

(Oct. 1990)

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Holly Avenue Historic District

other names/site number _____

2. Location

street & number Roughly bounded by Broad and Marshall Streets, Holly Avenue and Business I-40 Not for publication

city or town Winston-Salem vicinity

state North Carolina code NC county Forsyth Code 067 zip code 27101

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set for in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant

nationally statewide locally. (See continuation sheet for additional comments.)

[Signature] SHPO 3/5/02
Signature of certifying official/Title Date

North Carolina Department of Cultural Resources
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See Continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

entered in the National Register.

See continuation sheet

determined eligible for the National Register.

See continuation sheet

determined not eligible for the National Register.

removed from the National Register.

other,

(explain:)

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property

(Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property

(Do not include previously listed resources in count.)

Contributing	Noncontributing	
115	20	buildings
1	0	sites
0	0	structures
0	0	objects
116	20	Total

Name of related multiple property listing

(Enter "N/A" if property is not part of a multiple property listing.)

n/a

Number of Contributing resources previously listed in the National Register

n/a

6. Function or Use

Historic Functions

(Enter categories from instructions)

DOMESTIC/single dwelling

DOMESTIC/multiple dwelling

COMMERCIAL/grocery store

RELIGION/religious facility

LANDSCAPE/natural feature

Current Functions

(Enter categories from instructions)

DOMESTIC/single dwelling

DOMESTIC/multiple dwelling

COMMERCIAL/business

COMMERCIAL/restaurant

RELIGION/religious facility

LANDSCAPE/natural feature

7. Description

Architectural Classification

(Enter categories from instructions)

LATE VICTORIAN/Queen Anne

LATE VICTORIAN/Italianate

LATE 19TH AND 20TH CENTURY

REVIVALS/Colonial Revival

LATE 19TH AND 20TH CENTURY AMERICAN

MOVEMENTS/Bungalow/Craftsman

Materials

(Enter categories from instructions)

foundation Brick

walls WOOD/weatherboard

WOOD/shingle

roof METAL/tin

other BRICK

CONCRETE BLOCK

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is: n/a

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** moved from its original location.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property
- G** less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

Community Planning and Development
Architecture

Period of Significance

C. 1885 – 1952

Significant Dates

C. 1885

Significant Person

(Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

Blum, Peter. builder
McIver, Irvin, builder

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- Previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering

Primary location of additional data:

- State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local Government
- University
- Other

Name of repository:

Holly Avenue Historic District
Name of Property

Forsyth Co, NC
County and State

10. Geographical Data

Acreage of Property Approximately 59 acres

UTM References

(Place additional UTM references on a continuation sheet.)

1	<u>1</u> <u>7</u>	<u>5</u> <u>6</u> <u>7</u> <u>1</u> <u>8</u> <u>0</u>	<u>3</u> <u>9</u> <u>9</u> <u>4</u> <u>7</u> <u>8</u> <u>0</u>
	Zone	Easting	Northing
2	<u>1</u> <u>7</u>	<u>5</u> <u>6</u> <u>7</u> <u>2</u> <u>4</u> <u>0</u>	<u>3</u> <u>9</u> <u>9</u> <u>4</u> <u>3</u> <u>4</u> <u>0</u>

3	<u>1</u> <u>7</u>	<u>5</u> <u>6</u> <u>7</u> <u>0</u> <u>4</u> <u>0</u>	<u>3</u> <u>9</u> <u>9</u> <u>4</u> <u>2</u> <u>6</u> <u>0</u>
	Zone	Easting	Northing
4	<u>1</u> <u>7</u>	<u>5</u> <u>6</u> <u>7</u> <u>4</u> <u>1</u> <u>0</u>	<u>3</u> <u>9</u> <u>9</u> <u>4</u> <u>3</u> <u>4</u> <u>0</u>

See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Sarah Woodard

organization David E. Gall, AIA, Architect date December 7, 2001

street & number 938 West 4th Street telephone 336-773-1213

city or town Winston-Salem state NC zip code 27101

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name _____

street & number _____ telephone _____

city or town _____ state _____ zip code _____

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*)

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

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7. Description

Foundation

STONE/granite
CONCRETE BLOCK

Walls

ASPHALT
ASBESTOS
STUCCO
WOOD/OTHER/German siding

Roof

ASPHALT

Narrative Description

The Holly Avenue Historic District is comprised of fifty-nine acres in an approximately twelve-block area. The district is an urban residential area with narrow lots on which houses are generally located about twenty-five feet back from the street. Homes are one- and two-stories in height, while three- and four-story apartment buildings are found throughout the district. The district is bounded on the north by Holly Avenue; on the east by Poplar, Spruce, and Marshall streets; on the south by Interstate 40 and First Street; and on the west by Broad and Spring streets.

Located on the western side of downtown Winston-Salem, the Holly Avenue Historic District developed on the rolling, and sometimes steep, hills between downtown and the 1891 West End subdivision (NR, 1986). One of the most important factors in the history of the neighborhood has been the landscape. At the heart of the district are springs which were used by the eighteenth century Moravian settlers as a water source for the town of Salem, south of the district. Steep hills descend to these springs on all sides, creating a bowl-shaped area. The boundary for the district essentially runs along the rim of this bowl.

Particularly from the western, northern, and eastern sides of the bowl, the land plunges down to the springs, creating the lowest point in the district at the intersection of Shady Boulevard and First Street, where the branch from the springs passes under First Street. Overall, the district slopes down from north to south, with the north-south streets generally following this slope. First and Second streets follow the undulating topography down to the springs and back up. Holly Avenue is the district's northernmost street and lies near the top of a ridge that forms

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the northern rim of the bowl. Fourth and Fifth Streets, further to the north and outside the district's bounds, lie along this ridge's plateau.

North of the district are Fourth and Fifth streets with a mix of commercial and religious buildings and two or three early twentieth century houses and apartment buildings. To the east is the business district of downtown Winston-Salem. Interstate 40, the eighteenth century town of Salem (NR, 1966), and a mix of residential and commercial buildings lie to the south. West of the district is Broad Street, which is a commercial corridor, beyond which is the residential area of West End.

Both the steep topography and the town of Salem's desire to protect the springs as a water source made the district less desirable for commercial or residential development. This changed as other water sources were utilized and the successful development of West End and Washington Park (NR, 1992) in the late nineteenth century proved that people wanted to live in naturalistic settings that took advantage of topography and stately trees. Thus, in 1903, with fairly dense development nearly surrounding it and no need to continue protecting the springs as a water source, the Moravian congregation subdivided the property around the springs. This tract, known as the Reservation, was bounded by Holly Avenue, Poplar, Spring, and First streets. On this parcel, they laid out Shady Boulevard in the flood plain of the creek running from the springs, and Second Street was extended from Poplar to Spring Street, as was Holly Avenue.

A variety of late-nineteenth and early twentieth century styles are to be found in the Holly Avenue Historic District. Queen Anne and early Colonial Revival homes were constructed through the early 1900s. From the 1910s through the 1930s, bungalows with Craftsman and Colonial Revival details became the common styles. After World War II, Minimal Traditional with stripped-down Colonial Revival detailing became the standard and was most commonly applied to the district's post-war apartment buildings. Most houses have an irregular footprint and front porches. One and two-story houses occur with roughly equal frequency. Apartment buildings, a common building type in the district throughout the period of significance, were usually two-stories in height with rectangular footprints. Those dating from before World War II were oriented with their narrow ends facing the street. Like houses, they featured Colonial Revival and Craftsman details and porches. Post-war apartment buildings have their long sides facing the street. They are Minimal Traditional in style and do not have porches.

Clusters of homes dating from the early 1900s can be found along Holly Avenue, Spring, and Poplar streets, essentially along the edges of the bowl. Concentrations of homes from the early 1910s are found south of First Street. Along Shady Boulevard, most homes date from the mid-1910s. Post-war housing stock is scattered about evenly throughout the district.

Between 1900 and 1930, seventy-nine percent of the district's resources were built. The

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peak of construction occurred between 1906 and 1910. During that four-year period, nineteen percent of the district's resources were built. Several apartment buildings were constructed during the 1940s and early 1950s, but very few single-family dwellings were built between 1931 and 1951. In the 1950s, a few buildings were constructed, but since that time, there has been only scattered building, some of which resulted in the demolition of historic buildings.

The earliest homes in the district date from the late 1880s and early 1890s, and were located on the perimeter of the Reservation. The three oldest homes are the c. 1885 Henry Case House on South Poplar Street, the James Jessup House (c. 1889) at 134 Spring Street, and the c. 1890 house at 127 Broad Street. The Case House is a gable front, side passage, two-story house with Italianate details. The Jessup House is a two-story I-house with minimal Italianate references. The house on Broad Street has a hip roof and continuous pent roofs on the gable ends. All three homes can be seen on the *1891 Bird's Eye View of Winston and Salem*.

Today, only thirteen homes in the district date from before the 1903 subdivision of the Reservation. Only eight of those date from the nineteenth century, but the *1891 Bird's Eye View* shows thirty-seven homes within the district's bounds, most of which were south of First Street. Most of the homes seen in this illustration were torn down in the 1910s and 1920s as the subdivision of the Reservation attracted homeowners of greater means. Similarly, the 1888 Calvary Moravian Church was replaced by the current building in 1923. On the eastern edge of the district, the houses shown on Marshall Street in 1891 were lost to commercial development and multi-family housing. Similar changes occurred on Broad Street at the district's western edge. Houses on the district's southern edge were demolished in the early 1950s during construction of the East-West Expressway (today's Business Interstate-40).

There are numerous outbuildings throughout the neighborhood, most of which are garages. The most stylish outbuilding in the district is the Kapp Carriage House (**8a**) located at 642 Holly Avenue. The Kapp House has been demolished, but the c. 1904 carriage house remains. The structure has three arched bays, a tile roof, and stucco and pebbledash walls. The Henry Foltz barn (**18a**) at 622 West Second Street is another interesting outbuilding. This barn dates from the construction of the Foltz House in 1906 and is one of Winston-Salem's few examples of an urban barn. The building has a jerkinhead roof and board-and-batten siding. Another outbuilding example is the unusual two-story garage and apartment located behind the Walker House (**93a**) at 115 North Poplar. This building was constructed c. 1918 from rusticated concrete blocks. The hip roof building is extremely narrow with a garage bay in the short end of the building. A door is located on the second floor of the sidewall, indicating that at one time, the building had an exterior flight of steps. More typical are small, gabled, one or two bay garages dating from the 1910s to the 1950s. One such garage is the c. 1920 structure located behind 653 West Second Street (**15a**). This small building has clapboard siding and exposed

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the building had an exterior flight of steps. More typical are small, gabled, one or two bay garages dating from the 1910s to the 1950s. One such garage is the c. 1920 structure located behind 653 West Second Street (15a). This small building has clapboard siding and exposed raftertails.

The most prominent non-residential building is Calvary Moravian Church (4) on the corner of Holly Avenue and North Poplar Street. Calvary Moravian and Salem Baptist Church, which is not in the district, were the religious and social centers of the neighborhood, and today, the Calvary Moravian Church dominates the neighborhood. Executed in the Moravian mode of Colonial Revival in 1923, the brick building has a Moravian bonnet over the entrance, arched windows, and small, gabled dormers. The classically inspired steeple has pediments on all four sides and is capped by a low dome. Housed in the steeple is the clock from the tower of the original Winston City Hall, which was torn down in 1926.

Another non-residential building is the Green Front Grocery (c. 1937, 46), a small, gabled, brick, Colonial Revival store at the corner of First and Broad Streets. T. R. Brann's store (c. 1921, 100) on South Poplar Street is also extant. This local gathering spot is a small, gable front building that has lost much of its integrity. Other neighborhood stores were scattered throughout the area, but no others are standing.

Intrusions in the neighborhood have occurred in the form of businesses along South Marshall and Broad streets. Parking lots serving downtown offices have also infringed on the neighborhood's edges. Although apartment buildings and duplexes were historically located in the neighborhood, a small number of larger buildings were constructed in the 1970s and 1980s throughout the district.

