

294

Form 10-300
(Rev. 6-72)

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY - NOMINATION FORM

(Type all entries - complete applicable sections)

STATE: North Carolina
COUNTY: Moore
FOR NPS USE ONLY
ENTRY DATE

1. NAME

COMMON:
Pinehurst Historic District

AND/OR HISTORIC:

2. LOCATION

STREET AND NUMBER:

CITY OR TOWN:
Pinehurst

CONGRESSIONAL DISTRICT: Eighth
The Hon. Earl B. Ruth

STATE: North Carolina CODE: 37 COUNTY: Moore CODE: 125

3. CLASSIFICATION

CATEGORY (Check One)	OWNERSHIP	STATUS	ACCESSIBLE TO THE PUBLIC
<input checked="" type="checkbox"/> District <input type="checkbox"/> Building <input type="checkbox"/> Site <input type="checkbox"/> Structure <input type="checkbox"/> Object <input checked="" type="checkbox"/> Both	<input type="checkbox"/> Public <input type="checkbox"/> Private <input checked="" type="checkbox"/> Both	Public Acquisition: <input type="checkbox"/> In Process <input type="checkbox"/> Being Considered	<input type="checkbox"/> Occupied <input type="checkbox"/> Unoccupied <input type="checkbox"/> Preservation work in progress
PRESENT USE (Check One or More as Appropriate)			
<input type="checkbox"/> Agricultural <input type="checkbox"/> Commercial <input type="checkbox"/> Educational <input type="checkbox"/> Entertainment	<input type="checkbox"/> Government <input type="checkbox"/> Industrial <input type="checkbox"/> Military <input type="checkbox"/> Museum	<input type="checkbox"/> Park <input type="checkbox"/> Private Residence <input type="checkbox"/> Religious <input type="checkbox"/> Scientific	<input type="checkbox"/> Transportation <input checked="" type="checkbox"/> Other (Specify) <u>Resort village</u>
ACCESSIBLE TO THE PUBLIC (Yes/No)			
<input checked="" type="checkbox"/> Restricted <input type="checkbox"/> Unrestricted <input type="checkbox"/> No			

4. OWNER OF PROPERTY

OWNER'S NAME:
Pinehurst, Inc.

STREET AND NUMBER:

CITY OR TOWN:
Pinehurst

STATE:
North Carolina

CODE:
37

5. LOCATION OF LEGAL DESCRIPTION

COURTHOUSE, REGISTRY OF DEEDS, ETC.:
Moore County Courthouse

STREET AND NUMBER:

CITY OR TOWN:
Carthage

STATE:
North Carolina

CODE:
37

6. REPRESENTATION IN EXISTING SURVEYS

TITLE OF SURVEY:

DATE OF SURVEY: Federal State County Local

DEPOSITORY FOR SURVEY RECORDS:

STREET AND NUMBER:

CITY OR TOWN: STATE: CODE:

STATE: North Carolina

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ENTRY NUMBER

DATE

SECTION 101-11-1

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY - NOMINATION FORM

(Continuation Sheet)

STATE	
North Carolina	
COUNTY	
Moore	
FOR NPS USE ONLY	
ENTRY NUMBER	DATE

(Number all entries)

2. Location

Starting on N.C. 5 at intersection with Norfolk and Southern Railroad tracks, thence with said tracks in northeasterly direction, thence with said tracks in northwesterly direction to point where track branches, thence west along southernmost branch to its termination, thence continuing in southwesterly direction to McLean Road, thence with said road southwesterly to intersection with N.C. 5, thence southeasterly with N.C. 5 to beginning.

