

DURHAM HISTORIC PRESERVATION COMMISSION
Landmark Designation Staff Report

Property **West Village / 604 W. Morgan Street**
Tax Map 33-01-006, 60-05-001, 060-03-001 A
Parcel Number (PIN) 0821-08-78-9810, 0821-08-78-7899, 0821-08-79-5096,
0821-08-79-9075

Owner **West Village, LP**
Blue Devil Ventures
2020 W. Main Street/Suite 20
Durham, NC 27705
(919) 416-1650 FAX (919) 416-9670

Durham Historic Preservation Commission Meeting Date –September 4, 2001

I. Application and Current Historic Status

The owner is requesting that all structures (exterior only and land) be designated by the City of Durham as a local Historic Landmark. The properties are listed as “contributing” structures in the Brightleaf National Register Historic District. The restored properties also received a citation for architectural conservation from the Historic Preservation Society of Durham in 2000.

II. Historical and Architectural Context

The history of Durham is centered on the major role that tobacco played in shaping our City. Washington Duke and Sons Company was among the major players that began the operation that ultimately spawned the American Tobacco Company. American became the dominant tobacco manufacturing company in the United States. The five buildings that make up West Village were part of this vast tobacco empire. Later the properties were part of the Liggett and Myers Tobacco Company’s complex. The following is a brief history of each building and attached to this report is a more detailed history from the Brightleaf National Register Historic District nomination.

The Hicks and Toms Warehouses are the oldest structures in the West Village complex and date from 1903. Col. William Jackson Hicks, was the architect and warden of Central Prison in Raleigh and was responsible for the initial planning of the warehouses for the American Tobacco Company. Clinton W. Toms was a vice president of the American Tobacco trust. Built by trust, the warehouses of slow burn construction were designed in the elaborate Romanesque Revival style, which also is known as Norman Revival. The decorative brickwork consists of continuous stringcourses of mousetothing and an elaborate cornice of corbelled pendants and prisms. Parapet walls are found on the two ends and at the tops of firewalls. These decorative parapets include corbelled chimney pots at the top for ventilation.

The three-story Flowers Building on Morgan Street was built in 1916 as a storage warehouse. Named for William Washington Flowers, a former manager of W. Duke Sons and Company, the building is adjacent and positioned perpendicular to the Toms and Hicks buildings. The building features large expanses of windows and a somewhat simpler form of brickwork than the earlier warehouses. The Cooper Shop is located to the east of the Flowers Building and was built in stages. The south end was constructed in 1910 and again reflected a simpler version of the older warehouses. A second floor was added to the Cooper Shop before 1937 and a bridge on the second floor leading across Morgan Street to the O'Brien Building.

The final building of the West Village complex is the Power Plant located at the intersection of Fernway Avenue and N. Fuller Street. Once providing the power for all of the Liggett and Myers Tobacco Company's complex, the building consists of one, two and three-story units in a step design. The structure is of fireproof construction with concrete floors and brick walls forming pilasters. Beveled stone caps top the pilasters that surround the building. Large multi-paned windows are featured on all facades and the second story portion of the building has arched windows as well. Adjacent to the building, is a water tower from the late 1920's. Standing 125 feet tall, the six legs support a 125,000-gallon water tank with another 200,000-gallon tank at ground level.

Today all buildings have been converted to residential units with limited retail/office space as well.

III. Condition of Structures

The West Village is in excellent condition inside and out due to a recent renovation into housing units. The complex retains its historically significant architecture.

IV. Staff Discussion

The Durham Zoning Ordinance includes the following criteria to qualify for the landmark designation:

A building... may be considered for designation as an historic landmark only if both of the following criteria are met:

- A. The Commission deems and finds that the building... appears individually eligible for listing or is individually listed on the National Register of Historic Places;
- B. The Commission deems and finds that the property is of special significance in terms of its pre-historical, historical, architectural or cultural importance, and

possesses integrity of design, setting, materials, feeling and association.

