
HISTORIC STRUCTURES SURVEY REPORT

U-5852

WBS #47163.1.1

PA #18-04-0001

Widen SR 2085 (Benjamin Parkway/Bryan Boulevard)
From W. Wendover Avenue to N. Holden Road
In Greensboro

Prepared for Environmental Analysis Unit
North Carolina Department of Transportation

Prepared By:

Kleinfelder

16 Commerce Drive, Suite 2

Augusta, ME 04330

Kate Willis, Project Manager
Amanda Taylor, Architectural Historian
Erin Ware, Architectural Historian

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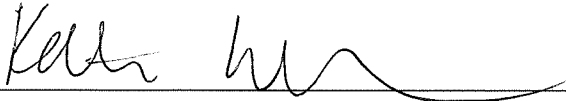
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11/29/2018

Kate Willis, Project Manager
Kleinfelder

Date

Mary Pope Furr, Supervisor
Environmental Analysis Unit, Historic Architecture Team
North Carolina Department of Transportation

Date

Management Summary

Kleinfelder prepared this report in November 2018 in support of North Carolina Department of Transportation's (NCDOT) proposed widening of State Route (SR) 2085 (Benjamin Parkway/Bryan Boulevard from Wendover Avenue to Holden Road in Guilford County [TIP# U-5852, WBS# 47163.1.1 PA# 18-04-001]). NCDOT conducted a preliminary investigation and identified seven resources within the Area of Potential Effects (APE) that warranted additional assessment. The properties consisted of Friendly Shopping Center, Kiser Middle School, Lake Daniel Park, and four post-1945 communities (Garden Homes, Green Valley, Guilford Hills, and Forest Valley). Research revealed that the section of Lake Daniel Park found within the APE was not designated a public park until the 1980s and therefore has been excluded from the evaluation because it is not 50 years of age and does not meet Criterion Exception G.

NCDOT requested that Kleinfelder evaluate these resources and provide a written report that provided photographs, historic and architectural contexts, evaluation of National Register of Historic Places (NRHP) eligibility, comparisons to similar types, and delineated boundaries.

As a result of this effort Kleinfelder recommends that Kiser Middle School, Garden Homes Historic District, Green Valley Historic District, Guilford Hills Historic District, and Forest Valley Historic District are eligible for listing in the NHRP.

Resource Name	NC SHPO Survey Site #	NRHP Recommendation/Criteria
Friendly Shopping Center	GF9095	Not Eligible
Kiser Middle School	GF9094	Eligible/Criteria A & C
Garden Homes Historic District	GF9092	Eligible/Criteria A & C
Green Valley Historic District	GF9093	Eligible/Criteria A & C
Guilford Hills Historic District	GF9090	Eligible/Criteria A & C
Forest Valley Historic District	GF9091	Eligible/Criteria A & C

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I. Project Description and Methodology

Kleinfelder prepared this report in support of NCDOT's proposed widening of SR 2085 (Benjamin Parkway/Bryan Boulevard from Wendover Avenue to Holden Road). NCDOT requested Kleinfelder evaluate six resources and provide a written report that provided photographs, historic and architectural contexts, evaluation of NRHP eligibility, comparisons to similar types in Greensboro as well as a recently determined eligible resource in Raleigh (Greenbrier Estates Historic District), and delineated boundaries.

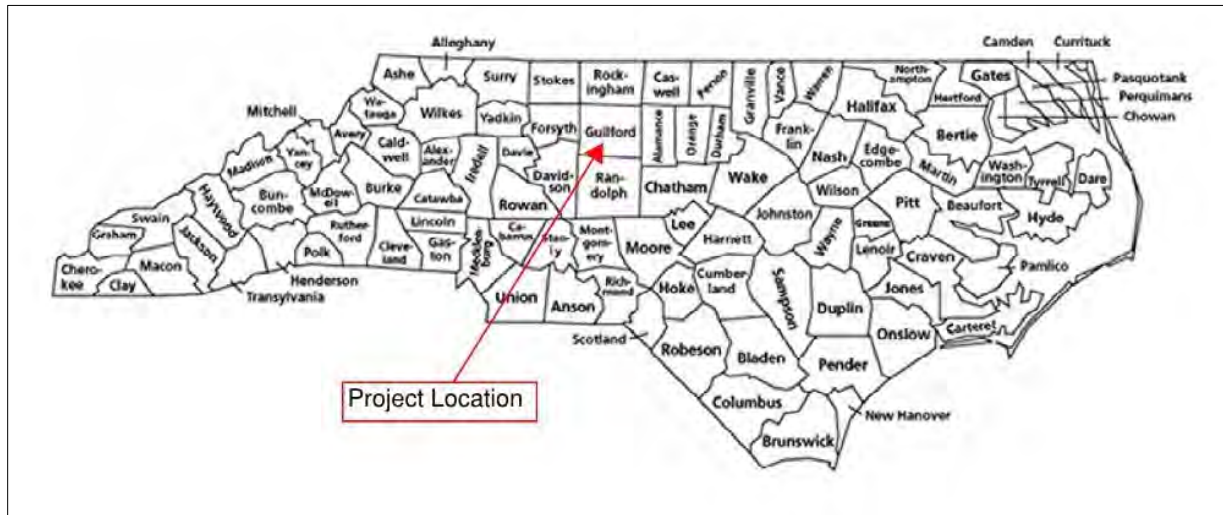


Figure 1: Project location map

The APE provided by NCDOT is a corridor approximately 1.75 miles long and 400 feet wide with expanded widths at y-lines of the Benjamin Parkway from the W. Wendover Avenue cloverleaf north to its transition to the Joseph Bryan Boulevard, ending at the boulevard's intersection with North Holden Road. The APE also includes east and western extensions onto W. Wendover Avenue, Pembroke Road, W. Cornwallis Road, Northampton Road, Benjamin Parkway's extension to the north, and North Holden Road. The APE is depicted in Figure 2 below.

This project is subject to review under the Section 106 Programmatic Agreement for Minor Transportation Projects (NCDOT/NCHPO/FHWA/USFS 2015). An NCDOT Architectural Historian defined an Area of Potential Effects (APE) and conducted a site visit to identify and assess all resources of approximately fifty years of age or more within the APE. Only 6 resources warranted an intensive National Register eligibility evaluation and are the subject of this report. NCDOT Architectural Historians determined that all other properties and districts are not worthy of further study and evaluation due to lack of historical significance and/or integrity.

Kleinfelder evaluated the resources in compliance with Section 106 of the National Historic Preservation Act and the NCDOT current *Historic Architecture Group Procedures and Work Products* and the North Carolina Historic Preservation (HPO) *Report Standards for Historic Structures Survey Reports/Determinations of Eligibility/Section 106/110 Compliance Reports in North Carolina*. Kleinfelder recommends that Kiser Middle School, Garden Homes Historic District, Green Valley Historic District, Guilford Hills Historic District, and Forest Valley Historic District are eligible for listing in the NRHP. Kleinfelder recommends that the Friendly Shopping Center is not eligible for listing in the NRHP.

Architectural Historians Kate Willis (Project Manager), Amanda Taylor, and Erin Ware, all whom meet the Secretary of the Interior's qualifications (36 CFR Part 61), conducted fieldwork, analyzed resources for significance and integrity, and completed this report. Work completed for this effort included visiting each of the resources, identifying and photographing resource types and subtypes with larger areas, visiting research repositories including the North Carolina Historic Preservation Office, Greensboro Public Library (Central Branch and Blanche S. Benjamin Branch), Greensboro Historical Museum, University of North Carolina-Greensboro, and the North Carolina State Library. Additionally, current or former staff at Preservation Greensboro, Greensboro Historic District Commission, and Starmount Companies were contacted for additional information. The Guildford County Registry of Deeds and Guildford County Geographic Information System (GIS) were utilized in part to identify plat maps of the districts as well as current and former owners.

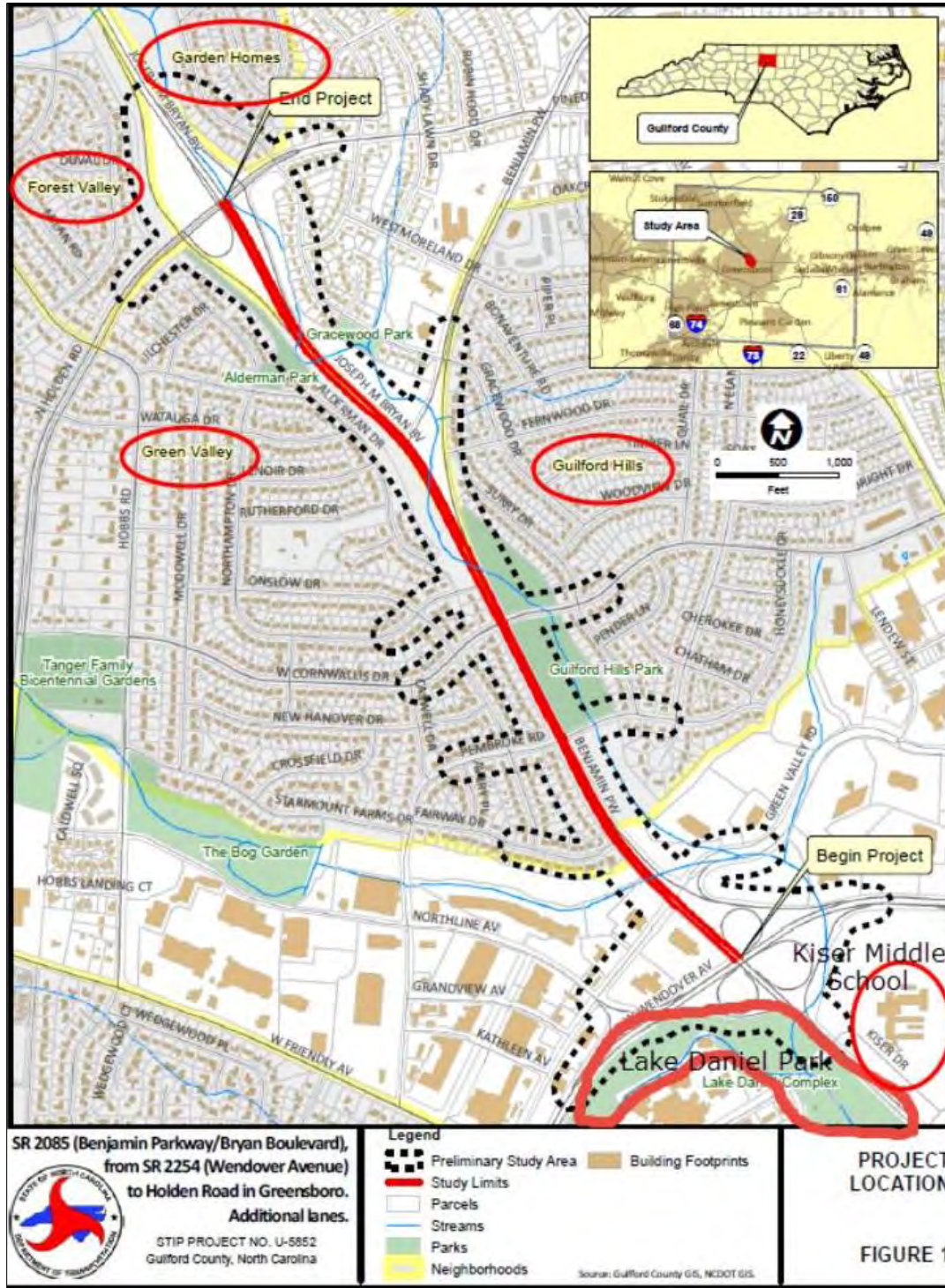


Figure 2: The APE is depicted by the dashed black line above.

II. Historic Context

The project's APE is in the northwest quadrant of Greensboro in Guilford County. The area was annexed by the city at different times between the 1920s and the 1960s and historically was part of Moorehead Township. The APE contains six resources 50 years and older that NCDOT architectural historians determined required further evaluation: Friendly Shopping Center, Kiser Middle School, and four post-WWII neighborhoods. All properties are associated with the failed development of Hamilton Lakes, which resulted in subsequent development by the Starmount Company of the subdivisions and Friendly Shopping Center.

Hamilton Lakes was a planned community envisioned by State Senator Arthur M. Scales. In 1924 Scales purchased close to 4,000 acres west and northwest of Greensboro proper. He located the development southwest of the N. Holden Road intersection with W. Friendly Avenue. In a series of transactions, Scales, in attempts to gain capital for the development, indebted himself to the Cone and Sternberger families, prominent local textile industrialists, via property transfer in exchange for a portion of stock and cash. The stocks and deeds were immediately transferred to sisters Amelia and Blanche Sternberger, and their mother, Bertha (who was the President of Revolution Mills). Julius Cone, Vice President of Revolution Mills, President of Atlantic Bank and Trust, and later Director of Hamilton Lakes, facilitated the transaction. In 1927, Hamilton Lakes, Inc. transferred a large parcel to the Greater Greensboro School District presumably to construct Greensboro High School (now Grimsley High School).

When Scale's grand vision failed in 1929 (prior to the stock market crash), the land came under the ownership of Blanche and her husband Edward Benjamin (son of a New Orleans manufacturer) as her sister and mother had died in the preceding five years. The Benjamins formed Starmount Company expressly to liquidate the vast tract of land, now at 4,500 acres. Starmount is the Anglicized translation of the German name Sternberger: "stars falling over mountains." Starmount immediately set to infill Hamilton Lakes and began the development of Starmount Forest, a new subdivision for Greensboro's elite orientated around a proposed golf course. The Starmount Country Club later become renowned for its yearly tournament, the Greater Greensboro Open. Overtime Starmount Company turned "4,500 acres of rolling farmland into some of the city's most desirable subdivisions, including Starmount Forest, Hamilton Lakes, Green Valley, and Guilford Hills."¹

The US Department of Agriculture's 1937 aerial image of Greensboro (Figure 3) illustrates that the northwest was the last area open for major development in the greater Greensboro area. Prior to World War II, Starmount developed upper class neighborhoods, particularly Starmount Forest. Starmount Forest was developed east of N. Holden Road and south of W. Friendly Avenue. Starmount also worked to finish the development of Hamilton Lakes.

¹ Blanche S. Benjamin Obituary, *Greensboro News and Record*, August 24, 1995. Deed research for all the properties within the APE, save Kiser Middle School, led back to one of two deeds transferring land from the Atlantic Bank & Trust Company to Starmount Company. The deed at Book 627, Page 734 references a deed at Book 442, Page 402 – one of A. M. Scales' 1924 purchases. The property cards for sample properties located within the subdivisions consistently note the transfer to Starmount as the first record of ownership on the card. All deeds are located in the Guilford County Registry of Deeds.



Figure 3: US Department of Agriculture 1937 aerial photograph (labels added) of Greensboro²

The area that Starmount developed was aimed at white middle-class residents. Racial segregation in housing in Greensboro was perpetuated by a local ordinance enacted from February 1914 to 1929. The ordinance prohibited “blacks . . . from moving onto streets with a majority of white households.”³ Generally, the black population occupied Greensboro’s northeast and east and the white population occupied the south and west. The north was defined by the textile industry. While local ordinances that prevented African American ownership in a majority white neighborhood was off the books by the 1930s, the federal government instituted a system of rating the desirability of neighborhoods through maps published through the Home Owners’ Loan Corporation (HOLC). The maps “color coded credit worthiness and risk on neighborhood . . . levels.”⁴ The system became known as redlining. The HOLC 1937 map of Greensboro designated that areas historically associated with African Americans were “hazardous” and

² 1937 USDA Aerial Photograph, Guilford_ACL_6_347, North Carolina State Archives, accessed October 19, 2018, <https://www.flickr.com/photos/north-carolina-state-archives/32374149063/sizes/l/>.

³ Marvin A. Brown, *Greensboro: An Architectural Record* (Greensboro: Preservation Greensboro, Inc., 1995), 80.

⁴ Mapping Inequality: Redlining in New Deal America, University of Richmond, accessed November 30, 2018, <https://dsl.richmond.edu/panorama/redlining/#loc=4/36.71/-96.93&opacity=0.8>.

the most desirable areas were in the north and northwest including neighborhoods such as Irving Park and Sunset Hills (directly east of what became Starmount Forest and the burgeoning Hamilton Lakes).

The onset of World War II brought benefits to the Greensboro area. In addition to the economic boost provided to the textile industry by fulfilling the material needs of the military, the US Air Force bought and designated a large tract of land in the northeast part of the city as a First Technical Training District in 1941. By 1943 the area had expanded to a basic training facility for the Air Force and eventually evolved in to the Overseas Replacement Depot (ORD) arranging the deployment of 150,000 airmen. Approximately 87,500 trainees passed through the facility. The ORD demobilized 30,000 men through 1945 and many settled in Greensboro. The success of the textile mills continued post war granting much needed jobs to the former servicemen. Greensboro also welcomed Lorillard Tobacco, a massive Sears distribution center, and later Burlington Enterprises. The Sears and Burlington Enterprises buildings were located to the east and south of Starmount's subdivisions. As a result, Greensboro, flush with new industries and employers, required vast amounts of new housing for an expanding population.

Starmount Company immediately capitalized on Greensboro's growing population and announced new tracts for development in 1946 – including Guilford Hills and Garden Homes.⁵ Starmount's vast holdings in the northwest resulted in the ability to plan the subdivisions exactly how they wanted. Other developments, including Starmount Forest, were constrained by existing roads and buildings. Starmount filed its first plats in June 1949, which included areas of Garden Homes and Guilford Hills. At least two parcels within Guilford Hills were sold by Starmount prior to the 1949 filing. The three-year gap between announcing the tracts to filing the plats is likely due to site work as well as the Greensboro Planning Commission's 1948 requirement that plats must be filed with the Guilford County Registry of Deeds. The plats note that "all streets and alleys shown on this plat have been graded and storm drains have been installed in a manner approved by the Department of Public Works."

Greensboro has over forty subdivisions developed after World War II. Located outside of the city center (and in some cases the city limits), they were platted and planned by real estate developers, who capitalized on growing dependence and use of personal automobiles. Some developers built tract houses and then divided the lots, such as in Bluford Park. Others constructed the basic infrastructure and sold each lot separately to builders or individuals. Starmount Company subdivisions in the APE are an example of the latter type of development. Starmount and its associated real estate agencies focused on a small number of forms but allowed greater variety of details leading to cohesive neighborhoods without a "cookie cutter" feeling.

The company was relentless in its development of northwest Greensboro, filing expansions for Guilford Hills and Garden Homes every three to six months until 1957. In 1952, Greensboro Realty & Building Company is listed at 2333 Fortune Lane, possibly noting the location of a model house/sales office.⁶ Guilford Hills resumed development in 1959 and continued through 1963. Plats for Green Valley and Forest Valley were first filed in 1955 and 1965, respectively, and tapered by 1971 and 1969, respectively. Fourteen plat maps from the Starmount Company archive at the Greensboro Historical Museum show

⁵ Howard Covington, *Once Upon A City: Greensboro, North Carolina's Second Century* (Greensboro: Greensboro Historical Museum, 2008), 42.

⁶ *Hill's Greensboro City Directory, 1952* (Richmond: Hill Directory Company, Inc., 1952).

that during the 1960s the company tracked development by noting purchaser, house type, and house price on large plats.⁷

REAL ESTATE
Starmount Company
3900 Starmount Dr. Dial 299-2800

DEVELOPERS OF
STARMOUNT FOREST

Hamilton Forest

Friendly
Acres

Hamilton
Lakes

Forest Valley

Green Valley

Guilford Hills

BE YOUR HEALTHY
Garden HOMES
A STARMOUNT COMPANY DEVELOPMENT

SEE US OR SEE YOUR LOCAL REAL ESTATE AGENT

Today's American Home
NEEDS LOTS OF ROOM

Modern living calls for plenty of room around a house. Not only does a spacious property add to the beauty of a home, it is a must for adequate landscaping, gardening and entertaining.

Starmount lots are designed for this space age. Their generous dimensions conform to modern architecture. Outdoor living becomes an integral part of these beautiful developments. Take a look around and see for yourself how so many proud and happy homeowners have utilized the advantages to be found in these delightful homesites.

Starmount Company

Starmount • Hamilton Lakes • Hamilton Forest
Friendly Acres • Green Valley • Guilford Hills • Garden Homes

See Your Realtor

Figure 4: Advertisements for Starmount Company, top to bottom, from the 1970 Greensboro City Directory and from the *Greensboro Record*, May 3, 1961.

⁷ Starmount Company Archives, Greensboro Historical Museum.



Figure 5: October 1969, Map 4 Section 7 of Green Valley subdivision with handwritten notes about purchase prices and house types. From Greensboro History Museum.

Starmount Company created its subdivisions for a range of different white socio-economic groups. Starmount Forest, near Hamilton Lakes, was intended for a higher class of professionals. In contrast Guilford Hills catered to Greensboro’s white-collar managers and supervisors, while Garden Homes was priced for blue collar workers such as clerks and millworkers.⁸ All of the subdivisions, as noted in Starmount advertisements, promoted the ideal of single-family home ownership. A sampling of city directory listings for each subdivision below displays that economic reality of each subdivision.

⁸ *News and Record Centennial Editions, I and II, 1890-1990* (Greensboro: *Greensboro News and Record*, 1990), 11.

