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NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in "Guidelines for Completing National Register Forms" (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property

historic name North Wall Street Historic District
other names/site number n/a

2. Location

street & number City block bounded by North Wall, East Church, and North Gilmer Streets, and East Cherokee Avenue
city, town Cartersville (n/a) vicinity of
county Bartow **code** GA 015
state Georgia **code** GA **zip code** 31020

(n/a) not for publication

3. Classification

Ownership of Property:

- private
- public-local
- public-state
- public-federal

Category of Property:

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

Number of Resources within Property:	<u>Contributing</u>	<u>Noncontributing</u>
buildings	13	2
sites	0	0
structures	0	0
objects	0	0
total	13	2

Contributing resources previously listed in the National Register: 1

Name of previous listing: Grand Theater, listed June 28, 1984

Name of related multiple property listing: Historic and Architectural Resources in Downtown Cartersville, Georgia, 1854-1944

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this nomination 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 the National Register criteria. () See continuation sheet.

Mark R. Edwards _____ Date February 9, 1998

Mark R. Edwards
State Historic Preservation Officer

If in my opinion, the property () meets () does not meet the National Register criteria. () See continuation sheet.

Signature of commenting or other official Date

State or Federal agency or bureau

5. National Park Service Certification

I, hereby, certify that this property is:

entered in the National Register

Edson A. Beall 3.19.98

() determined eligible for the National Register _____

() determined not eligible for the National Register _____

() removed from the National Register _____

() other, explain: _____

() see continuation sheet

for _____
Keeper of the National Register Date

6. Function or Use

Historic Functions:

COMMERCE/TRADE: specialty store/department store/restaurant
HEALTH CARE: medical business
RECREATION AND CULTURE: theater
TRANSPORTATION: other

Current Functions:

COMMERCE/TRADE: specialty store/restaurant/business/financial institution
COMMERCE/TRADE: warehouse
RECREATION AND CULTURE: theater

7. Description

Architectural Classification:

LATE VICTORIAN/Renaissance
OTHER/Commercial Victorian Vernacular
OTHER/20th-Century Commercial
OTHER/Stripped Classical

Materials:

foundation	brick
walls	brick
roof	asphalt
other	terra cotta

Description of present and historic physical appearance:

The North Wall Street Historic District consists of the historic, intact commercial buildings in the block bounded by North Wall Street, East Church Street and the modern East Church Street overpass, North Gilmer Street, and East Cherokee Avenue in Downtown Cartersville (see photo #1). The block faces the railroad tracks and the public square, now used largely for automobile parking, to the west. Most of the buildings face North Wall Street with the exception of two buildings facing each Church and Gilmer Streets and Cherokee Avenue.

The buildings include several one-story attached commercial buildings, a two-story attached commercial building, a freestanding warehouse, and the previously National Register-listed Grand Theater. The commercial buildings date from c.1905 to the 1930s and are all constructed of brick with the exception of the wood-framed Ross Diner which was remodeled extensively in 1947 and still retains its original furnishings and lunch counter (see photo #3).

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Section 7--Description

Most of the earlier buildings are Commercial Victorian Vernacular with decorative brick corbeling and one with a cast-iron storefront (see photo #4). There are also several 20th-Century Commercial-style buildings with little or no detailing and one two-story Stripped Classical-style building (1930) with brick pilasters which used to be the Chevrolet Dealership (see photo #2). Constructed in c.1910, the warehouse is brick with gable-front roof and monitor, brick pilasters, and segmentally arched window openings (see photo #6). Its interior is a large open space with a wood and dirt floor.

The Grand Theater (1924) is a Renaissance Revival-style building with mansard roof, paired pilasters, intact ticket booth, recessed entrance, and exuberant detailing (see photo #2). The Theater was remodeled in 1989 with an enlarged stage area, addition of a fire prevention and sprinkler system, new electrical and plumbing, and installation of a HVAC system. The theater is still used for performances.