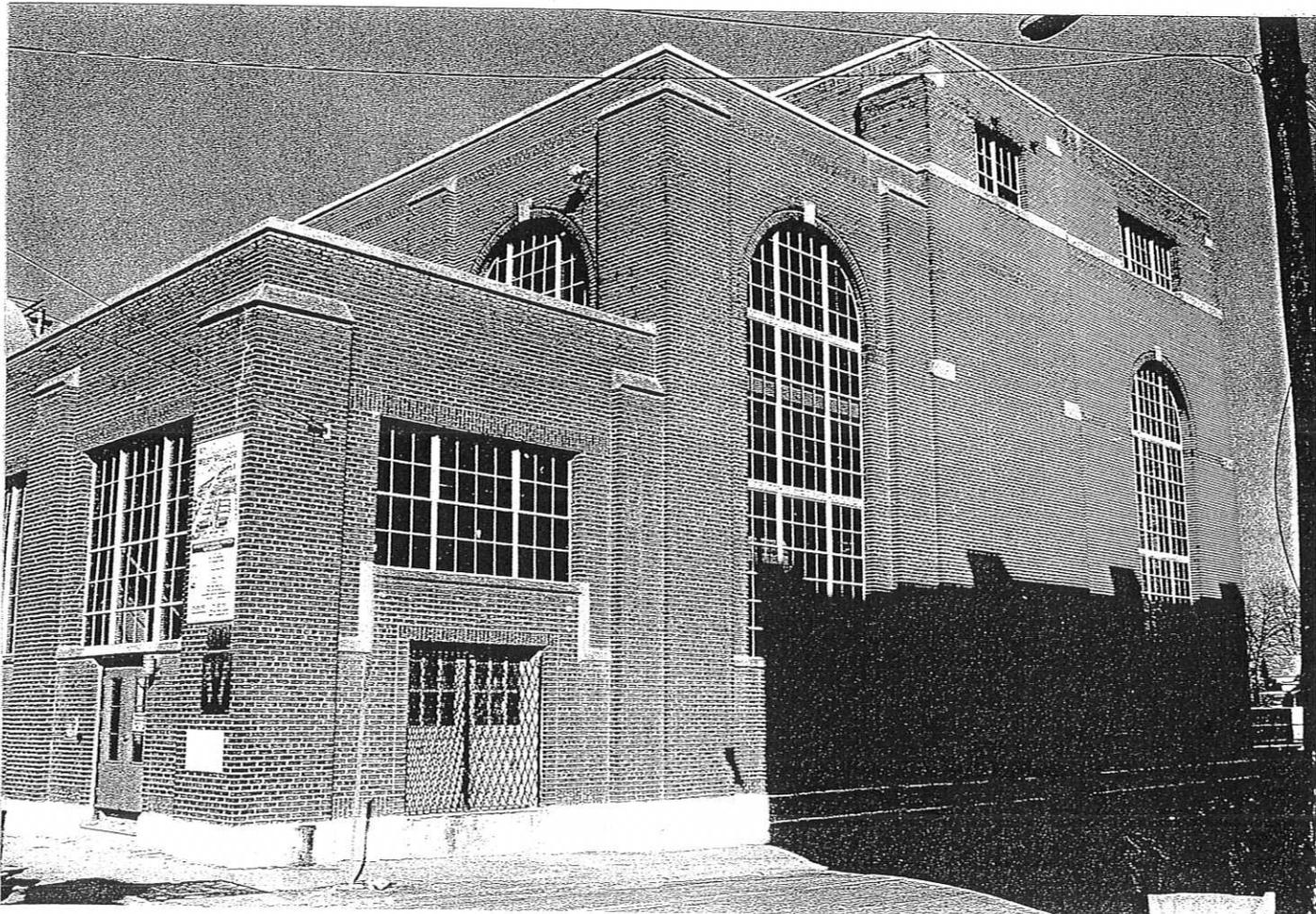
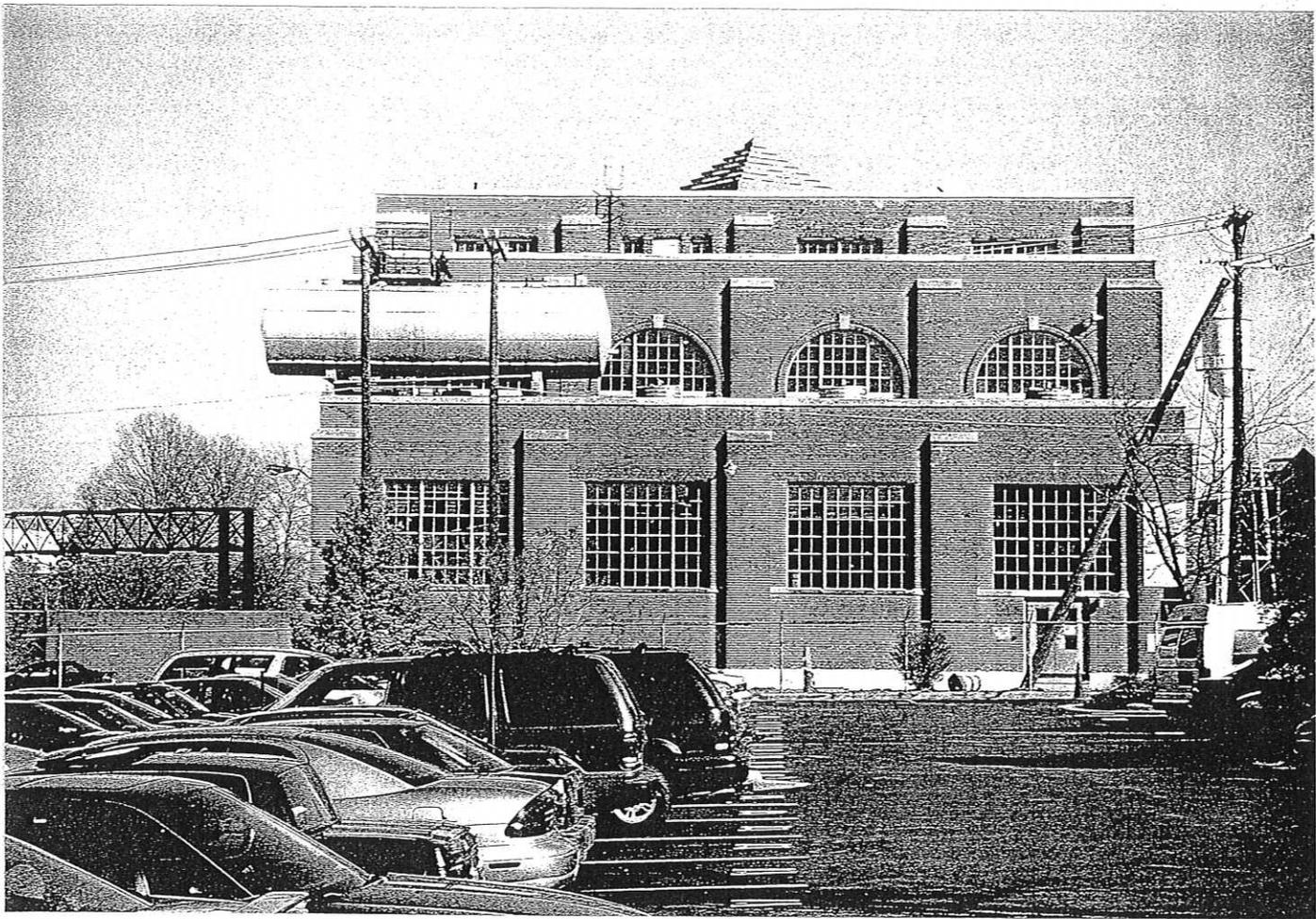
Durham Zoning Ordinance 5.6.5.2 Historic Landmark Designation