Today the area and the district are known as the Holly Avenue Neighborhood. The origins of this name remain unclear, though the neighborhood association took the name when it was formed more than twenty years ago. Older, lifelong members of the community do not recall a specific name for their neighborhood, but the area's largest homes as well as Calvary Moravian Church, were located on Holly Avenue.

The district contains a total of 136 resources, of which 116 (eighty-five percent) are contributing. Of these, eighty-six are houses, most of which were constructed in the 1910s and 1920s. Seventy-seven of these houses are contributing; eight are non-contributing. Apartment buildings and duplexes account for twenty-seven of the resources. Eighteen of these are contributing and nine are non-contributing. Resources also include thirteen contributing outbuildings and two non-contributing outbuildings, most of which are garages. There are five non-residential buildings, of which two are contributing and three are non-contributing.

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Inventory list

This list is arranged by street. Streets running east-west are listed first from north to south, followed by streets running north-south which are listed west to east. Inventory numbers are assigned by block face in ascending order of the resources' street numbers. On east-west running streets, block faces on the north side of the street are listed first. On north-south streets, block faces on the west side of the street are listed first.

Each resource is designated as "contributing" or "non-contributing" to the historical and architectural integrity of the district. Resources are considered contributing if they were constructed during the district's period of significance, circa 1885 to 1952. Resources constructed during the period of significance must also maintain sufficient architectural integrity. Non-contributing resources either date from after the period of significance, or they have been significantly altered so that they no longer appear as they did historically.

Names given to the resources are based on city directory research. They are the names of the earliest known occupants, even if they were renters rather than owners. Dates are based on city directory research, Sanborn insurance maps, the 1891 bird's eye view map of Winston and Salem, and in some cases, information from current owners.

Holly Avenue

North Side of 600 Block

1. 643 Holly Avenue

W. H. Turner House **contributing** **c. 1907**

The Turner House is a two-story, brick Colonial Revival house with a hip roof and a battered hip dormer sheathed in slate shingles. The full-width shed porch has a central pediment over the entrance with half-timbering in the pediment. Windows are eight-over-one, and tripartite windows are composed of one twelve-over-one window with six-over-one sidelights. The entrance has a leaded transom and sidelights. The house also has a porte cochere. Turner was the treasurer and manager of Twin City Wood Co.

vacant lots (parking)

2. 663 Holly Avenue

Charles C. Vaughan House **contributing** **c. 1891**

The Vaughan House is a two-story Queen Anne house with a hip roof and projecting gables. One gable has a polygonal bay on the first floor and brackets at the corners of

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the second floor. Wall materials include German siding on the first floor and shingles on the upper floor, with decorative shingles in the gable ends. Windows are two-over-two. The double leaf entry has a small transom. The house retains a pressed metal shingle roof. Vaughan was a bookkeeper.

3. 669 Holly Avenue

W. A. Walker House contributing c. 1893

This is a two-story, Queen Anne style house with a hip roof and both hipped and gabled projections. The house has a wraparound porch with Tuscan columns on brick piers. The front gable has rounded, shingled corners on the first floor. There are also shingles in the gable end and on the second floor of the hip roof projection over the entrance. Some window frames have rounded corners. The house has a double leaf entry. Windows are four-over-two and six-over-one. Walker was a general merchant at W.T. Farmington.

Holly Avenue

South Side of 600 Block

4. 600 Holly Avenue

Calvary Moravian Church contributing 1923-1926

Calvary Moravian Church was organized 1878. The first building was constructed in 1888 at the present church's site. Construction on this, the second building, began in 1923 and the building was completed in 1926. It is a large, brick, gable front, Colonial Revival church, with Moravian features designed by Willard Northup of the local architectural firm, Northup and O'Brien. The building has stone quoins, arched windows, a roof with flared eaves, and small, gabled dormers in the roof slopes. The frame steeple has classical aedicules on all four sides, in which are housed the faces of the clock from the 1892 Winston City Hall, demolished in the mid-1920s. The steeple is capped with a small dome. A bonnet shelters the entry. A substantial Sunday school addition on the west elevation was constructed in 1963.

4a. Calvary Moravian Church Fellowship Building non-contributing, age c. 1985

This is a one-story, frame, gabled structure with a raised basement and an attached picnic shelter.

5. 632 Holly Avenue

J. T. and Phoebe Joyner House contributing c. 1903

This is a substantial, two-story, cross-gable Queen Anne/Colonial Revival house. Gable ends are shingled and have pent roofs, and there are large, paired brackets in the eaves. The

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J. T. and Phoebe Joyner House **contributing** **c. 1903**

This is a substantial, two-story, cross-gable Queen Anne/Colonial Revival house. Gable ends are shingled and have pent roofs, and there are large, paired brackets in the eaves. The porch is wraparound and has paired columns on brick piers. Windows on the first floor are twelve-over-one; two-over-two on the second floor. There is an engaged balcony on the second floor. Joyner was a grocer.

6. 636 Holly Avenue
James and Susie Sloan House **contributing** **c. 1900**

The Sloan House is a two-story Queen Anne house with a hip roof and shingled gables with continuous pent roofs. Windows are one-over-one. The wraparound porch has a turned balustrade and posts. It also has a spindlework frieze, brackets, and a rounded corner. The entrance has a transom. Sloan was a bookkeeper at R.J. Reynolds Tobacco Company.

7. 640 Holly Avenue
J. L. and Bertha Kapp House **contributing** **c. 1903**

This is a two-story, side gable, Colonial Revival house with a wraparound porch. The porch has columns and a roof parapet. Windows are six-over-one. There is a transom over the entry. The house has been clad in vinyl siding. Kapp was a general delivery clerk at the post office.

vacant lot

8. 642 Holly Avenue
Dr. Henry H. and Rosa Kapp Carriage House **contributing** **c. 1904**

This address was previously 644. Though the house has been destroyed, the carriage house remains. It is one-story and has a side gable, tiled roof with brackets and a dormer. The walls are smooth stucco and pebbledash. Three segmental arched bays have been enclosed. Dr. Kapp was a physician.

9. 648 Holly Avenue
apartments **non-contributing, age** **c. 1973**

This is a long, two-story apartment building with vertical wood siding and an entrance deck on the upper level.

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West Second Street

North Side of 500 Block

10. 515 West Second Street

Emanuel G. and Florence E. Glenn House contributing c. 1911

Very similar to several houses in the neighborhood, the Glenn House is a two-story, gabled ell house with a gable roof with returns. The wraparound porch has turned posts, a spindlework frieze, and a sawn work balustrade. Windows are one-over-one. The double leaf entry has a three-light transom. There is also a shed dormer and the house is clad in vinyl siding. Glenn was a buyer at R.J. Reynolds.

West Second Street

North Side of 600 Block

11. 621 West Second Street

Nathan W. Shore House contributing c. 1916

This is a 1 1/2-story, cross gable, Colonial Revival, jerkinhead roof house with a wraparound porch with square posts with brackets. Windows are one-over-one. The house has three, large corbelled chimneys. Shore was the vice president of Yerkes Chemical Company. His wife was Elizabeth. The address of this house was previously 611. Shore apparently moved from across the street at 618 W. Second Street.

11a. outbuilding non-contributing c. 1980

This is a two-story, brick, gambrel roof out building with vinyl siding in the gable end. Its three garage bays have been enclosed.

12. 627 West Second Street

S. E. and Maggie Johnson House contributing c. 1907

The Johnson House is a two-and-a-half-story Colonial Revival house with a hip roof with a louvered, vented cupola, which is a recent addition. The house also has a pedimented polygonal bay and a pedimented dormer with a multi-light window. The wraparound porch with Tuscan columns has been partially enclosed. Windows are paired and single one-over-one. Johnson was a clerk at J.L. Lashmit Shoes. The address of this house was 615.

13. 633 West Second Street

S. E. Johnson House contributing c. 1910

Apparently Mr. Johnson's second home on this street, this is a one-story, side gable,

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house with a shingled central roof peak and a central pediment on the full width porch. The porch has Tuscan columns. There is a two-light transom over the entrance. At this time, Johnson was a clerk at Sharp and Modlin Co. Dept. Store. The address of this house was 619 in the past.

vacant lots

14. 649 West Second Street

Forsyth Apartments contributing c. 1922

Two-story, hip roof, Colonial Revival/Craftsman quadruplex with twin, gable-front, double tier porches. The upper porches are connected by a balcony, which is supported by consoles. The building has deep eaves with brackets and the upper porch posts are battered. The building is clad in stucco. Most windows are boarded.

15. 653 West Second Street

A. Luther Hauser House contributing c. 1906

This is a hip roof cottage with two cross gables, one of which is a polygonal bay. There are decorative shingles in the gable ends. The full width porch has turned posts. Windows are two-over-two. Hauser was a contractor.

15a. garage contributing c. 1920

This one-story, one-bay garage is a gable front structure and has exposed raftertails, a metal roof, and clapboard siding.

vacant lot

West Second Street

South Side of 600 Block

16. 610 West Second Street

Spaugh Apartments contributing c. 1952

Two-story, rectangular, hip roof apartment building. Brick with metal casement windows. Date is based on city directory research and an aerial photograph of the construction of Interstate 40.

17. 618 West Second Street

Nathan W. Shore House contributing c. 1905

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The Shore House is a two-story, L-shaped house with a small balcony on the second floor. The wraparound porch has plain posts and a plain balustrade. Windows are two-over-two. The house is sided in clapboards with decorative shingles in the gable ends. Shore was a worker at U.S. Veneer Co.

18. 622 West Second Street
Henry W. Foltz House contributing c. 1906

The Henry W. Foltz House is an irregular Colonial Revival/Queen Anne cottage. The house has a hip roof with various gabled projections and a pedimented dormer. The house also has a polygonal bay. There are decorative shingles in the gable ends and windows are one-over-one. The wraparound porch has Tuscan columns. Foltz was a banker and real estate investor. He was strong force in the organization and construction of Calvary Moravian Church, and a supporter of the Wachovia Historical Society.

18a. Foltz Barn contributing c. 1906

This 1 ½ - story barn has board-and-batten siding and a jerkinhead roof that projects over the front opening. It is a rare surviving example of an urban barn in Winston-Salem.

19. 626 West Second Street
Edgewood Apartments contributing c. 1947

This rectangular apartment building is three stories in height and has both paired and single six-over-six windows. The pedimented entrance has fluted pilasters and columns. The building is brick with a stone stringcourse at the cornice.

20. 634 West Second Street
The Virginian Apartments non-contributing, age c. 1955

Side gable, two-story, brick apartment building with a small entrance portico and six-over-six windows. Construction date was based on a photograph of Interstate 40 while under construction and information provided by long-time resident, Robert Brann.

vacant lot

21. 650-652 West Second Street
J. Wesley and Ophelia Bullard House contributing c. 1907

The Bullard House is a two-story I-house with continuous pent roofs on the gable ends. Original windows are two-over-two. The house is clad in vinyl siding, which replaced false

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brick siding, which was probably over original weatherboard. Between 1981 and 2000, the original, turned porch posts were removed and a concrete porch floor and concrete posts and balustrade were added. Bullard was a salesman with C.W. Thomas and Co.

**22. 658-664 West Second Street
apartment building contributing c. 1914**

This is a large, hip roof apartment building with a full-width, engaged, double tier front porch with full-height brick posts. The building is clad in aluminum siding and has hipped dormers and eight-over-one and nine-over-one windows. The building has exposed raftertails.

**West First Street
North Side of 400 Block**

**23. 409 West First Street
James N. and Beulah Weeks House contributing c. 1917**

This is a side gable, single pile, cottage with a shed dormer and full-width porch. The porch has columns on brick piers. Windows are decorative hexagonal lights-over-one. Two doors have been added on either side of the original entrance to the front facade. Weeks was a secretary-treasurer at Hanes Hosiery Mill.

