Why Are We Looking at That?

Mid-Century and Modern Architecture in South Carolina

State Historic
Preservation Office
SCDAH

South Carolina Department of Archives and History
State Historic Preservation Office
8301 Parklane Road
Columbia, South Carolina 29223-4905
http://scdah.sc.gov
http://shpo.sc.gov

Eric Emerson, Director, State Historic Preservation Officer
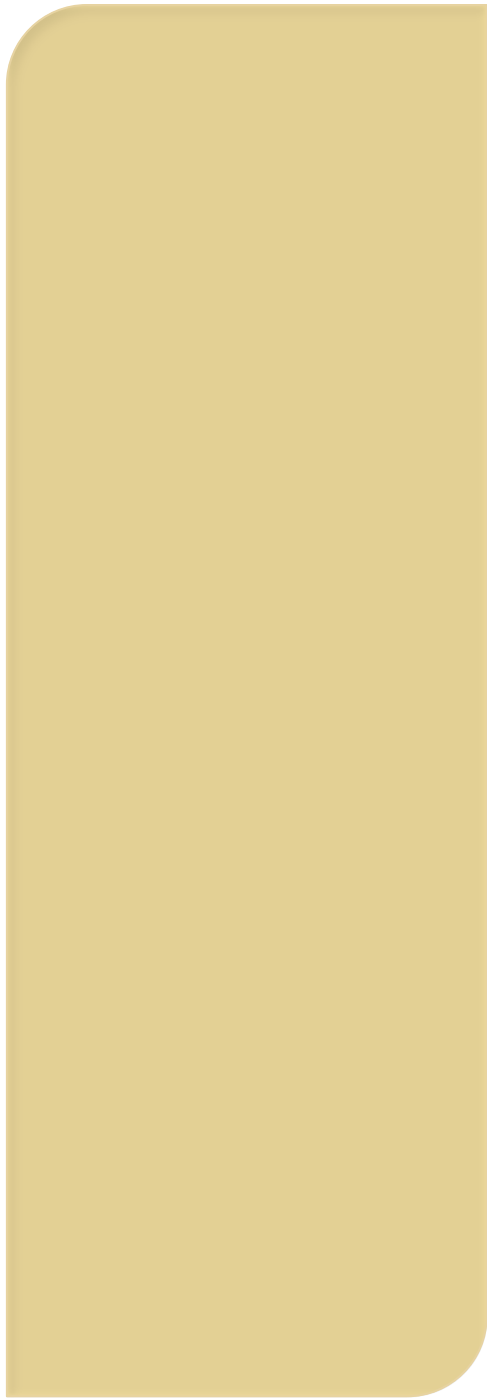**Elizabeth M. Johnson, Deputy State Historic Preservation Officer**

Cover image: Robert J. Harte Law Building (late-1950s), Aiken, SC

Why Are We Looking at That?

Mid-Century and Modern Architecture in South Carolina

Contents

Why Are We Looking at That?

Mid-Century and Modern Architecture in South Carolina

Why Are We Looking at That?

I remember when *that* was built. You wouldn't believe the wonderful historic building they tore down to build *that*. We should tear *that* down and put a public park on the site.

How can you possibly consider *that* to be an historic structure? I just don't understand what is so important about that building.

Why We Are Looking at That

History tells a story. Architecture, planned landscapes, art, fashion, music, and archaeology all contribute to that story. Preserving, or at least documenting these resources, helps tell the story and helps us recall and understand history, ourselves, and where we may be heading.

In general, we recognize the value of preserving or rehabilitating "historic resources," and recognizing them with local historic designation, or listing in the National Register of Historic Places.

Several drycleaners with saw-toothed awnings, such as this one in West Columbia, SC, were built in the Midlands during the 1960s and 1970s.

"To be considered eligible, (for National Register listing) a property must meet the National Register Criteria for Evaluation. This involves examining the property's age, integrity, and significance.

- *Age and Integrity*. Is the property old enough to be considered historic (generally at least 50 years old) and does it still look much the way it did in the past?
- *Significance*. Is the property associated with events, activities, or developments that were important in the past? With

the lives of people who were important in the past? With significant architectural history, landscape history, engineering achievements? Does it have the potential to yield information through archeological investigation about our past?" [1]

Resources that meet the first eligibility criteria of "Age" and are now approximately 50 years old may be categorized as "Mid-Century" buildings or resources. Perhaps they fall into the designation of "Modern Architecture," or are part of the "Modern Movement." They may also be referred to as elements of our "recent past." If they meet the requirements of integrity and significance, the resources may warrant listing in the National Register.

Although many of us have grown up with these buildings and other cultural resources, they may now also deserve our consideration as historic resources. The mid-twentieth century was a period of tremendous growth and technological development. Much of the growth and many of the technological advancements were directly and indirectly related to World War II. Mid-Century technological advances had a strong impact on the architecture of the period.

Social changes during the 1940s, 1950s, 1960s, and 1970s also had a big impact on built resources. These decades included World War II, post-war prosperity, the baby boom, the Korean Conflict, the 'summer of love,' the War in Vietnam, the Civil Rights Movement, walking on the moon, Elvis and the Beatles, disco, the rise of the mini skirt, and the fall of segregation.

Ironically, many Mid-Century and post World War II projects involved demolition of historically significant resources. The fight against urban blight and the popularity of urban renewal projects in the 1950s and 1960s often conflicted with historic preservation interests. Now, those Mid-Century urban renewal projects and post-war resources are historically significant. Many are now facing demolition to make way for the current latest and greatest act of progress. Some might think that is poetic justice.

Some resources have taken on significance for their association with social issues and changes in the United States and in South Carolina. Acknowledging the presence of these social issues may be unpleasant, but they are part of our history and heritage and associated resources should be preserved.

Aesop taught us that "familiarity breeds contempt." One aspect that makes Modern Architecture unique is that many of us can remember when specific resources were constructed – and what was torn down to make room – unlike older resources that were contemporary to previous generations. We have to get past our familiarity with these resources and consider how they may be significant.

Poole Agricultural Center – P&AS Building (1955) Clemson University, Clemson, SC.

- *Laurel St. (1958), Columbia, SC.*
- *Devine St. (mid-late 1950s), Columbia, SC. Note the similarities with the cover photograph.*
- *Millwood Ave. (1954), Columbia, SC.*

Why Are We

Terms referring to architecture from the 1950s through the 1970s are still in flux. It may take time for terms to become accepted within the architecture and preservation communities and new terms reflecting stylistic elements are likely to become the norm. In the past, stylistic designations have become associated with particular time periods. Modern Architecture will likely become an umbrella term, much like "Victorian Architecture" (mid- to late-19th century), which can be further broken down into styles such as Queen Anne, Italianate, Romanesque, etc.

3135 Millwood Drive, Columbia, SC.

As early as the 1950s, the earliest examples of *"Postmodern Architecture"* were constructed. By the 1970s Post-modernism had become a full-fledged movement, first in the United States, and then in Europe. Postmodern architecture returns to the historical embellishments and ornamentation found in earlier architectural styles with detailing such as molded cornices, pediments, columns with bases and capitals, etc. [2]

According to Vincent Scully, Jr.:

"Modern architecture is a product of Western civilization. It began to take shape during the later eighteenth century, with the democratic and industrial revolutions that formed the modern age." [3]

Modern Architecture is often referred to as having no historical antecedent or precedents. Scully recognized that frequently its roots are firmly planted in rules of proportion and scale that governed earlier styles. With Modern Architecture, there were some drastic changes in materials and how they were used. These changes are likely attributable to production methods developed during WWII

and perhaps are a natural growth from the developments of the Industrial Revolution.