City Directory Year	Subdivision	Address	Owner	Occupation
1950	Garden Homes	2710 Stratford	Buel McCollum	Weaver, White Oak Mills
1952	Garden Homes	2724 Robinhood	Wade Hancock	Salesman, Montgomery Ward
1952	Garden Homes	2820 Stratford	George R. McMillan	Salesman, McMillan's Supermarket
1952	Garden Homes	2732 Stratford	Mrs Shirley H Shepherd	Clerk, Cone Mills
1957	Garden Homes	2809 Stratford	Henry Hendrix	Waterproofer
1957	Garden Homes	2811 Shady Lawn	John K Cobb	Serviceman, Monarch Elevator and Machine
1957	Garden Homes	2733 Robinhood	Harold Phillips	Police
1957	Garden Homes	2727 Robinhood	Raymond Ausborne	Clerk, Alcohol Beverage Control Board
1964	Garden Homes	2723 Stratford	Bobby Middlebrook	Brakeman
1964	Garden Homes	2733 Robinhood	Mrs. Ethel Overman	No Occupation
1964	Garden Homes	2727 Robinhood	Raymond Ausborne	County Health Department
1964	Garden Homes	2811 Shady Lawn	Jack Yow	Sears
1963	Green Valley	1227 Onslow	Harold Hatfield	Sales Rep, Westinghouse
1963	Green Valley	1228 Onslow	Kendon Smith	Professor, Western Carolina University
1970	Green Valley	1512 Alderman	Dorothy Valentine	Nurse, County Health Department
1970	Green Valley	2810 Rutherford	Richard H. Bullard	Pres. Bonner Manufacturing
1970	Green Valley	3300 Watauga	A. Soltesz	Electrical Engineer, Bell Laboratories
1950	Guilford Hills	2306 Fortune	Charles Robinson	President, Lakeview Memorial Park Corp
1950	Guilford Hills	2328 Fortune	John A Mallard	Department Office Manager, Carter Fabrics
1952	Guilford Hills	2306 Fortune	Clifford Normandy	Auditor, Burlington Mills
1952	Guilford Hills	2327 Albright	William McClurg	Draftsman, McMinn & McClurkins
1952	Guilford Hills	1104 N Elam	Charles Waters	Transmission Man, AT & T
1952	Guilford Hills	2335 Hiawatha	Theodore Talley	Assistant Service Manager Traders Chevrolet
1957	Guilford Hills	2230 Fortune	Robert Daniel	Easy Method Auto Driving School
1957	Guilford Hills	2315 Markland	Mrs. P. Revy	Office Secretary, Traders Chevrolet
1957	Guilford Hills	2314 Markland	Joseph Nesbitt	Plasterer
1964	Guilford Hills	1404 N. Elam	Mozelle Greeson	Supervisor - Cone Hospital
1964	Guilford Hills	600 N. Elam	Aubrey Inman	Pres. Dependable Machine Co.
1964	Guilford Hills	1112 Pembroke	Jon Stufflebeem	Rep. Home Life Insurance Co.
1964	Guilford Hills	1105 Pendergast	Hubert Seymour, Jr.	Lawyer
1964	Guilford Hills	2404 Chatham	Charles McLean	Foreman, Ellison Co.
1970	Forest Valley	1703 Duval	John F. Smith	Coordinator, SBT&T
1973	Forest Valley	1709 Aftonshire	V.G. Fodor	Engineer, Gilbarco
1973	Forest Valley	1905 Forest Valley	Donald Hancock	Sales Account Executive, Beaman Corp.

Greensboro was on the forefront of city planning in North Carolina, which played an integral role in the development of northwest Greensboro. The city established the state's first municipal planning commission in 1920. Coincidentally, A. M. Scales introduced the bill to permit local planning commissions. The development of Starmount's tracts occurred at the same time as the City's first post-1945 land use planning studies, one of North Carolina's first and largest land use planning project. The Greensboro Planning Commission worked diligently to facilitate intentional, organized growth in response to the preceding decades' haphazard approach associated with the industrial revolution of the South.⁹ The industrialization of the south resulted in "towns [increasing] 53 percent. . . [bringing] in congestion, unpaved, refuse-littered streets, [and] inadequate water and sewer lines."¹⁰

In 1948 the City published a comprehensive Land Use Plan. The 1948 plan estimated that the City would have a population of 93,200 and planning population of 122,000 in 1965. Figure 6 illustrates the density of the greater Greensboro area (city limits and surrounding townships) – the largest open space in the northwest is the same land owned by Starmount Company.¹¹ Density of many types had filled in portions of the city, particularly at the northeast and the south, but the northwest remained relatively untouched. The plan addressed development in residential, commercial, and industrial areas.



Figure 6. Partial Land Use Map from 1948 City of Greensboro's Land Use Plan.

⁹ Brown, 82.

¹⁰ Ibid.

¹¹ Land Use Plan, Greensboro Metropolitan Area, Technical Report No. 2, 1948, Planning Hanging File, Greensboro Central Public Library, Greensboro, North Carolina.

Additionally, the 1948 plan identified different zoning for each of the districts identified by the City (see Figure 7). These zoning districts included a large tract labeled Starmount, identifying the company's area of ownership and potential development. Two of the most important findings and recommendations in the 1948 plan were:

1. Some property zoned for neighborhood shopping should be redefined to encourage development of retail at locations along thoroughfares and scaled to the surrounding residential areas.
2. There was an acute lack of recreation space and sites should be acquired in open areas while vacant. School authorities should also acquire land while good sites are still vacant.

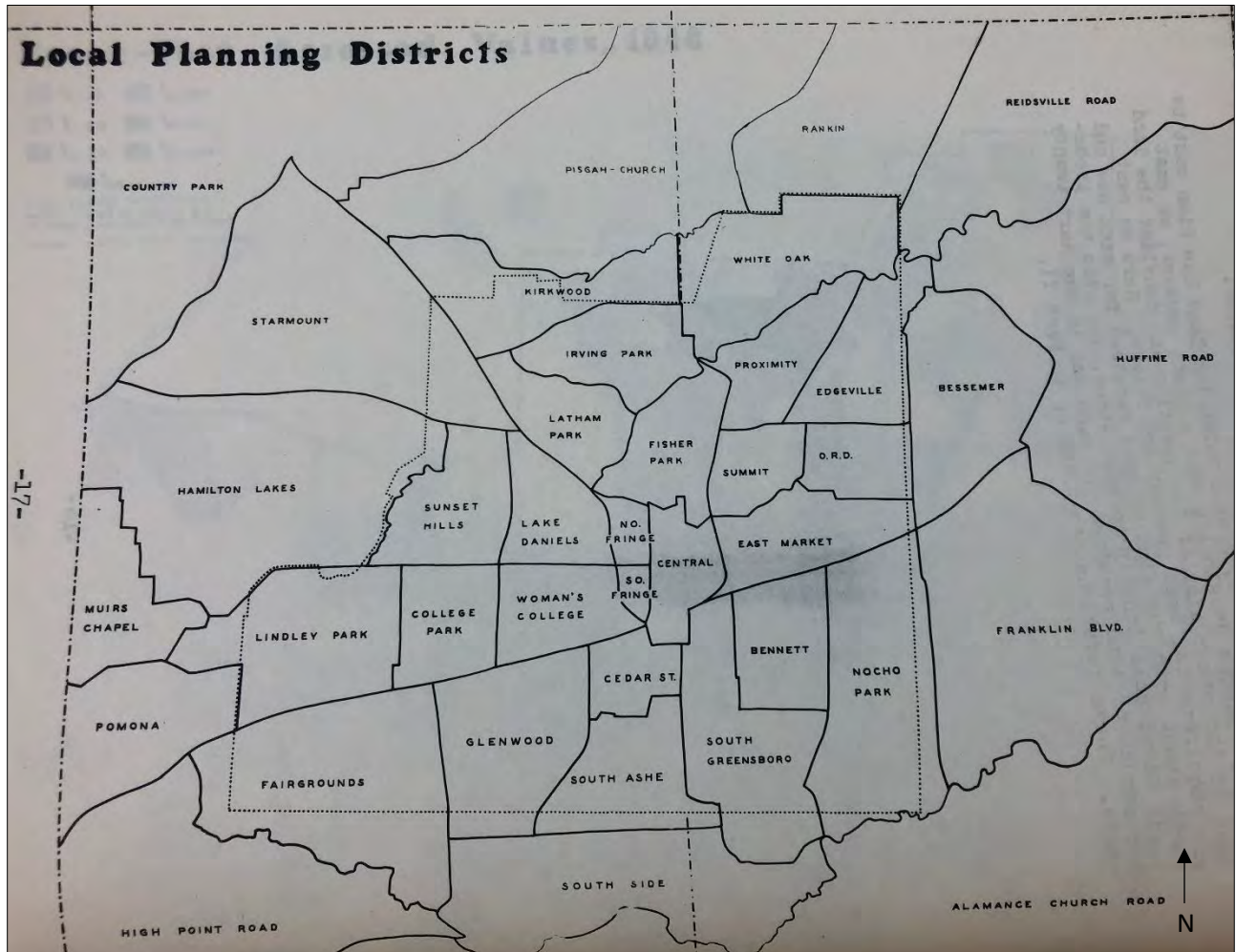


Figure 7. Local Planning Districts, Greensboro 1948

Part of the residential plan was to provide guidance on the ratio of resources such as parks and open space to acreage identified for residential development. The Plan also showed that Starmount was required to have a minimum of 287 acres zoned Residential A1.¹²

¹² Ibid, 13.

Of the many districts illustrated above, planners assumed two neighborhoods would have population gain of over 4,000 – Starmount and Nocho Park. Fairground was projected to gain 3,560, with Kirkwood the next highest at 1,635. Through generations of practiced housing segregation, east Greensboro was predominantly black and west Greensboro white. It is not then unsurprising that the planners projected strong growth in two different neighborhoods, one white and one black. Nocho Park, traditionally African American, was an established neighborhood with 2,380 residents. By comparison Starmount had 740 residents, likely clustered close to the Sunset Hill, Lake Daniels, and Latham Park districts.

Greensboro witnessed phenomenal growth in the following decade – 12,000 new structures were erected in the city.¹³ When the City published its next land use plan in 1958, the population had exceeded 122,000 and the planning population had already reached 132,000.¹⁴ The 1958 plan shows Guilford Hills established south of Benjamin Parkway, Garden Homes established southwest of Battleground Avenue, and the beginnings of Green Valley. Both the 1948 and 1958 plans emphasized the importance of planning subdivisions with or near schools and parks, proposed or extant. The Land Use plan set forth a minimum of 6 acres of playgrounds and 4 ½ acres of parks in the Starmount district by 1965.¹⁵

Rapid development brought an onslaught of motor vehicle traffic into Greensboro resulting in city-wide traffic woes. City Manager John Townsend sought to fix the problem which was compounded by the location of industry in the northwest of the city and many residents moving to the west. Traffic was routed through downtown. A front-page article in the *Greensboro Daily News* on September 7, 1954 framed the problem as “how do you keep motorists out of the central business district?” The article also noted that getting around Greensboro was easy, but travelling east/west, particularly to and from the airport, was a “headache.” Townsend hired Willard Babcock, traffic engineering professor from North Carolina State College (now North Carolina State University) in 1953 to study traffic patterns within the planning area and present potential solutions. Babcock’s solution was a series of loops and radial connectors. Figure 8 shows Babcock’s plan.

Babcock’s plan was three loops around Greensboro connected by east/west and north/south arterial thoroughfares. The loops and thoroughfares were amalgamations of existing roads with new construction. The outer loop was proposed to extend N. Holden Road from W. Friendly Avenue looping northeast to connect to Battleground Avenue (SR 220). The middle loop was proposed by connecting Aycock Street to Battleground Avenue via a new road near Westover Terrace. An east/west thoroughfare extending from Wendover Avenue intersecting with Battleground Avenue and heading west. Babcock’s plan provided the connectivity between the western suburbs to industry at the north while bypassing the central business district.

The plan shows N. Holden Road ending at W. Friendly Avenue with a plan to extend it north and east to connect to Battleground Avenue – laterally bisecting the Starmount Company holdings. It’s likely that Babcock only considered the extant Starmount properties (Guilford Hills and Garden Homes) and did not speak with the company when proposing the city’s thoroughfare plan. In the time between Babcock’s plan

¹³ Circa, Inc., “1940-ca. 1970: Historic Resources Planning Phase Report,” City of Greensboro Housing and Community Development, 2009.

¹⁴ Land Use Plan, Greensboro Metropolitan Area, 1958, Planning Hanging File, Greensboro Central Public Library, Greensboro, North Carolina.

¹⁵ Ibid.

and its approval, Starmount began to plat Green Valley and Forest Valley, requiring the rerouting of the east/west route. N. Holden Road would eventually be extended north of W. Friendly Avenue to connect to Battleground Avenue after 1968 to complete the middle loop of Babcock’s plan.



Figure 8: Babcock Plan as presented in the *Greensboro Record* on November 2, 1953

The Benjamin Parkway was announced in 1954. It was originally planned to be located west of Greensboro High School (now Grimsley High School) and would provide four lanes of traffic separated by a greenway. It would also make use of a bridge at Westover Avenue and Aycock Street that Townsend had constructed under a “if it’s built, it will come” attitude. The parkway required 120’ of right of way from the Starmount Company from the Pisgah Church Road to the Greene School.¹⁶ In response, Starmount began noting the parkway on plats filed for Green Valley and Guilford Hills. The parkway was approved in 1956 and completed in 1957. Rather than extending to the proposed N. Holden Road as Babcock presented, the Benjamin Parkway curved to the north beginning at W. Cornwallis Avenue, likely to provide access to the General Greene Elementary School at 1501 Benjamin Parkway from all directions. Additionally, with the

¹⁶ “Plan set for Market-Aycock area,” *The Greensboro Record*, February 2, 1954.

western area still relatively undeveloped there was a greater need to connect the developing subdivisions with commercial ventures on Battleground Avenue.¹⁷

As Starmount continued developing subdivisions with houses, parks, and schools, one important resource was missing – retail/commercial areas. The City’s land use plans had deemed access to commercial areas from residential areas important. The Summit Shopping Center, opened in 1949, was the City’s first concentrated commercial endeavor outside downtown.¹⁸ The Summit Shopping Center was located near the former ORD, which was rapidly converted from military to residential housing and light industry. Summit’s development was met with resistance from the owners of downtown Greensboro retail stores who feared the loss of business. To that end, when it opened, Summit was not fully occupied. Nevertheless, it was eventually successful as the suburban pattern of development shifted away from the city center. With Summit and Cameron Village (in Raleigh) as in-state models, Starmount Company soon focused on developing a shopping center on its holdings. With the completion of the Friendly Shopping Center in 1957, the former desolate area was now developed into a nearly self-sufficient community.

Aerial images from 1968 show the radical changes that occurred in the area between W. Friendly Avenue and Battleground Avenue since 1937. Garden Homes and Guilford Hills were completed with Green Valley and Forest Valley rapidly filling in. The Friendly Center was developed adjacent to the Benjamin’s summer home, Starmount Farms. The Benjamin Parkway connected Westover Terrace with Garden Homes, Guilford Homes, and the Greene School before tying into Battleground Avenue. Kiser Middle school was completed, but Lake Daniel Park had not yet been extended north from its eastern locale. The remnants of Green Valley Golf Course remained, but in the 1980s were developed.

The City of Greensboro experienced a massive shift in population and development trends following WWII. At least forty subdivisions were constructed from 1947 to 1970 in Greensboro. The Starmount Company, under the direction of the Benjamins, played a massive role in this development by platting numerous subdivisions over 4,500 acres in the city’s northwest corner. The subdivisions included single-family houses, small parks, green spaces, and were located near newly constructed schools, churches, and shopping centers. This development represented a nationwide trend of suburban development situated away from traditional city centers.

¹⁷ “New link is studied for Benjamin Parkway,” August 17, 1956. Street, Survey, and Plan Hanging Files, Greensboro Public Library – Central Branch, Greensboro, North Carolina; “Long-range thoroughfare plan approved by state,” *Greensboro Daily News*, November 19, 1960.

¹⁸ Covington, 38.

III. Inventory and Evaluations

Friendly Shopping Center



Resource Name	Friendly Shopping Center
HPO Survey #	GF9095
Location	3110 Kathleen Avenue
Date of Construction	1957-c.2018
Recommendation	Recommended not eligible for listing in NRHP

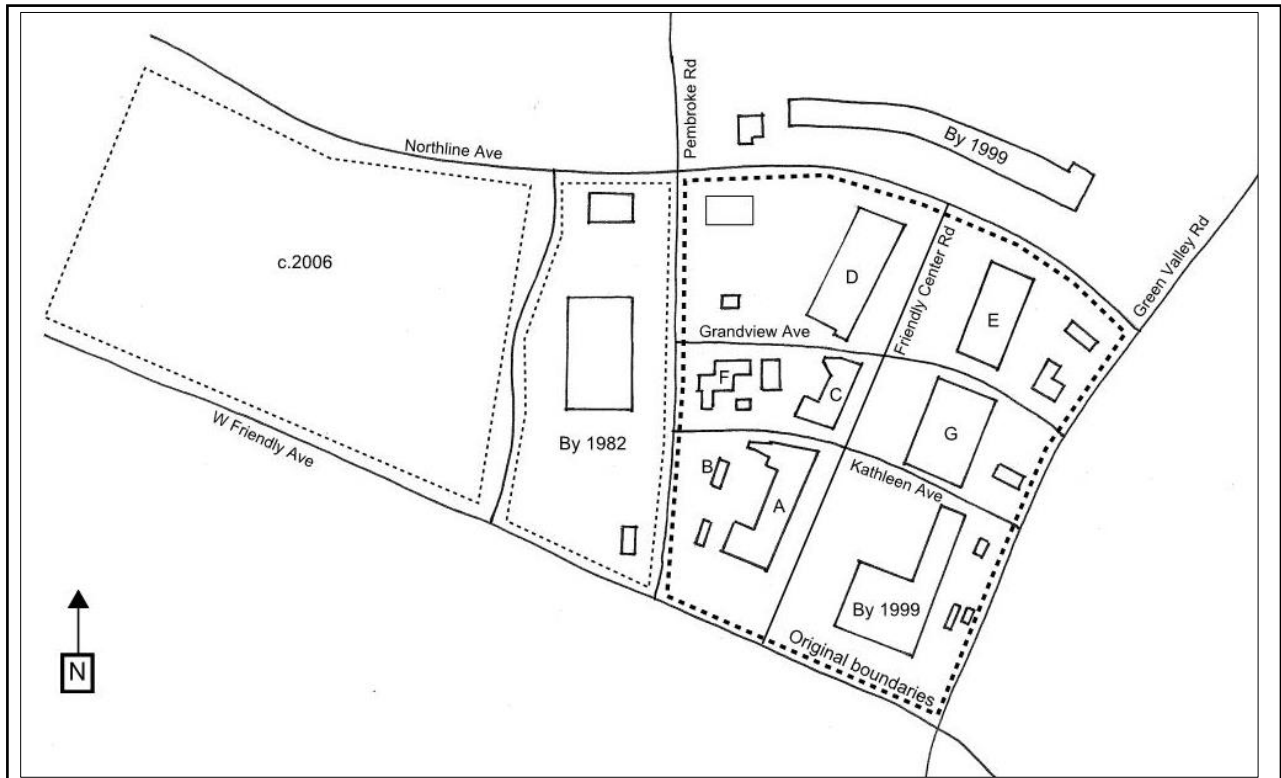
Site Plan



Figure 9: Site plan of Friendly Shopping Center with the APE noted in red and the original boundaries noted in black.

Architectural Description

The Friendly Shopping Center opened in 1957 on a 50-acre parcel bounded by Green Valley Road to the east, West Friendly Avenue to the south, Pembroke Road to the west, and open space to the north. The parcel was wider at the north than the south with entrances on Green Valley Road and West Friendly Avenue. Traffic was funneled between several large buildings or strip malls by Grandview Avenue, Kathleen Avenue, and Friendly Center Road. The shopping center had long linear parking lots that also aided in moving traffic.



Building	Address	Date	C or NC
A	601-629 Friendly Center Rd	1957	NC
B	610 Pembroke Rd	1957	C
C	3100-3106 Kathleen Ave	c.1965	NC
D	702A-704 Pembroke Rd	c.1965	NC
E	800-816 Friendly Center Rd	c.1965	NC
F	3134 Kathleen Ave; 626 Pembroke Ave; 2715 Grandview Ave	c.1965	NC
G	700 Friendly Center Rd	c.1970	NC

Figure 10: Line drawing and chart detailing construction and contributing or non-contributing status of resources within or near the 50-year threshold within the Friendly Center.

In contrast, today, the Friendly Center encompasses over 135 acres and extends from W. Wendover Avenue west to Hobbs Avenue and from W. Friendly Avenue north to Northline Avenue and the Bog Garden. The shopping plaza is intersected by Pembroke Road, Kathleen Avenue, Grandview Avenue, and Friendly Center Road. Other minor arterials move traffic throughout the plaza. The plaza consists of over 35 individual buildings with over 100 commercial or retail ventures. The buildings vary from free standing large grocery or department stores to strip malls housing numerous retail/commercial entities to smaller standalone individual restaurants. Throughout its development, the Friendly Center expanded northward and westward. Therefore, the section from Avondale Drive east to Pembroke Road was generally developed by 1982 and buildings from Hobbs Road east to Avondale Drive generally date from c.2006 to

the present.¹⁹ Figure 10 above shows the original boundaries of the Friendly Center with the additional waves of construction. Buildings A-G were constructed within or near the 50-year threshold and are detailed in the accompanying chart. All other buildings shown within the original boundaries were constructed within the past twenty years.

Along with the continued expansion of the Friendly Center, many original buildings have been demolished or extensively altered in the past 20 years. The L-shaped building at the corner of W. Friendly Avenue and Green Valley Road replaced an early strip mall (constructed by 1968) between 1982 and 1999. The rectangular shaped building at the southeast corner of Northline Avenue and Pembroke Road replaced a 1967 restaurant building in 2018.²⁰ Existing structures that are 50 years and older include: US Post Office (Building B) and strip malls at Buildings A and C-G. These buildings are single story with flat roofs and concrete construction with brick facades. The commercial buildings have suffered many changes to materials, design, and massing.

Building A has a façade treatment that dates to c.2010. The building extends over the sidewalk creating a covered walkway generally supported with square brick or concrete columns. The façade treatments vary from brick to concrete and in height. Most storefronts have floor to ceiling metal display windows and some feature individual branding elements. Building A retains little historic fabric and its integrity of materials, workmanship, and design are significantly diminished.

Building C also features significant alterations including a concrete building façade treatment that includes an extension over the sidewalk to create a covered archway. The front elevation features a cornice and at the southeast corner a two-story metal and glass rounded flat roofed tower addition. More storefronts were added to this building between 1968 and 1982. Building C retains little historic fabric and its integrity of materials, workmanship, and design are significantly diminished.



Figure 11: Building A, left, and Building C, right.

