efficient provision of public services shall be encouraged within the Urban Growth Area.
- C. Funding for outside agencies and organizations serving the citizens of Boone shall continue to receive support consistent with area service needs and Town budget constraints.
- D. Coordinated inter-governmental and university-town planning for urban area land use and development, transportation, utilities, recycling, environmental management, law enforcement, education, recreation, tourism and economic development shall be encouraged.

2.3.2 Community Character (p. 67)

- A. The identification, restoration and active use of structures, buildings, monuments, and neighborhoods of historic or architectural significance shall be encouraged as a means of enhancing their economic and cultural value to the planning area.
- B. Multiple and appropriate adaptive reuse of historic resources shall be encouraged.
- C. Wise development of the tourism potential of the area's architectural, historic, scenic and natural resources shall be encouraged.
- D. The destruction of significant architectural, historic, scenic, natural and archaeological resources in the planning area shall be discouraged.
- E. New development, redevelopment and rehabilitation of structures and sites shall occur in a manner which is consistent with the neighborhood and architectural context of the immediate area, and supportive, whenever possible, of Boone's original community character as a High-Country small town.

2.3.4 Public Involvement

- A. Public involvement shall be encouraged in decisions concerning land use and development by making the public aware of proposed developments at the earliest opportunity, as well as fostering communication among developers, the Town, the County, the University, and the general public. ****
- B. Neighborhood and special area planning shall be encouraged to foster public involvement in the production of closely tailored, action oriented special area plans and programs.
- C. Specific functional plans and implementation tools shall be supported as part of the comprehensive planning program for the Town and County.
- D. Special committees, advisory panels, educational forums, public workshops, leadership seminars, town meetings and media contacts shall be encouraged and fostered to enhance the effectiveness of citizen involvement in community planning and action.

Conditions of Approval

The following conditions are automatically included and a part of any approval.

- Where there is a conflict between the application information (November 21, 2022), and the plans (November 21, 2022), the plans control. Insignificant deviations may be permitted to comply with the requirements of the UDO.
- Any commitments and representations concerning the proposed exterior modification made by the applicant or its (his or her) representatives at the public hearing shall also become a condition of the permit, and a basis for a stop work order and/or permit revocation if violated.
- The applicant shall submit the necessary applications, plans, details, and specifications which meet the requirements of the Town Code, UDO, Building Code and any other applicable codes for review and approval necessary to issue Zoning and Building Permits.

The Commission may issue approval subject to reasonable conditions necessary to carry out the purposes served by the historic district (see G.S. 160D-940, 160D-947(a)):

1. Condition (as warranted) ...

Historic Preservation Commission Procedure

Congruity with the historic district

The question before the Historic Preservation Commission is whether the proposed exterior modification is incongruous (i.e., not in agreement, not in harmony) with the special character of the historic district. If the proposed exterior modification is not incongruous, the Commission shall issue the requested COA. If the proposed exterior modification is incongruous with the special character of the historic district, the Commission shall deny the requested COA. The Commission shall approve or the deny the COA by majority vote.

The Commission may issue a COA subject to reasonable conditions necessary to carry out the purposes of the historic district. In this connection, the purposes of the historic district are to (i) safeguard the heritage of the town insofar as the Historic District embodies important elements of the town's culture, history, architectural history, and/or prehistory, and (ii) to promote the use and conservation of the district for the education, pleasure, and enrichment of the residents of the town and/or the State as a whole, See G.S. §160D-940, 944, 947(a).

Historic Photos for Case Z06278-112122 – Mast Store – COA

Planning Staff acquired these photos by coordinating with Digital Watauga. All commentary on the images is from the Digital Watauga technician(s) who found and sent the images to Planning Staff. Planning Staff only compiled the images into this document as presented.

Each image is presented on a separate page with the corresponding cropped image. Commentary on the images from Digital Watauga is included below the citation within a bulleted item.



Figure 1. W. M. Cline Co., "Downtown Boone Street Scene Postcard," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/20690>.

