

Raleigh Department of City Planning  
One Exchange Plaza  
3<sup>rd</sup> floor  
Raleigh, NC 27602  
919-516-2626

[www.raleighnc.gov/planning](http://www.raleighnc.gov/planning)

Fee	_____
Amt Paid	_____
Check #	_____
Rec'd Date:	_____
Rec'd By:	_____
Completion Date:	_____

(Processing Fee: \$257.00 - valid until June 30, 2010 - Checks payable to the City of Raleigh.)

## RALEIGH HISTORIC LANDMARK DESIGNATION APPLICATION

This application initiates consideration of a property for designation as a Raleigh Historic Landmark by the Raleigh Historic Districts Commission (RHDC) and the Raleigh City Council. It enables evaluation of the resource to determine if it qualifies for designation. The evaluation is made by the Research Committee of the RHDC, which makes its recommendation to the full commission. The historic landmark program was previously administered by the Wake County Historic Preservation Commission but has been transferred back to the city; procedures for administration by the RHDC are outlined in the Raleigh City Code, Section 10-1053.

Please type if possible. Use 8-1/2" x 11" paper for supporting documentation and if additional space is needed. All materials submitted become the property of the RHDC and cannot be returned. Return completed application to the RHDC office at One Exchange Plaza, Suite 300, Raleigh or mail to:

Raleigh Historic Districts Commission  
PO Box 829 Century Station  
Raleigh, NC 27602

1. Name of Property (if historic name is unknown, give current name or street address):

Historic Name: \_\_\_\_\_  
Current Name: Royal Baking Company  
same

2. Location:

Street  
Address: 3801 Hillsborough St.  
NC PIN No.: 079423022  
(Can be obtained from <http://imaps.co.wake.nc.us/imaps/>)

3. Legal Owner of Property (If more than one, list primary contact):

Name: The Royal Bakery LLC (Lewis Sinclair)  
Address: PO Box 20314  
City: Raleigh State: NC Zip: 27619-0314  
Telephone No: (919) (414) - (2022) Fax No. (919) (834) - (4488)  
E-Mail: LSINCLAIR@AACRE.COM

4. Applicant/Contact Person (If other than owner):

Name: M. Ruth Little - Longleaf Historic Resources  
Address: 2312 Bedford Ave.  
City: Raleigh State: NC Zip: 27607  
Telephone No: (919) (412) - (7804) Fax No. ( ) ( ) - ( )  
E-Mail: ruthlittle@mindspring.com

5. General Data/Site Information:

Date of Construction and major additions/alterations:

1941, addition ca. 1946-47, rehabilitation under Historic Tax Credits 1991

Number, type, and date of construction of outbuildings:

None

Approximate lot size or acreage:

2.063 acres

Architect, builder, carpenter, and/or mason:

Architect W.E. Long Company, Chicago  
builder James A. Davidson, Raleigh

Original Use:

bread bakery

Present Use: general retail

6. Classification:

A. Category (check all that apply):

Building(s) ☒Structure ☐Object ☐Site ☐

B. Ownership

Private ☒Public ☐Local ☐State ☐Federal ☐

C. Number of contributing and non-contributing resources on the property:

	Contributing	Noncontributing
Buildings	1	0
Structures	0	0
Objects	0	0

D. Previous field documentation (when and by whom):

National Register of Historic Places Nomination, 1997, by  
J. Daniel Pezzoni, Landmark Preservation Associates  
National Park Service Historic Tax Credit Certification, May 2000

E. National Register of Historic Places Status:

Check One:

Entered <input checked="" type="checkbox"/> Date: 1997	Nominated <input type="checkbox"/>
Determined Eligible <input type="checkbox"/> Date:	Determined Not Eligible <input type="checkbox"/> Date:
Nomination Not Requested <input type="checkbox"/>	Removed <input type="checkbox"/> Date:

## 7. Reason for Request:

owners desire landmark designation for protection of the historic architectural value of the building and for property tax deferral

8. Is the property income producing? Yes ☒ No ☐

9. Are any interior spaces being included for designation? Yes ☐ No ☒

10. Supporting Documentation (Attach to application on separate sheets. Please type or print):

## A. Photographs/Slides:

At least two sets of current exterior archival-grade photographic prints (minimum print size 5"x7") of all facades of the building and at least one photo of all other contributing and non-contributing resources. If interior spaces of the property are being considered for designation, please include two sets of photos for these features. Prints may be created by using archival-grade black and white film photography and processing or digital photography. The minimum standard for a digital print is 5x7 at a resolution of 300 pixels per inch (ppi). This translates into a pixel dimension of 1950 x 1350. Digital images must be printed with an acceptable ink and paper combination as determined by the National Park Service. This list can be found at:

<http://www.nps.gov/history/nr/policyexpansion.htm#digital> All photographs must be labeled with the name of the structure, address and date the photograph was taken with pencil or archival-approved photo pen. In addition to prints, all digital images should be submitted on a CD-R in TIF or JPG format. Any additional exterior or interior views and views of other structures on the property (color, black and white, or slides) will be helpful.

## B. Map:

Please include a map showing the location of the property. A sketch map is acceptable, but please note street names and number. Any other structures on the property should also be shown. Please include a "North" arrow. Map should be no larger than 11" x 17".