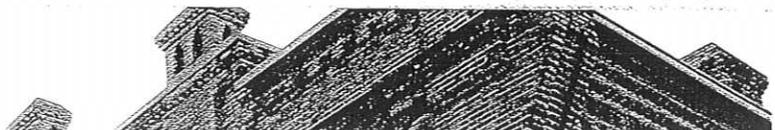
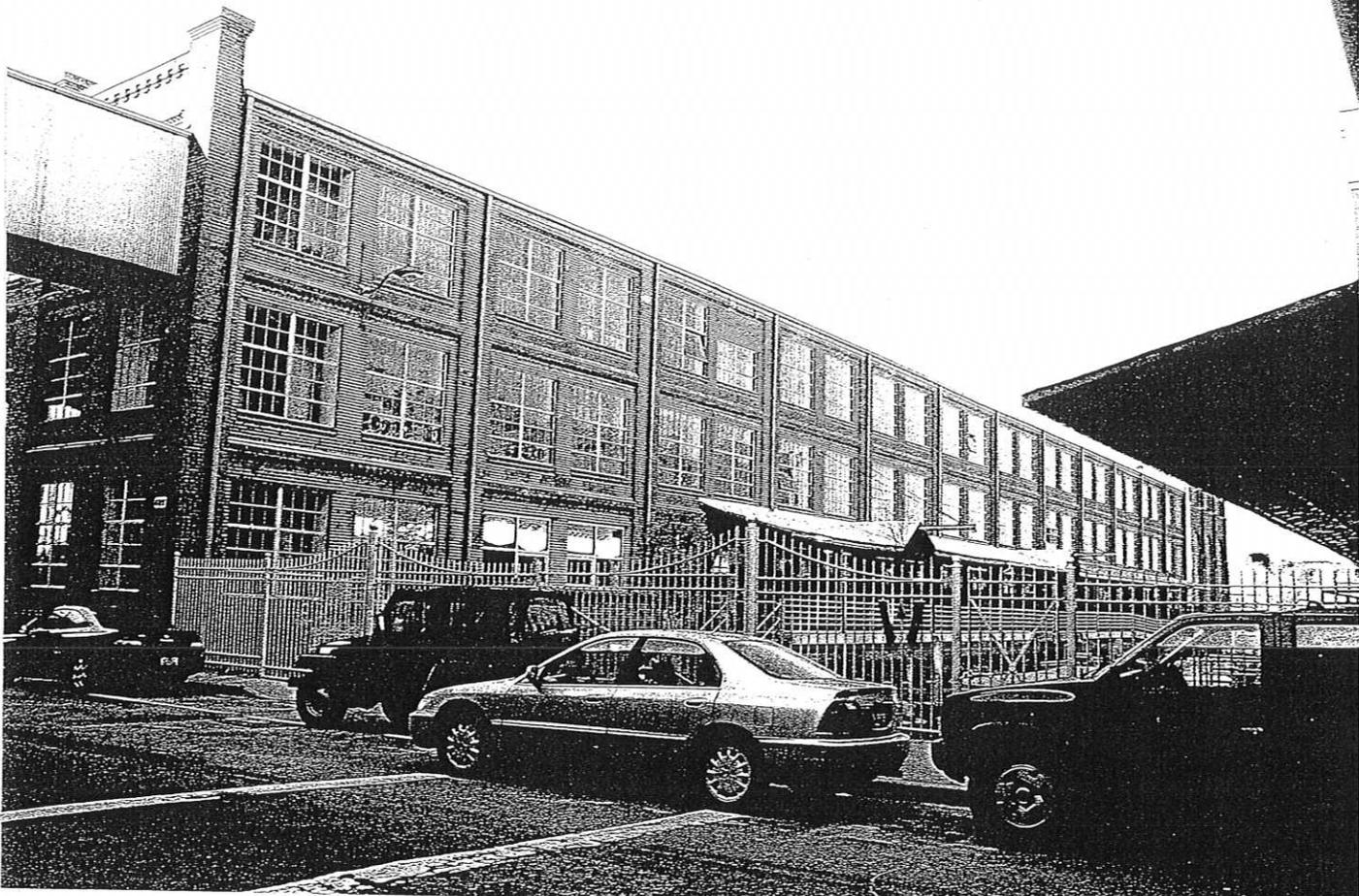
The buildings of West Village are listed as "contributing" structures in the Brightleaf National Register Historic District, and therefore meet the first requirement.