7. DESCRIPTION

CONDITION	(Check One)					
	<input checked="" type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Deteriorated	<input type="checkbox"/> Ruins	<input type="checkbox"/> Unexposed
	(Check One)			(Check One)		
	<input checked="" type="checkbox"/> Altered	<input type="checkbox"/> Unaltered	<input type="checkbox"/> Moved	<input checked="" type="checkbox"/> Original Site		

DESCRIBE THE PRESENT AND ORIGINAL (if known) PHYSICAL APPEARANCE

Pinehurst, a model resort village in the North Carolina Sandhills, exists today in its original layout, the picturesque landscape planned by Frederick Law Olmsted now having attained the maturity which he envisioned. The one hundred-acre village contains an egg-shaped village green surrounded by radiating and concentric streets which echo the curve of the green. The "plantations . . . about the base of and in the immediate vicinity of the buildings," made with the intention of ". . . giving the structures the appearance of growing out of a mass of foliage and thus being connected more intimately with the landscape," have accomplished their purpose, and all buildings are concealed from full view. The foliage borders along the streets, the planted traffic islands, the forested green and the pine grove (Marshall Park), which as Olmsted's assistant, Manning, wrote ". . . provided an evergreen background for all views across it and also a pleasant place to ramble in . . ." are intact and well-maintained.

The small commercial area which serves the village is concentrated on the west side of the green around the general store. The remainder of the original village remains a restricted residential area. The original village buildings--The Holly Inn, the Casino, the general store, and the boarding houses and cottages--are still in use. Although many of these buildings have been enlarged, the additions maintain the original modest character. The buildings, designed in a simple Colonial Revival style, with touches of Queen Anne ornament, create the atmosphere of a New England village. The rambling wooden structures are characterized by white German sided and shingled wall surfaces, multi-gabled or gambrel roofs with dormers, turrets, and bay windows, and numerous porches with bracket and sawnwork ornament. The light, durable construction imparts a resort quality.

The Holly Inn, on Main Street at the head of the green, is a two-story overgrown frame building with a deep gable roof and cross-gable projections. The original center block crowned by a belfry was replaced in the 1920s by a classical pedimented block with a two-story portico. The general store is a two-story structure with transverse end wings, a deep hip roof with wide bracketed eaves and a one-story bracketed porch with an upper deck filling the space between the wings. The original storefronts with charming wooden classical trim remain intact. Typical of the boarding houses built when the town was established is the Magnolia Inn, at the corner of Chinquapin and Magnolia streets west of the green, a two-story frame building with a deep gable roof with pedimented dormers, a full-length facade porch, and side porches with Doric posts engaged beneath the roof. The cottages, built to house individual families, are one-and-one-half or two-story buildings, with dormers supplying additional usable space, enlivened with classical and Queen Anne ornament like the larger buildings. The most spectacular hotel in Pinehurst is the Carolina Hotel, the epitome of a turn-of-the-century resort hotel. The four-story frame structure has a center five-story pavilion crowned by a cupola, and transverse end wings. Each of the three bays of the main block contains a four-story bay window. The first major addition, designed in the same style, was added about 1918 and doubled the size of the original building. The interior of the hotel has been recently renovated and serves as a major convention center.

SEE INSTRUCTIONS

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY - NOMINATION FORM

(Continuation Sheet)

STATE	
North Carolina	
COUNTY	
Moore	
FOR NPS USE ONLY	
ENTRY NUMBER	DATE

(Number all entries)

7.

The Pinehurst Movie Theatre, which fronts the green on the west side and stands on the site of the Pinehurst Print Shop, was constructed in the late 1920s and is the most striking later building in the village. The hexagonal brick Romanesque Revival structure has tall round-arched windows and a clay tile hip roof terminating in a louvered cupola. Diaperwork ornament distinguishes the facade, and the entrance is sheltered by a portico in antis with fine Corinthian columns and an ornate plaster frieze. Brick sheds along the sides contain tiny shops. The theatre is now renovated for use as an antique gallery.

Pinehurst is still a model village, a cool haven of slowly winding streets, well-tended but informally landscaped yards, and cheerful white hotels and houses. Although no provisions for vehicular parking were made in the original plan, parking lots have been fortunately located in the interior of blocks, concealed by planting strips. The village is now surrounded by five golf courses, and the gently rolling green fields complement the open space within the village.