The Modern Movement is characterized by an abundance of large expanses of glass. Structural elements, such as steel columns, beams and trusses, were expressed architecturally rather than being enclosed in other finishes. Architectural and engineering innovations were celebrated. Poured-in-place concrete became architecturally fashionable. Marble and granite were relegated to finishes as veneers without molding or ornament, rather than carved into columns, entablatures, or moldings.

Some Terms

Mid-Century – refers to the mid-twentieth century, from approximately the late 1940s to late 1950s or early 1960s.

Modern Architecture – Modern with a capital 'M' is often distinguished from modern with a lower case 'm.' Modern Architecture (capital M) is typically associated with styles supposedly having no historical antecedent or style that is a direct reaction contrary to earlier styles. Ornamentation is reduced to a minimum. Lines are clean, plain and simple in composition.

Modern Movement – is essentially a term for the promulgation of Modern Architecture.

Modern Period – refers to the time period when the Modern Movement was most popular, the mid-twentieth century.

Post-war – in this context refers to post World War II.

Recent Past – generally refers to resources that are less than 50 years old.

- *Main St. (1970), Columbia, SC.*
- *Gervais St. (1962), Columbia, SC.*
- *Astro I & II (1967), Greenville, SC.*

Eligibility criteria for historic designation are dynamic rather than static. Applying the "50 year" rule, resources dating from the 1940s to the early 1960s could be determined eligible historic resources if they meet National Register criteria for significance. Proactive resource management encourages us to consider that resources dating to the early or mid-1970s may soon be eligible for historic status.

Veterans Administration Building (1949), Columbia, SC.

Many architectural styles were employed during the 1940s into the 1960s. Some of them defy definition. The definitions of others are still debated. Until there is consensus, we can turn to construction dates for guidance.

With the construction dates in mind, what types of resources should we be looking for with a mind toward good historical resource management?

Corporate, Commercial, and Industrial Buildings

Corporate and commercial properties had quite a heyday during the mid-twentieth century. Corporate and commercial properties include corporate headquarters and manufacturing facilities, storefronts, strip malls, and stand-alone stores. Corporate and commercial properties may be housed in low-, mid- or high-rise structures. Occasionally, corporate and commercial structures took forms that emphasized their purpose, or advertised their use – think the huge "Sombrero Tower" (c.1977) or Giant Pedro

(late 1960s or early 1970s) at South of the Border [4], the "Golden Arches" that have come and gone, Waffle House restaurants, and the scattering dry cleaners with saw-tooth awnings.

Lowntown Shopping Center, West Columbia, SC. The Mansard-type roof over the sidewalk was added much later. The original corrugated metal awning is visible beneath.

Department stores flourished during the Modern Period. In the 1960s, Macy's, Hudson's and Marshall Fields were the three largest department stores nationally based on physical size and sales volume. [5] In South Carolina, Tapp's Department Store built its landmark building on
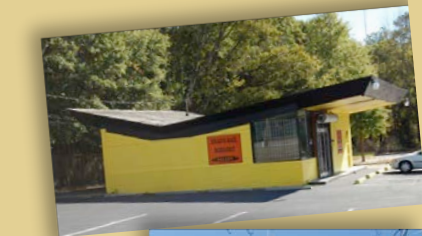
- *Columbia Highway, Aiken, SC.*
- *Rutledge Building (1964), Columbia, SC.*
- *Senate Plaza Apartments (1965), Columbia, SC.*

Main Street in Columbia in 1940 (listed in the National Register in 1979). In the 1960s and 1970s Tapp's followed its customer base and started building suburban stores. Tapp's downtown Columbia store closed in 1995, after Belk and Macy's closed their downtown stores, significantly reducing the number of customers venturing downtown to shop.

Surviving department stores, both urban and suburban, might be candidates for historic designation if they meet the National Register criteria for age, integrity and significance.[6]

South Carolina's Modern industrial resources run the gamut of styles from the

Graniteville Masonic Shopping Center (1958), Graniteville, SC.

refined, exemplified by the Deering-Milliken Research Center in Spartanburg, to the utilitarian. The Deering-Milliken Research Center (1951) was designed by the nationally recognized architectural firm of Skidmore, Owings and Merrill, Architects. Its campus combines technical and service functions with research laboratories and offices on an extensively landscaped site.[7]

Some of the more basic industrial resources are represented by the DuPont Corporation Savannah River nuclear materials facility, the Port of Charleston facilities, and industrial paper and pulp producing plants such as Bowater Incorporated's plant in Catawba.[8]

Characteristics

- Large expanses of glass.
- Exposed structure, particularly steel-frame construction.
- Stone veneers with limited or no molding or ornamentation.
- Flat storefronts with base, merchandise display, entry flush with façade, signboard or signage space on the façade, and a visual frame around the store setting it off from its neighbors.
- Recessed storefronts with base, recessed merchandise display windows luring the customer to an entry recessed from the sidewalk/pedestrian line, signboard or signage space on the façade and visual frame around the establishment.
- Poured-in-place concrete structures with the concrete providing the final finish. Often, in a style referred to as "Brutalism."
- Billboard architecture such as 'South of the Border.'
- Corporate branding such as McDonald's, HoJo's, or Waffle House.

Schools and Universities, Churches and Civic Structures

Prosperity and the post-WWII population, construction, and economic booms influenced the number of schools, elementary through high school, constructed across the United States and in South Carolina. The mid-twentieth century also saw an increase in the number of city halls,

county courthouses and federal buildings constructed. Construction of more schools, university buildings and civic structures was often the result of the need for expanded facilities in response to post-war prosperity and population growth.

- *Gervais St. (1967), Columbia, SC.*
- *Broad River Rd. (1966), Columbia, SC.*
- *Knox Abbott Dr., Cayce, SC.*

The Main United States Post Office (1966), Columbia, SC is a fine example of a Modern civic structure. Bronze and glass are used extensively on the upper level most visible from adjacent streets. It is also a good example of historical precedence influencing Modern Architecture with its regularly spaced columns forming a colonnade, a frieze or entablature above the columns, and the lower level finished in stone and concrete. Although the bronze covered steel columns are more attenuated than classical masonry columns, the overall proportions of the building are very elegant and similar to the proportions for a classical structure.

Utilitarian civic structures also include some under-appreciated resources. Water towers, water treatment plants, sewage treatment plants, electrical substations, etc. may all be of historical significance or contributing structures within districts. Although frequently taken for granted, water service, sewer

Main Post Office (1966), the Strom Thurmond Federal Office Building (1979) background center and Veterans Administration Regional Office Building (1949) background right, Columbia, SC.

Thomas Cooper Library (1959), University of South Carolina, Columbia, SC.

treatment plants, and electrical service distribution systems are all necessary in the development of new communities. They help us understand the historical context in which we live, although they are industrial in form.