The association of the West Village buildings to Durham's early tobacco industry and particularly the Duke family is of major significance to the City's history. Washington Duke and his sons were responsible for the creation of the American Tobacco Company that became the dominant manufacturer of tobacco in the United States. The structures further represent the design integrity, quality construction and craftsmanship that were hallmarks of early Durham industrial architecture. The Hicks and Toms warehouses are among the few Romanesque style warehouses still standing in Durham, and the Flowers and Cooper buildings were more contemporary interpretations of the style to blend with the earlier buildings. The Power Plant building also points to the care taken to make the more utilitarian buildings of the period as attractive and detailed as possible. The materials, details and settings of these buildings have been retained in the recent renovation. Staff has determined that the West Village complex meets all of the criteria for designation as a Durham Historic Landmark.

V. Staff Recommendation

Staff recommends that the Durham Historic Preservation Commission find that the property possesses special historic significance and further recommends that the Durham City Council designate West Village (case LD 01-5) exterior and land only (Tax Map #s 33-01-006, 60-05-001, 060-03-001 and Parcel Numbers {PIN} 0821-08-78-9810; 0821-08-78-7899; 0821-08-79-5096; 0821-08-79-9075) as a Durham Historic Landmark





United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

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

1. Name of Property

historic name Bright Leaf Historic District

other names/site number _____

2. Location

street & number bounded roughly by w. Peabody St., N. & S. Duke St., Minerva Ave.,
N&W RR, Corporation St., Liggett St., Morris St., not for publication
West Loop

city or town Durham vicinity

state North Carolina code NC county Durham code 063 zip code 27702

3. State/Federal Agency Certification

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

Giffen Crow SHDO 11/22/99
Signature of certifying official/Title Date

State of Federal agency and bureau _____

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

Signature of commenting official/Title Date

State or Federal agency and bureau _____

4. National Park Service Certification

I hereby certify that the property is:	Signature of the Keeper	Date of Action
<input type="checkbox"/> entered in the National Register. <input type="checkbox"/> See continuation sheet.	_____	_____
<input type="checkbox"/> determined eligible for the National Register <input type="checkbox"/> See continuation sheet.	_____	_____
<input type="checkbox"/> determined not eligible for the National Register.	_____	_____
<input type="checkbox"/> removed from the National Register.	_____	_____
<input type="checkbox"/> other, (explain): _____	_____	_____

5. Classification

Ownership of Property
(Check as many boxes as apply)

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

Category of Property
(Check only one box)

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

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

Contributing	Noncontributing	
22		buildings
		sites
7		structures
		objects
29	0	Total

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

Historic Resources of Durham (Partial
Inventory: Historic Architectural Properties)

Number of contributing resources previously listed
in the National Register

1

6. Function or Use

Historic Functions
(Enter categories from instructions)

INDUSTRY/PROCESSING: manufacturing facility
 " " energy facility
 " " industrial storage

Current Functions
(Enter categories from instructions)

INDUSTRY/PROCESSING: manufacturing facility
 " " industrial storage
 COMMERCE/TRADE: business
 DOMESTIC: multiple dwelling
 WORK IN PROGRESS

7. Description

Architectural Classification
(Enter categories from instructions)