3. SIGNIFICANCE

PERIOD (Check One or More as Appropriate)

<input type="checkbox"/> Pre-Columbian	<input type="checkbox"/> 16th Century	<input type="checkbox"/> 18th Century	<input checked="" type="checkbox"/> 20th Century
<input type="checkbox"/> 15th Century	<input type="checkbox"/> 17th Century	<input checked="" type="checkbox"/> 19th Century	

SPECIFIC DATE(S) (If Applicable and Known) 1895

AREAS OF SIGNIFICANCE (Check One or More as Appropriate)

<input type="checkbox"/> Aboriginal	<input type="checkbox"/> Education	<input type="checkbox"/> Political	<input checked="" type="checkbox"/> Urban Planning
<input type="checkbox"/> Prehistoric	<input type="checkbox"/> Engineering	<input type="checkbox"/> Religion/Philosophy	<input type="checkbox"/> Other (Specify) _____
<input type="checkbox"/> Historic	<input type="checkbox"/> Industry	<input type="checkbox"/> Science	_____
<input type="checkbox"/> Agriculture	<input type="checkbox"/> Invention	<input type="checkbox"/> Sculpture	_____
<input checked="" type="checkbox"/> Architecture	<input checked="" type="checkbox"/> Landscape Architecture	<input checked="" type="checkbox"/> Social/Humanitarian	_____
<input type="checkbox"/> Art	<input type="checkbox"/> Literature	<input type="checkbox"/> Theater	_____
<input type="checkbox"/> Commerce	<input type="checkbox"/> Military	<input type="checkbox"/> Transportation	_____
<input type="checkbox"/> Communications	<input type="checkbox"/> Music		
<input type="checkbox"/> Conservation			

STATEMENT OF SIGNIFICANCE

The model resort village of Pinehurst, designed in 1895 by Frederick Law Olmsted under the patronage of James W. Tufts, is a picturesque town with frame late Victorian buildings nestled in a landscape of trees and shrubs carefully designed to create picturesque, restful vistas. The unchanged community design is even more beautiful today than when new, for the plantings are now mature, and Pinehurst has become an oasis in the Sandhills of North Carolina. Pinehurst, one of the two landscape projects executed by Olmsted in North Carolina, is a living monument to the creativity and foresight of Olmsted and his assistant, Warren H. Manning.

The model resort village of Pinehurst is the result of the philanthropic desire of James W. Tufts, the Boston inventor of modern soda fountain equipment, to found a winter health resort for middle-class Northerners with "delicate lungs." Tufts was encouraged in this venture by his friend Edward Everett Hale, a well-known Boston writer and humanitarian, who crusaded to raise the standards of working class housing. After much searching, in June, 1895, Tufts bought 4,703 acres of land from Henry A. and J. R. Page in the Sandhills section of southeastern North Carolina. Several smaller purchases of surrounding property increased this tract. This land, located in a long-leaf pine forest, was chosen because Tufts felt there were ". . . curative virtues in the aromatic breath of the pine of whatever variety and wherever found, but there is abundant proof that the long-leaf pine far surpasses all other kinds in healing power."

Tufts employed his friend, Frederick Law Olmsted, the leading authority in the field of landscape architecture in America, to design the new town. In the journal which Olmsted had published as a young man following his travels through the South, he had particularly extolled the beauty and refreshing balsamic odor of North Carolina pine trees. Olmsted had campaigned throughout his career for parks to ameliorate the working class environment. Olmsted's Pinehurst design, executed near the end of his career, benefitted from his prodigious experience in community design, particularly from his design for the self-sufficient suburb of Riverside, Illinois, done in 1868-1869. Warren H. Manning, Olmsted's assistant, outlined the problem which they confronted: "To provide a healthful, convenient and attractive town in which home-like accommodations and varied means of recreation could be secured at a moderate cost, in a region having a superior climate, but where much of the landscape had been made unattractive by fire, the axe and the poverty of the soil. . . ." Pinehurst was