Building D features similar alterations to Building A with a façade treatment that includes different heights and square brick or concrete columns. Additional retail space was added to the north end of this building between 1968 and 1982. The southwest corner of the building now features a square projection with brick columns, a metal decorative awning, and a cursive “FC” displaying the current branding efforts at the

¹⁹ 1968, 1982, 1999, and 2006 Aerial Photographs, NETR Online, www.historicaerials.com, accessed October 22, 2018; *Hill's Greensboro City Directory*, 1966 (Richmond: Hill Directory Company).

²⁰ Ibid; Carl Wilson, “After 45 years, Tex and Shirley’s restaurant is calling it quits at Friendly,” *Greensboro News and Record*, December 24, 2017.

shopping center. Building D retains little historic fabric and its integrity of materials, workmanship, and design are significantly diminished.



Figure 12: Upper Left, Building D; Lower Left, Building F, 3134 Kathleen Avenue; Lower Right, Building F, 626 Pembroke Avenue and 2715 Grandview Avenue.

Building E was constructed c.1965 and is a one-story strip mall with a flat roof that extends over the sidewalk creating a covered walkway. The walkway is arched and supported by square brick columns.

Building F is a commercial building composed of three separate addresses. The Kathleen Avenue section of the building is a one-story brick commercial building. The southwest corner has a rounded brick corner. The building has been altered with a substantial flat roofed extension off the front elevation supported by square columns. The 2715 Grandview Avenue portion of the building includes a façade treatment that consists of a protruding concrete faced overhang with four rounded arched metal roof projections. The building also has quoins and square metal columns supporting the overhang. The 626 Pembroke Avenue section is flat roofed, features brick construction, a concrete façade treatment, and large display windows. Building F retains little historic fabric and its integrity of materials, workmanship, and design are significantly diminished.

Building G was constructed c.1970 and is a large rectangular building with a flat roof. The building is brick with a decorative concrete segmental arch and concrete banding. It has a projecting entry with square concrete columns that creates an overhang. Building G was constructed beyond the 50-year threshold.



Figure 13: Building G and 2998-3118 Northline Road (built by 1999). The building at 2998-3118 Northline is an example of later construction that is now being mimicked in the alterations to buildings that are 50-years or older.

The US Post Office (Building B) is the most intact building at the Friendly Center that is 50 years or older. The post office is a one story, rectangular building with a flat roof. The building has a cantilevered overhang supported by thin metal pipe columns. The overhang is off-centered on the building and wraps around the southern corner. The building has a central entry with a metal glass doors and windows. The front elevation has rectangular ribbon windows flanking the front entry on both sides. The windows have simple concrete sills. The building retains a high level of historic fabric and warrants further investigation for individual eligibility. The US Post Office is located outside the APE.



Figure 14: US Post Office, Building B

Most of the buildings within the original parcel have had extensive alterations to match current-day new building construction trends and to mimic post-2006 construction at the western end of the plaza. Therefore, most buildings that are 50 years or older are nearly indistinguishable from the new buildings. Many new buildings are also one or two stories greatly adding to the difficulty in identifying new and old

structures. Other alterations to the Friendly Shopping Center include the addition of landscaping, including trees and shrubbery, and the replacement of historic signage with modern-day signage.

Historic Background

Edward and Blanche Benjamin, owners of the Starmount Company, embraced the changing retail patterns seen nationally and in North Carolina after WWII. In 1947 a shopping plaza, Cameron Village, opened in Raleigh as part of a mixed-use development and in 1949 a shopping plaza, Summit Shopping Center, opened in Greensboro. Both of these developments were constructed outside of each cities' respective downtown and catered to the new trend of suburban living that depended on individual automobile travel. By the mid-1950s the Benjamins began planning a shopping center to serve the Starmount Company's new suburban neighborhoods in northwest Greensboro. In *The Beat Goes On: A Celebration of Greensboro's Character and Diversity*, Blanche recalled:

We went all over the country looking at shopping centers, I remember we went to St. Louis . . . to look at an enclosed mall, one of the first of its type in the county. We parked our car in this vast parking lot and by the time we got to the stores we had walked so far and were so tired. I remember my husband saying, "We are not going to have one of these." So, Benjamin built a shopping center that looked like a small town [sic] village, with diagonal parking that enabled shoppers to park a few feet from their destination—for free. Downtown, they had to pay.²¹

The Friendly Center, Starmount Company's first commercial venture, opened with twenty-four stores, including F. W. Woolworth, Colonial Stores (a grocery store), and Belk Department Store. Interestingly, John Belk, son of the company founder, overrode the Greensboro Belk manager and committed to opening a store in the Friendly Center.²²

The Starmount Company located the Friendly Center just south of several burgeoning residential developments, such as Green Valley and Forest Valley. It was also placed near the Benjamin's summer home, Starmount Farms. Historic images show the Benjamin's tree lined drive extending north from W. Friendly Avenue with a house and barn clustered together on a large lot to the north of the Friendly Center.²³ Subsequent development of the Friendly Center eventually led to the property's demolition and inclusion into the Friendly Center.

By 1968 the Friendly Center added buildings to the north of Kathleen Avenue and Northline Drive. Slightly curved access roads navigated traffic between Green Valley Road and Pembroke Road with northern the most pronounced. The west side of the shopping center was largely developed, while the eastern side had a large single building to the south and smaller buildings to the north. The center was vacant and undeveloped save a small building accessed from Green Valley Road. These buildings were generally one-story tall, except for a taller portion of the building in the southeast corner.

²¹ Jim Schlosser, *The Beat Goes On: A Celebration of Greensboro's Character and Diversity* (Greensboro: Greensboro Bicentennial Commission, 2008), 37.

²² Covington, 74.

²³ J. Stephen Catlett, *Martin's and Miller's Greensboro* (Charleston: Arcadia Publishing, 1999), 14.



Figure 15: 1966 City Directory advertisement for the Friendly Shopping Center noting 39 businesses and free parking. The image is looking northwest. The strip mall features at the bottom right was demolished between 1982 and 1999.



Figure 16: View of Friendly Shopping Center with signage, c.1960. From *Greensboro Borometer*, Annexation Folder, Hanging Files, Greensboro Central Public Library.



Figure 17: This c.1970 image shows Kathleen Avenue towards Pembroke Road. Building A is in the background and the southern corner of Building C is to the right of Building A. The building in the foreground was demolished between 1982 and 1999. This photo also illustrates the center’s parking layouts, lack of landscaping, and building design. From “Friendly Center celebrates 50-year anniversary,” *Greensboro News and Record*, August 19, 2007.



Figure 18: This 1975 photograph of the Friendly Center showing the intersection of Pembroke Road and Northline Avenue looking southeast. The one-story building in the center was demolished in 2018. The building with the “Terrace” sign was the Terrace Theatre, which opened in 1966, was demolished in 2002. The rectangular brick building with a lower appendage to the north is Building D and Building G is visible beyond it. From “Friendly Shopping Center, through the years,” *Greensboro News and Record*, January 11, 2015.

By 1982 the land between Pembroke Road and current-day Avondale Drive was developed by Starmount for the Friendly Center. This portion of the shopping plaza included several large buildings surrounded by parking lots. One of these structures was the Forum VI, a six-story shopping mall that opened in 1976. The mall was never successful, and it later became an office building. Further development west of this area was stymied, however. In the early 1970s, J. Spencer Love, President of Burlington Industries, a substantial global textile firm, moved the company's headquarters to the land west of the Friendly Center.



Figure 19: A c.1985 photo shows Building C with Building D in the distance. From “Friendly Shopping Center, through the years,” *Greensboro News and Record*, January 11, 2015.

Between 1982 and 1999 new retail and commercial buildings were constructed by Starmount Company. During this same timeframe, an addition was added to the northwesternmost building increasing its footprint by 25%. Many small buildings were constructed east of Pembroke Road. In 2004, the Starmount Company demolished the Burlington Industries headquarters, further pushing the Friendly Center westerly. When the Starmount Company folded in 2006, it sold the shopping center. The Friendly Center now extends to Hobbs Road. In 2009 it counted 114 stores, an enclosed mall (since demolished), office buildings, and over 1 million square feet in commercial/retail space.²⁴

Comparable Examples

The Friendly Shopping Center's historic context and pattern of development is similar to the Summit Shopping Center in Greensboro and Cameron Village shopping center in Raleigh.

The Summit Shopping Center was the first suburban shopping mall established in Greensboro when it opened in 1949. It is located at the corner of Summit Avenue and E. Bessemer Avenue, near the site of a former WWII military installation.²⁵ The Summit Center is largely one story in height except for one section, which is two stories. The two-story section likely held office space. The two-story section features

²⁴ Schlosser, 37.

²⁵ Gayle Hicks Fripp, *Greensboro: A Chosen Center* (Woodland Hills, CA: Windsor Publications, 1982), 125-126.

two sets of three-over-three rectangular awning windows with a cantilevered overhang. The overhang runs the entire length of the front elevation and connects with a thick concrete pilaster at the southern corner. A post-Modern shed and gabled façade has been tacked onto the original façade through the length of the shopping center and supported by heavy concrete posts. Arched brick parapets are slightly visible behind several stuccoed peaks. Many storefronts retain original aluminum windows and doors or have metal replacements. The windows have concrete sills. Despite the Summit Shopping Center’s role as the first suburban shopping plaza in Greensboro, the alterations described above have resulted in a substantial loss of integrity of design, materials, workmanship, feeling, and association. The center retains integrity of location and setting, which is not adequate to convey its significance.



Figure 20: Summit Shopping Center in Greensboro.

The Cameron Village shopping center was constructed as part of a mixed-use development in 1947 in Raleigh. The shopping center also features alterations that heavily obscure the age and significance of the property. Alterations such as stuccoed façade treatments, stone façade treatments, extensive awnings, and added landscaping greatly diminish the Cameron Village shopping center’s integrity of design, materials, workmanship, feeling, and association. Additionally, the shopping center was not included in the NRHP nomination for the residential portion of Cameron Village.



Figure 21: Cameron Village Shopping Center, Raleigh.

National Register Evaluation

The history and development of the Friendly Shopping Center demonstrates significance under Criterion A for Commerce and Community Planning and Development related to the post-WWII shift to suburban shopping plazas and malls from downtown city centers. Based on the analysis of the aspects of integrity for the Friendly Center and when compared with the Summit Shopping Center and Cameron Village shopping centers, the Friendly Center is not eligible for listing in the NRHP. The Friendly Shopping Center has substantially diminished aspects of integrity that prevent the conveyance of its historical significance under Criteria A or C. All commercial structures have been significantly altered with facade treatments typical of style trends from the past 20 years to today. None of the commercial buildings retain enough integrity to contribute to the center's significance. The only resource in the Friendly Center that retains all aspects of integrity is the US Post Office, which is located outside of the APE. The Friendly Center is not associated with the lives of individuals of transcendent importance, it is not the most significant property associated with Blanche and Edward Benjamin. Finally, the property is unlikely to yield information not readily available from other sources and is not eligible under Criterion D.

Friendly Shopping Center		
Aspect of Integrity	Level of Integrity	Assessment
Location	Medium	Retains original location for several buildings
Design	Low	Many original buildings lost, original parking lots and access routes obscured, expansion of commercial areas, original storefronts obscured or heavily altered.
Setting	Low	Loss of original traffic patterns, added roadways, added commercial areas greatly diminishes integrity of setting.
Materials	Low	Loss of original materials due to added facades, altered fenestration patterns, use of replacement doors and windows, and new construction.
Workmanship	Low	Substantial loss of original materials through replacement or obscuring with modern materials.
Feeling	Low	Low integrity of design, setting, materials, workmanship with heavy use of modern materials result in low integrity of feeling.
Association	Low	Low integrity of design, setting, materials, workmanship, and feeling result in low integrity of association.

Kiser Middle School

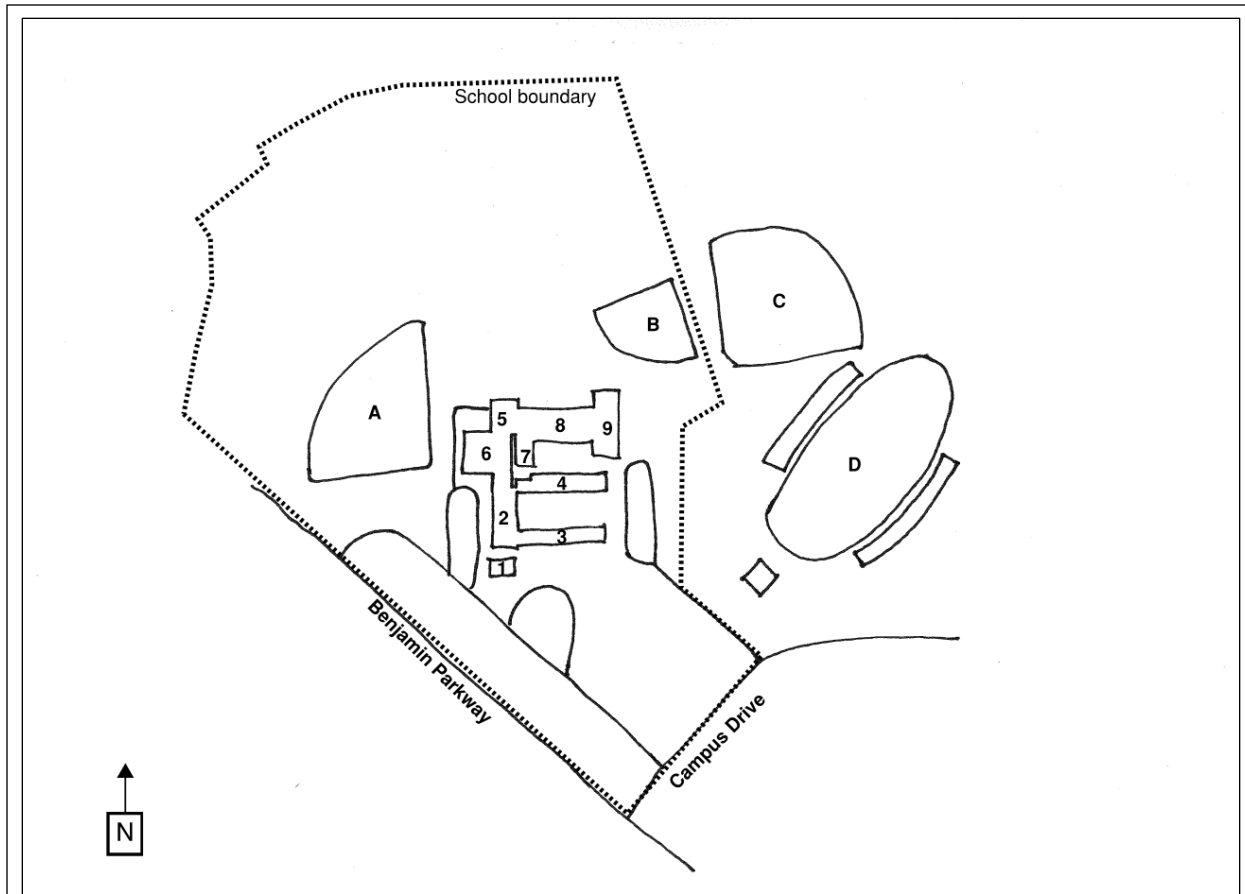


Resource Name	Kiser Middle School
HPO Survey #	GF9094
Location	716 Benjamin Parkway
Date of Construction	1957
Recommendation	Recommended eligible for listing in NRHP

Site Plan



Figure 22: Aerial of Kiser Middle School with the APE noted in red.



Building	Date of Construction
1	1957
2	1957
3	1957
4	1957
5	1957
6	1957
7	c.2000
8	1965
9	c.2000

Figure 23: Site plan with buildings given a numerical label with associated chart showing dates of construction.

Architectural Description

The Claude Kiser Middle School sits on a 130-acre campus that also includes Grimsley High School (formerly Greensboro High School) and Brooks Global Studies School (formerly Brooks Elementary School). The middle school is located in the western section of the campus. The school is bordered by Jamieson Stadium on the east, Benjamin Parkway on the south, a baseball field on the west, and W. Wendover Avenue on the north. A frontage road and treed buffer areas separate the school from the busy roads. The school is made up of nine interconnected buildings. A small administrative building (Building

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1) sits at the southernmost end of the complex, just below the main entrance to the school, and is connected to the main school via an enclosed passageway. The entrance is located at the junction of Buildings 2 and 3. Buildings 2, 3, and 4 form a "U" shape, with 2 as the base and 3 and 4 as the arms. A long narrow wing (Building 5) extends north of Building 2. A square block (Building 6) sits in the center of this extension and extends west. Opposite of this square is a small rectangular block on the eastern elevation of Building 5. Perpendicular to Building 5 are two buildings (8 and 9) that form a T-shaped wing to the east. A pair of modular classrooms sit to the north of the leg of the T. A group of 3 modular classrooms has been placed in the courtyard in between Buildings 3 and 4. Covered walkways line the perimeter. There are parking areas on the east and west sides of the complex.

Building 1 is a brick faced, one-story rectangular structure that sits south of the rest of the campus buildings. Its windows are square, divided into one fixed-pane and one single-hung sash. The windows are modern metal with concrete sills. The window bays are recessed from the rest of the façade and faced in contrasting orange brick. Building 1 is connected to Building 2 by an enclosed walkway on its northern façade. The south face of Building 2 is mostly solid, with a large, tall chimney in the center of the elevation. West of the chimney are horizontal bands of four windows located at the top of each floor. The school name sits on the opposite side of the chimney. The western elevation of Building 2 contains horizontal bands of a window wall divided into seven sections. The window wall is slightly recessed from the corners. Each section is made up of 18 panes, six wide and three high. The windows are modern metal replacements with concrete sills. The top row of panes has been filled in with green metal panels. There is a concrete water line topped by a ribbon of orange brick that meets the first-floor windows. There is another concrete and orange brick band between the first floor and second floor windows. At the southern end of the west elevation there is a covered staircase that leads down to the basement level. The east elevation of the building contains bands of windows identical to the western elevation. The main entrance to the school is tucked into the junction of Building 2 and 3. A covered sidewalk leads up to the entrance doors.

Building 3 is a long, three-story, rectangle clad in red brick. Just to the east of the entrance there are paired horizontal fixed pane windows, located near the top of each story. Windows on the rest of the southern elevation of the building are evenly spaced, large six-paned fixed topped with a band of three green metal panels (excepting the first bay which contains only four panes). They are modern metal replacements with concrete sills. The second-floor windows meet the roof line. The area between the windows is faced with contrasting orange brick. Based on historic photos, it appears the original window configuration was ribbons of glass that were not broken up by sections of brick. The northern elevation retains the original aluminum windows, in bands of nine paned windows on the first and second floors, divided by sections of contrasting brick. The lower floor windows are three paned. Building 4 is similar to Building 3 in shape but lacks the lower story due to the slope of the site. Its windows are four or six-paned metal with concrete sills, topped with the green metal panels. Evenly spaced, they also feature the contrasting orange brick band below. Three modern modular classrooms sit in the courtyard between the U arms. They are wood sided with side-gable roofs. The eastern elevations of Building 3 and 4 are solid brick with no openings other than a set of entry doors on their southern corners.



Figure 24: L to R, the covered walkway leading to the main entrance and view of Buildings 1 and 2

North of Building 2 lies a long rectangular two-story building, Building 5. Another set of entry doors sits where the two buildings meet. There is a covered walkway that leads from the sidewalk in front of Building 2 to the doors. Building 5 contains the same configuration of window walls as Building 2. The only alteration is the concrete bands at the top of the windows are slightly wider and also appear between the panels of windows. Just below the center of the building, a large, three-story square structure, Building 6, extends to the west. Part of the top floor overlaps Building 5 and appears to rest on the top of it. Faced in red brick, it has few windows. The elevations are instead broken up by evenly spaced full height brick pilasters. There are several small horizontal windows on the first floor of the west elevation and a pair of one-over-one modern replacement windows on the second floor of the north and south elevations. There is also band of five twelve-light fixed-pane windows topped with green metal panels on the third floor of the north elevation. A set of entry doors is also located on the north elevation. A small parking lot sits to the north.



Figure 25: L to R, the north elevation of Building 3 showing part of courtyard and a view of Buildings 5 and 6.

On the eastern side of Building 6, another small rectangular structure has been added, Building 7. It is a two-story brick building with no windows. The elevations are broken up with full-height brick pilasters. North of Building 7 is Building 8, another long rectangular structure that is placed parallel to Buildings 3 and 4. Building 9 is slightly smaller than Building 8 and is placed

perpendicular to it. Both are one-story and clad in red brick, containing four-paned and six-paned square windows. The windows appear in groups of two or three. Below and above the windows, a soldier course breaks up the flatness of the elevations. The eastern elevation of Building 9 contains multiple entrance doors. All buildings are topped with flat roofs above a narrow brown metal cornice.



Figure 26: L to R, covered walkway leading to Building 9 and the courtyard between Buildings 3 and 4, with the east elevation of Building 2 visible in the background.

The interior of the school was not accessed. Based on the window configurations it is likely the original classrooms are intact. Building 5 was constructed as a gym and its lack of fenestration implies that it continues that function. The school is currently flanked by baseball fields to the west (A) and northeast (B & C) and Jamieson Stadium (D) sits to the east. The stadium was constructed in 1949 as part of the Grimsley campus. An aerial photograph from 1968 shows the largest baseball diamond on the northeast (C). The baseball field (B) to the west appears in a 1982 aerial while the smaller of the two on the northeast (B) does not appear until after 2010. Baseball fields A and B are part of the Kiser Middle School complex.

Historic Background

Kiser Middle School is a largely unaltered example of a mid-twentieth-century public school building. It was built during a period of significant growth in Greensboro and the rest of the country. After the end of World War II, the U.S. population boom not only resulted in a need for more housing but also for more school buildings. In October 1949, *Architectural Forum* magazine published a special issue devoted to school design. The editors estimated that, “(t)en billion dollars, so the experts believe, must be spent for new school construction during the next 11 years.”²⁶ The U.S. student population increased by 2.3 million students between 1958 and 1968.²⁷

Post WWII America also witnessed a shift in teaching philosophy and how school design could compliment the new way of teaching. Classrooms were centered around the student rather than the teacher. Spaces should be flexible, with moveable furniture and walls. This fundamental change to school design actually originated before WWII, when European-trained architects began designing small, one-story buildings

²⁶ H. R. Luce, “Schools” in *Architectural Forum*, v. 91, 81.