A tax map with boundaries marked is preferred, which can be found at:

<http://imaps.co.wake.nc.us/imaps/>.

## C. Architectural Significance:

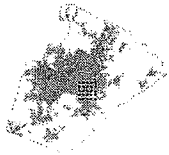
Describe the property, including exterior architectural features, additions, remodelings, and alterations. Also describe significant outbuildings and landscape features. If the owner is including interior features in the nomination for the purpose of design review protection; describe them in detail and note their locations. Include a statement regarding the architectural significance of the property.

## D. Historic Significance:

Note any significant events, people, and/or families associated with the property. Include all major owners. Note if the property has ever been recorded during a historic building survey by the City of Raleigh or by the NC State Historic Preservation Office. If so, who and when? (See application item 6.D.) Please include a bibliography of sources. Information regarding prior designations can be found by contacting the Survey & Planning Branch of the NC State Historic Preservation Office at 919-807-6570, 919-807-6573 or at:

<http://www.hpo.dcr.state.nc.us/spbranch.htm>.

**10B. Map of Royal Baking Company**



Customer  
Satisfaction  
Survey



owner

address

parcel num

account num

intersection

buffer

legend

layers

1 in = 168 ft

Wake/Franklin  
County Line

Real Estate Data  
and Revenue  
Department

Link to Septic  
Permits

LAYER CODES:

Raleigh Crime Data  
Help

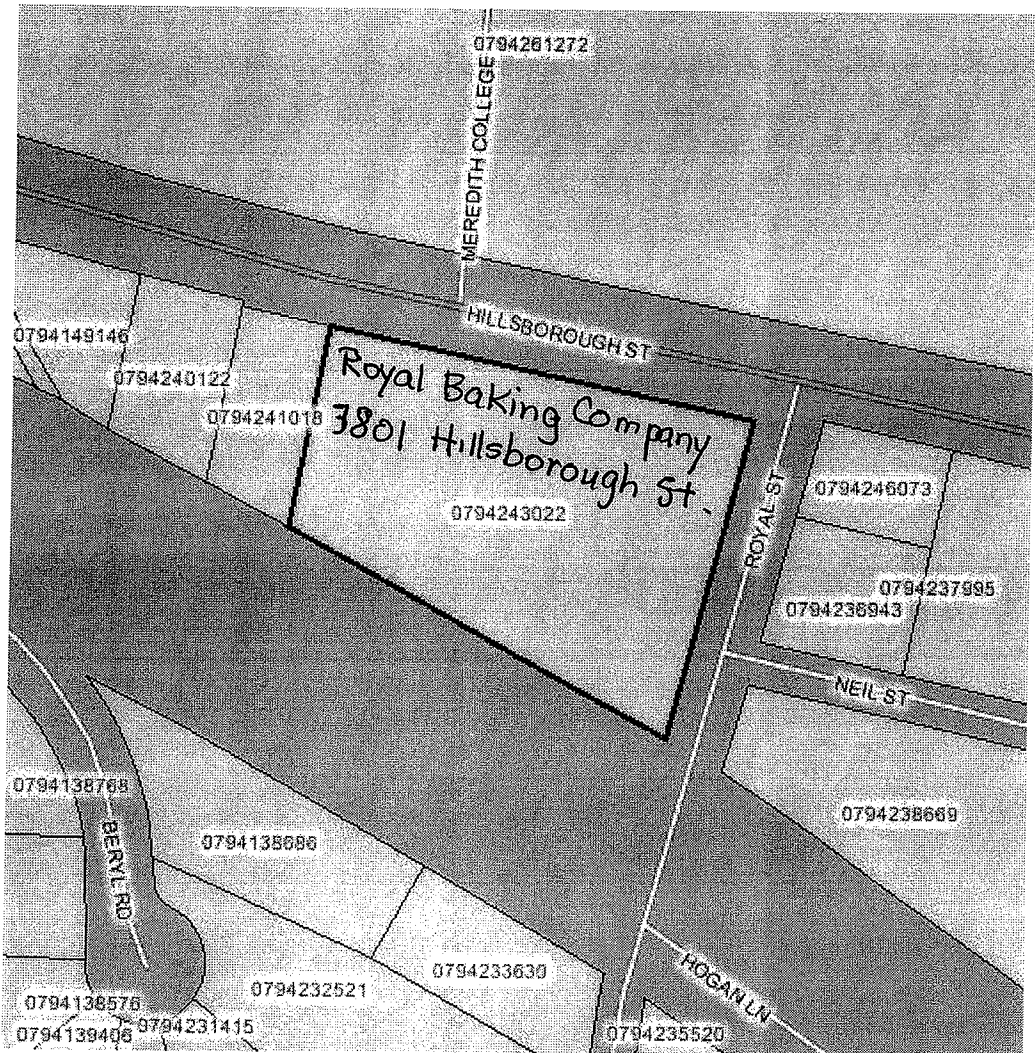
Fuquay-Varina  
Zoning

Raleigh Zoning

Wake Forest Zoning

Soils Legend

Floodplain Data



CUSTOMER SATISFACTION SURVEY

WHAT'S NEW

SELECT A VIEW

- ☒ Property
- ☐ Property 2
- ☐ Environmental - Septic
- ☐ Environmental - Topo
- ☒ Aerial Photography

