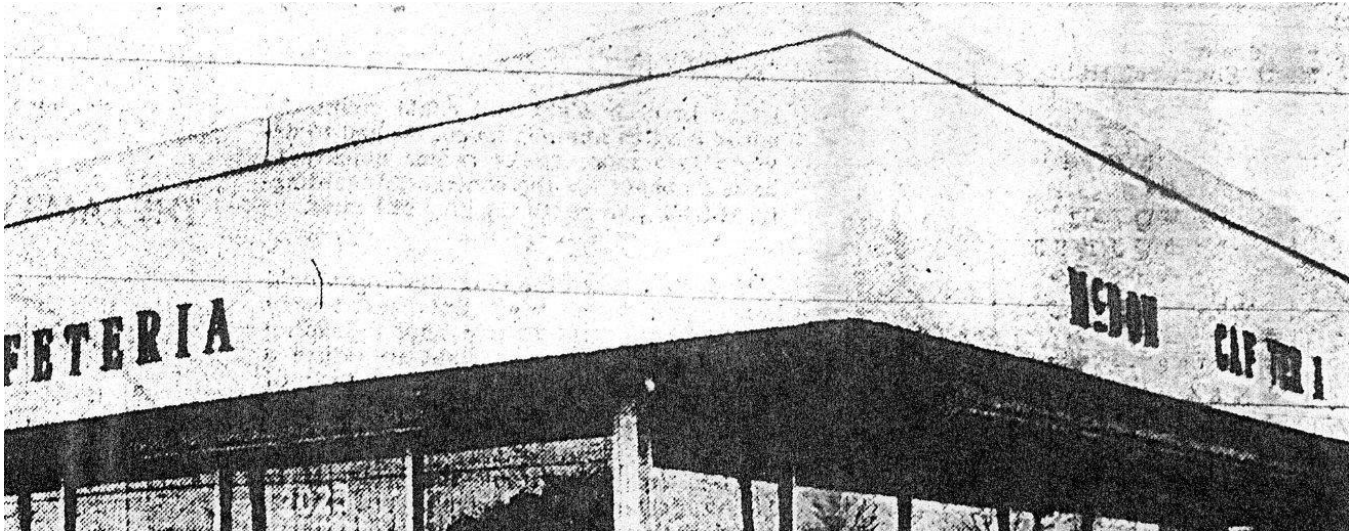




McDONALD'S CAFETERIA
LOCAL LANDMARK REPORT
2023 Beatties Ford Road
Charlotte, NC 28216

Charlotte-Mecklenburg Historic Landmarks Commission
Local Landmark Designation Report
Prepared by Gate City Preservation L.L.C.

August 2021

Charlotte-Mecklenburg

Historic Landmarks Commission

HISTORIC NAME(S) OF PROPERTY

- McDonald's Cafeteria

ADDRESS OF PROPERTY

- 2023 Beatties Ford Road, Charlotte, NC 28216

PARCEL ID #: 06912625

DEED BOOK & PAGE: BOOK 34434, PAGE 265

ZONING COMMERCIAL

Amount of land/acreage to be designated

0.589 acres

Interior to be designated

☐ Yes ☒ No

Property Owner's Address:

E-Fix Development Co. LLC
201 North McDowell Street, Unit 35601
Charlotte, NC 28235

Applicant's Address:

Gate City Preservation L.L.C.
211 Tate Street
Greensboro, North Carolina 27403

TABLE OF CONTENTS

I.	ABSTRACT	4
	A. STATEMENT OF SIGNIFICANCE	
	B. INTEGRITY STATEMENT	
	C. PROPOSED BOUNDARY JUSTIFICATION	
II.	MAPS AND FLOOR PLANS	5
III.	ARCHITECTURAL ASSESSMENT.....	7
	A. ARCHITECTURAL IMPORTANCE	
	B. ARCHITECTURAL CONTEXT	
	C. ARCHITECTURAL DESCRIPTION	
IV.	HISTORICAL.....	9
	A. BROOKLYN COMMUNITY HISTORY	
	B. BROOKLYN McCROREY YMCA HISTORY	
V.	CHAIN OF TITLE.....	13
VI.	FINDING AID FOR PHOTOGRAPHS.....	14
VII.	BIBLIOGRAPHY.....	14
VIII.	APPENDIX.....	16
IX.	FIGURES.....	22

I. Abstract

Statement of Significance

McDonald's Cafeteria was one of the most important spaces for the African American community in Charlotte from its inception in 1970 until it moved to a new location in 1981. John McDonald, founder, owner, and operator, was an important African American entrepreneur born in Charlotte in 1921. After living in New York City for many years, he returned home to Charlotte and opened a restaurant and community space. McDonald's Cafeteria quickly became a place for community groups to meet and organize grassroots efforts to advance civil rights and social justice in the city of Charlotte. Business, government, and religious leaders frequently met at McDonald's Cafeteria to share a meal and work to create progress for Black citizens in Charlotte. The restaurant was a place for interracial cooperation on the historic West Side of Charlotte, which has always been predominantly African American. As an entrepreneur, John McDonald wanted to build up and invest in the Beatties Ford Road section of West Charlotte to show the city the value and importance of the area. McDonald's Cafeteria became an iconic Charlotte institution and remains etched in the memory of those who gathered, worked, created, and ate there. The period of significance is the cafeteria's years of operation from 1970-1981.