**24. 411 West First Street
James Byerly House contributing c. 1917**

The Byerly House is a two-story, hip roof house with a full-width, hip roof porch with replacement posts and balustrade. The exterior is clad in asbestos. Windows are nine-over-one. The entrance has a transom and sidelights. Byerly was a traveling salesman.

**West First Street
South Side of 400 Block**

**25. 412 West First Street
Irvin McIver House contributing c. 1892**

The McIver House is a side-gable, frame, Queen Anne house with a gabled ell. Gable ends feature shingles, sawnwork, and carved sunburst motifs. The house has a partial width porch with a spindlework frieze, brackets, turned posts, and sawnwork balustrade. A polygonal bay is located on the first floor of the ell. A balcony also has turned posts and brackets. Windows are two-over-two. McIver was a carpenter in the 1880s and 1890s.

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West First Street

North Side of 500 Block

26. 509 West First Street

Herbert G. and Harriet Lewis House contributing c. 1924

This is a two-story, rectangular, hip roof, duplex with two attached, one-story, gable front porches with knee braces. Windows are four-over-one. Lewis and his wife Harriet were the first occupants of one of the units. Lewis was a secretary-manager at H.H. Jones Furniture Co.

27. 515 West First Street

house contributing c. 1920

This is a two-story, side gable house with a front gable ell. The house has two-over-two windows and diamond-shaped attic vents in the gable ends. The house also has knee braces, vinyl siding, and a one-story, gable front porch with posts on brick piers. Frame construction is probably located beneath the vinyl siding.

28. 517 West First Street

house contributing c. 1925

This is a 1 ½ - story, side gable, frame, bungalow clad in weatherboard, with knee braces and a shed dormer. The engaged porch has brick posts. Windows are six-over-one and eight-over-one. The front door is craftsman-style.

29. 521 West First Street

house contributing c. 1916

A one-story, gabled ell cottage, this house has asbestos siding and four-over-four windows. Gable ends have shingles and diamond-shaped attic vents. Porch posts have been replaced.

30. 523 West First Street

D. Clyde and Annie Rich House contributing c. 1924

The Rich House is a 1 ½ - story, side-gable, frame bungalow with a large gabled dormer and exposed raftertails. Gables on the house are shingled and have knee braces. The attached, gable front porch has battered posts on brick piers and stone steps. Windows are multi-light-over-one. Rich was a traveling salesman.

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West First Street

South Side of 500 Block

31. 512 West First Street

house non-contributing, integrity c. 1900

One-and-a-half-story, gable front cottage with weatherboard siding, shingles in the gable end, and an open pier foundation. The house has been recently rehabilitated. Alterations include the addition of a new gable truss, a small cupola, shutters, and a substantial addition to the rear. The house retains its original front door.

32. 514 West First Street

house contributing c. 1900

A twin to 512, this house has also undergone rehabilitation, but with fewer alterations. This one-and-a-half-story cottage has a new gable truss, shutters and deck on the roof of the rear porch. The porch roof retains its pressed metal shingles, original front door, and porch brackets. This cottage also has an open pier foundation.

33. 516 West First Street

John W. Peddycord House contributing c. 1910

Two-story L-shaped house with knee braces and a central roof gable. The full width porch has paneled, square posts and a sawnwork balustrade. The house also has a four-light transom over the front door, vinyl siding, and exposed decorative raftertails. Peddycord was a carpenter.

34. 520 West First Street

William C. and Martha Bryant House contributing c. 1910

The Bryant House is a weatherboarded, one-story, gable ell cottage with a fanlight transom and two-over-two windows. The full-width porch has a new floor, balustrade, and posts. There are diamond-shaped attic vents in the gable ends. Bryant worked at a sawmill.

35. 526 West First Street

Harp-Steelman House contributing c. 1894

The Harp-Steelman House has elaborate sawnwork, shingles, and other trim. The two-story, cross gable house has a gabled projection with rounded corners in which the entrance is located. A second floor balcony was removed from this projection between 1981 and 2001.. Gables have carved vergeboards, carved panels around the attic vents, and shingles. The house

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has a skirt of vertical bead-board. There is a two-light transom over the entrance. The first floor window on the front facade is a full-height, two-over-four window. Other windows are two-over-two. Alvin Harp, a carpenter and grocer, and Joseph Steelman, a carpenter, lived in this house with their wives, and it is probable that Mr. Steelman married Mr. Harp's sister. After 1900 this house had a succession of occupants, including John W. Peddycord, a carpenter (c. 1908), and N. C. May, also a grocer (c. 1911). Construction date was estimated by using city directories and research notes from the county survey conducted by Gywnne Taylor, found under survey site number FY888.

West First Street

North Side of 600 Block

36. 613 West First Street

Ulysses S. and Della Caudle House contributing c. 1924

The Caudle House is a one-story, side gable, frame bungalow with a projecting gable front porch and a gabled dormer. The porch has paired posts. The house also has kneebraces, exposed raftertails, and six-over-one windows. Caudle was a foreman at R.J. Reynolds.

37. 615 West First Street

apartment building contributing c. 1923

This is a two-story, brick quadruplex with two, engaged, double tier porches. The building has a hip roof and a hip dormer. Windows are six-over-one. A central entry has a projecting porch with a flat roof and battered posts on brick piers.

37a. garage contributing c. 1950

This is a one-bay, concrete block garage with a flat roof.

38. 643 West First Street

duplex contributing c. 1945

One-story, gable front duplex clad in Formstone. The house has an attached hip porch with metal posts. Windows are two-over-two, horizontal light windows.

39. 645 West First Street

Arthur L. and Nonnie Ashburn House contributing c. 1912

The original address of this house was 11 Brookstown Avenue. The Ashburn House faces the corner of Brookstown Avenue and First Street. It is a one-story, hip roof, Queen Anne/Colonial Revival cottage with hipped eaves. The house has a wraparound porch with

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faces the corner of Brookstown Avenue and First Street. It is a one-story, hip roof, Queen Anne/Colonial Revival cottage with hipped ells.. The house has a wraparound porch with Tuscan columns. Visible windows are nine-over-nine. Ashburn was a foreman at R. J. Reynolds Tobacco Company.

West First Street
South Side of 600 Block
vacant lot

40. 612 West First Street

Gordon Apartments contributing c. 1936

This building is a two-story, Minimal Traditional, rectangular apartment building with paired two-over-two windows and a hip roof. The building is brick and has a small entrance portico.

41. 614 West First Street

Juan Miranda House non-contributing, age c. 1955

This is a minimal traditional cottage with brick and aluminum siding. Miranda was from Cuba.

42. 616-618 West First Street

duplex contributing c. 1924

This duplex is two-stories, rectangular, and has a hip roof with exposed decorative raftertails. The building is clad in asbestos siding and has two projecting, one-story, gable front porches with paired posts. Windows are eight-over-one.

43. 620-622 West First Street

duplex contributing c. 1924

This duplex is two-stories, rectangular, and has a hip roof with exposed decorative raftertails. The building is clad in asbestos siding and has two projecting, one-story, gable front porches with paired posts. Windows are eight-over-one.

44. 624-626 West First Street

duplex contributing c. 1925

Hip roof, two-story, duplex with a pebbledash stucco exterior and nine-over-one windows. The building has deep eaves and a full-width, one-story, hip porch with paired posts.

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West First Street

North Side of 700 Block

45. 711 West First Street

Tilley Apartments contributing c. 1943

Two-story, rectangular, Minimal Traditional hip roof, brick apartment building with metal casement windows. The building has a projecting, one-story, enclosed entry with a railing around the flat roof.

Broad Street

East Side of 100 Block

46. 101 Broad Street

Green Front Cash Store contributing c. 1937

This is a one-story, brick, Colonial Revival commercial building with a central entry. The building has plate glass display windows and gabled dormers with three light windows. The plate glass windows have been temporarily covered in newspaper. On the rear of the building is a one-story ell with a gable roof.

47. 127 Broad Street

house contributing c. 1890

This house is a two-story, Queen Anne/Colonial Revival, L-shaped house with ells and additions to the rear. The house has been clad in vinyl. The wraparound porch has paneled, square posts, modillions, and a pediment over the porch entry. Brackets have bull's-eye motifs. Windows are two-over-two. There is one tripartite window with hexagonal lights-over-one flanked by one-over-one. This house is one of three in the district illustrated on the 1891 Bird's Eye View of Winston and Salem. The house was turned into apartments c. 1940. John A. and Mary Miller is the earliest known occupant, but he was not the first occupant. He was the manager of Twin City Wood Company.

Brookstown Avenue

North Side of 700 Block

48. 705 Brookstown Avenue

apartment building non-contributing, age c. 1990

Gabled, three-story apartment building with vinyl siding and exterior corridors.

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Brookstown Avenue

South Side of 700 Block

49. 704 Brookstown Avenue

W. F. Keith House contributing c. 1891

The Keith House is a two-story, L-shaped house with a full-width, Queen Anne porch. Windows are four-over-four and attic window vents are diamond-shaped. The house has small knee braces and turned porch posts and brackets. The double leaf entry has a transom. Keith hired W.B. Barrow to construct this house. The house is often associated with Keith's grandson Frank Jones, a photographer with the *Winston-Salem Journal*. The house is now connected to 708 by a small hyphen.

50. 708 Brookstown Avenue

Samuel D. and Kate Hancock contributing c.1910

This is a two-story, gable front house with an arched attic window and shingles in the gable end. The house has a full-width, hip roof porch with columns. Windows are one-over-one. There is an oval window beside the front door. This house is connected to 704 by a small hyphen. Hancock was president of Hancock Grocery.

51. 712 Brookstown Avenue

Charles Beck House contributing c. 1904

The Beck House is a hip roof, two-story, Queen Anne house clad in weatherboard with gabled projections with shingles in the gable ends. The house has a wraparound porch with a rounded corner, spindlework frieze and turned posts. The double leaf entry has a transom. Windows are one-over-one. This house is connected to 716 by a hyphen. Charles Beck was a salesman with Norfleet Hardware Co.

52. 716 Brookstown Avenue

Charles and Anna Fordham House contributing c. 1902

This is a small, weatherboarded, gabled ell, one-story cottage. The porch has been enclosed. The house has shingles in the gable ends and two-over-two windows. The house is connected to 712 by a hyphen. Charles Fordham was a bag agent for Southbound Railway.

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Spring Street

West Side of 100 Block

53. 116 Spring Street

Joseph R. and Ethel Modlin House contributing c. 1911

This is a two-story, rectangular, hip roof, Queen Anne/Colonial Revival house clad in asbestos siding with gables with continuous pent roofs. The wraparound, hip-roof porch has Tuscan columns. Windows are one-over-one and the entry has sidelights with hexagonal lights. Modlin was Secretary-Treasurer of the Sharp-Modlin Co.

53a. garage contributing c. 1950

This is a two-bay brick and concrete block garage with a shed roof.

54. 120 Spring Street

Thomas B. and Rosa Powell House contributing c. 1911

The Powell House is a gabled ell, one-story cottage with a partial-width, hip roof porch with turned posts, a turned balustrade, and sawnwork brackets. Attic vents are diamond-shaped and windows are two-over-two. The house has been covered in vinyl siding. Powell was chief clerk for Southbound Railway.

vacant lots

55. 134 Spring Street

James Jessup House contributing c. 1889

This is a two-story, I-house with a one-story rear ell. Windows are modern six-over-six and two-over-two horizontal light windows. The house has paired brackets and peaked window frames. The full-width porch has metal posts and is sheathed in asbestos siding. The entrance has a transom. The Jessup House is one of two structures in the Holly Avenue Historic District, which is pictured on the 1891 Bird's Eye View of Winston and Salem. Jessup was a tobacco buyer.

55a. garage apartment contributing c. 1950

This is a two-story, side gable garage apartment with an entry in the gable end.

56. 140 Spring Street

Thompson E. White House contributing c. 1908

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The White House is very similar to the Modlin House at 116 Spring Street. This house has a hip roof with gabled ends. The gable ends have oval attic vents and new shingles. The wraparound porch has been partially enclosed and has metal posts. The windows are replacement six-over-six. White was an agent for Southern Railway.

