

PROPERTY INFORMATION

PROPERTY NAME	Moore's Barber Shop (Current and Historic)
PROPERTY ADDRESS	4807 Lee Highway Arlington, VA 22207
TAX PARCEL (S)	05038013
USGS QUAD (S)	FALLS CHURCH
COUNTY/INDEPENDENT CITY	Arlington (County)

ADDITIONAL PROPERTY INFORMATION

ARCHITECTURE SETTING	Suburban
OWNERSHIP CATEGORY	Private

SITE DESCRIPTION

August 2006: Sited on a level lot, this commercial building faces southeast along Lee Highway. A paved parking lot is located to the southeast of the commercial building.

August 2019: There are no observed changes to the site since the 2006 survey. The parking lot is accessed by a curb cut from Lee Highway.

HISTORICAL CONTEXT

August 2019: For the first two decades of the 20th century, streetcars were the principal mode of transportation through northern Arlington County. The location of the streetcar stops determined the size and distribution of the area's commercial buildings. Shoppers rode the streetcar into Washington, D.C., to make their large purchases at the city's many department stores with their more extensive inventory, reserving their trips to local stores for groceries and hardware items. Small one- and two-story frame or concrete-block buildings, often repurposed dwellings, clustered around the streetcar stops. Built as part of the national US highway system in the 1920s, the portion of Lee Highway in Arlington County quickly became the area's main transportation and commercial corridor. During the 1930s and 1940s, retail stores, service stations, and other businesses were built at Lee Highway's major intersections, giving Lee Highway the fragmented, linear, and car-centric appearance it retains today. The provision of adequate parking either in front of the commercial buildings or at the rear became a paramount design feature along Lee Highway. The mostly one-lot-deep commercial zoning along Lee Highway, bordered on the north and south by residential development, mostly prevented the building of large shopping centers and enclosed malls that were popular during the 1960s and 1970s. Widening of Lee Highway and the reconfiguring of several of its major intersections further reduced on-site parking.

Commercial development during the 1970s continued to be unplanned and consisted mostly of small office buildings with businesses and professional services as tenants. Older commercial buildings were demolished, and their sites redeveloped with few unifying design principles. Nonetheless, Lee Highway continued to be home to a wide variety of both local businesses and national franchises. The 1985 *Lee Highway Commercial Corridor Study* noted that approximately one-third of Lee Highway businesses provided professional services such as banking, medical services, real estate, and insurance;

another one-third provided convenience services such as dry cleaning, groceries, beauty shops and barbers; with auto-related businesses such as dealerships, auto supply stores, and service stations, along with restaurants making up most of the remaining one-third. The 1985 study also noted that there were 4,000 parking spaces associated with the 292 businesses in the Lee Highway corridor (Arlington County 1985).

The scale, nature, and siting of commercial buildings along Lee Highway has remained remarkably consistent since the 1930s, even where their outward appearance has changed due to frequent remodeling and renovation of individual building facades. One- and two-story buildings, either free-standing or grouped in small strip malls predominate, although a few post-war shopping centers such as Lyon Village and Lee-Harrison are also present. Many of Lee Highway's commercial buildings built before 1970 are concrete-block and are faced with a variety of building materials (brick veneer, marble, metal, stucco, or wood-shingle siding), are oriented to the roadway, and where possible have off-street parking on-site or nearby. Many commercial buildings from the 1970s onwards such as banks and fast-food restaurants have drive-in windows. Lighting, signage, prominent surface parking lots, and large expanses of window displays and advertising easily visible from passing automobiles are integral to many buildings' design. Sidewalks, landscaping, street furniture and other features that promote walkability are more recent improvements to small sections of Lee Highway's commercial areas. Façade and streetscape improvements have occurred over the years at some of Lee Highway's shopping centers and strip malls to reflect current design trends and thus commercial buildings reflect a wide variety of period commercial styles and aesthetics.

PROPERTY HISTORY

This building was built in 1940 by the Fairway Homes Company, according to Arlington County building permit #102878C (Arlington County 2019). The 1955 Arlington County directory lists LH Morgan's Barber Shop and Ruby's Beauty Shop, with Moore's Barber Shop and Apts. listed in 1959, 1961, 1967, and 1972 directories (Hill Publishing Company 1955-1976).

During the Spring of 2017, students in the Urban Design Studio at Virginia Tech's Master's in Urban and Regional Planning Program (Alexandria campus) partnered with Arlington County's Historic Preservation Program (HPP) to document and map "Legacy Businesses," defined as those businesses in operation for more than 10 years. The study also gave special attention to businesses over 25 years old in the Green Valley neighborhood and along Lee Highway in Arlington, both of which are undergoing redevelopment and/or community visioning processes. Through oral interviews and archival research, the study produced short histories of several businesses in relation to the overall Arlington community. The goal of the project was to highlight the stories and voices associated with long-time places that may not be typically viewed as "historic" resources, but that nonetheless comprise an essential part of community character and vitality (Virginia Tech UAP 2017).