Italianate
 Romanesque Revival
 Moderne

Materials
(Enter categories from instructions)

foundation brick
 walls brick
 roof asphalt
 other stone
 metal
 glass

Narrative Description

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

8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

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

Property is:

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

Narrative Statement of Significance

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

9. Major Bibliographical References

Bibliography

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

Previous documentation on file (NPS):

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

Areas of Significance

(Enter categories from instructions)

Industry

Architecture

Period of Significance

ca. 1878 - 1949

Significant Dates

1884

1890

1911

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Linthicum, William H., architect

Hicks, William Jackson, designer

Primary location of additional data:

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

Name of repository:

Duke Homestead, State Historic Site, Durham

10. Geographical Data

Acreage of Property approx. 3/4

UTM References

(Place additional UTM references on a continuation sheet.)

1	17	688740	3986480
Zone	Easting	Northing	

3	17	688970	3985980
Zone	Easting	Northing	

See continuation sheet

Verbal Boundary Description

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

Boundary Justification

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

11. Form Prepared By

name/title Claudia R. Brown, Supervisor, Survey and Planning Branch

organization North Carolina State Historic Preservation Office date May 1999

street & number 109 E. Jones St. telephone 919/733-6545

city or town Raleigh state NC zip code 27699-4618

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

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

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

Photographs

Representative black and white photographs of the property.

Additional items

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

Property Owner

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

name

street & number telephone

city or town state zip code

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

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

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 1

Bright Leaf Historic District
Durham County, North Carolina

DESCRIPTION

The Bright Leaf Historic District is an industrial area composed of seventeen primary buildings and twelve secondary buildings and structures on nine blocks covering approximately thirty-four acres. It is situated at the west edge of Durham's Central Business District, immediately beyond the west corner of the Downtown traffic loop. The district approximates the shape of a very tall right triangle: While the hypotenuse is quite jagged, N. Duke St. defines the district's long, fairly even west side and Durham's main railroad line form the narrow southern base. Until recently, most of the Bright Leaf buildings have been part of the Liggett and Myers Tobacco Company's Durham manufacturing plant.

Unlike The American Tobacco Company Manufacturing Plant, which covers a single parcel fenced off from the surrounding public streets immediately south of the central business district, the blocks of the Bright Leaf Historic District are created by a grid of public city streets. The setbacks of the buildings are so slight that these heavily developed blocks traversed by pedestrian and automobile traffic passing between the central business district and neighborhoods to the west convey a strongly urban ambiance. Most of the interior streets of the district recall the canyon-like avenues of a major city where each block presents tall unbroken masonry walls crowding the sidewalks. Indeed, Toms Warehouse (entry 9) is directly on W. Morgan St. and several other buildings, such as Bullington Warehouse (entry 2) and the Imperial Tobacco Company Factory (entry 12), abut the sidewalk. On the district's streets, there is no tree canopy and the only foliage appears on the thin strips of lawn that separate buildings from the street and some foundation plantings at Bullington Warehouse, Chesterfield Building (entry 18), and Liggett and Myers' Research Laboratories and Office Building (entries 13 and 14). Where there is curbing, it usually consists of the original Belgian block. A number of the blocks have two or three buildings separated by courtyards, which are defined at the street by tall iron fences with pointed palings. The three redeveloped warehouses lining N. Duke St. at the north end of the district are flanked on their east sides by paved parking lots extending to the Norfolk and Western Railway line or N. Fuller St. that have been heavily plant with now-mature trees. Elsewhere in the district, paved, gravel and dirt parking lots and loading areas surround the buildings close to the railroad tracks.