SEE INSTRUCTIONS

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY - NOMINATION FORM

(Continuation Sheet)

STATE	North Carolina	
COUNTY	Moore	
FOR NPS USE ONLY		
ENTRY NUMBER		DATE

(Number all entries)

8. A

planned as a winter resort with its own transportation, commercial district, and industry, with ownership of all property and facilities retained by Tufts. Access to the village was provided by the railroad lines to the two nearest towns, Southern Pines and Aberdeen, and an electric railway was built to connect the village with the Southern Pines Railroad Station. (The introduction of the automobile early in the twentieth century rendered this railway obsolete.) Peach cultivation was intended to provide employment for visitors and income for the resort, but the San Hosea peach scale destroyed the peach crop in the area about 1895.

The design, following closely the Riverside plan, placed a village green in the broad amphitheater-like valley of the 100-acre town site selected by Olmsted, with a curvilinear system of roads winding around the broad ridges and valleys surrounding the green. The roads were named after the types of "plantations" used in landscaping: Azalea, Magnolia, Chinquapin, Woodbine, Laurel, Palmetto, Dogwood, Orange, Holly, Elm, Beech, and Sycamore. The layout contained no straight lines or sharp angles, but suggested ". . . leisure, contemplativeness, and happy tranquillity." To insure this atmosphere of "secluded peacefulness," as Olmsted termed it, the original plan delineated ample lots, each fronting a street, containing a building line enforcing a mandatory setback of all buildings. Planting borders separated the roads from the pedestrian walkways, and traffic islands containing shrubbery beds were located at major intersections. The village green, the croquet and tennis grounds, and the pine grove were wooded. Twenty-five buildings were delineated in the design: the Holly Inn, the major hotel, and the Casino, located at the head of the green, and the general store, boarding houses, and residences of varying sizes surrounding the green.

Olmsted actually visited the town site only a few times. His assistant Manning was left in charge of the landscape work. Even after starting his own design firm, Manning maintained his contact with Pinehurst and continued until his death to work with the Tufts family for its improvement.

The site of Pinehurst had been timbered just before Tufts acquired it, and to implement Olmsted's plan, the sandy, rolling ridges were transformed into an evergreen oasis. A number of plants were imported, but the majority were grown in the Pinehurst nurseries, which Tufts developed near the village under the supervision of Otto Katzenstein. This nursery was instrumental in developing varieties of native North Carolina plants which were introduced throughout the United States. Due to the plentiful labor supply available from the surrounding towns, the resort town was built in the miraculously short period of seven months, and opened for business in January, 1896, complete with power plant, water and sewer system, and buildings. The buildings were erected by local carpentry crews, and the source of the building designs is unknown.

The resort was an immediate success, and by 1899 construction began on the Carolina Hotel, twice as large as the Holly Inn, located west of the

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY - NOMINATION FORM

(Continuation Sheet)

STATE North Carolina	
COUNTY Moore	
FOR NPS USE ONLY	
ENTRY NUMBER	DATE

(Number all entries)

8. B

original village in an extension containing streets laid out in the same curvilinear pattern. Golf, which quickly became Pinehurst's chief attraction, was introduced by Mr. Tufts in 1897, when he supervised the construction of the first golf course. The topography and climate of the Sandhills rendered it perfect for the sport, and Pinehurst is now one of the most popular golf resorts in the United States. Tufts died in 1902, and his son Leonard assumed management of the resort. By 1905, when Leonard began to sell lots in the village to individual owners, although retaining controlling interest, Pinehurst had lost its reputation as a health resort. The deeds to town lots, most of which were sold between 1905 and 1917, contained strict covenants insuring the perpetuity of the rural character and prohibiting the occupation of the property by persons with "tuberculosis or consumption." Pinehurst remained in the Tufts family until January, 1971, when it was sold to Diamondhead Corporation, which is currently expanding the resort at its perimeters, leaving the original village unchanged.

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY - NOMINATION FORM

(Continuation Sheet)

STATE	North Carolina	
COUNTY	Moore	
FOR NPS USE ONLY		
ENTRY NUMBER		DATE

(Number all entries)

9.