Parcel Number: 0794243022-000

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### **10C. Architectural Significance Addendum: Description Update to 1997 National Register of Historic Places Nomination**

After the listing of the Royal Baking Company to the National Register of Historic Places in 1997, the building was certified for the historic tax credits. The certified rehabilitation began in May, 2000 to adaptively use the building for mixed retail usage. This addendum itemizes the changes to the building since its 1997 listing in the National Register. A copy of the nomination and survey photos from the 1990-1997 period are included as an appendix in order to allow comparison between the building's 1997 appearance and its current appearance. The exterior work was generally a restoration, while work on the interior, an open industrial shell with bare brick walls and exposed roof trusses, consisted of adding partition walls, plumbing, wiring, HVAC, lighting and other customized furnishings that created a variety of commercial spaces. The major exterior alterations consisted of the addition of patio spaces at the front corners along Hillsborough Street and construction of a wide patio that wraps around the rear and west elevations.

A ruin of a one-story storage building located at the southeast corner of the lot was demolished around 1997. The building had been burned by migrants and its ruins were demolished to prevent harm to trespassers.

#### **Front North Elevation:**

The main façade, facing Hillsborough Street, remains almost completely intact. The primary alterations to the main elevation are construction of concrete patios on each side

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of the office section, extending out to the edges of the elevation. Each of these has a low brick wall enclosing it. The 1960s flat metal awning over the central entrance has been removed. The flanking wall light fixtures, probably original, have been removed. The letters “ROYAL” that originally surmounted the entrance, but were removed in the 1960s, have been recreated to reproduce the original sign.

The entrance to the former Thrift Shop, in the west elevation of the front office section, has lost its shallow metal awning. The four bays of the front elevation to the west of the Thrift Shop consisted of window-window-freight door-window. A glazed metal entrance, consisting of a double glazed door surrounded by a transom and sidelights, replaced the first window. The second and third windows remain intact. The existing freight door was replaced by a glazed metal double door entrance. The main façade windows to the east of the office section are unchanged.

### **East Elevation**

The east side elevation along Royal Street remains intact except that a double metal door replaced one of the windows. A metal ramp extends from the front corner of the elevation to this door.

### **Rear South Elevation**

The rear, south elevation has a raised basement level below the main level, due to the slope of the property to the rear. At the east corner of the elevation, the 1960s concrete block addition has been removed. Originally, ten windows illuminated the main level.

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There were no doors because this was the second level. Three of the windows have been replaced by entrances. In the center, on axis with the main front elevation, is a main rear entrance set into a shallow pavilion with stucco walls with recessed string courses that echo the brickwork with recessed courses surrounding the main front entrance. A double glazed metal door sits in a glazed surround of transom and sidelights, of the same design as the entrances added to the front elevation. A “ROYAL” sign like that on the front entrance surmounts this entrance. Flanking the main rear entrance are two auxiliary entrances of similar glazed metal double doors with transoms and sidelights, set flush into the original wall. The lower level of the elevation originally contained a mixture of windows and wide freight doors. The freight doors have been removed and the openings widened to allow for vehicular entrance to the basement, which now functions as a parking garage. The remaining metal windows are in place but the glass has been removed. The lower level is now screened by a raised steel beam patio with a concrete floor, supported by red brick piers, that extends across the rear elevation. The patio has sections of red brick railing walls alternating with sections of blue metal railings. The patio contains seating areas for the businesses located along the rear of the building.

The patio bows out around the west rear corner to create a large outdoor seating area for the restaurant located inside the building at this location. In order to construct this, the 1960s concrete block addition at the rear of the west side was removed.

## **West Elevation**

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The seven-bay west elevation originally contained three freight doors closest to Hillsborough Street, and four windows in the section to the rear. The rear half of the basement level on this side was concealed by a 1960s concrete block addition. The freight doors were replaced by glazed metal entrances of the same design as those used elsewhere. One of the windows was also replaced by a glazed metal entrance. The lower level is concealed by the raised patio that wraps halfway around this elevation from the rear elevation. It has a low brick and metal railing. The front three bays of this elevation have a concrete patio set at ground level.

The interior is not included in the landmark designation application. It has been transformed from an industrial shell into a modern retail arcade. A wide corridor extends from the main entrance to the central rear entrance, widening in the rear into a polygonal atrium illuminated by a large domed skylight. (The building originally had a series of interior skylights that were removed prior to rehabilitation.) The corridor bends back through the west section of the building to an auxiliary front entrance beside the former Thrift Store. On each side of the corridor are a series of individual commercial spaces occupied by a variety of businesses, including The Brick House, a sports bar; Ben & Jerry's Ice Cream, Edible Arts Bakery, and the Royal Banquet and Conference Center. In certain areas, sections of the original brick walls are visible. The steel bowstring roof trusses are still in place and are visible in some sections of the corridor.

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**Integrity Statement:**

The only significant alteration to the Royal Baking Company during its adaptive use rehabilitation are the installation of eight modern entrances. Each of these consists of a modern glass entrance substituted in the place of either an original freight door or an original window. Two new entrances are located in the front, three in the rear, and three in the west elevation. The entrances continue to read as large openings that recall their freight door origins in size, and thus do not visually interrupt the rhythm of large doors and windows that gives the building its overall architectural appearance.