- [Ann-Lar-01-013-a](#) Shows the building in question in the distance, circa 1963. A small advertisement can be seen painted on the wall above the small eave. Unknown text.



Figure 1. W. M. Cline Co., "Downtown Boone Street Scene Postcard," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/20690>.



Figure 2. Unknown, "Children in 1952 Spring Clean Up Parade," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/644>

- [Con-Sta-01-002](#) Shows the West elevation of the building in question. In this image an advertisement for Colvard Chevrolet Co. can be seen. "Let us recap your tires" is written below the main ad.



Figure 2. Unknown, "Children in 1952 Spring Clean Up Parade," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/644>



Figure 3. Unknown, "Westbound Spring Clean Up Parade," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/6451>.

- [Con-Sta-01-008](#) Features an image from a 1952 Spring parade and an advertisement can be seen for Shell and Colvard Chevrolet Co.



Figure 3. Unknown, "Westbound Spring Clean Up Parade," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/6451>.



Figure 4. Unknown, "West King Street, Including Mast General Store, Downtown Boone, 1990s," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/7092>.

- [Dow-Boo-01-128](#) Shows the West elevation of 630 W King St in the mid 1990s. Signage for Mast General Store is fixed on the corner of the building.



Figure 4. Unknown, "West King Street, Including Mast General Store, Downtown Boone, 1990s," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/7092>.



Figure 5. Unknown, "King Street Leading into Downtown Boone, 1990s," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/7108>.

- [Dow-Boo-01-144](#) Shows the corner of the building in question with small signage that reads Mast General Store, this was taken in the early-mid 1990s.



Figure 5. Unknown, "King Street Leading into Downtown Boone, 1990s," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/7108>.



Figure 6. E. T. Glenn , "Downtown Boone Side Roads," Digital Watauga, accessed January 3, 2023, <http://digitalwatauga.org/items/show/27828>.

- [Etl-Gle-01-163](#) Shows the west elevation of the building with a Colvard Tire Co. advertisement, this image is dated late 1950s, early 1960s.



Figure 6. E. T. Glenn , "Downtown Boone Side Roads," Digital Watauga, accessed January 3, 2023, <http://digitalwatauga.org/items/show/27828>.



Figure 7. Harlan Ledford, "Oxen Pulling Wagon Down Street," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/9414>.

- [Har-Led-01-194](#) Shows a corner of the building around 1967. This image is slightly obscured by people in the foreground.



Figure 7. Harlan Ledford, "Oxen Pulling Wagon Down Street," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org>.



Figure 8. Harlan Ledford, "Crowd Watching Daniel Boone Wagon Train," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/9426>.

- [Har-Led-01-206](#) shows the South elevation (front) of the building in the late 1960s.



Figure 8. Harlan Ledford, "Crowd Watching Daniel Boone Wagon Train," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/9426>.



Figure 9. John Ward, "Majorettes and Band Marching in Parade," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/19856>.

- [Joh-War-01-007](#) Shows the corner of 630 W King facing N. Depot at a distance during a 1966 parade.



Figure 9. John Ward, "Majorettes and Band Marching in Parade," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/19856>.



Figure 10. John Ward, "Cheerleaders Walking in Parade," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/19858>.

- [Joh-War-01-009](#) Shows the corner of 630 W King facing N. Depot at a distance during a 1966 parade.



Figure 10. John Ward, "Cheerleaders Walking in Parade," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/19858>.



Figure 11. John Ward, "Daniel Boone Wagon Train Procession," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/19879>.

- [Joh-War-01-030](#) Shows the west corner of 630 W King at a distance in the summer of 1967.



Figure 11. John Ward, "Daniel Boone Wagon Train Procession," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/19879>.



Figure 12. John Ward, "Downtown Boone During the 1960 Blizzard," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/19917>.

- [Joh-War-01-068](#) Shows the building March 1960.



Figure 12. John Ward, "Downtown Boone During the 1960 Blizzard," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/19917>.



Figure 13. John Ward, "U. S. Army Driving Down King Street During the 1960 Blizzard," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/19919>.