²⁷ Lindsay Baker, *A History of School Design and its Indoor Environmental Standards, 1900 to Today*, (National Institutes of Building Sciences, January 2012), 11.

with expansive windows and access to outdoor space in the 1930s.²⁸ Traveling exhibitions on school architecture produced by the Museum of Modern Art in New York and the Henry Ford Museum in the 1940s and 50s exposed the general public to these new building types.²⁹ While the schools featured in the exhibits were constructed by affluent communities, architects throughout the country were able to adapt the designs using more economical construction methods, utilizing poured concrete slabs, lightweight steel frames, and expanses of glass.³⁰ These methods resulted in schools that could be built quickly and modified or expanded easily in the future. These new buildings were modern in design, with flat roofs, ribbon windows, and brick or concrete wall systems. Many were only one story as opposed to the multistory, revival-style schools from previous eras. One popular plan was the finger plan, where corridors extended in multiple directions with individual classrooms extending off each 'finger.' This provided each classroom with increased access to fresh air and light, as well as a door to the exterior.³¹

The Kiser Middle School was named for Claude Kiser, who played a significant role in Greensboro schools as well as the city as a whole. After working in the lumber industry, he became mayor of Greensboro in 1921, serving two terms. During his tenure, Greater Greensboro was established in 1923, which instantly increased the population from 25,000 to 40,000. Under Kiser, Greensboro acquired a new railroad passenger station, better freight terminal facilities, a new city hall, and expansion of many city services including waterworks, gas, electric and sewer lines.³² After leaving office in 1925, Kiser was appointed to the Greensboro City Board of Education. At this time there were only eight public schools in Greensboro.³³ The Greater Greensboro School District was created in 1926 and large areas of land were purchased for future school sites. There was also an emphasis on hiring teachers that were better trained and paying them commensurately. Schools were accredited by state and national agencies at the highest classification. Libraries were enlarged, and physical, vocational, and visual education were added. Five schools were constructed between 1928-29. In 1931, Bessemer School was the first school in the county to have a gym.³⁴ WWII put a halt to more new construction until the late 1940s. Kiser, after serving on the Board of Education for 22 years, retired in 1947.³⁵

After the war, Greensboro housing developments grew. A planning and zoning commission was established in 1947 to ensure the planning coincided with public roads and utilities.³⁶ The textile industry returned to civilian production and continued to grow. Between the late 1940s and early 1950s, seven additional schools were built in the district. In 1957 Greensboro city limits were extended to include more than 49 square miles. After *Brown v. Board of Education* passed in 1954, the City of Greensboro Board of Education adopted a resolution to implement the ruling. In response, North Carolina approved the

²⁸ Amy F. Ogata, "Building for Learning in Postwar American Elementary Schools" in *Journal of the Society of Architectural Historians*, Vol. 67, No. 4, December 2008, 563.

²⁹ Ibid, 567.

³⁰ Ibid, 568.

³¹ Baker, 11.

³² Ethel Stephens Arnett, *For Whom Our Public Schools Were Named, Greensboro, North Carolina*, (Greensboro Council of Parent-Teacher Associations, 1973), 342-343.

³³ Ibid, 345.

³⁴ Timeline of Education in Guilford County, Guilford County Schools, www.gcsnc.com/Page/6431, accessed October 19, 2018.

³⁵ Arnett, 346.

³⁶ *Greensboro: A Chosen Center*, 126.

Pearsall Plan in 1956 which provided publicly funded grants to white parents for their children to attend private schools rather than desegregated public schools. Given Kiser's location and its date of construction, it would have initially served only white students. Grimsley High School was desegregated by Josephine Boyd Bradley in September 1957. Integration was slow to gain momentum in the school district with only six black students enrolled in mixed schools in 1959. It was not until the 1963-64 school year that a significant number (over two hundred) of African-American students were enrolled at formerly all-white schools.³⁷ No documentation was found that lists when Kiser Middle School was desegregated but it can be assumed it was sometime in the 1960s. City schools did not fully desegregate until 1971.

The site on which Kiser Middle School was built was donated to the city by Scales in 1927. Grimsley High School was built in 1929 with additions made in 1938, 1941, 1949, 1953, 1955, 1956, and 1967. Brooks Elementary School was added in 1950, with an addition in 1952. Kiser Middle School was built in 1957 to house 1,000 students. The school included a cafeteria, library, administrative offices, two classroom wings, gymnasium, and a shop. It was designed by McMinn, Norfleet, and Wicker. The school was touted by the Superintendent of Schools for its lack of "wasteful ornamentation and unusable space."³⁸ The area between Buildings 3 and 4 was undeveloped at first. A sketch of the proposed landscape appeared in the *Greensboro Daily News* in February 1966 showing a brick paved courtyard dotted with trees and benches. An amphitheater was also planned but never constructed. The first addition to the school was made in 1965 (Building 8). Buildings 7 and 9 were added circa 2000.

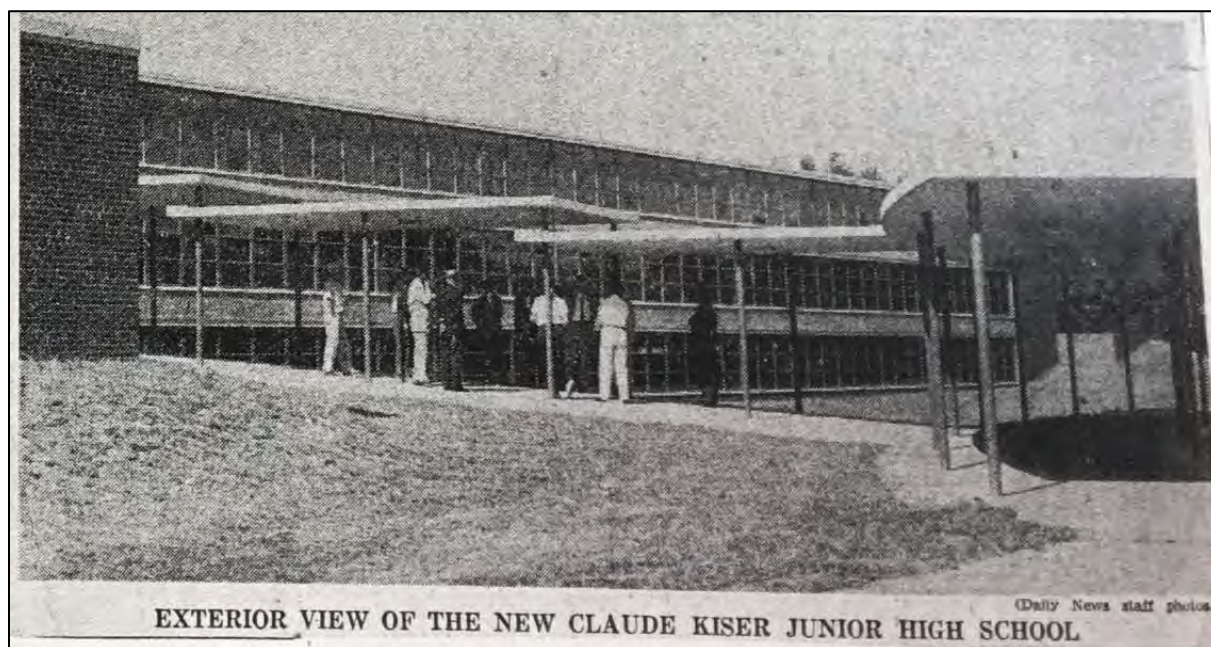


Figure 27: Photo that appeared in the August 7, 1957 of the *Greensboro Daily News* showing the main entrance of the school and the original window configuration of Building 3.

³⁷ Karen Hawkins and Cat McDowell, *Desegregation and Integration of Greensboro's Public School, 1954-1974*, University of North Carolina-Greensboro, accessed October 28, 2018, http://libcdm1.uncg.edu/cdm/essaygreensboroschools/collection/CivilRights#_ftnref15.

³⁸ "Officials accept new Junior High," *Greensboro Daily News*, August 7, 1957.

Comparable Examples

There are several NRHP-listed or determined eligible for listing in the NRHP mid-twentieth-century schools in North Carolina. The Aycock School (1953) in Asheville is a contributing resource to the NRHP-listed West Asheville-Aycock School Historic District and Gaston School (c.1950) in Gaston is individually listed. Other NRHP-eligible mid-twentieth-century schools include North Buncombe High School (1954) in Asheville and Holbrook High School (1954) in Lowell. There are also two additional mid-twentieth-century schools that are significant not only for their architecture but their role as segregation era African American schools: West Martin School (1951) in Oak City and Dora R. Humphrey Elementary School (1960) in Lowell. (The J. T. Barger School in New Bern, Squire Elementary School (1956) in Gaston, and Davidson Elementary School in Kings Mountain are listed or eligible for listing in the NRHP under Criterion A.) All of the mid-twentieth-century schools retain a high level of integrity and exemplify Modern or Contemporary design as applied to educational trends of the 1950s and 1960s.

The schools selected below for more detailed comparison were constructed during the same period as Kiser Middle School but located in Greensboro: a middle school and high school that are at a similar scale and an elementary school located less than two miles from Kiser.

Jackson Middle School, located at 2205 Ontario Street in Greensboro, was built in 1959 with additions in 1961 and 1965. It was named for Walter Clinton Jackson, who served as president of the Women's College of the University of North Carolina (now University of North Carolina Greensboro) from 1934 to 1950.³⁹ It is a complex of five separate buildings, in a staggered formation. Similar to Kiser Middle School, the buildings contain horizontal bands of windows and flat roofs. Three rectangular buildings (small, medium, and large) radiate off of two sides of a central square. Another square building sits to the north. All buildings are clad in red brick. The main entrance is located in the center of the largest of the three rectangular buildings. It is two-stories tall with a band of windows along each floor. The windows are composed of a grid of six panes each. The bands are separated by painted brick. The entrance and the area in front of it are sheltered by a flat roofed awning. The roof is flat with an overhang. The smaller rectangular buildings contain windows made up of four panes separated by concrete bands. They form a window wall in the smallest building and are free-standing windows on the medium rectangle. The other two buildings are square and connect to the rest of the campus through covered walkways.



Figure 28: Jackson Middle School.

³⁹ Arnett, 333-340.

General Greene Elementary School, located at 1501 Benjamin Parkway in Greensboro, was completed in 1956, with additions in 1958 and 1962. It is named for Major General Nathanael Greene, commander of American Revolutionary forces at the Battle of Guilford Court House in 1781. The school is a U-shaped, red brick clad, two-story building. Similar in form and massing to Kiser, its fenestration pattern is unusual for the time period. A covered walkway connects the parking lot to the front entrance. The main entrance is three sided, with large louvered windows on either side of the centered doors. The base of the U contains a solid brick gridded section that is formed by painted and bare brick. The painted brick panels project from the façade. Side entrance doors are framed with glass block. The legs of the U contain tall columns of windows are divided by brick sections, giving the effect of a colonnade. This verticality contrasts with the usual horizontal emphasis of the fenestration of Kiser and other contemporary school buildings.



Figure 29: General Greene Elementary School

W. H. Page High School, located at 201 Alma Pinnix Drive in Greensboro, was completed in 1958, with additions in 1961, 1963, c.1980, and c.2005. Named for Walter Hines Page, a journalist who became a partner and vice of president of Doubleday, Page & Co. as well as serving as U.S. ambassador to the United Kingdom during World War I, the school is composed of a series of L-shaped blocks, placed in various configurations. Like Kiser, the school features horizontal bands of windows, flat roofs, and courtyards. Most blocks are one-story in height. All are clad in red brick. The main entrance is located in the center of the complex. The area in front of the entrance is sheltered with a barrel-vaulted awning. The block west of the entrance is one story with a narrow band of windows just below the roof line. The block to the east is divided into sections by vertical concrete bands. Windows, in groups of tall narrow panes, sit in the center of each section. The easternmost block contains gridded groups of windows, placed off-center at the roof line of the façade. North of this wing is a two-story block that serves as the gym. It is solid brick except for a band of windows just below the roof line, made up of a series of five tall narrow panes over smaller horizontal panes. The sections are divided by full height brick pilasters. At the western most end of campus is another two-story building, containing the auditorium. There are courtyards in the center of each of the central blocks.



Figure 30: W. H. Page High School

Similar to the listed Aycock, North Buncombe, Holbrook, and Gaston schools, Greensboro schools from the mid-twentieth century feature low, linear massing, lack of ornamentation, banks of steel-sash windows, and connections to the outdoors through the use of covered walkways and courtyards. Based on scholarly research and field investigation of the Greensboro schools, they all possess similar areas of significance and levels of integrity to the currently NRHP-listed or -eligible schools in the state.

National Register Evaluation

Kiser Middle School is eligible for listing in the NRHP under Criteria A and C for its local significance in Education and Architecture. Kiser Middle School is one of the two middle schools constructed in this time period in Greensboro. It is a good representation of school design in the US in the period after World War II. It embodies the horizontal form, economical materials, and connection to the outdoors through the use of window walls and access to outdoor space. Its additions, rather than diminishing its integrity of design, enable the school to serve as a representative example of the ease with which these mid-century buildings can be expanded. As a part of a larger campus that includes the NRHP-listed Grimsley High School, Kiser Middle School is an important part of the educational history of Greensboro. Built during a time of rapid growth in the city, the school reflects the changing needs of the school district and education philosophy. It did not play an important role in the desegregation movement and therefore has no significance under ethnic heritage. The school is not associated with the lives of individuals of transcendent importance (research did not reveal any notable students, teachers, or other individuals connected with the school) and is not eligible for listing under Criterion B nor is it likely to yield information not readily available from other sources and is not eligible under Criterion D. The school maintains its integrity of materials, workmanship, design, setting, location, feeling, and association. Its period of significance is 1957.

Kiser Middle School		
Aspect of Integrity	Level of Integrity	Assessment
Location	High	Retains original location for all buildings
Design	Medium	Changes in fenestration to main façade but otherwise original buildings are unaltered. Additions were made with similar massing and materials.
Setting	High	Only change to setting is addition of baseball fields.
Materials	High	Retains original materials and additions were made with complimentary materials.
Workmanship	High	High integrity due to integrity of other aspects.

Feeling	High	High integrity due to integrity of other aspects.
Association	High	High integrity due to integrity of other aspects.

National Register Boundary


The Kiser Middle School boundary is shown below. It encompasses the current school campus of approximately thirty-seven acres which includes the access road, parking lot, baseball fields, and forested area north of the school buildings. The boundary borders Benjamin Parkway on the south and Wendover Avenue to the north. The boundary is located in the northwest portion of the current day parcel that includes Brooks Global School and the NRHP-listed Grimsley High School. Kiser’s boundary sits adjacent to Grimsley’s. Future study is needed to determine if the entire campus warrants listing as a multiple property resource.



Figure 31: Recommended NRHP boundaries for the Kiser Middle School.

Post 1945 Subdivisions

Guilford Hills Historic District

	Resource Name	Guilford Hills Historic District
	HPO Survey #	GF9090
	Location	Bounded roughly by Battleground Ave., Pembroke Rd., Surry Dr., Gracewood Dr., and David Caldwell Dr.
	Date of Construction	1949-1963
	Recommendation	Recommended eligible for listing in NRHP

Site Plan

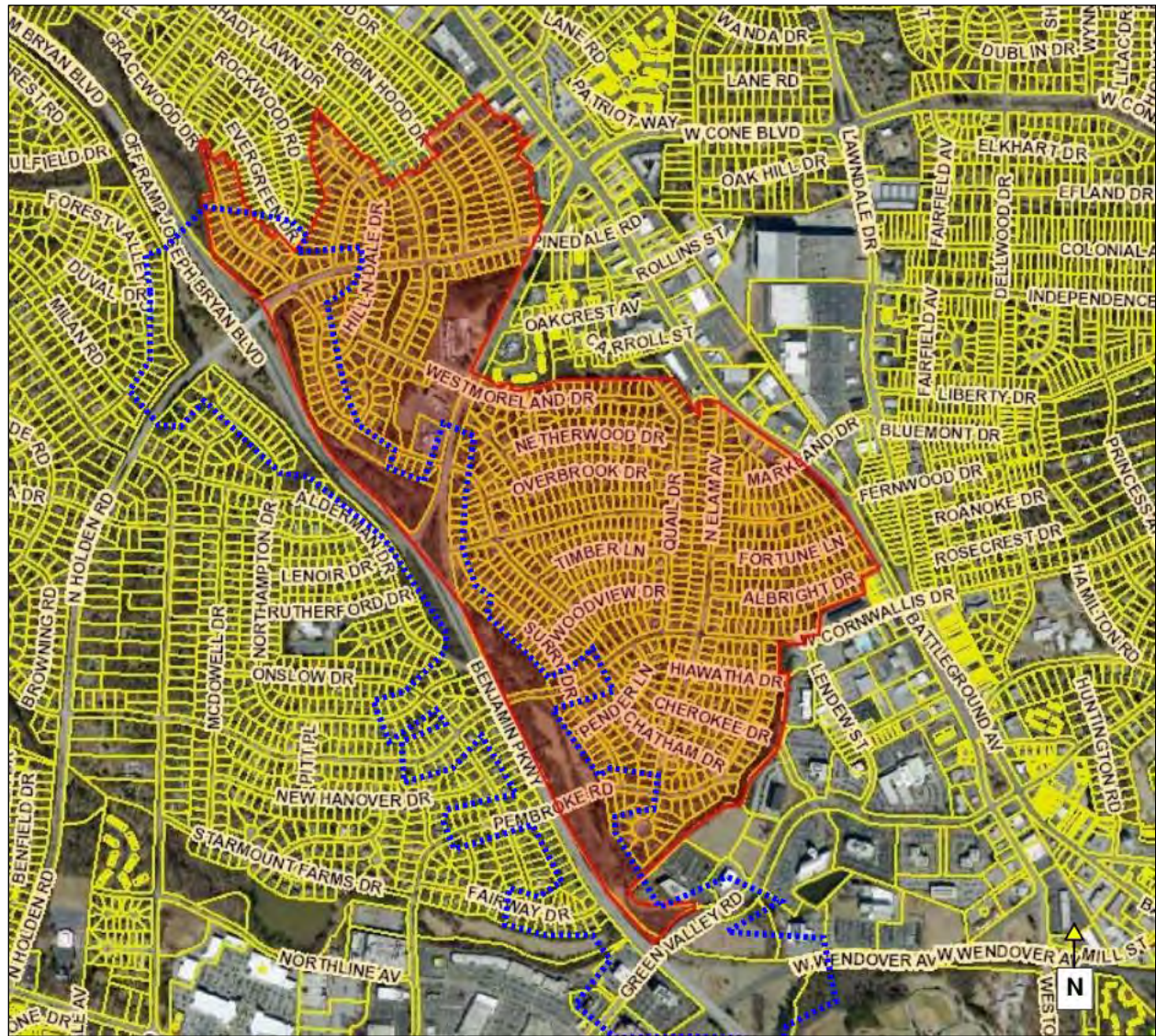


Figure 32: Guildford Hills site plan based on original plat maps with the APE represented in blue.

Architectural Description

Guilford Hills is a subdivision of approximately 950 resources with most being single-family residences. There are two parks, both located on the west side of the neighborhood. It encompasses approximately 400 acres spread across two sections divided by Benjamin Parkway. The first section is bordered by Westmoreland Drive on the north, Battleground Avenue on the east, Pembroke Road to the south, and Surry Drive to the west. The second section lies to the northwest, along Gracewood Drive (formerly O'Henry Drive) west of Benjamin Parkway to Crestwood Drive, then along David Caldwell Drive, extending to the cul-de-sac on Hill-N-Dale Drive, and including the portions of Stratford, Robin Hood, Shady Lawn, and Hill-N-Dale Drives south of David Caldwell Drive. The subdivision was platted beginning in 1949 with the last plat map filed in 1965. Most streets are slightly curved and run east to west in the lower section and north to south in the upper section. There are several connector streets that run the length of the neighborhood including N. Elam Avenue, Quail Drive, and North Holden. Lots are generally 0.25 to 0.35 acres in size. The houses sit either in the center of the lots or slightly forward of center towards the street side. Houses on corner lots are often sited at a 45-degree angle facing the intersection. Most lots are simply landscaped and contain one or two large shade trees. Most have paved driveways that lead either to a carport or a parking area adjacent to the house. A path branches off from the driveway to reach the front door. There are no separate foot paths leading from the street to the front doors. There are also no sidewalks in the neighborhood.

The approximately 948 houses constructed in Guilford Hills fall into four types: Minimal Traditional, Ranch, Split-Level, and Modernist. The characteristics of the types are described below, along with photographs of each housing type. There have been changes in cladding materials and most original windows have been replaced with modern vinyl windows. A few homes have had insensitive additions to them.

Minimal Traditional

The earliest homes in Guilford Hills are Minimal Traditional. The form is defined by its simplicity and lack of architectural elements. Roofs are intermediately pitched and usually gabled. The eaves typically have little or no over-hang. The examples in Guilford Hills are one-story and compact, usually containing a protruding gable-front bay. Many have a side projection off one end of the main façade that can contain a fully finished living space while others are simply porches that are open, screened or fully enclosed. Most are side-gabled, but some are hip roofed. Cladding is brick or artificial siding or a combination of the two. Entries are recessed with the roof overhang forming the porch. Windows vary in size. Most are paired one-over-one though some feature picture windows. Carports or garages may be present, either attached or detached.



Figure 33: L to R, two examples of Minimal Traditional houses at 805 N. Elam Avenue and 1101 Quail Road with replacement windows but otherwise high integrity.



Figure 34: Minimal Traditional house that retains its original Masonite siding at 1109 N. Elam Avenue.



Figure 35: L to R, One house with asbestos shingles at 2302 Albright Drive and another with two cladding types, asbestos shingles and board and batten, at 2311 Markland Drive. Note both also have the side projecting element, one as a porch and the other enclosed and containing the entry.