The only significant addition is the modern raised brick and concrete patio wrapping around the west side and rear elevations. Although it conceals the lower basement level, the patio did not destroy any of the building's original fabric. Furthermore it is barely visible from the main view shed of the building along Hillsborough Street. Only when one enters the parking lot located to the west and rear of the building is the raised patio visible. Royal Baking Company's simple utilitarian brick design with International-style details remains intact and continues to convey its architectural significance as it did prior to its late 1990s rehabilitation. The building retains its integrity of location, design, setting, materials, workmanship, feeling, and association.

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United States Department of the Interior  
National Park Service

National Register of Historic Places  
Registration Form

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

I. Name of Property

Historic name (former) Royal Baking Company  
Other names/site number NCSHPO file no. WA 2503

II. Location

Street & number	3801 Hillsborough Street	N/A not for publication
City or town	Raleigh	N/A vicinity
State	North Carolina	zip code 27605
code	NC	
county	Wake	
code	183	

III. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this X nomination      request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets      does not meet the National Register Criteria. I recommend that this property be considered significant      nationally      statewide X locally. (      See continuation sheet for additional comments.)

Jeffrey J. Crows SHPO 11/18/97  
Signature of certifying official/Title Date

State or Federal agency and bureau

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

     Signature of commenting or other official/Title      Date

State or Federal agency and bureau

National Park Service Certification

I hereby certify that this property is: Signature of the Keeper Date of Action

<u>    </u> entered in the National Register.	<u>    </u>
<u>    </u> See continuation sheet.	<u>    </u>
<u>    </u> determined eligible for the National Register.	<u>    </u>
<u>    </u> See continuation sheet.	<u>    </u>
<u>    </u> determined not eligible for the National Register.	<u>    </u>
<u>    </u> removed from the National Register.	<u>    </u>
<u>    </u> other (explain): <u>    </u>	<u>    </u>

**5. Classification**

**Ownership of Property**

(Check as many boxes as apply)

☒ private  
☐ public-local  
☐ public-State  
☐ public-Federal

**Category of Property**

(Check only one box)

☒ building(s)  
☐ district  
☐ site  
☐ structure  
☐ object

**Number of Resources within Property**

(Do not include previously listed resources in the count.)

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

**Name of related multiple property listing**

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

N/A

**Number of contributing resources previously listed in the National Register**

0

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions)

Category	Subcategory
INDUSTRY	manufacturing facility

**Current Functions**

(Enter categories from instructions)

Category	Subcategory
WORK IN PROGRESS	

**7. Description**

**Architectural Classification**

(Enter categories from instructions)

MODERN MOVEMENT :  
ART DECO/INTERNATIONAL STYLE

**Materials**

(Enter categories from instructions)

foundation	CONCRETE
walls	BRICK
roof	SYNTHETICS
other	METAL

**Narrative Description**

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

### 3. 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.

#### Areas of Significance

(Enter categories from instructions)

INDUSTRY

#### Significant Person

(Complete if Criterion B is marked above)

N/A

#### Narrative Statement of Significance

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

### Major Bibliographical References

#### Bibliography

(List 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 #

#### 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 a grave.
- ☐ **D** a cemetery
- ☐ **E** a reconstructed building, object, or structure.
- ☐ **F** a commemorative property.
- ☐ **G** less than 50 years of age or achieved significance within the past fifty years.

#### Period of Significance

1941-1947

#### Significant Dates

1941

Ca. 1946-47

#### Cultural Affiliation

N/A

#### Architect/Builder

Long, W. E., Company (architect)

Davidson, James A. (builder)

## 10. Geographical Data

**Acreage of Property** approximately 2.063 acres

### UTM References

(Place additional UTM references on a continuation sheet.)

Zone Easting Northing  
1 17 708900 3963350

\_\_\_ 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 J. Daniel Pezzoni  
Organization Landmark Preservation Associates date June 25, 1997  
Street & number PO Box 7825 telephone (540) 366-0787  
City or town Roanoke state VA zip code 24019-0825

### Additional Documentation

Submit the following items with the completed form:

#### Continuation Sheets

#### Maps

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

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

#### Photographs

Representative **black and white photographs** of the property.

#### Additional items

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

### Property Owner

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

Name Royal Bakery L.L.C. (contact: Lewis Sinclair)  
Street & number 702 Oberlin Rd. telephone (919) 781-5855  
City or town Raleigh state N.C. zip code 27605

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

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

(former) Royal Baking Company  
Wake Co., N.C.

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NARRATIVE DESCRIPTION

Summary

The 1941 Royal Baking Company at 3801 Hillsborough Street, Raleigh, North Carolina, occupies a 2.063-acre lot located across from Meredith College and west of the downtown. The north-facing one-story building stands in an area characterized by light industry and retail activity presently (and historically) served by a line of the Southern Railroad, which passes behind the building to the south. The eastern three structural bays of the building, roofed over with steel bow trusses, were completed in 1941; a similar fourth structural bay on the west end was completed ca. 1946; and smaller front, side, and rear wings were added after 1960. A front office block (also completed in 1941) features ribbon metal-framed windows and banded brickwork evocative of the International style. (The basic form of the building is portrayed in Exhibit A and in the accompanying photographs.) Interiors are utilitarian in character, with exposed roof trusses; typically unpainted brick walls; brick, wood, and concrete floor finishes over reinforced concrete floors; two brick elevator shafts; and brick and frame cubicles for specialized uses. (Bakery machinery has been removed from the building.) The basement features cylindrical reinforced concrete pillars with inverted conical tops. A narrow lawn extends in front of the building, parking lots adjoin it on its west and south. Royal Street passes to the east, and outbuilding and flour silo ruins lie behind.