New schools were constructed across South Carolina in the 1950s as the state sought to maintain racial segregation in "separate but equal" schools for its students. Known now as "equalization schools," these schools can be found across the state, in rural areas, suburbs, and cities and were constructed between 1951 and 1959. These architect-designed schools reflect characteristics of Modern Architecture, and white schools and African-American schools are similar in design, materials, and construction. More information on equalization schools may be found here: http://scequalizationschools.org.[9]

The State of South Carolina funded new buildings on public university campuses across the state during the 1950s, 1960s and 1970s. Examples include: SC State University,

- *Federal Courthouse Park (1979), Columbia, SC.*
- *USC Humanities Building (1969), Columbia, SC.*
- *Darllington City Hall, Darllington, SC.*

Agriculture Building (1953); Clemson University, Lee Hall and Lowry Hall (1956-58); USC, Undergraduate Library (1957); SC State University, Physical Education Building (1966); and USC, Humanities Building (1969).[10]

During the mid-1950s to 1970s, technical colleges and community colleges began to evolve. Technical colleges and community colleges were conceived to provide post-secondary education and training for technical and business assistants, craftsmen and artisans. Generally, two-year degrees were offered. The Richland Technical Education Center (1963) is a fine example of Modern 'college' architecture as is the Greenville Technical Education Center, Health Careers Center (1969) and the Technical Education Center (1969) in Orangeburg.[11]

Construction on private college campuses was similar to that on public college campuses as can be seen at Morris College's All Purpose Science Building (1968) in Sumter.[12]

Many civic and school buildings from the Modern Architecture period bear similar characteristics such as two- or three-story rectangular block volumes arranged around an open courtyard, connected by a two-story breezeway enclosed on the upper floor. They are also usually brick, with metal strip windows and operable awning type

Lee Hall Entry Passage (1958), Clemson University

sash, or metal frame window systems with in-fill panels. These features are evident in the Spartanburg County Courthouse (1956), Spartanburg, SC and Lee Hall and

The campus of Our Savior Lutheran Church includes the Education Building (1966) background left, and the Sanctuary (1971-74), West Columbia, SC.

Lowry Hall, aka The Structural Science Building (1956-58), Clemson University.

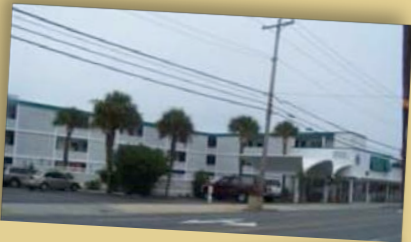During the Modern Period, new construction on many churches took a more daring approach than their predecessors. While traditional church architectural styles continued to be popular, these Modern churches explored new ecclesiastical architectural vocabularies. Gothic details and tapering spires gave way to rectilinear bell towers. Symmetrical (traditional) styles and repetitive bays from entrance to altar were replaced with dramatic roofs that soared above the altar area. Church campuses took on more importance and architecturally expressing the distinct functional purposes within buildings became more pronounced – the primary worship center contrasted with office and church school blocks and bell towers. Although

Elmwood Cemetery Chapel (1961), Columbia, SC.

- *First Presbyterian (1968), Aiken, SC.*
- *Westminster Presbyterian Chapel (mid-1960s), Columbia, SC.*
- *Clinton High School (1956), Laurens County, SC.*

symmetry within individual elements might remain, the overall campus composition is frequently one of balance, not symmetry.

In the 1960s and 1970s, liturgical changes occurred in several Christian denominations – Vatican II and the Mass of Paul VI in the Catholic Church (1962-1969);[13] a revised Book of Common Prayer (1979) and ordination of women to the diaconate and then priesthood (1970-76) for the Episcopal Church;[14]

St. James – Santee Elementary School (1955), Santee, SC.

and the revised Lutheran Hymnal (1982) for the Lutheran Church Missouri Synod[15] and merger of various synods that became the Evangelical Lutheran Church in America.[16]

Liturgical reforms probably directly and indirectly influenced a building's architectural expression – directly by physical modifications in response to reforms; indirectly in that the process of reforms may have prompted people to be receptive to less traditional or classical architectural expression.

Characteristics

- Large expanses of glass and/or glazed gables indicating open ceilinged spaces within.
- Large banded windows or strip windows on schools.
- Flat roofs alone or in combination with low-sloped hipped and gabled roofs.
- Simple colonnades, often connecting separate buildings or along driveways to protect students waiting to board school buses.

- Use of sheet metal – bronze, stainless steel, etc. – for column covers and other architectural elements.
- Expressed structure.
- Pre-cast concrete and exposed cast-in-place concrete.
- Attention to proportions and human scale.
- Civic structures may have similarities to the characteristics of Corporate and Commercial structures.

Recreation and Tourism-related Resources

Delta Motel, West Columbia, SC.

The forty-hour workweek, two-week vacation benefits and the automobile have all contributed to a proliferation of tourism-related resources from amusement parks to hotels, motels and gas stations. Motels – auto**mo**bile + ho**tels** = **motels** – became formulaic in their design. Motor courts were a cluster of lodging cabins situated around a courtyard or swimming pool or near natural resources.

Gas stations were once called "service stations." Their distinctive designs reflected their utilitarian purpose, and were developed to reflect corporate branding. Enamel metal panels became a very common finish for service

- *Lobeco Elementary School (1953), Beaufort County, SC.*
- *Levister Elementary School (1954), Aynor, SC.*
- *The Diplomat (1963), Horry County, SC.*
- *"HoJo's" Howard Johnson, Motel Office and Restaurant (1966), Columbia, SC.*

stations in the 1950s and 1960s, particularly as service station architecture took on elements of corporate branding.

While roadside diners may have their precedents in the nineteenth century, their refinement and proliferation are part of the twentieth century. Post WWII saw a substantial increase in the number of diners and modifications of typical diner design with the use of stainless steel, plastic laminates, and innovative mechanical systems.[17]

Occasionally, urban renewal projects included convention or civic centers used for emerging convention

Renovated gas station with low-sloped roof, large "chimney" stack and glazed gable are still evident. Note the Modern site lighting fixture. West Columbia, SC.

tourism. Myrtle Beach (1968), Greenville (1964),[18] and Charleston (1967) all built centers to capitalize on convention tourism and their attractive geographic locations from the mountains to the beaches.[19]

The Plantation Club at Sea Pines Plantation (1966) on Hilton Head Island provides a good example of 'resort' projects that became more common during the midcentury. Resort projects, from Myrtle Beach to Hilton Head Island, took advantage of the lush inter-coastal waterway and the beautiful sandy beaches of South Carolina's coast.

Characteristics

- "Diner" architecture with stainless steel and glass finishes and streamlined forms.
- Early motels and motor courts with parking close to sleeping quarters.
- Corporate branding in the architecture or signs such as the HoJo's offices and restaurants.
- Enameled-metal panels.
- Exposed poured-in-place concrete.
- Natural wood shingles for resort projects.

### Transportation – Passenger Terminals; Bridges; Parkways and Scenic Byways; Interstate Highways

As mentioned earlier, innovations in engineering and architectural design were highly esteemed during the Modern period. Nowhere is this more evident than in the construction of transportation services and highways for the automobile. Our interstate highways system dates to the *Federal-Aid Highway Act of 1956*, and construction has been non-stop since.[20]

Following the highway system, welcome centers and comfort stations/rest areas eventually became common.