Spring Street

East Side of 100 Block

57. 111 Spring Street

W. Ralph Maxwell House contributing c. 1916

The Marshall House is a two-story, Craftsman-influenced house with a hip roof and prominent central front roof gable. The house has knee braces, exposed raftertails, and nine-over-one windows. The attached, hip roof porch has posts on brick piers. Maxwell was a clerk at R. J. Reynolds Tobacco Company.

58 121 Spring Street

James T. and Myrtle Davis House contributing c. 1908

Hip roof cottage with a gabled ell and polygonal roof on the porch corner. The ell has cut-away corners and paired one-over-one windows. The porch has turned posts. The house has been clad in vinyl siding. Davis was a bookkeeper with P.A. Thompson.

59. 133 Spring Street

Spring Brook Apartments non-contributing, age c. 1957

This is a two-story, side gable, brick and stucco apartment building.

60. 137 Spring Street

W. Walter and Ethel Conrad House contributing 1906

The Conrad House was listed as under construction in the 1906 city directory. The house is a side-gable, two-story, frame, Colonial Revival with an attached, one-story porch. The porch has clustered Tuscan columns on paneled, wooden piers. There is a central pediment in the porch roof. The house has three pedimented dormers, the middle of which has a Palladian window. Windows are one-over-one. The house has German siding, with vinyl siding on the soffits and frieze. The front door is original and has a large oval light. The roof is pressed metal shingles with curved finials on the gable ends. Conrad was the secretary and treasurer of Vaughan Company.

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- 61. 139 Spring Street**
apartment building non-contributing, age c. 1975
This is a two-story apartment building with exterior corridors and vertical siding.

Spring Street
West Side of 200 Block

- 62. 212 Spring Street**
Archie L. and Bertha Caudle House contributing c. 1918
This house is a gable front, Colonial Revival, rectangular, gambrel roof building with weatherboarded walls and shingles in the gable end. The house has a full width porch with Tuscan columns and a hip roof. A wooden fire escape and two doors at the second story level have been added to the front facade. Windows are six-over-one. Archie L. Caudle was secretary of Frank A. Stith Co.

- 63. 214 Spring Street**
James L. and Mary Lashmit House contributing c. 1917
Two-stories in height, this hip roof, Colonial Revival house has three hipped dormers, a weatherboard exterior, and a small, hipped porch with paired columns on brick piers. The porch was originally full-width, but the alteration appears to have been historic. Windows are six-over-one and diamond-lights-over-one. The entrance includes a transom and sidelights. Lashmit was a shoe dealer with a shop on Liberty Street.

Spring Street
East Side of 200 Block

- 64. 205 Spring Street**
Eugene W. Burke House contributing c. 1908
A twin to 209 Spring Street, the Eugene W. Burke House is a two-story, Queen Anne house with a pyramidal roof with gabled eaves. The roof retains its pressed metal shingles and a finial at the peak of the pyramidal roof. There are patterned shingles in the gable ends and the house is covered in weatherboards. The wraparound porch has Tuscan columns and a shed roof. There is a small second-floor balcony with an attached fire escape. Windows have been boarded up. Burke was a concrete worker.

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65. 209 Spring Street

Austin E. Burke House **contributing** **c. 1908**

The Austin E. Burke House is a twin to 205 Spring Street. It, too, is a two-story, Queen Anne house. It has both two-over-two and one-over-one windows, a balcony, and an attached shed porch with Tuscan columns. There are patterned shingles in the gable ends and the house is clad in weatherboards. The house retains its pressed metal roof shingles. Burke was a concrete worker.

65a. 2 - - Spring Street

apartment building **non-contributing, integrity** **c. 1935**

One-story, U-shaped apartment building. The building is concrete block with two-over-two horizontal light windows. The building was originally a garage. It is pictured in a c. 1938 aerial photograph of the neighborhood and is illustrated on the 1949 Sanborn Fire Insurance Map as "auto stalls."

66. 217 Spring Street

Andrew T. Hanes House **contributing** **c. 1904**

This house is a two-story, gabled ell with a partial width porch with square posts. The house has a pressed metal shingle roof, asbestos siding, and eight-over-eight and six-over-six windows. Hanes was cashier at Southbound Railway.

67. 219 Spring Street

Town Apartments **non-contributing, age** **c. 1957**

This apartment building is a two-story, brick building with a flat roof and ribbon windows.

66-71. 221-227 Spring Street

town houses **contributing** **1904**

One of Winston-Salem's earliest multi-family buildings, this building was originally divided into four town houses. Today, it is divided into eight apartments. Windows are one-over-one and first floor windows have been altered. The building is brick, two-stories in height, and rectangular in shape. Replacement doors are flanked by sidelights and topped with transoms. The building originally had a full width porch and gabled ell rooms on the rear of the building.

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Spring Street

West Side of 300 Block

72. 300 Spring Street

Rev. Fred Day House contributing c. 1906

This 1 ½ -story, Craftsman/Colonial Revival, weatherboarded house has an engaged, full-width porch with paired, fluted, columns and an eyebrow arch over the porch entrance. The house has exposed, decorative raftertails, one-over-one windows, and sidelights. The central dormer has a bay window above which is half-timbering detailing. Day was a minister, jeweler, and optician. The house was converted into apartments in the early 1950s. The house appears to have been moved when Holly Avenue was extended from Spring Street to Broad Street, which had occurred by the time a photograph was taken of the area in the 1930s.

73. 308 Spring Street

Mrs. M. E. D. King House contributing c. 1908

The King House is a two-story home with a hip roof and prominent front gable ell with shingles in the gable end. The house is clad in weatherboards. The house has a double tier, attached, hip roof, wraparound porch with paneled square posts. Windows are two-over-two.

vacant lot

74. 316 Spring Street

George and Laura Roediger House contributing c. 1900

George Roediger owned a saloon called "The Dreamland" on East Third Street when he moved into this house. One of the neighborhood's most imposing homes, this two-story, weatherboarded house has a hipped roof and two balanced gabled polygonal bays. The central dormer and pediments are shingled. The house has a large, one-story porch with paired, fluted columns on brick piers. The entrance has sidelights and a transom. Windows are one-over-one and attic windows are arched.

Spring Street

East Side of 300 Block

75. 313 Spring Street

duplex contributing c. 1924

This is a two-story, side gable, brick duplex with small roof gables over paired, second floor windows. Windows are six-over-six. The full-width porch has a flat roof and a lattice

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balustrade and frieze. A large brick chimney is located in the center of the front roof slope. The earliest occupants were Joseph P. Campbell, a chief dispatcher with Winston-Salem South Bound Railroad, and his wife, Marvel; and Herbert F. Carroll and his wife, Jean. Carroll was an assistant division manager at Va-Caro Chemical Company.

Shady Boulevard

West Side of 100 Block

76. 100-102 Shady Boulevard

duplex non-contributing, age c. 1953

This is a very small, side gable, one-story, brick duplex with a gabled porch and eight-over-eight windows.

77. 108 Shady Boulevard

Berry and Addie Tuttle House non-contributing, integrity c.1914

This is a two-story, low-pitched hip roof house with an attached, two-story hip roof porch. Most exterior materials are new, including siding, windows, and porch materials. Berry H. Tuttle was a foreman at R.J. Reynolds Tobacco Company.

78. 112 Shady Boulevard

Miller House contributing c.1914

Gaston E. Miller, a contractor, built this Colonial Revival/Queen Anne, weatherboarded, home for his son, Byron, also a carpenter, around 1914. This is a one-story, pyramidal cottage with gabled ells and a wraparound porch with Tuscan columns. Windows are one-over-one. The front door has stained glass blocks surrounding one light.

79. 116 Shady Boulevard

Percy L. and Mary Hedgecock House contributing c.1915

The Hedgecock House is a one-story, pyramidal roof Queen Anne/Colonial Revival cottage with a hip roof front ell and wraparound porch. The house is clad in weatherboards. Windows are one-over-one. The porch has Tuscan columns and the entry has a transom. The house also has a hipped dormer. Percy L. Hedgecock was a machinist.

80. 124 Shady Boulevard

W. R. and Ida Jones House non-contributing, integrity c. 1915

The Jones House has a hip roof with an attached, hip roof porch with columns. The entry, with sidelights and a transom, is recessed with angled sidewalls. The exterior is

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pebbledash stucco. The one-story house has a porch enclosure, which has asbestos siding. W. Reid Jones was a cashier at Southern Public Utilities Company.

80a. garage contributing c. 1930
Two-bay, frame, one-story, gable front garage.

vacant lot

81. 134 Shady Boulevard
Lawrence Bryson House contributing c. 1915

This one-story, Colonial Revival house has a hip roof, hip dormer, and asbestos siding. The full-width porch has replacement columns. The house has a corbelled chimney and hexagonal-lights-over-one windows. The dormer window has four lights. Bryson was a watchman for W.T. Vogler & Son.

Shady Boulevard
East Side of 100 Block

82. 1 - - Shady Boulevard
springs contributing

Several springs on this lot fed the original Salem waterworks that began operation in 1778. The springs were the determining landscape feature in the siting of the town of Salem, south of the district. To protect the springs' water, the land around them was guarded from development, directly effecting the historical development of the Holly Avenue Neighborhood. The springs are located at the lowest point of the bowl shape that defines the neighborhood. The springs appear as a group of branches or streams at the bottom of gullies. The lot is sparsely wooded.

83. 115 Shady Boulevard
Robert Brann House contributing c. 1952

Mr. Brann built this house for himself, his sister, and mother after their home was on South Poplar Street was torn down when I-40 was constructed. This is a brick, hip roof, ranch house with engaged side screened porch and engaged carport.

84. 131 Shady Boulevard
apartment building non-contributing, age c. 1960

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This is a two-story, side gable apartment building with six-over-six windows and entrance stairs to the second floor. The building is brick.

North Poplar Street West Side of 100 Block

85. 104 North Poplar Street
Harvey and Marie Enoch House contributing c. 1908

Harvey Enoch built this two-story, L-shaped, gabled house with a polygonal bay around 1908. He worked at R. J. Reynolds Tobacco Company. The partial width porch has Tuscan columns and a pediment over the entry. The windows are six over one. The entry has sidelights and pilasters, and the house has been clad in aluminum siding.

85a. garage contributing c. 1925

This one-story, two-bay garage is brick with a corbelled cornice and one pair of original, double leaf doors. The structure is laid up in common bond.

86. 110 North Poplar Street
W. Roan and Mary Bryant House contributing c. 1908

The Bryant House is a two-story, hipped roof Queen Anne house with two projecting gables with shingles in the gabled ells. The house is clad in weatherboards. Windows are two over two and paired porch posts are square and sit on brick piers. The full-width porch also has a pedimented entrance. There is a polygonal, two-story bay on one side of the house.

87. 118 North Poplar Street
J. Mark and Ethel Doub House contributing c.1908

Mr. Doub worked for R. J. Reynolds. Their one-story, weatherboarded house is a hip roof, Queen Anne cottage with gables that have continuous pent roofs and a polygonal bay. There are shingles and half-round vents in the gable ends. The partial width porch has turned posts and brackets. Windows are two over two and one over one.

88. 120 North Poplar Street
Harry W. and Bertha Peterson House contributing c. 1908

The Peterson House is a one-and-a-half story house with a two-story gabled ell. This house form was very popular in the Holly Avenue neighborhood. The house is clad in weatherboards and has a partially engaged, full width porch with Tuscan columns. On the first

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floor, upper window sash have leaded ovals. Other windows have a diamond-in-square pattern in their upper sash. The house also has round and triangular attic vents in the gable ends. The entrance has a four-light transom and the window by the door has a sunburst pattern. Peterson was a watchmaker with W.T. Vogler and Son.

89. 126 North Poplar Street**Holcomb House** contributing c. 1912

This house is a near twin to 120 N. Poplar Street, but its windows are less decorative and it has only a partial width porch. Windows are one-over-one and the attic vents are square. The house has a transom and weatherboard siding.