- [Joh-War-01-070](#) Shows the West elevation in the snow.



Figure 13. John Ward, "U. S. Army Driving Down King Street During the 1960 Blizzard," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/19919>.



Figure 14. John Ward, "Snowy King Street During the 1960 Blizzard #1," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/19920>.

- [Joh-War-01-071](#) Shows the west elevation of 630 W King during snowy season, 1960.



Figure 14. John Ward, "Snowy King Street During the 1960 Blizzard #1," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/19920>.



Figure 15. John Ward, "Snow-Covered King Street During the 1960 Blizzard #2," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/19924>.

- [Joh-War-01-075](#) Shows the west elevation of the building at a distance in snowy season, 1960.



Figure 14. John Ward, "Snow-Covered King Street During the 1960 Blizzard #2," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/19924>.



Figure 15. John Ward, "King Street Amid 1960 Blizzard," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/19940>.

- [Joh-War-01-091](#) Shows the west elevation of the building during snowy season, 1960.



Figure 16. John Ward, "King Street Amid 1960 Blizzard," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/19940>.



Figure 17. John Ward, "Carolina Charter Parade Float," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/19968>.

- [Joh-War-01-119](#) Shows the corner in question during a parade in 1963. Two advertisements can be seen on the wall. Circa early 1960s. Compare the Ann-Lar-01-013-a image.



Figure 17. John Ward, "Carolina Charter Parade Float," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/19968>.



Figure 18. John Ward, "Vintage Cars Driving Down King Street," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/19976>.

- [Joh-War-01-127](#) Shows the corner in question at a distance during a parade in 1963. Two advertisements can be seen on the wall. Circa early 1960s. Compare the Ann-Lar-01-013-a image



Figure 18. John Ward, "Vintage Cars Driving Down King Street," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/19976>.



Figure 19. John Ward, "Oxen Pulling Covered Wagons," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/19977>.

- [Joh-War-01-128](#) Shows the corner in question at a distance during a parade in 1963. Two advertisements can be seen on the wall. Circa early 1960s. Compare the Ann-Lar-01-013-a image



Figure 19. John Ward, "Oxen Pulling Covered Wagons," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/19977>.



Figure 20. Image from the Paul Armfield Coffey Collection, courtesy of the Digital Watauga Project

- Arm-Cof-20-341 (Pal-Arm-20-341) Shows the corner in question with a small eave and no advertisements. Circa early 1950s.



Figure 20. Image from the Paul Armfield Coffey Collection, courtesy of the Digital Watauga Project



Figure 21. Image from the Paul Armfield Coffey Collection, courtesy of the Digital Watauga Project

- Arm-Cof-21-001 (Pal-Arm-21-001) Shows scaffolding and work being done to the West elevation of the building, a Shell advertisement can be seen. Circa mid 1950s.



Figure 21. Image from the Paul Armfield Coffey Collection, courtesy of the Digital Watauga Project



Figure 22. Image from the Paul Armfield Coffey Collection, courtesy of the Digital Watauga Project (Arm-Cof-21-006/Pal-Arm-21-006



Figure 22. Image from the Paul Armfield Coffey Collection, courtesy of the Digital Watauga Project



Figure 23. Palmer Blair, "Boone's Main Street in 1952," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/3638>.

- [Pal-Bla-04-103](#) Shows the corner of the building in 1952 with an advertisement for Kelly's Tires on the facade.