USC Pickens St. Pedestrian Bridge (1973), Columbia, SC.
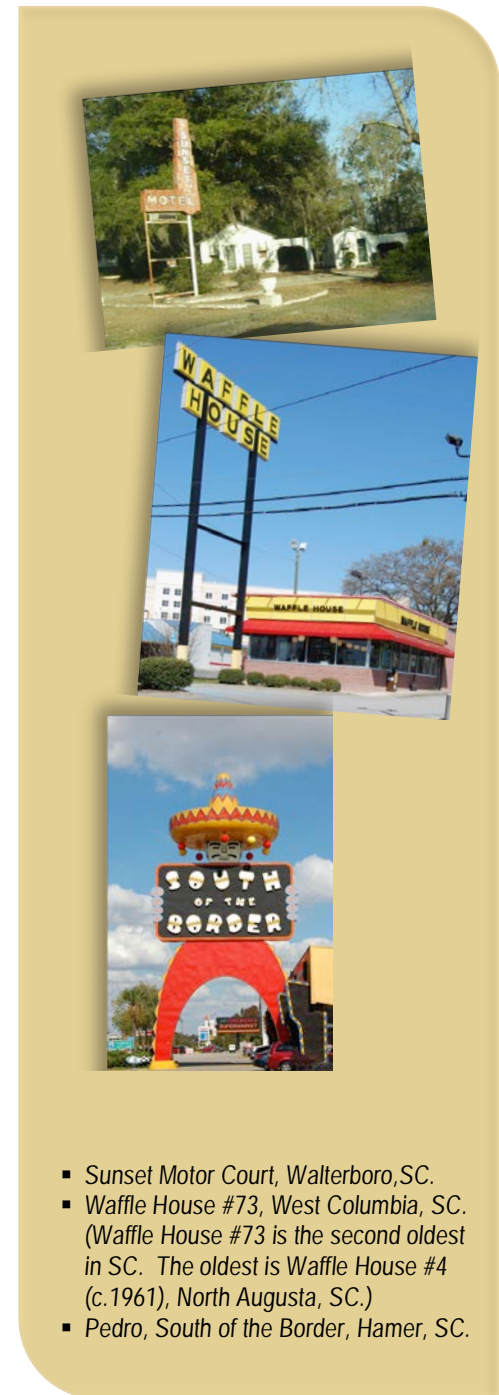
- *Sunset Motor Court, Walterboro, SC.*
- *Waffle House #73, West Columbia, SC. (Waffle House #73 is the second oldest in SC. The oldest is Waffle House #4 (c.1961), North Augusta, SC.)*
- *Pedro, South of the Border, Hamer, SC.*

Welcome centers helped South Carolina promote its natural resources and commercial/tourist resources to visitors. South Carolina's rest area architecture developed from the late 1960s, and usually reflected both Modern design and regional influences. One of the most distinguishing features of rest area architecture tends to be the roofline. Folded roof planes, saw-tooth forms, and calliope roofs all point to Modern structures.[21]

Visitor centers, such as the Duke Power Company Visitors Center (1969), were constructed to facilitate tourism at industrial and manufacturing sites.[22]

South Carolina has twenty designated scenic highways, providing access to historic resources across the state. Three of these scenic highways are designated "National Scenic Byways."[23] South Carolina's Welcome Center program, a cooperative venture between South Carolina Parks, Recreation, and Tourism (SCPRT) and the Department of Transportation (DOT) began in 1968 with the opening of the Little River Welcome Center on US 17, and included ten welcome centers along primary interstate routes.

Blue Star Memorial Highway, I-77.

The Allendale Welcome Center on US 301 closed in 2001.[24]

With improvements to federal, state and local roadways came the necessity of improving bridges serving those roadways. *The Federal Aid Road Act of 1916* and its reauthorizations increased funding for roads and bridges and also promoted consistent standards for road and bridge designs. Safety concerns led to wider roads and the need for wider bridges. To meet these standards, the SCDOT Bridge Division developed pre-cast, reinforced concrete slab bridges that could be prefabricated to meet the growing needs to replace existing bridges constructed before 1947.[25] Other bridge types used during the 1950s, 1960s and 1970s include poured-in-place reinforced concrete slabs, pre-stressed concrete beams, T beams, steel girder-floor beams, and steel stringer bridges.[26]

As air travel became more popular the necessity of airport terminals became more apparent. The design and construction of the Greenville-Spartanburg Airport (1962) attracted the nationally recognized architectural firm of Skidmore, Owens and Merrill.[27]

I-77 Welcome Center (1968), Fort Mill, SC.

Characteristics
- Poured-in-place concrete.
- Exposed steel structure.
- Large expanses of glass on terminals.
- Metal or enameled-metal panels.
- Aluminum storefront systems.

- Prefabricated, poured-in-place reinforced concrete slabs, pre-stressed concrete beams, T beams, steel girder-floor beams, and steel stringer bridges

- *I-95, Welcome Center (1973), Hamer, SC.*
- *Assembly Street Parking Garage (1965), Columbia, SC.*
- *Blue Star Memorial Highway, I-95, Hamer, SC.*

Why Are We

Signs and Signage Structures

Signs and signage structures from the mid-twentieth century were often 'exuberant.' The sombrero from South of the Border (I-95, south of the North Carolina/South Carolina state line) may be the most recognized in South Carolina. A more recent example is the 'Peachoid' (1981) water tower near I-85 in Gaffney, SC. Although both examples are later than our period of interest, most of us are familiar with them and they are prime examples of evocative signs or sign structures. Another fine example is the Thunderbird Inn sign in Florence, SC.

Thunderbird Motor Inn Sign, Florence, SC

Signs may be mounted on buildings or on stand-alone structures that often were incorporated into the overall sign design. In response to the automobile, over-sized letters were used to attract the passing motorists' eye. Large arrows provided very visible direction to drivers and passengers.

A unique Modern style, the 'Googie' style, flourished not only in signs, but also in architecture. The singular purpose of the Googie style with its exaggerated forms, and flamboyant elements was to attract attention. Googie is the Liberace of design styles and signs particularly lent themselves to the style. Even the most base or mundane structure could be enlivened by a sign that literally burst with color and style.
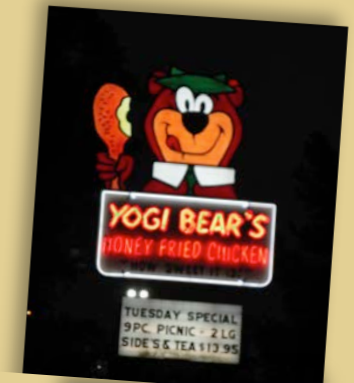
Characteristics

- Flashy forms and shapes with or without special lighting features.
- Large arrows perhaps with lighting to emphasize the direction.
- Blinking lights and neon.
- Unique geometric shapes.
- Large oversized letters and unusual fonts.

- *Yogi Bear's (1960s), Hartsville, SC.*
- *Williamsons Bar-B-Q Seafood, Marion, SC.*
- *Krispy Kreme, Spartanburg, SC. (The "bowtie" shaped logo was trademarked in 1955.)*

Civil Rights Resources

Civil Rights resources are often structures that were built with other purposes in mind such as bowling alleys (All-Star Bowling Lanes, Orangeburg, SC), department stores, modest residences (Modjeska Monteith Simkins House, Columbia, SC), or buildings of higher education (South Carolina State College Historic District, Orangeburg, SC). A resource's significance associated with the Civil Rights Movement should be recognized in its historic designation,

even if the resource's construction predates the Civil Rights Movement.