90. 130 North Poplar Street**Nixon and Bertha Padgett House** contributing c. 1913

The Padgett House is a two-story, hip roof house with a shallow, gabled, polygonal bay and asymmetrical roof gable. The entry has sidelights and a two-light transom. Windows are two-over-two. The full width porch has square posts. The house is clad in asbestos siding. Nixon Padgett, a printer at Union Republican Publishing Co., and his wife Bertha resided here in 1913. Mr. and Mrs. Padgett were the first couple married at Calvary Moravian Church. Their wedding took place on 1891 in the earlier church building. This house appears to have been rental property.

91. 134 North Poplar Street**William H. and Anna Fetter House** non-contributing, integrity c.1916

This house is a two-story, hip-roof, Foursquare with a full width porch. The house has replacement one-over-one windows and is clad in vinyl siding. It retains its original, six-light door. William H. Fetter was a general contractor and builder.

North Poplar Street
East Side of 100 Block**92. 111 North Poplar Street****Peter Blum House** contributing 1902; 1912

This house was originally a side gabled one-story, Queen Anne cottage with a rear ell. The facade retains that configuration, but on the rear of the house is a substantial, two-story rectangular, 1912 addition with a nearly flat hip roof and exposed raftertails. The slate roof on the original section of the house has castellated cresting with finials. Gable ends are have continuous pent roofs. The porch has turned posts, brackets, and a sawnwork balustrade. The

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front yard includes a rusticated block retaining wall. Blum was a tinsmith who continued his trade at Old Salem, Inc. when it opened as a museum in the 1950s.

92a. Blum garage apartment contributing c. 1920

This is a two-story garage apartment with a stucco and board-and-batten exterior. Windows are six-over-six and six-over-one. Altered garage bays are located on the alley facade of the building.

93. 115 North Poplar Street

J. G. Walker House contributing c.1918

The J.G. Walker House is a two-story, side gable, Colonial Revival house with a full-width shed dormer. Windows are six-over-six, six-over-one, and two-over-two. The house has been clad in vinyl siding. The partial width porch has paired and single square posts. Walker was a clerk with R.J. Reynolds Tobacco Co.

93a. garage apartment contributing c. 1918

This is a narrow, two-story, garage apartment. Constructed of rusticated concrete block, the building has a garage bay and originally had exterior stairs. This building also has a hip roof.

94. 119 North Poplar Street

Oscar and Kate Hege, Sr. House contributing c. 1902; c. 1937

This is a one-and-a-half-story, side-gable duplex with two projecting gabled entrance porches, one of which has been glazed. Windows on the front and south side are modern replacements and the house is clad in aluminum siding. It appears that this house was constructed by Oscar (one of the owners of Hege Brothers Sporting Goods) and Kate Hege. Oscar passed away around 1918 and Kate continued to reside in the house and rented rooms. Around 1936 the house was significantly remodeled to create a duplex. According to Oscar Hege, Sr.'s grandson, Keith Hege, the family dug out the basement at this time and raised original house. A new first floor was constructed underneath. Mrs. Hege lived at 119 in 1937 and the other unit, 121, was rented to Mr. and Mrs. Oscar Hege, Jr. Upstairs rooms were also rented out during this period. Mrs. Hege died around 1948, and her son returned the house to single-family occupancy since doors, etc. had not been closed off during the 1937 remodeling.

95. 125 North Poplar Street

John R. Walker House contributing c. 1904

This is a two-story, cross gable, Queen Anne house with gables with continuous pent

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roofs. On one corner of the house is a polygonal tower with a low bell-shaped roof with its original, flat-seamed metal roof. Windows are one-over-one and the entrance has a transom. The wrap around porch has turned posts, brackets, and a sawnwork balustrade and has been partially enclosed. The house has been clad in aluminum siding. Walker was chief clerk at the post office.

95a. outbuilding contributing c. 1950

This is a gabled building clad with roofing metal which is vertically aligned.

96. 131 North Poplar Street

C. Homer House contributing c. 1911

Similar to many in the area, this is a one-and-a-half-story, side-gable, Queen Anne/Colonial Revival house with a two-story gabled wing. It has one-over-one windows and an engaged porch with columns. The house has a hipped dormer, a polygonal bay and a trefoil attic vent. The house has been clad in aluminum siding. Homer was a representative for the Carolina Cadillac Company.

North Poplar Street

East Side of 200 Block

97. 205-207 North Poplar Street

duplex contributing c. 1924

This is a two-story, hip roof duplex with a hip dormer. Shingles clad the upper level of the house. The lower is covered in vinyl siding. Windows are modern replacements. The house has gabled entry porches with stuccoed square posts on stuccoed piers.

South Poplar Street

West Side of 100 Block

98. 100 South Poplar Street

William L. Bryant House contributing c.1922

Like most of the houses on S. Poplar Street, the Bryant House replaced an earlier building, in this case, the original T. R. Brann Grocery Store. The Bryant House is a side-gable bungalow with a large gabled dormer and vinyl siding. The house has a gabled, attached porch with battered brick posts and a low Tudor arch. The entry has a Craftsman style multi-light door and sidelights. Windows are six-over-one. Bryant was a contractor

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99. 104 South Poplar Street

David C. and Martha Cranfield House contributing c. 1912

This two-story, gable front, side passage house has shingles in the gable end, knee braces, exposed raftertails, and a diamond shaped attic vent. The house has been clad in asbestos siding. The wrap around porch has square posts on brick piers. Windows are replacement windows. David C. Cranfield was a tobacco worker.

100. 106 South Poplar Street

Brann Grocery non-contributing, integrity c. 1921

This store was one of many neighborhood stores once scattered throughout the neighborhood and Winston-Salem. This one in particular was a favorite neighborhood gathering place. The original Brann Grocery stood on the southwest corner of S. Poplar and First Streets. Today, this small, gable front store has been heavily altered with new windows and stucco.

101. 110 South Poplar Street

house contributing c. 1910

One of a pair on the street, this house is a two-story, cross gable house with a small entry stoop. It has an irregular diamond shaped attic vent, four-over-four windows, and vinyl siding.

102. 112 South Poplar Street

house contributing c. 1910

A near twin to 110 S. Poplar Street, this two-story, cross gable house has paired and single two-over-two windows, and a hip roof porch with square posts. It has an irregular diamond shaped attic vent and asbestos siding.

103. 116 South Poplar Street

house contributing c.1925

This is a one-and-a-half-story, weatherboarded gable-front bungalow with a full width hip roof porch with square posts on brick piers. The house has exposed raftertails and knee braces. Windows are six-over-six.

104. 118-120 South Poplar Street

duplex contributing c. 1918

This is a one-story, front gable bungalow. It is brick with six-over-one windows and has a full width hip-roof porch with battered posts on brick piers. The two entrances are separated by

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a balustrade There are shingles in the gable end. One of the occupants in 1918 was Roy McCrider, an employee of P.H. Hanes Knitting Co.

South Poplar Street East Side of 100 Block

vacant lot

105. 111 South Poplar Street

C. W. Stewart House contributing, integrity c. 1904

C. W. Stewart built this house around 1904. This is a one-and-a-half-story, gable front cottage with a tripartite windows and shingles in the gable end. The house has a hip roof porch with turned posts. All windows have been replaced and they now have six-over-six sash, as opposed to the original four-over-four. The fenestration has been altered by the removal of a second front door and the addition of a set of paired windows. The exterior is clad in vinyl siding. A decorative gable truss was also removed. The only remaining original materials are the roof, chimney, and the porch posts and balustrade. Stewart worked at R.J. Reynolds Tobacco Company.

106. 117 South Poplar Street

apartment building contributing c.1938

This is a two-story, side gable, brick apartment building with Colonial Revival elements. The house has paired six-over-six windows, side porches and a two-story, rear wing. There is a gabled stoop on the front of the building.

106a and b. garages contributing c. 1938

Two, two-bay garages serve the apartment building. They have brick side and rear walls and shed roofs.

107. 127 South Poplar Street

AIDS Care Services non-contributing, age c. 1997

This one-story, gabled structure was built on the site of three homes. It has a wrap around porch and stucco.

108. 133 South Poplar Street

Henry and Annie Case House contributing c. 1885

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The Case House is a two-story, gable front, side passage, Italianate house. It is the oldest house in the district and is one of three in the neighborhood visible on the 1891 Bird's Eye View of Winston and Salem. The house has heavy, paired brackets, deep eaves, and window hoods. Windows are two-over-two. The porch has turned posts, a turned balustrade and brackets. The entrance has a two-light transom. The bottom half of the house is clad in rolled asphalt siding. The upper half has asbestos siding. The foundation is rusticated concrete block. In 1891, Case was an engineer. In 1902, he was a machinist with J.A. Vance and Company.

108a. outbuilding contributing c. 1950
This is a small, gabled, concrete block building.

North Spruce Street West Side of 100 Block

109. 102 North Spruce Street

Eugene B. and Sarah Shore House non-contributing, integrity c. 1907

This two-story, Queen Anne house has a full-width porch with brackets, turned posts, and balustrade. It has been completely wrapped in vinyl siding, including its windows. The roofline has also been altered. It may retain its integrity under the siding. Shore was a collector at the H. H. S. Company.

110. 116 North Spruce Street

George K. Walker Florist non-contributing, age c. 1955

Built on the site of the Walker home, this is a one-story, brick and mosaic tile retail and office building with plate glass windows.

111. 122 North Spruce Street

J.H. Vest House contributing c.1904

This is a two-story, hip roof house with a projecting, second story hip bay. The bay overhangs a shallow, first floor polygonal bay. Sidelights and transom have leaded glass in a hexagonal light pattern. The porch has square posts. The windows are modern replacements and the house is clad in vinyl siding. Vest was conductor with Southbound Railway.

112. 128 North Spruce Street

C. Lee Sharp House contributing c. 1904

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This is a two-story, hip roof house with gabled ells. The house has one-over-one windows and asbestos siding. Porch posts are replacements. The house retains its original door. Sharp had a shop of Liberty Street selling toys and stationery.

North Spruce Street East Side of 100 Block

113. 111 North Spruce Street

Blum House contributing c.1916

The Blum House is a two-and-a-half-story house with a double gable front. There are large shed dormers with knee braces on the side of the building. The lower level of the house is rusticated concrete block. The upper level is stucco. The house has a partial width, engaged porch. Windows are both casements and nine-over-one. Blum was a tinsmith.

South Spruce Street West Side of 100 Block

114. 100 South Spruce Street

Wachovia Apartments contributing 1930

The Wachovia is a three-story apartment building with Art Moderne references. The building is brick with header courses and a diamond-shaped date stone, inscribed 1930. The entry has a banded stone surround. Windows have been replaced with one-over-one sash.

115. 110 South Spruce Street

duplex contributing c. 1924

This two-story, hip roof duplex is a twin to its neighbor at 114 Spruce Street. The building has replacement windows in a historic four-over-one pattern. The upper level is clad in shingles. The lower level has weatherboard siding. The building has a full width porch with paneled, square posts.

116. 114 South Spruce Street

duplex contributing c. 1924

This duplex is identical to 108-110

117. 116-122 South Spruce Street

quadruplex contributing c. 1924

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This duplex is a one-and-a-half-story, side gabled building with Tudor Revival influences. The exterior is clad in stucco and there is a gable with half timbering above the central entrances. Porches have hip roofs and paired posts on brick balustrades. Windows are six-over-one. Entrances have transoms. The address of this building was historically 116, 116 ½, 118, and 118 ½.

