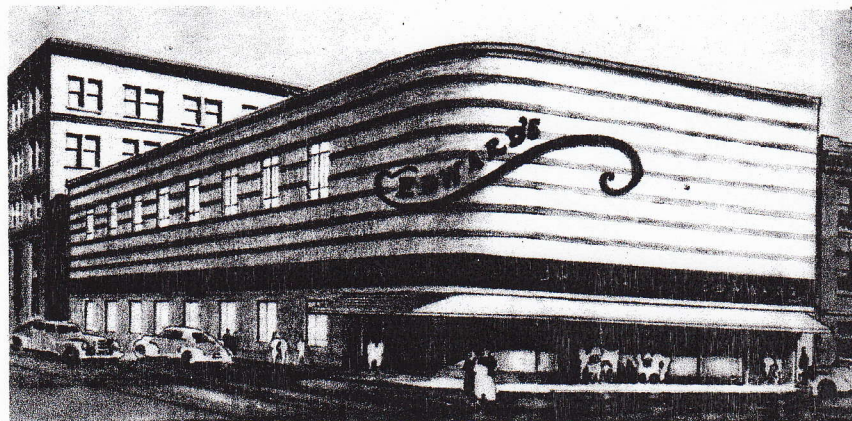


CVF BUILDINGS--S17 KING

NK AZALEA SP. 4/1948



EDWARD'S
"Store of the Thrifty"
**LOOK TO
THE FUTURE!**



Above—Architect's drawing of the modern store now under construction at King and Morris streets (directly opposite our present location). Top inset—Suburban store of EDWARD'S on Reynolds avenue, Naval Base.

**EDWARD'S, AS ALWAYS, KEEPING PACE
WITH CHARLESTON'S GROWTH WILL
SOON OPEN ANOTHER MODERN STORE
IN THE HEART OF THE UPTOWN SHOP-
PING CENTER.**

5¢-10¢-\$1.00 Store
EDWARD'S

CHARLESTON—NAVAL BASE—WALTERBORO—CONWAY—BAMBERG

EP 9-13-79



Thursday 9-13-79

OFFICIAL OPENING — The Edward's store at 517 King St. was officially re-opened and dedicated today. The new owner is Kenneth H. Fox (left). Partici-

pating in the dedication were Mayor Joseph P. Riley Jr. and Edward Kronsberg, founder of the former Edward's chain. (Staff Photo by Creighton)

CVF Bldgs. 517 King St.

BAR wants to keep store swirl sign

Pic 9-21-00 YNE DT

By RON MENCHACA
Of The Post and Courier staff

When is a swirl historic?

When it's on a King Street facade and beloved by residents and preservationists.

The well-known red swirl, which graces the front of the McCrory's building at King and Morris streets, was an original feature of the old Edward's Department Store that operated there for many years.

When the store

changed names in the late 1980s, plans called for the scriptlike Edward's sign to come down. But public outcry saved the familiar swirl design, and today, it remains underneath the McCrory name.

Sentiments at last week's Board of Architectural Review meeting sounded all too familiar when an architect for the building's new owner asked to take down the sign and install windows in its place.

The board gave GreyStar Capital Partners preliminary approval for several lofts on the building's second floor but suggested the developer

come up with a way to keep the swirl.

"You could keep McCrory's (sign) and the people who live there can tell everybody they live in the McCrory's building," suggested Eddie Bello, the city's preservation officer.

The loft plan would maintain the ground floor as retail use and include a covered, 24-space parking lot on the building's west side.

While board members expressed concern about other parts of Greystar's plan, such as replacing the original steel-framed windows and a shed covering the parking area, most talk swirled around the sign.

Jonathan Poston of the Historic Charleston Foundation reminded board members that the city made McCrory's maintain the sign's unique look and said it was only fair that they do it again.

"That building is a tremendous part of the character of upper King Street," Poston said. "It represents the rebirth of King Street in the '40s."

The developer and an architect with LS3P Associates agreed to consider a design that would incorporate the sign, or at least its swirl.

See BAR, Page 3



Staff Photo by Ron Menchaca

A city board last week told a developer who wants to renovate the second floor of the old Edward's Department Store for lofts that he should find a way to keep the building's familiar swirl sign.