Civil Rights associated properties in South Carolina listed in the National Register include: All-Star Bowling Lanes, Orangeburg; South Carolina College Historic District, Orangeburg; Modjeska Monteith Simkins House, Columbia; and the Progressive Club, Charleston. Of these four, only the Progressive Club was built with the intent to promote racial equality through the programs it offered. These examples should caution us that Civil Rights Resources may not always be obvious.

Furthermore, Civil Rights actions include marches, rallies, sit-ins, boycotts, etc., at resources such as movie theatres, schools, churches, lunch counters and the South Carolina State House. Some of these resources may already be

Characteristics

Characteristics and 'character-defining features' of Civil Rights Architecture are likely to span a broad spectrum of styles that predate the Civil Rights Movement.

Among the four properties mentioned above, architectural styles range from 1960s strip development to late nineteenth century/early twentieth century domestic, International Style, revival styles and even "no style."

The Progressive Club (1957), Charleston County, SC.

listed in the National Register for reasons other than significance related to the Civil Rights Movement.

Physical characteristics of Civil Rights resources are going to be less important in identifying a resource than the social association with the Civil Rights Movement through seminal events or persons. The Progressive Club reminds us that even the most humble of structures can hold powerful significance.

Cold War, Military and Nuclear Energy Facilities

The second half of the twentieth century was overshadowed by political tensions of the democracy of the United States in a "Cold War" with the Russian communism of the Soviet Union. The Cold War became a period of atomic arsenal testing, build-up and expansion and a general expansion and growth of military powers for the two emerging super powers.[28]

In the early 1950s, DuPont constructed the Atomic Energy Commission's Savannah River Plant in Aiken, Allendale and Barnwell Counties to meet the perceived growing Soviet

threat. The Plant included nuclear production reactors, chemical separation facilities, laboratories, and other support facilities. The Plant played a vital role in the nuclear arms race by producing the materials necessary for the development and manufacture of nuclear arms. Today, the Department of Energy's Savannah River Site continues to help meet the nation's nuclear security needs while engaged in a long-term program to address legacy waste from the Cold War.[29]

- *All Star Bowling Lanes (early 1960s), Orangeburg, SC.*
- *Moss Hall, South Carolina State (1949), Orangeburg, SC.*
- *Modjeska Monteith Simkins House (constructed 1895-1919, period of significance 1932-1965), Columbia, SC.*

Why Are We

The concern over radioactive fallout led to the construction of community and family fallout shelters, or "civil defense fallout shelters." Community shelters were constructed in public buildings such as larger stores or the South Carolina Wade Hampton State Office Building, Main St., Columbia; or, in the center of communities like the ones in Aiken, SC.[30] Family fallout shelters were constructed on private property, and were usually intended for the owner of the property and his or her family.

National Guard armories constructed during the period of 1945-1965 underwent a change in commissioning to "meet the perceived Soviet/communist military threat." Armories were needed to assure the military readiness of Guard troops to address

Fallout shelter signs still grace the north & south entrances of the Wade Hampton Building, Columbia, SC.

international conflicts or local disaster relief. Armory complexes include ancillary structures such as Quonset huts, rifle ranges and mess halls.[31]

Peaceful uses for nuclear energy lagged military developments, but by late 1950, nuclear energy had been harnessed for general use. By the 1960s, nuclear power had become almost common around the United States.[32] The first nuclear power plant in South Carolina and the southeastern United States was the H. B. Robinson plant in Darlington County that came online in March 1971.[33]

Cold War Resources include military installations, bomb shelters or fallout shelters, missile silos, and later nuclear energy plants.

Characteristics

- Utilitarian structures.
- Steel framing and poured-in-place concrete structural systems.

- Bomb shelters and fallout shelters in public buildings will probably have the same architectural features as the rest of the building where they are located.

Residential

The stylistic variety of Mid-Century or Modern Architecture is readily apparent in the residential construction of the period. Virginia and Lee McAlester in their book A Field Guide to American Houses identify several styles common from the mid-1940s to 1984 when their book was published.

Ranch- style house (1962), Lexington, SC.

The styles are:

- "International Style" from 1925 on;
- "Modern Style" homes including Minimal Traditional, Ranch, Split-level, Contemporary and Shed, from 1935; and,
- "Neo-eclectic Style" divided into Mansard, Neo-Colonial, Neo-French, Neo-

- *Historic Savannah River Site photo (1960s), Aiken County, SC.*
- *Heavy Water Components Test Reactor (1950s), Shutdown in the 1960s, Aiken County, SC.*
- *National Guard Armory (1940), West Columbia, SC.*

Tudor, Neo-Mediterranean, Neo-Classical Revival, and Neo-Victorian, from 1965.

The McAlesters also discuss "Contemporary Folk Houses" from 1940 on that include mobile homes, Quonset huts, geodesic domes, and A-frames.

Most of us are familiar with the International Style with its unembellished walls, geometric volumes, flat roofs and asymmetric compositions.

Minimal Traditional structures might also be recognized as vernacular buildings that draw on simple construction methods and traditional building elements including gabled or hipped roofs.

Where would we be today without the ubiquitous "Ranch" house and the "Split-level" home? The design roots of ranch houses can be traced to the ranches of the American Southwest. Ranch houses are typically one-story, have gabled or hipped roofs, but with less slope than traditional styles. Often they have banded windows, picture windows or glazed gables, large chimney blocks, decorative iron work replacing structural columns, significant eave overhangs, and decorative masonry work such as stack bond sections or screen walls. Ranch houses may be embellished with details in imitation of a number of other styles.

Spilt-levels were intended to take advantage of sloping sites, although it is not unusual to find that extensive site preparation was involved in their

Shed-style house (1977), Lexington, SC.

Split-level house (1974), Lexington, SC.

A-frame house (1967), Columbia, SC.

construction. Stylistically they are similar to Ranch houses.

Contemporary houses are similar to the International Style with simpler lines and volumetric arrangements. Often Contemporary houses have a more expansive use of windows and glazing.

The Shed style will typically have shed roofs, or split gabled roofs that allow clerestory windows to be inserted along the apex of the gable. They may be sided with wood shingles, board siding (vertical, horizontal or diagonal), or brick veneer. The composition of the volumes and the arrangement of fenestration are asymmetric. Usually there are fewer windows than one would find on a Contemporary house.

The Neo-eclectic styles take elements from the traditional styles and apply them to structural bones of residential buildings. The traditional elements are often juxtaposed to more modern features such as garages. One might see a Victorian-style building with a large double-sized garage door, for example.

What ski resort would be complete without 'A-frame' chalets? Alpine construction influenced the development of the A-frame, but its popularity transcended snowy climes and it was used often in recreational areas and around lakes and beaches.

In addition to single-family residences, consideration should be given to the many multi-family structures and low-

- *Ranch-style House (1962), Lexington, SC.*
- *Shed-style House (1977), Lexington, SC.*
- *Wolfe Residence (1966), Columbia, SC.*
- *Modern House, Sumter, SC.*

Why Are We

income housing that proliferated following WWII. Following WWII there was an unprecedented need for housing.