The buildings facing North Wall Street abut the modern concrete sidewalk and have no historic landscaping (see photos #3 and #4). On the rear of the block facing Gilmer Street, there is some open space with a small amount of grass; however, there is no formal landscaping. The open space was historically used for a livery yard and mule corral.

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties:

nationally statewide locally

Applicable National Register Criteria:

A B C D

Criteria Considerations (Exceptions): N/A

A B C D E F G

Areas of Significance (enter categories from instructions):

Architecture
Commerce
Transportation

Period of Significance:

ca.1905-1947

Significant Dates:

n/a

Significant Person(s):

n/a

Cultural Affiliation:

n/a

Architect(s)/Builder(s):

unknown

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Section 8--Statement of Significance

Narrative statement of significance (areas of significance)

The North Wall Street Historic District represents a typical, historic commercial block in Downtown Cartersville and other small towns throughout Georgia. The district is significant in terms of architecture, commerce, and transportation.

In terms of architecture, the North Wall Street Historic District is significant primarily for its concentration of an important historic building type--the commercial row building--characteristic of late 19th- and early 20th-century commercial development in Georgia and across the nation. These buildings are brick, one- to three-story buildings, share party walls, and have uniform setback. These buildings that line North Wall Street are good examples of commercial row buildings.

The freestanding building within the district is the ca. 1912 warehouse which was originally used for a livery. This building is brick with a gable front roof and monitor, brick pilasters, and segmentally arched windows openings. It is a good example of functional architecture which was built for utilitarian purposes, having little stylistic detailing. Few buildings of this type survive anywhere in Georgia, especially with its undivided interior and dirt and wood floor.

The district is also significant for its representation of important historical architectural styles including Commercial Vernacular Victorian, Stripped Classical, and the 20th-century "commercial" style. Constructed from the late 1800s to the late 1930s, these buildings and their architectural influences are typical of those found in small towns in the late-19th and early 20th centuries.

The North Wall Street Historic District provides a good illustration of how architectural influences developed during the early 1900s. Reflecting the late Victorian influence, the turn-of-the-century buildings have decorative brick corbeling, parapet roofs, and recessed entrances.

The later Stripped Classical-style Chevrolet Dealership (1930), with its brick suggestion of pilasters and simple cornice, has understated classical detailing underlying an otherwise unadorned building. This building represent a transition between classical influenced architecture with pediments and pilasters and modern architecture which is characterized by plain wall surfaces and no stylistic detailing. The even more modest 20th-century "commercial" style buildings have little or no detailing, a shoebox shape, and one story (see the front-facing buildings to the left of photo #7).

The district is also significant for the grand architecture of the Grand Theater, which demonstrates how theaters, as community landmark buildings, were built to be some of the largest and most stylistic buildings in a town. The 1924 theater is a Renaissance Revival-style building with intact

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Section 8--Statement of Significance

mansard roof, terra-cotta front facade, paired pilasters, intact ticket booth, recessed entrance, and exuberant detailing.

The district is significant in terms of commerce due to the existing buildings which represent the historic commercial activity in Cartersville and the surrounding area. These buildings once housed a variety of commercial activities including grocery stores, meat market, blacksmith shop, livery stables, restaurants, a bottling company, drug store, automobile dealership, and auto parts store. Constructed in the early part of this century, these buildings still house businesses which have contributed to the economy of Cartersville for almost one hundred years. Ross Diner is particularly notable as it has been owned and operated by the Ross family for over fifty years.

The district is significant in transportation for its extant resources relating to transportation. These resources include the freestanding livery stable and automobile dealership. The change in uses of the commercial block from several livery stables and mule corral in the late-19th and early 20th centuries to the construction of the dealership in ca.1930 and the 1920s filling station (no longer extant) represents the proliferation of the automobile in the early 20th century and the decline of transportation relying on horse and mules.