Transitional Ranch

Transitional Ranch houses are compact, similar to the Minimal Traditional form, but with the horizontal massing, shallow roof pitch, and overhanging eaves typical of the Ranch form. There are several examples of Transitional Ranches in Guilford Hills. Entries are simple, recessed, or with flat roof entry porches. Windows can be modernist, varying in size, and asymmetrical in placement. Cladding is brick with artificial siding. Chimneys can be placed off-center, in front of or behind the ridge line. There are a few examples with attached garages or carports.



Figure 36: L to R, a Transitional Ranch with two types of siding, hipped roof, and Modernist corner window at 1104 Quail Drive and an example with two siding types, a side-gable roof, and an attached garage at 1201 Surry Drive.



Figure 37: L to R, an example of a house that has lost its integrity of design due to a filled-in garage at one end at 2515 Overbrook Drive and an example with an integrated carport at 2518 Westmoreland Drive.



Figure 38: This Transitional Ranch at 1508 N. Elam features a hipped roof.

Ranch

One of the most common forms in the Guilford Hills subdivision is the Ranch. Ranches are characterized by their low, long shape. One-story in height, they are usually built low to the ground with low-pitched roofs with a moderate-to-wide overhang. The facades are usually asymmetrical and feature a large picture window. The front entry is usually sheltered by the overhang of the main roof of the house. Some ranches contain a gable-front projection on one side of the main block. The entry door is often tucked next to the projection. Porches are almost always integrated. Roofs are usually side-gabled but crossed-hipped or cross-gabled are also present. Garages, when present, are typically attached.

Some contain openings that are all the same size while others follow the typical ranch form with small windows at the bedrooms and a large picture window in the living spaces. The windows are often two-over-two horizontal paned sashes. Chimneys are usually narrow and located off center either in front or behind the ridgeline of the roof. Later examples have wide short chimneys more typical of ranches. There are also some examples of large chimneys on the exterior. Some homes have carports. Most carports are open on the sides while some have decorative concrete block screens. There is at least one example of a carport underneath a house that was built on a slope. A few have attached garages.



Figure 39: L to R, The Ranch at 2304 Chatham displays a mix of cladding and a long, linear massing; the Ranch at 1214 Pembroke Road is L-shaped with a cross-gabled roof.

Sub-type: Colonial Revival Ranch

Colonial Revival-style Ranches have the same form as standard ranches but with more symmetrical facades and decorative elements such as dentils. A configuration that appears in many of the Colonial Revival-style ranches has the windows placed above a panel of contrasting siding, almost giving the appearance that the original window opening has been reduced. Most have been replaced with six-over-six, or one-over-one sashes.



Figure 40: L to R, 1313 Surry Drive is a Colonial Revival-style ranch with contrasting panels below its windows and 1609 Gracewood Drive has a dentiled cornice and recessed entry.

Split-Level

A Split-Level house has three or more levels that are staggered or split from each other and separated by a partial flight of stairs. The two primary types are Tri-Level, with three distinct stories, separated by a half story, and Bi-Level with just two distinct stories. There are a few examples of split-level homes in Guilford Hills. The entry door sits in a single-story wing attached to a two-story section. The wing is usually recessed with a porch formed by the roof overhang. There is typically a picture window adjacent to entry. Windows in the upper levels are two sets of paired windows symmetrically placed on the upper level and single windows on the lower level. Other windows are two-over-two horizontal panes. Later versions have narrow horizontal windows placed at the roofline. The houses are usually clad in two different materials. The one-story wing is typically brick clad while the two-story block is faced with artificial siding or wood shingles with brick on the lower level. Chimneys are large and located either near the junction of the one and two-story sections slightly below the ridge line or near the center of two-story section. The roof is side-gabled.



Figure 41: L to R, Split-levels with two cladding types at 2302 Chatham Drive and 2512 Netherwood Drive, whose lower level garage has been filled-in.

Modernist

Modernist houses are characterized by a low-pitched gable roof with wide overhanging eaves, commonly with roof beams exposed, broad expanses of uninterrupted wall surface, asymmetrical façades, with cladding that is made of natural materials such as wood, stone, or brick. The entry is often obscured, either by being recessed or located off the carport. Some carports have decorative concrete screens. The façade gives little indication of the interior spaces located within. Windows are of varying size and configuration. Some houses may have walls constructed entirely of windows. Windows often appear in the gable peak. There are a few early examples of Modernist homes in Guilford Hills. They can be one story or split-level with asymmetrical facades. The entry door sits near the center of the façade. The entry is flanked either by a picture window or a long high band of windows. Other windows are horizontal and narrow, sometimes located at the roof and wall junction. Carports and garages, when present, sit under an extension of the front or side-gabled roof. Split-level forms have a garrison on the second story which is clad in wood or aluminum siding. The shallow front gable is centered over the two-story block and extends dramatically down over the first-floor wing. The eaves are deep with exposed beams. Entry porches are formed by the roof overhang. Cladding can be asbestos shingles, or a combination of brick and wood or aluminum siding.



Figure 42: L to R, Two Modernist one-story homes with integrated carports at 1406 Quail Drive and 2501 Westmoreland Drive.



Figure 43: L to R, 1105 Pender Lane and 2404 Chatham Drive, two-story examples with garrisons, multiple cladding types, and integrated parking areas.

Parks

Guilford Hills contains two parks, Gracewood Park and Guilford Hills Park. Gracewood Park is approximately 1.5 acres and is located off Gracewood Drive. The park was platted in 1963. It contains a small playground surrounded by grassy areas. A stream runs through the south section of the park. There are tall trees lining the park boundaries.

Guilford Hills Park is a 14.96-acre buffer area between Benjamin Parkway and the houses on Surry Drive platted in 1953. The park extends from Pembroke Road north to the lot occupied by 1323 Surry Drive. W. Cornwallis Drive bisects the park and there is no visible access to the park in the upper section. A stream runs through the center of the park. There is a small parking lot off Pembroke Road. A small playground surrounded by grassy areas sits north of the parking lot. A paved path leads from the playground, across the stream, and into the treed area adjacent to Benjamin Parkway. The upper section of the park is forested and not formally landscaped.



Figure 44: L to R, Gracewood Park and Guilford Hills Park.

Inventory

The following Guilford Hills properties are located in the APE for this project.

Historic District	Address	Date	Integrity	C or NC
Guilford Hills	1913 Gracewood Dr	1965	Ranch, replacement windows	C
Guilford Hills	1911 Gracewood Dr	1976	Not of age	N/A
Guilford Hills	1909 Gracewood Dr	1976	Not of age	N/A
Guilford Hills	1907 Gracewood Dr	1984	Not of age	N/A
Guilford Hills	1905 Gracewood Dr	1983	Not of age	N/A
Guilford Hills	1903 Gracewood Dr	1968	Raised ranch, replacement windows	C
Guilford Hills	1901 Gracewood Dr	1969	Raised ranch, retains integrity	C
Guilford Hills	1809 Gracewood Dr	1965	Split-level, replacement windows	C
Guilford Hills	1807 Gracewood Dr	1966	Split-level, masonite siding	C
Guilford Hills	1805 Gracewood Dr	1968	Ranch, replacement windows	C
Guilford Hills	1803 Gracewood Dr	2016	Not of age	N/A
Guilford Hills	1908 Gracewood Dr	1968	Colonial Revival ranch	C
Guilford Hills	1906 Gracewood Dr	1968	Cross gable ranch, replacement windows	C
Guilford Hills	1904 Gracewood Dr	1968	Colonial Revival ranch, replacement windows	C
Guilford Hills	1902 Gracewood Dr	1965	Colonial Revival ranch, replacement windows	C
Guilford Hills	1900 Gracewood Dr	1967	Colonial Revival ranch	C
Guilford Hills	1804 Gracewood Dr	1966	Split-foyer, retains integrity	C
Guilford Hills	1807 Gracewood Dr	1966	Split-level, masonite siding	C
Guilford Hills	1805 Gracewood Dr	1968	Ranch, replacement windows	C
Guilford Hills	1801 Gracewood Dr	1969	Ranch, retains integrity	C
Guilford Hills	1802 Gracewood Dr	1969	Modern, retains integrity	C
Guilford Hills	1800 Gracewood Dr	1981	Not of age	N/A
Guilford Hills	1601 N Holden Rd	vacant	N/A	N/A
Guilford Hills	1605 N Holden Rd	vacant	N/A	N/A
Guilford Hills	1607 N Holden Rd	1961	Split level, vinyl siding, replacement windows	C
Guilford Hills	1611 N Holden Rd	1961	Cross gable ranch, vinyl siding	C
Guilford Hills	1615 N Holden Rd	1961	Ranch, replacement windows	C
Guilford Hills	1610 N Holden Rd	1961	Ranch, replacement windows	C
Guilford Hills	1608 N Holden Rd	1961	Ranch, replacement windows	C
Guilford Hills	1606 N Holden Rd	1961	Cross gable ranch, masonite siding, replacement windows	C
Guilford Hills	1604 N Holden Rd	1965	Ranch, replacement windows	C
Guilford Hills	1602 N Holden Rd	1966	Split level, vinyl siding, replacement windows	C

Guilford Hills	1600 N Holden Rd	1965	Colonial Revival ranch, replacement windows	C
Guilford Hills	1711 Gracewood Dr	1983	Not of age	N/A
Guilford Hills	1709 Gracewood Dr	1965	Ranch, retains integrity	C
Guilford Hills	1707 Gracewood Dr	1966	Colonial Revival ranch, retains integrity	C
Guilford Hills	1705 Gracewood Dr	1965	Colonial Revival ranch, retains integrity	C
Guilford Hills	1703 Gracewood Dr	1965	Ranch, vinyl siding, replacement windows	C
Guilford Hills	1701 Gracewood Dr	1968	Ranch, retains integrity	C
Guilford Hills	1617 Gracewood Dr	1968	Colonial Revival ranch, replacement windows	C
Guilford Hills	1615 Gracewood Dr	1968	Colonial Revival ranch, replacement windows	C
Guilford Hills	1613 Gracewood Dr	1967	Ranch, replacement windows	C
Guilford Hills	1611 Gracewood Dr	1965	Ranch, masonite siding, replacement windows	C
Guilford Hills	1609 Gracewood Dr	1971	Not of age	N/A
Guilford Hills	1607 Gracewood Dr	1966	Cross gable ranch, replacement windows	C
Guilford Hills	1605 Gracewood Dr	1966	Colonial Revival, masonite siding, replacement windows	C
Guilford Hills	1603 Gracewood Dr	1966	Split level, vinyl siding, replacement windows	C
Guilford Hills	1601 Gracewood Dr	1967	Split level, vinyl siding, replacement windows	C
Guilford Hills	1702 Gracewood Dr	1969	Not of age	N/A
Guilford Hills	1700 Gracewood Dr	1969	Not of age	N/A
Guilford Hills	1612 Gracewood Dr	1965	Colonial Revival ranch, replacement windows	C
Guilford Hills	1610 Gracewood Dr	1965	Colonial Revival ranch, vinyl siding, replacement windows	C
Guilford Hills	1608 Gracewood Dr	1965	Cross gable ranch, replacement windows	C
Guilford Hills	Gracewood Park	1963	1.5 acre park	C
Guilford Hills	1503 Gracewood Dr	1967	Colonial Revival Ranch, replacement windows	C
Guilford Hills	1401 Benjamin Pkwy	1991	Not of age	N/A
Guilford Hills	1605 Bonaventure Rd	1957	Cross gable ranch, vinyl siding, replacement windows	C
Guilford Hills	1603 Bonaventure Rd	1957	Ranch, vinyl siding, replacement windows	C

Guilford Hills	1414 Gracewood Dr	1957	Ranch, vinyl siding, replacement windows	C
Guilford Hills	1413 Gracewood Dr	1957	Ranch, masonite siding, replacement windows	C
Guilford Hills	1308 Benjamin Pkwy	1982	Not of age	N/A
Guilford Hills	1306 Benjamin Pkwy	1984	Not of age	N/A
Guilford Hills	1304 Benjamin Pkwy	1981	Not of age	N/A
Guilford Hills	1302 Benjamin Pkwy	1962	Colonial Revival, replacement windows	NC
Guilford Hills	2606 Fernwood Dr	1961	Ranch, replacement windows	C
Guilford Hills	1325 Surry Dr	1962	Ranch, vinyl siding, replacement windows	C
Guilford Hills	1323 Surry Dr	1962	Ranch, replacement windows	C
Guilford Hills	1321 Surry Dr	1962	Ranch, vinyl siding, replacement windows	C
Guilford Hills	1319 Surry Dr	1962	Ranch, vinyl siding, replacement windows	C
Guilford Hills	Guilford Hills Park	1953	Retains integrity	C
Guilford Hills	1201 Surry Dr	1960	Ranch, masonite siding	C
Guilford Hills	2514 W Cornwallis Dr	1961	Ranch, added deck (unfinished)	NC
Guilford Hills	2512 W Cornwallis Dr	1961	Cross gable ranch, vinyl siding, replacement windows	C
Guilford Hills	2510 W Cornwallis Dr	1961	Colonial Revival ranch, replacement windows	C
Guilford Hills	2508 W Cornwallis Dr	1961	Modern, replacement windows	C
Guilford Hills	2507 W Cornwallis Dr	1959	Ranch, vinyl siding, replacement windows	C
Guilford Hills	2509 W Cornwallis Dr	1960	Ranch, masonite siding, replacement windows	C
Guilford Hills	2511 W Cornwallis Dr	1959	Colonial Revival ranch, masonite siding, replacement windows	C
Guilford Hills	2513 W Cornwallis Dr	1959	Cross gable ranch, painted brick, replacement windows	C
Guilford Hills	1104 Surry Dr	1963	Ranch, vinyl siding, replacement windows	C
Guilford Hills	1109 Surry Dr	1959	Colonial Revival ranch, masonite siding, replacement windows	C
Guilford Hills	1100 Surry Dr	1960	Cross gable ranch, replacement windows	C
Guilford Hills	1115 Pembroke Rd	1956	Cross gable ranch, vinyl siding, replacement windows	C

Guilford Hills	1117 Pembroke Rd	1956	Ranch, painted brick, vinyl siding, replacement windows	C
Guilford Hills	1118 Pembroke Rd	1956	Cross gable ranch, vinyl siding, replacement windows	C
Guilford Hills	1116 Pembroke Rd	1956	Ranch, vinyl siding, replacement windows	C
Guilford Hills	1114 Pembroke Rd	1956	Split-level, replacement windows	C
Guilford Hills	1112 Pembroke Rd	1956	Ranch, replacement windows	C

Historic Background

Guilford Hills was platted in three sections between 1949 and 1963 by the Starmount Company. Construction began at the northeastern section bordered by Battleground Avenue. Nearly 200 homes were constructed in the first two years. Expansion continued west of N. Elam Avenue and by 1956 most of the first section of Guilford Hills was completed. In June 1956, the first section west of Benjamin Parkway was platted and houses started appearing the following year. The development slowed, with only one plat map being filed in 1957 and none in 1958. There was one more flurry of platting in 1960 in the area northwest of David Caldwell Drive. Finally, in 1963, the outer western border was platted and most construction was completed by 1965. A list of original plat maps is below.

Guilford Hills			
Section Number	Map Book/Page	Plat Date	Owner
1-A	15/98	June 1949	Starmount
1-A	17/59	June 1949	Starmount
1-A	17/99	January 1950	Starmount
1-A	19/19	March 1950	Starmount
2	19/51	January 1951	Starmount
2	19/51	January 1951	Starmount
2	19/71	June 1951	Starmount
2	19/87	November 1951	Starmount
2	18/53	April 1952	Starmount
2	20/28	May 1952	Starmount
2	27/52	October 1953	Starmount
2	20/96	October 1953	Starmount
2	21/68	October 1954	Starmount
2	23/11	June 1955	Starmount
1-A	23/32	November 1955	Starmount
3	23/85	June 1956	Starmount
2	25/3	September 1956	Starmount
1-A	24/84	June 1957	Starmount
3	26/46	April 1959	Starmount
3	29/16	March 1960	Starmount

1-A	29/24	June 1960	Starmount
2	29/60	October 1960	Starmount
3	31/20	June 1961	Starmount
2	32/31	June 1962	Starmount
3	34/73	November 1963	Starmount
3	36/57	November 1963	Starmount

Guilford Hills and Garden Homes were the first subdivisions platted and developed by Starmount Company after WWII. With Greensboro’s economy booming and its population growing, Starmount Company quickly established single-family residential housing developments in the city’s northwest. The houses of Guilford Hills were built and occupied by white collar workers (see chart in Historic Context). Starmount Company marketed Guilford Hills towards families and veterans. Veterans could obtain a home for a down payment of \$731.00 with monthly mortgage payments of \$83.00.⁴⁰ House prices ranged from \$4,000-\$5,500.⁴¹ The neighborhood was touted as being convenient to schools, shopping, a golf course, and public transportation.



Figure 45: An advertisement for Guilford Hills that appeared in *The Greensboro Daily News* on May 5, 1950.

⁴⁰ *Greensboro Daily News*, 21 September 1953, Neighborhoods Folder, Hanging Files, Greensboro Public Library – Central Library, Greensboro, North Carolina.

⁴¹ Map 5, Section 3 of Guilford Hills Plat Maps, Starmount Company Working Plat Maps, Greensboro History Museum Collections, Greensboro, North Carolina.

Historical aerials as well as show that the area surrounding Guilford Hills is relatively unchanged from when the neighborhood was constructed. The most significant alteration is the development of the area bordering the southeast corner. What was initially farmland and later the Green Valley Golf Course, is now the Green Valley Office Park and contains two multi-story office buildings and a large parking lot. The Starmount Company platted the office park in 1995. Historic photos from initial construction (Figure 46) show that while the landscaping has matured within the neighborhood, the houses remain generally intact.



Figure 46: Clockwise from Upper Left, Aerial view of Guilford Hills from Lawndale & Battleground; Newly constructed homes on unnamed street; Talking Home (model house); Recently constructed houses on unknown street. From Carol W. Martin, Greensboro History Museum Collection.

Comparable Examples

Please see Section IV: Post 1945 Subdivision Comparable Examples, page 95-97.

National Register Evaluation

As one of several neighborhoods developed by the Starmount Company, Guilford Hills is eligible for listing in the NRHP under Criterion A for Community Planning and Development. The neighborhood is part of the

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explosion of planned residential neighborhoods in the period after World War II. It is one of the earliest examples in Greensboro and Starmount Company's first post-1945 residential development. Starmount Company incorporated guidance set forth by the city's 1948 master plan, including street width and plat sizes. The master plan also dictated density limits for Starmount. Steadily developed over a span of eleven years, only a few additional sections were built out after 1960. Guilford Hills is primarily made up of Minimal Traditional and Ranch style homes, along with a number of Split-Level and Modernist houses. These houses are representative of the popular residential styles of the time. Because of this, the neighborhood is also eligible for listing under Criterion C for Architecture. Guilford Hills is not eligible under Criterion B, as no notable residents have been identified nor is it the most significant property associated with Blanche and Edward Benjamin. It is not eligible under Criterion D as it is unlikely to yield important information related to history or pre-history in the future.

Guilford Hills is significant on the local level. Its period of significance is from 1949 when the first plat was filed to 1969, when the final homes were completed. While this period falls within the past 50 years, this reflects the continuation of the neighborhood development, not that the subdivision qualifies for Criteria Exception G. There is little infill and alterations are limited to sheathing and windows, most of which have been done sensitively.

Guilford Hills Historic District		
Aspect of Integrity	Level of Integrity	Assessment
Location	High	Remains at original site.
Design	High	Street Layout remains unchanged, setbacks adhered to, minimal changes to massing of houses.
Setting	Medium	Retains buffer between Benjamin Parkway and Joseph M. Bryan Blvd., commercial development on the south diminishes it slightly.
Materials	Medium	Many homes have replacement vinyl windows, and some siding has been replaced with vinyl.
Workmanship	Medium	Diminished by application of vinyl siding.
Feeling	High	High integrity due to integrity of other aspects.
Association	High	High integrity due to integrity of other aspects.

National Register Boundary

The NRHP boundary of Guilford Hills are below. It encompasses all lots that were platted between 1949 and 1965. It follows the existing right-of-way of the roads along the boundary's edge is bounded by Westmoreland Drive on the north, Battleground Avenue on the east, Pembroke Road to the south, and Surry Drive to the west. The second section lies to the northwest, along Gracewood Drive, west of Benjamin Parkway to Crestwood Drive, then along David Caldwell Drive, extending to the cul-de-sac on Hill-N-Dale Drive, and including the portions of Stratford, Robin Hood, Shady Lawn, and Hill-N-Dale Drives south of David Caldwell Drive.

