

Raleigh Department of City Planning
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Raleigh, NC 27602
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www.raleighnc.gov/planning

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| Fee | _____ |
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| Rec'd By: | _____ |
| Completion Date: | _____ |

(Processing Fee: \$266.00 - valid until June 30, 2011 - Checks payable to the City of Raleigh.)

RALEIGH HISTORIC LANDMARK DESIGNATION APPLICATION

This application initiates consideration of a property for designation as a Raleigh Historic Landmark by the Raleigh Historic Districts Commission (RHDC) and the Raleigh City Council. It enables evaluation of the resource to determine if it qualifies for designation. The evaluation is made by the Research Committee of the RHDC, which makes its recommendation to the full commission which in turn makes its recommendation to the City Council. Procedures for administration by the RHDC are outlined in the Raleigh City Code, Section 10-1053.

Please type if possible. Use 8-1/2" x 11" paper for supporting documentation and if additional space is needed. All materials submitted become the property of the RHDC and cannot be returned. Return completed application to the RHDC office at One Exchange Plaza, Suite 300, Raleigh or mail to:

Raleigh Historic Districts Commission
PO Box 829 Century Station
Raleigh, NC 27602

1. Name of Property (if historic name is unknown, give current name or street address):

Historic Name: William and Georgia Holleman House

Current Name: n/a

2. Location:

Street 311 Calvin Road, Raleigh NC 27603

Address: _____

NC PIN No.: 1704208799 000

(Can be obtained from <http://imaps.co.wake.nc.us/imaps/>)

3. Legal Owner of Property (If more than one, list primary contact):

Name: E. Spencer Parris

Address: 311 Calvin Road

City: Raleigh State: NC Zip: 27603

Telephone No: () () -() Fax No. () () -()

E-Mail: esp@m-j.com

4. Applicant/Contact Person (If other than owner):

Name: Cynthia de Miranda, MdM Historical Consultants (on behalf of owner)

Address: PO Box 1399

City: Durham State: NC Zip: 27702

Telephone No: (919) (906)-(3136) Fax No. () () -()

E-Mail: cynthia@mdmhc.com

5. General Data/Site Information:

Date of Construction and major additions/alterations: 1925 (based on deed and city directory research); rear addition, ca. 1988

Number, type, and date of construction of outbuildings: none

Approximate lot size or acreage: .21 acres

Architect, builder, carpenter, and/or mason: Sears Catalog House: 1922 Americus model

Original Use: dwelling

Present Use: dwelling

6. Classification:

A. Category (check all that apply):

Building(s) ☒ Structure ☐ Object ☐ Site ☐

B. Ownership

Private ☒

Public ☐ Local ☐ State ☐ Federal ☐

C. Number of contributing and non-contributing resources on the property:

| | Contributing | Noncontributing |
|------------|--------------|-----------------|
| Buildings | 1 | 0 |
| Structures | 0 | 0 |
| Objects | 0 | 0 |

D. Previous field documentation (when and by whom): Cameron Park Historic District NR Nomination, 1985, by Marilyn Dutton and Charlotte V. Brown

E. National Register of Historic Places Status:

Check One:

| | |
|--|--|
| Entered <input checked="" type="checkbox"/> Date: 1985 | Nominated <input type="checkbox"/> |
| Determined Eligible <input type="checkbox"/> Date: | Determined Not Eligible <input type="checkbox"/> Date: |
| Nomination Not Requested <input type="checkbox"/> | Removed <input type="checkbox"/> Date: |
| Significant changes in integrity since listing should be noted in section 10.B. below. | |