National Register Criteria

The North Wall Street Historic District is eligible under National Register Criteria A and C for its significance in the architectural and commercial development of Cartersville.

Criteria Considerations (if applicable)

n/a

Period of significance (justification)

The earliest building dates to ca. 1905 and 1947 marks the opening date for Ross Diner which was extensively remodeled in 1947. Although, the period of significance for the "Historic and Architectural Resources in Downtown Cartersville, Georgia" is ca.1854-1944, Ross Diner is a significant resource within the North Wall Street Historic District and has been in continuous operation since 1947. Furthermore, the 1944 date of the Multiple Property Nomination was chosen because it marked the end of the traditional fifty-year historic period and there was no more specific date that defined the end of the activities which were begun historically and continue through the present.

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Section 8--Statement of Significance

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Section 8--Statement of Significance

Contributing/Noncontributing Resources (explanation, if necessary)

The contributing resources include 13 intact, historic buildings. The noncontributing resources are two buildings: one which has been significantly altered and the other which is nonhistoric. The Grand Theater, already listed in the National Register of Historic Places as of June 28, 1984, is not counted in the contributing resources.

Developmental history/historic context (if appropriate)

The North Wall Street Historic District consists of one commercial block bounded by Church Street on the north, Cherokee Avenue on the south, Gilmer Street on the east, and on the west by North Wall Street. This block was originally divided into seven lots after the land lottery in 1832 and housed a blacksmith's shop and a variety of other stores in the 1840s and 1850s.

The Sanborn Fire Insurance Maps from 1885 show that the block contained a grocery, a meat market, livery and carriage operation, a law office, a cobbler shop, barber shop, saloon, restaurant, a tenement, another livery, and wagon shop. The 1890 Sanborn Map shows similar businesses with a doctor's office replacing the lawyers office, a new candy store, a new barber shop, and the open area now designated as two separate mule corrals.

The first brick commercial building in this block was built in the present-day location of Angel's Florist and was owned by Mr. Thomas Hudson. The livery and carriage house was owned by Roberts and Hudson. The 1895, 1900, and 1905 maps show little change from the 1890 map until 1909 when the whole south side of the block is vacant, presumably torn down to make way for the theater and the new brick commercial buildings which appear on the 1916 map.

In 1909 with the construction of the Greenwood Theater, owned by Manning and Wink, this block became known as the cultural center of Cartersville. The opening of the theater was delayed due to a fire in October, but the theater opened in November 1910. A great fire destroyed much of the southern half of the cultural block in 1923, and the theater reopened in 1929 as the Grand Theater. It then accommodated movies when they were becoming popular, and the first talking movie was shown at the Grand Theater on May 9, 1929, just two years after the first "talkie" was shown in Atlanta.

The 1927 Sanborn Map shows the development of the block being similar to what is today with attached commercial brick buildings, the theater (referred to by 1927 as Movies), and the freestanding warehouse which is marked with "sales" and no longer has the livery yard behind and around it. In 1927 there was a filling station on the southeast corner of the block which has been replaced with a nonhistoric brick building.

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During the 1940s and 1950s, Mr. Warlick Jones ran Warlick Jones Chevrolet in the ca. 1930 two-story building which is now the Floyd College & Etowah Educational Foundation. In 1947, the Ross family started a diner in a small wood-framed building, adjacent to the Chevrolet Dealership, which the family remodeled before opening. The Ross Diner is still in operation today at the same location and has its original lunch counter and furnishings. Although there have been a variety of commercial uses in this block, the North Wall Street Historic District has been in continuous use until the present. The Theater was remodeled in 1989 and has many performances every year.

9. Major Bibliographic References

Bartow County History Center. "Then and Now," unpublished.

Bridges, John, of Cartersville, Georgia. Interview by Denise Canteli. July 1993.

Calhoun, H.L. of Cartersville, Georgia. Interview by Denise Canteli. July 1993.