Inventory

- ? 1. Baking Plant. 1941; ca. 1946-47; 1960s. Contributing building.  
2. Outbuilding and flour silo ruins. 1940s. Noncontributing site.

Exterior

The dominant exterior feature of the Royal Baking Company is its original front office block, defined as a central entry mass flanked by lower office sections. The office section is constructed of cinder block with a facing of blond bricks articulated into horizontal bands by regularly recessed courses. The side sections have corner-wrapping, metal-framed, ribbon windows with each window unit divided into nine panes, the lower middle pane operable and fitted with a screen. The ribbon windows reinforce the horizontality created by the banded brickwork. The central entry mass also features the horizontal bands, but its vertical massing and the nearly two-story height of its single large entry/window wall, give it a verticality that contrasts with the lower office sections. The aluminum-framed entry and windows are framed by a concrete border and flanked by cylindrical incandescent lamps with Art Deco metal wall mounts. The letters "ROYAL" in blocky modernistic type originally ran across the top of the entry; these were

Removed

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

(former) Royal Baking Company  
Wake Co., N.C.

Section number 7 Page 2

Description (continued)

removed in the 1960s when a suspended aluminum and gypsum-board awning was added. Later, probably in the late 1960s, the west end of the office wing was extended to form a thrift store with an entry/window wall with canted aluminum mullions and an aluminum and plywood awning. Red and blue plastic letters dating to the 1960s or later and reading "WONDER BREAD" and "HOSTESS CAKE" run above the ribbon windows on the side sections. All sections of the office block, original and later, have flat roofs.

Behind the office block and thrift store extend the three original and one added machinery floors. These have rubber-membrane roofs supported by steel bow trusses, and they featured rectangular skylight/ventilators until these were removed in the 1990s. The front (north) elevation of this section is faced with the same blond brick as the front office block but lacks horizontal banding. The large metal-framed windows are divided into sixteen panes, with the center four panes forming an operable sash with screens. A nearly imperceptible change in brick color marks the seam where the west end was added to the building. The blond brick of the front of the building wraps a short way around the two side elevations before changing to orange brick. This brick also characterizes the two-story rear elevation, but the cylindrical boiler stack that rises at the southeast corner is constructed of the same blond brick as the front facade (probably because it is easily seen from Hillsborough Street).

Other side and rear elevation features include one-story cinder-block additions at the southeast and southwest corners; roll-up metal garage doors; metal downspouts with lozenge-shaped decoration at their tops; a set of wooden basement garage doors on the rear elevation; wooden power poles and transformers next to the rear elevation; a chain-link-fenced area around the concrete pad for a former cylindrical flour silo next to the rear elevation; and pipe ends projecting through the basement wall labeled "Sugar" and "Lard."

Interior: Main Level

The office block is probably the most altered section of the interior. The vestibule inside the front entry has linoleum tile floors and paperboard tile ceilings, treatments that are also typical of the flanking sections. The largest room in the wing occupies the front northeast corner and has glazed block walls and metal ceiling ducts with circular air diffusers. Part of the wing was partitioned off into paneled offices in the 1980s; one of these offices contains a metal spiral stair to a cinder-block-walled basement records room. The 1960s thrift store addition at the west end of the front section has a paperboard tile ceiling and a carpeted floor.



**United States Department of the Interior  
National Park Service****National Register of Historic Places  
Continuation Sheet**

(former) **Royal Baking Company  
Wake Co., N.C.**

Section number 7 Page 3

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**Description (continued)**

The four operations floors are utilitarian in character (for convenience, these units are numbered one through four from east to west). Units one and two contained baking machinery, unit three served originally as a shipping area and later as a wrapping area, and unit four served as a shipping area. Units one and two are divided by a row of steel I-beam supports; units two and three are separated by a brick wall with two small doorways; and units three and four are separated by a brick wall with three large loading dock doorways (formerly exterior) and two smaller doorways, one with a steel fire door. Two freight elevators in brick enclosures--one on the east side of unit one, the other at the north end of unit four--communicate with the basement, as do two sets of steel stairs. The exposed roof trusses are painted with aluminum paint; above them are a variety of treatments: dimensional lumber roof structure over units one, two, and three (either exposed and painted white or sheathed with paperboard) and gypsum slab roofing over unit four. Scattered across the floors of units one and two are various concrete and metal machinery emplacements, and metal bumpers line some of the walls. Unit three has two frame-and-plywood rooms for cake supplies storage at its north end framed off from the larger space and a third room for wrapping supplies storage at its south end with brick walls and a storage loft enclosed with wooden pickets and lattice.