7. Reason for Request: To ensure preservation of architectural fabric; to reduce property tax burden.

8. Is the property income producing? Yes ☐ No X

9. Are any interior spaces being included for designation? Yes ☐ No X

10. Supporting Documentation (Attach to application on separate sheets. Please type or print):

A. Photographs/Slides:

At least *two sets of current exterior archival-grade photographic prints* (minimum print size 5"x7") of all facades of the building and at least one photo of all other contributing and non-contributing resources. If interior spaces of the property are being considered for designation, please include two sets of photos for these features. Prints may be created by using archival-grade black and white film photography and processing or digital photography. The minimum standard for a digital print is 5x7 at a resolution of 300 pixels per inch (ppi). This translates into a pixel dimension of 1950 x 1350. Digital images must be printed with an acceptable ink and paper combination as determined by the National Park Service Go to: <http://www.nps.gov/history/nr/publications/bulletins/photopolicy/index.htm>. All photographs must be labeled with the name of the structure, address and date the photograph was taken with pencil or archival-approved photo pen. In addition to prints, all digital images should be submitted on a CD-R in TIF format. Any additional exterior or interior views and views of other structures on the property (color, black and white, or slides) will be helpful.

B. Boundary Map:

Please include a map showing the location of the property. A sketch map is acceptable, but please note street names and number. Any other structures on the property should also be shown. Please include a "North" arrow. Map should be no larger than 11" x 17". A tax map with boundaries marked is preferred, which can be found at: <http://imaps.co.wake.nc.us/imaps/>.

C. Architectural Significance:

Describe the property, including exterior architectural features, additions, remodelings, and alterations. Also describe significant outbuildings and landscape features. If the owner is including interior features in the nomination for the purpose of design review protection; describe them in detail and note their locations. Include a statement regarding the architectural significance of the property.

D. Historic Significance:

Note any significant events, people, and/or families associated with the property. Include all major owners. Note if the property has ever been recorded during a historic building survey by the City of Raleigh or by the NC State Historic Preservation Office. If so, who and when? (See application item 6.D.) Please include a bibliography of sources. Information regarding prior designations can be found by contacting the Survey and Planning Branch of the NC State Historic Preservation Office (NCSHPO) at 919-807-6570, 919-807-6573 or at: <http://www.hpo.dcr.state.nc.us/spbranch.htm>.

E. Special Significance Summary:

Include a one to two paragraph summary of those elements of the property that are integral to its historical, prehistorical, architectural, archaeological, and/or cultural importance.

A. Photographs: All photos taken in May 2013, by the author.



Holleman House, 311 Calvin Road, facade and front yard, view N



Holleman House, 311 Calvin Road, porch and eave details, view NW



Holleman House, 311 Calvin Road, facade (L) and east elevation (R)



Holleman House, 311 Calvin Road, east elevation, view SW of NE corner of original house with rear addition at R