Sanborn Fire Insurance Maps: 1885, 1890, 1895, 1900, 1905, 1909, 1916, 1927.

Sharp, Leslie N. "Historic and Architectural Resources in Downtown Cartersville, Georgia," National Register of Historic Places Multiple Property Documentation Form. On file at the Historic Preservation Division of the Georgia Department of Natural Resources. Atlanta, Georgia, 1994.

Taylor, Onas, of Cartersville, Georgia. Interview by Denise Canteli. August 1993.

Tonsmeire, Louis, of Cartersville, Georgia. Interview by Denise Canteli. August 1993.

White, Robert, local historian, Cartersville, Georgia. "Grand Theater Block."

Previous documentation on file (NPS): () N/A

- preliminary determination of individual listing (36 CFR 67) has been requested**
- preliminary determination of individual listing (36 CFR 67) has been issued**
date issued:
- previously listed in the National Register:** The Grand Theater, June 28, 1984
- previously determined eligible by the National Register**
- designated a National Historic Landmark**
- recorded by Historic American Buildings Survey #**
- recorded by Historic American Engineering Record #**

Primary location of additional data:

- State historic preservation office**
- Other State Agency**
- Federal agency**
- Local government**
- University**
- Other, Specify Repository:**

Georgia Historic Resources Survey Number (if assigned): n/a

10. Geographical Data

Acreage of Property Approximately 1.5 acres

UTM References

A) Zone 16 Easting 703240 Northing 3782640

Verbal Boundary Description

The district consists of the city block bounded by North Wall Street on the west, East Church Street on the north, North Gilmer Street on the east, and East Cherokee Street on the south. It is marked with a heavy black line on the attached tax map, drawn to scale.

Boundary Justification

The boundary includes the intact, contiguous, historic properties on the east side of the railroad tracks and the south of the modern Church Street overpass. To the north, the modern church Street overpass creates a "break" in the historic downtown environment. to the west is the former public square, now used for parking and landscaped with modern islands and medians. to the south is a downtown block which has lost much of its historic architectural integrity due to alterations, demolition, and new construction. To the east is nonhistoric commercial development.

11. Form Prepared By

State Historic Preservation Office

name/title Leslie Sharp, National Register Coordinator
organization Historic Preservation Division, Georgia Department of Natural Resources
street & number 500 The Healey Building, 57 Forsyth Street
city or town Atlanta **state** Georgia **zip code** 30303
telephone (404) 656-2840 **date** February 6, 1998

Consulting Services/Technical Assistance (if applicable) () not applicable

name/title Ann Arnold, Director, and Denise Canteli, staff member
organization Cartersville Downtown Development Authority
street and number 3 Wall Street
city or town Cartersville **state** GA **zip code** 31020-3331
telephone 706-386-6458

() **consultant**
() **regional development center preservation planner**
(X) **other:** Downtown Development Authority

(HPD form version 02-24-97)

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Photographs

Name of Property: North Wall Street Historic District
City or Vicinity: Cartersville
County: Bartow
State: Georgia
Photographer: James R. Lockhart
Negative Filed: Georgia Department of Natural Resources
Date Photographed: August 1996

Description of Photograph(s):

- 1 of 7: Overview of North Wall Street Historic District; Photographer facing east.
- 2 of 7: Southwest corner of the North Wall Street Historic District, Grand Theater in center and Chevrolet Dealership to the left; Photographer facing northeast.
- 3 of 7: Ross Diner and sidewalk in front of North Wall Street buildings; Photographer facing southeast.
- 4 of 7: Sidewalk in front of North Wall Street buildings, cast-iron storefront; Photographer facing north.
- 5 of 7: Northwest corner of the North Wall Street Historic District; Photographer facing south-southeast.
- 6 of 7: Freestanding warehouse, formerly a livery stable; Photographer facing northwest.
- 7 of 7: Southeast corner of the North Wall Street Historic District; Photographer facing northwest.