Archaeological Comments

No known archaeological features are present at this time.

Integrity Statement

- **Location:** The McDonald's Cafeteria building remains in its original location at the corner of Beatties Ford Road and Lasalle Street.
- **Design:** The form and design of the building has been retained. Some new materials have been utilized overtime, but overall, the Mid-Century Modern design of the commercial building is still very much apparent. The large glass windows, deep overhangs, concrete details, have all been retained. As evidenced in historic photographs, much of the building has remained virtually unchanged. One major design element that has been recently added are two decorative oversized concrete canopies which bracket the building on the east and west and two concrete pillars on the front elevation (Fig. 9 and Fig. 10).
- **Setting:** There is no vegetation around the building. It is surrounded by new commercial development.
- **Workmanship:** The building exhibits a high level of workmanship, specifically the careful design and installation of the steel beam glazing.
- **Materials:** Although many of the original materials of the building have been replaced by in-kind materials, the design has been retained. The main detractant from the original materials are the new concrete canopies and pillars that have been recently added to the building.
- **Feeling:** The feeling of the building may be altered by the new surrounding commercial development, however, when looking at historic photographs of the building, the feeling seems to be retained because the design and materials have been so carefully and thoughtfully preserved.
- **Association:** The building is no longer a restaurant. It is now being rehabilitated by J.P. Chase to house new commercial business ventures.

Proposed Boundary Justification

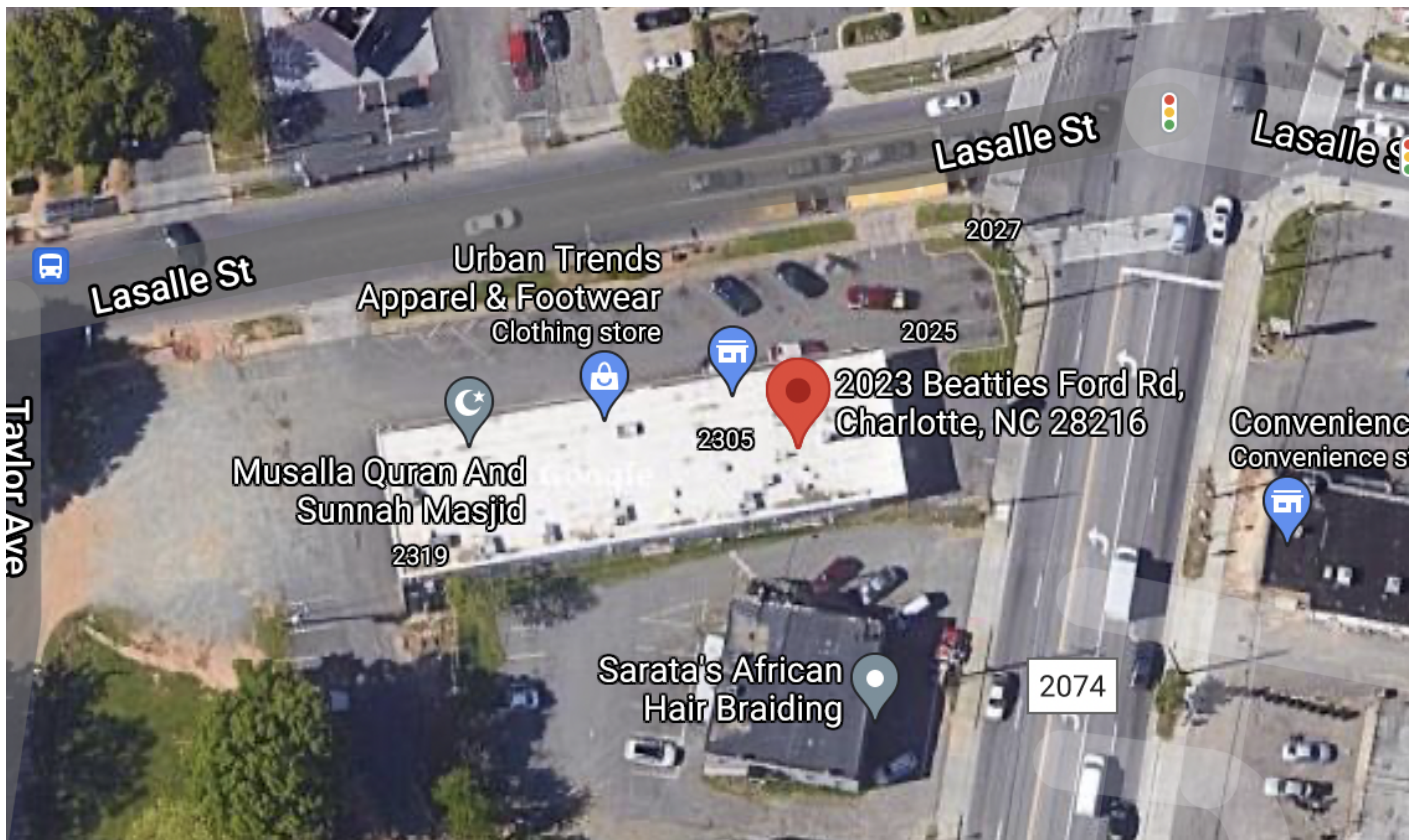
The proposed boundary for local landmark designation is the building's entire 0.589 acre parcel.