Holleman House, 311 Calvin Road, east elevation, view SW of rear addition



Holleman House, 311 Calvin Road, rear elevation



Holleman House, 311 Calvin Road, rear elevation

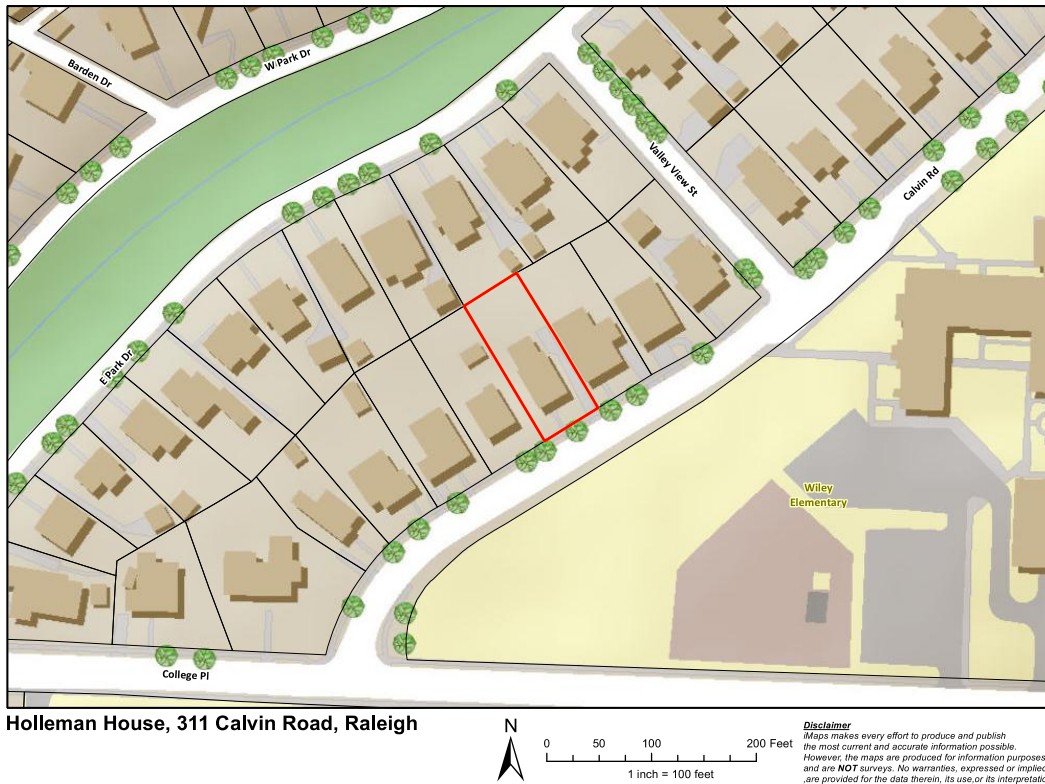


Holleman House, 311 Calvin Road, west elevation, view SE of rear addition



Holleman House, 311 Calvin Road, west elevation and streetscape, view NE

B. Boundary Map



William and Georgia Holleman House, 311 Calvin Road, Raleigh, NC
Tax Map courtesy of City of Raleigh and Wake County iMaps System

C. Architectural Significance

The 1925 William and Georgia Holleman House at 311 Calvin Road is an excellent, intact example of a Sears catalog house. The model is the Americus, a modified foursquare dwelling with Craftsman-style detailing. The Americus fits well within the Cameron Park Historic District, which has a rich variety of residential architectural styles popular in the first third of the twentieth century in American suburbs.

Property Description

Perched on the north side of Calvin Road near the southeast corner of the Cameron Park Historic District, the Holleman House overlooks a tree-dotted lawn at the back of Wiley Elementary. The 1926 school is also in the district. Calvin Road is a single-block, slightly curvilinear street. The early-twentieth-century dwellings that stand closely spaced along its north side are one- to two-stories tall with brick or weatherboard exteriors. Their front porches are close enough to the concrete sidewalk to foster neighborly interaction among residents.

The Holleman House is a modified Craftsman foursquare with a brick exterior, hipped roof, one-over-one double-hung wood windows, and a full-width front porch. The deep eaves at the main roof are boxed and lack brackets or other ornament. Windows appear singly and, especially at the facade, in pairs. A soldier-brick beltcourse interrupts the common-bond brick veneer to circle each floor at the height of the windows, merging with the soldiers that form the windows' lintels. Similarly, the brick sills extend and wrap around the dwelling as a bull-header beltcourse at the second story. Another course of soldier bricks finishes the bottom edge of the porch posts as well as the brick veneer. Below, stucco covers the exposed basement walls at the sides and rear of the house.

Embellishments at the porch belie the overall decorative simplicity of the dwelling. Porch posts comprise pairs and trios of columns, slender and squared, atop brick piers finished with concrete caps. Flat wood ties with faceted ends unite pairs by piercing their midsections. The design connects the posts physically while keeping the composition light and open. Quarter-round molding finishes the tops and bottoms of the posts. Triangular wood blocks create capitals, adding a flared profile to the reductive design. Directly above each post, curved brackets appear in trios under the wide porch eave. Between posts, the porch fascia is peaked and features a small faceted pendant at the high midpoint. Below, the porch rail has squared balusters and a molded handrail typical of Craftsman houses, with additional detailing at the center of each railing span. There, a wider space between the centermost balusters provides room for a flat wood tie, similar to those at the porch posts, to join the verticals and bring a horizontal element to the composition.