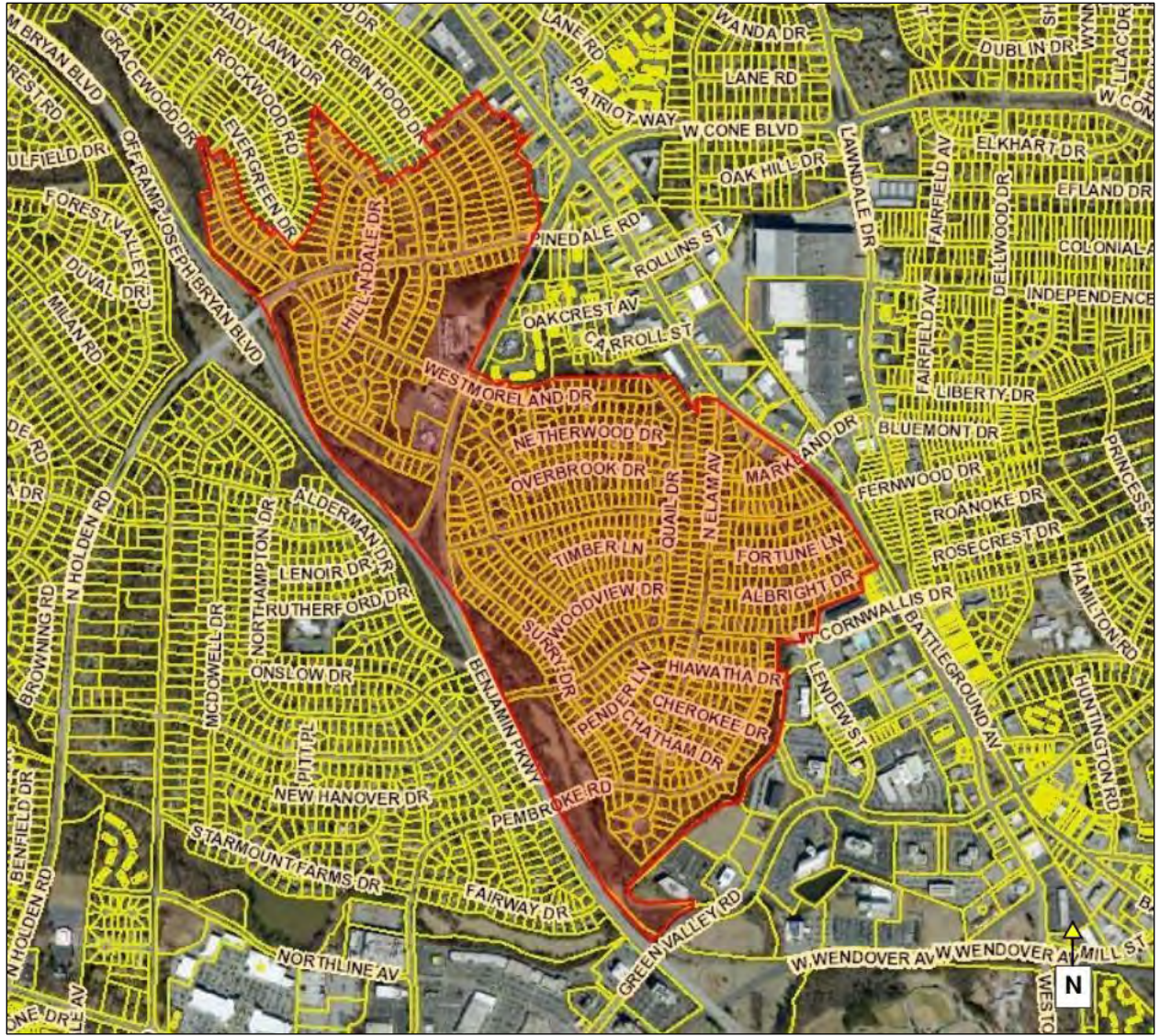



Figure 47: Recommended boundaries for Guilford Hills Historic District listing in the NRHP.

Garden Homes Historic District

	Resource Name	Garden Homes Historic District
	HPO Survey #	GF9092
	Location	Roughly bounded by W. Cornwallis, Battleground Road, Edney Ridge Road, and Gracewood Road
	Date of Construction	ca. 1950-1955
	Recommendation	Recommended eligible for listing in NRHP

Site Plan



Figure 48: Site Plan based on the original Garden Home plat maps with APE represented in blue

Architectural Description

Garden Homes is subdivision of approximately 308 single-family homes located on approximately 100 acres between Battleground Avenue and Joseph Bryan Parkway. The subdivision was first platted by the Starmount Company in 1949 with expansions from 1950 to 1952.

Houses are situated on seven streets with David Caldwell Drive (named after one of Greensboro's founding fathers) dividing two streets from the other four. Stratford Avenue was the first street platted. It runs parallel to Battleground on a northwesterly/southwesterly alignment. Robin Hood Drive and Shady Lawn Drive followed, each perpendicular to Stratford. Edney Ridge Road and Crestwood Drive serve as cross streets within the subdivision.

The first three plats show the subdivision is generally an elongated grid pattern with David Caldwell and Edney Ridge Road providing access to Battleground Avenue and Crestwood Avenue serving as an internal collector between them. The final plat of the subdivision introduced more curvilinear roads: Rockwood Drive, Evergreen Drive, and O'Henry Drive (now Gracewood Drive). Rockwood Road and Evergreen Drive are separated from the earlier areas by David Caldwell Drive. David Caldwell Drive is a wider road than the others and serves as a connector to North Holden Road, a larger thoroughfare. North Holden Road connects Battleground Avenue and West Friendly Avenue.

The Garden Home plat maps consistently show parcels with 65-70 feet road frontage and 130 feet length. Most houses front Stratford Drive, Robin Hood Drive, and Shady Lawn Drive with the rears of lots abutting. Corner lots are generally square with 80-90 feet frontage on each street. The houses on the corner lots are consistently placed diagonal to the intersection and is a configuration commonly seen in other Starmount subdivisions. Crestwood Avenue, a cross street perpendicular to Stratford Drive, Robin Hood Drive, and Shady Lawn Drive has minimal frontage with parcels created at the mid-point between intersections. These parcels have been elongated with triangular points at the rears. There are no sidewalks in the subdivision and access to the front doors is from the driveway. There are no parks or schools in the subdivision, likely because most of the subdivision was platted before the 1951 Land Use Plan, which dictated minimal park acreage in residential zoning.

The most common housing style in Garden Homes is Transitional Ranches and Minimal Traditional clustered in the gridded streets in the northwest part of the subdivision. Modernist and Ranch houses are clustered on the curvilinear streets of Rockwood Road and Evergreen Drive with some seen at Edney Ridge Road. The characteristics of the types, along with photographs, follow. Deviations or subtypes are also included along with examples of residences that no longer have integrity.

Minimal Traditional

The earliest houses in Garden Homes are Minimal Traditional. The form is defined by its simplicity and lack of architectural elements. Roofs are low and are intermediately pitched and usually gabled. The eaves typically have little or no over-hang. They are generally one-story in height. The examples in Garden Homes are one-story and compact, usually containing a gable-front protruding bay. Most houses are side-gabled, but some are hipped or crossed-gabled. Cladding is brick or artificial siding or a combination of the two. Entries are recessed with the roof overhang forming the porch. Windows vary in size with most of the houses featuring paired one-over-one, though some feature picture windows. A minimal number of houses (less than 20%) feature carports or garages, either attached or detached.



Figure 49: L to R: 2706 Shady Lawn Drive, an intact example of the Minimal Traditional and situated diagonal to an intersection; 2814 Shady Lawn Drive with diminished integrity due to the construction of a large wheelchair ramp.



Figure 50: L to R: 2815 Shady Lawn Drive and 510 Westchester Drive are examples of two Minimal Tradition with intact aspects of integrity.



Figure 51: L to R: 2800 Robin Hood Drive exemplifies the high integrity of Minimal Traditional houses in Garden Homes with original windows and aluminum shade; 2800 Shady Lawn Drive is one of a few

examples with low integrity, due to a large gable-front addition and fenestration changes. Both houses are placed diagonal to the intersections

Transitional Ranch

Transitional Ranch houses are compact but with increasing horizontal massing, shallower roof pitch, and overhanging eaves typical of the Ranch form. There are several examples of Transitional Ranches in Garden Homes. Entries are simple, recessed, or with flat roof entry porches. Windows can be modernist, varying in size, and asymmetrical in placement. Cladding is commonly brick, wide vinyl or aluminum siding, or a combination of both. Chimneys are placed off-center, in front of, or behind the ridgeline. There are a few examples of attached garages or carports.



Figure 52: L to R, 2703 Stratford Drive is a hipped roof variant with intact integrity; 2726 Rockwood Drive is situated on corner lot, placed diagonal to the intersection.



Figure 53: L to R, 2707 Evergreen Drive and 507 Crestwood Drive are two Transitional Ranches with open side porches with side entries.

Modernist

The Modernist-style in Garden Homes is characterized by a low-pitched gable or butterfly roof with wide overhanging eaves, exposed roof beams, broad expanses of uninterrupted wall surface, asymmetrical bays/massing, and cladding in natural materials such as wood, stone, or brick. The façades give little indication of the interior spaces located within. Windows are of varying size and configuration and often

appear in the gabled peak. Some houses may have walls constructed entirely of windows. Less than 10% of the subdivision are early examples of Modernist-style houses. They can be one story or split-level with asymmetrical facades. The entry door sits near the center of the façade. The entry is flanked either by a picture window or a long high band of windows. Other windows are horizontal and narrow, sometimes located at the roof and wall junction. Carports and garages, when present, sit under an extension of the front or side gabled roof. Split-level forms have a garrison on the second story which is clad in wood or aluminum siding. The shallow front gable is centered over the two-story block and extends dramatically down over the first-floor wing. The eaves are deep with exposed beams. Entry porches are formed by the roof overhang. Cladding can be asbestos shingles, or a combination of brick and wood or aluminum siding.



Figure 54: L to R, 2703 Evergreen Drive features a low-pitched gabled roof with clerestory windows and 2712 Shady Lawn Drive displays a butterfly roof and mix of façade materials.

Ranch

Ranches are not as prevalent in Garden Homes as in the other subdivisions, but it does contain some number of Ranch houses and Ranch variants. Ranch houses exhibit increasingly wider massing. As a result, the homes either take up the near full width of the lot to the mandated setbacks or are on wider lots. Fenestration patterns of Ranches are typically asymmetrical with front entrances oriented towards the end with a driveway or slightly off centered. Windows are typically a mix of single or double set sash windows or clusters/bands of narrow (either in length or height windows). Irregular window placement emphasizes the asymmetry of Ranches. The ranches within Garden Homes feature wide or prominently placed chimney. There is at least one example of cast iron details at the front entrance. Cladding is brick, sometimes with vinyl on recessed portion or a mix thereof. Roofs are side-gabled.



Figure 55: Clockwise from upper left: 2703 Rockwood Drive is an early Ranch with stepped faced materials, wide chimney, and irregularly placed windows; 2701 Rockwood Drive and 2721 Rockwood Drive have expanded rectangular massing and smaller bands of windows some of which are irregularly placed.

Inventory

There is one house in Garden Homes that is part of the APE. This is because Guilford Hills expands into Gracewood Drive. However, there is no perceptible separation between Guilford Hills and Garden Homes. It is only the plat maps that illustrate the separation.

Garden Homes	2704 Rockwood Dr	1953	Ranch, replacement windows, engaged porch, exterior chimney	C
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Historic Background

As with the other subdivisions in the APE, Garden Homes has its origins with A. M. Scales' failed development of Hamilton Lakes and was wholly developed by the Starmount Company. Garden Homes and Guilford Hills were the first residential subdivisions established by Starmount Company after WWII. Garden Homes was platted in six sections from June 1949 to June 1952. The first filing corresponds with the 1949 requirement to file plats with the Guilford County Registry of Deeds. Dates of construction indicate that the modestly sized subdivision was planned and completed quickly. A list of original plat maps for Gardens Homes follows.

Garden Homes				
Section Number	Map Number	Map Book/Page Numbers		Owner
2	1	17/23	June 1949	Starmount
2	2	19/23	May 1950	Starmount
2	3	19/50	January 1951	Starmount
2	4	19/86	October 1951	Starmount
2	5	20/1	December 1951	Starmount
2	6	20/26	June 1952	Starmount

Garden Homes was intended for blue collar workers compared to the white-collar residents of Guilford Hills and the elite of Starmount Forest. City directories from 1950 to 1970 show that residents were workers employed by local textile mills, Sears, insurance companies, and grocery stores.

When Professor Babcock published his thoroughfare plan to alleviate traffic congestion in Greensboro in November 1953, Garden Homes is shown as somewhat isolated and only connected to Battleground Avenue by David Caldwell Drive and Edney Ridge Road. It also shows the extension of Stratford Drive to the south presumably constructed to provide a connection to the forthcoming Greene Elementary School. By 1960 all the streets within the subdivision are on maps.

Overall the subdivision is relatively unchanged. Many houses have had alterations as described above but generally massing and fenestration patterns remain intact. The layout of the streets and orientation of structures remains as it was in the early 1950s. Landscaping has grown in from the initial clearing for the development. A historic image (Figure 56) from the Carol W. Martin Collection at the Greensboro Historical Museum illustrates the appearance of a newly constructed house in Garden Homes.



Figure 56: A newly constructed house in Garden Homes, circa August 1948. From Carol W. Martin, Greensboro History Museum Collection.

Notable changes since the last plat filing include the construction of the Benjamin Parkway, North Holden Road, and their intersections with Stratford Avenue. The development of Battleground Avenue, particularly after 1968 from small to large commercial structures such as big box stores, has encroached the rears of homes on Stratford Avenue. The subdivision still retains a substantial buffer of large trees near Bryan Boulevard which are included in the APE.

Comparable Examples

Please see Section IV: Post 1945 Subdivision Comparable Examples, page 95-97.

National Register Evaluation

Garden Homes is recommended for listing in the NRHP under Criteria A and C for its local significance in Architecture and Community Planning and Development. The subdivision is one of at least six-known subdivisions developed by the Starmount Company. Garden Homes was developed in concert with Greensboro's seminal master planning of the late 1940s and early 1950s – one of the first cities in the state to do so. The subdivision is a concentration of Minimal Traditional and Transitional Ranch houses indicative of a short window of construction defined by small single-family homes catering to the working and middle classes before transitioning into larger homes representing continued economic prosperity in the post war years. Ranch and Modernist houses within Garden Homes further support the trends of housing styles and forms typical of the early 1950s. The subdivision is not eligible under Criterion B, as no notable residents have been identified nor is it the most significant property associated with Blanche and Edward Benjamin. It is not eligible under Criterion D as it is unlikely to yield important information related to history or pre-history in the future.

Garden Homes is believed to have sufficient integrity to support listing with approximately 70% of the residences contributing to the district. Additionally, integrity of design, setting, workmanship, feeling, and association is supported by the unchanged road layout, consistent set-backs, and minimal massing changes to the single-story houses. The period of significance would be c.1949 to c.1955.

Garden Homes Historic District		
Aspect of Integrity	Level of Integrity	Assessment
Location	High	Stands on the site it was planned.
Design	Medium to High	Street layout remains unchanged, setbacks remain adhered to, minimal changes to massing of houses.
Setting	Medium to High	Most change is at Battleground Avenue after 1980 with nearby construction of large scale box stores.
Materials	Medium to High	Most materials are intact; narrow width vinyl replacement siding is rare, and windows changes have been sensitive.
Workmanship	High	The layout of the subdivision reflects the mechanical and hand operation to prepare the site and build houses. Houses still reflect workmanship to construct.
Feeling	High	High integrity due to integrity of other aspects.
Association	High	High integrity due to integrity of other aspects.


National Register Boundary

The proposed NRHP boundary is comprised of the streets and parcels platted from June 1949 to July 1952. The boundary consists of the plats on the west side of Endey Ridge Road, those on the north side of Stratford Drive, those on the west side of David Caldwell Drive from Stratford Drive to Robin Hood Drive, then those plats on the east side of David Caldwell Drive to Shady Lawn Drive, then those plats on the south side of Shady Lawn Drive to the plats on the north side of Rockwood Drive to Evergreen Drive, and then the plats on the south side of Evergreen Drive to the right-of-way of Gracewood Drive to Edney Ridge Road. The boundary extends to include green spaces or buffer zones between the Benjamin Parkway and Bryan Boulevard.



Figure 57: Recommended NRHP boundaries for the Garden Homes Historic District.

Green Valley Historic District

	Resource Name	Green Valley Historic District
	HPO Survey #	GF9093
	Location	Roughly bounded by Benjamin Parkway; Hobbs Road, Cascade Drive, and New Hanover Drive.
	Date of Construction	ca. 1955 – ca. 1971
	Recommendation	Recommended eligible for listing in NRHP

Site Plan



Figure 58: Green Valley site plan based on original plat maps with APE represented in blue.

Architectural Description

Green Valley subdivision is the largest of the four Starmount subdivisions included in the APE. It is comprised of approximately 988 single-family homes, a private swimming club, a public park, and a planned open tract of land. The subdivision is approximately 415 acres and is formed by two distinct areas: one nestled between the Benjamin Parkway and Hobbs Road and the other west of North Holden Road between the Forest Valley and Hamilton Forest subdivisions.

The subdivision was first platted in 1955 and the roads within the large district are orientated either from north/south or east/west with the east/west roads taking on a curvilinear alignment. Roadway width is consistent with Greensboro planning at the time – major roads were planned at 70’ and smaller roads planned at 50’. The majority of lots were around 80’ wide by 100’ long with deviations associated with the curvature of the road. Houses on Hobbs Road have a minimum of 100’ frontage. Houses are set 50’ back from the road resulting in regularity. Driveways extend from the street. Garages and carports are present at approximately 25-30% of the homes. Aerial images indicate that some garages are located behind the main massing of homes and not always visible from the street. Walkways connect front entrances to driveways with rare examples of walkways connecting the entrance with the street. Sidewalks are not present in Green Valley, except for Pembroke Road, which has sidewalks on both sides from the Benjamin Parkway to Northline Road.

Like the other Starmount Company subdivisions in the APE, house types found within the subdivision are Ranch, Colonial Revival, Split-Level, Split-Foyer, and Modernist. The characteristics of the types, along with photographs, follow. Deviations or subtypes are also included, as are examples of residences that no longer have integrity.

Colonial Revival

Colonial Revival is the predominate house style in the subdivision and is a separate form from a Ranch with Colonial Revival-style elements. The Colonial Revivals found within Green Valley are generally symmetrical two-story houses, with a few examples of single story houses or asymmetrical plans. Some of the houses have full height porticoes, either engaged or attached. Front entrances can feature fan lights with sidelights, simple entablatures, or pediments. There are examples of broken pediments with swan’s necks. The houses are a mix of brick and aluminum or vinyl siding. Most have faux-shutters. These houses have generally changed little on the exterior since completion of construction. Only a limited number have diminished integrity by changes to windows and fenestration patterns and large additions. A high percentage of those Colonial Revival-style houses constructed prior to 1969 would contribute to the district.



Figure 59: Clockwise from upper left: 1203 McDowell Drive and 1005 McDowell Drive have a high degree of integrity and are examples of full height portico and pedimented entrance; 1403 Valley Meade also features a full height portico; however, the original double doors have been replaced by two full-length single-pane glass doors.



Figure 60: L to R, 1209 McDowell Drive has medium integrity due to an addition but retains simple Georgian-esque details including a paneled door and windows imitating double hung sashes; 1219 Onslow Drive displays details shared with non-Anglo Colonial architecture such as a full-width balcony with iron elements and near full floor height windows and doors.



Figure 61: L to R, 1218 Onslow Drive and 1610 Alderman Drive are two of the small number of single story Colonial Revival-style houses in Green Valley. Neither is symmetrical: 1218 Onslow Drive features a picture window flanking one side of the door rather than two multipaned sash windows as the other side; the main massing of 1610 Alderman Drive is symmetrical; however, the addition at the west has left the massing unbalanced. It is one of the few Colonial Revivals with pronounced window lintels.



Figure 62: L to R, 3310 Turfwood Drive represents the faux-Garrison design where the upper story projects slightly over the first story; 3314 Watauga Drive represents the side-entrance variant where the door is not central, but the two dependencies balance the overall massing.

Ranch

Ranches are prevalent in Green Valley with a number of variants. The Ranch houses in Green Valley exhibit increasingly wider massing. As a result, the homes either take up the near full width of the lot to the mandated setbacks or are on wider lots. Fenestration patterns of Ranches are typically asymmetrical with front entrances oriented towards the end with a driveway or slightly off centered. Windows are typically a mix of single or double set sash windows with clusters/bands of narrow (either in length or height). Irregular window placement emphasizes the asymmetry of Ranches. Chimneys are typically wide and prominently placed; however, some Ranch homes have less prominent chimneys. The vast majority of the Ranches have flush entrances with recessed entrances exhibited on later houses. Some feature cast iron metal work near the entrance. Cladding is brick, sometimes with vinyl on recessed portion or a mix thereof. Side-gabled and cross-gabled roofs are equally distributed throughout the subdivision.



Figure 63: Clockwise from upper left, 913 Onslow Drive, 2802 New Hanover Drive, and 2510 Fairway Drive are cross-gable Ranches with rectangular massing and feature minimal simple details. 913 Onslow and 2802 New Hanover Drive have minimally recessed front entrances. 913 Onslow has three different window sizes while 2802 New Hanover Drive has asymmetrically placed sets of tall casements windows. 2510 Fairway Drive, ca. 1960 features a brick screen at the carport and a deeper recessed entrance.



Figure 64: From L to R, 2814 Lenoir Drive and 2909 W. Cornwallis Drive are late Ranches featuring prominent recessed entrance and asymmetrical fenestration. 2814 Lenoir features a single wood front door with a substantial wood paneled surround. 2909 W. Cornwallis Drive features a double door front

entrance with decorative cast iron porch supports and a wide chimney. It represents one of the largest ranches in Green Valley and was built on a large lot on a major road.

Sub-type: Colonial Revival Ranch

Colonial Revival-style Ranches in Green Valley are generally symmetrical in massing with systematically placed windows. Windows are generally almost the full height of the façade, sitting just below the cornice line, or they are standard sized with a paneled section below, giving the impression of height. There are some paired windows. A picture window may be placed adjacent to entry. The entry door is often flanked by sidelights. Entries are either recessed or covered with porches. Some entries contain double doors instead of sidelights. The entry porch can be small with a gable-front roof or engaged along most of the full width of the façade. They often have quoining on corners and dentils at the cornice line. Roofs can be hipped or side-gabled. Chimneys may be large or modest, placed either off center at the roof ridge or just behind. A few examples feature a chimney at one end of the exterior. Cladding can consist of all brick or brick with wood or artificial siding. Some contain lower level garages when the house is built on a slope.



Figure 65: from L to R: 3312 Northampton Drive and 1202 McDowell Drive represent Ranch forms with Colonial Revival details. The typical Colonial Revival-style details found on Ranches in Green Valley are an over scaled pedimented porch centered on the width of the house or a fully engaged portico, also centered. Colonial Revival-style ranches have near symmetrical fenestration and massing and consistently feature the same window width equally spaced on the front elevation.

Split Level

A Split-Level house has three or more levels that are staggered or split from each other and separated by a partial flight of stairs. The two primary types are Tri-Level, with three distinct stories, separated by a half story, and Bi-Level with just two distinct stories. Split-Levels can appear in different styles, including Ranch and Modernist. There are many examples of Split-Level homes in Green Valley. The entry door sits in a single-story wing attached to a two-story section. The wing is usually recessed with a porch formed by the roof overhang. There is typically a picture window adjacent to entry. Windows in the taller section are 2 sets of paired windows symmetrically placed on the upper level and single windows on the lower level. Other windows are two-over-two horizontal panes. Later versions have narrow horizontal windows placed at the roofline. The houses are usually clad in two different materials. The one-story wing is typically brick while the two-story block is artificial siding or wood shingles with brick on the lower level. Chimneys are

large and located either near the junction of the one and two-story sections slightly below ridge line or near the center of two-story section. Roofs are typically side-gabled with some front gable or hipped.