II. Maps and Floor Plans

Mecklenburg County Tax Map



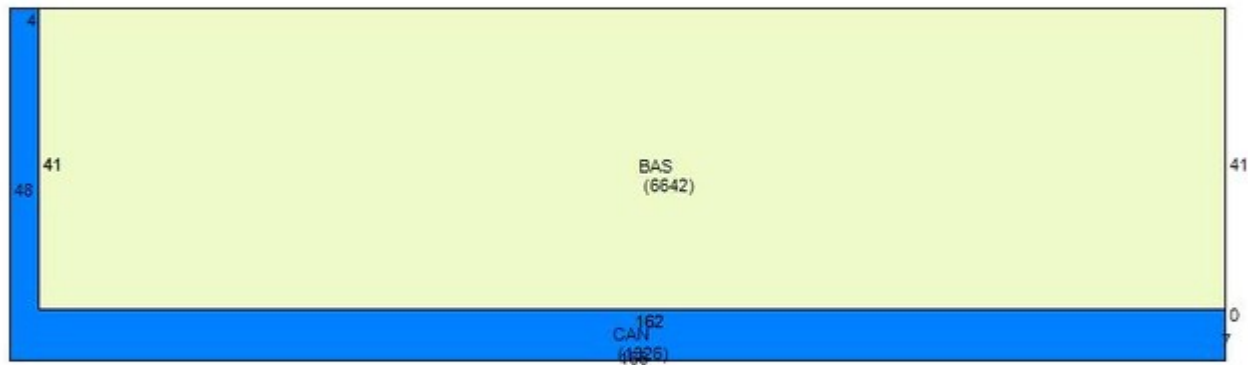
Aerial Map



HPOWeb Map



Architectural Drawings



III. Architectural Assessment

Architectural Importance

Starting in the mid-20th century, a large majority of business owners of commercial ventures across the United States began building new construction or altering older structures in order to update and modernize their businesses. These new, modern designs were often located in newly introduced shopping plazas, and in many cases, were residents' first introduction to modern architectural design. These buildings utilized new modern materials, which were made with state-of-the-art technology, representing an impressive status symbol at the time and giving off an air of being "with the times."¹ By 1970, when McDonald's Cafeteria was built, modern building materials and methods, along with the architectural designs that utilized them, were still symbols of progress and status. The Mid-Century Modern design of McDonald's Cafeteria utilized many of these characteristic features of modern commercial design, including a streamlined flat roof, long expanses of glazing, steel beams, concrete, and deep overhanging eaves to create dramatic, angular lines and shadows on the building.

Architectural Context

Modernist commercial architecture in Charlotte is representative of a significant period in Charlotte's history c. 1945-1969. Although McDonald's Cafeteria was constructed in 1970 (one year after the official historic context cutoff in the recent Charlotte modernist survey), the building's style and significance to Charlotte is still very much a part of this era of commercial design. Modernist commercial architecture in Charlotte is defined by "streamlined forms like flat roofs, long expanses of glazes, embrace of the concept 'form follows function,'" and "simplified architectural detailing which let the materials speak for themselves."² According to this recent survey, 84 properties were identified in the city of Charlotte as meeting the survey criteria and exhibiting the best modernist architecture in this period of Charlotte's history. Only 15 of these chosen structures were built between 1970 and 1980.

¹Mary Striegel, "Mid-Century Commercial Modernism: Design and Materials," presentation on September 9, 2015 for the National Center for Preservation Technology and Training, National Park Service.. Accessed August 2021.

<<https://www.ncptt.nps.gov/blog/mid-century-commercial-modernism-design-and-materials>>.

² "Modernist Architecture in Charlotte, North Carolina," Architectural Survey prepared by SVM Historical Consulting for the Charlotte-Mecklenburg Historic Landmarks Commission, May 2019. Accessed August 2021.

<<http://landmarkscommission.org/wp-content/uploads/2019/05/modernist-survey-preview.pdf>>.

Architectural Description

Setting

The McDonald's Cafeteria building is located at a busy commercial corner of Beatties Ford Road and Lasalle Street. It is surrounded by new commercial buildings. Parking lots surround the building. At the time of this report, the building was undergoing significant construction (Fig. 1).

Front (North) Elevation- Facing Lasalle Street

The McDonald's Cafeteria building is a one-level Mid-Century Modern commercial building built in 1970. The front (north) elevation facing Lasalle Street is comprised of 15 bays of steel framed glazing and concrete block (Fig. 2). The building has a flat roof with a dramatically deep overhanging eave with recessed lighting (Fig. 6). Recent construction has altered the building by adding contemporary architectural elements, a concrete pillar and concrete canopy which brackets the building on the west side (Fig. 10). Five contemporary double doors with large single lights in each door contribute to the high level of glazing on the exterior walls (Fig. 7). These doors also have large transom windows that extend from the top of the door to the overhanging eave. Five painted brick planters line the facade (Fig. 12). A single horizontal clerestory window is located on the concrete block bay in the center of the building (Fig. 11). From left to right, there are two bays of steel framed glazing, a set of double doors with transom, two more bays of steel framed glazing, a concrete block bay with the clerestory window, a contemporary concrete pillar, two more bays of glazing, double doors with transom, two bays of glazing, a bay of double doors with transom, two bays of glazing, and a final set of double doors with transom. The original brick exterior walls of the side (west) elevation has been retained, but is now encapsulated by the canopy which brackets the building on the intersection of the north and west sides. The interior of the building is also under significant construction (Fig. 13).

