

APPENDIX 2

Downtown Beautification & Physical Improvements as an attraction tool

New street signs with new Town Logo



New street banners with Town Logo



Old Banner



New Banner

New Trash Receptical



Downtown Flower Baskets



Mayodan Hotel Project –

Full report available on the Preservation NC website <https://www.presnc.org/properties/mayodan-hotel/>

The Mayodan Hotel
303 West Main Street
Mayodan, NC 27027

July 2014

Quick Facts:

Address: 303 West Main Street, Mayodan, NC 27027

The original building was built prior to 1890 and many modifications have been made through the years.

Lot size: 150 feet by 150 feet

The area of the current building is approximately 7,100 square feet (not including three enclosed porches.)

Part of the building is three stories tall.

Number of rooms: twenty six rooms and four bathrooms. (Three rooms are enclosed porches.)

County: Rockingham, Township: Madison, City: Mayodan

County Tax Rate: \$0.696 per \$100 valuation

City Tax Rate: \$0.63 per \$100 valuation

Rockingham County Tax valuation (2011): \$85,585

Google Map of Mayodan Hotel (A)

The property is zoned C-1, Downtown Commercial, which allows hotels and bed and breakfast establishments.

The property is not currently listed on the National Register of Historic Properties but is included in a study area for future inclusion on the Register.

Historical Data Snapshot:

A boarding house or hotel has existed on the property for over 100 years and was instrumental in the creation of the Town of Mayodan and some of the town's institutions.

The first church service held in Mayodan was in the side yard of the Hotel.

The first Mayodan Post Office was in the Hotel.

Three Mayodan mayors have owned the property; Francis B. Kemp, William L. Pannill, and Jeffrey G. Bullins

Luther Hodges visited the Hotel regularly in the early 1920's to play rook and court the school teachers staying there. Mr. Hodges was governor of North Carolina from 1954 to 1961.

Mayodan High School proms along with other community dances have been held in the Hotel.

The Mayodan Lions Club and Mayodan Rotary Club held regular meetings in the Hotel.

A monument to Mayodan soldiers in World War I was situated in the side yard of the Hotel for approximately 40 years.

THE HISTORY

The building at 303 West Main Street in Mayodan has been a pivotal structure in the history of the Town of Mayodan. A portion of the building predates the town and was constructed to be home to the Robert Lewis family. Mr. Lewis sold over 300 acres of land, including the house, to the Piedmont Land and Manufacturing Company in 1891. The land was purchased in order to create a town which would be home to the hundreds of employees needed at the new Mayo Mill which would begin operations in 1896. The photo on the left is of a group of surveyors who had stopped at the Lewis home in 1890 while surveying along the Mayo River for the railroad that would run through Mayodan connecting Salem, NC and Roanoke, VA.

Streets and blocks were mapped out on the Lewis acreage acquired by the Piedmont Land and Manufacturing Company and the blocks were divided into lots. This map detail from an 1890's map shows the former Lewis home just west of the intersection of Main Street and Third Avenue. In 1895, S. A. Dorsett and his wife purchased the property on which the house was situated. The Dorsett's bought lots 9, 10, 11, and 12 on Block 23. The size of their combined lots was 100 feet by 150 feet and was situated at the southwest corner of the intersection of Third Avenue and Main Street.

Prior to the construction of the Moravian Church in 1896, the first church services held in Mayodan were in the side yard of the boarding house. In 1896, Eliza J. Higgins purchased the lots from the Dorsett's and, in 1901, she purchased adjoining lots 7 and 8. After the 1901 purchase, the combined size of the lots was 150 feet by 150 feet and in all subsequent property transactions, the six lots remained together. The lots are bordered by Main Street to the north, Third Avenue to the east, a public alley to the west and another public alley to the south. From firsthand accounts, it is known that Mrs. Higgins ran a boarding house in the old Lewis home and, from 1896 to 1901, Mrs. Higgins was the first postmaster of Mayodan and the first Mayodan post office was situated in the boarding house.