118. 126 South Spruce Street
James and Pearlina Reed House contributing c. 1902

The Reed House is a two-story, weatherboarded Foursquare that has been converted into apartments. The building has a hip roof with a gabled dormer. Windows are one-over-one. The full width porch has a hip roof and Tuscan columns. The address for this house has been 120 and 128 historically. Reed and his wife Pearlina were retired.

vacant lot

South Spruce Street
East Side of 100 Block

119. 111 South Spruce Street
James and Burnice McIver House contributing c. 1922

The McIver House is a side gable, one-and-a-half-story bungalow with a large shed dormer clad in shingles. The house has arched knee braces, six-over-one windows, exposed raftertails, and shingles in the gable ends. The porch has paired posts on brick piers. James McIver was a foreman at R.J. Reynolds Tobacco Company.

120. 113 South Spruce Street
house contributing c. 1928

This is a two-story, hip roof building, which may have originally been a single-family dwelling. The house has a hip roof dormer, asbestos siding, and a double tier front porch. The first floor of the porch retains one turned post with brackets. The second floor of the porch has chamfered posts. Windows are two-over-one. There are staircases on either end of the porch and the first floor enclosures may be historic.

vacant lots

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South Marshall Street

West Side of 100 Block

121. 108 South Marshall Street

duplex contributing c. 1920

This is a two-story, Colonial Revival/Queen Anne duplex with a hip roof and two front pedimented gables. The building has a full-width, one-story porch with two pedimented entrances. The porch has paired Tuscan columns and a balcony balustrade. Windows are paired six-over-one. The upper level is clad in shingles; the lower with clapboards. The house has arched attic vents and hipped dormers.

122. 116 South Marshall Street

Bolling Apartments contributing c. 1947

The Bolling Apartments are two-stories and have a hip roof. The trabeated entrance is trimmed with pilasters, sidelights, and a transom. The rectangular building is brick and features some Colonial Revival elements including quoins, an oval window with keystones on the top, bottom, and sides of the window, and six-over-six windows with concrete lintels.

122a. garage contributing c. 1947

This is a large, brick, hip roof garage serving the Bolling Apartments.

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Summary Paragraph

The Holly Avenue Historic District is eligible for listing on the National Register of Historic Places under Criterion A in the area of community planning and development and under Criterion C in the area of architecture. Situated on steep hills on the west side of downtown Winston-Salem, the heart of the neighborhood is sited on land once protected by the Moravian Church as a water source for their town of Salem. Because of its terrain and the protection of the land by the Moravians, the neighborhood developed primarily after the tract was subdivided in 1903, although its period of significance begins at c. 1885 when the district's oldest building, the Case House, was constructed. In the late nineteenth century, residential and commercial areas were already being developed around the district. Throughout much of the early twentieth century, many of Winston-Salem's citizens with the means were moving to burgeoning suburbs, yet the Holly Avenue Historic District, located downtown, experienced much of its new construction as well as reinvestment as smaller, older houses were torn down for new dwellings. The period of significance ends in 1952, and although the neighborhood had limited development after 1952, the historic district does not possess exceptional significance. Therefore, the fifty-year cut-off is appropriate for Criterion A.

Of the several residential sections in downtown Winston-Salem around the turn of the twentieth century, only the Holly Avenue Historic District remains intact. The prominent Cherry Street neighborhood has seen its stately homes torn down or converted to businesses, and Fifth Street's "Millionaire's Row" is now lined with office buildings, gas stations, and parking lots. Thus the area that had been an oasis of trees and springs throughout the nineteenth century has become a residential island in downtown. Consisting of 122 properties comprised of 136 resources, the neighborhood historically was occupied by residents who represented a broad range of incomes and socioeconomic levels, from physicians and company presidents to factory workers, sawmill employees, and store clerks.

Their single-family homes, apartment buildings, and corner stores constitute a collection of late nineteenth and early twentieth century styles and types not found in Winston-Salem's contemporaneous neighborhoods. The Case House features bracketed eaves, window hoods, and a turned-post and balustrade porch, while the Charles C. Vaughn House (c. 1891) and the W. A. Walker House (c. 1893) are two sophisticated, Queen Anne dwellings that feature irregular footprints, a variety of wall materials, and various projections and bays. More homes were constructed in the early 1900s, such as the imposing George and Laura Roediger House with fluted columns and two polygonal bays on Spring Street. Another example is the 1906 Henry W. Foltz House, an asymmetrical cottage with decorative shingles, a pedimented dormer,

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and Tuscan columns on the wrap-around porch. In the 1910s, plain I-houses and gabled ell cottages were decorated with sawnwork, brackets, and turned porch posts, and as Winston-Salem's prosperity continued in the 1920s, bungalows were constructed. Multifamily housing has been part of the neighborhood's history from its earliest days. One of the first buildings constructed on the Reservation property was a complex of four brick townhouses on Spring Street, but the majority of the neighborhood's apartment buildings date from the 1910s and 1920s, incorporating Craftsman and Colonial Revival elements. Art Moderne design influences can be seen in the 1930 Wachovia Apartments and several Minimal Traditional apartment buildings were constructed in the 1940s and early 1950s.

Historical Background and Community Planning and Development Context

In 1753, Moravian settlers acquired a 99,000-acre tract of land from Lord Granville in what would become North Carolina. When Moravian Bishop August Gottlieb Spangenberg led an initial exploration into the area in 1752, he noted that the property had "countless springs, and numerous fine creeks . . . [and] much beautiful meadowland."¹ The Moravians named the parcel Wachovia and created the settlement of Bethabara and then the town of Bethania. In 1766, clearing was begun south of Bethania and Bethabara, near the center of the tract on what was deemed the most suitable property for a large town, to be called Salem.

In 1849, Stokes County, in which Salem was located, was split into two counties. The new county, the southern half of Stokes, was named Forsyth, and Salem was now located in its center, the logical place for the county's government. Because Salem was a theocracy, governed by the Moravian Church until 1856, the town did not want to host the secular government. Instead, the congregation sold land to the county for the creation of a new town in 1849. The town would be called Winston and was located directly north of Salem. Its original limits were present-day First, Seventh, Church and Trade streets, well to the east of the historic district.

Winston grew rapidly. The *People's Press*, a Salem newspaper, reported in 1852 "an occasional walk to our adjoining neighbor Winston never fails to impress us with the growing importance of that place. New and tasty buildings have been erected in 1851 and others are in progress."²

¹Bishop August Gottlieb Spangenberg, quoted in Adelaide Fries, Stuart Thurman Wright, and J. Edwin Hendricks, *Forsyth: The History of a County on the March*, revised ed. (Chapel Hill: The University of North Carolina Press, 1976), 11.

²*People's Press*, 3 January 1852.

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In 1873, the railroad arrived, connecting Winston and Salem with the rail hub of Greensboro. By the late 1870s, Richard Joshua Reynolds had arrived from Virginia and established his tobacco factory. In 1889, the Roanoke and Southern Railroad connected the towns with Virginia's important tobacco trading points. Throughout the late 1800s, tobacco and textile manufacturing companies were being established in Winston setting the scene for significant population and economic gains.

These two towns, one industrial and secular and one with a strong religious heritage, existed side-by-side, with two separate governments for sixty-four years, but while Winston boomed with industry, Salem waned. By the turn of the twentieth century, Salem had to fight just to keep its name on the post office.³ Although merger of the two towns was proposed in the 1870s, it was 1913 before the towns were unified.

The Reservation and Salem's Waterworks, 1778 to 1903

The siting of Salem was directly related to the topography and available water supply. In Bishop Spangenberg's 1752 description of the Wachovia tract he noted that "water can be led to other pieces" of the property.⁴ Two years after clearing for Salem had started, Frederic William Marshall, Oeconomus, or superintendent of all Wachovia's temporal affairs,⁵ reported on locating the town's square:

We measured the fall of nearer and more distant springs, from which we hope to obtain a sufficient and constant supply of water for the town, and as we find that it will not be possible to run it to the entire Square and main buildings as at present intended we are considering moving the Square several building lots lower, where the ground is more level, and the plans would not have to be otherwise changed.⁶

³Larry Edward Tise, *Government* (Winston-Salem; Historic Winston, 1976), vol. 6, *Winston-Salem in History*, Historic Monograph Committee, eds., 42.

⁴Spangenberg in Fries, *Forsyth*, 11.

⁵Manly Wade Wellman, *The Founders* (Winston-Salem; Historic Winston, 1976), vol. 1, *Winston-Salem in History*, Historic Monograph Committee, eds., 20.

⁶From the "Reports of Frederic William Marshall," April 14, 1764, in Adelaide L. Fries, ed., *Records of the Moravians in North Carolina*, vol. II, (Raleigh: Edwards and Broughton Printing Company, 1925), 604-605.

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His comments illustrate that the laying out of Salem was a process completely intertwined with the available water supply.

Although a water system had been planned for Salem since the town's founding, war and the struggles of establishing a town in the rugged backcountry made the work slow, and it was 1778 before the waterworks were completed. Wrote one Moravian observer,

Among the many material mercies we have received we particularly mention that early in this year, after several years of longing and preparation . . . , water was brought from a spring north-west of our town. . . Now in five places in the town water runs from a pipe for drinking and other necessary purposes.⁷

The waterworks consisted of bored logs joined by iron collars which carried spring water to several public water stands around the town and to all the principal buildings. It was the first public waterworks system in the southeast, and was admired in 1791 by the visiting President of the United States, George Washington.⁸

The springs themselves were located on what came to be called the Reservation, north of Salem's boundary, which is the heart of the present-day Holly Avenue Historic District. It is unclear when the area was officially denoted as the Reservation, but as early as 1820, the brethren may have planted trees on the property as an intentional watershed protection measure.⁹ It is possible that the area was formally protected and named between 1849, when Winston was created east of the area and 1856, when Salem created official city limits.¹⁰ Between those two dates, Winston expanded so that the Reservation fell within its bounds. The earliest known, official reference to the land being titled the Reservation is an 1876 map of Salem and Winston, drawn by E. A. Vogler.

This initial water system served Salem until 1828 when a second spring-fed system was

⁷Salem Memorabilia, 1778, quoted on a display panel at the Boy's School Museum, Old Salem, Inc., Winston-Salem, NC.

⁸"History of the Building of the Place Congregation Salem, Written for the Celebration of the Congregation in Salem, February 19, 1816," in Adelaide L. Fries, ed., *Records of the Moravians in North Carolina*, vol. VII, (Raleigh: State Department of Archives and History, 1947), 3051.

⁹Michael O. and Martha B. Hartley, interview by authors, 30 January 2001.

¹⁰Hartley interview.

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brought on-line, while the Reservation was retained as a secondary source. The area referred to as the Reservation continued to be undeveloped, with the exception of its northern edge, until its subdivision in 1903, even though it was only used as a back-up water source and occasionally as a water source for the Salem Manufacturing Company.¹¹

Beyond the Reservation: Winston-Salem's Industry and Neighborhoods

Protection of the Reservation by the Moravians and the town of Salem created a large tract of undeveloped land in the western section of downtown Winston roughly bounded by present-day Spring, First, Poplar, Spruce, and Fourth streets. By 1900, this wooded tract was surrounded by development fueled by the astounding growth of the tobacco and textile industries. Also contributing were the railroads, banking, and other service industries that supported manufacturing.

The connection of Winston and Salem to Greensboro with a rail line in 1873 spurred fifty years of unprecedented growth. In 1870, Salem's population was 905 and Winston was home to just 443. In the next ten years, Winston's population grew 544 percent, so that by 1880, Winston's population was up to 2,854 while Salem's was 1,340. This gap widened, and in 1910, there were 17,167 people in Winston and only 5,533 in Salem.¹² Between 1910 and 1920, Winston-Salem's population more than doubled, making it the state's most populous city.¹³ In the fifty years following the arrival of the railroad, the city grew 1,500 percent.¹⁴

These new citizens were coming to Winston seeking employment in the tobacco and textile factories and the Nissen and Spaugh wagon works. By 1906, "Winston's factories led the state by turning out \$11.3 million in products, a 132 percent increase in just six years."¹⁵ These industries also made the county one of the richest in the state. In 1927, Forsyth County led the state in total assessed valuation of property with almost \$200 million worth.¹⁶ It retained this

¹¹Robert W. Neilson. "Story of the Water Supply Systems in the town of Salem, NC: 1778-1913." Unpublished report available through the Moravian Archives, Winston-Salem, NC.