Side (West) Elevation - Facing Taylor Avenue

The side (west) elevation facing Taylor Avenue is very simple in design (Fig. 5). Starting with left to right is the concrete canopy bracket and then a solid brick running bond wall painted a cream color.

Rear (South) Elevation

The rear (south) elevation is constructed with cinderblock and houses the utilities for the building (Fig. 4). This elevation exhibits fabulous examples of mid-century modern concrete screens made of clover style breeze blocks (Fig. 8.) There are 11 concrete screen squares composed of 16 clover breezeblocks. There are three metal utility doors.

Side (East) Elevation - Facing Beatties Ford Road

The side (east) elevation facing Beatties Ford Road is composed of both vertical and horizontal glazing (Fig. 3). There are no doors on this elevation. A contemporary concrete canopy brackets the east and south exterior wall (Fig. 9). This elevation also boasts a deep overhanging eave with recessed lighting. The original brick wall between these two elevations has been retained.

IV. Historical

John McDonald and McDonald's Cafeteria

John William McDonald was born near Charlotte, North Carolina in the Paw Creek community on April 18, 1921. The son of a farmer, he married Annie Lou Hill and shortly after had a daughter, Brenda. McDonald got his start in the restaurant business working at New York Cafe at 127 West Trade Street in Charlotte.³ The family moved to Brooklyn, New York in 1943 where he worked as a cook in a hotel, seafood house, and steak restaurant. In 1949, McDonald decided to cook for himself and opened McDonald's Dining Room at 327 Stuyvesant Avenue.⁴ The restaurant started as a ten-seat grill in the Bedford-Stuyvesant section of Brooklyn, which he eventually expanded to a space that could accommodate 175 people.⁵ The 1987 AIA Guide to New York City described McDonald's Dining Room as "a good eating and drinking place in a community that can't afford elegant bars or restaurants."⁶ Before opening the restaurant, McDonald opened and was quickly forced to close a wig shop in Brooklyn. This experience led him to the Catholic Church which taught him "to be a good husband...to be a good businessman."⁷ He felt called by God to return home to Charlotte and handed over ownership of McDonald's Dining Room to his daughter and son-in-law.

Ready for retirement, McDonald and his family started making plans to return to Charlotte. McDonald noticed the growing popularity of buffet style cafeterias and lunchrooms such as Charlotte-based chain S&W. Inspired by their success, he decided to launch himself back into the restaurant industry during his retirement.⁸ On April 29, 1968, McDonald and his wife Annie Lou closed on a parcel of land on Beatties Ford Road that would become the location of McDonald's Cafeteria. McDonald built and opened the cafeteria in 1970 on the corner of LaSalle Street and Beatties Ford Road (2023 Beatties Ford Road).

McDonald's wife, Annie Lou, died on February 19, 1971 of pancreatic cancer.⁹ John McDonald was determined to continue the success of McDonald's Cafeteria in his late wife's honor. He would later back the development of a new mini-center which surrounded McDonald's Cafeteria with a seafood store, a beauty and barber shop, an insurance and real estate office, and a small grocery store.¹⁰ Remembering his early days of struggle in Brooklyn, McDonald leased the spaces to young site managers for a relatively low rate. He

³ United States World War Two Draft Registration Card for John William McDonald, the National Archives at Atlanta, Georgia; Atlanta, Georgia; *WWII Draft Registration Cards for North Carolina, 10/16/1940-03/31/1947*; Record Group: *Records of the Selective Service System*, 147; Box: 242.

⁴ "Man Brings Home The Prosperity: Mini-Center Backer Found Church Led To Road of Success in Restaurant," *The Charlotte Observer*, 20 September 1971, page 11.

⁵ Greg Lewis, "New Bed-Stuy Bar And Restaurant Mama Fox Serves Up "Global Comfort Food" In Historic Spot." *Bklynner*, February 1, 2018. Accessed August 2021.

<<https://bklynner.com/new-bed-stuy-bar-restaurant-mama-fox-serves-global-comfort-food-historic-spot/>>

⁶ Willensky, Elliot, White, Norval. *AIA Guide to New York City*. United Kingdom: Crown Publishing, 2000.

⁷ "Man Brings Home The Prosperity: Mini-Center Backer Found Church Led To Road of Success in Restaurant," *The Charlotte Observer*, 20 September 1971, page 11.

⁸ "JCSU Neighborhood History," *History South*, Tom Hanchett, accessed 22 March 2021, <https://www.historysouth.org/jcsu/>

⁹ North Carolina State Board of Health Office of Vital Statistics, Certificate of Death, "Annie Lou McDonald," February 18, 1971. Accessed August 2021.

https://www.ancestrylibrary.com/imageviewer/collections/1121/images/S123_621-2353?treeid=&personid=&hintid=&queryId=fb5c3e9680237a5459be7df6c8621ffe&usePUB=true&_phsrc=bgo1&_phstart=successSource&usePUBJs=true&pId=699590.