From the Legacy Business website at: <https://www.legacybusinessarlington.com/moores-barber>

Mr. James Moore, Sr., established Moore's Barber Shop in Hall's Hill in 1960. In 2002, the elder Mr. Moore retired and turned over the business to his son, James Moore, Jr. He had been working in the shop since he was seven years old, sweeping the floors and doing other odd tasks, and eventually joining as a full-time barber in 1991. The barber shop has long been known as place for not only a great haircut, but also lively conversation and a friendly atmosphere. Its walls are papered with photos of clients and other memorabilia marking historic moments in the D.C. region and country.

Mr. Jim Moore, Sr., started the barber shop in 1960, originally with a partner and at a different location a few blocks down on Lee Highway (where the KFC is now). The younger Mr. Moore started working in the shop when he was 7 years old, sweeping the floors and doing other odds and ends for a dollar per day. This continued through his youth. In 1991 he started working there full time as a barber, which allowed Mr. Moore Sr. to step back a bit from his work until he fully retired in 2002. Mr. Moore explained that many of the small independent barber shops don't exist anymore due to competition with low-cost chains. Historically, the barber shop business was one of the few businesses black men could open and use to support their families. The barber shop is about personal service and relationships, and Moore's has been able to maintain those over the years. They have generations of clients now who have been coming there for decades, and many from far away. Many young people who come are not as engaged in conversations, and Mr. Moore has had to use social media more to promote their shop in addition to word of mouth.

SURVEYOR ASSESSMENT/RECOMMENDATION

August 2019: The commercial building at 4807 Lee Highway was identified in the Arlington County Historic Resource Inventory (HRI) in 2011 at the Notable level (Arlington County 2011).

The commercial building at 4807 Lee Highway is eligible for listing in the National Register of Historic Places (NRHP) under Criterion A on the local level for its historical association with the development of the Lee Highway commercial corridor during the pre-/post-World War II period. It is eligible under Criterion C as embodying the characteristics of commercial architecture along Lee Highway including its two-story height, lack of exterior ornamentation, brick veneer, fixed-pane and sash windows, and on-site parking. The building retains its integrity of location, design, materials, setting, workmanship, feeling, and association.

SURVEYOR RECOMMENDATION: NRHP ELIGIBLE

PRIMARY RESOURCE INFORMATION

RESOURCE CATEGORY	Commerce/Trade
RESOURCE TYPE	Commercial Building
DATE OF CONSTRUCTION	Arlington Property Search: 1940 VCRIS: Ca 1940 Historical House Cards: 1940
HISTORIC TIME PERIOD	World War I to World War II (1917 - 1945)
HISTORIC CONTEXT (S)	Architecture/Community Planning, Commerce/Trade
ARCHITECTURAL STYLE	No discernable style
FORM	Rectangular
NUMBER OF STORIES	2.0
CONDITION	Fair
THREATS TO RESOURCE	None Known

ARCHITECTURAL DESCRIPTION

August 2006: Set on a solid foundation, this two-story, three-bay commercial building has a rectangular form. It is constructed with 6-course American-bond brick and has an exterior-end chimney of stretcher-bond brick construction. A flat roof with metal coping and a parapet on the façade elevation covers the building. Fenestration consists of 1/1 double-hung vinyl-sash windows, 1-light fixed wood windows, rowlock sills, and a single-leaf paneled wood door with lights. The door has a soldier lintel. A one-story wing is located on the rear elevation. The wing has a flat roof with a deck, which connects to the second story. Ghosting of a roof or awning over the first story is visible.

August 2019: The above description remains accurate; however, one of the fixed wood frame windows on the east elevation is lettered with "Mr. Moore's Barber Shop, est. 1960" and has a decorative brick surround. Above this window is a canvas awning with the text "MOORE'S BARBER SHOP;" to its left is a barber pole. Around the corner, to the west, is another window opening that has been sealed, but has a decorative brick surround and another sign above stating "MOORE'S BARBER & BEAUTY SHOP" with an image of a barber pole. The elevation also features an additional single-door entrance with shed roof awning. The east elevation mirrors the west, except the entrance has no awning and the fixed window is not sealed. The building is in fair condition.

EXTERIOR COMPONENTS

COMPONENT	COMPONENT TYPE	MATERIAL	MATERIAL TREATMENT
CHIMNEYS	--	--	--
ROOF	Parapet	Brick	--
WINDOWS	Fixed	Wood	I-Light
WINDOWS	Double-Hung	Vinyl	I/I
STRUCTURAL SYSTEM/EXTERIOR TREATMENT	Wood Frame	Brick	Common/American Bond
FOUNDATION	Solid/Continuous	Concrete	--
PORCH	Overhang/Awning	Cloth/Canvas	Not Visible

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2011 "Phase I, Historic Resource Inventory (HRI)." October 2011.

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