**Interior: Basement**

The basements of both the original and added sections contain regularly spaced reinforced concrete pillars supporting the reinforced concrete floor structure of the level above. Impressions from narrow wooden board formwork are evident on the cylindrical pillar shafts and on the square pads they support, but the inverted conical caps between the shafts and pads have impressions suggesting the caps were poured into bolted metal forms (the same system was used for both the original and addition pillars). The original basement encloses a continuous space from end to end where ingredients were stored on pallets, with smaller frame- and brick-walled areas for specialized purposes such as a lunch room, sanitation office, and engineering shop. One area has circuit breakers labeled for such features as "refrigeration compressors," "no. 10 mixer," "new model LK Pan O Mat," "greidiator behind mixers," "utensil room," "cooling tower room," "small flour sifter," "lard equipment," and so forth. Other specialized areas include a cold storage room, a boiler room, a room for engineering supplies storage enclosed with wooden slats with a slatted sliding door, and men's and women's bathrooms--the former with a multi-colored tile shower stall, the latter with walls painted in shades of pink.

The basement under the addition was used for truck repair, and it is completely closed off from the rest of the basement, probably to prevent the spread of fire. The addition basement has a

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

(former) **Royal Baking Company**  
**Wake Co., N.C.**

Section number 7 Page 4

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**Description (continued)**

modern paneled office and men's bathroom with lockers, and a wire-mesh cage with wood and metal shelves for tools and engine parts. A roll-up metal garage door links the addition basement to the west end cinder-block addition, which was used for truck repair and painting.

**Site and Outbuilding Ruins**

A lawn and sidewalk extend in front of the front office wing with a row of Bradford pears planted in the early 1990s. The parking areas in front of the addition and to its side are separated by a metal chain fence. The parking areas behind the building extends from the rear elevation to the railroad tracks. At the southeast corner of the lot are the collapsed ruins of a one-story storage building. This building mixed red and blond brick in its construction (the blond bricks apparently left over from the construction of the main building) and had an asphalt-roofed shed roof with stepped side parapets. (The building was burned by vagrants in the mid-1990s and its ruins were demolished to prevent harm to trespassers.) Next to the storage building ruins are the remains of poured concrete and cinder-block storage tank emplacements and the base of a cylindrical flour silo with dark blue porcelainized metal walls and an Archimedes screw continuous feed mechanism--features that suggest the bin was manufactured by the A. O. Smith Company, maker of Harvestore silos.

**Integrity Statement**

The Royal Baking Company possesses architectural integrity. The original 1941 building and its 1946-47 addition retain their original form and exterior finishes (except for roofing, which is largely invisible from the street), and character-defining interior features such as the exposed steel roof trusses, unpainted brick walls, and basement pillars remain unchanged. The only substantive changes to the exterior include the removal of the original skylight/ventilators, the addition of the two rear cinder-block wings, the extension of the front office wing to create a thrift store, and the removal of historic signage and the addition of an awning over the front entry. The interior successively lost its 1940s machinery during the course of modernizations in later years, and presently all machinery has been removed from the building.

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**Description (continued)**

**Manufacturers**

Features such as metal grates, garage doors, and so forth, are often marked with the name of the manufacturer of the feature. Identified features include:

Front elevation wall-mounted fire hydrant: Standard Fire Protection Equip. Co.

Roll-up metal garage door on east elevation: Universal Door, Tampa, Fl.

Roll-up metal garage doors on west elevation: Raynor Rolling Doors.

Metal machinery pad in machinery floor one: Toledo.

Steel I-beam supports between machinery floors one and two: Carmi CH USA?

Steel fire door between machinery floors three and four: US Steel.

Heaters: Modine.

Basement boiler: Peabody Gordon Piatt; burner model no. R10-GO; order date May 5, 1977.

Basement freezer door: Jamison Cold Storage Door Co., Hagerstown, Md.

Spiral stair in basement under office wing: Duvinage Spiral Stair Div., Hagerstown, Md.

Basement (addition) floor drain: Hine Supply & Mfg. Co., Raleigh, NC.

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NARRATIVE STATEMENT OF SIGNIFICANCE

## Summary

The Royal Baking Company, located at 3801 Hillsborough Street in the city of Raleigh, North Carolina, was completed in 1941 as a new baking plant for the company, which was established in 1916 by Bartholomew Streb. The utilitarian one-story brick building with simple International-style detail was conceived by the W. E. Long Company of Chicago, specialists in bakery design, and built by the Raleigh construction firm of James A. Davidson. The bakery originally served for the baking of bread and rolls, including the company's famous "Bamby" brand (Best American Made Bread Yet). Since the mid-1950s the bakery has been operated by a number of national bakery chains, and plans are now underway to convert the facility into retail shops. The Royal Baking Company is associated with a period of industrial expansion in Raleigh following the stagnation of the Great Depression, and with a shift in industrial construction away from the urban core along major transportation arteries like Hillsborough Street. The Royal Baking Company is eligible for the National Register of Historic Places under Criterion A in the area of industry. The period of significance for the property extends from 1941, the date of completion of the original section, to 1947, embracing the early years of the bakery's operations and the date of construction of the ca. 1946-47 addition to the building.