Perhaps, an "Other Style" category should be included to accommodate round houses, octagonal houses, tree houses, free form styles and the other styles that rose following the post-WWII era. After all, innovation and creativity were highly admired during the Modern Period, and these values were evident in residential structures.

Attached garages and carports became more common during the post-WWII era as almost all families owned an automobile.

The architectural variety of post-war residential structures is extensive. The simple forms of Ranch houses and Split-levels lent themselves to embellishment with traditional and new architectural vocabularies. Furthermore, the boom in residential construction fostered development of numerous residential subdivisions.

More in-depth information regarding post-war residential resources can be found in National Cooperative Highway Research Program (NCHRP) Report 723, "A Model for Identifying and Evaluating the Historic Significance of Post-World War II Housing." This report provides detailed descriptions of various styles, suggests how to survey post-

Oak-Read House (1968), Columbia, SC

war residential resources, and discusses implications of site and context, including development of predominantly African-American neighborhoods and segregation within subdivisions.[34]

Characteristics

- Ranch houses typically are one level, have rectangular or 'L' floor plans, and may be embellished in a variety of styles such as Tudor, Colonial, Spanish Colonial, Cape Cod, Contemporary, or California.
- Split-levels are typically three staggered levels with the entry at the intermediate level.
- Various siding materials and contrasting finishes – wood shingles, wood siding, metal siding, decorative brick veneers, stone veneers, or stucco veneers.
- Attached garages or carports or basement level garages.
- Low-sloped gabled or hipped roofs.
- Wide eaves on all sides including gable ends.

- Exposed rafters at eaves creating an arbor effect.
- Brick or masonry screen walls.
- Large rectilinear chimney stacks.
- Built-in planters both interior and exterior.
- Wrought iron piers/columns or ornamentation integrated into entrances or facades.
- Skylights.
- Large expanses of glass – +/-4'x8' – and glazed gables indicating open ceilinged rooms within. Bands of windows, corner windows, clerestory windows.
- Multi-family, mixed occupancy mid- or high-rise buildings.
- Residential developments and planned neighborhoods.

- *Garden Circle Apartments (mid 1960s), Sumter, SC.*
- *Senate Plaza Apartments (1965), Columbia, SC.*
- *The Wilmary Apartment Building (1950), Anderson, SC.*
- *"Roundhouse" (1956, demolished 2012), USC, Columbia, SC.*

Modern Vernacular Architecture

By far, most "Modern Architecture" is going to be "Modern Vernacular Architecture," whether talking about utilitarian structures, strip shopping centers, local (non-franchised) fast food eateries or even service stations. Modern Vernacular Architecture, like other vernacular architectural periods, basically has no "style." The construction industry is always changing – responding to standardization, new manufacturing processes, and sometimes even new materials. Modern Vernacular Architecture is a direct response to these changes.

Triangle City, West Columbia, SC.

While in any historical period vernacular architecture may be influenced by 'high-style' design elements, it more readily reflects the skills of the builder, the materials available locally, and the specific programming needs of the resource. The specialized design skills of an architect or engineer are simply not the norm for most construction in any period. The same is true during the Modern period. Modern Vernacular Architecture can be found driving down just about any street that existed in South Carolina during the Mid-Century / Modern Era.

Characteristics
- Locally available construction skills and materials.
- Simplified building forms, or forms that reflect the particular functions and needs of the resource.

- Resources found on just about any street, highway or byway.

Don't Be Fooled

Not all resources constructed between the 1940s and 1970s will have the stylistic characteristics of a "Modern" structure. Traditional architectural styles continued to flourish during this time period. Particularly in the South and South Carolina, Greek Revival, Colonial Revival and American Renaissance styles maintained their popularity. This is true not only of residential construction, but of commercial and civic structures, too.

Many South Carolina architectural firms that built reputations on their Modern Movement styles continued to offer their clients the choice of traditional building styles. As an example, the firm of Lyles, Bissett, Carlisle, and Wolff has an extensive portfolio of work across South Carolina that encompasses both Modern Architectural styles and traditional styles and numerous building types from residential to high-rise structures.[35]

- *Twelfth Street, West Columbia, SC.*
- *Highway 1, looking toward downtown Columbia from West Columbia, SC.*

Why Are We

Hand in hand with the Modern Movement's change in design philosophy came the availability of new and improved materials. Preservationists often look askance at the new materials because these materials often were used to cover character-defining features of resources dating to earlier periods. While most of the materials noted here were available in some form prior to the late 1940s, their use became

1300 Pickens Street (1953), Columbia, SC.

significantly more common following WWII. In many cases, we can thank the 'war machine' for developing or improving construction processes, and also the significant need for housing that followed WWII.

One of the most common materials to become more widely used was 'drywall' (aka plaster board, gypsum board, gypsum wall board, GWB, etc.). Gypsum wall products took the place of plaster and lath. It was used over tongue-and-groove wood sheathing as well to provide a more refined interior finish.[36]

Asbestos siding, asbestos shingles and other asbestos products were tremendously popular until the 1960s and 1970s when the health hazards related to asbestos were frequently reported in the news. The popularity of asbestos products can be traced to insurance companies that promoted asbestos building materials for their fire resistance. By the 1980s, use of asbestos in siding and shingles was


Decorative masonry screens, like the one at 1106 12th St., West Columbia, SC were common in 1960s architecture.

unpopular and manufacturers eventually discontinued their production.[37]

Fiberglass and glass-fiber reinforced concrete (GFRC) are 1930s and 1940s products that by the 1970s had evolved and became widely available as construction materials. Fiberglass is thin glass fibers woven together and blended with plastic. Glass-fiber reinforced concrete is thin glass fibers combined with lightweight concrete. Fiberglass is useful in lightweight applications such as fiberglass panels or corrugated fiberglass, which can sometimes be used instead of corrugated metal. GFRC can be formed into balustrades, cornices, finials and any number of architectural applications as a substitute for much heavier concrete applications.[38]

Until the development of 'float glass' between 1953 and 1957, architectural glass was severely limited in size due to available manufacturing processes. The process of producing float glass permitted much larger pieces of glass with the desired properties of transparency and little or no color. By the very early 1960s, float glass was widely available for architectural use and quickly became a popular architectural element.[39]

Enameled steel panels have been around since the mid-1800s and by the 1930s were a common building material especially for commercial
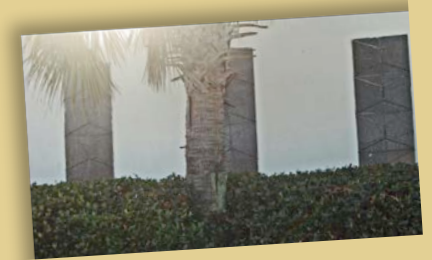
- *Masonry Panels, 1106 12th St., West Columbia, SC.*
- *Taylor Street (1951), Columbia, SC.*
- *Oconee County Courthouse (1952), Oconee County, SC.*

properties. In 1947, the Porcelain Enamel Institute adopted the first standard specifications for enameled panels. Post-World War II changes in the enamel formulations and base materials led to expanded applications, although steel remained the most common base material. As a result, enameled panels were (and still are) very popular for several building types from office buildings to service stations to hamburger stands and even homes.[40]

While this is by no means an exhaustive list of materials that became more available during the mid-twentieth century and were incorporated into construction, they represent two qualities shared by most new and improved materials from this period – they were less expensive than the materials they replaced, including the ease of manufacture, and they were less time consuming to install.
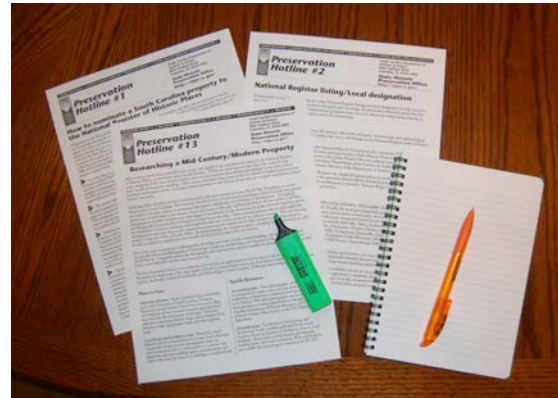
Methodology: Assessing a Modern Resource

Determining eligibility and historical significance of a Modern or Mid-Century structure is not any different than investigating a much older building.