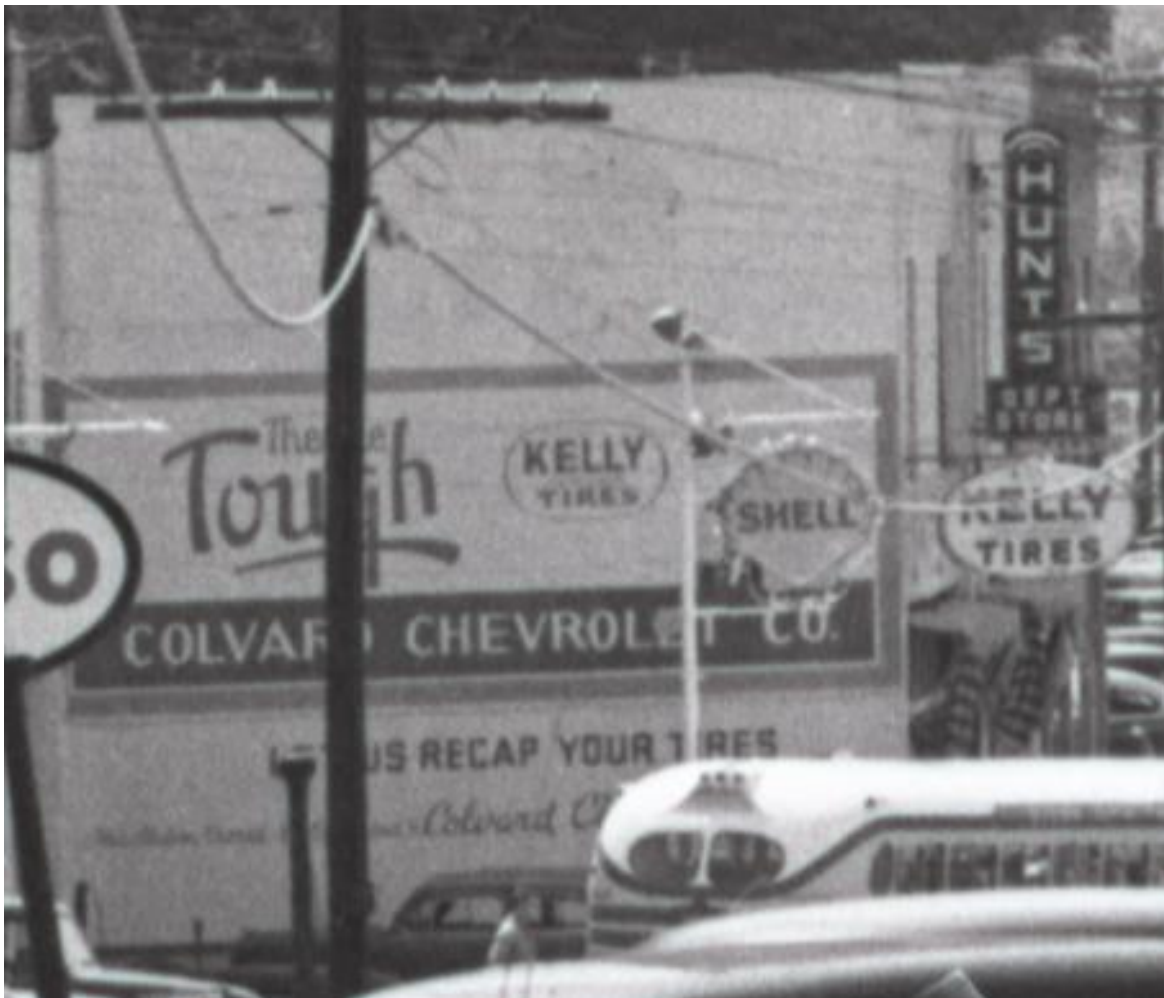


Figure 23. Palmer Blair, "Boone's Main Street in 1952," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/3638>.



Figure 24. Palmer Blair, "Main Street of Boone in 1953," Digital Watauga, accessed January 3, 2023, <http://digitalwatauga.org/items/show/3642>.

- [Pal-Bla-04-107](#) Shows the corner in question in 1953 with a Kelly's Tire/Shell advertisement on the wall.



Figure 24. Palmer Blair, "Main Street of Boone in 1953," Digital Watauga, accessed January 3, 2023, <http://digitalwatauga.org/ite>



Figure 25. Palmer Blair, "King Street, 1949," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/3646>.

- [Pal-Bla-04-109](#) Shows the building in 1949, an advertisement can be seen painted on the side facing N. Depot. This image was originally scanned at a low resolution so zooming is difficult here.



Figure 25. Palmer Blair, "King Street, 1949," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/3646>.