Moore County Records, Moore County Courthouse, Carthage, North Carolina, Office of the Register of Deeds (Subgroups: Deeds, Wills).

Moore County Records, Division of Archives and History, Raleigh, North Carolina (Subgroups: Deeds, Wills).

Olmsted, Vaux & Co. "Preliminary Report upon the Proposed Suburban Village at Riverside, near Chicago." New York: Sutton, Browne & Co., 1868.

Olmsted, Frederick Law. A Journey in the Seaboard Slave States. New York: Dix and Edwards, 1856.

Pinehurst Religious Association. Pinehurst and the Village Chapel. Durham, North Carolina: Durham Printery, Inc., 1957.

Sutton, S. B., Ed. Civilizing American Cities: A Selection of Frederick Law Olmsted's Writings on City Landscapes. Cambridge, Mass.: The MIT Press, 1971.

9. MAJOR BIBLIOGRAPHICAL REFERENCES

Research and architectural description by Ruth Little Stokes, survey specialist, and Steve Welch, consultant.
 Hale, Edward Everett. Letter. Published in the "Christian Register," 22 April 1897.
 Interview with James Tufts, grandson of James W. Tufts, in Pinehurst, 1 June 1973.
 Katzenstein, Otto. "Pinehurst Nurseries," The Pinehurst Outlook, 28 October 1898.
 Manning, Warren H. "Natural and Artificial Features of Pinehurst Scenery," The Pinehurst Outlook, 10 December 1897.

10. GEOGRAPHICAL DATA

LATITUDE AND LONGITUDE COORDINATES DEFINING A RECTANGLE LOCATING THE PROPERTY			O R	LATITUDE AND LONGITUDE COORDINATES DEFINING THE CENTER POINT OF A PROPERTY OF LESS THAN TEN ACRES		
CORNER	LATITUDE	LONGITUDE		LATITUDE	LONGITUDE	
	Degrees Minutes Seconds	Degrees Minutes Seconds		Degrees Minutes Seconds	Degrees Minutes Seconds	
NW	35° 12' 00"	79° 28' 33"		0	0	
NE	35° 12' 00"	79° 27' 50"				
SE	35° 11' 22"	79° 27' 50"				
SW	35° 11' 22"	79° 28' 33"				

APPROXIMATE ACREAGE OF NOMINATED PROPERTY: 250 acres

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE:	CODE	COUNTY	CODE
STATE:	CODE	COUNTY:	CODE
STATE:	CODE	COUNTY:	CODE
STATE:	CODE	COUNTY:	CODE

11. FORM PREPARED BY

NAME AND TITLE:
Survey and Planning Unit

ORGANIZATION: Division of Archives and History DATE: 26 July 1973

STREET AND NUMBER:
109 East Jones Street

CITY OR TOWN: Raleigh STATE: North Carolina CODE: 37

12. STATE LIAISON OFFICER CERTIFICATION NATIONAL REGISTER VERIFICATION

As the designated State Liaison Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service. The recommended level of significance of this nomination is:

National State Local

Name H. G. Jones Title State Historian/Administrator Date 26 July 1973

I hereby certify that this property is included in the National Register.

 Director, Office of Archeology and Historic Preservation

Date _____

ATTEST:

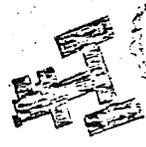
 Keeper of The National Register

Date _____

SEE INSTRUCTIONS

PINEHURST, N.C.

JUNE 1973



CAROLINA HOTEL



HOLLY INN

CASINO

MAGNOLIA

STORE

THEATRE

AZALEA

JURV RD

CHEROKEE RD

MARSHALL PARK

CHEROKEE ROAD

PALMETTO ROAD

PALMETTO ROAD

BSULAH HILL ROAD

CHEROKEE ROAD

HISTORIC DISTRICT BOUNDARIES
DRAWN BY STEPHEN WELCH