¹⁰ "Man Brings Home The Prosperity: Mini-Center Backer Found Church Led To Road of Success in Restaurant," *The Charlotte Observer*, 20 September 1971, page 11.

also employed local college students, providing on-the-job training that young people could use in their careers. Known for being tough, but fair, John McDonald quickly employed a large staff at McDonald's Cafeteria.¹¹ Although he was the business owner, McDonald could frequently be found cooking, washing dishes, running the register, and greeting customers.¹² Dawn Neal was a waitress at the original McDonalds Cafeteria and started in 1977. She began by bussing tables at 15 and took over a waitressing job from her sister. McDonald originally did not want to hire her, saying she was too young and he had no job openings. When a young Neal pointed out that her sister had just left her post, McDonald hired her. She worked weekends, which she recalled were always busy as it was a very popular establishment. Neal remembers Miss Joan, who worked the register where patrons would order their food and pay. Patrons would then find a table and waitresses quickly brought their food and kept cups full. Although the restaurant was popular, patrons did not stay long. They ate their food and then left to make room for someone else to have the table.¹³

McDonald had a goal of building up the community in which he created his business, largely through the community's youth. In a 1980 interview, McDonald said that "a dependable and steady clientele is not built on low prices only, but on good food, fine service, cleanliness, quality management, and flexibility when it comes to what the community needs."¹⁴ Dawn Neal recalls McDonalds Cafeteria having a family atmosphere. Neal remembers McDonald being very involved with the community and frequently hosting city officials and politicians. While White officials occasionally stopped by, Neal recalls that most customers were Black.¹⁵ Spurgeon Webster, Jr., who grew up near Beatties Ford Road in the 1970s, recalled "Sundays, all our families would go to McDonald's Cafeteria."¹⁶ On a typical day, the cafeteria served breakfast, lunch, and dinner, could boast a menu of such foods as short ribs, corned beef, roast chicken, fried fish, pan-fried liver, pinto beans, macaroni and cheese, carrots, turnip greens, cobbles, and sweet potato pie. Dawn Neal recalls that, by far, the most popular items for sale were the banana pudding and chitlins, which the restaurant was famous for. In fact, McDonald taught Neal an important lesson about the preparation of chitlins; you have to clean them well, and if they smell bad when cooking then don't eat them. In the words of John McDonald, "If somebody is cooking chitlins and they don't smell good, turn around."¹⁷

John McDonald was a pillar of the community who spent much of his life in Charlotte working to develop and uplift African American youth and business in Charlotte. Despite the neighborhood surrounding McDonald's Cafeteria being predominantly African American, many of the businesses in those neighborhoods were not owned by Black individuals. One of the reasons for this was long-standing segregationist policies that discouraged Black-owned businesses. McDonald was able to create his own capital to open McDonald's Cafeteria and began to help revitalize Black businesses in Charlotte.¹⁸ From 1970-1971, McDonald invested nearly \$300,000 of his own money into McDonald's cafeteria and the

¹¹ Interview with Ann Graham on McDonald's Cafeteria, Johnson C. Smith University Archives, <https://soundcloud.com/user-903488555/john-mcdonald-ann-graham>

¹² Oral History Interview with Dawn Neal, conducted by Stewart Gray, 18 July 2021.

¹³ Oral History Interview with Dawn Neal, conducted by Stewart Gray, 18 July 2021.

¹⁴ "McDonald's Cafeteria Charlotte, NC," *Black Enterprise*, October 1980, 92.

¹⁵ Oral History Interview with Dawn Neal, conducted by Stewart Gray, 18 July 2021.

¹⁶ "JCSU Neighborhood History," *History South*, Tom Hanchett, accessed 22 March 2021, <https://www.historysouth.org/jcsu/>

¹⁷ Oral History Interview with Dawn Neal, conducted by Stewart Gray, 18 July 2021.

¹⁸ Interview with Tom Hanchett on McDonald's Cafeteria, Johnson C. Smith University Archives, <https://soundcloud.com/user-903488555/mcdonalds-cafeteria-tom-hanchett>

surrounding minicenter. His actions helped to revitalize the Beatties Ford Road area of the historic West End. In a 1988 interview looking back on his success, John McDonald said “we have to take our money and reinvest it in our own neighborhoods to help create jobs for our people and provide for our own economic base.”¹⁹ John McDonald gave many young people opportunities and was well respected in the Charlotte community. Along with running the restaurant, he was known for teaching his young staff lessons in responsibility. When Dawn Neal wanted to take a weekend off to attend a concert, he reminded her “I gave you a job when you needed it, and now I need you to work this weekend.” Although he even offered to reimburse her for the tickets, she refused and realized that it was her responsibility to fulfill her commitment to McDonald.²⁰

By 1981, McDonald realized a need for more space and broke ground on a larger building at 2812 Beatties Ford Road, near I-85. This new space became a West Charlotte institution. Known for its traditional southern and soul food, McDonald’s Cafeteria was a Black social and political hub in the 1980s and 1990s. With 14,000 square feet to seat 250 and a 300-person banquet room, the new McDonald’s Cafeteria became a popular spot in Charlotte for civic organization and church meetings.²¹ One such example is the Christian Ministers Fellowship, which met at McDonald’s for over a decade. While speaking on the decision to meet at the cafeteria, Reverend Bryant Clancy of Prince of Peace Lutheran Church said “it’s a way of supporting Mr. (John) McDonald’s investment in the community and identifying with it.” Clancy and other members of clergy were there to sponsor and bless a service to commemorate the groundbreaking of the new space.²² Over the years McDonald expanded his space to include the McDonald’s Inn hotel, a franchise of Best Western, in 1988 and an amusement park complex known as Fun City in 1992, which collectively became one of the most successful Black-owned businesses on the West End.²³ Charlotte financial and business leaders saw the development as a catalyst to major economic growth in the Beatties Ford Road corridor.²⁴ In fact, by 1988, McDonald’s Cafeteria was widely regarded as the most popular, non-chain restaurant in the city, visited by celebrities and promoted by convention and meeting planners as a “must see and visit” place in Charlotte.²⁵ Dawn Neal did not work at the new location, but ate there often. She remembers that if it was very busy when she was visiting, John McDonald would come up and ask her to help out when she was finished eating.²⁶