The majority of the Bright Leaf district's buildings are massive two- to four-story structures, usually rectangular in form with flat or very shallow gable roofs and of fireproof construction with brick exteriors. More than half of the buildings have the thick wooden floors and interior supports of heavy timbers that distinguish slow burn construction; most of the others have concrete floors and steel reinforced supports. Almost all of the brick is red, ranging from brownish in tone as in the B. L. Duke Warehouse, to a deep mottled rose in the buildings erected by The American Tobacco Company trust, to a deep wine red for the Liggett and Myers Office Building (entry 14); decorative panels of yellow and black brick appear in the Chesterfield Building (entry 18). The district's four building phases are reflected in the structures' decoration, also executed primarily in brick: (1) the two oldest buildings, the B. L. Duke Warehouse of the late 1870s and the 1884 Italianate W. Duke Sons and Company Cigarette Factory (entry 19); (2) five warehouses and processing buildings displaying elaborate ornamental brickwork built between 1897 and 1903 and three other similar buildings constructed in the early 1910s; (3) five buildings constructed between 1920 and World War II, which are similar in their size and proportions to the buildings of the foregoing phase but with streamlined ornamental brickwork; (4) and four buildings erected after World War II which generally are quite austere, their decoration restricted to entrances and

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Bright Leaf Historic District
Durham County, North Carolina

windows on the main facades.

The two oldest Bright Leaf buildings are at opposite ends of the district. Near the north end, the B. L. Duke Warehouse (entry 5) built in the late 1870s is typical of early brick warehouses in its austerity. The handsome self-contained, rectangular building ranges from two to three stories due to the grade of the site. It features thick solid brick walls of brownish-red brick, rows of segmental-arched windows (many now filled with brick) with simple header lintels, and a hipped roofline breaking into a gable at the crest. The building's only decorative elements consist of a few corbeled chimney pots marking the top ventilators on the long elevations. In contrast, the W. Duke Sons and Company Cigarette Factory (entry 19) at the south edge of the district is a stylish Italianate structure consisting of three rectangular wings forming three sides of a square, the longest one facing the tracks built in 1884 and the two other wings stretching towards Main St. added prior to 1893. It was designed by William H. Linthicum, a Lynchburg, Virginia, architect who became Durham's first professional architect when he settled here to oversee this commission. Originally four stories tall, the red brick building of slow burn construction was highlighted by a large, elaborately appointed metal cornice. Although that distinctive element was lost with the removal of the top two stories in the middle of this century, the brick quoins with granite inserts, brick dripstone moldings at segmental arched windows, and alternating projecting bays remain.

The most impressive structures in the Bright Leaf Historic District are the eight large warehouses and processing buildings of slow burn construction distinguished by rich ornamental brickwork that were erected between 1897 and 1916. Five of these buildings built by The American Tobacco Company trust--Walker Warehouse (1897, entry 20), Cobb Building (1898, entry 16), O'Brien Building (1899, entry 17), Hicks Warehouse and Toms Warehouse (both 1903, entries 8 and 9)--exhibit very similar designs in the style known variously as Romanesque Revival or Norman Revival. All are distinguished by ornamental patterns in brick at stringcourses, cornices, parapets, and chimney pots at the top of ventilators. The walls of Walker Warehouse, the only one-story building in this group, originally were pierced only by three doors on both long sides and small metal vents in the pilasters and at its base. Its decorative brickwork consists of short and long corbeled pendants, prisms, single courses of mousetothing, and pointed arched panels in the chimney stacks. The brickwork at stringcourses and cornices of the Cobb and O'Brien buildings, which occupy a single block, is identical to that of Walker Warehouse except for slight differences in the lengths of the pendants. This pair of buildings also features rectangular niches in the pilasters to break up the solidity and create shadows for added interest. Because these two buildings were constructed for tobacco processing rather than storage, a pair of segmental arched windows in a single segmental arched opening appears in each bay to provide interior light and there are no ventilator shafts topped by chimney pots. While O'Brien Building remains fairly intact, Cobb Building has been altered with the addition of two stories in an austere variation of the original design. Dozens of chimney pots and a shuttered segmental arched opening containing a metal louvered vent in each bay reflect the storage function of Toms Warehouse and Hicks Warehouse, which also share a single block. Although their cornices are identical to those of the earlier trust buildings, this pair of warehouses displays string courses restricted to multiple rows of mousetothing.