¹²Population statistics, 1870 - 1910 from Tise, 36.

¹³Frank V. Tursi, *Winston-Salem: A History* (Winston-Salem: John F. Blair, Publisher, 1994), 170.

¹⁴*Ibid.*, 116.

¹⁵*Ibid.*, 156.

¹⁶Fries, *Forsyth*, 245-246.

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ranking until 1949.

R. J. Reynolds Tobacco Company was incorporated in 1890. By 1897, thirty-nine tobacco companies were in business, though by 1909, consolidation left only two. Before selling to R.J. Reynolds in 1900, P.H. Hanes and Company was Winston's largest tobacco factory and the largest employer with 600 workers. Their sell-out made R. J. Reynolds the town's top tobacco company and left the Hanes Brothers with money to start textile mills, one of which was the forerunner of Hanes Hosiery.¹⁷

In 1913, R. J. Reynolds introduced Camel cigarettes and began importing enough Turkish tobacco and French cigarette paper that Winston-Salem was made a port of entry by the U. S. Customs Service.¹⁸ Even though the city was over two hundred miles from the coast, it was, by 1916, the eighth largest port of entry in the country.¹⁹ By 1930, Winston-Salem was producing more tobacco products than any other city in the world. The city also led the country in the production of men's knit underwear and the South in the production of knit fabrics, woolen goods, and wagons.²⁰ In 1940, R. J. Reynolds Tobacco Company, Hanes Hosiery, and P. H. Hanes Knitting Company employed sixty percent of the city's workforce. With R. J. Reynolds being located on the east side of downtown and the Hanes factories also located downtown, the Holly Avenue neighborhood was home to many of these companies' employees.

Prior to 1890, Winston's residents had to live within walking distance of their jobs, shops, and social activities, but on July 17 of that year, the city's first streetcars began operation. As of 1907, lines ran from the county courthouse north along Liberty Street to the Piedmont Fair Grounds, south on Main Street to Nissen Park, east along Third to City Hospital, and west on Fourth to West End, the city's first suburb.²¹

The two most prominent streetcar neighborhoods in Winston and Salem were West End (NR, 1986), laid out west of the Holly Avenue neighborhood in 1890 as a resort development around the Zinzendorf Hotel, and Washington Park (NR, 1992), platted in 1891 and located

¹⁷Tursi, 169.

¹⁸Ibid.

¹⁹Ibid.

²⁰Ibid., 170.

²¹Tursi, 146; and Langdon Edmunds Oppermann, "Washington Park Historic District National Register Nomination" Section 8, 4-5, August, 1991

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south of the Holly Avenue area, beyond the town of Salem. Streetcars served both and both utilized curvilinear streets to take advantage of the rolling, and sometimes steep, topography. East of downtown, an African-American neighborhood, Columbia Heights, developed around the industrial school that would become Winston-Salem State University.

Despite the creation of these early suburbs, for Winston's most important citizens, the most fashionable addresses were downtown along Cherry Street and on West Fifth Street between Marshall and Broad streets. As early as the 1870s, Winston's industrial capitalists constructed stately homes along Cherry, many of which were replaced by even grander homes around the turn of the century. Fifth Street was known in the 1890s as "Millionaire's Row" and was home to leaders such as Bowman Gray, W. N. and R. J. Reynolds, R. E. Lassiter, and others.²²

Simultaneously, tenements housed workers close to factories, and small cottages around both Winston and Salem housed other factory employees, domestics, and other members of the working class. Prior to 1890 and before enactment of Winston-Salem's 1912 ordinance forbidding blacks and whites to live on the same street, races and classes lived within close proximity of each another. The tobacco, bank, or textile executive, his servants, and his black and white employees all lived close together in order to walk to their places of work.²³

Within the Holly Avenue neighborhood, prior to 1908, both white and African American workers occupied the small homes on South Poplar Street, in north Salem. These residents worked for the railroad and local factories and lived in hall and parlor and saddlebag houses with little or no regard for race. By 1908, the African American residents had been pushed out, and all the cottages were replaced in the 1910s and 1920s with modest bungalows and duplexes whose residents were white. The African Americans who left South Poplar Street apparently moved to nearby streets, such as Shallowford Road (Brookstown Avenue). Only the Henry Case House (c. 1885) on South Poplar Street is extant from this integrated period. None of the houses occupied by African Americans are standing.²⁴

Prior to 1903, the rapid development of Winston-Salem's industry and neighborhoods occurred around the Reservation, leaving a tract of steep, open land in the heart of the city. By

²²Laura A. W. Phillips, "Agnew Hunter Bahnson House National Register Nomination" Section 8, page 5. 2000.

²³Langdon Edmunds Oppermann, "Winston-Salem's African-American Neighborhoods: 1870-1950" preliminary planning report prepared for the Forsyth County Joint Historic Properties Commission, 1993, 15.

²⁴Winston-Salem City Directories, 1891-1985; and 1891 Bird's Eye View of Winston and Salem.

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the turn of the twentieth century, the Reservation was bordered by Winston's most elite addresses to the north and east, one of its most desirable neighborhoods to the west, and the cottages of north Salem's working class, to the south. In 1903, with other, better, water sources successfully operating, the Brethren finally felt safe in subdividing the land they had guarded since their arrival.

Development of the Reservation and the Holly Avenue Neighborhood

Before 1903, some modest development on the Reservation had occurred. On the 1876 E. A. Vogler map, the bounds of the Reservation ran behind the properties which face West Fourth Street between Spruce and Broad street, and then along the western edge of Spruce to First, along First and then north along Spring back to Fourth Street. By 1891, the northern edge of the Reservation had been pushed south to the point where Holly Avenue would be extended across to Spring Street. Further development may have occurred by 1903 since, according to the plat, the bounds of the Reservation had been pushed southwest so that the "Plat of the Reservation" illustrated the division of land bordered by First, Poplar, and Spring streets, Holly Avenue, and the Calvary Moravian Church property on the northeast corner of the Reservation.

The only building on the Reservation as it appeared in 1891, was Calvary Moravian Church, which had been constructed in 1888 by Salem's Moravians to serve Winston's population. The church stood, as does its 1923 successor, at the corner of Poplar Street and Holly Avenue, on the northeast corner of the Reservation. Besides the church, brick townhouses constructed in 1904 on the corner of Spring Street and Holly Avenue constitute one of the oldest buildings on the Reservation. By 1900, scattered residential development consisting of gabled ell cottages and I-houses was located on the immediate periphery of the Reservation. These houses were considerably smaller and simpler than their neighbors to the north, east, and west. Most of these homes were located on South Spruce, Marshall, and South Poplar streets, with a few on the north side of Holly Avenue and a few on Spring Street. Other streets, beyond the Reservation's edges but adjacent to the Holly Avenue Historic District were well developed by 1903.

By the mid-1910s, West End and Washington Park were filling up with the homes of upper-middle and upper class residents. In 1914, R. J. Reynolds and his wife, Katherine, completed construction of their country estate, Reynolda, several miles from downtown. Following this pattern, the suburbs of Buena Vista and West Highlands were being platted by the late 1910s. These two suburbs would become home to Winston-Salem's most wealthy citizens who desired their own "country homes," for which there was not space in West End or Washington Park. Also in the mid-1910s, the Ardmore subdivision, southwest of West End, began attracting middle-class car owners who built bungalows on modest lots.

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With such emphasis on suburban development, it is unusual that downtown would remain attractive for residential purposes. Homes were eventually built on all the Reservation's lots subdivided in 1903 while older homes south of First Street were torn down to make way for bungalows and somewhat larger houses. Homes in the Holly Avenue Neighborhood are smaller than those found in West End, and accordingly, occupants were less affluent, but the mix of late nineteenth century, Queen Anne, Colonial Revival, and Craftsman styles and the terrain of the area, link it closely with West End. The Holly Avenue Historic District, however, was not a suburb but a residential section of downtown Winston-Salem created by working class residents at a time when many whites with moderate incomes were moving into the suburbs.

Although most residents of the Holly Avenue Historic District were members of the working class, the area did have its wealthier citizens. Generally, these residents lived north of First Street, in Winston. South of First Street, in Salem, houses were noticeably smaller and were often used as rental property.²⁵

Among the most prosperous residents were Henry H. Knapp, a physician on Holly Avenue; Henry W. Foltz who lived on Second Street and was a banker, real estate investor, and strong supporter of Calvary Moravian Church and the Wachovia Historical Society; and James N. Weeks, the secretary-treasurer of Hanes Hosiery Mill who lived on First Street. Irvin McIver also lived on First Street and was a carpenter and contractor who may have been involved in the construction of some of the district's buildings. Peter Blum built his Poplar Street house in 1902. Blum was a tinsmith well known in Winston-Salem both for his skills and for his role in preserving the craft by working at Old Salem, Inc. when it opened as a museum in the 1950s. Other residents were a mix of upper management, factory workers, grocers, bookkeepers, railroad employees, tradesmen, salesmen, and clerks.

During the first half of the twentieth century, Holly Avenue residents maintained gardens and orchards and kept goats, sheep, and chickens. Residents hunted and trapped rabbits and squirrels in a wooded area west of Brookstown Avenue. Children played in the numerous creeks that are now hidden by culverts and attended West End Graded School, Wiley School, and Reynolds High School.²⁶

Neighborhood stores were located at First and Spruce streets and on South Poplar Street. The store on First Street has been lost, but the extant T. R. Brann Grocery Store on South Poplar Street was a popular gathering place. The Branns grew some of the store's produce, and the

²⁵Winston-Salem City Directories, 1891-1985; Sanborn Maps; and Jake Clodfelter, interview conducted by author, 27 March 2001.

²⁶Clodfelter interview.

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store was especially known for its strawberries raised by Mrs. Brann. Clodfelter Roofing on Brookstown Avenue was another local business whose owner lived in the neighborhood. Supplies for the roofing company arrived by rail and were picked up from the rail spur behind Arista Mills on Brookstown Avenue. Goods sold at Brann's store probably also arrived this way.²⁷

Based on the city directories and Sanborn maps from the time period, it appears that the Holly Avenue neighborhood continued to be the scene of residential construction throughout the 1920s. Residents continued to be white, working class citizens.

Holly Avenue Neighborhood Since 1930

Since the 1930s, the Holly Avenue neighborhood has been the scene of increased commercial encroachment particularly along Marshall and Broad streets, and has experienced an increase in the number of rental units, as apartment buildings were constructed and older houses divided into several units. Although duplexes had been a component of the traditional housing stock in the neighborhood since the 1910s and 1920s, the 1930s, 1940s, and 1950s saw the construction of several larger apartment buildings. One such building was the 1930 three-story Wachovia Apartments located on South Spruce Street at its intersection with First Street.

In the early 1950s, south of the historic district, construction began on the East-West Expressway, now known as Business Interstate-40. The first section of the highway was completed in 1958, bisecting the city. In the Holly Avenue neighborhood, Spruce and Poplar streets became dead-end streets, effectively ending the historic connection of the neighborhood with Salem to the south and the industries of northern Salem. Longtime neighborhood residents, Robert Brann and Jake Clodfelter did not recall out-spoken objection to the highway, but both men and their families went to court to recoup some of lost value of their properties. The Clodfelter home and several rental properties owned by that family are located on South Poplar Street, very close to the interstate while Brann's childhood home, in which he, his mother, and his sister were living at the time, was torn down to make way for the highway.²⁸

Brann constructed a ranch house in 1952 at 115 Shady Boulevard and moved his family there. Both Brann and Clodfelter recall that Brann was an exception; most people displaced by the interstate moved farther away. One family moved to Davidson County. Others moved to

²⁷Clodfelter interview.

²⁸Clodfelter interview; and Robert and Nancy Brann, interview conducted by author, 3 March 2001.