During a charity golf match in October 1995, McDonald died of a heart attack. Decades after his death, the legacy of John McDonald and McDonald’s Cafeteria continues to live on in Charlotte. Many longtime Charlotte residents fondly remember not only the food at McDonald’s Cafeteria, but the community organizing that was able to happen there.

¹⁹ “Achieving Success By Divine Plans,” *The Charlotte Post*, 12 June 1988, page 2C.

²⁰ Oral History Interview with Dawn Neal, conducted by Stewart Gray, 18 July 2021.

²¹ “Ground broken for new McDonald’s Cafeteria,” *The Charlotte News*, 13 February 1981, page 3.

²² “Ministers fellowship explores worldly and spiritual matters,” *The Charlotte News*, 16 April 1982, page 14.

²³ “Black Neighborhoods in Charlotte,” *Charlotte, NC: The Historic West End*, accessed 22 March 2021,

<https://www.westendcharlotte.org/african-american-neighborhoods-in-charlotte>

²⁴ “Achieving Success By Divine Plans,” *The Charlotte Post*, 12 June 1988, page 2C.

²⁵ “Achieving Success By Divine Plans,” *The Charlotte Post*, 12 June 1988, page 2C.

²⁶ Oral History Interview with Dawn Neal, conducted by Stewart Gray, 18 July 2021.

Beatties Ford Road and the Historic West End

McDonald's Cafeteria was a beloved community institution in the Beatties Ford Road neighborhood of Charlotte. Historically, the areas surrounding Beatties Ford Road have had a large African American population. Beatties Ford Road cuts through West Charlotte and is home to such historic African American landmarks as Johnson C. Smith University (one of North Carolina's twelve Historically Black Colleges and Universities), the Excelsior Club (a center of Black social and political activity), West Charlotte High School, and the city's first United House of Prayer for All People (which occupied the former McDonald's Cafeteria space).²⁷ The three-mile thoroughfare cuts through many historically Black neighborhoods of west Charlotte, including Biddleville, Five Points, Dalebrook, Lincoln Heights, McCrorey Heights, Oaklawn Park, Oaklawn Terrace, Seversville, Smallwood, Taylor Avenue, University Park, Washington Heights, Wesley Heights.²⁸ These neighborhoods were places where Black families and businesses flourished and thrived in the years after World War Two.

In the mid-1980s, the city of Charlotte identified the Beatties Ford Road area for redevelopment. Once one of the major minority business districts in the city, the area started seeing decline as many homeowners moved out, shifting the area into primarily tenant occupancy.²⁹ McDonald and community leaders felt as though the McDonald's developments were a major help in revitalizing and responsibly redeveloping the Beatties Ford Road area to once again secure its status as a majority Black owned business district.³⁰ As a hub of the Black community in Charlotte, McDonald's Cafeteria was not only a restaurant, but a center of civic and political work within the African American community. McDonald's became a meeting place for the Black community, where they exercised their abilities to speak and organize into action. It also became a place where White Charlotteans went to engage their Black neighbors and get votes as well as some legendary home-cooked food.³¹ Frequently, White politicians would come to McDonalds to meet with Black community members. Local churches hosted meetings and lunches in the banquet rooms, and local educational institutions were known to frequent McDonald's for school and faculty events. For the historic West End, McDonald's was not merely a restaurant, it was a center of community life.³²

²⁷ "Street Stories," *Creative Loafing Charlotte*, 8 November 2006, accessed 22 March 2021, <https://clclt.com/charlotte/street-stories/Content?oid=2145573>

²⁸ "Black Neighborhoods in Charlotte," *Charlotte, NC: The Historic West End*, accessed 22 March 2021, <https://www.westendcharlotte.org/african-american-neighborhoods-in-charlotte>

²⁹ "Area's good points often overlooked," *The Charlotte News*, 22 April 1983, page 6.

³⁰ "Achieving Success By Divine Plans," *The Charlotte Post*, 12 June 1988, page 2C.

³¹ "Black Neighborhoods in Charlotte," *Charlotte, NC: The Historic West End*, accessed 22 March 2021, <https://www.westendcharlotte.org/african-american-neighborhoods-in-charlotte>

³² "Charlotte Businessman Remembered," *The Charlotte Observer*, 28 October 1995, page 1A.