The property was sold to Francis B. and Evelyn Kemp in 1902. Mr. Kemp was the agent for Piedmont Land and Manufacturing Company and only retained possession of the property for three months. In April of 1902, the property again changed hands. George and Susan Hester purchased the property and continued to run a boarding house on the site.

During the time of the Hester's ownership, there must have been an increase in the number of boarders and possibly some remodeling of the building which would allow for the accommodation of more guests. When the property was sold to Tom Turner and W. L. Pannill in 1905, there is a reference to "the Hotel building" situated on the tract. In 1912, Mr. Turner purchased Mr. Pannill's half of the property. The 1912 deed makes reference to the "property known as Mayodan Hotel property". The picture on the left was made about 1909. It is the oldest known photograph of the Hotel.

Significant changes were made to the hotel building during Mr. Turner's ownership. By 1915, the structure looked like the image on this postcard. Compare this picture to the one above and note the changes to the right front of the building and the porches. Also, additional rooms were added to the rear of the structure. This was determined by comparing the number of windows on the left side of the building in 1915 to the 1909 picture.

By 1920, a third story was added as shown in this picture. This picture is also significant for another reason. While Tom Turner owned the Hotel, he was not the operator. Other people ran the business for

him. In the mid 1910's, it has been said that Belle Carter ran the Hotel. Mrs. Carter is also known for running the hotel at Avalon, NC, prior to the Avalon Mill burning in 1911. In the late 1910's until 1921, W. N. Poole and his wife Betty lived at the Hotel and ran the operations there. Mr. Poole and one of his daughters are shown standing at the front steps of the Hotel in the photograph.

The picture below, made in front of the first floor porch, illustrates the spectrum of guests at the Hotel during the time it was managed by the Poole's. On the front row, from left to right, are: Betty Poole, Will Poole, Williamett Warriner (teacher), Judge Allworth (mill employee who lived at the Hotel for many years), John Dempster (railroad agent), and Zeke Johnson (businessman). On the back row are: Miss Bonner and her sister, Miss Bonner (both teachers), Miss Butts (teacher), Unknown, Jane Tinney Gilbert (teacher), Jessie Wilkins (teacher), Miss Fitts (teacher), and J. C. Johnson (businessman). One intriguing story from this time period is that Luther Hodges, who later became governor of North Carolina, came by the Hotel to court the school teachers and play rook.

In 1922, Tom Turner sold the Hotel property to the Washington Mills Company. During the time of the mill company owning the Hotel, the operation of the business was handled as it was during Mr. Turner's ownership. People would be recruited to operate the Hotel and were allowed to live on site while they managed the activities of the Hotel business. After the Poole's left the Hotel, Joe Barker ran the business for a while and then Ardelia C. Crutchfield (a widow) ran it for a few years. From 1927 to 1952, Mr. and Mrs. Isaac Veach ran the Hotel and raised a family there. In the mid-1920's dances were held in the front room on the first floor and refreshments were served in the dining room.

In about 1924, a monument was placed in the yard on the east side of the Hotel to commemorate the soldiers from Mayodan who served in World War I. Over the years, many local children had their pictures made at the "cannon" which was actually a French mortar. There are also stories about mischievous boys setting off firecrackers in the barrel. The gun stayed at this site for about 40 years when it was sold to the VFW post in Lexington, NC. However, in 1984, a lifelong citizen of Mayodan and a World War II veteran, Otis Richardson, made arrangements to obtain the gun from the VFW and return it to Mayodan. It now sits in the Veteran's Mini Park on South Second Avenue, approximately one block from where this picture was made in the 1930's. The concrete foundation originally poured for the gun is still in the side yard of the Hotel.

In 1929, a worker on the Washington Mills maintenance crew, Ing Cox, fell off a ladder while painting the Hotel and died.