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Ardmore and Washington Park. Today, peach trees and other domestic plants occasionally gain a foothold on the interstate embankment between Poplar Street and Brookstown Avenue.²⁹

The new interstate and suburbanization had an impact on the community. By the middle of the twentieth century, property owners began leaving, either selling or renting their homes, creating a neighborhood with a transient population, absentee landlords, and a crime problem. Although Calvary Moravian Church continues to be the steadfast neighborhood intuition it has always been, in 1958, it declared that “the Holly Avenue neighborhood was no longer appropriate for a parsonage.”³⁰ The church moved its pastor’s home to Country Club Road, illustrating the movement of many of the area’s long-time residents to other parts of the city.

In the mid-twentieth century, downtown lost its luster as a prestigious shopping and residential district, and thus, the other remaining vestiges of downtown neighborhoods began to be eroded. “Millionaire’s Row” on Fifth Street was slowly destroyed to make way for parking lots, a county library, and automobile service stations. The grand homes on Cherry Street were torn down or renovated for use as office space.

Today, the Holly Avenue Historic District represents Winston-Salem’s last intact downtown neighborhood with many of its homes extant and used for residential purposes. Homeowners are returning to the area and many rental properties are being renovated and rehabilitated as downtown living is becoming more desirable. In March 2000, a collapsed storm drain created a sinkhole behind 649 West Second Street. Although no above ground evidence resources associated with Salem’s first water system, this sinkhole made visible a portion of a wall constructed in two parts, the earlier of which may be related to the original Salem waterworks of 1778.³¹ Unfortunately, the drainage problem that created the sinkhole subsequently caused the building at 649 West Second Street to become unsafe, leading to its demolition. The find, however, has sparked interest in the earlier history of the district, and brought positive attention to the neighborhood and its viability as a residential community. The archaeological feature was buried with clean fill so that an in-depth study of the site can be undertaken in the future. It is expected that a full excavation will yield more information about Salem’s water system.³²

²⁹Brann and Clodfelter interviews.

³⁰Calvary Moravian history book...95 (find correct citation)

³¹Michael O. and Martha B. Hartley, “Examination of Stone Wall, 649 W. Second Street” (photocopy, 2000), Old Salem, Inc., Winston-Salem, NC.

³²Ibid.

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The current population of recent and long-time residents represents a wide range of renters, property owners, races, and economic classes. In effect, the balance of the neighborhood's population has returned to what it was in the early 1900s when white and African American factory workers, physicians, grocers, and even a Hanes Hosiery executive, lived side-by-side.

Architectural Context

In the late nineteenth and early twentieth centuries, America was in the midst of an industrial revolution. Technological advances were allowing goods to be produced rapidly and cheaply while railroads were making the transport of these products, as well as people, relatively easy and inexpensive. Construction methods were also evolving. Balloon framing and other light framing techniques allowed for the easy creation of houses with irregular footprints, overhangs, and complex roofs. Houses were no longer confined to rectangles or squares. Factories were able to mass-produce pressed brick, cut stone, plate glass, and cast iron. Sawmills were creating spindles, posts, brackets, bargeboards, decorative shingles, window sash, and doors in innumerable designs and patterns, and cheap nails made it even easier for the country's prosperity and boundless energy to be expressed through the application of these exuberant and eclectic decorations and materials.

It was in this atmosphere that the Queen Anne style emerged. Popular from coast-to-coast, Queen Anne featured asymmetrical facades and irregular footprints. High-style examples are usually two-stories in height. Complex roofs feature hips, gables, and turrets. Porches create outdoor living spaces and often wrap around one or more corners of the house. Balconies are often integrated into the design. Round, square, or polygonal towers are sometimes located on the corners of Queen Anne buildings. Decorative shingles, stucco, beadboard, and German siding are often used together to create rich wall surfaces. Windows, sometimes incorporating stained glass are irregularly spaced while small, round or diamond-shaped windows are sometimes utilized. Even chimneys are decorated with corbelling and banding while pressed metal shingles add more pattern and texture.

Developing concurrently with the Queen Anne style was the Colonial Revival style. The country's 1876 Centennial sparked a new interest in American history, and in historic architecture. Following the Centennial, and through the 1880s, the well-known architects, McKim, Mead, White, and Bigelow, began studying Colonial American architecture and incorporating those traditions into their work. Most early Colonial Revival designs were not accurate reproductions of Colonial homes; rather Palladian windows, friezes, classical columns, pilasters, and fanlights were applied to designs that were often more Queen Anne in style. As information concerning America's earliest homes was disseminated through books and popular

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magazines, buildings began to be more “academically correct” in their interpretation of Colonial, Federal, and even Greek Revival architecture. By the 1920s, most Colonial Revival homes, though more accurate in their replication than their predecessors, could be easily distinguished from their prototypes. Some, however, with the exception of their suburban locations, could easily be mistaken for the real thing.

A third nationally popular style emerged in the 1910s and 1920s as well. Inspired by the English Arts and Crafts movement, the work of Gustav Stickley, and the work of Charles Sumner Greene and Henry Mather Greene in California, and a desire to produce a smaller-scale home less fussy than Queen Anne dwellings and less formal than Colonial Revival designs, Craftsman bungalows began to proliferate. The style sought to exhibit the craftsmanship of the building’s construction by leaving raftertails and roof beams exposed. Knee braces were also used to reinforce the notion of exposed structure. Multi-pane sash were hung above single-light sash. Deep porches were supported by thick square or round columns or by square, round, or battered posts on piers clad in stone, stucco, weatherboard, or brick. Plans for Craftsman homes were sold in magazines and publications that were distributed nationwide. Although not restricted to smaller homes, the style was most often applied to bungalows that the common man could afford.

During this time period, essentially from the late 1800s through the 1920s, these styles were being constructed at a rapid pace in the new subdivisions of Winston and Salem. In the late 1800s, builders in Winston and Salem were working to keep up with the demand for new housing as industry in the towns, in Winston in particular, boomed. Contractor Henry McIver averaged the completion of one house every two weeks in 1885, and by the 1890s, seven development companies were operating in the towns, whose combined populations totaled less than twenty thousand.³³ In 1902, Salem’s Bishop Rondthaler reported the construction of “a number of nice residences, a large number of medium dwellings and tenements besides some business houses.”³⁴ Most of this construction was being executed in Queen Anne, Italianate, and early Colonial Revival styles.

Two large subdivisions were opened during this time period in Winston and Salem. West End, located on a hilly tract west of the Holly Avenue Historic District, was marketed towards Winston’s wealthier residents. Homes were large, usually two-story Queen Anne and early Colonial Revival structures set along winding streets on narrow lots. Tall retaining walls across the front of lots and the siting homes atop hills created imposing facades equal to the owners’

³³ Gwynne Taylor, *From Frontier to Factory: An Architectural History of Forsyth County* (Raleigh: NC Department of Cultural Resources, 1981), 37.

³⁴ Rondthaler, *Memorabilia* quoted in Taylor, 38.

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status. Development continued into the 1920s with the construction of Craftsman and Colonial Revival homes on a scale that reflected the affluence of the neighborhood.

Washington Park, south of Salem, was laid out at around the same time as West End, but its actual development started slightly later. Cascade Avenue, the subdivision's most prestigious street, was lined with mansions executed in various modes of the Colonial Revival style, including Georgian Revival and Dutch Colonial Revival. Tudor Revival was also a popular style. Washington Park's heyday continued throughout the 1920s, when the Craftsman style joined the ranks of the revivals. Like West End, Washington Park became the home of some of Winston and Salem's most prominent citizens.

Ardmore, a sprawling development of Craftsman bungalows south and west of downtown Winston-Salem, was laid out in the 1910s and developed primarily in the 1920s. Houses here are generally one-story in height and are either Craftsman bungalows or Period Cottages, although a few small Colonial Revival houses can be found. Without access to a streetcar line, Ardmore catered to middle class, working, car-owners.

North and west of downtown Winston-Salem are Buena Vista and West Highlands. These subdivisions were platted in the late 1910s and, like Ardmore, developed mostly in the 1920s. It was here that Winston-Salem's wealthiest citizens moved when West End and Washington Park began to lose some of their attraction. Mansions and stately homes are setback on deep lots and are usually accompanied by a multi-car garage. Winston-Salem's grandest Colonial Revival homes, many designed by Charles Barton Keen and some of the city's best architects, are to be found on these tree-lined streets.

While these subdivisions were being opened up, the Holly Avenue Historic District was also experiencing the height of its construction. Holly Avenue exhibits a wide range of late-nineteenth century and early twentieth century styles, beginning with the Italianate Henry Case House from c. 1885. The Case House features bracketed eaves, window hoods, and a porch with turned posts, brackets, and a turned balustrade. Less decorative is the James Jessup House (c. 1889), an I-house with minimal Italianate references. The Charles C. Vaughn House (c. 1891) and the W. A. Walker House (c. 1893) are two sophisticated, Queen Anne dwellings that feature irregular footprints, a variety of wall materials, and various projections and bays.

More homes were constructed in the early 1900s, and thus are a mix of Queen Anne and Colonial Revival styles. Around 1900, George and Laura Roediger built an imposing, two-story, Colonial Revival and Queen Anne house with fluted columns and two polygonal bays on Spring Street. Another example is the 1906 Henry W. Foltz House, an asymmetrical cottage with decorative shingles, a pedimented dormer, and Tuscan columns on the wrap-around porch.

In the 1910s, plain I-houses and gabled ell cottages were decorated with sawnwork, brackets, and turned porch posts. The John W. Peddycord House on First Street has kneebraces,

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a sawnwork porch balustrade, and a central roof gable. The c. 1911 Thomas B. and Rosa Powell House is a gabled ell cottage with a partial-width, hip roof porch with turned posts, a turned balustrade, and sawnwork brackets.

As Winston-Salem's prosperity continued in the 1920s, bungalows were constructed in the Holly Avenue neighborhood. The Clyde and Annie Rich House was constructed around 1924 and features kneebraces, battered porch posts on brick piers, and windows with multi-light sash hung over single-light sash. The James and Burnice McIver House on South Spruce Street is a one-and-a-half-story bungalow with a large, shingled, shed dormer, arched kneebraces, and paired porch posts on brick piers.

Multifamily housing has been part of the neighborhood's history from its earliest days. One of the first buildings built on the Reservation was a complex of four brick townhouses on Spring Street, but the majority of the neighborhood's apartment buildings date from the 1910s and 1920s, incorporating Craftsman and Colonial Revival elements. An apartment building on Second Street dates from 1914 and has a full-width, engaged, double tier, front porch, exposed raftertails, and eight-over-one and nine-over-one windows. The Forsyth Apartments, built on Second Street around 1922, are two-stories with pedimented, double tier porches, bracketed eaves, and a stuccoed exterior. Apartment building continued to be built throughout the period of significance. The largest building is the Wachovia Apartments on South Spruce Street. The Wachovia is a three-story brick building with Art Moderne design influences. Several buildings were constructed in the 1940s and early 1950s and are usually Minimal Traditional in style.

While Winston-Salem's other contemporaneous neighborhoods were somewhat homogenous, comprised of houses executed in only a few architectural styles with residents of similar backgrounds, homes in a wide range of styles and scales were constructed in the Holly Avenue neighborhood. Also unique among some of the city's other neighborhoods was the incorporation of corner stores and multi-family housing. Both doctors and factory workers lived in the Holly Avenue neighborhood, and the housing stock reflects this diversity.

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10. Geographical Data

UTM References continued

5.	17	567220	3994320	6.	17	567180	3994700
	zone	Easting	Northing		zone	Easting	Northing

Verbal Boundary Description

The boundary of the Holly Avenue Historic District is shown as a dot-dash line on the accompanying map entitled, "Holly Avenue Historic District Map" drawn at the 1 inch to 100 feet scale.

Boundary Justification

The boundary of the neighborhood encompasses all the historic residential structures within an area developed primarily after 1903 and before World War II, which is today commonly known as the Holly Avenue neighborhood. The district boundaries roughly follow the ridges that surround the neighborhood. It is bordered on the north, west, and east by modern commercial and business development and on the south by the interstate highway.