## Historical Background and Industry Context

The Royal Baking Company was established by Bartholomew Streb in 1916 at 109 S. Wilmington St. in downtown Raleigh. For the first eight years of its existence the bakery operated as a small retail shop, and Streb employed a "bicycle delivery corps" to deliver his baked goods directly to his customers' door-steps. In 1924 Streb expanded into the wholesale trade and began to distribute to grocers and dealers located throughout the eastern part of the state. The Royal Baking Company was the first bakery in Raleigh to offer pre-sliced bread to consumers (in the mid-1930s), and its brands included Bamby (Best American Made Bread Yet) Bread and Royal Cakes. In 1942, Bartholomew's son, Raymond B. Streb, served as president, Bartholomew's widow Lillian F. Streb served as a director, and banker LeRoy Martin operated as the firm's secretary-treasurer.<sup>1</sup>

By 1940 the company had outgrown its downtown location and began planning for a new facility to be located on Hillsborough Street across from Meredith College on the city's western outskirts. The downtown shop would continue to make cakes, pies, fancy rolls, and pastries,

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<sup>1</sup> *News and Observer*, January 14, 1942; Thomas, "Royal Baking Company."

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Statement of Significance (continued)

whereas bread and common rolls would be baked at the new plant. The bulk of the company's fleet of twenty-nine delivery trucks and two "boxcar size" trucks (comparable to modern eighteen-wheelers) would be moved to Hillsborough Street. The Strebs hired bakery design specialists W. E. Long Company of Chicago to design their new plant, which was built by Raleigh contractor James A. Davidson. Operations at the plant began on December 7, 1941, the date of the attack on Pearl Harbor.<sup>2</sup>

The Royal Baking Company was one of a number of Raleigh enterprises that established industrial plants on the city's outskirts during the 1930s and 1940s. The nationwide economic depression of the early 1930s began to alleviate at mid-decade in response to New Deal initiatives, and as local businessmen acquired the wherewithal to expand their operations they began to look outside the downtown's traditional commercial and industrial core to less congested peripheral sites. Hillsborough Street attracted particular attention as a major artery connecting to cities to the west of Raleigh, and for its proximity to the Southern rail line, which parallels the street to the south. The North Carolina Equipment Company built a plant on the street in 1934, followed by the Nehi Bottling Company in 1937 and the Raleigh Linen Service Company (now Servitex) of about 1940, the latter located only a block or two from the Royal Baking Company site. Truckers warehouses and several automobile repair garages had sprung up on the street by 1949. These 1930s and 1940s facilities typically displayed similar utilitarian forms, large metal-framed windows, and sometimes blond-brick construction and International-style and Art Deco details.<sup>3</sup>

On January 14, 1942, the Royal Baking Company kicked off a three-day gala opening at its new plant with a ribbon cutting ceremony featuring Mayor Graham Andrews and attended by representatives from ingredient supply companies. Full-page spreads in the Raleigh *News and Observer* assured the interested public that "excitement...music...prizes...souvenirs" awaited

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<sup>2</sup> *News and Observer*, January 14, 1942; J. B. Young, personal communication. According to John Byrne, Database Manager for the National Register, the W. E. Long Company is not listed as an architect or builder for any property in the database. The W. E. Long Company has not preserved plans or other documents related to the construction of the Royal Baking Company, according to W. E. Long president Bernard Forrest.

<sup>3</sup> Thomas, "Royal Baking Company;" Neeley, "Pine State Creamery;" Leo Watkins, personal communication; and Sanborn maps.

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Statement of Significance (continued)

them, along with tours of the "giant mixing machines, the huge ovens, the big cooling room, 'proofers' and the many other exciting pieces of modern equipment." "Bamby's colored friends" were expected on the third night of the open house, the advertisements hinted. The bakery's workforce originally numbered around thirty to thirty-five; in later years it would rise to over sixty.<sup>4</sup>

After World War II, in 1946 or 1947, increased demand prompted the company to build an addition to the west end of the original building with a second elevator and distribution and truck repair areas. The bakery eventually operated seven eighteen-wheel trucks for delivery to wholesalers in Richmond, Washington, D.C., Florida, and other distant markets. In the mid-1950s the Streb family sold the business, and the plant has been operated by a succession of national bakery chains since including Continental (makers of Wonder Bread), ITT, Ralston-Purina, and Interstate Brands. Continuous mixers were installed in the 1960s to eliminate steps earlier performed by separate machines such as dough mixers, rounders and dividers for shaping loaves, and overhead proofers used to make the loaves rise before baking. For a time after the mid-1950s, one or more of the bread companies used a building on a lot to the west of the bakery as additional office space and possibly as a thrift store. In recent years the building was known to the public for its Wonder Bread thrift store, contained in a 1960s extension of the west end of the front office block. Baking operations ceased in 1985, and until 1996 the building served as a baked goods warehouse and distribution center. The Royal Baking Company has recently been acquired by Royal Bakery L.L.C. of Raleigh, which plans to rehabilitate the building as retail shops according to a design by architect John L. Hitch of the Raleigh firm Smith Sinnett Associates, P.A.<sup>5</sup>

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<sup>4</sup> *News and Observer*, January 14, 1942; J. B. Young, personal communication.

<sup>5</sup> Norma Medlin and J. B. Young, personal communications; Raleigh Sanborn maps, October 1949; U.S. Soil Conservation Service photograph BOP-4N-182, January 2, 1955; Thomas, "Royal Baking Company;" and Hitch, "Royal Bakery."

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**Verbal Boundary Description**

The (former) Royal Baking Company nominated parcel is depicted on the 1:80-scale map that appears as Exhibit A of this nomination. The map is adapted from "Survey for Royal Bakery L.L.C." by Edmund H. Davenport for Bass, Nixon & Kennedy, Inc. of Raleigh, N.C., dated October 22, 1996.