V. Chain of Title

1. Book 34434 Page 262

- a. Recorded on April 2, 2020
- b. Grantor: Huey M. Rowe-Anderson and Virginia C. Rowe-Anderson
- c. Grantee: E-Fix Development Corp, LLC

2. Book 9315 Page 505

- a. Recorded on September 30, 1997
- b. Grantor: R. Keith Johnson
- c. Grantee: Huey M. Rowe-Anderson and Virginia C. Rowe-Anderson

3. Book 7654 Page 981

- a. Recorded on January 28, 1994
- b. Grantor: McDonald's Mini-Center, Inc.
- c. Grantee: Charlotte Certified Development Corporation

4. Book 2962 Page 185

- a. Recorded on April 18, 1968
- b. Grantor: Thomas W. Keller and Nonie Dell Keller. George V. Keller, Jr. and Mary B. Keller, W. R. Carleton and Margaret K. Carleton.
- c. Grantee: John W. McDonald and Annie H. (Hill is maiden name) McDonald

V1. Finding Aid for Photographs

- Fig. 1: Setting
- Fig. 2: Front (north) elevation facing Lasalle Street
- Fig. 3: Side (east) elevation facing Beatties Ford Road
- Fig. 4: Rear (south) elevation
- Fig. 5: Side (west) elevation facing Taylor Avenue
- Fig. 6: Overhanging eave
- Fig. 7: Glazing
- Fig. 8: Concrete screens
- Fig. 9: Concrete canopy to east
- Fig. 10: Concrete canopy to west
- Fig. 11: Window
- Fig. 12: Brick planter
- Fig. 13: Interior under construction

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“Quality, Price Hard to Beat.” *The Charlotte News*, 11 January 1975, page 24.

“Good Home Cooking for \$2.50,” *The Charlotte News*, 17 March 1977, page 27.

“Cafeteria provides food for pastors’ bodies, souls.” *The Charlotte News*, 26 April 1980, page 6.

“McDonald’s Cafeteria Charlotte, NC,” *Black Enterprise*, October 1980, 92.

Photograph, *The Charlotte News*, 13 October 1981, page 3.

“Ground broken for new McDonald’s Cafeteria,” *The Charlotte News*, 13 February 1981, page 3.

“Ministers join ceremony for McDonald’s Cafeteria,” *The Charlotte News*, 13 February 1981, page 2.

“Open for Business,” *The Charlotte News*, 13 October 1981, page 3.

“McDonald’s Cafeteria in Charlotte,” *The Charlotte Observer*, 5 February 1982, page 14.

“Ministers fellowship explores worldly and spiritual matters,” *The Charlotte News*, 16 April 1982, page 14.

“Area’s good points often overlooked,” *The Charlotte News*, 22 April 1983, page 6.

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<https://www.westendcharlotte.org/african-american-neighborhoods-in-charlotte>

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<<http://landmarkscommission.org/wp-content/uploads/2019/05/modernist-survey-preview.pdf>>.

Oral Interviews

Interview with Ann Graham on McDonald’s Cafeteria, Johnson C. Smith University Archives, <https://soundcloud.com/user-903488555/john-mcdonald-ann-graham>

Interview with Tom Hanchett on McDonald’s Cafeteria, Johnson C. Smith University Archives, <https://soundcloud.com/user-903488555/mcdonalds-cafeteria-tom-hanchett>

Interview with Dawn Neal. Conducted by Stewart Gray, 18 July 2021.

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Photographs

The African American Album: The Black Experience in Charlotte and Mecklenburg County. Vol. 2. Charlotte, NC: Public Library of Charlotte and Mecklenburg County, 1998. Computer optical disc, 4 3/4 in.

VII. Appendix

Appendix 1



Appendix 1: A 1977 photo of McDonald's Cafeteria at its original location on LaSalle Street. "Good Home Cooking for \$2.50," *The Charlotte News*, 17 March 1977, page 27.



Appendix 2: John McDonald, with development business tenants, in front of the original location of McDonald's Cafeteria on LaSalle Street in 1971. "Man Brings Home The Prosperity: Mini-Center Backer Found Church Led To Road of Success in Restaurant," *The Charlotte Observer*, 20 September 1971, page 11.



Appendix 3: Customers wait to be served at the original location of McDonald's Cafeteria on the corner of Beatties Ford and LaSalle St. *The African American Album: The Black Experience in Charlotte and Mecklenburg County*. Vol. 2. Charlotte, NC: Public Library of Charlotte and Mecklenburg County, 1998. Computer optical disc, 4 3/4 in.



Appendix 4: John McDonald, Joe Poage, and Arthur Miller calculate they had cooked more than 72,000 meals. *The African American Album: The Black Experience in Charlotte and Mecklenburg County*. Vol. 2. Charlotte, NC: Public Library of Charlotte and Mecklenburg County, 1998. Computer optical disc, 4 3/4 in.



Appendix 5: Geraldine Powe (center) introduces John Kiser (left) to Joe Martin at McDonald's Cafeteria on Beatties Ford Road. Martin encouraged Charlotteans to have lunch with people of different races. Powe was inspired by Martin's challenge and invited Kiser to join her and her friends for lunch on March 13, 1997. This is just one example of how McDonald's Cafeteria was able to foster community and civic organizing across racial lines to serve as a center of the Black Charlotte community. *The African American Album: The Black Experience in Charlotte and Mecklenburg County*. Vol. 2. Charlotte, NC: Public Library of Charlotte and Mecklenburg County, 1998. Computer optical disc, 4 3/4 in.



Appendix 6: John and Eunice McDonald, at the new McDonald Cafeteria location off Beatties Ford Road, as they announce plans for a major expansion of the restaurant to include a hotel complex. *The African American Album: The Black Experience in Charlotte and Mecklenburg County*. Vol. 2. Charlotte, NC: Public Library of Charlotte and Mecklenburg County, 1998. Computer optical disc, 4 3/4 in.