The sheltered front entrance is at the left side of the facade, sharing its bay with a single window. All windows are wood replacements, and the door—a partially glazed single-leaf—is also a replacement. The right side of the facade projects slightly at both the first and second stories. Paired windows pierce both bays, as

well as the left bay on the facade's second story. Along the side elevations, windows more often occur singly. Single windows flank an exterior chimney at the west side.

The small front yard is flat and at street level, but the land slopes down from there to the back of the parcel, exposing more of the basement toward the north end. A ca. 1988 addition is appended across much of the rear elevation. It mimics the spare architectural details and forms of the original: the hipped roof, broad boxed eaves, common-bond brick, and decorative brick beltcourses. Windows in the addition are double-hung but differentiated from the original fenestration pattern by size and placement. At the rear of the addition, a Palladian-style window grouping is centered at the first floor, while a trio of double-hung windows below a round-arched attic vent at the second story echoes the composition below. The basement, which houses a garage accessible on the east side through a modern overhead lifting door, is completely exposed at the rear. A few six-over-six double-hung windows light the basement in the original structure; one-over-one windows light the basement garage. A concrete driveway leads from the street along the east side of the house to the garage entry at the rear addition.

Three side entrances are on the west elevation. One is at the west end of the original rear elevation with a replacement door and set of stairs leading to an uncovered stoop; it enters the original space of the house at a landing halfway down the stair to the basement. The second is in the south end of the rear addition's west elevation at the first floor level. It features a covered stoop and a stair extending to grade northwards along the west side of the house. The stair and stoop railing mimic elements of the original porch railing, mixing horizontal wood ties with wood balusters. A third door leads out from the garage, also at the south end of the addition's west side. A slate patio fills the north end of the side yard, complementing these side entrances.

Interior decoration is generally modest with some Craftsman elements. The living room features a brick-and-stucco fireplace with a stone mantel; the entire composition has been painted white. Doors are two-panel wood set into simple architraves typical of the period with a molded lintel. A staircase to the second floor is at the northwest corner of the living room, and turns to the east after a low landing. The original floor plan is basically intact, featuring a living room, dining room, a breakfast room, and kitchen at the first floor and three bedrooms and a bathroom at the second. The breakfast room does not appear in the Americus plans; in this house, the space may have originally been a butler's pantry. The bathroom has been slightly reconfigured to allow access from a bedroom rather than from the hall. A second bathroom, accessible from the hall, is in the addition, as well as a fourth bedroom, a laundry room, and, downstairs, a family room and powder room. The latter may use the opening of the dwelling's original back door.

Changes to the house, overall, have a minimal effect on its architectural integrity. The windows and exterior doors, as mentioned are replacements, but they are in keeping with the style of the house. Catalog illustrations of the Americus model

show one-over-one windows and a glazed single-leaf door. The major identifying elements of the house—the massing and the Craftsman porch detailing—are intact. The addition, meanwhile, is not at all visible from the street except when viewed obliquely from the east side, thanks to the driveway that puts space between the house and its neighbor to the east. The addition is, in terms of materials, massing, and detailing, in keeping with the original house as well as easily recognizable as later work. Changes to the floor plan are likewise small enough that the characteristic elements of the Americus floor plan are readily apparent.

Architectural Context

Cameron Park, one of Raleigh's first early twentieth-century residential neighborhoods, was developed to provide housing for upper-middle-class white families. The neighborhood was built in two sections: the first opened for sale in 1910 and the second seventeen years later. A wide variety of architectural styles popular in the first decades of the twentieth century are present in the district, including Classical Revival, Georgian Revival, Colonial Revival, and Craftsman. Initially, the neighborhood was home predominantly to local businessmen and their families, although some professionals and professors also chose to live in the new neighborhood. Cameron Park Historic District was listed in the National Register of Historic Places in 1985.