Mrs. Veach died in 1952, Mr. Veach moved out, and Washington Mills recruited another couple to manage the Hotel. John and Odessa Holt moved into the Hotel in October of 1952. The Holts moved from Second Avenue in Mayodan where they had already been allowing boarders to stay with them. The type of work at the Hotel was similar, just on a larger scale. By the mid 1950's, as business conditions changed and as the relationship between mills and mill towns changed, Washington Mills began selling many of the properties it owned to the residents of those properties. The Holt's managed the Hotel for Washington Mills until 1955, when they purchased the property. At that time, the business became known as Holt's Boarding House. The picture on the right was made in 1949.

After acquiring the property, and because the rooming business was booming in the late 1950's, the Holt's did some remodeling. In 1956, green asbestos siding was used to cover the old weatherboarding in order to reduce maintenance. Shortly after the addition of the siding, the porches were closed in to

provide additional rentable rooms on the second and third floors. As was customary in boarding houses, three meals a day were provided to the guests (and to people off the street). This tradition continued until the 1960's when the Holt's were in their 60's and the meal portion of the business was slowing down. Mr. Holt died in 1974 but Mrs. Holt continued to run the boarding house. In 1980, Mrs. Holt sold the property to her grandson, Jeffrey Bullins, who took over the financial and maintenance management while Mrs. Holt continued to live there and handle room rentals. The picture on the left was made in 1979.

In 1982, Mr. Bullins sold the property to Robert Holt, his cousin and another of Mrs. Holt's grandsons. Mrs. Holt moved out of the boarding house and Mr. Holt assumed all the responsibilities of renting rooms and maintaining the property. By this time, there were 19 rentable rooms and, even into the 1990's, it was not unusual for all the rooms to be rented. Currently, Mr. Holt has stopped renting rooms and uses the building as his residence. The picture on the right was made in 2013.

This information was compiled by Jeffrey Bullins from local history publications, oral history transcriptions, and records at the Rockingham County Register of Deeds Office. Mr. Bullins may be contacted by email at jeffreybullins@outlook.com.

THE VISION

An investor is needed to purchase the property and complete the major renovations that are necessary to create a small scale hotel in Mayodan. These renovations include:

Exterior: (The goal is to restore the exterior of the building to the way it appeared in 1949.)

The porches opened up and restored to their original appearance.

The asbestos siding removed to expose the weatherboard siding.

The yard on the east side of the property landscaped to enhance the appearance of the property to visitors and to be as open as it was in the 1940's.

Interior:

General: Heating system must be updated and a cooling system added.

First floor: Enlarge the dining room to the size it was in the 1940's by removing the kitchen wall and relocate the kitchen across the hall.

Install public restroom facilities in the bedroom across the hall from the dining room.

Renovate the first room on the right for local history museum space.

Second floor: Remove the bathroom from the hallway.

Convert nine of the existing bedrooms into five bedrooms with adjoining private bathrooms.

Third floor: Convert the existing four bedrooms into two bedrooms with adjoining private bathrooms.

This list is not intended to be complete but to serve as a springboard for plans to make the Mayodan Hotel into a boutique hotel that will provide overnight accommodations in an area that is vastly

underserved now. The large dining room could also be available for luncheon or dinner meetings and for business meetings or small group gatherings utilizing state of the art meeting technology.

After the new Madison-Mayodan Library opens in July 2014 approximately one mile from the Hotel, a Genealogy Room will be a major attraction for fans of family history and local history buffs. This renovated hotel facility would be ideally situated to take advantage of travelers who want to stay in this area to visit the library and other nearby sights. The Hotel is also conveniently located near the Mayo River State Park.

Ruger, Remington Arms, Bridgestone Aircraft Tires, and Autumn Creek Vineyard are existing businesses that would benefit from additional overnight lodging facilities.

Another group benefiting from a hotel would be wedding parties that are looking to stay together and remain close to their wedding venue.

This iconic property offers an opportunity to be a self-sustaining business while also being instrumental in the economic revitalization of Mayodan.