One of the first steps to take is contacting the South Carolina State Historic Preservation Office (SHPO) to discuss the potential significance of a property. Staff can advise an applicant on how to complete a "Preliminary Information Form" (PIF). Based on the PIF, staff can make an initial evaluation of the property's significance and whether or not to proceed with a complete National Register Evaluation. Staff will also help define a strategy for preparing the nomination and help answer questions the applicant may have.

The SHPO has prepared a number of helpful research resources called Preservation Hotlines. The following Preservation Hotlines may be helpful to someone planning to nominate a property to the National Register:

Preservation Hotlines are available online at shpo.sc.gov or from the South Carolina Department of Archives and History, State Historic Preservation Office.

- **Preservation Hotline #1**, "How to nominate a South Carolina property to the National Register of Historic Places," January 2012.
  - **Preservation Hotline #8**, "Tracing the History of Your Historic Building," January 2012.
  - **Preservation Hotline #9**, Complying with State and Federal Regulations: Selecting a Consultant for Cultural Resource Surveys and Evaluations," September 2010.
  - **Preservation Hotline #13**, "Researching a Mid-Century/ Modern Property," June 2011.

In addition to the resources listed in Preservation Hotline #13, researchers should contact city and county building permit departments in the more populous parts of South Carolina. Application of construction codes and requirements for building permits varies across the state. Some jurisdictions maintain older permit applications and supporting documentation. Others do not.

An advantage in researching a modern resource may be that original documents such as architectural and

- *Robert Smalls School (1953), Cheraw, SC.*
- *Harden Street Fire Station (1953), Columbia, SC.*
- *White Swan Dry Cleaners, Florence, SC.*

engineering drawings might still be available from the original design team, or the firms they have transitioned into. Clemson Library, Special Collections very recently started a repository for architectural drawings and will make documents available to researchers. Other likely sources are the South Caroliniana Library at USC and other college and university libraries.

Conclusions

While we weren't paying attention, the definition of an "old" or "historic" building has changed. Hopefully, the examples provided help us look at our local resources with new understanding. Many of the buildings, bridges, parks, industrial sites, and other resources we have taken for granted may have historical value and may meet the criteria for listing in the National Register of Historic Places.

These examples shared here should not be considered exhaustive by any means. After all, they are merely examples to illustrate some of the concepts discussed. There may be resources of local, statewide or even national significance that do not fall within these neat categories.

Keep in mind: Age is only one

Service Station, Florence, SC.


Aiken County Council, Aiken, SC.

criterion in nominating a resource to the National Register. For a property to be successfully listed, the nomination will have to address its importance not just based on the resource's age. Hopefully this booklet will make us all more conscious that "historical significance" is a dynamic designation. The purpose is not to confer historical designation on the examples listed, but to increase awareness that resources constructed between 1945 and 1965 +/- now meet the age requirement for listing in the National Register of Historic Places. Resources must still retain a substantial degree of physical integrity and be deemed significant under one or more National Register criteria

One thing should be clear. It is time for us to look at familiar places with new eyes.

- *Owens Building (1949), Columbia, SC.*
- *Lutheran and United Methodist Campus Ministries, USC, Columbia, SC.*
- *Decorative masonry blocks, Pickens St, Columbia, SC.*

Acknowledgements
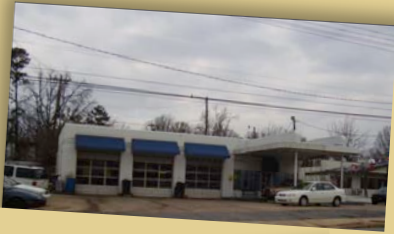
"Why Are We Looking at That" is a continuing effort by the South Carolina State Historic Preservation Office (SC SHPO) to increase awareness of Mid-Century and Modern Architecture as important cultural resources. "Why Are We Looking At That" is by no means an exhaustive or definitive investigation of Mid-Century and Modern cultural resources.

While Douglas R. Taylor, AIA, SC SHPO Volunteer is the primary author of this booklet, the entire SC SHPO staff contributed to its completion, particularly: Elizabeth M. Johnson, Deputy SC State Historic Preservation Officer, Rebekah Dobrasko, former Supervisor of Compliance and Tax Incentives, and John Sylvest, Review and Compliance/Section 106. Also providing review and comments were: Dan Elswick, Senior Historic Architecture Consultant; Brad Sauls, Supervisor of Survey, Registration, Grant and Local Government Programs; and, Sarah Stephens, Transportation Projects Review Coordinator.

Photographs included in "Why Are We Looking at That" are from National Register Nomination Forms, original photographs by SC SHPO staff, *City of Columbia, Planning and Development Services "Survey of Mid-Century*

Capstone House (1967), University of South Carolina, Columbia, SC.

Architectural Resources in Downtown Columbia, SC" 2011, or taken specifically for this booklet by Mr. Taylor.

Photos by SC SHPO staff include photos of the equalization schools taken by Ms. Dobrasko and found on the website: www.scequalizationschools.org

Photos of the Savannah River Site are taken from: http://www.srs.gov/general/about/history1.htm#1960

Photos of the Wolfe Residence were taken from a sales brochure.

Most of the examples used to illustrate this booklet are located in the SC Midlands simply for the convenience of the author. South Carolina has many examples of Mid-Century and Modern resources all over the state, particularly for vernacular works. Where known, construction dates of examples are provided in parentheses following the resource name or identification.

Additional sources are referenced in the Selected Bibliography and Websites that follows.

"Why Are We Looking at That" is not a copyrighted source – sharing and referencing this work are encouraged.