At the same time that houses were going up in Cameron Park, kit homes were becoming popular across the United States. As detailed in Jennifer Carpenter's "Raleigh's Kit Homes: A Brief Historical Context and Argument for Landmark Designation," kit homes were used throughout Raleigh's early twentieth-century suburbs, including in Cameron Park. About fifty dwellings in Raleigh have been identified as kit houses; not all are eligible for landmark designation, of course, due mainly to issues with architectural integrity. A strong case can be made for landmark designation for houses that maintain architectural integrity; can be authenticated as kit homes; are excellent examples of a kit home model—preferably a rarely built model—and are located in one of Raleigh's early twentieth-century suburbs.¹

The Holleman House meets nearly all of these criteria. Rosemary Thornton, a kit house expert, personally identified the Holleman House as a Sears Americus design. Despite changes to windows and doors and the rear addition, the house retains its overall architectural integrity. It remains easily identifiable as a Sears Americus due to the intact porch detailing and overall form—the distinguishing characteristics of the Americus model. While the original window type is not documented at this house, images of the Americus show one-over-one windows with a full-light glazed

¹ Jennifer Carpenter, "Raleigh's Kit Homes: A Brief Historical Context and Argument for Landmark Designation," prepared for the Raleigh Historic Development Commission, 2013, accessed online June 14, 2013, at http://www.rhdc.org/sites/default/files/Kit%20Homes%20Context_Landmark%20Designation%20Criteria.pdf.

front door. The Americus, being a Sears kit house, may not have been a rarely built model, but the Holleman House is an excellent and intact example of it in one of Raleigh's early twentieth century suburbs. The house therefore meets the criteria for landmark designation, as recommended by Carpenter's context report.

D. Historic Significance

The Southern Insurance and Realty Company first sold the parcel at 311 Calvin Road (then called Ridgecrest) in 1924 to A. J. and Della Maxwell. It seems to have been an investment: Maxwells, who had been living in Cameron Park at 123 Park Drive since at least 1921, purchased the parcel next to 311 Calvin as well. Deed restrictions in Cameron Park indicated that a dwelling must cost at least \$3,000 and be built at a 20-foot setback from the street.²

Several months later, in March 1925, the Maxwells sold the 311 Calvin Road parcel to William and Georgia Holleman for just \$100. Prices for the lots had dropped as more suburban neighborhoods opened—particularly the tony Hayes Barton development, which competed directly with Cameron Park for upper-middle class white families. The Maxwells, in fact, moved at this time from Park Drive to Cowper Drive in Hayes Barton. The Hollemans likely built the house right away, as they are listed for the first time at 311 Calvin Road in the 1925 Hill's Raleigh City Directory. In 1933, the Hollemans borrowed \$6,500 through a deed of trust with E. B. Thomason and L. O. Lohmann; they defaulted on the loan by 1933 and lost the house. Thomason and Lohmann sold the house to CTH Corporation for \$5,000.00. Three years later, Mary B. Garrison purchased the property and retained ownership until 1953, when she sold it to Daniel and Julia Hartigan. The Hartigans owned the house throughout the remainder of the historic period. The current owner purchased the property in 2009.³

William Holleman was a salesman. Born in South Carolina, he lived in Raleigh as early as 1915, when he was working as a travelling salesman and living at 217 W. Edenton. He and Georgia were the parents of a teenaged daughter, Mary, when they built the house on Calvin Road. He was, at that time, a manager at a local outlet of Armour & Company, a meat and provisions wholesaler.⁴

² Southern Insurance and Realty Company, et als., to A. J. Maxwell, June 25, 1924, Deed Book 448, page 379.

³ A. J. and Della Maxwell to Georgia Frances Holleman, March 9, 1925, Deed Book 457, page 532; William and Frances Holleman to E.B. Thomason and L. O. Lohmann, April 2, 1928, Deed Book 549, page 164; E. B. Thomaston, Trustee, to CTH Corporation, July 8, 1933, Deed Book 655, page 140; CTH Corporation to Mary B. Garrison, August 28, 1936, Deed Book 723, page 507; Mary B. Garrison to Daniel J. and Julia J. Hartigan, April 4, 1953, Deed Book 1115, page 310; Johnathan Drew and Debra Ann Smith Sasser to E. Spencer and Marilyn Forbes Parris, October 30, 2009, Wake County Register of Deeds, viewed online at <https://rod.wakegov.com/index.aspx?page=63>, accessed May 21, 2013; Hill's Raleigh City Directory, 1924 (Richmond: Hill Directory Company, 1924), viewed online at www.library.digitalnc.org, on May 22, 2013.