John McDonald

Appendix 7: John McDonald, photographed at McDonald's Cafeteria on 2 February, 1990. *The African American Album: The Black Experience in Charlotte and Mecklenburg County*. Vol. 2. Charlotte, NC: Public Library of Charlotte and Mecklenburg County, 1998. Computer optical disc, 4 3/4 in.



Appendix 8: John and Eunice McDonald in front of the Best Western McDonald's Inn. 12 June, 1988. *The Charlotte Post*. Page 2C. Johnson C. Smith University Archives.



Appendix 9: The new location of McDonald's Cafeteria at 2812 Beatties Ford Road in 1981. *The Charlotte News*, 13 October 1981, page 3.



Appendix 10: Google street view imagery of the building before its most recent renovation.

VII. Figures

Figure 1: Setting



Figure 2: Front (north) elevation facing Lasalle Street



Figure 3: Side (east) elevation facing Beatties Ford Road



Figure 4: Rear (south) elevation



Figure 5: Side (west) elevation facing Taylor Avenue



Figure 6: Overhanging eave



Figure 7: Glazing



Figure 8: Concrete screens

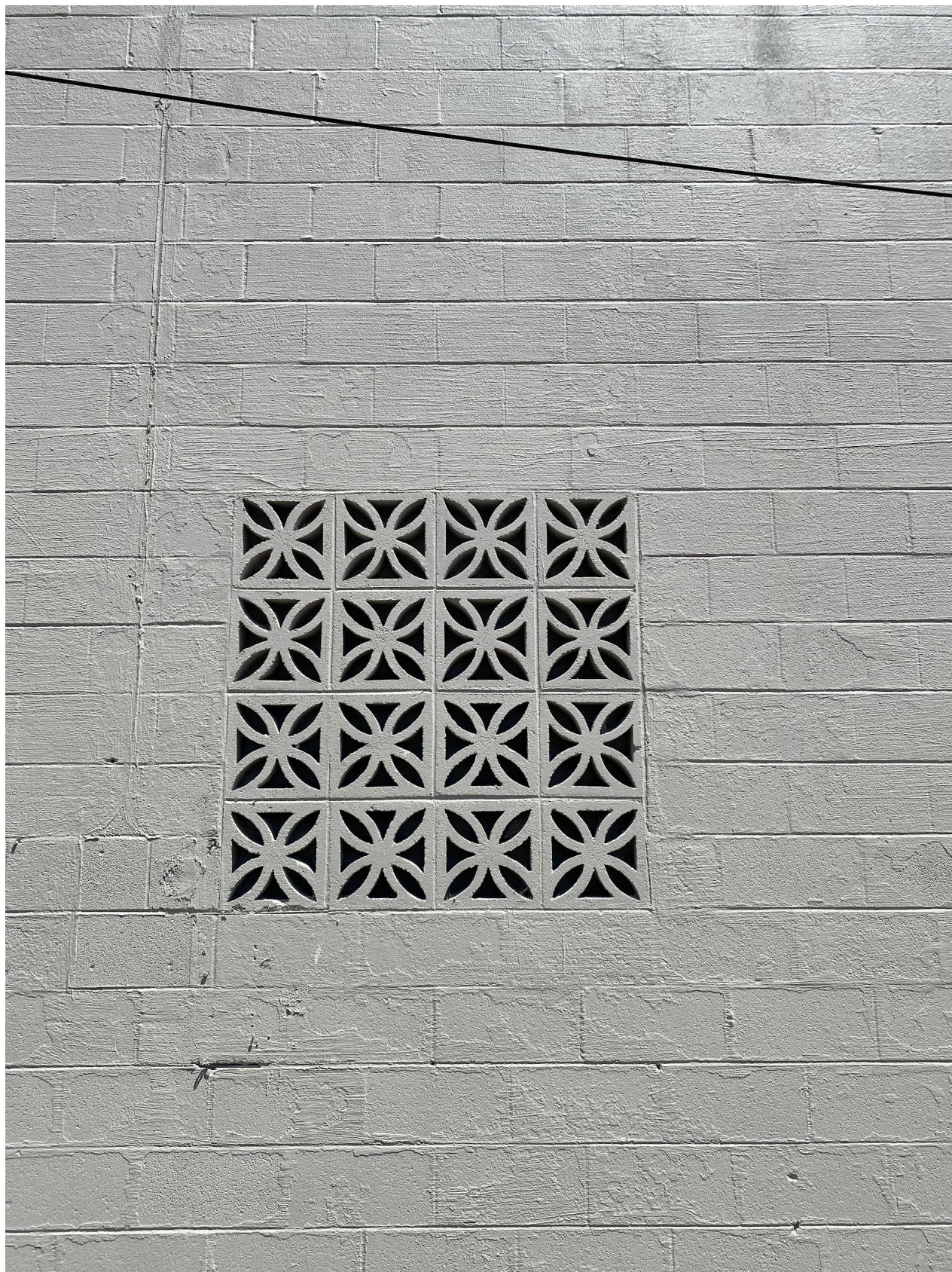


Figure 9: Concrete canopy to east



Figure 10: Concrete canopy to west



Figure 11: Window



Figure 12: Brick planter



Figure 13: Interior under construction