- *Gas Station, Greenville, SC.*
- *Bull St. (1949), Columbia, SC.*
- *Carolina Coliseum, USC (1969), Columbia, SC.*

1. www.nps.gov/nr/national_register_fundamentals.htm
2. Postmodern architecture, www.essential-architecture.com/STYLE/STY-M12.htm
3. Vincent Scully, Jr., Modern Architecture, p. 10.
4. Ryan Schafer, email.
5. The history of department stores, www.departmentstorehistory.net/index.htm
6. Jeff Wilkerson, "'Meshing 55 years of history' Tapping into a Main Street classic."
7. Harlan McClure and Vernon Hodges, South Carolina Architecture 1670-1970, p. 104.
8. Edgar, Walter, editor, The South Carolina Encyclopedia, pp. 478, 700, 843.
9. Rebekah Dobrasko, email.
10. Harlan McClure and Vernon Hodges, South Carolina Architecture 1670-1970, pp. iv-vii.
11. Harlan McClure and Vernon Hodges, South Carolina Architecture 1670-1970, pp. 130, 200, & 216.
12. Harlan McClure and Vernon Hodges, South Carolina Architecture 1670-1970, p. 184.
13. www.vatican2voice.org/4basics/history.htm
14. www.episcopalchurch.org/page/history-episcopal-church
15. Brittany Kruse, email.
16. www.elca.org/Who-We-Are/History/Our-History-in-Context/1900s.aspx
17. www.americandinermuseum.org/site/history.php
18. Carolina First Center to Become TD Convention Center, Greenville, SC, June 7, 2011.
19. Harlan McClure and Vernon Hodges, South Carolina Architecture 1670-1970, pp. vi-vii.
20. www.fhwa.dot.gov/interstate/history.htm
21. http://www.restareahistory.org/States.html
22. Harlan McClure and Vernon Hodges, South Carolina Architecture 1670-1970, p. 202.
23. www.scdot.org/community/scenic_byways.shtml
24. www.scprt.com/our-partners/welcomecenters/wcprogramsummary.aspx
25. South Carolina Department of Transportation, Historic Context for Transportation Networks in South Carolina.
26. Historic Context for Bridge Building Technology in South Carolina, Phase 1A Draft, Lichtenstein Consulting Engineers, October 2004.
27. Harlan McClure and Vernon Hodges, South Carolina Architecture 1670-1970, p. 118.
28. www.history.com/topics/cold-war
29. www.srs.gov/general/about/history1.htm
30. www2.nbc26.tv/news/2010/mar/26/celebrate-aiken-a-town-of-bomb-shelters-ar-689728/
31. Determination of Eligibility Notification, National Register of Historic Places, National Park Service, Project Name: SCARNG Armory Complexes, Location: Various Counties, State: South Carolina, 07/19-2011.
32. http://nuclear.gov/pdfFiles/History.pdf
33. www.eia.gov/cneaf/nuclear/state_profiles/south_carolina/sc.html
34. NCHRP Report 723, pp. 1-2.
35. Harlan McClure and Vernon Hodges, South Carolina Architecture 1670-1970, pp. 110-219.
36. Gypsum Association, "The Gypsum Industry", Apr 2010, p. 5.
37. http://www2.epa.gov/asbestos/us-federal-bans-asbestos#regulatory
38. www.ehow.com/about_4566362_fiberreinforced-concrete.html
39. www.absoluteastronomy.com/topics/Float_glass
40. Thomas C. Jester, "Porcelain Enamel," pp. 257-259, hisp305.umwblogs.org/files/roofing_walls/porcelain.pdf

- *Blanding St., Columbia, SC.*
- *Lutheran President's House (1962), Columbia, SC.*
- *Gervais St. (1967), Columbia, SC.*
- *Lutheran Seminary Student Union (1961), Columbia, SC.*

Dobrasko, Rebekah, SC Archives and History, email to Douglas R. Taylor, March 27, 2012.

Edgar, Walter, editor, The South Carolina Encyclopedia, The University of South Carolina Press, 2006.

Gypsum Association, "The Gypsum Industry," April 2010.

http://nuclear.gov/pdfFiles/History.pdf, accessed 02/21/2012.

http://www2.epa.gov/asbestos/us-federal-bans-asbestos#regulatory, accessed 10/02/2014.

Jester, Thomas C., "Porcelain Enamel," pp. 257-259, hisp305.umwblogs.org/files/roofing_walls/porcelain.pdf, accessed 10/02/2014.

Kruse, Brittany, Concordia Historical Institute, email to Douglas R. Taylor, April 04, 2012.

Lambin, Jeanne, "Preserving Resources from the Recent Past," a National Trust Publication.

McAlester, Virginia and Lee, A Field Guide to American Houses, Alfred A. Knopf, Inc., 1984.

McClure, Harlan and Vernon Hodges, South Carolina Architecture 1670-1970, South Carolina Tricentennial Commission, Wang/Lee/Yarborough, 1970. Copyright ©1970, by Clemson Architectural Foundation and the Columbia Museum of Art, Columbia, South Carolina. Library of Congress Catalog Card Number: 75-117158.

National Cooperative Highway Research Program (NCHRP) Report 723, "A Model for Identifying and Evaluating the Historic Significance of Post-World War II Housing," Transportation Research Board, Washington, DC, 2012. Library of Congress Control Number: 2012946553.

Schafer, Ryan, South of the Border, email to Douglas R. Taylor, March 20, 2012.

Scully, Vincent, Jr., Modern Architecture, George Braziller, Inc. Seventh Printing, 1975.

South Carolina Department of Transportation, Historic Context for Bridge Building Technology in South Carolina, Phase 1A Draft, Lichtenstein Consulting Engineers, October 2004.

South Carolina Department of Transportation, Historic Context for Transportation Networks in South Carolina.

Wilkerson, Jeff, "'Meshing 55 years of history' Tapping into a Main Street classic," The State Newspaper, April 05, 2012.

www.absoluteastronomy.com/topics/Float_glass, accessed 01/31/2012.

www.americandinermuseum.org/site/history.php, accessed 01/10/2012.

www.departmentstorehistory.net/index.htm, accessed 01/31/2012.

www.ehow.com/about_4566362_fiberreinforced-concrete.html, accessed 01/24/2012.

www.eia.gov/cneaf/nuclear/state_profiles/south_carolina/sc.html, accessed 02/21/2012.

www.elca.org/Who-We-Are/History/Our-History-in-Context/1900s.aspx, accessed 04/03/2012.

www.episcopalchurch.org/page/history-episcopal-church, accessed 04/03/2012.

www.essential-architecture.com/STYLE/STY-M12.htm, accessed 03/20/2012.

www.fhwa.dot.gov/interstate/history.htm, accessed 01/10/2012.

www.history.com/topics/cold-war, accessed 02/21/2012.

www.nationalregister.sc.gov/orangeburg/S10817738032/index.htm, accessed 01/31/2012.

www.nationalregister.sc.gov/orangeburg/S10817738034/index.htm, accessed 01/10/2012.

www.nationalregister.sc.gov/richland/S10817740102/S1081774010 2.pdf, accessed 01/31/2012.

www.nps.gov/nr/national_register_fundamentals.htm, accessed 01/10/2012.

www.scdot.org/community/scenic_byways.shtml, accessed 01/12/2012.

www.srs.gov/general/about/history1.htm, accessed 02/21/2012.

www.vatican2voice.org/4basics/history.htm, accessed 04/03/2012.

www2.nbc26.tv/news/2010/mar/26/celebrate-aiken-a-town-of-bomb-shelters-ar-689728/, accessed 03/20/2012.

- *Lady St., Columbia, SC.*
- *Main St. Columbia, SC.*
- *Lutheran Chapel, Columbia, SC.*

"WECO" sign, West Columbia, SC. The balls were originally painted like billiard balls.

- *Laurel St., Columbia, SC.*
- *Service Station (with metal panels), Millwood Ave., Columbia, SC.*
- *Tile Mural, Lady St., Columbia, SC.*

Looking at That?

Because it might be historic.