⁴ United States of America, Bureau of the Census. *Fifteenth Census of the United States, 1930*. Washington, D.C.: National Archives and Records Administration, 1930. T626, 2,667 rolls, viewed

Sears published the Americus model in kit home catalogs for six different years in the 1920s: 1921, 1922, 1925, 1926, 1928, and 1929. The kit also appeared in the larger Sears catalog. In 1922, the Americus kit base model cost \$1,924; upgrades could bring the price as high as \$2,173. The floor plan and exterior appearance have some differences to the Holleman House. The 1922 Americus kit as published lacks a fireplace, but shows an interior furnace chimney rising through the house in the back section, near one of the side walls. The fenestration on the east side of the Holleman House has a slightly different arrangement than the catalog illustration, and the catalog model lacks a butler's pantry or other space between the dining room and kitchen. The exterior as shown in the 1922 catalog had weatherboard siding, and the porch piers are tapered in section and stuccoed. The projecting bay at the facade is only at the second story, and the porch roof in the catalog version is a shed rather than a hip. All other porch details match the Holleman House closely. The eave brackets are seen at the main roof as well as at the porch in the catalog illustration.⁵

Because the deed restrictions in Cameron Park required a house costing a minimum of \$3,000, it is not surprising to see the change to brick as the exterior material. Sears never supplied brick with its kits, so it was not an offered upgrade; the fireplace is likewise not mentioned in the upgrades for the model. Both may have been selected by the Holleman's or their builder in order to get the cost of the house up to the deed restriction minimum. The slight changes to the plan make it likely that a builder erected the Holleman House from modified plans rather than the owners themselves from a full kit that they altered. Other differences are likely the result of later changes to the house; many homeowners have replaced windows and doors and remodeled kitchens and bathrooms in houses of this vintage.

E. Special Significance Summary

The William and Georgia Holleman House is architecturally significant as an excellent and intact example of a kit house in an early twentieth-century Raleigh suburb. The house is a Sears Americus model, and it retains the distinctive porch detailing, overall massing, and floor plan of the Americus model. Such examples of kit homes in Raleigh reflects a significant construction trend in the growth of Raleigh's residential areas for middle-class whites in Raleigh in the first decades of the twentieth century. Granting landmark designation to such kit home examples will aid in the documentation and preservation of this important historic building type in Raleigh's history.

online at www.Ancestry.com on June 14, 2013; Hill's Raleigh City Directories, 1915-1916 and 1924 (Richmond: Hill Directory Company), viewed online at www.library.digitalnc.org, on May 22, 2013.

⁵ Historic Homes, Sears Archives webpage, "Home Listings by Date,"

<http://www.searsarchives.com/homes/bydate.htm> and "Sears Americus,"

http://www.searsarchives.com/homes/images/1927-1932/1928_p13063.jpg, accessed June 14, 2013.

Bibliography

Carpenter, Jennifer. "Raleigh's Kit Homes: A Brief Historical Context and Argument for Landmark Designation." Prepared for the Raleigh Historic Development Commission, 2013, viewed online June 14, 2013, at http://www.rhdc.org/sites/default/files/Kit%20Homes%20Context_Landmark%20Designation%20Criteria.pdf.

Hill's Raleigh City Directories, 1915-1916 and 1924. Richmond: Hill Directory Company, 1924. Viewed online at www.library.digitalnc.org, on May 22, 2013.

Historic Homes, Sears Archives webpage, <http://www.searsarchives.com/>, viewed June 14, 2013.

United States of America, Bureau of the Census. *Fifteenth Census of the United States, 1930*. Washington, D.C.: National Archives and Records Administration, 1930. T626, 2,667 rolls, viewed online at www.Ancestry.com on June 14, 2013.

Wake County Register of Deeds. Various deeds viewed online at <https://rod.wakegov.com/index.aspx?page=63>, accessed May 21, 2013.