Figure 27. Palmer Blair, "Snow Scene on King Street, Boone, NC, Circa 1945," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/8275>.

- [Pal-Bla-05-033](#) Shows the front (south elevation) of the building around 1945.



Figure 26. Palmer Blair, "Snow Scene on King Street, Boone, NC, Circa 1945," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/8275>.



Figure 27. Paul Weston, "Float in Boone Parade, 1950s," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/6253>.

- [Par-Wes-02-027](#) This image shows a closer image of the corner of the building facing N. Depot in the 1950s without an advertisement on it.



Figure 27. Paul Weston, "Float in Boone Parade, 1950s," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/6253>.



Figure 28. Unknown, "Couple Riding in Convertible Downtown Boone," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/14989>.

- [Wil-Nor-01-0187](#) This image shows the corner in question in the far right with an advertisement for Colvard Tire Co. This image is dated 1940-1950.



Figure 29. Unknown, "Couple Riding in Convertible Downtown Boone," Digital Watauga, accessed January 3, 2023, <https://digitalwatauga.org/items/show/14989>.



Figure 29. Unknown, "Wagon Train on King Street", circa 1950-1955, Historic Boone Digital Exhibit, Watauga County Public Library, Digital NC, accessed January 3, 2023, <https://lib.digitalnc.org/record/5919#?c=0&m=0&s=0&cv=0&r=0&xywh=1783%2C323%2C3069%2C2>

- [Wagon Train on King Street \(digitalnc.org\)](#) This image shows the corner in question in the early 1950s with a small eave and no advertisements visible.

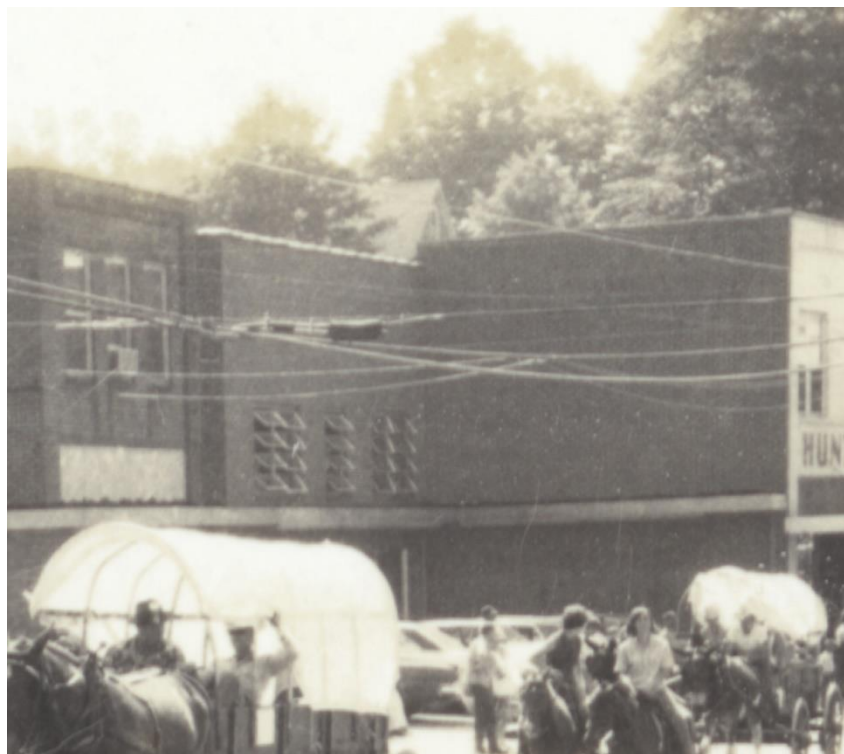


Figure 29. Unknown, "Wagon Train on King Street", circa 1950-1955, Historic Boone Digital Exhibit, Watauga County Public Library, Digital NC, accessed January 3, 2023, <https://lib.digitalnc.org/record/5919#?c=0&m=0&s=0&cv=0&r=0&xywh=1783%2C323%2C3069%2C2>