Figure 66: Clockwise from upper left, 916 Onslow Drive, 1005 Caswell Drive, and 2700 Fairway Drive are three examples of Split-Level homes with a high degree of integrity in Green Valley. 916 Onslow Drive has minimal Colonial Revival-style detailing while 1005 Caswell Drive features the Modernist-style with a low-pitched hipped roof and multi-paned picture window. 2700 Fairway features a screened-in porch and a first-floor overhang. The entrance is recessed under a gable side roof.

Modernist

Modernist houses are characterized by a low-pitched gable roofs with wide overhanging eaves, commonly with roof beams exposed, broad expanses of uninterrupted wall surface, asymmetrical design, and cladding in natural materials such as wood, stone, or brick. The entry is often obscured, either by being recessed or located off of a carport, and the façade gives little indication of the interior spaces located within. Windows are of varying size and configuration and may be placed in the gabled peak. Some homes may have walls constructed entirely of windows. There are several examples of Modernist houses in Green Valley. They can be one story or Split-Level with asymmetrical facades. The entry door sits near the center of the façade. The entry is flanked either by a picture window or a long high band of windows. Other windows are horizontal and narrow, sometimes located at the roof and wall junction. Carports and garages, when present, sit under an extension of the front or side gabled roof. The shallow front gable is centered over the two-story block and extends dramatically down over the first-floor wing. The eaves are

deep with exposed beams. Entry porches are formed by the roof overhang. Cladding can be asbestos shingles, or a combination of brick and wood or aluminum siding.



Figure 67: Clockwise from upper left, 1303 McDowell Drive is a single-story house with a prominent cross-gable, wide eaves, exposed beams, and triangular fixed paned clerestory windows flanking the roof ridge beam. It also has a single car garage integrated into gable and a decorative concrete screen obscures access to a side entrance. 1502 Ilchester Drive is L-shaped with low pitched gabled roofs. 1701 Swannanoa Drive features decorative concrete elements at the carport and at a patio wall. The rest of the home was obscured by heavy vegetation. 3305 Northampton Drive is a Split-Level house with simplified brick pilasters, a low pitched gabled roof with an elongated end that forms an entry porch.

Tudor Revival

Green Valley contains a limited number of Tudor Revival houses some of which are two stories or Split-Level homes. The homes feature half-timbering with stucco on the upper stories or levels with brick on the lower. The color palettes of the homes are nearly always a mix of browns and beige.



Figure 68: L to R, 1608 Valleymeade Road and 3317 Watauga Drive are two typical examples of the Tudor Revival style in Green Valley. While different in form, each prominently features half-timbering with stucco and natural colored materials.

Parks & Greenspace

Green Valley contains a private swim club, Green Valley Park, on Rutherford Drive. The swim club is clearly marked as a Private Park on the subdivision’s plat maps. The club owned another parcel immediately adjacent at the east for drainage. The park is accessed from either Northampton Drive or Alderman Drive and its frontage is near full length of Rutherford Drive, save the side of property at the corner of Northampton Drive and Rutherford Drive. Green Valley Park purchased the lots from Starmount for \$1.00 in 1964 and 1965. The deed for the property states that a non-profit association or the municipality can use the parcels only as a “street, park, lake, or other recreational purpose.”

The property is roughly square with a northeastern pan-handle (which serves as the drainage area). The site contains a Modernist building, pool, and tennis courts. The pool an irregularly shaped 8-lane swimming pool with a square diving tank at the northwest and a square shallow teaching area at the southeast. The pool is centered on eight tennis courts to the south. A parking lot is in the northeast corner of the site. The view of the park is obscured from the roadway by topography and landscaping.



Figure 69: Green Valley Park building and sign at its drainage parcel.

A parcel of open space remains at the intersection of Northampton Drive and Alderman Drive (north of Watauga Drive). The plat map for the area shows that this was planned for a park (distinctive from marked easements on the plat maps) and was planned to join the buffer strip which runs parallel to Bryan Boulevard. The park was never developed and there is no infrastructure at this location.

Inventory

The following Green Valley properties are located in the APE for this project.

Historic District	Address	Date	Integrity	C or NC
Green Valley	1606 Ilchester Ct	1971	Not of age	N/A
Green Valley	3407 Northampton Dr	1966	Colonial Revival, replacement windows	C
Green Valley	3409 Northampton Dr	1967	Colonial Revival, replacement windows	C
Green Valley	3408 Northampton Dr	1967	Colonial Revival ranch, painted brick, vinyl below bay windows, replacement windows	C
Green Valley	3406 Northampton Dr	1966	Colonial Revival ranch, replacement windows	C
Green Valley	3404 Northampton Dr	1966	Colonial Revival ranch, replacement windows	C
Green Valley	3402 Northampton Dr	1966	Colonial Revival ranch, replacement windows	C
Green Valley	3400 Northampton Dr	1968	Cross gable ranch, replacement windows	C
Green Valley	3318 Northampton Dr	1968	Ranch, vinyl siding, replacement windows	C
Green Valley	3316 Northampton Dr	vacant	N/A	N/A
Green Valley	3314 Northampton Dr	1966	Cross gable ranch, replacement windows	C
Green Valley	3312 Northampton Dr	1966	Colonial Revival ranch, replacement windows	C
Green Valley	3310 Northampton Dr	1966	Colonial Revival, replacement windows	C
Green Valley	3308 Northampton Dr	1967	Cross gable ranch, replacement windows	C
Green Valley	3306 Northampton Dr	1968	Raised ranch, altered entry porch	N/C
Green Valley	3304 Northampton Dr	1966	Colonial Revival ranch, replacement windows	C
Green Valley	1512 Alderman Dr	1964	Ranch, retains integrity	C
Green Valley	1510 Alderman Dr	1965	Ranch, replacement windows	C

Green Valley	1508 Alderman Dr	1966	Ranch, some vinyl siding, replacement windows	C
Green Valley	1507 Alderman Dr	1964	Colonial Revival, replacement windows	C
Green Valley	1505 Alderman Dr	1964	Split level, vinyl siding, replacement windows	C
Green Valley	1503 Alderman Dr	1964	Colonial Revival, masonite siding, replacement windows	C
Green Valley	1501 Alderman Dr	1979	Not of age	N/A
Green Valley	1405 Alderman Dr	1964	Cross gable ranch, replacement windows	C
Green Valley	1403 Alderman Dr	1965	Colonial Revival ranch, some vinyl siding, replacement windows	C
Green Valley	1401 Alderman Dr	1964	Colonial Revival Ranch, replacement windows	C
Green Valley	1216 Alderman Dr	1964	Split level, masonite siding, replacement windows	C
Green Valley	1214 Alderman Dr	1965	Ranch, modern front door, replacement windows	C
Green Valley	1212 Alderman Dr	1964	Ranch, replacement windows	C
Green Valley	1210 Alderman Dr	1964	Colonial Revival ranch, replacement windows	C
Green Valley	1208 Alderman Dr	1965	Colonial Revival, replacement windows	C
Green Valley	1206 Alderman Dr	1966	Colonial Revival ranch, replacement windows	C
Green Valley	1203 Alderman Dr	1964	Split level, masonite siding, replacement windows	C
Green Valley	2704 Northampton Dr	1960	Cross gable ranch, painted brick, replacement windows	C
Green Valley	2706 Northampton Dr	1962	Split level, replacement windows	C
Green Valley	1200 Onslow Dr	1961	Colonial Revival ranch, replacement windows	C
Green Valley	2800 Northampton Dr	1964	Colonial Revival ranch, replacement windows	C
Green Valley	2802 Northampton Dr	1962	Ranch, painted brick	C
Green Valley	2804 Northampton Dr	1963	Colonial Revival ranch, replacement windows	C

Green Valley	2806 Northampton Dr	1961	Colonial Revival ranch, modern front door, replacement windows	C
Green Valley	2809 Northampton Dr	1960	Colonial Revival ranch, replacement windows	C
Green Valley	2807 Northampton Dr	1960	Colonial Revival ranch, replacement windows	C
Green Valley	2805 Northampton Dr	1961	Colonial Revival ranch, replacement windows	C
Green Valley	2803 Northampton Dr	1961	Ranch, filled in garage bay, replacement windows	N/C
Green Valley	2801 Northampton Dr	1966	Colonial Revival ranch, replacement windows	C
Green Valley	1106 Onslow Dr	1964	Split level, vinyl siding, replacement windows	C
Green Valley	2705 Northampton Dr	1979	Not of age	N/A
Green Valley	2703 Northampton Dr	vacant	N/A	N/A
Green Valley	1105 Benjamin Pkwy	1961	Ranch, replacement windows	C
Green Valley	1103 Benjamin Pkwy	1963	Split-level, masonite siding, replacement windows	C
Green Valley	1101 Benjamin Pkwy	1965	Ranch, replacement windows	C
Green Valley	2702 W Cornwallis Dr	1958	Ranch, vinyl siding, replacement windows	C
Green Valley	2704 W Cornwallis Dr	1957	Ranch, retains integrity	C
Green Valley	1100 Onslow Dr	1958	Ranch, retains integrity	C
Green Valley	2800 W Cornwallis Dr	1962	Cross gable ranch, replacement windows	C
Green Valley	2802 W Cornwallis Dr	1959	Ranch, replacement windows	C
Green Valley	2804 W Cornwallis Dr	1959	Colonial Revival ranch, replacement windows	C
Green Valley	2806 W Cornwallis Dr	1959	Cross gable ranch, replacement windows	C
Green Valley	2900 W Cornwallis Dr	1963	Cross gable ranch, replacement windows	C
Green Valley	2902 W Cornwallis Dr	1959	Cross gable ranch, replacement windows	C
Green Valley	1005 Caswell Dr	1964	Ranch, retains integrity	C
Green Valley	1004 Caswell Dr	1959	Ranch, vinyl siding, replacement windows	C

Green Valley	2805 W Cornwallis Dr	1959	Ranch, replacement windows	C
Green Valley	2803 W Cornwallis Dr	1959	Ranch, vinyl siding, replacement windows	C
Green Valley	2801 W Cornwallis Dr	1957	Split level, vinyl siding, replacement windows	C
Green Valley	1016 Onslow Dr	1958	Ranch, replacement windows	C
Green Valley	2703 W Cornwallis Dr	1959	Ranch, replacement windows	C
Green Valley	1021 Benjamin Pkwy	1980	Not of age	N/A
Green Valley	1019 Benjamin Pkwy	1958	Ranch, replacement windows	C
Green Valley	1017 Benjamin Pkwy	1964	Ranch, replacement windows	C
Green Valley	1015 Benjamin Pkwy	1959	Ranch, replacement windows	C
Green Valley	1013 Benjamin Pkwy	1964	Ranch, replacement windows	C
Green Valley	1011 Benjamin Pkwy	1959	Ranch, replacement windows	C
Green Valley	1009 Benjamin Pkwy	1957	Ranch, replacement windows	C
Green Valley	1007 Benjamin Pkwy	1973	Not of age	N/A
Green Valley	1005 Benjamin Pkwy	1960	Split level, masonite siding, replacement windows	C
Green Valley	1003 Benjamin Pkwy	1960	Split level, replacement windows	C
Green Valley	1005 Pembroke Rd	1958	Cross gable ranch, vinyl siding, replacement windows	C
Green Valley	1003 Pembroke Rd	1958	Ranch, replacement windows	C
Green Valley	1001 Pembroke Rd	1956	Ranch, replacement windows	C
Green Valley	921 Pembroke Rd	1958	Cross gable ranch, replacement windows	C
Green Valley	919 Pembroke Rd	1959	Colonial Revival ranch, replacement windows	C
Green Valley	917 Pembroke Rd	1958	Ranch, replacement windows	C
Green Valley	915 Pembroke Rd	1958	Cross gable ranch	C
Green Valley	913 Pembroke Rd	1958	Ranch, replacement windows	C
Green Valley	911 Pembroke Rd	1958	Ranch, replacement windows	C

Green Valley	909 Pembroke Rd	1959	Ranch, vinyl siding, replacement windows	C
Green Valley	909 Avery Pl	1958	Ranch, replacement windows	C
Green Valley	910 Avery Pl	1958	Ranch, retains integrity	C
Green Valley	914 Pembroke Rd	1958	Ranch, painted brick, replacement windows	C
Green Valley	917 Onslow Dr	1957	Ranch, vinyl siding	C
Green Valley	916 Onslow Dr	1957	Split-level, replacement windows	C
Green Valley	1002 Pembroke Dr	1957	Ranch, replacement windows	C
Green Valley	1004 Pembroke Dr	1958	Cross gable ranch	C
Green Valley	917 Benjamin Pkwy	1957	Colonial Revival Ranch, replacement windows	C
Green Valley	915 Benjamin Pkwy	1957	Split-level, vinyl siding, replacement windows	C
Green Valley	913 Benjamin Pkwy	1957	Ranch, vinyl siding	C
Green Valley	911 Benjamin Pkwy	1960	Colonial Revival ranch, vinyl siding, replacement windows	C
Green Valley	909 Benjamin Pkwy	1956	Cross gable ranch, vinyl siding, replacement windows	C
Green Valley	907 Benjamin Pkwy	1958	Ranch, replacement windows	C
Green Valley	905 Benjamin Pkwy	1959	Ranch, replacement windows	C
Green Valley	903 Benjamin Pkwy	1972	Not of age	N/A
Green Valley	901 Benjamin Pkwy	1962	Colonial Revival, replacement windows	C
Green Valley	2502 Fairway Dr	1956	Colonial Revival ranch, replacement windows	C
Green Valley	2504 Fairway Dr	1958	Ranch, replacement windows	C
Green Valley	2506 Fairway Dr	1956	Ranch, retains integrity	C
Green Valley	2508 Fairway Dr	1956	Ranch, replacement windows	C
Green Valley	2510 Fairway Dr	1957	Cross gable ranch, replacement windows	C
Green Valley	2512 Fairway Dr	1958	Ranch, replacement windows	C
Green Valley	901 Onslow Dr	1958	Split level, vinyl siding, replacement windows	C

Green Valley	2602 Fairway Dr	1958	Ranch, replacement windows	C
Green Valley	2603 Fairway Dr	1958	Split-level, painted brick, vinyl siding, replacement windows	C
Green Valley	2601 Fairway Dr	1956	Ranch, vinyl siding, replacement windows	C
Green Valley	2517 Fairway Dr	1956	Split-level, vinyl siding, replacement windows	C
Green Valley	2515 Fairway Dr	1958	Colonial Revival ranch, replacement windows	C
Green Valley	2513 Fairway Dr	1962	Colonial Revival ranch, replacement windows	C
Green Valley	2511 Fairway Dr	1956	Ranch, replacement windows	C
Green Valley	2509 Fairway Dr	1956	Cross gable ranch, replacement windows	C
Green Valley	2507 Fairway Dr	1957	Colonial Revival ranch, replacement windows	C
Green Valley	2505 Fairway Dr	1956	Cross-gable ranch	C
Green Valley	2503 Fairway Dr	1958	Colonial Revival ranch, replacement windows	C
Green Valley	2501 Fairway Dr	1958	Colonial Revival ranch, replacement windows	C

Historic Background

Green Valley was platted in 24 sections from 1955 to 1985, with all but seven maps filed before 1969. As with the other properties in the APE, Green Valley has its origins with A. M. Scales' failed Hamilton Lakes development and subsequent ownership by Edward and Blanche S. Benjamin and the Starmount Company.

The first plat map for the subdivision filed at the Guilford County Registry of Deeds contained lots west of Benjamin Parkway on Fairway Drive, Onslow Drive, and Pembroke Road. Following plats expanded the subdivision west and northwest. In the mid-1960s Starmount Company began platting larger lots on wider, busier roads, particularly Hobbs Road, and is reflected in the larger and grander houses seen in this district. The first houses were constructed within months of the first plat filing in November 1955 with approximately 636 houses constructed through 1968. Another 175 houses were constructed in the following four years, finally tapering in 1972. In the years between 1973 and 2001, 169 homes were built with a majority coming after 1980. A 1968 aerial image show that the streets between Hobbs Road, Davidson Drive (now Alderman Drive), New Hanover Drive, and Onslow Drive was nearly 100% built and that the areas northwest/west of the Hobbs Road and N. Holden Road where approximately 50% constructed. A list of all original plat maps for Green Valley located at the Guilford County Registry of Deeds is below.

Green Valley				
Section Number	Map Number	Map Book/Page Numbers	Plat Date	Owner
1	1	23/34	November 1955	Starmount
1	3	25/78	December 1957	Starmount
1	4	26/19	September 1958	Starmount
1	5	27/36	November 1958	Starmount
1	6	28/1	June 1959	Starmount
1	7	28/2	November 1959	Starmount
1	8	29/65	November 1960	Starmount
1	9	31/43	August 1961	Starmount
1	10	32/51	June 1962	Starmount
1	11	34/19	May 1963	Starmount
1	12	34/47	August 1963	Starmount
1	13	36/41	July 1964	Starmount
n/a	14	37/54	October 1964	Starmount
n/a	15	37/53	June 1965	Starmount
2	2	40/47	October 1965	Starmount
2	1	40/48	October 1966	Starmount
3	2	38/45	September 1968	Starmount
4	2	44/98	October 1969	Starmount
5	2	46/12	January 1971	Starmount
3A	n/a	63/26	December 1978	Brown Realty
3B	n/a	67/96	March 1979	Brown Realty
3C	n/a	71/35	April 1979	Brown Realty
1	3	72/27	April 1985	Starmount
2	3	79/47	July 1985	Starmount

The neighborhood was intended for the white-collar workers of the growing middle class. Its residents included a nurse, professor from Western Carolina University, company president, and electrical engineer (see Historic Context). Green Valley’s development of larger lots and larger houses reflects these more affluent owners.

Starmount Company utilized working plat maps to show the purchaser, housing prices, and sometimes, what type of house would be constructed. An example of these maps is shown below in Figure 68. For example, Block 10 Parcel 16, current-day 3304 Albemarle Drive in Green Valley, is noted as sold to Brown (likely Brown Realty) to construct a one-story Tudor with a left gable. Research did not reveal any individualized marketing for Green Valley like at Guilford Hills; however, Figure 5 illustrates that Starmount did add the subdivision to a general advertisement for all of its developments.



Figure 70: Green Valley working plat map with notations from Starmount Company with notes about pricing and house types. The red circle and detail of the plat correlates to the Tudor Revival-style house above.

Save the post-1972 home construction, the subdivision retains its appearance much as it did near the end of build out. One of the notable changes is the loss of Starmount Farms at the south of New Hanover Drive. The large tract of open space between New Hanover Drive and W. Friendly Avenue has been replaced by two streets of “McMansion” style homes and large-scale commercial ventures, including a large Post-Modern office building.

Comparable Example

Please see Section IV: Post 1945 Subdivision Comparable Examples, page 95-97.

National Register Evaluation

Green Valley Historic District is eligible for listing in the NRHP under Criteria A and C for its local significance in Architecture and Community Planning and Development. Green Valley is the largest of the subdivisions developed by Starmount Company after 1945. Starmount Company left an indelible mark on

greater northwest Greensboro. The company was able to plan and develop the area relatively free of physical constraints. Starmount developed the site in a period with numerous national programs for home ownership. Additionally, Green Valley was planned to accommodate guidance set forth by the City Planning Commission, including parks and schools, minimum lot size, and specific zoning. The subdivision is comprised of an excellent mix of post-1945 architecture with an array of variants. The consistency in type, style, and treatment displays excellent cohesion without the redundancy of “cookie cutter” houses. When completed, Green Valley was a desirable location for the expanding white-collar population of Greensboro. Its proximity to the Friendly Shopping Center certainly made it desirable. The subdivision retains high levels of all aspects of integrity. It has limited post-1968 infill and alterations are concentrated in window and sheathing changes; however, most have been completed sensitively. The period of significance is c.1955 to c.1971. While this period falls within the past 50 years, it reflects the continuation of the neighborhood development, not that the subdivision qualifies for Criterion Exception G. Green Valley is not eligible under Criterion B, as no notable residents have been identified nor is it the most significant property associated with Blanche and Edward Benjamin. It is not eligible under Criterion D as it is unlikely to yield important information related to history or pre-history in the future.

Green Valley Historic District		
Aspect of Integrity	Level of Integrity	Assessment
Location	High	Stands on the site it was planned.
Design	High	Street Layout remains unchanged, setbacks adhered to, minimal changes to massing of houses.
Setting	High	Most change is at Starmount Farms and Friendly Center, but large buffer of trees prevents diminishment of integrity.
Materials	High	Most materials are intact; narrow width vinyl replacement is rare, and windows changes have been sensitive.
Workmanship	High	The layout of the subdivision reflects the mechanical and hand operation to prepare the site and build houses. Materials are intact.
Feeling	High	High integrity due to integrity of other aspects.
Association	High	High integrity due to integrity of other aspects.


National Register Boundary

The boundary for the proposed district is the area contained within the plats filed by Starmount Company from 1955 to 1971. This contains the majority of the subdivision and only excludes houses east of North Holden Road from Cascade Drive to Valleymeade Drive and those houses north of Hobbs Road north to Milan Road. These areas have been excluded due to the seven-year gap between plat filings. The two excluded areas are not cohesive with the rest of the district. The boundary includes the buffer between the subdivision and the Benjamin Parkway and Bryan Boulevard.



Figure 71: Recommended NRHP boundaries for the Green Valley Historic District.