Three of the buildings known for their ornamental brickwork date from the 1910s. Two of these, built by Liggett and Myers Tobacco Co., are plainer than their earlier counterparts constructed by the trust. Built as single-story cooper shop (and later enlarged to two stories), the irregularly shaped building

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Bright Leaf Historic District
Durham County, North Carolina

at 604 Morgan St. (entry 11) displays narrow segmental arched windows and a stringcourse of a single row of mousetoothing between pilasters. Next door, the three-story Flowers Building (1916, entry 10) has similar stringcourses and cornices, with the added features of short corbeled pendants in the cornices of the narrow elevations. Also built in 1916, the Imperial Tobacco Company Factory (entry 12) rivals the trust buildings in its extensive program of decorative brickwork. This enormous building, similar to the trust and Liggett and Myers buildings in its dozens of segmental arched window in bays defined by pilasters, is distinguished by its deeper red, almost brown brick and its irregular form of one-, two-, and three-story units. Its decorative program also is less uniform, consisting of recessed corbeled panels at all cornices and curved and gabled parapets accented with white stone inserts at corners and end elevations.

The district's buildings constructed after 1920 tend to be severe in design. The last three warehouses built by Liggett and Myers are White Warehouse (1926, entry 1), Carmichael Warehouse (1926, entry 4) and Bullington Warehouse (1927, entry 2). One, two, and three stories tall, respectively, they all display the basic forms, proportions, and pilastered walls of the trust's buildings. Here, however, technological advancements led to the replacement of the small windows and ventilator shafts topped by chimney pots with large fixed metal louvered vents occupying most of each bay of the long elevations. The decorative brickwork has been reduced beyond the simplification of Flowers Building to only one or two rows of simple corbeling between the pilasters just above the top story and at the top of each flat parapet step of the fire and end walls. The earlier two units of the contemporary Power Plant (entry 7) also are pilastered, but here the pilasters have beveled stone caps and are bolder than those of the other large brick buildings. Instead of large square openings in each bay, two-story-tall round arched windows with limestone keystones distinguish the taller of the 1926 units and the third unit built in 1938. The only other significant construction in the Bright Leaf Historic District between the late 1920s and World War II was the Cigarette Factory Annex built in the courtyard of the W. Duke Sons and Company Cigarette Factory (entry 19). The raised basement of the T-shaped addition is stuccoed and the single story above is pilastered brick. Again, the only decoration is simple corbeling the width of each bay at the cornice.

The buildings erected after World War II are as austere as those of the 1910s, 1920s and 1930s, but they no longer are diluted variations on the Norman Revival theme of the trust's buildings. Rather, their main facades exhibit stylish Moderne accents at the entrance bays, as seen in such 1940s structures as the Research Laboratories (entry 13), Office Building (entry 14; actually built in the 1930s and moved and given a new facade in 1947), and Chesterfield Building (entry 18), all in the 700 block of W. Main St. The entrances of both the Research Laboratories and the Office Building feature a panel of glass bricks above the door, both enframed in a wide molded surround. At the Office Building, the surround is concrete and extends around the glass brick panel from the concrete sheathing of the first story, creating a sharp contrast to the very dark red brick pilastered walls of the second story. The entrance surround of the Research Laboratories is richer, composed of a three-part outer surround of limestone and an inner surround of deep rose-colored marble. Facing these two buildings is the massive, cubical seven-story Chesterfield Building. In contrast to the red brick elevations and horizontal bands of charcoal gray brick connecting the windows in each story, vertical bands of yellow brick sawtoothing rise the full height of the building above the two entrances on the main facade. The principal entrance has an outer frame of limestone blocks and a wide inner band of black marble around the brushed steel doors and tall window of glass bricks above.