**Boundary Justification**

The boundaries of the (former) Royal Baking Company's nominated 2.063-acre parcel correspond to the lot found on the September 5, 1941, City Planning Commission's map (See Exhibit B).

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PHOTOGRAPHS

1. 1. Royal Baking Company (same for all photos)  
2. Wake Co., N.C. (same for all photos)  
3. Photographer: J. Daniel Pezzoni (same for all photos)  
4. Date of photograph: May 1997 (same for all photos)  
5. Location of negative: N.C. Division of Archives and History (same for all photos)  
6. North (front) elevation of building. Direction of view: southwest  
7. The photograph number appears at the top of each heading
  2. 6. Front entrance. Direction of view: south
  3. 6. Rear (south) elevation. Direction of view: northwest
  4. 6. Office wing interior
  5. 6. Unit 1 interior
  6. 6. Units 2 and 3 interiors
  7. 6. Basement interior
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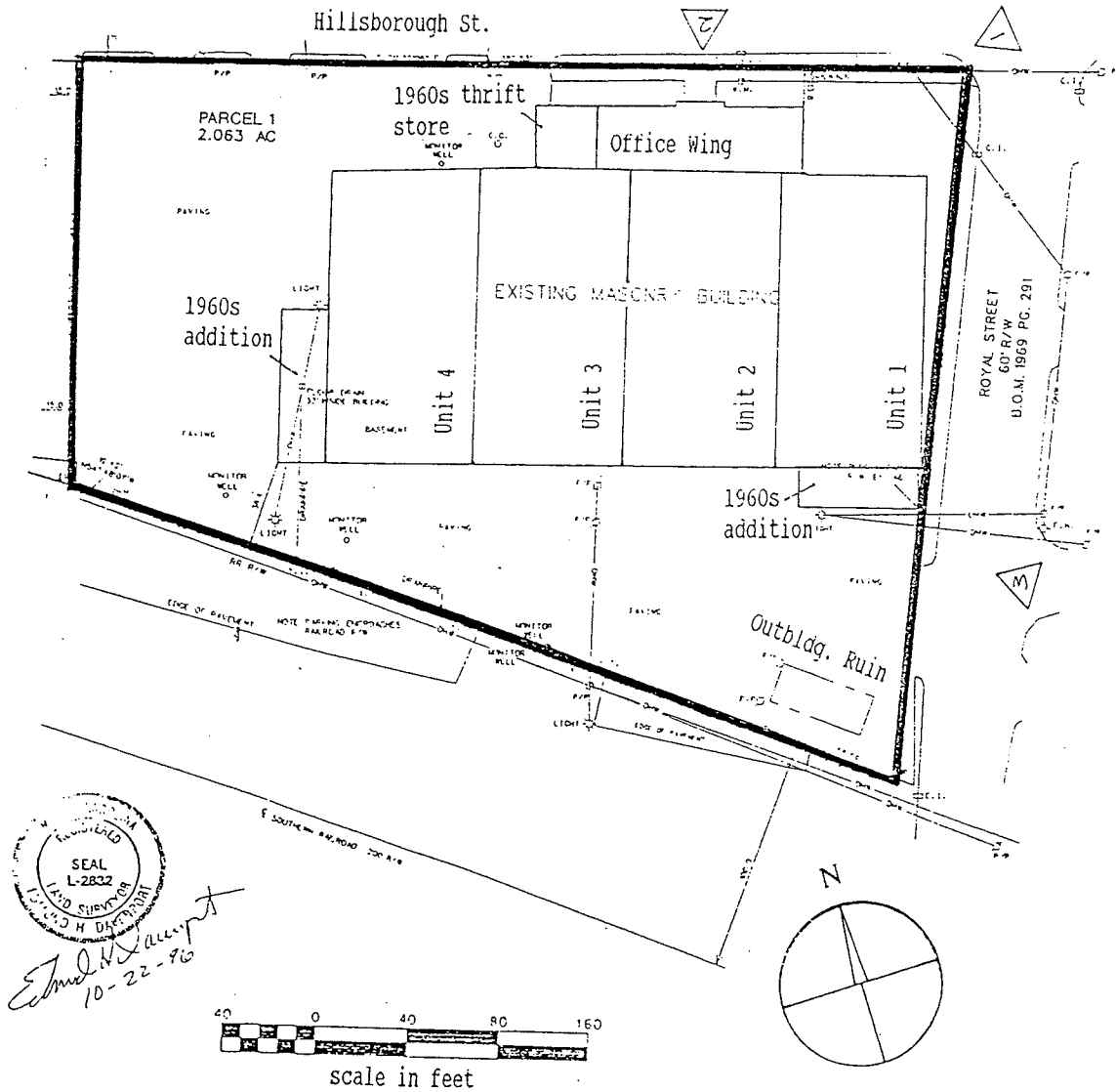


Exhibit A: Map of Royal Baking Company nominated parcel at 1:80 scale. Number and direction of view of photographs indicated by triangles.

Royal Baking Company  
3801 Hillsborough Street





Royal Baking Company  
3801 Hillsborough Street





Royal Baking Company  
3801 Hillsborough Street





Royal Baking Company  
3801 Hillsborough Street





Royal Baking Company  
3801 Hillsborough Street