Forest Valley Historic District

	Resource Name	Forest Valley Historic District
	HPO Survey #	GF9091
	Location	S & W of Bryan Blvd; N of N Holden Rd; E of Hobbs Rd; E of Pebble Rd
	Date of Construction	1965-1971
	Recommendation	Recommended eligible for listing in NRHP

Site Plan

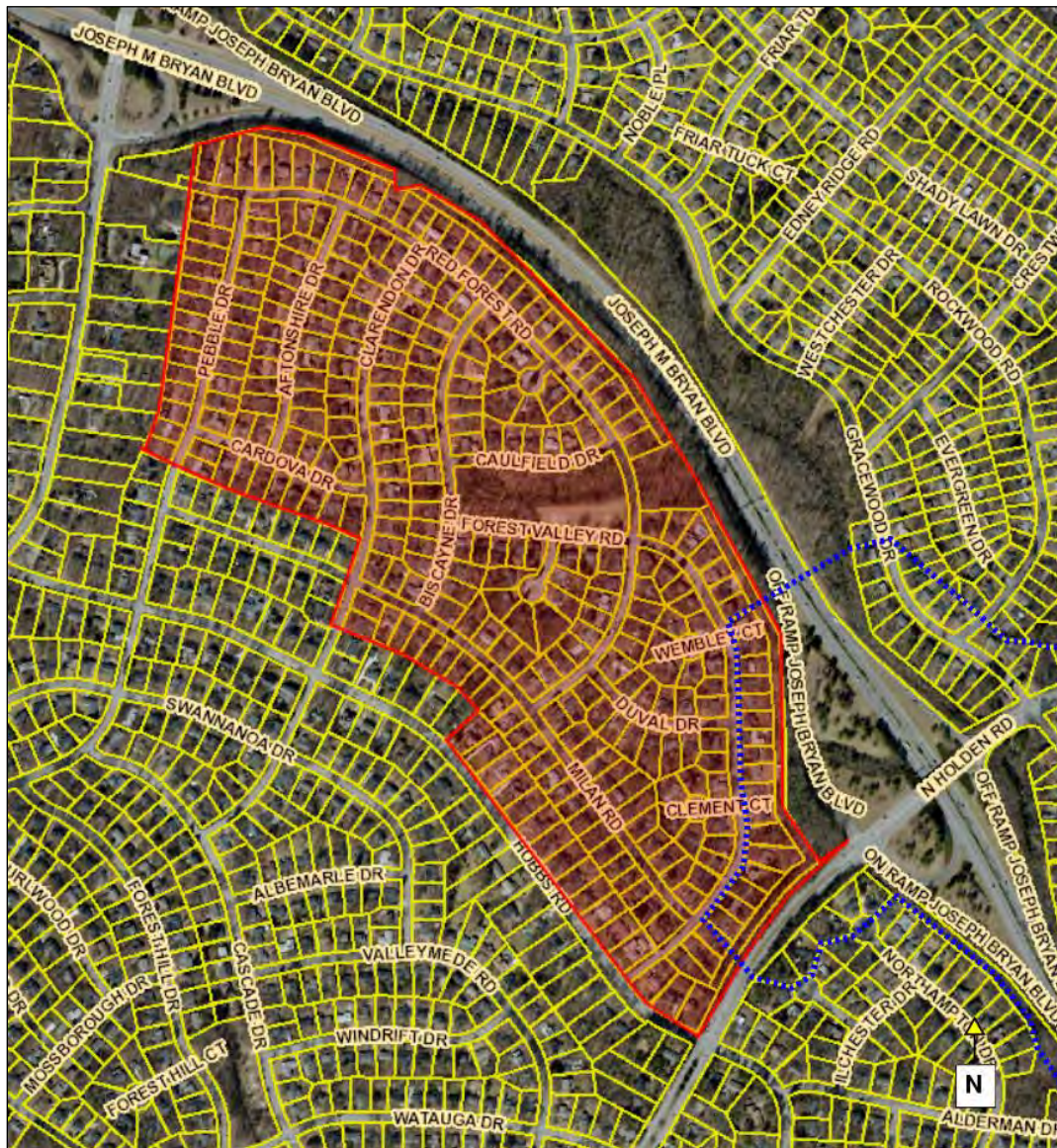


Figure 72: Forest Valley Site Plan based on original plat maps with APE represented in blue.

Architectural Description

Forest Valley is a neighborhood of approximately 330 houses and one park on approximately 335 acres. The neighborhood is bordered by Joseph M. Bryan Boulevard on the north and east, North Holden Road on the southeast, Hobbs Road on the southwest until it reaches Clarendon Drive, and then Milan Road forms the southern border, and Pebble Drive on the west. Most houses sit on 0.3-acre parcels, though some lots are as large as 0.6 acres. Houses sit in the center, or just forward of center, of their lots. Lots contain lawns with large shade trees as well as smaller decorative trees. Some lots are heavily treed on the street side, obscuring the house. Some lots are simply landscaped while others have more elaborate groupings of small trees and shrubs. Several streets contain sloping parcels, both above and below the street level. Straight driveways lead to parking areas in the rear of the houses. Some streets have paired driveways. Many houses have a paved path that leads from the driveway to the front door. Other homes have a path that originates at the street. Streets follow gentle curves, and several terminate in cul-de-sacs. Forest Valley Park is a 6.5-acre park in the eastern section of the neighborhood.

Ranch

Forest Valley contains a large number of Ranch houses, both archetypal and sub-types. The archetypal examples contain the standard picture window. Other windows are tall and narrow. There are usually four or five bays. The houses are long and low to the ground with overhanging eaves. Some examples contain the recessed entry porch. One unusual example features Tuscan columns and a scalloped fascia board along the porch. Chimneys are usually off-center behind the roof ridge and large. Cladding is brick, sometimes with vinyl on recessed portion. Most roofs are side-gabled or hipped. Some ranches contain a gable-front projection on one side of the main massing. This configuration also exists in hipped roofed ranches. The entry door is usually tucked next to the projection but can also be located within it. The chimney can appear on the ridgeline, off center, or towards the rear, or on the exterior at one end. Some ranches have Colonial, Tudor, or Spanish Revival-style elements. Cladding is brick with wood siding accents. Some contain carports.



Figure 73: L to R, 1602 Milan Road is a Ranch with a full length engaged front porch and added walkway bisecting the swath of front yard; 1606 Milan Road is a Ranch with a long, linear footprint and symmetrical bays.



Figure 74: L to R, 1703 Milan Road is a cross-gabled ranch; 2207 Red Forest Road is a cross-hipped ranch.



Figure 75: L to R, 1701 Biscayne Drive is a Ranch with a below grade garage; 1724 Forest Valley Road is a Ranch with a low-pitched hipped roof and picture windows.

Sub-type: Colonial Revival

The Colonial Revival-style ranches in Forest Valley contain symmetrical facades and Colonial Revival-style decorative elements. The entry door is often flanked by side lights. Entries are either recessed or covered with porches. Some entries contain double doors instead of side lights. The entry porch can be small with a gable front or engaged and almost the full width of façade. Window size and configuration varies. Windows may be almost the full height of the façade, sitting just below the cornice line. Others are more standard sized with a paneled section below, giving the impression of height. There are also cases of paired windows. A picture window may appear adjacent to the entry. Decorative elements usually include quoining and dentils at the cornice line. Roofs can be hipped or side gabled. Chimneys may be large or modest, placed either off center at roof ridge or just behind. A few examples feature a chimney at one end of the exterior. Cladding can consist of all brick or brick with wood or artificial siding. Some contain lower level garages when house is built on a slope.



Figure 76: L to R, The Ranch at 1602 Forest Valley Road has a central recessed entry with molded panels and a dentiled cornice; the Ranch at 1609 Forest Valley Road has a mix of wall cladding materials and cornice returns.



Figure 77: 1609 Milan Road has a hipped roof and symmetrical massing; 1810 Red Forest Road has a gable-front porch and a central entry with sidelights.

Split-Level

Another common house form in Forest Valley is the Split-Level. Usually side gabled tri-levels, the entry is often paired with a picture window (sometimes a bay). Other windows are typically sized and symmetrically placed. The two-story gable front block can contain a garrison. Windows are often paired on the third-floor section. Cladding is brick with wood or vinyl siding on the third-floor. The chimney is usually large and placed on the exterior. Some homes have Colonial Revival-style elements such as a broken pediment over the door, dentils, and porch columns. Carports are present in some examples.



Figure 78: L to R, 1604 Milan Road is a split-level with Colonial Revival detailing such as imitation board and batten siding and an integral porch with columns; 1711 Forest Valley Road is a Split-Level with side-gabled roofs, a faux Garrison upper story, and a mix of wall cladding.

Colonial Revival

Forest Valley contains a large number of Colonial Revival-style homes. The Colonial Revival style emulates the form and incorporates design elements of Colonial era houses. These twentieth-century versions may feature a garrison, frieze or cornice boards, decorative door and window surrounds, pedimented or projecting front gable, compass (round) window or vent in the gable end, pent roof, and/or quoins. The Colonial Revival-style houses in Forest Valley are typically simple, with only a few decorative elements. Facades are symmetrical. Porches can be gable-front entry or full width one-story with simple posts. Some two-story versions are fronted by a full height porch. The entry door is typically bordered by sidelights. Some are also topped by a broken pediment. One-story versions appear both with and without dormers. Two-story examples appear with side-gabled or mansard roofs. Cladding is brick or vinyl, or on some two-stories, brick on the first floor with wood cladding or Masonite on the second. Chimneys appear on exterior ends or on the interior, off-center. Some examples have a recessed side ell that contains a garage or carport.



Figure 79: L to R, 1707 Aftonshire Drive is a Spanish Colonial Revival house; 1603 Biscayne Drive is a Colonial Revival-style house with a dentiled cornice and symmetrical main massing.



Figure 80: L to R, 611 Milan Road is a two-story house with a faux-garrison and gabled entry porch; 1702 Duval Drive displays a gambrel roof with shallow dormers.



Figure 81: 1809 Biscayne Drive has a gabled central entry porch and symmetrical massing.

Modernist

Modernist houses are characterized by a low-pitched gable roofs with wide overhanging eaves, commonly with roof beams exposed, broad expanses of uninterrupted wall surface, asymmetrical design, and cladding in natural materials such as wood, stone, or brick. The entry is often obscured, either by being recessed or located off the carport, and the façade gives little indication of the interior spaces located within. Windows are of varying size and configuration and may be placed in the gabled peak. Some homes may have walls constructed entirely of windows. The entry door sits near the center of the façade. The entry is flanked either by a picture window or a long high band of windows. Other windows are horizontal and narrow, sometimes located at the roof and wall junction. Carports and garages, when present, sit under an extension of the front or side gabled roof. The shallow front gable is centered over the two-story block and extends dramatically down over the first-floor wing. The eaves are deep with exposed beams. Entry porches are formed by the roof overhang. Cladding can be asbestos shingles, or a combination of brick and wood or aluminum siding.



Figure 82: L to R, 1601 Red Forest Road is a Split-Foyer house with Modernist-style window treatments; 1619 Red Forest Road features a butterfly roof, cantilevered, prow-like balcony, a rare example of outdoor living space facing the street.

Parks

Forest Valley contains one park, Forest Valley Park. The park encompasses 6.5 acres, between Caulfield Drive, Red Forest Road, Forest Valley Road, and Biscayne Drive. The park was included in the plat dated May 1968 as a drainage and flood plain. The majority of the park is wooded. The southeast section contains grassy open areas with a basketball court, benches, and a swing set.



Figure 83: Forest Valley Park with playground and wooded area.

Inventory

The following Forest Valley properties are located in the APE for this project.

Historic District	Address	Date	Integrity	C or NC
Forest Valley	1708 Forest Valley Rd	1968	Split level, brick, vinyl siding, replacement windows	C
Forest Valley	1706 Forest Valley Rd	1967	Colonial Revival, replacement windows	C
Forest Valley	1704 Forest Valley Rd	1967	Colonial Revival ranch, replacement windows	C

Forest Valley	1702 Forest Valley Rd	1967	Colonial Revival ranch, replacement windows	C
Forest Valley	1700 Forest Valley Rd	1967	Split level with carport, replacement windows	C
Forest Valley	1622 Forest Valley Rd	1967	Ranch with pendiment porch, replacement windows	C
Forest Valley	1620 Forest Valley Rd	1967	Ranch, replacement windows	C
Forest Valley	1618 Forest Valley Rd	1969	Ranch, vinyl siding, replacement windows	C
Forest Valley	1612 Forest Valley Rd	1967	Colonial Revival, painted brick, replacement windows	C
Forest Valley	1610 Forest Valley Rd	1968	Colonial Revival, painted brick, replacement windows	
Forest Valley	1608 Forest Valley Rd	1968	Colonial Revival, replacement windows	C
Forest Valley	1606 Forest Valley Rd	1968	Split level, replacement windows	C
Forest Valley	1604 Forest Valley Rd	1969	Colonial Revival ranch, replacement windows	C
Forest Valley	1602 Forest Valley Rd	1967	Colonial Revival ranch, replacement windows	C

Historic Background

Starmount Company platted Forest Valley beginning in May 1965 with a modest 16 parcels along Hobbs Road. The following year 100 parcels were added to the north and east and construction began in earnest. Starmount Company submitted additional plats in 1968 and 1969. Houses were constructed steadily through the late 1960s and early 1970s. After 1971, the rate of building slowed. The northwest section was the last to be platted. Some of those lots were not developed until the 1980s. The most recent house built in the neighborhood is from 2009. Several lots remain undeveloped. A list of original plat maps filed at the Guilford County Registry of Deeds is below.

Forest Valley			
Section Number	Map Book/Page	Plat Date	Owner
1	37/68	May 1965	Starmount
1	39/86	May 1966	Starmount
1	42/86	May 1968	Starmount
1	42/87	May 1968	Starmount
1	43/99	August 1969	Starmount
1	55/48	September 1974	James B. Ellis
1	57/36	December 1975	Starmount

Starmount Company remained a driving force in post WWII residential development in Greensboro in the 1960s. The company continued to plat and design subdivisions that included single-family houses, curvilinear streets, parks, and green spaces. By the time Forest Valley was developed, tastes had evolved, and house sizes had increased. Square footage minimums were required, with 1,500 square feet for a one-story home and 1,000 square feet for a one-and-a-half or a two-story house. Lot sizes were larger to accommodate these requirements. In August 1969 Starmount Company staff noted that houses sold in Forest Valley for \$6,500 to \$8,000, several thousand dollars more than the houses sold in Garden Homes or Guilford Hills. Starmount Company likely partnered with Brown Realty, who handled the construction of the house. Houses in Forest Valley were initially occupied by white collar workers, including an engineer and sales account executive.⁴² Research did not reveal any individualized marketing for Forest Valley like at Guilford Hills; however, Figure 5 illustrates that Starmount did add the subdivision to a general advertisement for all of its developments.

When the majority of the homes in Forest Valley were constructed, N. Holden Road was not yet complete. A historic aerial from 1968 shows only the southernmost section of the neighborhood completed. In 1982 the plots between Milan Road, Clarendon Road, Hobbs Road, and Pebble Road were untouched. The north side of Milan and the south western end of Pebble was also undeveloped.

Comparable Examples

Please see Section IV: Post 1945 Subdivision Comparable Examples, page 95-97.

National Register Evaluation

Forest Valley is eligible for listing in the NRHP under Criteria A and C for its local significance in Architecture and Community Planning & Development for its association with the Starmount Company and its development of the area. Forest Valley represents the maturation of Starmount Company development of northwest Greensboro and was marketed to upper middle-class families, as opposed to Guilford Hills and Garden Homes, which contain smaller homes. The neighborhood was planned with larger parcels and larger houses with greater setbacks, as well as public spaces such as parks, representing the evolution of suburban residential development and following the City Planning Commission guidelines. In terms of Criterion C, Forest Valley holds excellent examples of Ranch and Colonial Revival style houses, with Split-Level and Modernist styles also represented. Overall the architectural styles lead to a sense of cohesion throughout the historic district. Forest Valley is not eligible under Criterion B, as no notable residents have been identified nor is it the most significant property associated with Blanche and Edward Benjamin. It is not eligible under Criterion D as it is unlikely to yield important information related to history or pre-history in the future.

Forest Valley's period of significance is from 1965, when the first plat was filed, to 1978, when most of the neighborhood was developed. While this period falls within the past 50 years, it reflects the continuation of the neighborhood development, not that the subdivision qualifies for Criterion Exception G. Of the approximately 330 properties in the historic district, 292 were constructed prior to 1972.⁴³ Development was consistent through 1978, thus the neighborhood retains cohesion through its 13-year

⁴² Forest Valley Plat Map, October 1969, Starmount Company Working Plat Maps, Greensboro History Museum Collections, Greensboro, North Carolina.

⁴³ This project is scheduled for construction in 2022.

period of construction. There is little infill and alterations are limited to sheathing and replacement windows.

Forest Valley Historic District		
Aspect of Integrity	Level of Integrity	Assessment
Location	High	Remains at original site.
Design	High	Street layout remains unchanged, setbacks adhered to, minimal changes to massing of houses.
Setting	High	Retains buffer between Joseph M. Bryan Blvd., surrounding area has been filled in with similar scale neighborhoods.
Materials	Medium	Many homes have replacement vinyl windows, and some siding has been replaced with vinyl.
Workmanship	Medium	Diminished by application of vinyl siding.
Feeling	High	High integrity due to integrity of other aspects.
Association	High	High integrity due to integrity of other aspects.

NRHP Boundary

The NRHP boundary of Forest Valley is represented by the red line below. It encompasses the lots that were developed by 1978. The lower section of Pebble Drive, the western end of Milan Road, and the Hobbs Road block between Pebble Drive and Clarendon Drive were developed in the 1980s and 1990s and lie outside the district boundaries.



Figure 84: Recommended NRHP boundaries for the Forest Valley Historic District.

IV. Post 1945 Subdivision Comparable Examples

The following comparable examples are relevant to all four post-WWII subdivisions, Garden Homes, Green Valley, Guilford Hills, and Forest Valley. Therefore, for the sake of brevity and readability, comparative analysis related to all four subdivisions is provided in this section.

No post-WWII subdivisions in Greensboro have been listed in the NRHP or determined eligible for listing in the NRHP to date. As a result, the Greenbrier Estates Historic District in Raleigh, determined eligible for listing in the NRHP in 2018, was selected as a comparable resource with a known determination of eligibility. In addition, a windshield survey of Benbow Park, Dellwood Park, and Friendly Homes in Greensboro was completed in order to provide a local comparison. The City of Greensboro Housing and Community Development Department's "Historic Resources Survey Planning Phase Report" noted Benbow Park, Dellwood Park, and Friendly Homes as having a high concentration of intact resources, further endorsing these subdivisions as appropriate comparable examples.⁴⁴

Greenbrier Estates contains 315 single-family houses, a park, and a lake. The subdivision was first platted in 1957 and construction continued into the 1970s. The subdivision has curvilinear streets with curbing and no sidewalks. Most of the lots are between 0.4 to 0.6 of an acre, many with mature landscaping and trees. The subdivision contains ranch, split-level, split-foyer, Colonial Revival, and Modern houses. The subdivision has a 3-acre park with playgrounds and a tennis court. In terms of housing stock, Greenbrier Estates retains the variety of resources and integrity of resources displayed in Garden Homes, Green Valley, Guilford Hills, and Forest Valley. All of these subdivisions have few examples of in-fill, insensitive alterations, and changes in design.



Figure 85: Greenbrier Estates; Greenbrier Road at Forestdale Drive and south of Forestdale Drive

Benbow Park was first platted in 1959 and construction continued through the 1980s. The subdivision is characterized by modest sized ranch houses with split-level houses. Some houses feature Colonial Revival-style elements. The subdivision contains approximately over 100 properties situated on curvilinear streets with slight changes in elevations. The streets are curbed, but there are no sidewalks. A small park is located on the southern boundary. Benbow Park was historically associated with residential housing for African Americans, specifically faculty from North Carolina A & T. This historical context differs from that of the four Starmount subdivision, which catered to white populations. Architecturally, the housing stock in

⁴⁴ Circa, Inc., 5.

Benbow Park is largely more vernacular than Guilford Hills, Green Valley, or Forest Valley. In relation to Garden Homes, Benbow Park's modest houses feature more brick facades, while Garden Homes historically had wood, asbestos, or aluminum siding.



Figure 86: Benbow Park on Bellcrest Drive and at the intersection of Bellcrest Drive and South Side

Dellwood Park was platted beginning in 1954 with subsequent additions in the 1950s and contains over 200 properties. Construction of houses within the subdivision continued into the 1960s, with minimal construction post 1970. Dellwood Park is a U-shaped subdivision that follows Dellwood Drive on both sides of W. Cone Street. The subdivision has curvilinear streets, curbing, and no sidewalks. The subdivision has one small park/green space, an acre lot at Elkhart Road and Dellwood Drive. The subdivision has many variations of ranch houses and some high style Modern and Colonial Revival examples. Canterbury Street in particular contains several ranch houses with Modern elements, such as low-pitched roofs and clerestory windows. Most houses are one story. Dellwood Park does not contain the wide variety of house forms as found in the Starmount subdivisions. Dellwood Park also lacks green space and park spaces of the same caliber as the other subdivisions.



Figure 87: Dellwood Park; Elkhart Road east of Dellwood Dr and NW corner of Dellwood Dr and Canterbury Street

Friendly Homes was platted beginning in 1953 by the Friendly Development Company. It is located south of the Benjamin Parkway and north of West Friendly Drive. The subdivision contains approximately 100 houses and is bordered by parkland to the north and green space to the east. Friendly Park is located in

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the northeast corner and was established in 1958. Friendly Homes contains modest to large ranch houses consistent with the development patterns of the 1950s. The streets are also curvilinear, and the subdivision contains mature landscaping. The subdivision contains ranch and split-level houses which are largely vernacular. The subdivision does not contain many high style examples. Material integrity within Friendly Homes is relatively high. The subdivision, however, does not contain the same caliber of resources found within Guilford Hills, Green Valley, and Forest Valley.



Figure 88: Friendly Homes at Mimosa Drive south of Candlewood Drive and at Whittier Drive and Candlewood Drive

Ultimately, the comparison with Greenbrier Estates Historic District demonstrated a similar level of integrity with the four Starmount subdivisions, along with a similar caliber of design and form in housing stock. The comparison with the three subdivisions in Greensboro revealed that the quality of housing stock in the four Starmount subdivisions was greater than that of Benbow Park, Dellwood Park, or Friendly Homes. Additionally, Garden Homes, Green Valley, Guilford Hills, and Forest Valley by sheer volume, along with a high level of integrity, are more significant examples of post-1945 architecture and community planning and development.

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